

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, 1922



"HIS MASTER'S VOICE"

REG. U.S. PAT. OFF.

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

A Phonograph Built to *Sell*

The selling policy of Sonora begins in the factory. It consists of concentrating the whole force of our organization on making a phonograph only—a phonograph that reflects the pioneering genius and workmanship of Sonora's skilled artisans, and imparts a tone quality heretofore believed impossible.

Hence it follows that Sonora draws out the utmost from all records—indeed, the better the record the more incomparable is Sonora's rendition—a fact which, more than all other Sonora advantages, makes Sonora possession a source of pride to the owner, and the Sonora franchise a prize worth having to the dealer.

The refinements of the new Sonora models, truly astonishing, will make your selling task easier. Write for particulars regarding a Sonora Agency.

Sonora Phonograph Company, Inc.

GEO. 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. 18. No. 4

New York, April 15, 1922

Price Twenty-five Cents

INTERDEPARTMENT CO-OPERATION

Talking Machine Departments in Stores Where Varied Lines Are Handled Can Boost Sales Through the Aid of Other Departments

Many departments and general stores are now handling talking machines and the majority of them have installed departments of an up-to-date character. Stores of this nature have an unrivaled opportunity for boosting the sales of talking machines and records through the co-operation of members of other departments on the same floor. For example, if the art department is on the same floor with the talking machine department it is a comparatively easy matter for the salesmen of that department to induce the purchaser of art objects to step into the music department and inspect the line of machines handled and to listen to records. The talking machine salesmen can reciprocate by drawing the attention of customers to the other departments on that floor or elsewhere in the building.

EDMUND C. DOEL WITH WURLITZER

Becomes Manager of the Victrola Department of Prominent New York Establishment

Edmund C. Doel has been appointed manager of the Victrola department of the Rudolph Wurlitzer Co., 120 West Forty-second street, New York, as successor to Herbert A. Brennan, taking charge March 20. Mr. Doel went to his present post from the Yonkers establishment of Landay Bros., of which he was manager. He was previously manager and designer of the Sonora Melody Shop, of Pittsburgh, and for five years was with Frederick Loeser & Co. in Brooklyn as manager of the music and Victrola departments. His record emphasizes experience and ability in the domain of talking machine merchandising.

JOINS PEARSALL SALES STAFF

H. Harrison Nye Will Cover Eastern New York and Pennsylvania for New York Jobbers

The Silas E. Pearsall Co., New York, Victor wholesaler, has announced the addition to its sales staff of H. Harrison Nye, who was formerly manager of the Victor department of the Outlook Co., Providence, R. I. Mr. Nye, who has been identified with the Victor trade for a number of years, is visiting the trade in eastern New York and Pennsylvania and co-operating with the Pearsall clientele to excellent advantage.

OPENS NEW STORE IN COLUMBUS

COLUMBUS, O., April 4.—George T. Cooper, for the past eight years identified with the Goldsmith Music Store in the Victrola department, has opened a talking machine store at 2361-2363 West Broad street. The store will handle a complete line of Brunswick machines and records. Mr. Cooper is a man of long experience in selling phonographs and the shop should prove one of the most successful in the downtown district, owing to his enterprising methods.

HENRY MOELLER GENNETT ARTIST

Distinguished Tenor Soloist Will Record for Gennett Exclusively—Has Large Army of Admirers in New York and Throughout Country

The Gennett record division of the Starr Piano Co. has just announced that it will soon have new records of songs by Henry Moeller, the well-known concert artist, now exclusively Gennett. His "At Dawning," which was released in March, received a great response among Gennett record



Henry Moeller

lovers. His songs will appear under the Gennett green label and the Starr Piano Co. feels it has made quite an addition to the Gennett list in securing him.

Henry Moeller, whose voice is of unusual sweetness and quality, has filled engagements with the New York Symphony Orchestra and oratorio societies, and at present is tenor soloist of the world's largest congregational Church in Brooklyn, N. Y. Wherever he has appeared in concert work the press has spoken in high terms of his musical ability. With his extensive favorable repertoire and his masterly interpretations it is believed by the Starr Piano Co. he will be received with a great deal of enthusiasm by patrons of Gennett records, and his next songs are being looked forward to with very much interest. Two of these, "A Dream" and "The Rosary," will be released on a ten-inch record, and "Goodbye" and "When My Ships Come Drifting Home" will be the twelve-inch size.

Have you noticed that the man who is consistently advertising rarely talks about competition? You will find on investigation that he is too busy serving his customers to give any time to gossip.

OUR EXPORTS OF TALKING MACHINES

Imports of Talking Machines and Records Show an Increasing Tendency, With Exports Making a Poor Showing—Some of Our Buyers

WASHINGTON, D. C., April 4.—In the summary of exports and imports of the commerce of the United States for the month of January, 1922 (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, 1922, amounted in value to \$72,478, as compared with \$50,655 worth which were imported during the same month of 1921. The seven months' total ending January, 1922, showed importations valued at \$338,730, as compared with \$474,920 worth of talking machines and parts during the same period of 1921.

Talking machines to the number of 2,230, valued at \$87,233, were exported in January, 1922, as compared with 6,194 talking machines, valued at \$281,925, sent abroad in the same period of 1921. The seven months' total showed that we exported 18,174 talking machines, valued at \$828,470, as against 53,467 talking machines, valued at \$2,369,766 in 1921.

The total exports of records and supplies for January, 1922, were valued at \$77,644, as compared with \$222,498 in January, 1921. The seven months ending January, 1922, records and accessories were exported valued at \$1,012,687; in 1921, \$1,919,489.

The countries to which exports were made in January and the values thereof are as follows: United Kingdom, \$2,164; Canada, \$33,883; Central America, \$6,595; Mexico, \$8,837; Cuba, \$1,531; Argentina, \$2,163; Chile, \$3,632; other South American countries, \$4,198; China, \$550; Japan, \$6,378; Philippine Islands, \$1,555; Australia, \$6,938; other countries, \$8,809.

NEW YORK FIRM INCORPORATES

The Metal Recording Disc Co., of New York City, has been incorporated under the laws of New York State for the manufacture of talking machines. The firm, which is capitalized at \$200,000, was incorporated by L. E. Dresser, E. E. Ennison and A. B. Heermans.

SUFFER HEAVY FIRE LOSS

The Howard Furniture Co., Port Huron, Mich., Brunswick and Edison dealer, was practically wiped out when a disastrous fire swept its store recently with a loss estimated at \$50,000. It has opened a temporary branch store. Plans for the future have not been fully decided.

NEW JERSEY CITY STORE OPENED

JERSEY CITY, N. J., April 1.—An attractive new music store has been opened at 491 Central street, this city, by Herbert A. Sylvester and Frank S. Cascia. Sonora and Vocalion machines are featured and, in addition, a complete stock of pianos.

AW, WHAT'S THE USE?

By L. F. Van Zelm
© Western Newspaper Union

And He Looked Like Such a Good Prospect



See second last page for Index of Articles of Interest in this issue of The World

Honesty of Statement a Vitally Important Asset in Salesmanship Domain :: By W. Braid White

"The salesman must be honest—he must not lie about the goods to make a sale."

This is a very plain, not to say blunt, statement. It is extracted from an article on salesmanship which appeared in the February number of *The Talking Machine World*. That statement was intended to be plain and blunt. It was also intended to convey a simple, well-known truth. Furthermore, it was intended as a basis for further discussion, some of which is here presented.

If we put aside polite fictions and bring ourselves down to concrete truth, we shall mostly be willing to admit that a good deal of selling is conducted on a basis not highly ethical. That is to say, when it comes to a pinch there are many salesmen who cannot, and therefore do not, resist the temptation to color their facts, to distort inconvenient truths into favorable half-truths and generally, perhaps, in manner more than in words, to convey a subtly false impression calculated to make the prospect believe something that is not so. A great deal of retail selling is done in this way and no one who knows the facts will deny the indictment.

Lying Is Intolerable

Now, the point to be insisted on is that lying, no matter how subtle, no matter how mild, no matter even if it be to all intents and purposes "harmless," is in reality a fatal habit and therefore not to be countenanced by a salesman who is loyal to his house and to the goods he sells. Lying is not to be tolerated by any house which expects to build for itself a permanent reputation.

As a matter of fact, houses which have already built for themselves permanent reputations do discourage, and discourage as sternly as possible, all manner of misrepresentation among their salesmen. But salesmen themselves are sadly prone to forget these salutary regulations and to fall into the loose and easy habit of saying what they think the customer hopes is true rather than what is actually true.

The Talking Machine Needs Only Truth

Let us consider a practical example. The whole art of sound recording and reproducing upon which the talking machine is built is in itself so wonderful, so important and so useful to the world that even if it were far more crude and imperfect in its contemporary development than it actually is, after making all allowances, it would still be far above any necessity for mis-

representation, even if misrepresentation were, or ever could be, justified. There is no need to tell about the talking machine or its records anything but the truth.

Yet one hears salesmen telling what is not the truth over and over again, mainly because they hope to make the prospect more pleased than he or she otherwise might become, or because they anticipate some objection and hope to stop it before it has been uttered. It is, for instance, not at all necessary to pretend that any given construction of an incidental part has anything vital to do with tone production. In actual fact it is well known that the general methods of tone

often, if not nearly always, very obscure. The prospect wants good music and a reliable mechanism that will neither cost too much nor get out of order under use. Give him or her that much and all is well. Nothing more is asked for. Therefore why bother to invent elaborate technical or quasi-technical talk, most of which is incorrect and all of which, rightly considered, must be barred as misrepresentation, since it cannot possibly be made clear to the untutored mind of the average prospect?

What the Prospect Wants

To put it in another way, the mind of the prospect ought not to be disturbed, upset and muddled. That prospect wants music. The salesman's job is to see that the prospect hears, under proper conditions, the music he or she wants to hear, until that prospect has satisfied himself or herself that the machine and the records together will deliver to him or her at home the musical pleasure, which is the object of the purchase. The question of the machine's technical points would be a pertinent question if all buyers of talking machines and records were technical experts. In the automobile field almost every person nowadays who goes to look at a car (and this includes both men and women) knows something about a car. Engineering talk is therefore quite in order, for most people know what it means when it is indulged in. On the other hand, in acoustical and musical matters, there is so much room for controversy and the boundaries between fact and fancy are so vague that it is easy to say almost anything that does not actually sound like nonsense and "get away with it." Yet nothing could be more dangerous.

For when one starts to lie there is no end to the process. One does not know when or where to stop and goes on until one is found out. And then the reputation of the house has received a blow from which it may not easily recover.

A Rule of Conduct

Business confidence established between seller and buyer is the sheet anchor of prosperity.

Sell music, forget talk points, emphasize the house's reputation for fair dealing and for taking trouble to satisfy the customer. Avoid misstatements then. Make no single promise that cannot be redeemed. Leave not a single loophole for a complaint after the sale is made. These should be the salesman's rules of conduct.

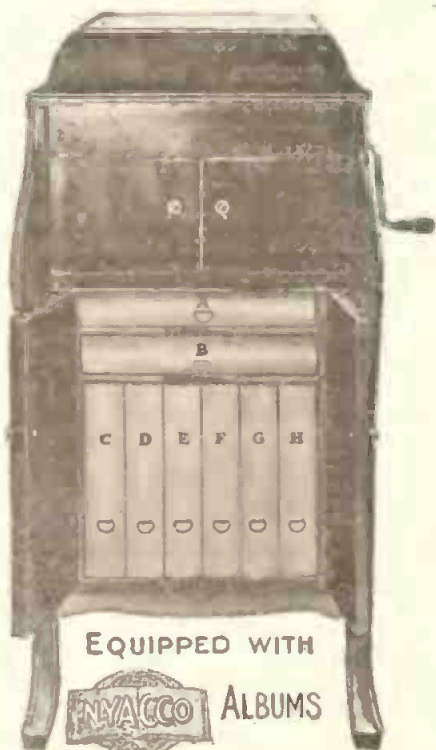
The Business Confidence Established Between Seller and Buyer Is the Sheet Anchor of Trade Prosperity

conveyance from disc to atmosphere depend on fixed acoustical principles and are therefore essentially identical in all machines. There are incidental differences, of course, some of which are justified by the tonal results and others of which are apparently quite futile. It is not easy unless one be an expert, as most salesmen are not, to explain these technical points clearly and without exaggeration or misstatement. The honest salesman will be much better advised in leaving them strictly alone.

The Futility of Technical Talk

And there is another reason for saying this. The object of all such talk is to persuade the prospect that the machine offered is technically better than others. But the prospect does not really care a hoot, as the saying is, about technical points. If he is not told about them he will not care anything about them, for they are not matters of general knowledge and, in fact, are

THE TALKING MACHINE'S HELPMATE



INCREASED SALES

Nyacco albums mean increased sales not only in albums but in records as well. The superior quality of Nyacco albums insures entire satisfaction to your customers and encourages them to buy more of the same kind.

Increased album sales mean increased record sales.

Let Nyacco albums increase your sales.

Quotations and Prices on Request.

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard St.

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

CHICAGO
415-417 S. Jefferson St.



The Only Loose-Leaf Record Album on the Market

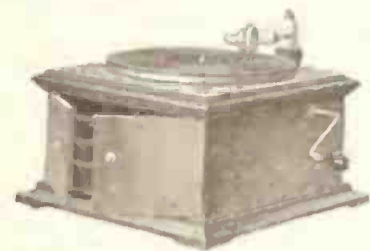
Victor supremacy is the supremacy of performance

The Victrola stands alone. It meets the supreme test of music—and of business, as every dealer in Victor products knows.

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 Ma-
 chine Co.
 The Eclipse Musical Co.
 Columbus, O. The Perry B. Whitst 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. The French Nestor Co.
 Kansas City, Mo. J. W. Jenkins Sons Music
 Co.
 The Schmelzer Co.
 Los Angeles, Cal. Sherman, Clay & Co.
 Memphis, Tenn. O. K. Houck Piano Co.

Milwaukee, Wis. Badger Talking Machine Co.
 Minneapolis, Minn. Beckwith, O'Neill Co.
 Mobile, Ala. Wm. H. Reynolds
 Newark, N. J. Collings & Co.
 New Haven, Conn. The Horton-Gallo-Creamer
 Co.
 New Orleans, La. Philip Werlein, Ltd.
 New York, N. Y. Blackman Talking Mach. Co.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 Charles H. Ditson & Co.
 Knickerbocker Talking Ma-
 chine Co., Inc.
 Musical Instrument Sales Co.
 New York Talking Mach. Co.
 Ormes, Inc.
 Slias E. Pearsall Co.
 Oklahoma City,
 Okla. Oklahoma Talking Machine
 Co.
 Omaha, Nebr. Ross P. Curtice Co.
 Mickel Bros. Co.
 Peoria, Ill. Putnam-Page Co., Inc.
 Philadelphia, Pa. Louis Buchn Co., Inc.
 C. J. Heppe & Son.
 Penn Phonograph Co., Inc.
 The Talking Machine Co.
 H. A. Weymann & Son, Inc.
 Pittsburgh, Pa. W. F. Frederick Piano Co.
 C. C. Mellor Co., Ltd.
 Standard Talking Mach. Co.
 Portland, Me. Cressey & Allen, Inc.
 Portland, Ore. Sherman, Clay & Co.
 Richmond, Va. The Corley Co., Inc.
 Rochester, N. Y. E. J. Chapman Co.
 Salt Lake City, U. S. 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 VI, \$35
Mahogany or oak



Victrola IX, \$75
Mahogany or oak



Victrola No. 90, \$125
Mahogany, oak or walnut



Victrola No. 130, \$350
Victrola No. 130 electric, \$415
Mahogany or oak



"HIS MASTER'S VOICE"

Victrola

REG. U. S. PAT. OFF.

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

Victor Talking Machine Company
Camden, New Jersey

Constructive Pointers on the Development of the Instalment Department

:: By J. E. Parsons

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

Following the opening of an account and the purchase of a machine the customer comes in contact with the collector or the cashier of the firm more than with any other member of the business; therefore, it would seem that these two

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

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

In order to make the necessity for the above qualifications clear, let us analyze by a concrete example their value to the firm. John Jones buys a talking machine on the instalment plan and each week or month, according to the arrangements made at the time of the purchase, he comes to the store to make a payment. He walks up to the desk where the payment is to be made and he is greeted by name, cheerfully and with a smile, and he is asked to sit down. While the payment is being made the cashier, who should be familiar with the record stock, suggests new numbers which are proving popular and requests that he listen to several of them. If the customer is interested the cashier turns him over to the care of a salesman, who conducts him to a booth where the selections mentioned will be played. This plan not only results in sales but it implants in the mind of the customer the conviction that he is looked upon as a friend by the company, and if he does not make a purchase at the moment he will surely do so when he does decide to buy records.

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

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

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

DRUG COMPANY FEATURES MUSIC

MONTEREY, CAL., April 1.—The Palace Drug Co., Victor and Brunswick dealer here, has considerably enlarged the space devoted to its music department by adding another large room for the display of talking machines, pianos, player-pianos and music rolls. The department, which is under the capable management of Verita Young, is enjoying a steadily growing business and is now an important feature of this well-known establishment.

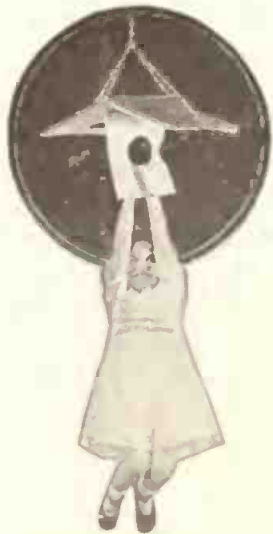
This Sign Will Sell Albums

Album Sales Mean Record Sales



We have designed the above sign to assist you in merchandising albums. Album sales mean record sales, for albums are purchased to hold records, not to stay empty.

This sign is multi-colored and will be a welcome addition to your window display. We are distributing them free of charge. Order as many as you can use from your jobber or advise us and we will gladly send you a supply.



Peerless Album Company

Phil Ravis, Pres.

636-638 Broadway

New York

Boston Representative

L. W. HOUGH, 20 Sudbury St.

San Francisco Representative

WALTER S. GRAY CO., 942 Market St.

Victor supremacy is the supremacy of performance



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak

Victor supremacy is not a promise of something hoped for, or something which may be realized. It is an established fact. A thing of definite value to every dealer in Victor products.



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



Victrola No. 130, \$350
Victrola No. 130, electric, \$415
Mahogany or oak



Victrola No. 240,
\$115
Mahogany or walnut



Victrola No. 260,
\$160
Mahogany or walnut



Victrola No. 280,
\$200
mahogany or walnut
Victrola No. 280, electric, \$265
Mahogany



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Victrola

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Victor Talking Machine Company
Camden, New Jersey

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(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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DEVELOPING SALES PLANS AND METHODS

THE many movements in the talking machine trade recently for the purpose of developing sales plans and methods by manufacturers and wholesalers for the benefit of the retailer serve to refute the charge occasionally made that talking machine interests have not developed the selling instinct through lack of necessity. In various sections of the country recently there have been held conferences by wholesalers and retailers with salesmanship as the dominating topic, and, although statistics regarding the results of these conferences are not available, it is quite evident that any effect they may have cannot help but be beneficial. It may be true that for a number of years the talking machine interests have not been called upon to do any very strenuous selling owing to the fact that the demand kept well ahead of the production, but that condition did not interfere with the development and maintenance of sales organizations and sales systems that have proven very practical.

There are probably throughout the country many retailers who are not inclined to take full advantage of the suggestions offered by manufacturers, wholesalers and their representatives, and it is likely that these retailers are suffering as a result. That two heads are better than one applies to talking machine selling as well as to other problems, and the suggestions offered by manufacturers and wholesalers, based either upon the experience of successful merchandisers or upon the results of sales conferences, are in every particular practical. For the retailer who must sell and wants to sell they offer a means of getting results quickly and without costly experimenting.

Those who study retail conditions and the efforts put forth by dealers to boost business, however, are inclined to wonder if many channels for sales promotion work are not overlooked. As an experiment, recently, seven records were purchased in seven different stores in New York City and in no instance was the customer's name asked for the mailing list, and in only one instance was a suggestion made as to other records on the current list or catalog that might have a particular appeal. Perhaps the selection of records from the current popular list may have failed to give the salesman any lead as to the customer's taste, and although he got courteous service it was only in connection with the record he asked for and bought. This must not be accepted as an indictment of retailers generally, but it does indicate that there are too many who are inclined to accept immediate sales without looking to the future.

EVIDENCE OF BUSINESS BETTERMENT GROWS

DURING the past month there have been many evidences of increasing prosperity and business stability throughout the country. The most competent judges of the situation are a unit in the opinion that dull times are now behind us and that we are marching into the sunlight of better business. This has been manifested in multitudinous ways, and consequently there is a decided feeling of optimism regarding the future.

With the exception of New England, where there are some labor disturbances in the textile mills, the reports of the leading States show an increasing employment of labor, while the steadily advancing value of farm products is of great importance to merchants in every line of business, for the appreciation in prices of the products of the farm means a corresponding increase in the ability of the farming element to buy those things that go to make for culture and better living. There are those who are inclined to decry the paternal attitude toward the farming element shown by the Government, the result of strong action brought by the agricultural interests rather than through any voluntary goodness of heart. Whatever burden may be placed upon the business men of the country through loans made to farmers and to other movements for the benefit of the agriculturist, however, is likely to be more than offset by the increased stimulation of general business. A hog may not be a very impressive animal, but when his value to the farmer doubles he is likely to mean more sales of musical instruments.

There is business being done in this country right now—business that in some sections mounts up to substantial and satisfactory figures—but this condition exists only among dealers who have put into their selling campaigns more energy than some of them believed possible a year ago. Members of the industry who have covered the country thoroughly during the past few weeks, not alone to sell goods at wholesale but to study conditions, came back with the report that they found business where it was least expected and in practically every instance it was because the dealer, or group of dealers, had gone back to the methods of selling that call for extensive canvassing and intensive following up of prospects.

TAKING ADVANTAGE OF THE RADIO CRAZE

THE question of the radio and its development still appears to be very pertinent to the talking machine trade, for, whether it is a fad or not, the installation of radio equipment is progressing and the interest in broadcasting services is growing. There is no question but that the radio craze can be turned to advantage by talking machine men in a number of ways, particularly in the matter of getting publicity for their products through broadcasting the new records.

A large number of dealers have already tried the experiment of broadcasting the monthly record releases and the response has been satisfactory. In one case a music house received inquiries regarding records broadcasted from distances of from 500 to 1,000 miles. Broadcasting service, however, just now is more or less disorganized and it cannot be expected that the wireless companies are going to render this service without charge indefinitely or that the prominent artists or musical organizations are going to give their services without charge once the novelty has worn off. In fact, the broadcasting service promises to develop into a pay-as-you-go proposition, the wireless companies paying for the services of the artists and those seeking publicity in turn paying for the radio service.

The unfortunate angle seems to be that the use of talking machines and records in broadcasting has centered attention upon them and the radio enthusiasts who voice their opinion through the public press, almost without exception, make comparisons with the talking machine, and in many cases flamboyantly predict that "the radio will replace the talking machine eventually as a means for musical entertainment in the home." This is a ridiculous assertion and weakens any argument radio advertisers or advocates may make in calling attention to their product. Fortunately, the thinking members of the industry have not become panicky over the situation and the consensus of opinion has been, and is, that the ability of the talking machine owner to arrange his musical programs according to his own desires through the medium of records and to have the kind of music he wants and when he wants it, will insure the permanency of the talking machine regardless of how radio service develops.

Meanwhile, the hooking up of radio to the talking machine is

not likely to do any great harm to this industry, in fact, for some time at least it is likely to prove of benefit. The broadcasting of news has not interfered with the sale of newspapers, nor should the broadcasting of music interfere with the sale of musical instruments.

WHY MUSIC WEEK SHOULD COMMAND SUPPORT

THE Music Week idea has unquestionably done much in a constructive way to advertise music—to emphasize its importance and essentiality to the ordinary citizen who is not inclined to give music the consideration it really deserves as a missionary for good and as a civilizing and cultural factor. The Music Week idea has now developed to a point where it is nation-wide, and its development was most clearly reflected in the State-wide celebration in Michigan some time since.

It was in the Metropolis that Music Week had its birth, hence a great deal of interest is being manifested in the third Music Week celebration which is to be held in this city on April 30 to May 6. The program is practically completed, and the committee, headed by Hon. Otto H. Kahn as honorary chairman, is doing very effective work. The success of the two previous Music Week celebrations in New York made a deep impression on those who, for one reason or another, are keenly interested in music, its exploitation and its advancement. Judging from the interest being displayed in the coming Music Week, it is evident that a larger number of people than ever before are realizing the tremendous value of this campaign as a means of stimulating activity of a practical kind in the cause of music.

The talking machine trade, in fact, the entire music industry, should be keenly alive to the possibilities that center in this Music Week program and should manifest an active and enthusiastic participation to the end that the coming Music Week should transcend all previous celebrations, not only in its scope but in achievement of substantial results.

It is not a time for the music profession, the music trade, or anybody interested in music as an uplifting factor, to overlook its importance and value. The cause is a noble one and a big, hearty spirit of co-operation should be manifested. Talking machine men should prepare definite programs for the week. Through their adver-

tising, through their windows, and through their personal letters, and by every other means, they should sell the Music Week idea, and in this way inspire a new interest in the value of music in the community.

From a purely selfish standpoint, this move is wise because it will act as a stimulus in reviving business and awaken the general public to the value of music in the home. Therefore, let us all get together to make this occasion worthy of New York and worthy of everybody who loves music and who is working for its advancement in America.

CREDIT MEN KEEP TAB ON INSTALMENT SALES

A LARGE number of New York retailers engaged in selling on instalments, including piano and talking machine houses, as well as dealers in furniture and other articles, have organized a bureau under the auspices of the Associated Retail Credit Men of New York City, Inc., for the purpose of exchanging information regarding instalment purchases, and the move appears to be one in the right direction.

The new bureau will not confine itself simply to checking up first credits, i.e., giving information regarding the ability of the customer to pay a certain fixed sum weekly or monthly, but it will be utilized primarily to check up his other instalment obligations, a point that has been realized for many years, but regarding which definite action has not been taken before.

A man making \$200 a month may be considered a fairly good risk on an instalment account calling for the payment of \$10 a month, but if that same individual has gone and obligated himself to pay similar sums to a half-dozen other houses for goods purchased, then he does not represent a good credit risk. It is along this line that the new bureau is working and its progress should be watched with interest by those that sell on instalments in other cities of the country.

It is a more or less new departure in credit service, but it gives added protection and by providing for the interchange of information saves the individual dealer a heavy expense that would otherwise be incurred by his credit department in checking up each account separately.



VICTOR DEALERS

You can't judge real Victor Service until you have used Pearsall's.

Ask any Victor Dealer—he will tell you

“Desire to Serve Plus Ability”

10 EAST 39th ST.

NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

Arranging a Patriotic Program and Window Display for Decoration Day

By W. Bliss Stoddard

Memorial Day now comes with an added significance, for not only are the heroes of 1861 commemorated, but the brave boys who fell in France in the great world war. The flag they fought to save has always been regarded as the most appropriate symbol for the Boys of '61, so the American Legion has adopted for its departed brothers the scarlet poppy, taken "From Flanders' fields where poppies bloom."

There are very few lines that can be advertised with good taste on Memorial Day, and in most instances it will be found more effective to have simply a patriotic trim. But there is always one line that can be played up to good advantage, and that is talking machines and records. Stirring martial music and hymns of thanksgiving for peace will be rendered in thousands of homes, so it is entirely proper to suggest the purchase of talking machines or records for the 30th of May.

The Lion Co., Toledo, O., gave a regular patriotic concert the Saturday preceding last Memorial Day. They distributed to all a program bordered with red and blue, and had previously announced the concert in the newspapers. The program was divided into three parts, featuring the songs of '61—"Marching Through Georgia," "Tenting on the Old Camp Ground," "Rally Round the Flag"; songs of the Spanish war—"Down in the Harbor of Havana," "Break the News to Mother," "Just as the Sun Went Down," and those of the World War—"Keep the Home Fires Burning," "Over There," "It's a Long, Long Way to Tipperary" and "Flanders Field." As each record was played on the machine the young woman in charge of the concert gave a short talk on the origin of the song and some-

thing of the composer. At the conclusion the entire audience was invited to join in the singing of "America." Copies of all the pieces played were kept in a small cabinet near the machine and at the conclusion salesmen were on hand to attend to any customers who wished to make purchases, and to demonstrate other patriotic records which had not formed a part of the concert. They naturally arranged a window to assist in giving publicity to the concert, and this had a

Talking Machines and Records Offer Excellent Opportunities for Interesting Patriotic Displays in Windows

large flag covering practically all the rear wall. In the center was a tripod formed of guns, backed with a flag and topped with a wreath of black foliage and red poppies, with a card "Decoration Day Offer—Five Dollars Cash will place any Victrola in your home now—Balance in small monthly payments." Across the floor extended a long white mat with border of red and blue, on which a number of patriotic records were laid. Here, too, were a number of small Victor dogs

with a card: "You have heard of the 'Dogs of War'—Here are the Dogs of Peace." An interesting collection of battle relics, helmets, field glasses, boots, card cases, etc., were shown, as well as the Vernon McCune Post flag presented to the company by the Women's Volunteer Relief Corps.

Several other interesting Memorial Day displays of talking machines were shown by firms in widely separated parts of the country. The Byron Mauzy Co., San Francisco, Cal., showed on a platform draped with a deep blue cloth three machines, to the central one being attached a large wreath of glossy leaves and palm branches, 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 Victor and Columbia records." Behind the card was placed a couple of American flags. At either side were records arranged in a rack in pyramid form, back of the topmost record in either rack being placed a pot of Easter lilies. At one side, on the floor, was a Victrola with a motor attachment, which rendered over and over one of the patriotic songs, the music being wafted through the open doorway to the crowds passing by.

Goldsmith's, Columbus, O., was another merchant who featured Memorial Day talking machines. On the pearl gray wall were applied eagles and shields. At one end was a talking machine draped with a large flag, beside which was a Victor dog and a basket of ferns and red and white carnations. A card beside the machine suggested: "You will find many records here suitable for Decoration Day." At one end were several portable machines topped with small flags, and a card suggested: "No camping trip, outing or vacation is complete without music—A portable talking machine will furnish you with all music at all times." Forming a border around the floor were scores of the tiny Victor dogs, used as desk weights.

Schmelzer, Kansas City, Mo., had a display that appealed especially to those who had lads in the American Legion. On the wall in the center was a gilded eagle holding a red, white and blue shield, with smaller shields on either side. Below them hung the pennants in the form of American Legion badges, while on the floor were replicas, nearly two feet in diameter, of the American Legion button. Bunting was draped throughout the window.

Back to the Pacific Coast again: The Bon Marche, Seattle, Wash., had a window backed with a large flag. At either side were placed Victrolas and in the center was a pedestal draped with a flag and topped with a gilded eagle. Strewed over the floor were a number of patriotic records—"America," "Star Spangled Banner," "God Be With Our Boys To-night" and others. Tall cards of green lettered in gold, leaning against the Victrolas, contained the slogans: "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 large card in the center bore a score of martial songs and marches, and a vase filled with red, white and blue flowers gave a finishing touch to the display.

BRUNSWICK MUSIC SHOP OPENED

ALLENTOWN, Pa., April 1.—An attractive Brunswick establishment, to be known as the Brunswick Music Shop, was opened here recently at 49 North Tenth street by L. C. Clark. The room for the display of the Brunswick line of machines is fitted out in a modern manner and several sound-proof record demonstrating booths have been installed.

SEND FOR YOUR SAMPLE TO-DAY



Mr. Victor Retailer—

Would you spend 15c to bring a customer into your store and keep your name constantly before a Victrola owner?

We'll say you will! That is why we will send you a free sample on request of our Advertising Sales-Building-Record Brush.

YOUR ad inserted without extra charge.

KNICKERBOCKER TALKING MACHINE CO.

138 West 124th St.

Victor Wholesalers

New York City



The Profits from this - Popular New Idea

are Quick, Steady and BIG !!

WALTER CAMP'S "DAILY DOZEN" Exercises on Phonograph Records Have Taken the Country by Storm—Prove the Fastest-Selling Record Proposition.

THE famous "Daily Dozen" Exercises set to music on phonograph records have taken the buying population of the country by storm. Everywhere you turn there has been created a tremendous demand for these exercises, which are proving a sensational sales success for dealers.

Quick profits are assured—one sale brings another, the purchaser acting as a demonstrator to his friends who show a quick interest in the new idea.

Dealers the country over are receiving the benefit of our national advertising. During the war the

"Daily Dozen" Exercises were adopted by the U. S. Army and Navy. They were featured in the leading magazines, such as Col-

lier's, Physical Culture, American, Woman's Home Companion, American Boy, Red Cross and many others. Now the "Daily Dozen" are set to music on phonograph records, with the commands and instruction given in a clear voice.

These Health Builders Records are sold in sets, each set comprising five ten-inch double-disc records with twelve charts containing 60 real photographs and a booklet of instruction written by Walter Camp—the whole course enclosed in a beautiful black and gold album.

Sales everywhere are going big—and the indications are they will go even bigger. Our National Advertising Campaign brought the Health Builder Sets in demand the country over.

Where the "Daily Dozen" window strips are on display there you will find the crowded shop. Keep

your store crowded—don't let business languish for want of a novel attraction.

Remember, the movement is sweeping the country! People everywhere are showing a lively interest in this new idea of building up health and pep by ten minutes' fun a day. Window demonstrations and displays of the Health Builder System attract wide attention.

Be the First Dealer in Your Locality

The Health Builder System is a quick-selling, profitable phonograph record proposition. Its success is proven. Mail the coupon today for sample 10-inch record, with chart and full particulars of our special offer. We will tell you all about this profitable movement that is making good everywhere. All co-operation to boost sales freely given. Send the coupon now for sample outfit. There is no obligation.

Health Builders, Dept. M
334 Fifth Avenue New York

Health Builders, Dept. M.
334 Fifth Avenue, New York

Please send me, prepaid, one 10-inch double-disc Health Builder Record, comprising four of Walter Camp's "Daily Dozen," with four charts—and your special proposition to dealers. I have the privilege of returning the outfit.

Name

Address

City State



Increasing Sales by Analyzing Records and Playing Up the Beauty Spots :: By Arthur S. Garbett

"Here's a record that ought to go better than it does," said the dealer. "Galli-Curci's 'Maids of Cadiz.' Can you suggest a way of popularizing it?"

"Yes," answered the advertising expert, who was a bit of a musician in his way. "Beat time to it with a pencil."

"Huh?"

"Beat time to it with a pencil. Galli-Curci has a fine voice; everybody admits that. But she has also a wonderful sense of rhythm which fewer people realize. She used to be a pianist, remember, and possesses a fine sense of 'tempo rubato'—"

"Steady on there."

"I mean she has a delicate sense of time. No stiff one-two-three, one-two-three for her. Put the record on and I'll show you. There! Notice how she speeds up, slows down and always with a perfect sense of balance. It is like a bird's flight. Even that high note at the end. Listen!"

While the high note was in progress the advertising man beat a steady one-two-three, at the average speed of the music. He did this four times. On the word "one," beginning the fifth measure, the singer's voice sank down to the key-note in the most charming way.

"There! You see. She wasn't holding that note till she ran out of breath, the way some of them do. She was perhaps unconsciously counting time all the while and gave the note a perfectly proportioned rhythmic period. More-over,—"

"Nough said, old man. Thanks for the tip."

That same idea can be applied to a great many records, but not to all. There are some artists

specially gifted in rhythmic expression. Galli-Curci is certainly one of them and Fritz Kreisler is another. The late David Bispham had it, too, and much of the power of his "Danny Deever" is due to the "punch" he puts into the rhythm of it. There are few records of the same number which have that quality to so high a degree—none known to the writer.

As a matter of fact, interpretative artists vary

There Is a Story Connected With Every Selection Which Can Be Turned Into Profit by the Clever Salesman

enormously in their rhythmic faculties. Many of them seem to specialize on tone-quality to such an extent as almost to ignore the rhythmic side of the art. Names cannot be mentioned without suggesting comparisons of an odious kind, but a case can be given of an artist who has plenty of rhythmic sense, yet in whom the tone-quality is perhaps preponderant. That is Mischa Elman. Few violinists will deny that for richness of tone-quality he is unequalled. The "pencil test," however, will reveal that in his desire

to make the most of the tonal qualities of a piece of music he sometimes stretches out the rhythmic proportions in a way peculiar to himself. Compare his record of "Humoresque" with that of Fritz Kreisler (also a master of lovely tone-quality). There is a marked difference in the rhythmic conception. Elman draws the piece out like a love-song, while Kreisler treats it lightly, crisply. The choice between the two is purely a matter of taste, but it certainly will do the salesman no harm to be able to point out the difference to a customer without necessarily giving his own opinion on the matter.

Every salesman will admit that a record sells better if the piece has a "story" which he can tell the customer. Not many compositions have "stories" attached to them. Few salesmen realize, however, that to a man with alert ears, every record has a "story" of its own germinating from the music itself, or resulting from the artist's interpretative methods. Half the battle in selling a record is to get the customer interested in listening for something that he cannot help noticing when it is pointed out to him, but which he cannot readily find for himself without aid.

"That's fine dope," says the salesman, scornfully. "All you need to put it into practice is four years in a music conservatory and a few more as a music critic on a newspaper!"

Not a bad equipment for any phonograph salesman, that. But not absolutely essential. All that is really needed are a sharp pair of ears and a little practice in analyzing the sounds or the rhythms heard. The principle is really the same as that used by a Boy Scout in training his

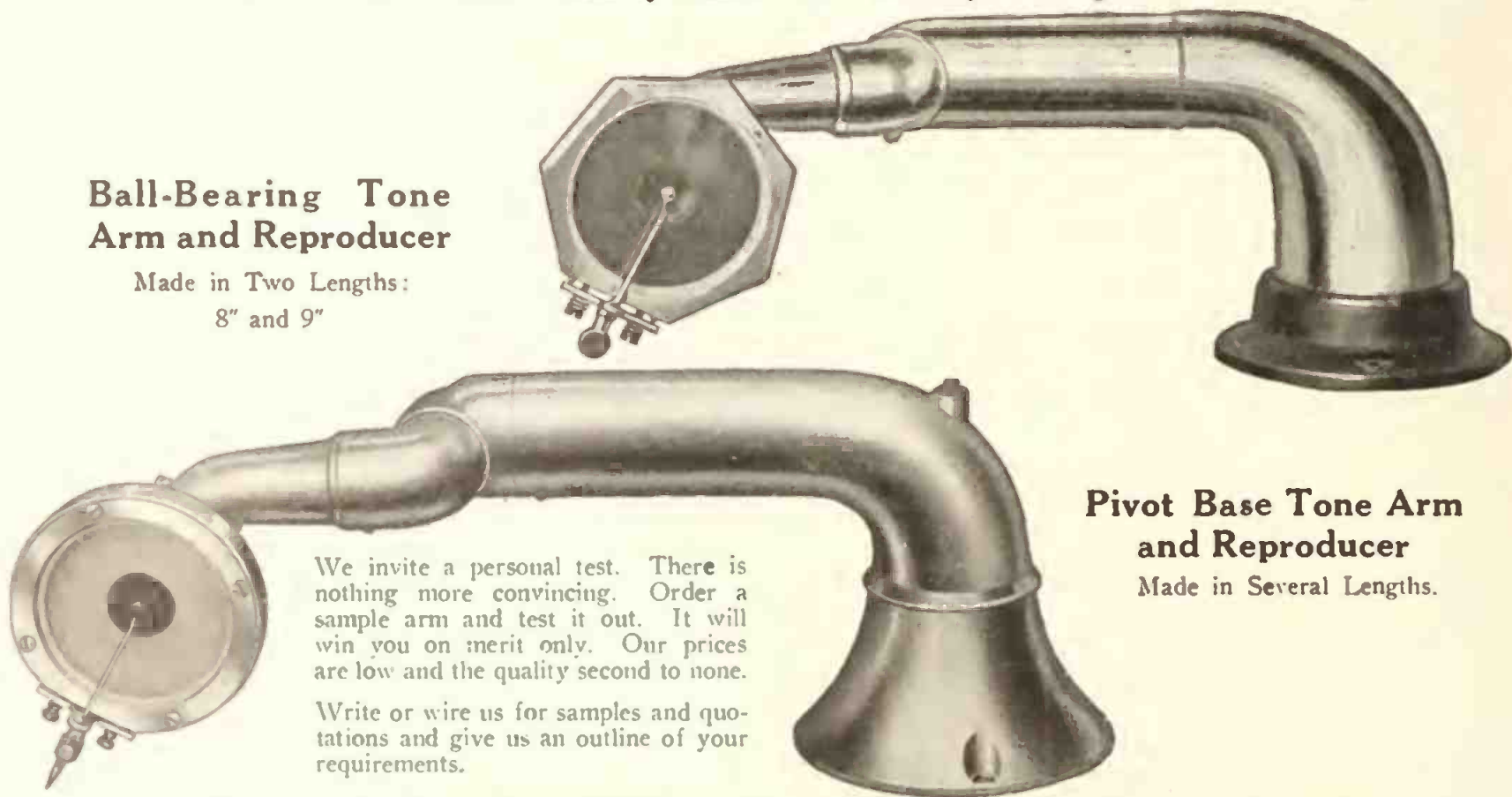
(Continued on page 14)

THE EMPIRE UNIVERSAL TONE ARMS

Will Give Your Product Individuality That Will Greatly Strengthen Its Selling Force

Ball-Bearing Tone Arm and Reproducer

Made in Two Lengths:
8" and 9"



Pivot Base Tone Arm and Reproducer

Made in Several Lengths.

We invite a personal test. There is nothing more convincing. Order a sample arm and test it out. It will win you on merit only. Our prices are low and the quality second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.

THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.

Established in 1914

Manufacturers of High-Grade Tone Arms and Reproducers

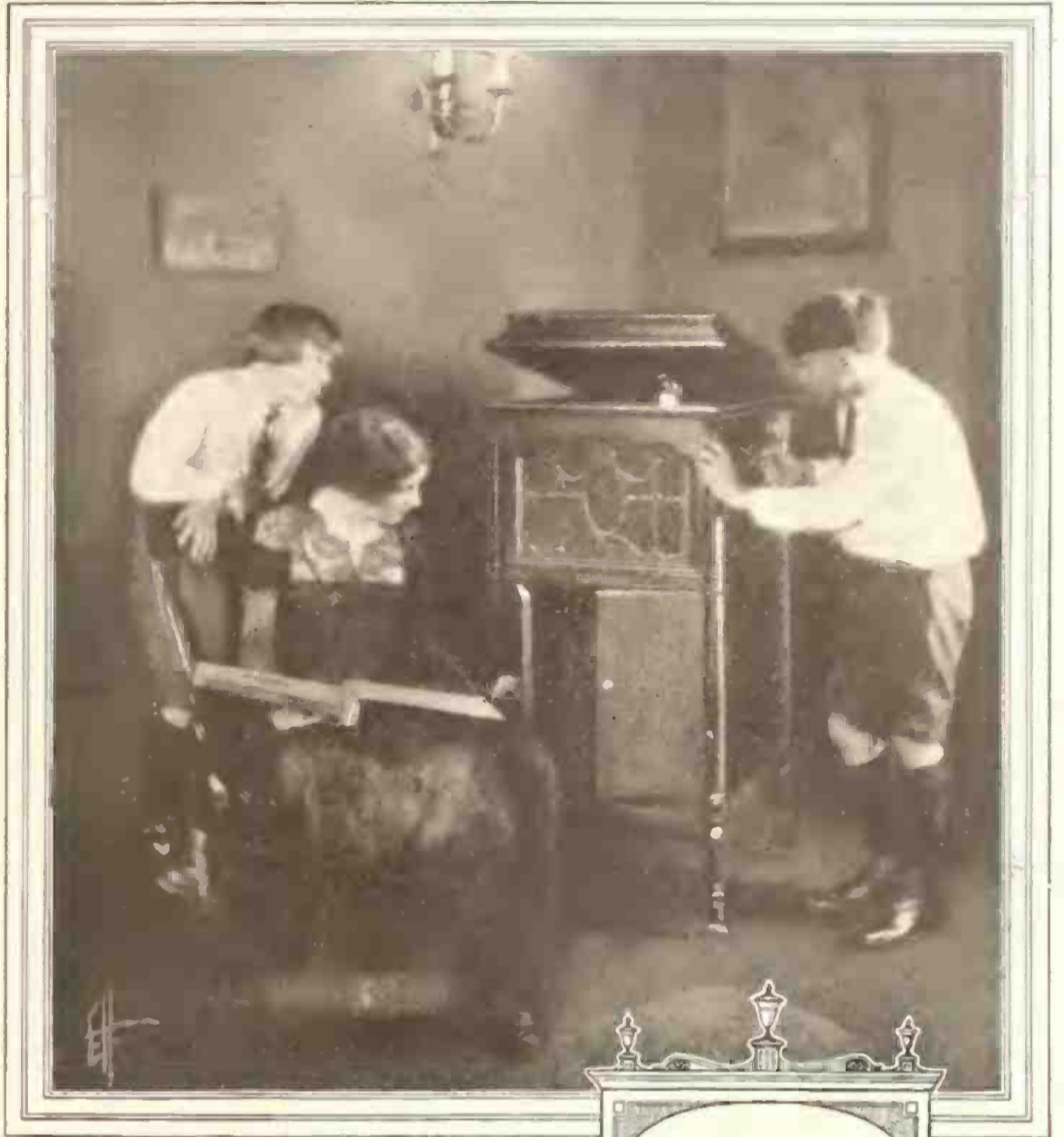
W. J. McNAMARA, President

Widdicomb

PHONOGRAPH
The Aristocrat of Phonographs

Widdicomb Console Phonographs in Period Styles are faithful interpretations of the best designs of the old masters of the art of wood-fashioning. The artistic cabinet designs and finish are the handicraft of an organization which for three generations has enjoyed a reputation for leadership as designers of fine furniture.

Widdicomb console models have many distinctive features of design. Chief among these are divided top, partitions for albums, automatic stop and patented tone control. The Widdicomb plays all records. All Widdicomb models are now selling at pre-war prices. New prices range from \$90.00 to \$260.00.



SHERATON
MODEL 8

Why discriminating buyers choose the Widdicomb

PEOPLE of taste and refinement select the Widdicomb as *their* phonograph for two reasons:

First—Because of its unusual tonal qualities and its surpassingly faithful reproduction of every subtle mood and varied expression of the artist, whether vocal or instrumental.

Every note of the chromatic scale from the high, clear tones of the upper register to the deep, rich bass notes, is given just the proper emphasis, without metallic harshness or “blasting.”

Second—Because the Widdicomb is an exquisite article of period furniture, fitted to take its place harmoniously—really to “belong”—among the furnishings of the most tastefully appointed home.

Into Widdicomb cabinets is built the experience of three generations of master craftsmanship in the building of fine furniture.

To a few merchants who are really interested in attracting a discriminating class of trade, the Widdicomb franchise offers a real opportunity to stimulate sales and to increase prestige.

Write for complete catalog of Widdicomb phonographs and information regarding the Widdicomb franchise. Learn for yourself the sales possibilities of the Widdicomb.

THE WIDDICOMB FURNITURE CO.

Grand Rapids, Michigan

Fine Furniture Designers Since 1865

RECORD ANALYSIS INCREASES SALES

(Continued from page 12)

eyesight. A Boy Scout is taught to look into a store window containing many small objects. He looks into the window for perhaps thirty seconds and at the end of that time closes his eyes and specifies just how many things he saw, describing them as nearly as he can remember. At first he makes many mistakes, but he soon develops astonishing skill.

Precisely the same thing can be done with a record, save that one uses ears instead of eyes. It doesn't make the slightest difference whether the piece is popular jazz or a classic.

Take, for instance, such a number as "O, Sole Mio," which everybody "knows," or thinks he does. How many sales people are aware that there are two rhythms employed in this piece: one in the melody, the other in the accompaniment? Whenever the melody has a long note, as on the word "mio," the accompaniment is busy, and when the melody is divided into short notes the accompaniment has long ones.

Surely this would give the unobservant cus-

tommer a new interest in a song he has heard over and over again.

A tremendous possibility of opening up fresh interest in even a jazz number is by noticing details of the orchestra and pointing them out to the customer. For instance, a year or so ago "Whispering" was all the rage. There were dozens of records issued, but no two were alike, owing to the great variety of instrumentations employed. In this number, as in all popular numbers, the principal melody was repeated, but usually a different group of instruments was used for each repetition. In this respect some records of "Whispering" offered far greater variety than others.

How many salesmen listening to that or any other popular favorite among the dance records could tell just how often the refrain is repeated and just what instrument or group of instruments is employed at each repetition? Ability to do this very simple thing means ability at any time to get and to hold the customer's interest. Not only does such analysis make the popular best seller of the moment more interesting, but it offers an invaluable means of getting rid of

slow sellers, many of which lag in their sales simply because neither the salesman nor the customer knows just what to listen for.

The only danger in such a method is that the salesman, in developing his critical faculties, may find himself more alert to detect faults than to find the good points. It is far easier, for example, to detect a flat note or a bit of "bad" instrumentation (as when the flute sticks out far louder than it has a right to do—which it often does) than to find virtues. Strange as it may seem, many a sale has been lost because the salesman, eager to display his little stock of knowledge, has pointed out some slight discrepancy and failed to notice very obvious virtues. That is simply a bad application of a good sales principle. Look for the merits of a record, not the faults.

While the foregoing relates specifically to the sale of records, it applies as well to the sale of talking machines themselves. After all, the final test of a good instrument is the music it reproduces, whether "jazz" or "classic." The salesman who has learned to use his ears in listening to a record can often find clinching arguments which are far more impressive than long technical discourses as to the mechanical virtues, or the appearance of the machine he wants to sell. If he knows a few quite ordinary things about a violin, for instance, he can often volunteer such information as this: "The violinist is now playing on his G string—a few bars later he will play the same passage again, but on the D string; notice how faithfully the talking machine reveals the difference in tone." As only the really standard makes of machines will reveal fine points of this kind the salesman promptly eliminates many of the competitive arguments used by purveyors of some of the jerry-built affairs which now clutter up the market—remnants of the war period, when instruments thrown together in the hurried scramble of boom-times made their appearance and still remain on the market, though their makers have gone down in the economic slump.

The development of the talking machine business has been so rapid that there has been little time for salesmen to study the fine points of the game. From now on, however, every salesman is up against increasing competition. Not only are there more makes of reputable machines on the market, but there are more dealers and salesmen. The odds are on the man who uses his brains. Both records and phonographs have hitherto "sold themselves" in a way that has not been wholly beneficial to the development of the trade as a staple industry. Salesmen have sold thousands of records whose merits they could only dimly appreciate to customers little if any better equipped. Such records have sold by virtue of the artist's name, the familiarity of the title, or the prestige of chance popularity. The time is now at hand for some intelligent methods of salesmanship and a better understanding of the musical qualities of the goods we are selling.

JENKINS TO REMODEL TOPEKA STORE

TOPEKA, KAN., April 2.—Plans have been practically completed for the enlargement and remodeling of the local branch of the J. W. Jenkins' Sons Music Co., at 833 Kansas avenue, according to Clyde R. Faris, local manager. The improvements include the addition of the second floor to the quarters of the establishment and the possible construction of a third story to the building. Victrolas and Victor records will be featured on the first floor, together with sheet music, music rolls and small goods. The second floor will be given over to the piano department. When completed this store will be one of the largest in the State and one of the finest in the Jenkins' chain. The work will cost approximately \$20,000.

The Hecht Co., of 513-517 Seventh street, and the Walker & Thomas Furniture Co., 1013 Seventh street, N. W., Washington, D. C., have secured the agency for Regal records in that territory.



Here are the Tonepen display box and the display cards supplied free of charge to dealers.

Join the Army of TONEPEN Dealers

A large number of dealers are now selling TONEPENS because they are better than ordinary phonograph needles. A TONEPEN plays loud, soft and medium. Our TONEPEN is good for at least one hundred records without removing it from the reproducer.

As soon as a prospect hears the results obtained with the marvelous TONEPEN he buys a set of three for fifteen cents—the retail price.

Display Cases and Cards

Every dealer who orders a gross of TONEPENS receives free of charge the TONEPEN display box and four of the attractive display cards shown on this page.

Attractive Dealer Offer

TONEPENS are sold at such a liberal discount to the trade that it pays to handle them.

Write today for our attractive dealer offer. Let us send you a gross of TONEPENS with the free display box and the free display cards.

Sample Cards

FREE

With every initial order we give cards (three Tonepens to each card) FREE for distribution as samples.

TONEPENS are guaranteed. If any dealer or user finds that TONEPENS do not live up to our claims we will refund his money. No dealer runs any risk in stocking up with TONEPENS.



THE TONEPEN CO.

217A Center Street

New York

How Much to Spend for Retail Advertising and When and Where to Spend It :: By D. G. Baird

A man of the "live-wire" type went into the talking machine business in a large mid-West city several years ago. He had one of the best machines made and he had a good location. Business was good. People were coming in and asking for talking machines without being asked to do so and many of them had the cash to pay for their machines on the spot.

As already said, this dealer was aggressive. He bought big space in the local papers and ran attractive advertisements of his business. Business improved. The public went on a buying spree such as had never been known before and our dealer advertised all the more. He became intoxicated on prosperity and the more his business grew the more he advertised. There came a time when he actually bought a whole page in a newspaper having a circulation of approximately a quarter of a million—space that cost him more than \$500—and ran seven words in that space; not a thing except his slogan in all that space.

This dealer sold an almost unbelievable number of talking machines and records, and yet he went broke. He had to sell out at a time when he was doing more business than any other talking machine dealer in the city. He had gone wild on expansion and undermined his capital.

Was all the money that this man spent for advertising lost? Or perhaps we should ask, rather, was any of it lost? It was not. True, this wild advertiser was bankrupted, but a company was organized and his business was taken over, and to-day that company is still reaping the benefits of his advertising. The present head of the company showed me his books about the end of the past year. The company had done more than three times as much business in December, 1921, as it did the same month of 1920.

Everyone knows very well that business was not what one would call good last December. And yet this company had done more than three times as much business during that month as it had done one year before. The reason? In addition to profiting by the heavy early advertising that had established the business this company spent several times as much for advertising in 1921 as it did in 1920.

Why We Have Business Depressions

Business experts are generally agreed that depressions in business are caused by too much

prosperity, or, rather, that the unbusinesslike methods used in business during prosperous times brings on the depressions. When the public begins buying freely business speeds up. The factories increase production. They expand, build, hire, borrow, work overtime and advertise. The merchant does the same. He pours oil on the already well-oiled selling machinery in an endless stream of advertising. When the public are buying of their own free will and accord the merchant advertises his head off in order to persuade them to buy. Business overreaches itself. Money becomes tight. Interest rates soar. Those who have undertaken too much go to the wall and take those who are implicated

Some Reasons Why One Should Advertise More Heavily When Business Is Bad Than When It Is Active

along with them. There is a general movement toward conservatism, and the depression is started. As some one has expressed it, business first curtails advertising, then it curtails production, then it curtails advertising, then it hacks at overhead, then it further curtails advertising, it hacks again at overhead, it stops advertising, then—it tries to explain the situation to the bank.

In other words, when times are good the merchant feels optimistic and he spends freely for advertising, much of which is not necessary. When times are bad he curtails his advertising, or even ceases advertising at all.

People are not very much interested in advertising when times are good, when their pockets are bulging with money that they are determined to spend. They are intensely interested in advertising when times are bad, when they must

carefully husband their meager savings. Then they buy what they can afford, and they know that advertising tells them where to find it.

The year 1921 was one of general advertising shrinkage. Business was dull and the majority of advertisers curtailed their appropriations. A few, however, took the opposite course. To take a very well-known example, the Chicago Evening American spent about ten times as much for advertising last year as it had ever spent in any one year before. The result was that this paper gained more than 500,000 lines of advertising, while it is said that every one of its competitors lost more than 500,000 lines.

When a train is speeding along over level road at sixty miles an hour the engineer shortens his valve stroke and partly closes the throttle. It doesn't take very much steam to keep the train going at the fast rate of speed. But when he approaches a heavy grade he lengthens his valve stroke and opens the throttle wider and wider. His engine must have more power to negotiate the grade without too great loss of speed. It would probably stall if not given this added power.

Merchants adopt opposite tactics. When their business is going along at top speed, against little resistance, they put on the full steam of advertising. They increase overhead. They are prodigal in their expenditures. Then when business hits a hard grade they cut down on the advertising, their overhead, their expenditures of all kinds, and hope to make the grade on less power than they have been consuming on the level stretch. They slow up, of course, and many of them stall dead still.

All of which is meant to emphasize the fact that one should advertise more heavily when business is bad than when business is good. It is very true that the returns will not be so great, but that is to be expected. Much of the business enjoyed during prosperous times comes of itself, while it takes advertising to pull it in during times of depression. Therefore, now is the logical time to advertise.

Where to Advertise

There are almost unlimited numbers of advertising mediums nowadays, but for the retail dealer there is nothing to compare with the local newspapers. Direct mail is good, if properly

(Continued on page 18)



TELEPHONE NUMBER
FITZROY 3271—3272—3273



A SAFE INVESTMENT

The value of an investment is judged by—first, its security; second, its yield. The Victor retailer who places all his efforts behind the Victor line *exclusively* has the safest investment in the world and the yield is always proportionate to the efforts expended.

Ormes Service is ideally qualified to assist you in gaining a *maximum* yield from your Victor investment.

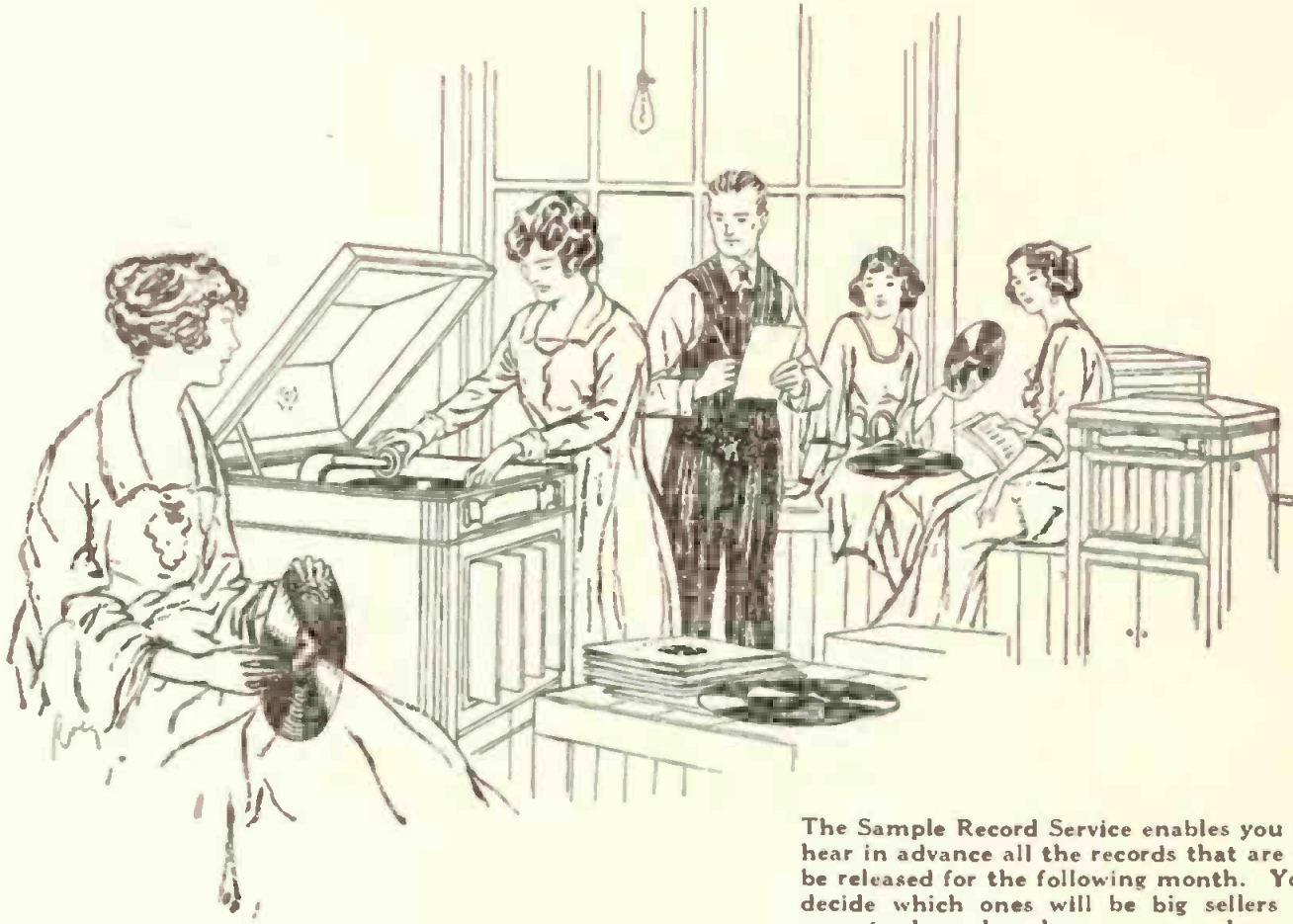
ORMES, Inc.

Wholesale Exclusively

15 West 37th Street

New York

Helping you turn your



The Sample Record Service enables you to hear in advance all the records that are to be released for the following month. You decide which ones will be big sellers to your trade and make up your orders accordingly. All guesswork as to new record releases is eliminated.



record stock faster

IF you, a Columbia Dealer, will bear in mind that you and the Columbia Graphophone Company are in partnership, you will realize that we are not merely concerned with selling you records, but are anxious to help you sell them, speed up your turnover, and increase your profits.

Some of the greatest selling helps offered by us to Columbia Dealers are the Monthly Display Service, Hearing-Room Hangers, Monthly Record Supplement, and the Mid-month postcards. Dealers who use intelligently and consistently these aids to move records quickly find their sales going up and selling costs coming down each month.

Advertising operates in the same way for dealers as it does for other advertisers. The dealer who spends \$10.00 for advertising gets more than double the return that another dealer gets who spends \$5.00 for advertising.

Intelligent buying is 50% of intelligent selling

You know that's true, of course. The more intelligently you buy, the easier you can sell.

Now if you could hear, long in advance, the records that are to be brought out later, how easy it would be for you to pick the winners that would go big for your trade.

That is just what we are enabling you to do with our Sample Record Service.

The plan is this: We send you a complete set of the sample records that will be released during the following month.

That gives you plenty of time to play this confidential set of advance releases, consult with your salespeople, and decide which ones will prove fast sellers in your store.

When you have picked the records that your past experience tells you will move fast, make up your order.

This plan relieves you of all guesswork in the ordering of records. You know in advance just what the new releases are, how they are rendered, the technique—everything that contributes to the sale of the record.

Business is there for dealers who go after it

The man who sits back and waits for business to come to him in these days has a long wait. The man who by aggressive selling methods, good, timely advertising, and real salesmanship goes after business, finds plenty of it.

Take advantage of every selling help that is available to you. Remember, we are behind you, ready, willing, anxious to help you keep your record stock moving quickly.

Write your regular Columbia Branch at once for complete information concerning the Sample Record Service.

COLUMBIA GRAPHOPHONE COMPANY
New York



The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

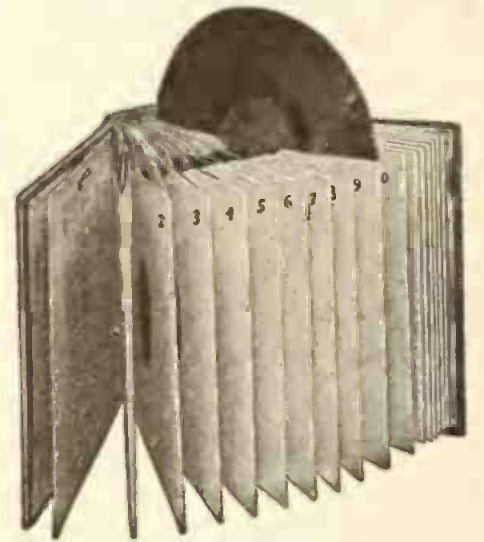
To the Trade:

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

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

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

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



THE PERFECT PLAN

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

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

AMOUNT TO SPEND FOR RETAIL ADS (Continued from page 15)

handled, but much direct mail advertising lands in the waste basket without a friendly glance. Billboards, car cards, catalogs and programs are all more or less valuable advertising mediums and these should be used some, but the wise advertiser to the general public will devote at least 75 per cent of his publicity to the local newspapers.

Use liberal space, and by all means use cuts. I know a dealer who began running very small advertisements and who lost money on his business for more than a year. His friends advised him to sell out and try something else, but he had studied the situation very carefully and decided that he knew the cause of his lack of success. He doubled the size of his ads and business improved. He added on a few more inches to his space and business improved still more. To-day he is one of the leading men in his line. His first ads had been too small to attract attention.

There are, of course, many things that enter into determining the amount of space one should use, and it is therefore hard to say just how much even the average talking machine dealer should buy. Then, too, one should use larger space in a paper that has a small circulation than in one that has a large circulation. The cost of the space depends on the circulation of the medium and, while it seems pretty expensive

business to advertise in some of the larger mediums, it is always advisable to choose them in preference to the cheaper ones that reach only a few readers. The back page of a certain national weekly magazine costs \$10,000 per issue, besides the cost of preparing the ad and the cuts, yet California fruit growers find that it pays to buy this space to advertise their raisins that sell for 10 or 15 cents a package. Why? Because their ad in this magazine is seen by about ten million people.

Use cuts. If it is worth while to spend any money at all for advertising it is worth while to spend a little more and prepare such ads as will do the best work. A cut adds immeasurably to the pulling power of an advertisement. And it is far better to get people interested in illustrations. Just a cut of a talking machine, while better than no cut at all, is not of very great attractiveness. People are interested in people, especially if those people are doing something. Therefore, put people into the ads and have those people doing something. Dancing is very good, though it has been used a great deal. One manufacturer has adopted a figure of a beautiful woman adoring the instrument. Another has a woman seated on the floor, leaning her head against the machine. One successful dealer features a deliveryman just arriving before the door of a happy purchaser, who is standing on the porch wearing a happy smile. All of these are good, but if you can get something original, so much the better.

It is seldom that a dealer asks, "How much can I spend for advertising?" The question usually is, "How little can I spend and get any returns from my investment?" He really fears that advertising will not bring him returns as it does others, and he doesn't wish to lose any more on it than he can help.

How Much to Spend for Advertising

There are five different methods commonly used in determining how much to spend for advertising. There is, first, what may be called the spasmodic method. It is usually adopted by the little, one-man store, where the proprietor does everything and not much of anything. He plans no advertising work and he works no advertising plan. He pays his advertising agency for what it knows, but he doesn't let it know anything. When he feels optimistic he runs an ad, when he feels pessimistic he wishes he hadn't run it. This plan is practically worthless.

Another plan is to spend the same amount for advertising as for rent. This is a rather queer plan on which to base an advertising budget, but it is at least a plan, and the dealer who thinks as much of advertising as he does of rent is on the road to acquainting the public with his store. It is an easy plan, because he can divide his yearly rental by fifty-two and arrive at his weekly expenditure for publicity. The objection to this plan is that it is not based on common-sense merchandising.

Remember, rent is rent and advertising is advertising, and the two are quite different. The amount of rental is the same each week or month, whereas the amount spent for advertising at different seasons should vary. Then, too, the appropriation based on rental may be entirely too small, or even too large.

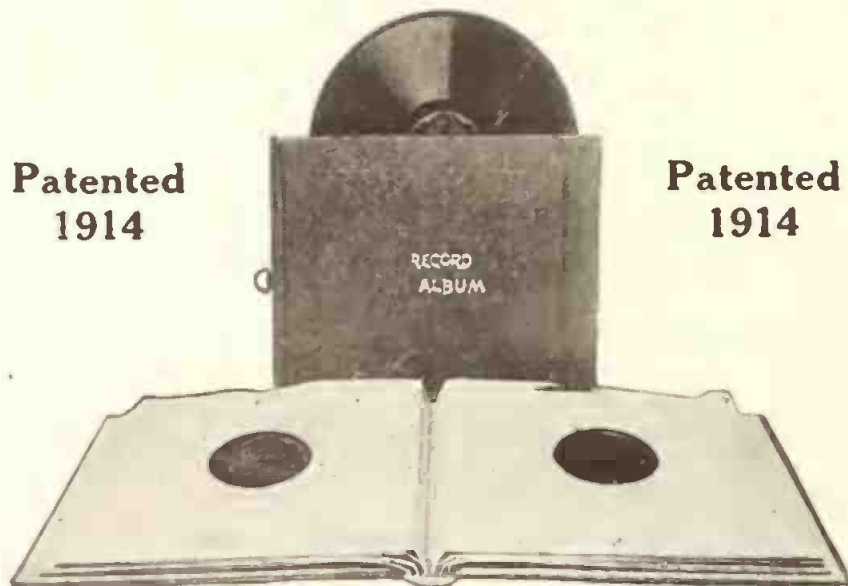
Some firms, particularly large ones, set aside all trade discounts for advertising. These houses also receive advertising allowances from the manufacturers, in many instances, but this frequently leads to disagreements. One of the worst features about this method is the temptation to overbuy. The manufacturer offers a little better discount, or a little larger slice of advertising, with a big order, and the dealer falls. Statistics show that more than 50 per cent of retail establishments that fail do so because of overbuying.

Last year's record is very commonly taken as a basis for figuring the advertising budget for this year. This is particularly inviting to the dealer who has had a bad year and really fears to invest anything at all in advertising for the new year. The method is faulty because last year may have been vastly different from what this year will be. Not only so, but it assumes exactly the same basis as does the rental plan, inasmuch as it is arbitrary and makes no allowance for conditions that may arise.

Probably the most common-sense method in common use is that of taking the average sales volume for a period of five or more years and appropriating from 2 to 5 or more per cent of

(Continued on page 19)

DOES IT MEAN ANYTHING TO YOU?



TO SELL ALBUMS THAT SATISFY YOUR CUSTOMERS? If it does it will pay you to investigate the product of the BOSTON BOOK CO. BOSTON albums with their Patented Wooden Backs, Interchangeable Leaves, scientific construction and workmanship, are built to satisfy your customers. Satisfied customers mean a crowded store. Four new BOSTON models to choose from. All made right and priced right.

BOSTON BOOK COMPANY

501-509 Plymouth Court

CHICAGO, ILL.

"Get Thin to Music"



Wallace REDUCING Records

Now Selling Through Dealers!

THIS famous reducing course is now available to the trade. It has been advertised on a scale that made it known throughout America. The results it accomplishes have done the rest.

Display a single window strip or wall sign announcing that you have Wallace Reducing Records, and you will feel the full voltage of the demand which has been established.



More than fifty thousand sets of these records have been sold direct while we have been building to a

production basis which could handle dealer volume. What people will write for, send money for, wait for, *they want*. The Wallace course is sold with less trouble, in shorter time, and at smaller cost than attends the sale of one or two amusement records. *And each course sold means six dollars profit for the store.*

There is satisfaction in handling a proposition of this high grade. Quality is apparent in the Wallace course. The value is obvious. It appeals to discriminating people. It is novel, of sparkling interest, and it does all that is said of it. See following pages for particulars, prices and terms.



This Window Keeps the Cash Drawer Busy

IN Wallace records you are offered something of wide interest, on which the pioneering has all been done. The Wallace reducing course has already been advertised stronger than many things which have been on the market for years. We give you many sales helps; store and window material of unusual attraction; tested plans for selling.

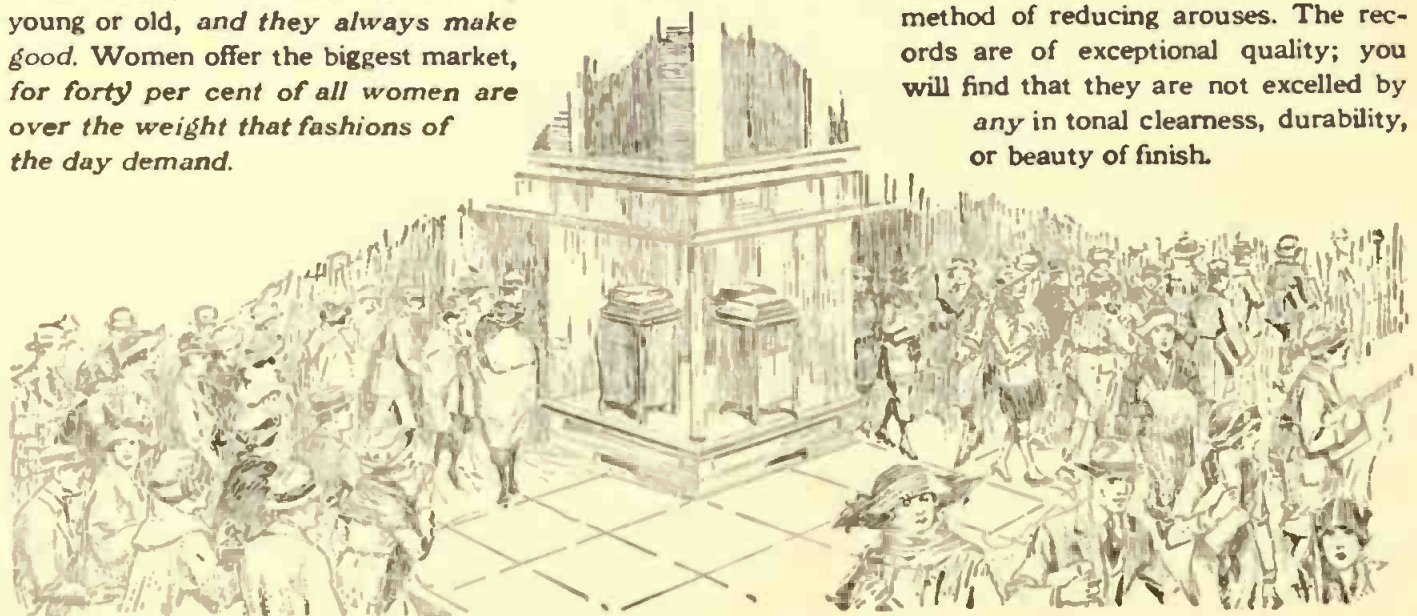
One day's results from a Wallace window will surprise you. A small announcement sold 100 sets in a Chicago department store. In an outlying Chicago record shop where a window demonstration was made, fifty sets were sold within the week. In a town of 6,000 population the dealer sold twenty-six sets in four days.

You will find it true of Wallace Reducing Records that they almost sell themselves. People have read about them; heard them at their friends' houses. They reduce men or women, young or old, and they always make good. Women offer the biggest market, for forty per cent of all women are over the weight that fashions of the day demand.

Bear in mind the ease with which sales of these records are made. No need to play them over. No bewildering list of numbers from which to choose. No numbers out of stocks nor overstocks. The set is a unit; there is just one kind; five records with charts and full instructions in one, compact, sealed box. Wallace records are ready sellers — *hand out the box, and ring up \$15.*

For the customer who asks questions, we supply you a record that tells all about the course and answers every query. The same full explanatory record is on the back of the first lesson in every box. There is nothing left for the dealer to do but *sell the courses*, and each one represents six dollars profit.

The lessons themselves are intensely interesting. Wallace, originator of the method, commands and counts the full lesson through, and the full orchestral accompaniment makes them irresistible. You will have to hear a lesson played to appreciate the enthusiasm the melody-method of reducing arouses. The records are of exceptional quality; you will find that they are not excelled by any in tonal clearness, durability, or beauty of finish.



Everybody Knows Wallace

HUNDREDS of thousands of dollars have already been invested in advertising Wallace Reducing Records—and campaigns now under way are even larger than all that has gone before. As dealer distribution is developed, local pressure is

brought to bear, connecting up the Wallace dealer with national advertisements.

Full-page advertisements of these records have appeared, and are now appearing, in almost every big magazine of national circulation. They have made Wallace

known wherever people are proud of appearance and concerned for their comfort and health.

We reproduce some recent page advertisements that have caused thousands of persons to write and inquire for the course. No doubt scores of these are from the territory you serve, and would purchase Wallace Reducing Records from the store that has them conveniently at hand.

GETTING THIN TO MUSIC
HOW MONEY EVER'S HERE
HAVE LEARNED TO
PLAY OFF POUNDS

It's EASY to Get Thin *to music!*
To show you how easy it is, I'll reduce you five pounds FREE. I will do it in five-days' time: in your home—and with your own phonograph.

My Method Lets You Eat

FOOD DOES NOT CAUSE FAT

FREE Proof

PLAYING OFF POUNDS
THE AMAZING STORY OF A WOMAN WHO GOT THIN TO MUSIC

Wallace

Full-Page Wallace Ads Have Appeared in These Publications:

- Pictorial Review
- American Magazine
- Ladies Home Journal
- The Delineator
- The Designer
- McCall's Magazine
- Photoplay
- Good Housekeeping
- Shadowland
- Woman's Home Companion
- Fashionable Dress
- Harpers Bazaar

—and many other magazines, and newspapers.



In Every Set of Records \$6 or more Profit

WALLACE reducing courses retail for \$15, and the discount to the dealer is 40% and more. So, there is a substantial profit in the sale of each course. When the number of courses you can sell every month is considered, what you can make handling them is seen to be well worth while. We believe it quite conservative to state that any dealer can readily realize enough through the sale of these records to cover his rent and light; perhaps the salary of a clerk or two.

Remember, the course is in ideal form for a store sale. It is complete in itself, requires no explanation except the one in the box, takes hold and gets results so quickly that your customers are fully "sold" on it before the next visit to your store, and this novel method of reducing is one which is invariably talked about, and its use spread far and wide

through word-of-mouth. Whole communities take up Wallace soon as one set is introduced.

Send today for Wallace Reducing Records, and window and store material for featuring them. You need not place a large order; we prefer that you first experience the real demand so sure to develop from your first announcement that you have them. We are prepared to handle your re-orders with dispatch, and can fill orders same day of their receipt. We will include a selling record for store use.

List price \$15 with discounts
to dealers as follow:

6 sets	40%	\$9.00
12 sets	40% - 5%	8.55
25 sets	40% - 10%	8.10
100 sets	50%	7.50

Less TWO percent 10 days,
net 30, FOB Chicago

Address all orders to *W. C. ECKHARDT, Sales Manager.*

WALLACE INSTITUTE, 630 South Wabash Ave., Chicago, Ill.

NOTE: Wallace is the originator of the music-method of physical exercise. Similar records are imitations which will all be prosecuted with vigor. Dealers are urged—in their own interest as well as ours—to decline to handle any of the pitiful substitutes being offered. Wallace reducing records are scientifically sound. Wallace reducing records reduce. Each bears the signature "Wallace."

OUT FIRST ON

Okeh

The Record of Quality

These sensational hits, the season's big successes, were out first on Okeh Records. Okeh dealers get the hits while they are hits! That's why Okeh dealers turn their stock over so quickly. They have what the public wants when it wants it.

CANARY ISLE

First introduced at the Winter Garden in New York, this selection is now being played by dance orchestras all over the country. It is coupled with ROSEMARY, another big fox-trot hit. These selections are the first recordings by Albert De Martini's Dance Orchestra.

Okeh Record No. 4555

ATTA BABY

One hundred vaudeville acts from coast to coast are featuring ATTA BABY, the tremendous song hit. This is a comedy song—and a good one—sung as only Billy Jones can sing it. It is coupled with AIN'T NATURE GRAND (I Hold Her Hand and She Holds Mine), another big comedy song hit, sung by Elsie Clark, famous Vaudeville Star.

Okeh Record No. 4528

MUSCLE SHOALS BLUES

Muscle Shoals is much in the public eye nowadays. So is the MUSCLE SHOALS BLUES, the sensational dance number that has taken the country by storm. Orchestra leaders are daily receiving requests to play this popular selection. It is played by Harry Raderman's Jazz Orchestra, and is coupled with I'VE GOT MY HABITS ON by Joseph Samuels' Jazz Band.

Okeh Record No. 4477

Okeh dealers are the dealers who get the most rapid turnover on their record stock. Ask us for the address of your nearest Okeh distributor. It pays to be an Okeh dealer.

General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street, New York City

AMOUNT TO SPEND ON RETAIL ADS
(Continued from page 18)

this for the advertising budget. By basing the appropriation on the sales volume for a period of years one arrives at the general average during both good times and bad and by allowing a margin of 3 or more per cent variance in the appropriations one is prepared to meet such conditions as may arise. Are we actually entering upon a period of assured prosperity? Are people beginning to buy without being urged? Then cut down the advertising gradually, reaching as low a level as 2 per cent when business is at the peak. Are we in the midst of a business depression? Are people shopping around and buying reluctantly? Then increase the advertising budget to 5 per cent or more.

For example, what was the outlook on January 1 of this year? Very gloomy. Professional optimists were assuring us that prosperity was just around the corner, that we would be enjoying good business by Spring, but we knew better. We knew that business conditions were improving, but that they would not be good for some time to come. Then on January 1 we should have set the advertising budget for the year at the maximum.

It may seem hard to pour money into advertising when there seems to be little or no business in sight, but that is the way to get business and to keep the grand total somewhere near an even level. When business is good and one feels prosperous and doesn't mind spending for advertising is the very time to ease up on the expense and to "salt away" some profits for the dull times that are sure to follow later on.

Now is the time to advertise for all you're worth. Keep that in mind!

ECLIPSE CO. TO BUILD FACTORY

KEYPORT, N. J., April 2.—Plans are under way for the establishment of a talking machine factory here by the Eclipse Phonograph Co. Inglis M. Uppercu, president of the Cadillac Motor Co., is to be one of the directors of the new concern.

Selling the Talking Machine as a Musical Instrument

Written for The World by L. C. FOSTER

From the early days of the talking machine those members of the industry with vision and definite ideas regarding the probable development of the industry have emphasized particularly the point that talking machines should be sold as musical instruments—in other words, that the public be impressed with the music the machines produce, or reproduce, rather than with the general character of the mechanism itself. The steadily growing interest being exhibited in talking machine cabinets of various designs, those that follow period styles and the other general forms of cabinet construction such as console or table models, make the reiteration of the suggestion that talking machines be sold for their musical qualities particularly pertinent.

The talking machine, first and last, is a musical instrument, and its attractiveness lies in the entertainment it is able to offer rather than in the fact that it adds to the appearance of the apartment in which it is placed. There is no question but that an artistic cabinet will have an effect upon the ultimate sale of the instrument, but the cabinet should by no means have the first appeal. There have been and are being produced most elaborate cabinet designs that reflect great credit upon the artistry of the cabinet or furniture maker, but these artistic designs, so far as the talking machine is concerned, are incidental. The first thing to do is to sell the customer the musical instrument and let second consideration be given to the physical form of the cabinet.

It has happened quite frequently that beautiful examples of the cabinet maker's art have proven unsatisfactory from a musical standpoint, more attention being given to the outward appearance of the machine than to the quality of its music-producing equipment. There are, perhaps, manufacturers who will differ on this viewpoint, who will declare that the public is tired of the set form of cabinet construction and demands some-

thing that is both artistic and exclusive, but these manufacturers fail to take into consideration the fact that the basis of the talking machine business to-day and all of its further development lies primarily in record sales.

There can, as a rule, be sold only one machine to a customer, but the opportunity for selling that customer records is unlimited. If, therefore, at the outset he buys simply a piece of furniture without musical quality he soon becomes disgusted and ceases his record purchases. If, on the other hand, he is able to secure an instrument that is of high quality musically, he is likely to remain a record customer for an indefinite period while at the same time enjoying the possession of an artistic piece of cabinet work.

The value of the high-class period cabinet lies in the ability of the dealer through featuring such cabinets to increase the money volume of his machine sales. When a customer is finally sold on the music-producing qualities of the talking machine it is up to the dealer to persuade him to buy a period model at \$200 or \$300 in place of a regular model at \$100 or less, but the chief idea is to sell music first, then will come the adornments.

STAGE GRAFONOLA SELLS ON SIGHT

WILKES-BARRE, PA., April 4.—The Snyder Music Co., Columbia dealer in this city, recently loaned an H-2 Grafonola to a local stock company appearing in this city, the Grafonola being used in the production of the play and a Columbia record being played in the second act. The day after the show opened a prospective customer walked into the Snyder Music Co.'s store and insisted on buying the instrument used at the theatre. A similar one would not do, and the dealer was thereupon obliged to accompany the customer to the theatre, where the H-2 changed ownership at once.

YOU WON'T BE DISAPPOINTED
If You Always Insist on Getting
DE LUXE NEEDLES

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

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles
ANSONIA, CONN.

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS



Full Tone



Medium Tone

Three for 30 cents (40 cents in Canada)

S. KAMINSHINE IS SALES MANAGER

Of Greater New York Novelty Co.—Appointment Announced by President Cohen

N. Cohen, president of the Greater New York Novelty Co., manufacturer of Wall-Kane needles, Brooklyn, N. Y., has announced the appointment of S. Kaminshine as sales manager of the company. Mr. Kaminshine is an energetic young man of marked sales ability and was connected with the Liggett Co. for the past four years.



S. Kaminshine

Mr. Kaminshine has a double relationship to Mr. Cohen. In addition to being his right-hand man in the selling of Wall-Kane needles he will, in a short time, be his son-in-law as well. The engagement of Mr. Kaminshine to the daughter of Mr. Cohen was announced at a reception held on March 25 at the Park Mansion, in the Borough Park section of Brooklyn.

Immediately after this affair Mr. Kaminshine left on a trip which may possibly carry him as far as the Pacific Coast. During the early part

of March he covered the New England States and Pennsylvania and reported having found a marked increase of business and an optimistic feeling in these respective territories.

ARTIST HELPS RECORD SALES

Kiraly Erno, Columbia Artist, Helps Dealers Sell Records—"Open House" Attracts Thousands

On his recent concert tour in this country Kiraly Erno, popular Hungarian artist, recording for the Columbia library, was the guest of L. Fazekas, Columbia dealer, 1463 First avenue, New York, who featured him in a special sales effort. From ten in the morning until six in the evening Mr. Erno held open house at Mr. Fazekas' store, autographing his photos and presenting one to every record buyer. Over 2,000 people visited the store, and at times the crowd became so great on the sidewalk in front that it was necessary to have the police clear the way.

As a result of this sales effort Mr. Fazekas sold 450 Kiraly Erno records during the day. At noon a luncheon was served in honor of the artist, at which a number of Columbia sales representatives were present. Mr. Erno expects to return to the United States very shortly on another concert tour, and at present is under contract to appear in Berlin and other European capitals.

SPRAVKA & TEBOREK ENTER FIELD

BERWYN, ILL., April 1.—A combination talking machine and electrical store has been opened at 6224 Roosevelt road here, on the site formerly occupied by the Gift Shop, by the firm of Spravka & Teborek. While the concern handles both musical and electrical goods, these two lines have been separated in such a manner that the store is in effect two establishments.

A branch store has been established in Yuba City, Cal., by the Wiley B. Allen Co. A stock of talking machines and pianos has been installed.



IMPROVED QUARTERS IN OAKLAND

Recital Hall and Additional Booths Installed by Oakland Phonograph Co.

OAKLAND, CAL., April 3.—The Oakland Phonograph Co., 473 Twelfth street, has just completed extensive alterations to several departments of its store and now has one of the finest talking machine establishments on the Coast. The changes were carried out under the personal direction of Bernhard S. Goldsmith, proprietor of the company, and include the installation of a commodious concert hall on the lower floor with a seating capacity of 200, which is to be devoted to educational work. Free lectures and musicales will be given in the hall under the direction of Pierre Marvin and a feature will be a series of twenty-minute noonday concerts. A number of new demonstration rooms have also been installed, bringing the number of rooms up to fifteen. The rooms are all of sound-proof construction and provided with special ventilating apparatus.

Jewel

tone arm & REPRODUCER

FEATURES

LARGE diaphragm and long stylus bar lengthens vibrations, producing a deeper and more natural quality of tone.

Perfectly balanced in accordance with carefully worked ratios and with regard to co-ordinate parts, this tone arm and reproducer permits a freedom and sweetness of tone heretofore thought impossible. Surface sounds almost entirely removed.

Throw-back design permits of easy access to needle socket. Saves records from unnecessary scratching.

PLAYS
ALL
RECORDS

KKNOWN the country over for its excellent quality of tone and natural, life-like reproduction of all musical tones, and its great volume. This tone arm on your machine spells success, because of its high standing in the Phonograph World.

Made only in 8½-inch length. Can be furnished with or without Mute Tone Modifier, with Mica or

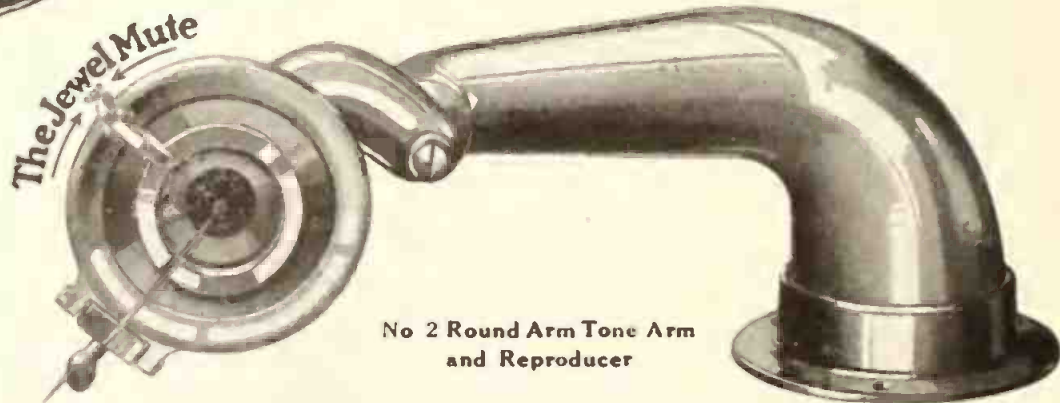
NOM-Y-KA
diaphragm.

THE JEWEL MUTE

CONTROLS volume just like the human throat. Built in the reproducer and functions in such a way that the length of vibrations is minutely regulated and the tone reproduced to a softness and clearness that are remarkable.

Operates by means of a thumbscrew and is instantly adjustable. Tone has free and unimpaird passage throughout tone arm and chamber—Not "Muffled" or "Choked" as with ordinary type of tone modifier.

Perfect regulation without in any way changing character of tone.



No. 2 Round Arm Tone Arm and Reproducer

JEWEL PHONOPARTS COMPANY

154 Whiting Street

Chicago, Ill.

"She's a Mean Job" and "If You Knew,"
two wonderful fox-trots on one record for
May. Played by Frank Westphal and His
Rainbo Orchestra—a new addition to the
Columbia staff. Oh boy, can they play! A-3571

Columbia Graphophone Co.
NEW YORK



OKEH FOREIGN LANGUAGE RECORDS

Important Activities Announced by A. Thallmayer—Now Issuing Records With Okeh and Odeon Labels—Three Hundred Records in Catalog—Sung in Several Languages

The foreign language record division of the General Phonograph Corp. is making rapid progress in the introduction of these records to the dealers throughout the country, and A. Thallmayer, head of this department, states that during the past few months Okeh dealers have evinced unusual interest in the sales possibilities of foreign language records.

Since taking over the extensive Odeon library, the General Phonograph Corp. has arranged to



The Okeh Label



The Odeon Label

issue its foreign language records in two labels, similar to those shown herewith. Okeh and Odeon label records are now being issued in the following languages: Bohemian, German, Hebrew-Jewish, Hungarian, Mexican, Polish, Russian, Scandinavian and Slovak. French, Turkish and Greek records will be added to the library in a few weeks bearing both labels. In the Italian library three labels are used, as, in addition to the Okeh and Odeon labels, the Fonotipia library is included in this language.

At the present time over 300 records are listed in the foreign language catalog of the General Phonograph Corp. and new lists will be issued the first of each month. Advance lists are going out one month ahead of the releases so that the dealers may have ample opportunity to anticipate their requirements.

In a chat with The World, Mr. Thallmayer stated that there was a very heavy demand for the Jewish and Italian records in the catalog, especially those records applicable to the Easter season. One of the most popular records that has been introduced in the foreign language record field recently is the German record of "Bummel Petrus," which has been one of the sensations of the General Phonograph Corp.'s foreign language catalog, and which has met with a sale far beyond all expectations.

RAINBOW MUSIC STORE OPENS

LEBANON, IND., April 2.—The Rainbow Music Store is the name of a fine new establishment recently opened on Meridian street, this city, by Armond R. Akers. Rainbow records and Starr phonographs, as well as a complete line of pianos and sheet music, are handled.

Among the things which make a man stand out from his fellows in the business world are grit, effort, the power of concentration and a willingness to work incessantly.

WHY CREDITS SHOULD BE WATCHED

Beware of the Prospect Who Has a Poor Reputation With the Butcher and Grocer

There are many people in the average community who lack responsibility and the talking machine dealer should exercise every possible precaution to avoid losses by making sales to irresponsible prospects. As a matter of fact there are enough worthy prospects in any community to warrant the avoidance of making sales on the credit basis to such people as these.

The danger of losses by making sales to people of such character can be avoided in a great measure if the dealer or credit man has a knowledge of human nature. Probably the most effective way is to prevent the salesman or canvassers from approaching these people. When the prospect list is made up every available bit of information concerning the character of the prospect should be noted beside the person's name. Such information as the salary of the head of the house, etc., is important, but of far greater importance to the dealer is information as to whether the prospect is living above his means and to find out if possible if there is another source of income which would justify the mode of living of the prospect. It certainly is extremely poor policy to extend credit to a prospect who lives a hundred-dollar existence on a fifty-dollar income and who has a poor reputation with the grocer and butcher. If a householder fails to meet the bills of the butcher and grocer he surely

will be just as lax, if not more so, in making payments on a musical instrument.

On the other hand, the size of income does not enter into the situation so much in the case of a man whose reputation for integrity is sound. The laborer who earns twenty dollars per week and the business man whose income is one hundred dollars per week are both good risks only in proportion to their honesty and desire to meet payments promptly.

BRING NOTED ARTISTS TO AKRON

Work of Windsor-Poling Co. Much Appreciated by Music-loving Public

AKRON, O., April 4.—The Windsor-Poling Co., exclusive Victor store here, has made possible the appearance of some of the world-renowned concert artists in Akron recently. The Eight Famous Victor Artists appeared at the city armory under auspices of the music firm. Sousa and his band appeared here on March 29 and Schumann-Heink April 1. Mr. Poling told The World representative that the people of Akron were giving the concerts splendid support and in all probability other artists would be brought here next season.

FILE PETITION IN BANKRUPTCY

The Master Tone Phonograph Corp., of Cohoes, N. Y., has filed a petition in bankruptcy, listing liabilities at \$57,575 and assets of \$48,443.

Topham's Record Cases
 are the Original and Standard



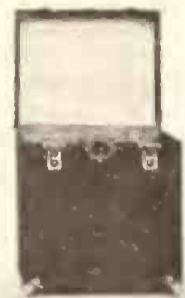
made from select lumber, covered with a genuine book cloth, imitation of seal grain leather. Metal trimmings, corners, lock bolts, lock and handle.

Index cards for fifty records and printed list in lid.

Two sizes, 10 and 12 inches.

Cases for any purpose.

Write for New Prices



TOPHAM'S FACTORIES

80 L STREET, N. E.

WASHINGTON, D. C.

VOCALION

Phonographs



Queen Anne Period Model of the Vocalion

Three Graceful, New Period Models

Period Vocalions are noted for faithfulness to period detail. In the forty-five styles represented, every characteristic is reproduced with expert care.

The attractive Queen Anne model illustrated is one of three new types just completed. All Vocalion period models are equipped with the wonderful Graduola tone control.



ADVANTAGES AVAILABLE TO REPRESENTATIVES OF THE VOCALION LINE

The *Prestige* that Aeolian-made instruments command.

Pre-war Prices on all 1922 Vocalion models.

Unequalled *Tone Quality* and distinctive *Case Designs* in Conventional and Period types.

The advantages of the *Graduola*, exclusive tone-controlling device.

And the timely release of popular hits and tone-brilliance of *Vocalion Red Records*.

Complete information on the VOCALION line furnished upon request

The

NEW YORK

A E O L

CINCINNATI

VOCALION

Red Records

ROSA RAISA

The Great Dramatic Soprano makes

VOCALION RECORDS

Exclusively

PLAYABLE ON ALL PHONOGRAPHS

Rosa Raisa's voice is one of the most remarkable dramatic sopranos in the world. This famous artist has been a brilliant success in the Chicago Opera Company's current season of opera



ROSA RAISA
The Great Dramatic Soprano

THE DISTRIBUTORS OF THE VOCALION

MUSICAL PRODUCTS DIS. CO.
37 E. 18th St., New York City
THE VOCALION CO., 190 Boylston St., Boston, Mass.
WOODSIDE VOCALION CO.
154 High St., Portland, Me.
LINCOLN BUSINESS BUREAU
1011 Race St., Philadelphia, Pa.
GIBSON SNOW CO.
306 West Willow St., Syracuse, N. Y.
Vocalion Record Distributors
CLARK MUSICAL SALES CO.
324 N. Howard St., Baltimore, Md.
CLARK MUSICAL SALES CO.
505 Liberty Ave., Pittsburgh, Pa.
PENN. VOCALION CO. Lancaster, Pa.
O. J. DE MOLL & CO.
12th & G. Sts., N. W., Washington, D. C.
VOCALION CO. of OHIO
328 W. Superior St., Cleveland, Ohio
VOCALION CO. of OHIO
420 W. 4th St., Cincinnati, Ohio

LIND & MARKS CO., 530 Bates St., Detroit, Mich.
THE AEOLIAN COMPANY
529 S. Wabash Ave., Chicago, Ill.
LOUISVILLE MUSIC CO.
529 S. 4th St., Louisville, Ky.
HESSIG ELLIS DRUG CO. Memphis, Tenn.
Vocalion Record Distributors
THE AEOLIAN CO., 1004 Olive St., St. Louis, Mo.
GUEST PIANO CO. Burlington, Iowa
D. H. HOLMES CO. New Orleans, La.
STONE PIANO CO. Fargo, N. D.
STONE PIANO CO.
826 Nicollet Ave., Minneapolis, Minn.
CONSOLIDATED MUSIC CO.
Salt Lake City, Utah
COMMERCIAL ASSOCIATES
754 N. Spring St., Los Angeles, Cal.
THE MAGNAVOX CO.
616 Mission St., San Francisco, Cal.
Vocalion Record Distributors

Your correspondence is invited

I A N Company

CHICAGO

ST. LOUIS

BOSTON

A Fair Knowledge of Music Is a Big Factor in the Success of the Retail Record Salesman

The salesman who aims to succeed in the retail department of the talking machine business can aid himself materially by acquiring a knowledge of the music from the standard records, both operatic, concert and popular, which he is handling. The customer never fails to be impressed with the standing of the salesman who knows something about the history of the music on the record, its composer and the artist who records it. To acquire this knowledge necessitates some time and concentration, but it is a valuable acquisition to any salesman no matter how competent he may be in the domain of merchandising.

There is a fascination, anyway, in learning to grasp music's full meaning, and the salesman has a rare opportunity in this connection, because he has at hand vocal and instrumental photographs, so to speak, of the work of the great masters as well as the popular hits of the day rendered by great orchestras, singers and instrumentalists. It is not necessary for him to attend concerts, or to hear or see in person the great artists—although he should do so whenever he possibly can—but his knowledge of music is no longer limited.

On this subject the writer came across a very

good article in the New York American the other day in which the writer discoursed on an analysis of the method of association that makes for a better understanding and appreciation of

An Acquaintance With the History of Selections Appearing on Standard Records Can Be Turned Into Profit

music. It is worth reading by the salesman, and by everyone who is interested in the talking machine business, because, as we said before, the salesman who has a knowledge of music is best equipped to do a successful business. The article follows:

"Hanging over my phonograph is a beautiful landscape painted by a certain Rudolf Wilde. It represents an approaching storm; the trees in the background are wind-blown. In the right foreground stands an old and stalwart oak tree clothed in the florid beauty of Autumnal color. A patch of sunlight floods golden yellow on the greensward that carpets the earth like a thick covering of velvet.

"The phonograph and a painted canvas! The mediums of two interpretations of the beautiful. The magic landscape that grew from under the painter's brush; the liquid melody of music, that gift to posterity of an inspired composer. Both breathe their message with equal conviction, but with a difference.

"This difference lies in the individual's understanding of the story each tells. If we take two people and play the same selection for each and then ask them to write down their impressions the probability is that they will be at a loss to properly describe them. The layman cannot, as a general rule, understand and interpret the theme of a composition that is new to him.

"In the case of the painting one is almost certain to describe it clearly, even in detail. This is simply because it has familiar associations with something else he has seen. We readily recognize a painting of a tree, a house or an approaching storm because they are familiar objects to our vision. The rare beauty of color and composition get their message across because they are associated with and take on forms that we know and understand.

"Music is an art more in the abstract as compared with that of painting and does not take on such well-defined and easily recognizable forms. Much is left to the imagination, and unless we use this faculty it is difficult to grasp the meaning of a composition. If we learn to identify the distinguishing characteristics that mark one form of composition from another it will be of inestimable assistance.

"Perhaps the easiest way to learn is to follow this rule of association. If we wish to take the full measure of enjoyment from music we must, by one system or another, learn to analyze and classify its different forms.

"Let us liken a musical composition, in structure, to a tree. The trunk is the predominant theme or motif; the branches are the variations of this theme and the secondary movements; the leaves are its color. The tempo may be likened to the movement of the wind-blown branches as in a storm, or the gentle swaying as in a balmy Summer breeze, to the rhythm of a lullaby.

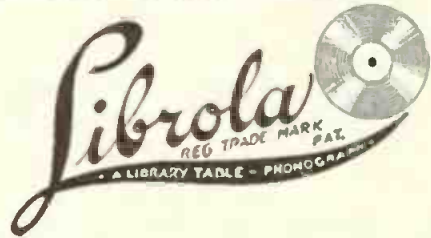
"In a general sense this will give us a good conception of musical construction. There should be a certain adherence to form in music, and this comparison illustrates their relative importance simply.

"When you listen to music, try to pick out the predominant theme and classify it as romantic, dramatic, descriptive, poetic, and so forth. Then distinguish the secondary movements and the by-plays in its narrative. Note its tempo for changes in the action or as a key to the general character and disposition of the composition. Appreciate its color in the fine gradations of expression, the contrasts and the effectiveness of its arrangement.

"There is much more, very much more, but if you will try to understand, and it is easy enough, you will soon be rewarded by a keener pleasure and a consequent broader horizon of vision. The happiness we get out of life is measured largely by our ability to appreciate the beautiful, and appreciation is confined entirely within the limits of our understanding."

Isn't this admirably presented?

The best value on the market. Look at the price; then write for particulars



A few valuable sales agencies and jobbers' territories still available



Seaburg Mfg. Co.

Jamestown, N. Y.

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

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



A Message To Real Phonograph Merchants

There is room in the Jewett organization for the very best phonograph merchant in each locality.

Are you that man?

We want men who are real merchandisers—

Men who can do justice to a quality line—

Men who appreciate the wonderful sales possibilities in a line that combines beauty of design, superior tone quality and the very best of workmanship at an amazingly moderate price.

Never were dealers more carefully chosen than those who are entrusted with the Jewett franchise.

If you are interested in tying up with a permanent, profitable business—if you are looking for an organization that offers complete dealer service—if you wish to have a demonstration of the Jewett in your store—

Just write and say: "I'm interested" and we'll lay the proof before you.

JEWETT PHONOGRAPH CO.

General Sales Offices: 9th Floor, Penobscot Bldg.
DETROIT

Style No. 7
\$175



Mahogany
or Walnut



Here's one for your fox-trot customers. "Love Days" and "Little Thoughts," both dances on one of the new records for May. Paul Biese's Orchestra at the bat. A-3572.

Columbia Graphophone Co.
NEW YORK

Some Essential Points in Record Salesmanship

By MARK W. DUNCAN

The three essential points in record salesmanship—in fact, in any salesmanship—are confidence of your merchandise speed in selling and knowing when to close the contract. I never consider that I have made a sale if my customer leaves the store with only the record he asked for. When he came into the store and asked for a certain record it was nothing more than an invitation to me to sell him something else. At least, I always try.

Now, to make these real sales it seems to me that the whole secret is to inspire the customer with lots of confidence in my ability to judge good records. I do not consider the selling of records any different from other lines of merchandise in this respect. The psychology of the thing is the same whether you are selling peanuts or automobiles or records. The customer must be led to have faith in my word first, last and all the time. To get this result it is necessary to make the customer feel that I have a personal interest in him and his welfare. I honestly believe that a salesman has not only to pretend but to be actually interested in each individual customer. Make it as real as possible, however. Some folks are very quick to detect insincerity, so be careful. As soon as you can make him feel that you are really interested in him and what he wants the situation is in your hands.

Then get him in the habit of saying "Yes." Make positive statements and follow them with questions that will produce affirmative answers. Don't talk dollars and cents any more than is absolutely necessary, and don't pay any attention to unfavorable remarks on his part until you are forced to. Keep him in the affirmative mood, for as long as he says "yes" to you he is feeling that you are right. I have often noticed that the very person you might imagine oversold is more likely to come back for more than the man who simply got what he asked for.

With regard to the more mechanical side of record selling, my main suggestion would be to make it snappy. Don't waste your time and the customer's patience, or vice versa, in a long-drawn-out history of the record. Tell just enough to inspire curiosity and interest and let the record do the rest. Don't bore him by playing the record until the end if he does not give you a favorable idea of it. Make him think that he is getting a "sample taste" of a future pleasure, and it is only logical that he will want more.

Finally, close your sale definitely. When the customer has reached the "boiling point"—to quote the cook-book—pour at once; don't let him cool off gradually. Take advantage of the confidence he now has in you and make up his mind

for him without hesitation or any appreciable delay.

To summarize, be sincerely interested; work fast and close with decision. Above all and throughout all remember that the customer wouldn't be there at all if he hadn't at least slightly wanted to be sold. Convince him that you are satisfying his wants to the best of your ability and his interest.

PEDDLING RECORD MUSIC

Enterprising Individual in New York Carries About a Small Machine and Several Records and Furnishes Three Tunes for One Dime.

In the Bronx section of New York City a rather aged individual has found a new way for luring the nickels from the pockets of those who are known to be careful of their expenditures. This particular man travels about with a small talking machine hanging suspended from a strap around his neck while in a box below are a half dozen or so of the latest records. He makes his way into the numerous bake shops and restaurants and when some generous-hearted soul contributes a dime all the patrons of the place are entertained with three talking machine selections. There must be money in the scheme for the music peddler has been at it for some time.

SECURES QUARTERS IN COLUMBUS

New Goldsmith Music Co. Leases Store at 25 East State Street, That City

COLUMBUS, O., March 21.—The Goldsmith Music Co. has leased the storeroom and basement and part of the second floor at 25 East State street for a term of years, expiring July 1, 1927. S. W. Goldsmith, who was formerly vice-president of the Goldsmith Music Store Co., is president of the new corporation, which will carry a complete line of musical instruments of all kinds, sheet music, rolls, player rolls and pianos. The specific lines which the company will carry will be announced later. Mr. Goldsmith also announces that the new store will carry a complete radio department. The premises leased will be extensively remodeled.

CENTURY PLANT DESTROYED BY FIRE

Business Recently Sold to Abe Chasin, of New York City, Who Had Planned to Add Wireless Apparatus to Output

LINDEN, N. J., April 1.—The plant of the Century Phonograph Co. was completely destroyed by fire recently. The business was housed in a two-story frame structure on Linden avenue, and damage is estimated at \$10,000. Only partial insurance was carried on the plant. The business was recently purchased by Abe Chasin, of New York City, with the intention of starting operations on a large scale by adding wireless apparatus to the output. The plant has not been in operation recently, pending the carrying out of these new plans.



**BRUNS
MADERITE**

One Man Delivery Cover



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

"BRUNS MADERITE"

Rubberized Phonograph Dust Covers

Dealers have found it advantageous to advocate the sale of BRUNS Rubberized Fleece-lined Phonograph Dust Covers to their customers.

BRUNS MADERITE Dust Covers offer a means of protecting phonographs from dust, finger-marks, bruises incident to house-cleaning and other unforeseen accidents to the highly polished surface of the talking machine cabinet.

Send to us for complete details regarding BRUNS MADERITE Phonograph Moving Covers and Rubberized Fleece-lined Dust Covers or consult your jobbers.

It will pay you to investigate.

If required, we can supply a cover of heavy Tarpaulin material guaranteed rain-proof for use on open delivery trucks.

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



Okeh Records

GRANBY PHONOGRAPHS
MASTER-TONE TALKING MACHINES
OUTING PORTABLES

NEEDLES

Okeh — Truetone — Wall Kane
Tonofone — Gilt Edge

Delivery Bags, Accessories, etc.

Complete Stocks—Prompt Service

IROQUOIS SALES CORPORATION

Wholesale Distributors

210 Franklin St. BUFFALO, N. Y.

NEW POST FOR CLARENCE HAYES

Clarence Hayes, who was formerly connected with the recording staff of Thomas Edison, Inc., for a period of ten years, is now acting manager for the Newark Recording Laboratory, 15 West Park street, Newark, N. J. This latter company specializes in individual recordings as well as commercial work.

"TALKER" SENDS MESSAGES BY RAIL

A European inventor asserts that he has constructed an electromagnetic talking machine on the combined principles of the amplifying tube and the telegraph, by which a message may be "spoken into" a rail and picked up by the engineer of the following train.

EXCHANGE HOUSE TO OPEN BRANCHES

WICHITA, KAN., April 1.—The Fuller Phonograph Exchange, which has its headquarters in this city, is planning to open branches in Newton, Hutchinson, Emporia and Salina in the Spring if suitable locations can be secured. This concern operates an exchange business in talking machine records and music rolls.

PROS AND CONS ON THE CIRCULATING RECORD LIBRARY

Recrudescence of Interest in the Circulating Record Library Despite the Fact That Many Dealers Hold the Plan Impracticable—Some Developments in a Western City

The record library idea has again cropped up in the West, this time in Fort Wayne, despite the fact that various experiments made during years past have demonstrated that the library idea is not practical either from the standpoint of the individual operating the library, in the matter of profits, or from the standpoint of the machine owner who is desirous of having records that reproduce properly and are not worn.

In this case a department store has opened a record library through which subscribers may change their old records for new ones, each subscriber being called upon at the outset to provide three new records for the library. The service charge is \$1 per annum. The scheme does not show any features that may be considered new and, judging from past experiences, both the store and the customers will be tired of the plan before it progresses very far. Dealers in the past have given thought to the record library idea, but the chief drawback has been that the records are bound to wear, and where they are not the permanent property of the subscriber are likely to be subjected to careless treatment. In case of the early libraries it was found that after a record had been into ten or a dozen homes its musical qualities were not such as to prove a very strong advertisement for the talking machine.

In the early days of the player-piano the library question was tried out very extensively, and even in the case of rolls, which are so made that they can be played hundreds of times without showing wear, it was found that the cost of operating the service was out of all proportion to the income that could be obtained from rental or service charges.

It is probable that in the case of the Fort Wayne department store the library plan idea is being tried out for the purpose of bringing people into the store on the assumption that once in they will make purchases in either the talking machine or some other department, but even under such circumstances it is likely to be found that the advertising will prove costly.

While the record library question is under discussion, the following rules adopted by the Fort Wayne institution may prove of interest:

1. A nominal charge of one dollar (\$1) per annum is made to each member to help defray the expense of handling the exchange service. These membership dues are used to put new records into your library.

2. Each member agrees to furnish three (3) playable records from his home to start the library. Each record furnished must be subject

to the approval of the secretary before it will be accepted.

3. Each club member is entitled to remove three (3) records from the library and keep them in his possession for a period of twelve (12) days. A penalty of three (3) cents per day per record will be charged for each day over the twelve days that the records are kept.

4. No telephone or mail selections will be allowed.

TO RECORD FOR COLUMBIA CO.

Frank Westphal and Rainbo Orchestra to Record Exclusively for the Columbia Library

The Columbia Graphophone Co. announced this week that arrangements had been completed whereby Frank Westphal and his Rainbo Orchestra would record exclusively for the Columbia library. Mr. Westphal's organization made several records for the company on the recent visit of the recording executives to Chicago, and these records were successful beyond all expectations. Plans are being made to feature Frank Westphal and his orchestra as one of the leading dance organizations of the country, and an intensive sales and advertising campaign will be inaugurated very shortly.

Frank Westphal and his Rainbo Orchestra constitute the principal attraction at the Rainbow Gardens in Chicago, one of the leaders in Chicago's amusement world, and since the installation of this orchestra at the Rainbow Gardens the patronage has increased by leaps and bounds. Frank Westphal is well known to theatre-goers throughout the country, as for many years he was a vaudeville headliner on the Keith circuit.

WANTS CRACKED RECORD FIXED

The United Talking Machine Co., Victrola and piano dealer of Willimantic, recently received a letter from a resident of West Wellington, Conn., which emphasizes that the old tradition of Yankee thrift is still translated into fact in Connecticut. The letter reads: "Dear Sir—I would like to know if a Victor record could be fixed. I have one cracked on one side, and I'd like to have it fixed if it could be done, and send me your list of records. Yours truly."

Louis I. Brown, Columbia dealer at Broadway and Thirty-seventh street, Bayonne, N. J., has opened a branch store at Avenue C and Twenty-fourth street, that city.

THE NEW PHILLIPS OCTAGON THROW BACK ARM No. 5

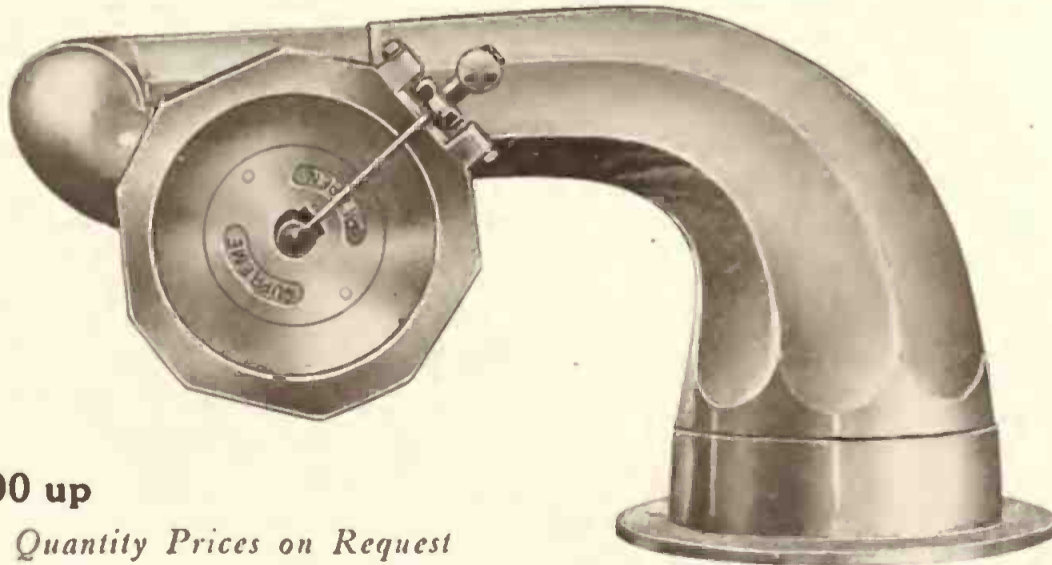
Pleasing to the Eye
and
Pleasing to the Ear

Also equipped with our regular
No. 3 Reproducer if desired

Tone Arm measures 8½ in., and
9 in. from centre to centre

Tone Arms and Sound Boxes
complete from \$2.00 up

Quantity Prices on Request



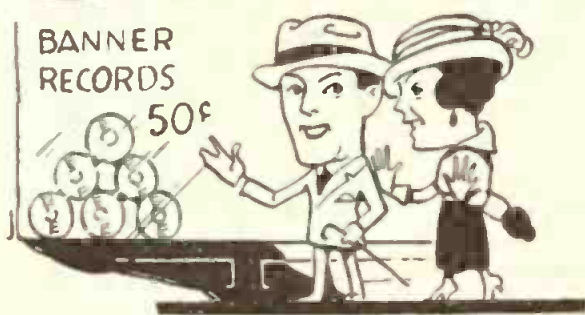
The William Phillips Phono Parts Corp.

Manufacturers of Tone Arms for Portable, Medium and High Grade Machines

145 West Forty-fifth Street

New York City

They're ALL like John and Jane



They're all record buyers who want their money's worth! They all consider price! They all buy when they can buy for less—quality for less!

Give them that! Give them the same fine records—the same widely known artists—the same of everything that goes into the making of a good record. **GIVE IT TO THEM FOR ONE-THIRD LESS!**

Play BANNER for them! Let them hear how good a record it is. Show them that the hits are the biggest and the latest—that the artists are all "Broadway-known!" Tell them that the price is 50c.

You will know then, why BANNER, though practically a newcomer, was big enough to arouse a tremendously favorable interest from a great music-buying public.

We suggest that you test the BANNER proposition.

Write Us Today!

BANNER 50c. RECORDS

A Few Fast Moving Hits!

Pick Me Up and Lay Me
Down in Dixie
An Old Fashioned Girl
Bygones
Little Grey Sweetheart
Georgia
By the Sapphire Sea
'Gin, 'Gin, 'Ginny Shore
Tell Her at Twilight

California
Moon River
She's A Mean Job
Sweet Man o' Mine
Swanee River Moon
Carolina Rolling Stone
Cutie
After the Rain
Lo-La-Lo

Venetian Love Boat
Dear Old Southland
Angel Child
Virginia Blues
Boo-Hoo-Hoo
Marie
Just A Little Love Song
Carolina Rose
In Bluebird Land

[IN ADDITION:—A complete list of Standard, Sacred, Concert and
Military Band, Instrumental, Comedy, Hawaiian and Operatic Records]

PLAZA MUSIC CO.

18 West 20th Street

New York City

How Events of Current Interest Can Be Turned Into Profits by Merchants :: Arthur A. Young

By Arthur A. Young

The final argument in getting business is to arouse the customer's interest. The headline of all effective advertising aims primarily on getting the customer so interested that he will naturally read the rest of your advertisement. Show windows that display a stunt of novel appeal invariably attract the crowd.

Interest may be artificially stimulated by repeated presentation of the same article before the public's eye. In many instances interest may not be stimulated, as it will be found that the public is already greatly interested in your particular article. When the crest of such interest is at its height it is time for you to seize the opportunity and capitalize on it. Current events can be made to bear fruit in money returns if you will only take the trouble to look out for them and time your advertisements and window dressing in harmony with their appeal.

When Edison's lists of questions were played up all over the country publishers of encyclo-

pedias and dictionaries were alert to possibilities and metropolitan papers carried miles of advertising which showed how Edison's questions could be answered. When musical comedies and operas are in season interest in these amusements has led dealers in talking machines and musical instruments to invent novel methods of attracting the public's attention to their wares.

One of the shops on Michigan Boulevard, Chicago, presented a very beautiful display of talking machine records in the show window during the opera season. In the background was a graceful bamboo arch, from the ends of which hung colored Chinese lanterns. To these were fastened artificial sunflowers with a talking machine record in the heart of each. The floor was covered with matting and there were several boxes on which records were displayed. A talking machine in front bore a card which invited passers-by to step inside and listen to the particular opera singer to be starred in the evening. The

card, which listed the number of records the singer had made, was changed every day in accordance with the opera program.

Another merchant appealed to his customers in another way. He placed an advertisement in the papers which said that records of the singers could be heard through the telephone and thus a selection made without any inconvenience. A telephone is installed in close connection with a talking machine. Whenever a request is made the record is placed upon the instrument and the horn is turned towards the transmitter. The sound travels over the wire as perfectly as the human voice.

Radio telephony is now very popular. Some of the city newspapers have even started a department in which radio programs are printed. A number of talking machine stores have broadcasted their record lists by means of radio, and in this way have cashed in on their progressiveness. Capitalizing this craze brought business.

PROVED RECORD COULD BE SOLD

C. C. Baker and His Staff Give Demonstration of Concentrated Effort in Disposing of Record Believed to Be Slow Seller—Some Conclusions

COLUMBUS, O., April 4.—"There is always a certain satisfaction in winning a bet," said C. C. Baker, Victor dealer, 43 South High street, in commenting on the wager recently placed on his salesmanship by two friends, also Victor dealers. During one of his recent trips East Mr. Baker was ascertaining the relative sales possibility of a number of records. In coming across the record "Moto Perpetuo" (Perpetual Motion), a Heifetz record, Mr. Baker was told that it would not sell well. That did not "listen good" to Mr. Baker and he immediately said, "I'll show you that it can be sold."

It happened that Mr. Baker had another friend there who was listening in on this challenge and who put up the bet.

Coming back to Columbus Mr. Baker called his sales force together and asked them to concentrate their efforts on this particular record until every last one was sold, but to sell it on its merits only. He allowed them one week for the work.

Every person in the sales force listened to this record and wrote out the outstanding qualities about it. Later they compared notes. Finally they decided the best points about it and began calling this record to the prospective buyers' attention. To make a long story short, every one of the forty-seven records that Mr. Baker had in stock was sold inside of four and one-half days, with additional orders to be filled.

"I learned a big lesson from this wager," said Mr. Baker. "First of all, I am convinced now that this is a popular record and that the public can be educated to like it. Secondly, any record can be sold provided the salesman knows what he is selling to his customers. In other words, he must know the qualities of the goods he is asking his patrons to buy. Last, but not least, I found out that it takes a sales force that is intelligent and co-operates with you to put a thing across. My friend probably would not have won the bet had it not been for the excellent co-operation I received from my people. The credit, if any is to be given, should go to the young men and women in my store."

DELAWARE CONCERN CHARTERED

The Keystone Recording Laboratories have been granted a charter of incorporation under the laws of the State of Delaware, with a capital of \$20,000. The new concern will engage in the manufacture of records for talking machines.

ANOTHER KREISLER IN THE FIELD

One of the many interesting numbers featured in the Victor Co.'s advance list of records for May is the first recording by Hugo Kreisler, of the "Serenade Espagnole" by Chaminade-Kreisler. Hugo Kreisler is a brother of the more famous (at least in America) violinist, Fritz Kreisler. Meanwhile Hugo has won great fame abroad as a violoncellist. This record demonstrates that his popularity has been worthily won. It is interesting to note that in this first record of Hugo Kreisler he is accompanied on the piano by his brother Fritz.

DYER EMPLOYES HONOR OFFICERS

ST. PAUL, MINN., April 3.—An interesting special souvenir musical program was recently prepared by the Employes' Social Club, of W. J. Dyer & Bro., Northwestern distributors of Victor talking machines, as a compliment to the retiring officers of the club—Bernard T. Mertens, president, and Patrice Barrette, secretary. The program included vocal and instrumental solos.

LARGER QUARTERS IN ALLIANCE, O.

J. H. Johnson's Sons Music Co. Prepares to Enlarge Its Music Department

ALLIANCE, O., April 6.—Expansion of business has resulted in the acquiring by the J. H. Johnson's Sons Music Co. here of additional floor space, which has been given over exclusively for display and salesrooms for pianos and talking machines, records and rolls.

This firm is one of the oldest in the city, starting as a furniture business in October, 1905.

In January, 1913, was added a line of pianos and phonographs as a sideline. So fast has this department grown that additional floor space became necessary and the owners decided several months ago to make it a separate department, under the supervision of W. B. Johnson.

In January, 1920, A. C. and W. B. Johnson bought out their father's interest in the concern and have since that time conducted business under the name of J. H. Johnson's Sons. The concern features many of the leading makes of pianos and talking machines.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment
Personal Appearance of
Eight Popular Victor Favorites on One Program
A live attraction for live dealers and jobbers
Bookings now for season 1921-1922
Sample program and particulars upon request
P. W. SIMON, Manager
1658 Broadway New York City

FRANK CROXTON

MONROE SILVER



BILLY MURRAY



FRED VAN EPS



FRANK BANTA

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

:: SELFISHNESS ::

By EDWARD FRASER CARSON

In the world there are two unforgivable sins. They are Selfishness and Ingratitude.

And the basest of these is Selfishness, for Selfishness is the base of Ingratitude.



Edward Fraser Carson

If you are an employe, don't expect to be paid in cash for every time you turn your hand. If you do, you will get nothing but cash—and cash is cold. The youth who starts life determined to do nothing for nothing will find he is paid in his own coin and the measure of his payment will be generous.

Sometimes Selfishness may seem to put a dollar in your pocket, but when the dollar gets there it crowds out everything else. For a man who only works to make money will find that others will work for him only for the same wages, and the greatest work of the world is not done for money.

The worst thing you can say about a man is that he is "close-fisted," for a miser never has a friend and the friendless man is poor indeed, whatever his wealth in dollars may be. The business founded on Selfishness is as a house built on sand, but the business that aims to help the other fellow stands as on a rock.

All that money is for is to spend—but spend it wisely, young man, and you may live in happiness and comfort. Cling to it and these things will shun you. For Unselfishness in business is

as bread upon the water. It is the secret of prosperity, and only upon it can be built real success in life.

As you advance in years you will come to realize more and more that in business a good name is better than riches. It will bring Riches.

The Selfish man must haul his own load. Remember the wheel which turns. That which was at the bottom becomes the top and what was at the top becomes the bottom.

Remember, too, the story of the Lion and the Mouse. The Boy you help to-day may be the Man to whom you may have to look for help yourself to-morrow.

With thy customer be fair, but better it is to be generous. Hold thy head high and stand straight—until you lean over backward if need be. For a little more than a "Square Deal" will be remembered by your customer long after you have spent the few dollars you would otherwise make. But a little less than a "Square Deal" will never be forgotten.

Don't promise your customer more than you can perform, but so guard your tongue that when you are called upon to make good your word you can do just a little more than that which you promised. And when called upon to make good your promises, act promptly, cheerfully. To do justice grudgingly is but one step this side of not doing it at all.

Therefore, I say unto you: Young man, Give. Give of your time and of your experience. Give sympathy. Give encouragement. Give a helping hand. Help the other fellow. It is the greatest, the only real joy in life.

And if there be no other reason, you will find

that it pays, for the day may come when you yourself may need these things, and as a man soweth so shall he reap.

Therefore, be not as the man who so closely follows the cent that he cannot see the dollar that is just ahead.

EIGHT VICTOR ARTISTS IN OHIO

Increased Record Sales Follow Appearance of Artists in Various Cities

CANTON, O., April 4.—Record sales were stimulated at the stores of the George C. Wille Co., W. R. Zollinger & Co. and the Klein-Heffelman-Zollars Co. as the result of the personal appearance here recently of the Eight Famous Victor Artists in the City Auditorium. The entertainers, who have made an annual visit here for many years, made good again, and their program included many recent Victor releases. It is estimated that fully 4,000 people heard the artists. The Victor Artists appeared later in Akron and Youngstown, and were also scheduled for a concert in Wheeling, W. Va.

L. M. COLE VISITS NEW YORK

L. M. Cole, sales manager of the Iroquois Sales Corporation, was a visitor to New York last week, calling upon some of his friends in the trade. Upon leaving New York he visited dealers in several of the important up-State cities where important deals were pending for Granby and Okeh record agencies. Mr. Cole stated that conditions were showing a steady improvement and that the dealers were generally confident regarding their future activities.

DUO APPLIANCE CORP. CHARTERED

A charter of incorporation was recently granted to the Duo Appliance Corp., of New York City, for the manufacture of talking machine record protectors. It is capitalized at \$5,000 and incorporated by E. B. Raymond and P. M. Boesen.

Sherman, Clay & Co.

Pacific Coast Distributors



Victor Victrolas Victor Records Victor Accessories

Main Wholesale Depot:

741 Mission Street, San Francisco

Branch Wholesale Depots:

444 So. Broadway, Los Angeles, California

45 Fourth St., Portland, Oregon

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

427 West First Ave., Spokane, Washington

COLUMBUS

Dealers Tie Up Publicity With Artists' Concerts — White's Store Expands—Other News

COLUMBUS, O., April 4.—An event of much local interest during the past month was the first appearance here of Jascha Heifetz, the prominent violin virtuoso and Victor artist, under the auspices of the Women's Music Club, and although no official "Heifetz Week" was declared the local Victor dealers arranged elaborate window displays to mark the event. One of the most attractive of the displays was that arranged by the C. C. Baker Co., and in practically every instance an increased sale of records was reported. Some excellent newspaper publicity was obtained as a result of the visit of the artist.

White Department Is Remodeled

With the change of ownership of the Z. L. White Department Store, the Victrola department has been completely changed and remodeled. F. J. Connor, who for the past seven years has been interested in the Victor trade, is the manager of this department. At an expenditure of approximately \$50,000 for remodeling and equipment one of the most modern salons of music has been created. There are ten sound-proof booths, each nine feet by twelve feet, and because of the spaciousness of these booths four different sizes of Victrolas have been placed in each. This, according to Mr. Connor, was done for the purpose of enabling the prospective buyers of records to listen to them on the same type of machine they have in their homes. The entire woodwork in the department is in ivory finish.

Throughout the department, which occupies the major portion of the fifth floor of the Z. L. White Co., there prevails the home atmosphere. The fact that the picture and furniture departments are also on this floor adds greatly to the attractiveness of the Victrola department.

Just as soon as all the details are completed an innovation in presenting concerts will be inaugurated by this firm. Twice each week, on afternoons desirable to the local public, records produced by the more famous artists will be offered. The afternoons will be designated by the names of the artists. Among the first artists whose records will be demonstrated are Caruso, Alma Gluck, McCormack and Heifetz. On some afternoons only dance music will be featured; on others music characteristic of certain nations will be given. These concerts are to be so arranged that there will be distinct variety, and to add to their popularity on frequent occasions artists in person will come to entertain the audiences.

To Utilize Radio for Concerts

Business conditions are considerably improved in the East, according to Leslie I. King, manager of the Victrola department of the Morehouse-Martens Co., who has recently returned from New York City. Mr. King is particularly interested in radio apparatus, a receiving set having been installed by the Morehouse-Martens Co. During his stay Mr. King visited the larger firms in New York and was very well pleased and encouraged with the successful results of the radio in presenting concerts. In the near future Mr. King intends to offer radio concerts to the patrons of the Morehouse-Martens Co.

To Give Victrola to Charity

On April 1 the Morehouse-Martens Co. gave away a Victrola to the club, hospital, charitable institution, fraternity, school or aid society receiving the largest number of votes in the Morehouse-Martens contest. Customers coming to the store, by signing their names, indicated their preference of the above organizations which they desired to win the Victrola. Men prominent in Columbus business will count the votes at an early date and will award the Victrola to the organization receiving the greatest number of votes.

W. F. Davisson at Association Meetings

W. F. Davisson, vice-president and general manager of the Perry B. Whitsit Co., wholesale

Victrola distributor, 211 North Fifth street, went to Chicago last month, where in the capacity of secretary of the National Association of Talking Machine Jobbers he met with the executive committee of the Association. Mr. Davisson also went to New York City, following the Chicago meeting.

Interested in Music Memory Contest

Word comes from Portsmouth, O., that much interest is being shown in the music memory contest now being conducted there.

LAUNCH BIG ADVERTISING CAMPAIGN

The study course in salesmanship evolved by William Maxwell, who recently resigned as head of the phonograph division of Thomas A. Edison, Inc., to devote his time to this project, has been formally launched by a big advertising campaign in Printers' Ink and other mediums. The course is known as the William Maxwell Orientation System of Scientific Salesmanship. The headquarters of the school, known as the William Maxwell Institute, are at 353 Second National Bank Building, Orange, N. J.

DON C. PRESTON OPENS BRANCH

Well-known Bakersfield, Cal., Music Merchant Opens New Store in Center of Oil Fields With John Macdonald in Charge as Manager

BAKERSFIELD, CAL., April 3.—Don C. Preston, who met with great success in opening his music store here two years ago, handling a number of well-known makes of pianos and players, together with Victor and Sonora talking machines, musical merchandise, sheet music, etc., has just announced the opening of a new branch store in Taft, the center of the West Side oil fields. The new branch will be in charge of John Macdonald, who has had long experience in the Victor talking machine field. Mr. Preston, before opening his store, traveled for several years for the Chicago Talking Machine Co. and Sherman, Clay & Co., representing the wholesale departments.

The Utica Phonograph & Supply Co., of 261 Genesee street, Utica, N. Y., has secured new quarters in the Kenmore Building, which it will occupy in May.

The Phonograph with the "Golden Voice" HARPONOLA

No Limit

There is no limit to the amount of business available on HARPONOLAS, and no limit on territory, for any jobber who will go after business aggressively—in territory not already assigned. Consequently there is no limit on the profits to be made.

We deal with the jobber on the basis that his success is our success. We are not independent of him. The more territory he can handle effectively, the more we want him to handle.

Our restrictions are based only on the interest of jobbers already with us, and to safeguard the future operations of all. Where territory is open, we go the limit with a jobber to make a deal that will be continuously and increasingly profitable.

Write for the Harponola proposition today.



Harponolas have a wonderful tone, are splendidly constructed and finished, and are equipped with the finest mechanical units. The golden spruce horn is a real asset as a sales getter.

THE HARPONOLA COMPANY

101 MERCELINA PARK
CELINA, OHIO

Edmund Brandts, President



Style 901
SHERATON
\$85.00



Style 903
HEPPLEWHITE
\$90.00



Style 905
QUEEN ANNE
\$95.00



Style 907
LOUIS XV
\$100.00

Artamola

ANNOUNCING NEW
PERIOD CONSOLES

Priced to meet the 1922 Business of
PHONOGRAPH SALES

Consider—

1. Exclusive Designs.
2. Perfect Cabinet Work and Finish.
3. Unsurpassed Tone Quality.
4. Popular Prices.
5. Exclusive Territory.
6. Liberal Discounts.
7. Big Profits.

Specifications

Height 34 Inches
Width 36 Inches
Depth 22 Inches

Phillips Universal Tone Arm and Reproducer, Large No. 33 Heineman Motor, 12-Inch Turntable, Automatic Stop, Tone Regulator, Nickel-plated Hardware, Including Automatic Cover Support, Continuous Hinge, Domes of Silence, Needle Rest, All-Wood Sound Chamber, Five Shelves for Records.

Furnished in Mahogany Only.

Finished Dark Brown Dull.

*Write for Catalogue and
Dealer's Discount*

Saginaw Sectional Book Case Co.

Saginaw, Michigan

U. S. A.

CREATING SALES FROM THE BROADCASTING OF RECORDS

How Thomas K. Henderson, of Munger & Long, of Camden, N. J., Hooked Up Profitably With the Radio Craze—Gets Many Orders and a Flood of Letters From Near and Far

In contrast to those members of the industry who regard the radio as a certain menace to the talking machine business there are many who take the other viewpoint and have made every endeavor to see how they may hook up profitably with the radio craze and get some publicity for themselves and the products they handle.

Among those who have taken advantage of the radio for publicity purposes is Thomas K. Henderson, manager of the Victrola department of Munger & Long, Camden, N. J., who some months ago responded to a request from John L. Hill, of the Federal Institute of Radio Telegraphy, in that city, to co-operate with him in the broadcasting of record music, providing for that purpose a small Victrola and some records.

The demonstrations proved successful and aroused a great amount of interest, with the result that the Camden Daily Courier, one of the progressive newspapers of the city, began to take notice of the opportunity and opened a radio department, publishing the various broadcasting programs. At the suggestion of the newspaper Mr. Henderson has for some time past been preparing regular musical programs for each day, featuring Victor records. These programs are published each evening with the exception of Saturday and are strictly adhered to. The operator announces that the records are furnished by the talking machine department of Munger & Long and at the end of the selection announces the number of the record for the benefit of those who may desire to obtain it. As a matter of fact, the practice of announcing record numbers started at the suggestion of a radio fan who held the opinion that many people might be interested in purchasing the records they heard broadcasted.

Good Advertising Results

In discussing the publicity value of the broadcasting of the record lists Mr. Henderson said: "I am convinced that this is splendid advertising and that the use of the radio will help rather than retard our business. As evidence of this I might cite the fact that one day recently a gentleman wrote us to send him the records of the entire program he had heard the evening before. Shortly before that we had a 'phone call from a lady who wanted the Caruso record that had been broadcasted the previous evening. She had forgotten the title, but, of course, we knew what she wanted. These are only two of many similar instances and show that a record demonstrated by the radio will catch a customer just as it would if demonstrated in a store in the regular way. Demonstrations sell records, ergo, the more demonstrations the more sales. It must be remembered that the radio receiver will not play a record, and if the fan likes the records he has heard he will, in many cases, buy them.

"In constructing our programs I have endeavored to strike the happy medium in music—nothing too high-brow and nothing trashy. The popular selections and dance music are not included in the printed programs, but are added numbers.

So far our efforts seem to have given satisfaction.

"In our newspaper advertising we make known the fact that all of the records used in the 3-Y-Q programs from the Courier station can be obtained at our store. We also have copies of the programs in our books and they are good salesmen. 3-Y-Q, which broadcasts on a 400-meter wave, is one of the most powerful stations in the East, having a radius of 1,000 miles. At times our concerts have been heard at much greater distances, in one instance in the Saskatchewan district in the Canadian Northwest, about 1,700 miles from the broadcasting station.

Record Business Is Helped

"While our own record business has been helped materially by these radio concerts, I have no doubt but that dealers in other New Jersey cities and towns have also been helped through our efforts, and if such is the case all I can say is that it is, in my opinion, a splendid way to tell the world what you've got.

"The radio is here to stay. Some think it will injure our business, but I do not. The talking machine as a home entertainer is a fixture, and with the improvements which are bound to come will prove even more popular in the future."

The following program, selected at random, is indicative of the caliber of the records selected by Mr. Henderson:

1. Waltz—"Blue Danube".....Philadelphia Orchestra
 2. "Where the Morning Glories Grow,"
Spencer and Sterling Trio
 3. Bass Solo—"Till the Sands of the Desert Grow Cold,"
Glenn
 4. Tenor Solo—"In Sweet Inniscarra".....Miller
 5. Monologue—"Virginia Judge".....Kelly
 6. Barcarolle (Tales of Hoffman).....Gluck and Homer
 7. March—"General Mixup".....Pryor's Band
- Added Popular Selections

Since the broadcasting of the Victor records has been under way there has been received a flood of letters from various sections commenting enthusiastically upon the various programs or numbers found therein. These messages come from Walkerville, Ont., in the North, and Wadesboro, N. C., in the South, and from as far West as Buffalo, affording some idea of the broad territory covered by the radio service as a regular thing.

PLAN SPRING BUSINESS DRIVE

Outside Piano Salesmen of Hahne & Co. to Co-operate With Talking Machine Staff—Sales Crews Will Take Weekly Trips

NEWARK, N. J., April 3.—The talking machine and piano departments of Hahne & Co., Broad street, this city, under the management of J. Blake and W. O. Black, respectively, are planning a co-operative campaign to boost the sales of talking machines and pianos. Extensive advertising will be part of the campaign to stimulate the Spring business and crews of salesmen will cover outlying communities on trips covering a period of one week. In this manner it is hoped to cover a much larger territory than formerly. The piano salesmen will endeavor to sell talking machines where the sale of a piano is impossible. The Victor and Widdicomb machines are featured by Hahne & Co.

MISS JOHNSON IN CHARGE

Miss Christine Johnson, for some time past hostess at the Vocalion Recording Studios of the Aeolian Co., has been placed in charge of the repair adjustment department of that company, succeeding Miss Mazie Hurley, who left recently to make her home on the Pacific Coast.

Many a man admits defeat and lies down on the job before he is really finished, when, if he had exerted just a little more effort, worked just a little harder and held on with grim determination for just a little while longer he would have achieved success.



LATEST RELEASES

SONGS - DANCES - COMICALS

- 00987x E. Sbordano L. Rose, Cav. Uff. G. Godono
- Addio Mia Bella, Addio, Cav. Uff. G. Godono
- 00991x L' Altolena.....Cav. Uff. G. Godono
- E L' Ammore.....Cav. Uff. G. Godono
- 00993x Venerdi'F. Rondinella
- 'E Salignone D' 'O Palazzo, R. Claramella
- 00997x Serenatione.....R. Claramella
- Vipera.....J. Baroni
- 00999x 'O Guarracino—Part 1.....P. Mazzone
- 'O Guarracino—Part 2.....P. Mazzone
- 001007x Un Baluzzente In Tribunale (Scena Comica) Cozzolino-Di Napoli-Mazzone
- Pulcinella Ad Una Festa Da Ballo (Scena Comica) Cozzolino-Di Napoli-Mazzone
- 001009x Dolores, Valzer, Orchestra Napoletana
- Joupe Goulotte, Two-Step, Orchestra Napoletana
- 001013x Il Musicomane, Polka, Orchestra Siciliana
- Flocchi Di Neve, Gavotte, Orchestra Siciliana

WITH EVERY RECORD WE GIVE THE WORD SHEET SONGS FREE

We Are Also Manufacturers & Distributors of

Italian Popular Music Rolls

New Hits Released the 15th of Each Month

JUST OUT

- x195—L' America, Versi e Musica di E. A. Marlo. (World Roll).....\$1.25
- x169—'A Cehlu' Bella D' 'O Sole, Versi di S. Baratta, Musica di R. Falvo. (Word Roll).....1.25
- P67—Arrivano A Nnapule, Versi di G. Camerlingo, Musica di F. Pennino. (Word Roll).....1.25
- x178—Nnapule Ca Se Ne Va, Versi di E. Murolo, Musica di E. Tagliaferrì. (Word Roll).....1.25
- x189—Baccanul Ancora, Instrumental, Waltz by H. Clauri......90
- P44—Siciliana, Instrumental, Mazurka by J. Gioè......90

ITALIAN BOOK CO.

Music Dep't

145-47 Mulberry St.

New York City

DISCOUNT TO DEALERS—ASK FOR CATALOGUES

SUPERIOR STEEL
BRILLIANTONE
REGISTERED TRADE MARK
NEEDLES

Extra Loud
Tone
Opera Tone
Full Tone
Half Tone
Light Tone
Dance Tone

BRILLIANTONE
STEEL NEEDLE CO., of AMERICA, Inc.
Selling Agents for W. H. Bagshaw & Co.
Factory, Lowell, Mass.
347 FIFTH AVENUE, NEW YORK.



Another home run for May! For waltz-lovers. "Out of the Shadows," introducing "Southern Memories" and "Rio Nights"—all on one record. Played by Prince's Dance Orchestra. Stock it! A-3576.

Columbia Graphophone Co.
NEW YORK

G. K. LORD NEW OKEH ARTIST

Prominent Singing Organist Will Make Okeh Records Exclusively

It was announced this week by the General Phonograph Corp., manufacturer of Okeh records, that Gene Kenneth Lord, who is known as



Gene Kenneth Lord

the singing organist, has signed a contract to record exclusively for Okeh records. Mr. Lord has gained distinction through the skill with which he has played some of the world's largest

pipe organs and in addition displayed his ability as a baritone singer.

A few years ago the secretary of the Pennsylvania State Spiritualist Association, while in Los Angeles, was attracted by the quality of Mr. Lord's voice and immediately arranged to have him sing and play the organ during the Spiritualist conventions since held in various cities throughout the United States. At the Spiritualist convention held in Detroit last Fall Mr. Lord was appointed by Dr. Geo. B. Warne, president of the National Spiritualist Association, as the first and only "International Evangelistic Singer and Organist."

Through the efforts of A. J. Heath, of Philadelphia, Mr. Lord arranged to record for the Okeh library, and his first record is now being offered to the trade. It features the following two selections: "Gentle Angels, Pilot Me," Spiritualistic hymn, and "Only a Thin Veil Between Us," Spiritualistic hymn.

DROP PLAN TO CHANGE LIEN LAWS

LOUISVILLE, KY., April 8.—Music dealers here who had been planning to introduce a bill before the State Legislature providing for changes in the lien laws have dropped the project. Under the present laws instruments can be taken up immediately following neglect to meet payments, and the full amount paid is retained. A number of dealers objected to paying the filing charge on chattel mortgages. The tentative plan had to do with changing this phase of the laws.

PRACTICAL DEALER CO-OPERATION

Sales Promotion Department of Jewett Phonograph Co. Well Equipped to Serve Dealers—Miss Agnes Nelson in Charge of This Important Work—How the Department Operates

DETROIT, MICH., April 5.—One of the most important departments in the organization of the Jewett Phonograph Co., of this city, is the sales promotion department, which is under the direction of Miss Agnes Nelson, who has been associated with the talking machine industry for a number of years.

In a recent chat with The World Miss Nelson gave some interesting data regarding her activities, as follows:

"This department was established mainly for our dealers; to supervise each dealer's advertising which is done locally; to give them selling ideas, make suggestions for more attractive arrangement of stores and help them make sales, which is often accomplished by a dealer writing this department and giving the name of a prospect who is really interested in a Jewett, but needs something which the dealer feels that he is unable to say to decide him. They want us to write some sort of a letter, and then a letter goes out from this department to the dealer's prospect, saying that we are glad to learn of his interest and so forth and we then proceed to tell him why we feel that he would be making no mistake to buy a Jewett. Several of our dealers have actually made sales, they tell me, wholly on the strength of letters from us direct. We urge our dealers to give us the name of every person to whom they sell a Jewett phonograph and a personal letter of appreciation for their patronage goes out from this department. This, we feel, makes the customers feel that we are as interested as the dealer in the fact that they have bought a Jewett and that we want the good will of every Jewett owner.

"Very often dealers write in for a sample letter which they would like to use in circularizing their territory, or their collections are a little poor and they would like to find out some way to ask for collections without offending their customers and want us to help them out. This is a service which this department also handles.

"This department is so closely in touch with the Jewett dealers that they feel that it is the natural thing to do to bring their troubles here. We tell them new fields to sound out for business, they tell me certain methods which they are using successfully and which might help another dealer.

"Booklets, posters, window trim and store cards are all planned and bought by this department, because this is material used by our dealers and it is given special attention in order to give them material they can use to best advantage."

Attractive new display rooms have been opened in the music department of the Tull & Gibbs store, Spokane, Wash. Victor, Columbia and Edison machines and records are handled here.

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



BRONISLAW
HUBERMAN
Violinist

Exclusive
Brunswick Artist
Now on

GOLD LABEL
DOUBLE FACED
RECORDS

Following a long series of European triumphs, his recent American tour was a sensation of the musical season.

More than eight thousand people crowded the New York Hippodrome to hear him play.

He has divided the world of critics into two parts—those who say he is the greatest violinist of all time, and those who say he is one of the greatest. Like other great artists of today, Huberman records exclusively for Brunswick.

His recordings on Gold Label (double-faced) Records are another Brunswick contribution towards Better Music in Every Home.

THE BRUNSWICK-BALKE-COLLENDER CO.

Manufacturers—Established 1845

CHICAGO NEW YORK CINCINNATI

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

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

Brunswick



© B. R. C. Co., 1922

Other noted Operatic and Concert
artists of the day recording
exclusively for Brunswick

- RICHARD BONELLI
- ELIAS BRESKIN
- MARIO CHAMLEE
- GIUSEPPE DANISE
- CLAIRE DUX
- FLORENCE EASTON
- LEOPOLD GODOWSKY
- DOROTHY JARDON
- THEO KARLE
- ELIZABETH LENNOX
- ELLY NEY
- TINO PATTIERA
- IRENE PAVLOSKA
- VIRGINIA REA
- MAX ROSEN
- RICHARD STRAUSS
- MARIE TIFFANY
- IRENE WILLIAMS
- WILLEM WILLEKE
- ELSHUCO TRIO

JEWETT DEALER'S ATTRACTIVE STORE

Walker Jewett Shoppe, of Detroit, Meeting With Success—Using Aggressive Up-to-date Sales Methods in Development of the Business

DETROIT, MICH., April 8.—One of the latest additions to the retail talking machine fraternity is the new store recently opened by the Walker Jewett Shoppe, of this city. T. B. Walker, owner of this establishment, is an enthusiastic Jewett dealer, and his thorough knowledge of the talking machine business has enabled him to build up a profitable clientele that is steadily increasing. The store is open until ten o'clock every night, and, although it is a neighborhood store, it has customers every night. The furnishings are comfortable and restful and Mr. and Mrs. Walker are always on hand to give a hearty welcome to the neighborhood visitors.

In a recent chat regarding business conditions Mr. Walker stated that he does not by any means depend upon transient visitors as the foundation for his trade, but has established a competent outside sales staff that is constantly "on the job." This attractive store is meeting with a considerable measure of success, which may be attributed to the progressive sales methods that are utilized and Mr. Walker's ready understanding of the importance of utilizing the most up-to-date merchandising methods.

ONE DEALER LEARNS HIS LESSON

Woman Obeys Instructions to Buy Ten Dollars' Worth of Records in Order to Get Machine at One Dollar Down, but Buys Them at Another Store, According to Story by Frank E. Edgar

Frank E. Edgar, of the wholesale department of the Aeolian Co., and one of the best known



Partial View of Interior of Walker Jewett Shoppe

travelers in the music trade, recently brought back from the West the following interesting story, for which he vouches.

According to Mr. Edgar an extensive advertising campaign on talking machines was being featured by one of the leading stores in Columbus, Ind., which boldly offered to sell them at "One dollar down and the machine is delivered to your home."

One morning a well-dressed, middle-aged woman came in and was met by the proprietor in person. "Is it true," she asked, "that one can have a talking machine for a dollar down?"

"Yes," he answered. "We do exactly as we advertise." She then looked around at the various styles displayed and, indicating one, said, "I like that one very much," at the same time opening her hand-bag to extract the dollar.

Whereupon the proprietor said, "The only other thing that is necessary for you to do is to purchase ten dollars' worth of records." "Oh, really?" she asked, then hesitated a moment and finally walked toward the door. "I'll be back later, then."

Assuming that the lady had changed her mind about the proposition, the manager concluded the deal was off. However, about an hour later she returned, her arms full of flat packages. "I have the records," she said, "and would like to have the machine sent up to my home, please." In a word, she had gone down the street to another store and had "purchased ten dollars' worth of records"—from a competitor.

What happened? Just this: The proprietor sent the machine to the lady and made good his advertising.

Moral—Because you know all the details and apparent curves in your sales or your goods, do not expect the customer to be a mind reader. The next customer was told "You must buy ten dollars' worth of records from us."

It is possible for you to know your story so well that you take it for granted everyone else knows as much about it. Be specific and every party to the deal gains, even the customers.

PARTICIPATE IN STYLE WEEK

CANTON, O., April 4.—Retail music stores of Canton joined with a hundred other merchants in staging the annual Spring Style Exposition and Spring Sales Week. All downtown shops offered special window displays, resulting in many sales.

Collings & Co. And You

"Collings Service" means little to a Victor dealer outside of New Jersey and Northeastern Pennsylvania.

But in this territory, to which it is confined, "Collings Service" means to Victor Dealers everything that close convenience, skill and ample resources in Victor Merchandising can afford.

"Buy Where You Sell."

"Collings Covers Your Wants."

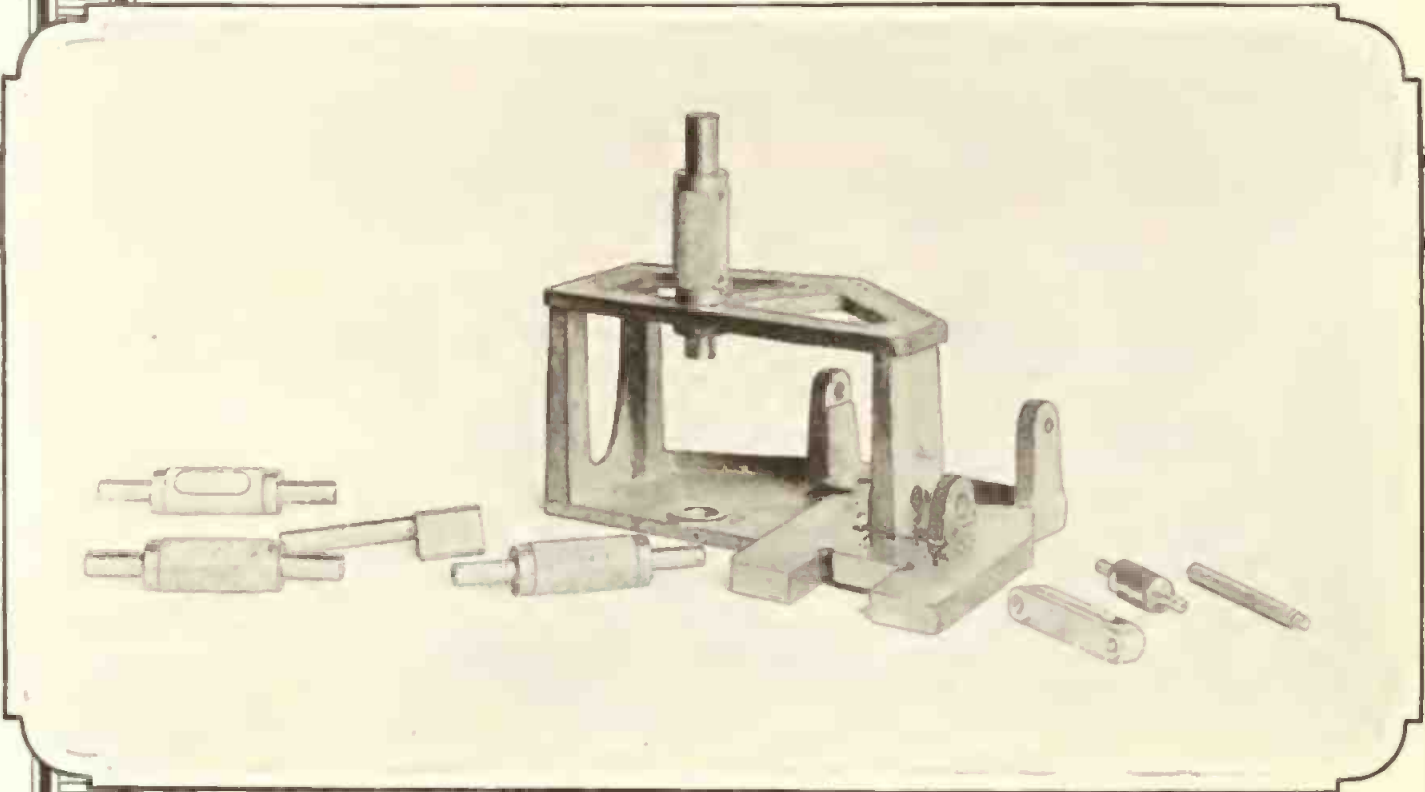
COLLINGS & COMPANY

Victor Distributors for Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts. (Plum Building) Newark, N. J.



"The longer you play it, the sweeter it grows"



GENIUS IS BUT THE CAPACITY FOR TAKING INFINITE PAINS

It Takes Eight Gauges Just to Test Holes in the Cheney Motor Frame



Considering the quality of workmanship and materials, Cheney prices are remarkably low. Regular models retail from \$11. to \$325. Console models in a variety of styles.

THERE are fifteen holes drilled in each Cheney motor frame, and it is absolutely essential that there be no variation in excess of 5/1000 of an inch from the standard for each hole. More allowance than this would result in loose bearings, noise and pulsations — far from the standard of excellence set up and rigidly protected in Cheney motors.

Accordingly, eight gauges, as shown in the above illustration, are required to test the holes in this frame. There is only 5/1000 of an inch difference in the diameter of the ends of each of the gauges above. *One end must go into the hole, the other may not.*

Such care is characteristic of the whole process of Cheney manufacture. It explains why The Cheney is the "master instrument" — a profitable selling opportunity for every dealer.

THE CHENEY TALKING MACHINE COMPANY
CHICAGO

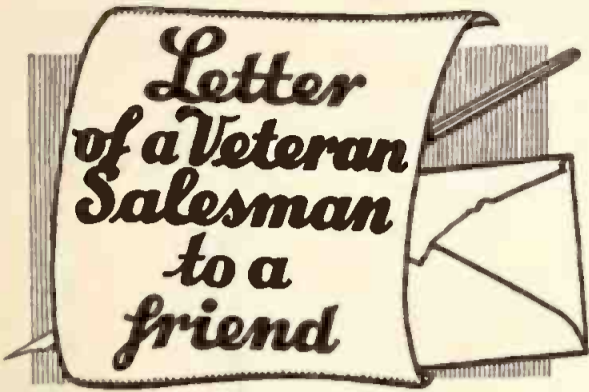


This is the third test of the Cheney motor, and is made under actual playing conditions. Every requirement of strong pull and endurance is present to which the motor will be subjected when in use, and the motor must meet a rigid standard of uniformity of speed and duration of pull.

The first Cheney motor test is the spheroscope test, to make sure that it is free from unnecessary noise; the second test, on a specially patented Cheney testing device, makes certain that the motor will pull for a given time at proper and uniform speed. A fourth and final test is made in a sound-proof room after the motor has been installed in the cabinet.

The CHENEY

THE MASTER INSTRUMENT



(NO. IV)

Dear Bill:

I am extremely glad that your business has now reached the stage where you find it necessary to secure the services of several salesmen. The selection of salesmen is of the utmost importance to the continued success of your enterprise and, since I have had considerably more experience in that line than has fallen to your lot, I hope you will not take it amiss if I endeavor to give you some pointers which I have found to be essential in choosing the right men.

In the first place, it is best to always bear in mind the fact that the constant hiring of salesmen, similar to the labor turnover in any industry or business, is an expensive proposition. No matter how clever a man is he must consume considerable time, for which you pay, in which to become acquainted with the trade which you cater to and, if he is an out-of-town man, the various conditions under which you operate.

The second point which you should determine upon is that the men you hire must be efficient salesmen. They must possess all the qualifications which go to make up a live-wire. They must be enthusiastically "sold" on the line of machines and records handled by you or for heaven's sake don't let them lose customers for you. You may as well refrain from securing any salesmen at all if you are not prepared to get the right kind. It is obvious that a man who is not "sold" on the line he represents certainly will not have any great amount of success in "selling" prospects on it. Enthusiasm and sincerity are vital assets and no salesman can hope to become successful if he does not possess them.

There is absolutely no economy in hiring a cheap man. By cheap I mean a man who is willing to work for a few dollars less per week than a first-class salesman. A man usually asks a salary commensurate with his own opinion of his worth and you will find that a good man demands, and is entitled to, a good salary. On the other hand, the salesman who is lacking in ability is invariably willing to work for considerably less. The first-class salesman will be instrumental in increasing the profits and prestige of the house and the second will lose money and customers for the firm hiring him.

Another class of salesman to steer clear of is the "floater"; the type of salesman who jumps from one job to another; the type of man who soon sickens of a job, becomes restless and clears out suddenly. As mentioned before, labor turnover is a costly proposition and no business can afford to hire a man of this type.

It is a comparatively simple matter to determine if the applicant is of this type by his credentials. And right here I want to warn you to be sure that you thoroughly investigate the references of anyone applying for a position. It is much better to be safe than sorry, and a few days' delay involved in "looking up" an applicant is time well spent. You cannot afford to make any mistake in the quality and ability of the man you hire.

This does not mean, however, that simply because a salesman has made several changes that he is a "floater." It is up to the prospective employer to analyze and verify his record. If it is found that a man has rendered faithful and efficient service wherever he has been employed and has only made changes where he improved his position, or for wider experience, a dealer is safe in hiring him. Wishing you all kinds of success, I am

Your friend,

Jim.

KIRKMAN CORP. ADDS RADIO LINE

Manufacturer of the K-E Automatic Stops and Kirkman Record Cleaner Will Soon Place on Market Tele-Radio Sets and Supplies

The Kirkman Engineering Corp., New York City, manufacturer of K-E automatic stops and the well-known Kirkman record cleaner, will shortly place on the market Tele-Radio sets in a wide range of models equipped with both head sets and amplifying horns. The electrical line is not new to the Kirkman Engineering Corp., as it has for many years supplied the electrical trade with fuses, switches and other parts. It is, therefore, well equipped to embark on this new undertaking. Besides the radio sets it is the plan of the Kirkman Engineering Corp. to also produce radio parts. In order to take care of the large demands incidental to this new phase of its business the corporation has secured the entire fourth loft in the building in which it is situated, and this extra loft is rapidly being equipped. Thomas Kirkman, head of the organization, reports that business is continuing in a very satisfactory manner and looks for steady betterment.

M. S. WILSON CO. CHARTERED

The M. S. Wilson Co., Inc., of Providence, R. I., has been granted a charter of incorporation under the laws of that State to deal in talking machines, records, etc. The capital of the concern consists of 500 shares of non-par stock. Mather S. Wilson, George C. Clinton and James O. McManus are the incorporators.

FRED CARBERRY CO. INCORPORATED

The Frederick Carberry Co., of Milwaukee, Wis., has been granted a charter of incorporation under the laws of that State, with a capital of \$50,000 common stock and \$500,000 preferred stock. Incorporators are F. Carberry, W. Heise and A. Glyis. The concern will deal in talking machines, etc.

DAVEGA'S TIMELY SALES TALK

Pointers to Dealers on Best Method of Selling and Displaying Horizontal Types of Victrolas

The new horizontal type of Victrola was the subject of a special communication from Abram Davega, president of the Knickerbocker Talking Machine Co., addressed to the many Knickerbocker Victor dealers. It was headed "How to Sell More Genuine Victrolas—Horizontal Type." The best method of selling has been carefully analyzed and propounded. One of the primary requisites given for selling these talking machines is having the complete line upon the floor. It is pointed out that one or two of the models will not do; the entire five should be displayed. Upon the subject of display there is much to be said. The indiscriminate mixing up of the horizontal and upright types of Victrolas is confusing and does not adequately display either type. Mr. Davega states that it is better to devote a certain section of the floor entirely to the new model, showing the complete line side by side. It is also suggested that it might be well to make these models the subject of a window display. Mr. Davega outlines the superior points of the new Victrola models and urges that the dealer instill his enthusiasm into the prospective purchaser.

AUTHOR PREDICTED "TALKER"

A prophecy of the talking machine may be found in Cyrano de Bergerac's "Voyage to the Moon." Cyrano's imaginary traveler tells of a wonderful book presented to him by a lunar inhabitant, which had neither leaves nor letters, a book made wholly for the ears and not for the eyes. "When anybody has a mind to read it he winds up that machine with a great many springs, then he turns the hand to the chapter which he desires, and straight as from the mouth of a man, or a musical instrument, proceed all the distinct and different sounds which all the lunar grandees make use of for expressing their thoughts instead of language."



*Wall-Kane Needles
Protect the Record*

WALL-KANE NEEDLES

Used by 80% of the population, sold by the leading jobbers throughout the world.

A nationally advertised article that has been in ever-increasing demand since it was established in 1913

WALL-KANE needles are packed in metal display stands holding 60 packages, 24 loud, 24 extra loud and 12 medium.

They are also packed in cartons of 100 packages of a single tone, either loud, extra loud or medium.

**JOBBERS ONLY—APPLY FOR
SPECIAL PROPOSITION**

The Greater New York Novelty Co.

Sole Manufacturers of

WALL-KANE NEEDLES

3922 Fourteenth Avenue

Brooklyn, N. Y.

For Progressive Dealers:

REGAL

"A great record to play with"

(List Price 50c)



WHY?

Because it is already known nationally and has a sales record that is jumping ahead.

Because it is a record of tone quality and durability, carrying brilliant recordings of well-known artists.

Because it is distributed with a service that is absolutely reliable.

*For full particulars about supplying
your immediate territory, write or wire*

REGAL RECORD COMPANY

206 FIFTH AVENUE .

NEW YORK CITY

Are you taking advantage of our Dealer Help Service that keeps you supplied with high-grade, timely window display material? Your window is your salesman. Keep him well dressed. Get in touch with the Columbia Dealer Service Man.

Columbia Graphophone Co.
New York



RETURNS FROM SUCCESSFUL TRIP

A. A. Fair, Sales Manager of Jewett Phonograph Co., Brings Optimistic Reports From Eastern Trip—New Jewett Uprights Well Received

DETROIT, MICH., April 4.—A. A. Fair, sales manager of the Jewett Phonograph Co., of this city, returned recently from an Eastern trip which included a visit to New York City, Cleveland, Philadelphia, Pittsburgh and Utica, N. Y. In all of these points Mr. Fair visited Jewett dealers and also started preliminary negotiations with several important concerns which will probably



A. A. Fair

culminate in new Jewett agencies in the very near future. Upon his return to Detroit Mr. Fair stated that general conditions were very gratifying, and that within the past few weeks over twenty-five new accounts had been opened in various sections of the country.

The new line of Jewett uprights recently announced to the trade has been accorded an enthusiastic reception from dealers who have visited the Jewett factory, and shipments are now being made. The dealers are particularly enthusiastic regarding the quality of the cabinet work and the distinctiveness of the cabinet designs. The factory is now working to capacity and the Jewett sales staff is leaving nothing undone to co-operate with the company's dealers throughout the country, all of whom report improving business.

SUFFERS LOSS BY FIRE

The Record Shop, Toledo, Sustains \$2,000 Loss to Stock From Flames and Water

TOLEDO, O., April 3.—The Record Shop recently suffered severe loss from the fire which swept the Orchestra Hall Building, 420 and 422 St. Clair street, the damage being estimated at \$2,000, caused mainly by water and affecting the talking machine stock. The business will be carried on, however, while repairs are being made.

This store is one of four owned by Compton Bros., who have in addition shops at Findlay, McComb and Carey, O. Brunswick, Aeolian-Vocalion, Kimball and Columbia machines are handled.

FEATURING THE NEW VICTROLAS

Toledo Talking Machine Co. Attracting Attention With New Models—C. H. Womeldorff Returns From Meeting of Jobbers' Association

TOLEDO, O., April 4.—The Toledo Talking Machine Co. is displaying the new Victor horizontal 240, 260, 280, and they are receiving much attention. It is believed that as soon as the Victor national advertising on these new instruments begins to function the demand will speed up.

C. H. Womeldorff, general manager, has his sleeves rolled up and is back at his desk after attending the recent New York meeting of the National Association of Talking Machine Jobbers. The trip was both helpful and enjoyable, he reports.

Warren E. Kellogg and W. B. Gannon, sales representatives of this company, will hand back to each other the territories traveled during the month of March. They switched the first of that month for the purpose of widening their acquaintance and studying conditions.

W. B. Gannon will make a trip to Philadelphia and the Victor factory about April 15.

We are living in an era of speed. Pep, real ability, punch and quickness are necessary to-day more than ever before. We are keyed to a high pitch of mental and physical activity and any man who desires to make a mark for himself must be just a little faster than his competitor.

NEW QUARTERS IN MASSILLON, O.

C. J. Duncan, Veteran Victor Dealer, Opens Attractive New Store in That City

MASSILLON, O., April 4.—Ambitions of a quarter century were realized this month when C. J. Duncan, local Victor dealer, opened his new store at 8 East Main street. It is among the finest in the State and ranks with those of the larger cities.

The exterior of the new three-story building is of Indiana limestone. The Victrola parlors occupy the entire second floor, directly above the jewelry shop, and are approached by an attractive stairway. To the rear are eight sound-proof demonstration booths with a special overhead ventilation system. The record department is at the top of the stairs and the system of filing makes it possible to obtain any record in stock in remarkably short time.

Appointments of the salesroom of the department are in harmony with the interior furnishings and finish. Wicker furniture, ferns and unique art specialties add to its homelike appearance. An extraordinary stock of talking machines and records is kept by the Duncan store considering the fact that the town has less than 10,000 population. John Longheir is manager of the department.

Mr. Duncan was the first Victor representative in Massillon and has featured this line of machines and records for almost twenty years, he told a representative of The World.

FELT



Turntable Felt
—Not Felt for Turntables

THERE'S A DIFFERENCE.

The special Felt offered by us as Turntable Felt is the result of intensive study in which our technical people have had the co-operation of similar representatives of famous Talking Machine manufacturers. Their joint efforts have embraced all requirements such as quality, density, surface, color. Absolute uniformity always guaranteed. American Felt Company Turntable Felt is a factor in PERFORMANCE as well as APPEARANCE in the most widely known Talking Machines. For prompt delivery you can depend on

**American Felt
Company**

TRADE MARK



BOSTON
100 Summer St.

NEW YORK
114 East 13th St.

CHICAGO
325 So. Market St.

MANY MOURN BERT WILLIAMS

Death of Famous Colored Comedian Deeply Regretted by Music Lovers—Had Won Popularity Here and Abroad—Exclusive Columbia Artist

Music lovers and theatregoers throughout the country were greatly shocked at the death of Bert Williams, the famous colored comedian, referred to briefly in *The World* last month, who was rated as a genius from one end of the country to the other. As an exclusive Columbia artist Bert



The Late Bert Williams

Williams was known to talking machine enthusiasts everywhere, and many of his records were phenomenal hits.

Bert Williams started his theatrical career with a little company of minstrels and from the very beginning progressed steadily, winning the goodwill of the public and the respect of his associates. In 1903 when the Williams-Walker Company, headed by Bert Williams and George Walker, played in London Mr. Williams was invited to attend a lawn party at Buckingham Palace at the birthday celebration of the Prince of Wales. His

demeanor so pleased the royal family that he remained until his death a prime favorite with Londoners.

Some of the most successful productions in which Williams and Walker appeared as a team were "Two Real Coons," "The Gold Bug," "Senegambian Carnival," "Sons of Ham" and "In Dahomey." George Walker died in 1907 and Mr. Williams was featured alone in "Mr. Lode of Coal." In 1911 he made a Ziegfeld contract under which he appeared in the "Follies" for ten years. At the close of the Ziegfeld contract he starred in "Broadway Brevities" and at the time preceding his death Mr. Williams was appearing in "Under the Bamboo Tree."

While playing in Detroit Mr. Williams suffered a breakdown and was brought to his home in New York, where he died. Some of the selections which he has made for the Columbia library and which have become internationally famous are "Nobody," "Woodman, Spare That Tree," "Everybody Wants the Key to My Cellar" and "When the Moon Shines on the Moonshine."

A NEW BANNER RECORD SERVICE

Attractive Series of Window Cards, Resembling Oil Paintings, Now Ready for Dealers

The Banner Record Division of the Plaza Music Co. announces a new co-operative advertising service for the retailer. In addition to the regular monthly mat service the company is preparing a very elaborate set of window cards, beautifully illustrated in four colors of oil painting.

This promises to be a rather novel display, as each card will have the appearance of being an individual oil painting. This display will be furnished to Banner record dealers at cost, and should prove a great sales factor.

Elbert Jebb, formerly connected with F. S. Dyke's store in Northfield, Vt., is now manager of the A. L. Bailey music store in Lancaster, N. H.



INTRODUCES NEW RECORD CLEANER

New Cleaner, With Specially Designed Celluloid Back, Placed on Market by Plaza Music Co.—An Excellent Publicity Medium

The Plaza Music Co., New York City, well-known distributor of sheet music and a complete line of talking machine accessories, recently introduced a new record cleaner with a colored celluloid back which is made of the finest workmanship and materials. The backs carry all the leading trade-mark names, including Victor, Brunswick, Sonora, Edison, Pathé, Aeolian, Columbia and Okeh, as desired, and, on orders of 100 or over, the dealer's imprint is inserted in addition. A specially designed back, if the dealer prefers, in any selected color, can also be ordered.

The cleaner is three and one-half inches in diameter and fits readily into the palm of the hand, which greatly encourages its use and makes it an appreciated accessory. Hundreds of orders have been received by the Plaza Co. from both dealers and distributors for this new record cleaner, and letters of commendation have also arrived from the trade on the value of this article which carries a permanent ad of the dealer into the home of the purchaser.

CIRCULAR ON SCHLOSS CABINETS

Several Leading Styles of Console Models Illustrated and Described

Schloss Bros., Inc., 801 East 135th street, New York City, manufacturer of cabinets for talking machines, records, player rolls and sheet music, has in recent months made a special feature of its console models for portable machines. The company has just issued an illustrated circular showing these feature models, also giving descriptions and prices. These models are in mahogany and walnut in Sheraton, William and Mary, Louis XV, Queen Anne and Hepplewhite styles.

SPENCER RETURNS TO DESK

Lloyd L. Spencer, sales manager of the Silas E. Pearsall Co., New York, Victor wholesaler, returned a few days ago from a visit to Pinehurst, N. C. Mr. Spencer recently recovered from an attack of tonsillitis and this illness, coupled with his efforts incidental to handling the arrangements for the jobbers' meeting in the East, necessitated his taking a rest.

A YONKERS INCORPORATION

The Proctor Phonograph & Furniture Co., of Yonkers, N. Y., has been incorporated in this State, with a capital of \$100,000. M. Connolly and J. and A. Gee are the incorporators.

NEW STORE IN FLATBUSH

Owen & Beers, talking machine dealers, have just opened a new store on Flatbush avenue near Cortelyou Road, Brooklyn, N. Y.

A Selling
Certainty
for
Victor
Dealers



No. 400
SHERATON
Brown mahogany. Height
31 in. Width 36 in. Depth
22 1/2 in. Average weight
erated, 115 pounds.

A genuine Victrola in a beautiful and beautifully-made console cabinet is a combination which appeals to every music lover. When the cabinet is a Udell period design, like the Sheraton (illustrated) or the Udell Queen Anne cabinet, and when your selling price for cabinet and Victrola together is less than \$100, you have what every Victor dealer who has seen these cabinets knows to be a *selling certainty*. At this price

you can make your regular profit on both cabinet and Victrola.

These cabinets are especially designed to accommodate the Victrola VI. The instrument is easily fitted into place and becomes part of the machine. The left-hand compartment has shelves for five record albums. The grille doors are paneled in golden-brown silk. Fine finish and workmanship are apparent in every detail of construction.

Write at once for descriptive circular and prices

The UDELL WORKS

28th Street and Barnes Avenue, Indianapolis



HERE IT IS!

The
**FLETCHER UNIVERSAL
 TONE ARM and REPRODUCER**

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs
 SAMPLES \$8.00 Specify 8½" or 9½" arm

FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois

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

TONE ARMS
Fletcher
 REG. TRADE MARK
REPRODUCERS

Fletcher
 REG. TRADE MARK



Reproducer
 and Connection
 for
NEW EDISON
 Plays all Records

Dealers, Send for Prices and Terms

FLETCHER-WICKES CO.

6 East Lake St., Chicago, Ill.

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

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

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

H.K. Lorentzen

Manufacturer of

Exclusive Cabinet Hardware and Accessories
60 Grand Street
New York City

EDW. JOHNSON ENTERTAINS DEALERS

Talking Machine Men of Twin Cities Turn Out to Hear Interesting Address of Edward Johnson at Dyer Victrola Concert in St. Paul

ST. PAUL, MINN., April 1.—The recent visit to this city of Edward Johnson, Victor artist, in

Mr. Leavitt, of Howard Farwell & Co.; Mr. Pofahl and Mr. Zoller, of the Golden Rule, and Mr. Kunch, of the Cable Company, St. Paul.

The following Minneapolis dealers are included: Mr. Artz, of Donaldson's; Mr. Ebert, of Power's; Mr. Benson, of Benson Music House; Mr. Roden, of Power's; Mr. Porter, of the Metropolitan, and Mr. Lang, of Dayton Co. Also pictured in the



Edward Johnson and Notable Gathering in Dyer's Concert Hall

connection with the appearance of the Chicago Opera Company was eagerly welcomed by dealers handling the Victor line of talking machines and records both in St. Paul and Minneapolis. Additional interest was given to the regular Friday Victrola concert at the establishment of W. J. Dyer & Bro., this city, by the appearance of Mr. Johnson at the concert hall. Approximately 250 people listened to an address made by the artist, who also made a short speech before the Twin City retail dealers, entertaining and instructive, of his experience while shopping incognito among Victrola dealers.

In the picture Mr. Johnson will be observed in the foreground, while behind him stand R. H. Johnston, vice-president of W. J. Dyer & Bro.;

group are Mr. Ellis, Mr. Cox, Miss Stoner and Miss Donaldson, of the W. J. Dyer & Bro. force.

STEAL "TALKERS" FROM SCHOOLS

POINT PLEASANT, N. J., April 1.—Crime hunters hereabouts have turned their attention from bank robbers, footpads and ordinary highwaymen to burglars who seem to specialize in a new sort of thieving. These burglars are paying visits to unprotected school houses and carting away talking machines and records. Joseph Clayton, a member of the Jackson Mills school board, said that the talking machine thieves entered schools at Jackson Mills, Hyson, Pleasant Grove, Leesville and Cassville.

NEW OKEH RECORD CATALOG

Attractively Designed Catalog Now Being Distributed Among Okeh Dealers—Book Is Noteworthy for Practical Arrangement of Contents

The General Phonograph Corp., New York, manufacturer of Okeh records, has just issued a new complete alphabetical catalog that emphasizes the phenomenal success attained by this record in the past few years. The catalog contains fifty-two pages and cover, and is bound in a rich dull green cover that makes it an attractive addition to the dealer's library of literature.

The illustrations of the various Okeh artists show up to excellent advantage, and the typographical arrangement is very attractive. The titles of the Okeh records are listed alphabetically and the entire contents are cross-indexed in order to make the book a handy reference guide for Okeh dealers and their patrons. The catalog is being distributed to Okeh dealers throughout the country, and intensive publicity plans have been inaugurated to feature this book.

RECORD ALBUM DEMAND IMPROVING

New York Album & Card Co. Reports Increase in Production to Meet Demand

An optimistic report of conditions in the record album field was given by Max Willinger, president of the New York Album & Card Co., of New York and Chicago. Mr. Willinger reports that his company has transacted up to date more business than in the same period of 1921. He states that although the buying in general is not in as large individual quantities, the aggregate totals more, and a steady, healthful demand for albums is manifested. The buying in small quantities, Mr. Willinger points out, is also indicative that the dealer's supply of albums is not large and that a marked improvement in business would immediately result in greatly increased orders for albums. The output in both the Chicago and New York factories of the company has been increased and orders are being filled promptly.

CLOSING HEALTHY BUSINESS

Val's Accessory House Reports Increasing Activities—Will Soon Open New Store

ST. LOUIS, Mo., April 5.—Val's Accessory House, of this city, jobber of talking machine supplies and parts, has closed an excellent business the past few months. In fact, the company's activities have increased so rapidly it has been necessary to lease a branch establishment at 1236 Franklin avenue, which will be open in the course of the next few months.

The company recently received large shipments of motors, tone arms and other repair parts, and its campaign to distribute this merchandise has been so successful that additional stocks have been ordered. The demand for mainsprings has been one of the outstanding features of the sales during the past two months, and a special department devoted to this product is kept busy filling the orders of the trade.

McLEAN GOES TO THE COAST

GREAT FALLS, MONT., April 1.—Allan McLean, for the last seven years manager of the Great Falls Edison Shop, has resigned his position to enter the same line of work at Portland, Ore., according to a recent announcement. He will be succeeded by F. S. Martin, late with the Montana Phonograph Co., at Helena, who has arrived here to assume his new duties. For the last several years he has traveled for the Helena concern.

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

BRUNSWICK INTRODUCES GOLD LABEL RECORDS

Recordings of Double-faced Operatic Records Will Be Known Under Above Title—Will Replace Green Label at Prices Nearly the Same—Opening Gun of Great National Campaign

An announcement of wide interest to the trade emanating from the headquarters of the Brunswick-Balke-Collender Co., of Chicago, Ill., concerns the recording of double-faced operatic records, to be known as Gold Label records. The exclusive Brunswick artists whose recordings are now listed under the Green Label Series will make the new records, the first releases of which appear in the lists for April and May. These new records will retail at from \$1.50 to \$2.00, comparing with prices of from \$1.00 to \$1.50 asked for the single-faced discs containing music of the same character.

This is one of the opening guns of the Brunswick Co.'s national campaign to popularize the better class of music in American homes. Through the medium of the double-faced records at a slightly greater cost than the single-faced recordings the company states that it is hoped "to bring the better class of music within the reach of all talking machine owners. By this plan inventories of dealers will also be reduced while at the same time the assortment of selections is multiplied."

The numbers appearing on each side of the Gold Label records are to be carefully selected and only those of like character and appeal will be placed on the same disc. Among the artists who will record for the Gold Label records are: Elly Ney, Richard Strauss, Claire Dux, Mario Chamlee, Max Rosen, Bronislaw Huberman, Florence Easton, Leopold Godowsky, Giuseppe Danise and Tino Pattiera.

A plan has been worked out by the Brunswick Co. to protect dealers from loss in the handling of the Green Label records. In a handsome four-page folder descriptive of the new records an announcement is made that: "As soon as the records of the above artists which have already been released are double-faced an exchange plan will be offered for dealers' stocks of the single-faced numbers on hand at that time." In the meantime the Green Label records will continue to be handled as heretofore.

Announcement is also made by the company that the Blue Label records, which were recently reduced in price from \$1.25 to \$1.00, will be listed under the Lavender Label classification as soon as the catalog lists can be changed. This step was also taken with the idea in view of popularizing the better class of music.

Records made by the Isham Jones Dance Orchestra and the Criterion Quartet are now listed at 75 cents, together with the Brunswick Black Label series, and all future records by these artists will be classified as Black Label. Stocks on hand at Brunswick dealers' establishments are protected by merchandise rebate credits in these changes.

CHANGES RECORD CLEANER DESIGN

New Cleaner Put Out by Knickerbocker Talking Machine Co. Has Victor Red Seal Facsimile

The Knickerbocker Talking Machine Co., Victor wholesaler, New York City, is now producing its record cleaners with a somewhat changed design. The company during the latter part of last year placed these record cleaners on the market and urged that dealers make use of same for advertising purposes, space being provided for the dealer's imprint. The back of the record cleaner is now produced as a facsimile of a Victor Red Seal record. This new design was originally presented at the last luncheon of the Talking Machine Men, Inc., at which everyone attending found one of the new cleaners at his plate. A special letter has been addressed to the trade outlining the advantages of the cleaners as an advertising medium for the dealer and how they can be used to bring customers to the store.

NEW FOREIGN RECORD HANGERS

Victor Co. Announces Preparation of New Publicity for the Retailers

The Victor Talking Machine Co. announces that a series of attractive hangers, of the same size as the present domestic supplement hangers, are now being prepared for the purpose of featuring lists of records selected from the foreign record catalogs and supplements. It is believed that the new hangers will prove of distinct value in stimulating the sale of records in the foreign lists, inasmuch as they will bring to the attention of the foreign record customers comparatively limited groups of records from which selections may be made easily. The hangers will cover the Bohemian, German, Hebrew, Italian, Polish and Swedish lists, and will be distributed to wholesalers.

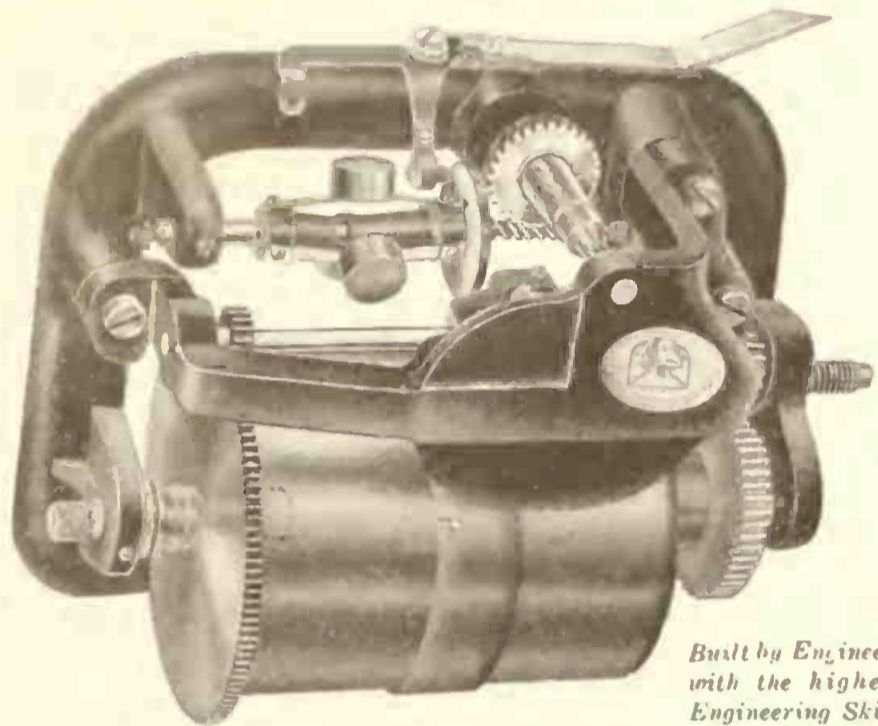
The N. W. Brown Piano Co., which has just opened a store at 144 State street, Springfield, Mass., is featuring Brunswick phonographs and records in its attractive department.

PLANS EXTENSIVE IMPROVEMENTS

Wolf & Dessauer Department Store to Move Victor Department to Larger Quarters on the Second Floor of the Building

FT. WAYNE, IND., April 4.—The Wolf & Dessauer department store contemplates extensive improvements and alterations in the Victrola department, which has occupied space on the fourth floor of the store and will be moved to the second. The mezzanine will be a feature. New equipment will be added and the scope of the department will be greatly enlarged. Demonstration rooms will be one-half again as large as at present and ample space will be provided for an elaborate display of machines and service to the customer. W. E. Cotter, manager of this department, was recently married and is just back from his honeymoon.

A salesman should never forget that he represents an investment of his employer and that if the investment proves to be a losing proposition he will get rid of it and seek another.



Built by Engineers with the highest Engineering Skill.

DESIGNED to stand the shocks of hard usage.

BUILT to run smoothly and noiselessly under varying conditions.

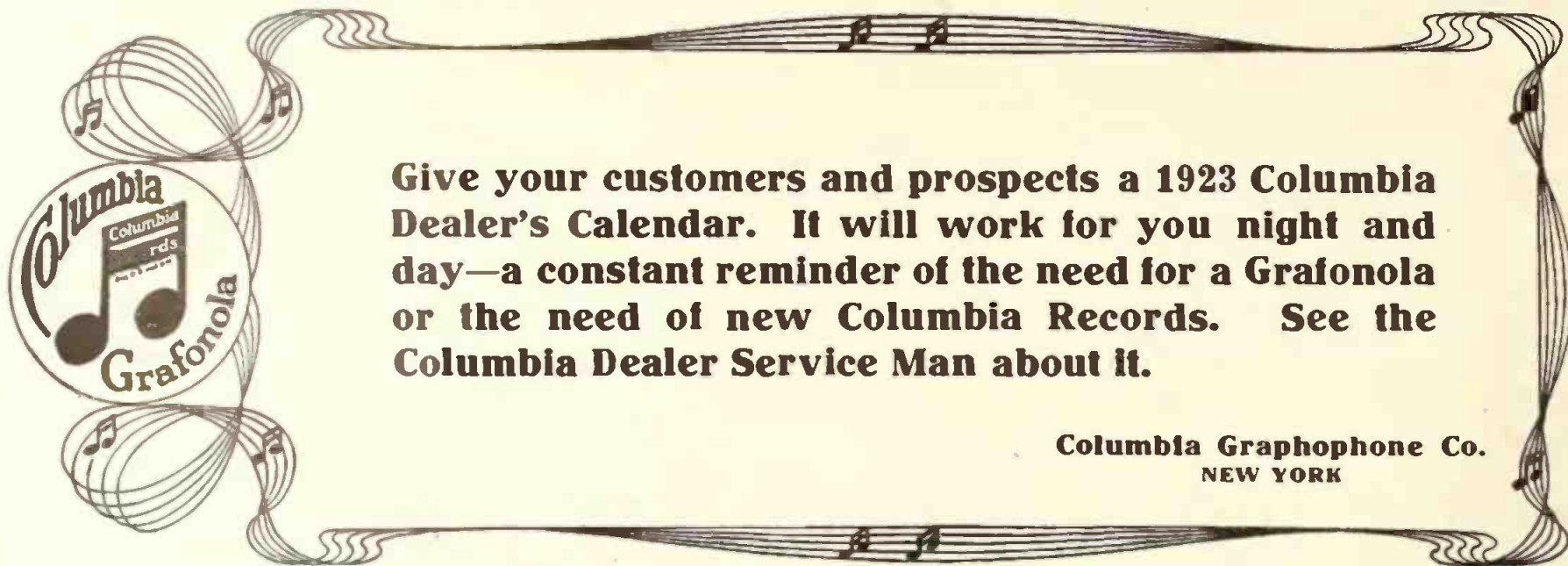
OPERATED with uniformity, and constant in speed.

Write for prices



Sphinx Gramophone Motors Inc.

21 East 40th St.
NEW YORK CITY



Give your customers and prospects a 1923 Columbia Dealer's Calendar. It will work for you night and day—a constant reminder of the need for a Grafonola or the need of new Columbia Records. See the Columbia Dealer Service Man about it.

**Columbia Graphophone Co.
NEW YORK**

Four-Minute Conference on Business Topics

No. 1—Your Liquid Assets

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

Your liquid assets are your cash or that which you can turn into cash at a moment's notice.

Without cash or its equivalent a business man is greatly handicapped. Therefore, he should assume obligations very carefully remembering that cash will be wanted before very long. There is a happy medium between timidity and over-caution. Do not knowingly put yourself in a position where there is a possibility that the other fellow can squeeze you. Take the worst possible view of the situation and face it, as to what you would or could do in case the worst should arise.

Successful men play as nearly safe as is

humanly possible. What seems perfectly feasible when a clever salesman is talking, or when you are figuring as to what your profits ought to be—may prove quite impossible in the face of an actual business depression or some entirely unexpected circumstance. Assume obligations with the expectation of making good—but leave yourself every possible chance of doing it. Then go forward and leave no stone unturned to insure success.

Many an obligation which seemed reasonable enough to assume has caused anxiety and trouble, because of lack of liquid assets. A man may be perfectly solvent and yet embarrassed for funds. It is an unsafe thing to tie up too much of one's capital or credit in stock or one's business investment. One can never tell just

what sudden demand there may be for cash.

When you go to the bank to borrow money, you will in all probability be asked to put up collateral of some kind, and even if you have something so good to offer as Liberty Bonds, you will be asked for a much larger deposit of these than you can expect to get in cash. A man's credit is one of his most valuable assets, and it is poor business judgment to abuse the use of credit—for that means its withdrawal.

It is this assuming of obligations without any real knowledge of where the money is coming from which is so likely to lead to disaster sooner or later. *Be careful then only to assume such obligations as you are justified in doing, and for Safety's Sake keep part of your assets liquid for emergency use. The very confidence that this will give you will express itself in an atmosphere of prosperity and well-being.*

EXCELLENT SALES CAMPAIGN

Columbia Dealer in Southern Territory Sells Twenty-two Instruments in Three Days and Builds Up an Excellent Prospect List

NEW ORLEANS, LA., April 3.—For over a year D. Bienn, Columbia dealer of Bogalusa, felt that by watchful waiting the tide would turn and people would once more stream into his store to purchase Grafonolas and records as of yore. However, no such thing happened, and when complaining to the manager of the local branch, he, after diagnosing his case, decided to administer a dose of 3,000 fliers, a Magnavox, truck, truck-sign, a specially decorated window and a salesman for three days.

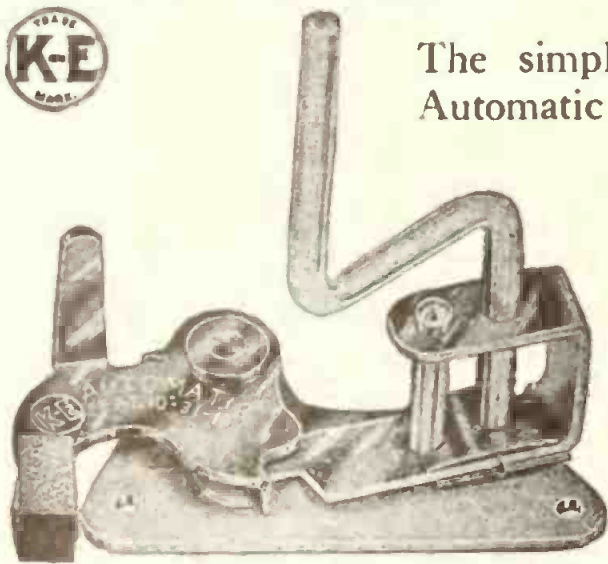
The cure was completely effected at the end of three days and to-day this dealer boasts of the fact that he cleaned off twenty-two instruments in that time. Better still, there is a possibility of getting ten to fifteen times as much business as before.

The dealer is perfectly frank in stating that if he had only had this dose administered to him before he would never have gotten to the point where he decided to wait for better days.

The last instrument was one that caused a very unusual incident. Here's the story as Mr. Bienn tells it:

"Sold a 'G-2' to a customer overnight, who discovered the motor had a slight knock in it and insisted on having another instrument in exchange for it. There was only one instrument on the floor and it was a 'G-2.' This instrument was put on the truck by the salesman and the dealer and the exchange was made with the dissatisfied customer. On returning to the store with the instrument for which the exchange was made a party stopped them on the street and asked regarding the sale. The dealer advised the party that only one instrument was left and that was the one they had on the truck. The customer proceeded to climb onto the truck and the instrument was demonstrated to the customer on the truck, in the middle of the street. Sale was made, same being delivered to the customer that very day."

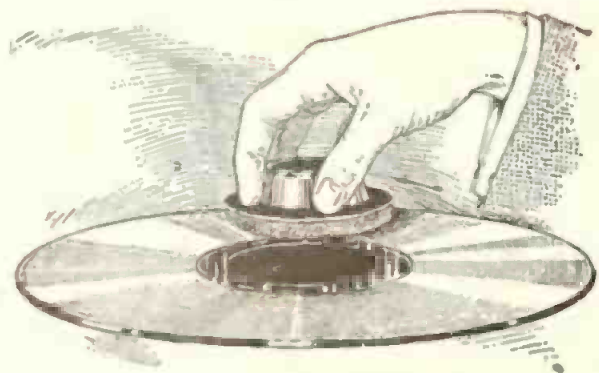
AUTOMATIC STOPS



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

Send 50c. for Sample Stop

SWEETEN THE TONE



with K-E and Simplex Circular Record Cleaners
Reduced Prices
Big Profits
Write for Particulars
NOW

KIRKMAN ENGINEERING CORPORATION
484-90 Broome Street New York

SEVEN LIVE VICTOR DEPARTMENTS

Cline-Vick Drug Co. Operates Successful Chain of Stores in Southern Illinois Under the Management of Fay Luyster—Doing Well in the Educational and Concert Fields

The Cline-Vick Drug Co., which operates a chain of seven stores in southern Illinois, the stores being located in Herrin, Marion, Carterville, Johnston City, Zeigler, Royalton and West Frankfort, has paid particular attention to the featuring of the Victor talking machine departments in the several stores, having recently placed Fay Luyster in charge as general manager of the Victor departments. Mr. Luyster has had considerable experience in the Victor business and is a graduate of the Victor Salesmanship School at Camden.

The store in Marion was remodeled recently, new booths and record racks being installed, and the feature of the formal opening was a Victrola exposition with models to show the development of the Victor talking machine during the past quarter of a century. Special models of machines were obtained from the factory for the show which attracted much attention. A new Victrola department in the Zeigler store of the company was opened on March 16, on which occasion souvenirs were distributed.

Manager Luyster has been doing considerable educational work, going into the schools for the purpose of giving demonstrations, and holding children's hours at the stores on Saturday morning, when a special record program for the little ones is offered. He has also had much success in featuring Princess Watawaso in several of the towns, having the school children sell tickets for her concerts with the returns going back to the schools for the purchase of Victrolas.


The Eight Famous Victor Artists have also appeared under the Cline-Vick Co. auspices, and Manager Luyster is now working on a program for the Summer to include Harry Lauder, John McCormack, Sallie Hamlin and the Victor Eight who will further enhance their popularity.

The people in charge of the departments in the different stores are Miss Ruth Mercer, Marion; Miss Beulah Griggs, Carterville; Miss Gertrude Galligan, Herrin; Miss Helen Smith, Johnston City; J. W. Meshew, Zeigler; S. E. Ross, Royalton, and Miss Kate Dunn, West Frankfort, all capable and energetic.

FILES BANKRUPTCY PETITION

A petition in bankruptcy was recently filed by the Master Tone Phonograph Co., of Troy, N. Y. Liabilities are estimated at \$53,762 and assets are given as \$48,443.

The music business of Tom Graham, at Peoria, Ill., has been purchased by J. R. Gavin and A. H. Schmidt, who will operate it under the firm name of Gavin & Schmidt. Vionola phonographs and Baldwin pianos are handled.



THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL


The instrument that builds
Prestige and Sales

Greater City Phonograph Co.

EXCLUSIVE SONORA DISTRIBUTERS
for New York, Staten Island and the lower Hudson Valley

311 SIXTH AVE. TEL. CHELSEA 9237 NEW YORK

ALSO JOBBERS FOR THE JONES MOTROLA



SPECIAL VOCALION RECORD RELEASE

"Old Timers Fox-Trot" and "Southern Medley"
Played by Bar Harbor Orchestra Represents
a Record of Unusual Appeal and Interest

The Aeolian Co. has just announced as a special release a most interesting new Vocalion record, No. 14315, bearing on one side a clever arrangement of old-time favorites in medley form entitled "Old Timers Fox-Trot," while on the other there is the "Southern Medley One-Step."

The old-time songs include such favorites as "Hail, Hail, the Gang's All Here," "How Dry I Am," "When Roses Bloom," "Georgia Camp Meeting," "Dinah," "Banks of the Wabash," "Yama, Yama," and "Rings on My Fingers," while the Southern medley includes "The Swanee River," "Massa's in the Cold, Cold Ground," "Kentucky Home," "Old Black Joe" and "Dixie." The recording is by the Bar Harbor Orchestra and has a vim and vigor to it that is distinctly satisfying.

SAUL BLUESTEIN OPENS BRANCH

MEMPHIS, TENN., April 8.—Saul Bluestein, who recently acquired Fortune's Music Shop, 111 Madison avenue, this city, has opened a branch store on South Main street. The new store will be known as the Melody Music Shop. Brunswick and Sonora machines and a complete stock of Brunswick records are handled.

HINTS FOR VICTROLA SALESMEN

New Booklet of Valuable Selling Arguments
Just Issued by the Victor Co.

The Victor Talking Machine Co. has just issued to the trade a particularly interesting little vest pocket volume bearing the caption, "Hints for Victrola Salesmen," and including a wealth of material of great value to the retail salesman in discussing intelligently the features of the Victrola and answering questions propounded by customers. The booklet is the development of a series of articles on Victrola selling that have appeared in "The Voice of the Victor" with much additional material included.

REVISED NEW ZEALAND TARIFF

Important changes in the import duties made by the New Zealand Government in its revised tariff affect the importation of musical instruments, according to statistics just made public by the Bureau of Foreign and Domestic Commerce, Washington, D. C., in Commerce Reports. The former duties on talking machines, records and musical instruments consisted of 30 per cent general and 20 per cent preferential. The revised duties increase the general tariff to 35 per cent. The preferential remains unchanged.

The man with a smile wins the race by a mile, and the man with a frown goes down.

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 Model "A" or "B" Vicsonia, nickel plated, will be sent on receipt of \$4.50. Retail price \$7.50.

Note: Model "B" Vicsonia plays both Edison and Pathé records.

VICSONIA MFG. CO., Inc.

313 E. 134th STREET

NEW YORK, N. Y.

Why You Should Sell Sonora Phonographs

Reason Four—

Sonora Construction

THE new Queen Anne, one of Sonora's latest and most striking achievements, splendidly illustrates the wonderful features of construction which lighten the selling task of dealers who sell the Sonora.

Here, at their utmost, are found Sonora's matchless purity and warmth of tone—Sonora's individual beauty of cabinet design.

But back of these and underlying them is *sincerity of construction* that has no equal. The all-brass tone arm, the many-layered wood amplifier, the powerful, long-running motor, the inch-thick cabinet walls, the automatic stop that *works*—in selling these exclusive Sonora features you sell actual superiority, not just a name.

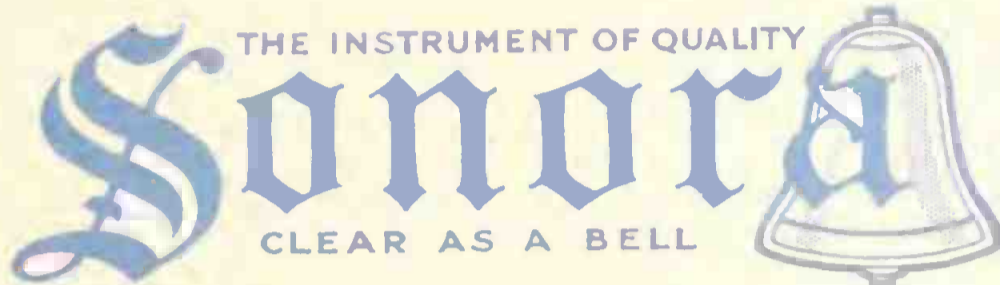
That's why Sonora ranks highest in cash sales and makes enduring good will for dealers.



The Queen Anne
(Improved)
\$250

Beautifully finished in Walnut, Brown Mahogany or Mahogany, the Sonora Queen Anne is a marked advance over previous period model standards in cabinet design as well as tone quality.

"The Highest Class Talking Machine in the World"



List of Distributors

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.

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.
State of Indiana.

Lee-Coit-Andresen Hardware Co.,

Omaha, Nebr.
State of Nebraska.

M S & E,

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

C. L. Marshall Co., Inc.,

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

The Magnavox Co.,

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

BESIDES possessing important patents of its own, Sonora is licensed and operates under BASIC PATENTS of the phonograph industry. Sonora's future and the future of Sonora's dealers' business are secure.

Southern Drug Company,

Houston, Texas.
Southeastern part of Texas.

Southern Sonora Company,

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

Southwestern Drug Co.,

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

Doerr-Andrews-Doerr,

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

C. D. Smith Drug Co.,

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

Moore-Bird & Co.,

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

Strevell-Paterson Hardware 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 Co. of Phila., Inc.,

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

Sonora Dist. Co. of Pittsburgh,

4130 Jenkins Arcade Bldg., Pittsburgh, Pa.
Western Pennsylvania and West Virginia.

Long Island Phonograph Co.

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

Greater City Phonograph Co., Inc.

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

The Value of the Postal Card as a Means of Stimulating Record Sales :: By Frank V. Faulhaber

An old-time merchant recently observed, during a business discussion, "If you want to get more trade than your competitor, go him one better!" The soundness of this logic none will question. It should convey something of import to the talking machine dealer who has no plans in mind whereby he can go his competitor one better. I have in mind just now one energetic dealer whose well-organized selling campaigns are steadily increasing his profits.

This dealer is never beset with slack business. The reason is simply that he keeps everlastingly after his patrons, reminding them of the merchandise he handles. Whereas other dealers may be satisfied to mail out the monthly record catalogs that are supplied them, this particular merchant goes his competitors one better by supplementing these very catalogs with postal catalogs which he sees to it are mailed to the proper prospects.

Let us show how this dealer does it. It is a very simple idea when one comes to think of it, yet it is not so insignificant that it is not worth a trial by other talking machine men. In his store everything is planned out carefully, nothing whatever being overlooked that may in any way contribute to the possibility of increased volume of sales. He and his store-people try, in a word, to sell the right article to the right customer.

By studying his clientele this talking machine dealer is enabled to suggest possible sales, even though the prospects he endeavors to interest do not visit the store. He has instructed all of his salesmen to keep a tab on the kind of purchases made by the different customers. This is of particular value, as regards the selling of talking machine records.

People as a rule have a liking for certain kinds of records, such as classical pieces, or romantic, or popular. This the dealer and his salesmen find out. He ascertains to a nicety just what records sell best with certain customers and he profits by this information. Sometimes prospective customers request selections which do not happen to be in stock. This talking machine dealer capitalizes on his knowledge in two ways.

If the customer is a new one, it is deemed especially advisable to secure the requested record. Otherwise that patron may be forever lost to the store if he or she goes out without the desired record. This dealer does not neglect his opportunity here, but neither does he stop at this point; he lists the prospective customer down on his book, at the same time entering a notation as to the kind of record asked for. Let us assume it is a piece of music adapted to dancing. Well and good. This dealer, naturally, has a certain amount of assurance that the new prospect is interested, or may be interested, in other records of a similar character.

Customers Who Stay Away From the Store for a Long Period of Time Can Be Placed Again on Buying List

He finds out as much to his profit often enough. And you will find that a great many people who purchase music records from you do so only occasionally. These customers may stay away from your store for any of a number of reasons. But the wise merchant makes all of his prospects pay in the way of added business as much as possible. He does this by reminding his prospects of the merchandise he handles.

All well-established businesses have a certain number of well-paying clients; people who are steady customers, the kind who can be depended upon for a certain amount of trade. No business can hope to maintain itself on a successful basis if it must rely for support on

transient customers. A proprietor of such a business would indeed have a small sense of security.

Whenever a customer enters your store to purchase some music records capitalize on the information you secure. Keep a record of all purchases made, the sort, the quantity, etc., by the different patrons. It will pay you in the long run. Then, when a customer stays away from your store you can send out postal cards in addition to the usual monthly music record catalogs. Some people do not accord the catalogs adequate attention. Many throw them away without looking them over.

Postal cards sent to your prospects naturally can be made much more specific by the simple matter of a little more work on the part of some assistant in your store. But this work should be done well if at all. With all the information available you can construct the postal cards accordingly.

The expense involved in the postals can safely be disregarded, for it will prove a wise investment later. As our talking machine dealer goes about it, he sees to it that the writing is done in a neat hand, understandable by all. He mails these postal cards regularly. One person will receive a card with the suggestion to buy such and such a record, a record, naturally, in which he or she may very possibly be interested.

Let us cite a number of specimens that will serve as inspiration for others. The following is the kind that may go to a certain class of customers who have shown themselves to be interested in this kind of record:

Dear Madam: We've got a record in stock now in which we think you may be interested. It's a fox-trot—"All By Myself." This piece is making a great bit, and we are sure it will appeal to you as well as it does to others. Step in some time this week and let us put it on the machine for you.

The foregoing is not very much and will go easily on the ordinary postal. Naturally it is more effective by means of the hand-writing, thus catering direct to the prospect. It tells of a certain song, suggests a certain sale, and, as results prove, tends to augment the number of sales of that piece.

To such customers as have manifested an appreciation for good music, this talking machine dealer suggests sales in which they may be interested. The succeeding will illustrate:

Dear Madam: We have just received a record which we are positive will appeal to one of your taste. Would you let us play it for you? We should be only too pleased. It is called "Fantaisie Impromptu" (Chopin), a pianoforte solo, by Leopold Godowsky. This is a piece of music you will be impelled to take home with you, once you hear it. Come this week!

The foregoing is another that will indicate the kind of cards that can be mailed to your prospects. It confines itself to discussing one piece of music, one, naturally, in which the prospect is almost sure to be interested. It is a specific appeal, and for that reason alone should develop many sales.

When a customer receives such a card it makes an added impress by the personal touch that is conveyed through the hand-writing. Were the card printed, carrying more text but less specific suggestions, it might not prove so effective.

Such postals will receive more attention when written by hand, and it is sure to impel action in a number of cases if the pieces of music which the talking machine dealer tries to interest the prospect in are really of the same character that have been purchased on former occasions. By calling attention to certain records in which the customer has shown he or she may be interested, you will find that many sales will develop that otherwise would not accrue to the benefit of your store.

By means of such postals the customer is

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 Warehouse

Distributors

- BRISTOL & BARBER, INC.
3 E. 14th St., New York City
- YAMR & LANGE DRUG CO.
207-215 E. Water St., Milwaukee, Wis.
- COHEN & HUGHES, INC.
Washington, D. C.
- BECKWITH-O'NEILL CO.
Minneapolis, Minn.
- STREVELL-PATERSON MARWARE 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 & ZODD
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. O. & C. N. ANDREWS
Buffalo, N. Y.
- SACMS & CO.
425 So. Wabash Ave., Chicago
- SHERMAN, CLAY & CO.
741 Mission St., San Francisco, Cal.
- JOHN A. FUTCH CO.
35 Auburn Ave., Atlanta, Georgia
1300 South Boulevard, Charlotte, N. C.
630 Washington St., Jacksonville, Fla.
- ORTON BROTHERS MUSIC HOUSE
Butte, Mont.
- GRAY & QUOLEY 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.

brought face to face with something of interest without having to go about searching for it in the monthly catalog received. And by sending the cards regularly each month as the enterprising dealer does, the prospect will learn to look for them. That prospect, moreover, will be decidedly impressed by reason of the fact that the talking machine dealer is calling attention repeatedly to music records which really appeal. Added volume of business is the inevitable result of a practice such as this.

The postal cards, too, will prove the means whereby you can encourage former patrons to pay more visits to your store. Don't make the mistake of letting a prospective patron go out of the store without procuring the record requested and without making an effort to secure the given record. Let the patron know you are ready to serve. And the postal cards, as suggested, will serve to assure the customer that you are really trying to please by furnishing records that appeal. Specifically, the use of postals will mean more patrons and more patronage.

GALLI-CURCI AT GRINNELL BROS.

The accompanying unusual pose of Madame Galli-Curci shows the popular operatic star in the Victrola department of Grinnell Bros., De-



Mme. Galli-Curci in Detroit

troit, on the occasion of her last recital in that city. It shows the singer standing at the side of a period Victrola and displaying a distinct interest in the papier mache model of the Victor dog. It would seem as if he were enjoying the golden voice of the diva.

NEW YORK CONCERN IN BANKRUPTCY

A petition in bankruptcy has been filed against Talking Motion Pictures, Inc., of 203 West Fortieth street, New York City. Liabilities of the concern are said to be \$120,537 and assets of unknown value. A. Ferron has been appointed receiver. The corporation has been featuring synchronized motion pictures under patents granted to Orlando B. Kellum.

The business man who begins to feel sorry for himself and loses his aggressiveness and optimism has reached the last stages on the downward path to failure.

THE BROOKS INBUILT AUTOMATIC REPEATING PHONOGRAPH



The most wonderful Talking Machine on the market. All but human, will play any part or all of any record from one to eight times. Set the dial and have music throughout the meal or during the dance. It is justly termed the "wonder" instrument, exquisite in cabinet design and marvelous in tone. Send for dealers' discount. Distributors wanted.

BROOKS MFG. CO.
Saginaw Mich.

FEATURES VICTROLAS FOR SCHOOLS

Inaugurates Teachers' Day and Sends Out Pamphlets Illustrating Value of the Victrola in Educational Work—Plan Boosts Record Sales

MARION, ILL., April 1.—Fay Luyster, manager of the talking machine department of the local store of the Cline-Vick Stores, has greatly stimulated the sale of Victor records and aroused considerable interest in the Victor line of talking machines through the medium of "School Teachers' Day."

A circular letter, accompanied by a small, handsomely illustrated folder, was sent to the school teachers in the city. The letter of invitation explained that the plans of the educational authorities in the study of music were a matter of interest to all teachers and a visit to the store would result in an explanation of the value of the Victrola in the school and the records best suited to this work. The folder showed children at play and study with the aid of the Victrola. The following titles of a few of the illustrations are self-explanatory: "Instrument Study," "School Marching," "Group Singing," "Games on the Lawn" and "Music Appreciation."

USES RECORD FOR ROULETTE WHEEL

Police Raid Discloses Roulette Wheel Made From Record, "Home, Sweet Home"

KEY WEST, FLA., April 5.—Maybe they've stopped making roulette wheels, or perhaps Manuel Gonzalez, operator of a coffee shop here, didn't have a catalog showing where one might be obtained. Anyway, such inconveniences didn't bother Manuel when he decided to install one in the rear of his place recently.

Officers raided the shop, seized the layout and upon examination discovered that the wheel was home-made, manufactured from a talking machine record. The record had been painted, had numbers from 1 to 30, and officials who scraped some of the paint away discovered it was originally a vocal rendition of "There's No Place Like Home."

Gonzalez failed to tell the court whether the title of the hidden song was a warning to those who bucked the wheel or whether he regarded it as a lucky omen for the "house."

COLUMBIA CUT-OUT ANNOUNCED

At the monthly meeting of the Talking Machine Men, Inc., held last month, a letter was read by Irwin Kurtz, president of the Association, which he had received from the Columbia Graphophone Co., stating that a cut-out of 525 Columbia records would be announced to the trade very shortly. Geo. W. Hopkins, who signed the letter, also advised the Association that the specific details as to the cut-out would call for a very liberal method of exchange that would undoubtedly please the dealers.

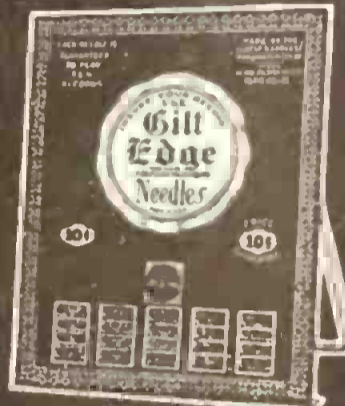
LOANS "TALKER" TO FOOD SHOW

SYRACUSE, N. Y., April 1.—Godard's Music House, of this city, featured the Victor talking machine in the Food Show held here recently. The company loaned the talking machine and a piano to the show to furnish music while the event was in progress. The talking machine department of this house, although only in operation a few months, has built up a nice business in Victor machines and records.

GIVE THE BUYER A CHANCE

Some salesmen have such a fluent flow of flowery language that they don't give the prospect a chance to close the deal. Firmly entrenched in their conceit, they bombard the prospect with a barrage of adjectives, hoping thereby to overcome resistance and emerge victorious from the field with a sale to their credit. Sometimes even a customer would like to ask a question concerning an instrument which represents an investment of considerable money.

Here Is The
GILT EDGE
Silent Salesman



THIS handsome all-metal counter display in colors is specially constructed to hold and display 100 packages of Gilt Edge Needles, in assorted tones, through openings in the front of the display stand. The packages can be taken out of the reverse side only. This prevents undesirable tampering and loss of needles. The Gilt Edge Silent Salesman will sell phonograph needles for you. Just place it on your counter—and watch it work.

Gilt Edge phonograph needles are made from start to finish in the U. S. A. The point of a Gilt Edge Needle is treated by an exclusive Reflexo process. This minimizes friction and eliminates the scratching sound. The chemical layer on the needle not only produces a more beautiful tone but actually prolongs the life of the record.

Write today for samples and prices.

REFLEXO PRODUCTS CO., Inc.

347 Fifth Avenue
New York City



Needle Insertion Position

MR. EDISON MAN

Don't say
"KAN'T" say "KENT"

Write for Catalog of Complete Line
THE KENT SPECIAL

For the
NEW EDISON DISC

Is Especially Recommended



Playing Position

F. C. KENT CO.



Reg. U. S. Pat. Off.

IRVINGTON, N. J., U.S.A.

"OPERA BOOK MONTH" A SUCCESS

Mickel Bros. Co., Des Moines, Ia., Sponsors Unique Publicity Campaign—Drive Sells Victor Books of the Opera and Red Seal Records—H. B. Sixsmith in Charge of Campaign

DES MOINES, IA., April 6.—Under the auspices of the Mickel Bros. Co., Victor wholesaler at Des Moines, Ia., "Opera Book Month" was introduced



Display of Baas' Music Shop, Rock Island, Ill. in this territory during the month of February and proved a signal success. This enterprising wholesaler co-operated with the Victor dealers to excellent advantage, and the Victrola Book of the Opera, which is published by the Victor Talking Machine Co., was the subject of one of the most interesting and effective publicity campaigns that have been introduced in recent years.

Victor Wholesalers



The House
of
Mellor
in
Pittsburgh
since
1831

Mickel Bros. prepared a series of letters which were mailed to Victor dealers at regular intervals in order to keep their enthusiasm at the highest point. A rubber hand stamp bearing the words "February Is Opera Book Month—Push It" was used on every piece of literature sent out to the dealers, and a bright-colored sticker was placed on all parcel post and express packages. The jobber also supplied small circulars the same size as the supplement, which it gave to the dealers in large quantities, and, in addition, large window posters were supplied to every dealer.

According to the records of Mickel Bros 1,520 Victrola Books of the Opera were actually sold to the dealers during the month of February, and this figure becomes more impressive when it is realized that the average jobber's sale of this



Display of Iowa Mercantile Co., Newton, Ia.

book amounts to something like 500 during the year. One of the most important features of the campaign is the fact that Victor dealers report a marked increase in the sale of Red Seal records during the month of February. This can undoubtedly be traced to the direct influence of "Opera Book Month," and in quite a number of cases complete sets of operas were sold during the campaign.

Mickel Bros. suggested to the dealers that they prepare attractive window displays during the "Book of the Opera Month" and feature this book as effectively as possible. As a result of this suggestion, many handsome window displays were prepared by the dealers, and among the most attractive were the three shown in the accompanying illustrations. Window displays of ex-

ceptional beauty were also prepared during "Opera Book Month" by the following Victor dealers: L. A. Murray, Davenport, Ia.; M. W. Duncan, Albia, Ia., and T. D. Boothby, Cherokee, Ia.

The entire campaign was personally supervised and directed by H. B. Sixsmith, sales manager of the Mickel Bros. Co., who deserves unlimited commendation for the co-operation and service that he extended to the Victor dealers. It is safe to predict that the "Book of the Opera Month" will be an annual institution, as the results of the first campaign well warrant its regular continuance.

A BUSINESS CHANGE IN DETROIT

Goldberg Phonograph Co. Sells Branch Store in That City to Markowitz & Zuroff

DETROIT, MICH., April 4.—The branch store of the Goldberg Phonograph Co., at 2813 Hastings street, this city, was sold recently to Markowitz & Zuroff, who will make extensive improvements in the store and enlarge the scope of the business.



Display of Davidson Co., Waterloo, Ia.

catering largely to the foreign population in this section. The Victor line will be handled exclusively.

Mr. Markowitz was for a number of years associated with Max Strasburg, Victor dealer, who also had a Jewett store on Hastings street.

Mr. Zuroff was formerly connected with the Northwestern Talking Machine Co., which likewise conducted a store on Hastings street, handling the Columbia. Mr. Goldberg will now devote all his attention to his main store.

Do You Throw Money Away?

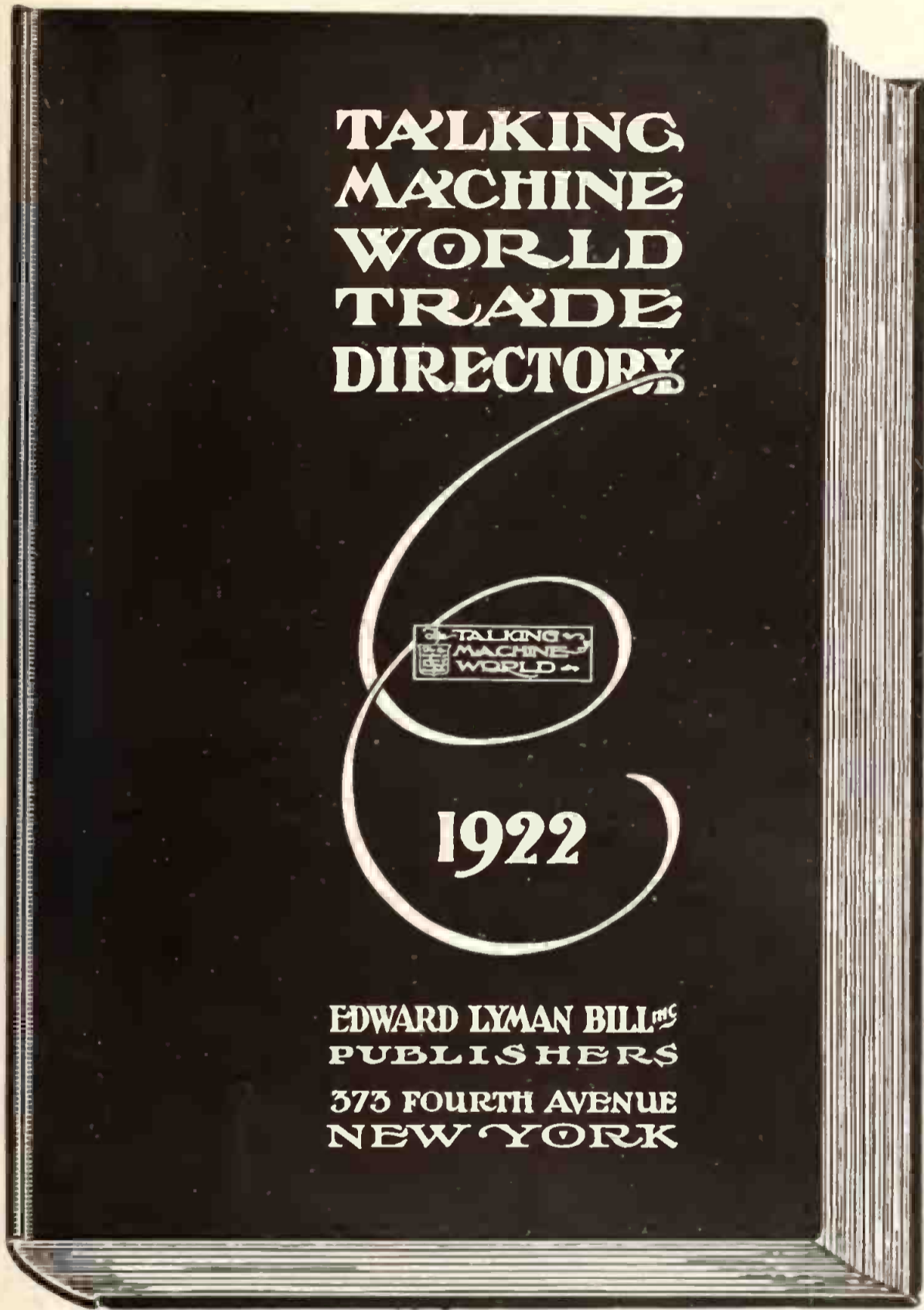
It is not a popular pastime—but still it is unconsciously done by many who just don't know that *Repair Parts* can be bought for less

RENE MADE SPRINGS AND PARTS ARE BETTER COST LESS

RENE MFG. CO.

Montvale, N. J.

JUST OUT!



Here is the handbook of the talking machine industry for which you have long been waiting. It is a directory you can keep on your desk to give you, in an instant, detailed knowledge about this and that company, which would otherwise consume much of your time to secure.

ONLY 50 CENTS

For instance, it will give you a complete up-to-date list of the manufacturers and jobbers who comprise the talking machine industry, including invaluable data about each concern, such as location of factories, names of officers, location of branch offices, trade names controlled, policy of marketing product, etc., etc.

ONLY 50 CENTS

Also it will give you a full, up-to-date list of the manufacturers who make any given class of product, such as talking machines, records, parts, accessories, store equipment, etc.

ONLY 50 CENTS

This book contains the kind of data about each concern which cannot be put into the company's current advertising for lack of space and which is nevertheless a kind of data that is valuable from your standpoint.

ONLY 50 CENTS

This volume also contains a number of pertinent articles on highly important topics and much other material too extensive to enumerate here in detail.

ONLY 50 CENTS

It is the only book of its kind ever published and is a volume which no enterprising member of the industry can fairly afford to do without. It has been produced by the publishers of The Talking Machine World.

ONLY 50 CENTS

**USE THIS
COUPON NOW**

Send Cash, Stamps or Check



EDWARD LYMAN BILL, Inc.,
373 Fourth Ave., New York City.

Gentlemen:

Please send me postage prepaid a copy of the 1922 edition of The Talking Machine World Trade Directory, in payment for which I enclose 50 cents.

Name

Firm

Street

City and State

TO LIMIT LIFE OF PATENTS

New Bill Would Invalidate Patents in Five Years in Cases Where the Patentee Fails to Make Use of His Invention During That Period

WASHINGTON, D. C., April 3.—A bill to limit the life of patents to five years where the patentee fails to make use of his invention has been introduced in the Senate by Senator Ladd, of North Dakota. The bill further provides that the life of a patent when sold by the patentee and not utilized by the purchaser shall be two years. The measure aims at the practice of corporations buying up patents affecting products which they may manufacture in an attempt to stifle competition and to prevent the development of improvements. The bill has been referred to the Senate Committee on Patents and will be made the subject of public hearings before any action is taken to bring the bill before the Senate for adoption. Under the law as at present written the life of a patent is seventeen years, no matter whether it is made use of or not.

NEW VOCALION RECORD SIGNS

Large Metal Replicas of Vocalion Red Records Now Ready for Dealers' Use

The Aeolian Co. has ordered and had delivered a large supply of new model outdoor display signs, featuring the Vocalion red records. The signs are made entirely of metal, equipped with hangers and braces, so arranged as to suspend the record over the sidewalk. The sign proper is 19 inches in diameter and an exact replica of the Vocalion record, though entirely of metal. A number of dealers have already ordered the signs and it is expected that the majority of those handling Vocalion records will take advantage of the opportunity for calling attention to the line.

The Victor Phonograph Shop, of Ellenville, N. Y., was recently sold at auction in a bankruptcy sale.

ANNOUNCES NEW EMERSON ARTIST

Lajos Shuk to Record for Emerson Library—Well Known Here and Abroad

The Emerson Phonograph Co. announced recently that arrangements had been closed whereby Lajos Shuk, well-known Hungarian 'cellist, would record exclusively for the Emerson library. Mr. Shuk's first Emerson record will be announced in May, and judging from the de-



Lajos Shuk, Hungarian 'Cellist

mands from Emerson dealers for this type of record it will receive a hearty welcome.

Mr. Shuk has appeared on the concert stage both here and abroad, his appearances including the following: Soloist with the Berlin Philharmonic Orchestra, soloist with the Budapest Orchestra, Munich Orchestra, Sofia Orchestra and Constantinople Orchestra. He has also appeared on the concert stage in New York, Pittsburgh, Youngstown and other cities, where his playing won the enthusiastic approval of the newspaper critics.

It is not how much ability you have, but how you use it that counts.

MANAGERS SEE EXPORT BOOM

Normal Basis in Exports Will Be Restored This Year, Predict Speakers at Annual Meeting

A great boom in the country's export trade this year was predicted by export managers at the annual meeting of the Export Managers' Club, at the Hotel Pennsylvania, New York.

Leland R. Robinson, assistant director of the United States Bureau of Foreign and Domestic Commerce, who was a speaker at the recent dinner of the club, said that last year's slump was one of values and not of volume. "There is every reason to expect that we have passed the most critical period in our economic readjustment," he said, "and I believe the next two years will show a steady rise in both volume and values of our exports."

Speakers at the meeting emphasized the slogan, "This Is the Year," printed at the head of the program. "We are looking for a great comeback this year," said B. Olney Hough. "Many have forgotten that our export trade, even last year, was just as great as it was before the war. This year we are going to get back on a normal basis. Trade all over the world was demoralized last year, but this year it is coming in faster and faster."

Export managers declared that they were getting two and three times as much business as they were three months ago. One manager was quoted as reporting that his January export business was double that of December, his February business doubled his January business and his March business greater than his February business by a fairly good percentage.

PURCHASES MUSIC STORE

Tom Graham's music store, at 228 Court street, Peoria, Ill., has been purchased by J. R. Gavin and A. H. Schmidt, who will operate the business under the firm name of Gavin & Schmidt. Baldwin pianos and a good line of talking machines will be handled.

Flexlume Signs—
Make Your Store Front Earn Money

The space at the front of your store has a cash value any advertiser would gladly pay for, but it is worth far more to you than to anyone else. The way to get your money out of it is to install a Flexlume Electric Sign—the kind with the raised, snow-white glass letters. It will actually increase the money which comes into your cash register each day.

Flexlumes have raised, snow-white glass letters standing out from a dark background. They are perfect day signs as well as night signs—greatest reading distance, lowest upkeep cost, most artistic designs.

Let us send you a sketch showing a Flexlume to meet your particular needs.

FLEXLUME CORPORATION
 36 KAIL STREET BUFFALO, N. Y.
Flexlumes—Electric Signs Made Only by the Flexlume Corporation

PUBLICITY BY MEANS OF PAMPHLETS

Four-page Folders Containing News Items of Local Interest Can Be Made to Pay Big Dividends in the Way of Increased Patronage

The constant reminder to the public of the name and location and the line carried by a business house is an invaluable asset to any concern. In the talking machine business the competition is particularly keen and the dealer who would remain in the race for existence must utilize every legitimate means of increasing his sales. Publicity is probably the greatest factor in bringing this desirable condition about.

A plan which has been used by several dealers with outstanding success is a personal message from the house to the public through the medium of a monthly bulletin or pamphlet. This pamphlet can be prepared in the shape of a four-page folder of small size. Part of the text of the folder should be given over to local news items of wide public interest. Sufficient space should also be allotted to items concerning four or five records which the dealer is anxious to push each month and a paragraph should be devoted in each issue to the proper care of the talking machine. The cost of publicity such as this is extremely small and the results, when the pamphlets are mailed to a selected clientele, should make the expenditure a first-class investment.

DAYTON, O., STARR CO. TO MOVE

Attractive New Quarters Will Afford Greater Floor Space for the Steadily Expanding Business of Prominent Music House

DAYTON, O., April 7.—The Starr Piano Co., of 27 South Ludlow street, this city, will soon be quartered in its fine new building at 116 North Main street. The new store is being thoroughly remodeled to meet the needs of the steadily expanding business of the company and in addition to a considerably enlarged floor space the company will have the most up-to-date appointments that it is possible to obtain. A much larger stock of Starr phonographs and Gennett records, as well as pianos, will be handled at this establishment.

The difference between a real merchant and a storekeeper is that the merchant uses his brains to devise ways and means of increasing his business and the storekeeper sits in his store like a spider in its web waiting for the customer to come in.

NEW COLUMBIA DIRECTORATE

Important Changes Made in Columbia Graphophone Mfg. Co.'s Directorate—H. J. Fuller Now Chairman of the Board—Prominent Industrial and Financial Executives Elected Directors

The annual meeting of the stockholders of the Columbia Graphophone Mfg. Co. was held at Bridgeport, Conn., on March 27, a large majority of the stock being represented. At this meeting important changes were made in the directorate for the coming year, and the new board of directors is as follows: H. J. Fuller, chairman Gillette Razor Co., chairman of the board; M. N. Buckner, chairman, New York Trust Co.; G. L. Burr, Guaranty Trust Co.; C. W. Cox, Robert Winthrop & Co.; W. C. Dickerman, vice-president, American Car & Foundry Co.; Van Horn Ely, president, American Railways Co.; G. H. Kinnicut, Kissel, Kinnicut & Co.; F. W. Shibley, vice-president and industrial representative of the Bankers' Trust Co.; E. E. Thompson, Crane, Parris & Co., Washington, D. C.; T. F. McClelland and Douglas Parmentier, of the Liberty Industrial Corp., and H. L. Willson, president, Columbia Graphophone Mfg. Co.

Francis S. Whitten, formerly chairman of the board of directors of the Columbia Graphophone Co., is no longer a member of the directorate, and is succeeded as chairman of the board by H. J. Fuller.

H. L. Willson, president of the company, in outlining its policies, stated as follows: "It will be the policy of the Columbia Graphophone Mfg. Co. to establish itself firmly with the dealer through superior product, sound merchandising policies and extended advertising activities, with a view to further stimulating public demand for phonograph music generally, but through the medium of Columbia instruments and records specifically. It will be the company's particular aim to further establish its good will with the dealer through perfect service and intimate co-operation. Close contact with the dealer and sympathetic knowledge of his problems are of prime importance at this time, in view of the many companies which sprang into existence during the inflation period, which have placed in competition with the high-grade, nationally advertised products cheap and inferior merchandise. The management recognizes the necessity of strictest economy in every department of the organization. Much has been accomplished in this direction in the past thirty days through a reduction of overhead."

JOBBER'S OPTIMISTIC REPORT

C. L. Marshall, Sonora Jobber in Detroit, Gives Interesting Résumé of Conditions—Dealers Are Advertising Consistently and Effectively

DETROIT, MICH., April 6.—J. H. Heinsman, sales manager of the C. L. Marshall Co., of this city, distributor of Sonora phonographs, accompanied by E. D. Coots, field representative from the Sonora executive offices in New York, returned recently from a trip through Michigan and Ohio. In a chat with *The World* Mr. Marshall commented upon this trip as follows:

"We are pleased to say that we are feeling greatly encouraged over business prospects for the balance of the year since receiving these reports. The trade shows more of a mind and the mood to do something to get things moving, instead of the attitude of calm acceptance of conditions as they are and waiting for business to make its recovery unassisted. Discussions of plans and suggestions for creating business have taken the place of the previously much-talked-of subject, 'Bad Business,' and as a whole it seems we are awakening to the realization that the remedy is in our own hands if we apply it. This is one of the best indications, because all that is necessary is the spirit of co-operation and work, and to get the mental wheels revolving in the right direction and the rest will follow.

"While we are not as yet being burdened with orders for machines, we have been successful in selling our dealers the advertising idea, and their activities in this direction are already showing results. The newspaper campaign now being carried on in Detroit and Cleveland papers, which will be continued the balance of the year, indicates the attitude adopted by Sonora dealers toward the 'Go After It if You Want It' business condition of to-day. Sonora dealers are now doing more advertising in our territory than ever before, and it is being done to greater advantage, because it is being done more carefully and with more consideration as to the results to be obtained. The Sonora Phonograph Co.'s policy in regard to service, its strong belief in the advantages of well-managed advertising and its liberal co-operation along these lines are of very great help to Sonora dealers.

"With few exceptions our dealers have their stocks down to normal, and we are anticipating a steady increase in business from now on. Samples of the new period model Lafayette have just gone forward to the dealers, and this will be followed with the new Queen Anne in a few days."

NEW YORK DEALERS ADD VOCALION

Among the recent dealers to take on the Vocalion line of machines and records in New York City are Schleicher & Sons, piano dealers at 402 East Fourteenth street, and the Broadway Art Stores, with headquarters at 1389 Broadway. The latter concern operates a chain of stores throughout the city. Wm. Kreutzer, of 328 West 125th street, and Marconi Bros., 126 Fifty-ninth street, have also added the Vocalion to their stocks.

BARRINGTON CO. OPENS IN BERKELEY

BERKELEY, CAL., April 4.—The Barrington Music Co., Columbia and Pathé dealer, was recently added to the fine music stores in this city. G. C. Barrington, formerly associated with Sherman, Clay & Co. and Eilers Music House, is at the head of the new concern and personally manages the store, which is one of the best in the city and has the advantage of a fine location.

NEW YORK INCORPORATION

The Capitol Phonolier Corp., of New York City, has been chartered in New York State, with a capital of \$15,000. H. and M. Michaelson and L. Potter are the incorporators.

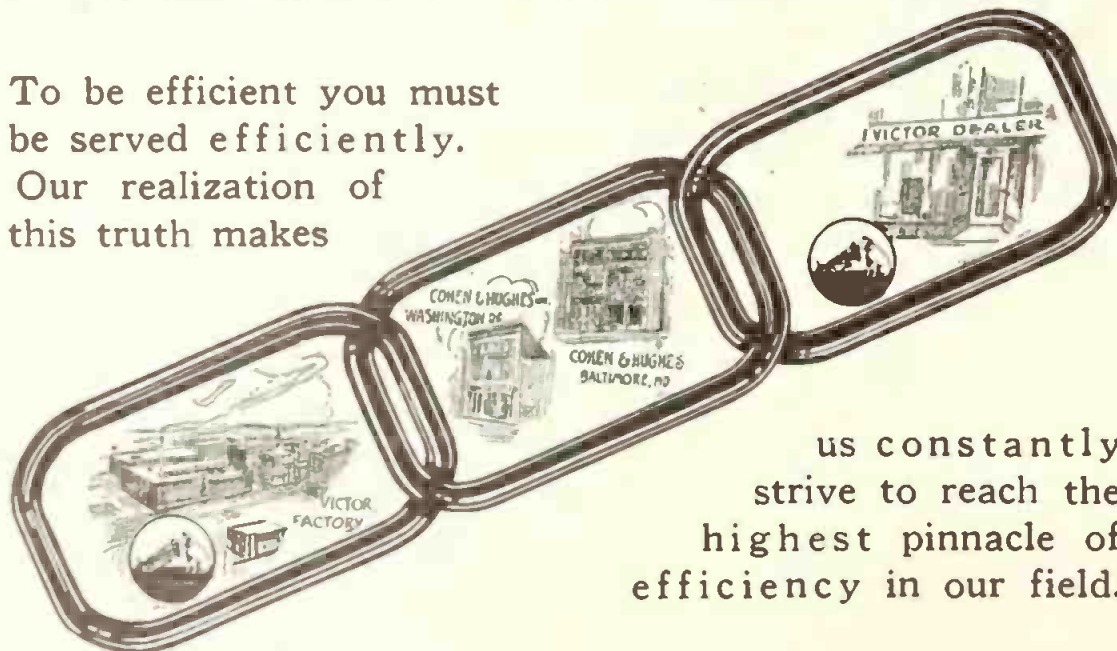
The Music Shop, 237 Main street, Johnson City, N. Y., is featuring Victor products in an effective advertising campaign.

"EFFICIENCY"

To Our Customers We Owe All—To Them We Give All

To be efficient you must be served efficiently.

Our realization of this truth makes



us constantly strive to reach the highest pinnacle of efficiency in our field.

COHEN & HUGHES

Wholesale Exclusively

BALTIMORE

WASHINGTON

Hallet & Davis



Model H. Louis XV, \$115



Model J. Queen Anne, \$135



Model L. Colonial, \$185



Model M. Louis XVI, \$250

All models equipped with automatic stop; universal tone arm, furnished in English brown mahogany and figured American walnut.

Noteworthy Designs in the Hallet & Davis Phonograph

THE four new models of the Hallet & Davis Phonograph are destined to be the most popular ever shown.

Characterized by the rare beauty of design and finish and by fineness of construction, these instruments portray the quality so long associated with the name Hallet & Davis.

Nothing has been considered unimportant, no detail too small, which would make for perfection in the construction of these phonographs. The reproducer, tone arm and sound amplifier are especially constructed along the highest scientific principles of carrying sound waves. The motor designed by leading engineers is strong, durable and silent; the whole mechanism is in perfect balance and tested to the thousandth part of an inch.

The cabinets are of the finest woods made with the high piano finish, and are of charming designs which will appeal to the most discriminating buyers. These phonographs present the highest type of artistic blending of a musical instrument into fine furniture.

Dealers Write Today!

Exclusive territory now being assigned to the right dealers. Write for full information. You will want this valuable agency.

Hallet & Davis Piano Co.

Phonograph Division

146 Boylston Street

Boston, Mass.

The Phonograph Beautiful

REGAL PUBLICITY ACTIVITIES

Hanger Featuring Current Releases Added to Dealer Helps—New Comedy Song Will Be Widely Featured in Publicity Campaigns

The advertising department of the Regal Record Co., New York, has just prepared a special window strip featuring a comedy song entitled "Mr. Gallagher and Mr. Shean," which promises to be one of the most popular numbers issued in recent months. This song, which is dedicated to the two vaudeville headliners whose names are mentioned in the title, was recorded for the Regal library by Irving and Jack Kaufman, and judging from all indications Regal dealers are planning to feature this selection as the basis for their current publicity campaigns.

For the first time Regal dealers were furnished this month with a hanger listing current Regal records. This hanger is suitable for use in windows and booths, and forms a welcome addition to the Regal sales helps. The company is planning to issue these hangers regularly, and E. H. Davis, advertising manager of the company, is personally directing the preparation of the designs.

A new form of envelope for Regal records was placed in the hands of the dealers a few weeks ago and has been the subject of favorable comment by Regal representatives throughout the country. It is durable and attractive, and is being used to excellent advantage.

H. P. KERLER NOTES TRADE RISE

Henry P. Kerler, vice-president of Hisley-Doubleday & Co., New York City, reports a noticeable increase in business in the talking machine field. This company has long specialized in the production of greases and lubricants for the talking machine. The quality of their products has built up for them a large clientele throughout the trade.

PATENT OFFICE RAISES FEES

President Signs Bill Providing for Salary Increases for Patent Office Employees, Additions to Staff, Boosts in Fees—Some Other Changes

WASHINGTON, D. C., April 8.—The bill providing for an increase in the salaries of Patent Office employees and an increase in the personnel of the office, as well as a boost in the prices charged for the filing of patent applications, furnishing copies and abstracts of patents, etc., has been passed. It is hoped that the reorganization will enable the Patent Office to bring its work up to date.

Following the passage of the bill the Patent Office announced that the fee for filing each original application for a patent, except in design cases, will be \$20 instead of \$15, as at present. The act also provides, in addition to the present fees for recording assignments or other papers, that there shall be paid for each additional patent or application included or involved in one writing 25 cents additional. The new fees are effective on and after April 19, 1922.

Barringer's Victrola Shop, of Kokomo, Ind., has moved to 118 West Mulberry street from its former location on North Main street.

EFFECTIVE WINDOW DISPLAYS

Attractive Service Arranged for the Benefit of Vocalion Record Dealers

The wholesale Vocalion department of the Aeolian Co. has just completed arrangements for a comprehensive window display service for the



One of the Vocalion Window Displays for Dealers

benefit of the retailers featuring Vocalion records. The displays consist of a number of hand-painted cards of various sizes featuring the latest and most popular record releases in a manner that is bound to attract attention. Retailers who have already taken advantage of the service are enthusiastic over the possibilities and over the excellent effects that may be obtained through its use.

The accompanying illustration shows one of the latest window display sets arranged for demonstration purposes, and affords an excellent idea of the attractive window treatments that may be carried out through the use of the display cards, the accompanying records and various effective "properties." Each of the displays consists of five cards and are furnished to the dealer at cost.

LEAVES EDISON ORGANIZATION

H. R. Skelton, Former Territorial Supervisor for Thomas A. Edison, Inc., Resigns

H. R. Skelton, for many years territorial supervisor for Thomas A. Edison, Inc., has announced his resignation to become effective immediately. The move will be regretted by his associates, for Mr. Skelton joined the Edison association in the old days of the cylinder machine. Recently Mr. Skelton's supervisorship has included Pennsylvania, New York, New England States and all of Canada, although most of his activities were confined to the East.

Mr. Skelton entered the talking machine industry in 1899 with the Columbia Phonograph Co., and became field representative for the Edison laboratories in 1909. He took up his work as supervisor in 1914.

FRENCH INCREASE CUSTOMS DUTIES

A decree relative to customs duties increases for France and Algiers, which was published recently in the French Journal Officiel, affects musical instruments as follows: Pianos, upright and grand, also organs, harmoniums, etc., pneumatic apparatus, etc., 70 per cent general tariff, 35 per cent minimum; violins, bows, etc., 90 per cent general tariff and 45 per cent minimum; phonographs, cylinders, records, 50 per cent general tariff and 25 per cent minimum.

William Luscher, a talking machine dealer on Third avenue at 144th street, New York City, has purchased the building which houses his business.

Super Service for Victor Dealers



**Badger Talking Machine
Company**

MILWAUKEE

WISCONSIN

ASK TO HEAR IT



THREE O'CLOCK IN THE MORNING

Tempo di Valse Lente



It's three o'clock in the morn - ing.

The WORLD FAMOUS CHIMES WALTZ THAT IS MOVING A MILLION FEET

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



DANCE RECORDS BY YERKES ORCHESTRA GROW IN FAVOR

One of the real features of the Vocalion record catalog is the series of dance records recorded by the Yerkes S. S. Flotilla Orchestra, which provides the dance music for the popular S. S. Flotilla

records that reproduce all the characteristics of rhythm and clever orchestration which are in popular demand at present.

Vocalion record dealers generally throughout



The Members of the Yerkes S. S. Flotilla Orchestra

Restaurant in New York and records exclusively for the Vocalion.

The Yerkes Orchestra produces a brand of dance music that is both distinctive and fascinating and enjoys the reputation of being one of the best of the many dance orchestras in New York, a distinction of no little significance. Moreover, the organization is capable of making

the country report a most substantial demand for the Yerkes dance records, some of the most popular of which in the Vocalion catalog include: "Blue Danube Blues," "Good-bye, Shanghai," "Ty-Tee," "Tell Her at Twilight," "Angel Child," "Somewhere in Naples," and the latest dance hit, "Cutie," from the musical comedy "The Blue Kitten."

F. W. WYATT JOINS JEWETT STAFF

DETROIT, MICH., April 5.—It was announced this week that Fred W. Wyatt would represent the Jewett Phonograph Co. in Northern Ohio. Mr. Wyatt assumed his new duties the first of the month and is already working in close co-operation

with Jewett dealers in this territory. Mr. Wyatt has been in the Michigan and Ohio territory for six years, having been connected with the C. L. Marshall Co., of this city, Sonora jobber. He is therefore well known in this section of the country, and has a host of friends in the trade, who will welcome him as a Jewett representative.

MOVES INTO FINE NEW QUARTERS

New Victrola Department of Griswold, Richmond & Glock Co. to Be One of the Finest in New England When Completed

MERIDEN, CONN., April 8.—The Griswold, Richmond & Glock Co. has moved into the attractive new quarters which have been under course of construction here for some time. The new store consists of one main floor comprising 12,000 square feet, with nearly 5,000 square feet of floor space on basement and mezzanine floors.

A feature of the establishment is an exceedingly fine Victrola department, which is so arranged that the other departments are entirely shut off from it. Two rows of record demonstration booths line both sides of the department and in the rear there are two large rooms for the demonstration of talking machines. At present the finishing touches are being put on this department, which is expected to be one of the best Victor sales rooms in New England.

HEMPEL SINGS WITH ORCHESTRAS

CINCINNATI, O., April 6.—Frieda Hempel, Edison artist, was soloist with the famous Cincinnati Symphony Orchestra, Eugene Ysaye conducting, on April 7 and 8. On May 19 the prima donna will bring her season of eighty recitals and Jenny Lind Concerts to a close by singing with the Chicago Symphony Orchestra. Frederick Stock conducting, at the Ann Arbor May Festival, Ann Arbor, Mich.

C. D. M. TRADING CO. MOVES

The C. D. M. Trading Co., which recently took over the distribution of the Spraytone phonograph, has moved its executive offices from 59 Fourth avenue, New York City, to 109 Lafayette street.

Okéh RECORDS ARE Okéh

We are giving you a chance to grow with us in handling the Famous Okéh Product. Okéh Records are equal to any on the market to-day, in fact it is *The Record of Quality*. We are anxious to serve you. It would pay you to investigate the Okéh Agency.

Yours for Okéh Service,

INDEPENDENT JOBBING COMPANY

Goldsboro, N. C.

Starr

PHONOGRAPH



Model III



EASTER MUSIC

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

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

THE STARR PIANO CO.
Richmond, Indiana

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

Here are Van and Schenck again with two new hits! "Virginia Blues" is on one side of this new May record and "Carolina Rolling Stone" is on the other. Every Van and Schenck fan will want this one. A-3577.

Columbia Graphophone Co.
NEW YORK



MEETINGS OF VICTOR JOBBERS' EXECUTIVE COMMITTEE

Various Phases of the Business Situation Discussed at Committee Meetings Held in Chicago and New York—Close to 100 Per Cent of the Membership of the Association in Attendance

The executive committee of the National Association of Talking Machine Jobbers held its annual mid-Winter meetings last month from March 12 to 16, inclusive, the first session being held at the Drake Hotel, Chicago, on March 12 and 13, for the benefit of the Western members of the Association who were admitted to the executive committee meeting, and on the 15th and 16th at the Hotel Commodore, New York, for the benefit of the Eastern members.

Both the Chicago and New York session were well attended, close to 100 per cent of the Association being represented at one or the other of the sessions. From all accounts, the meetings were among the most successful and enthusiastic in the history of the organization, enthusiastic because of the success of the new Association program established under the direction of President Buehn, which called for constructive effort to meet the general business conditions and to keep the Victor business on the high level that it has maintained for many years.

Aimless discussions have given way to earnest consideration of sales and exploitation problems, with the realization that these problems exist in every line of business and demand attention. At the Chicago meeting, in addition to the consideration of various matters by the jobbers themselves, there was an address delivered by Gilbert H. Montague, counsel for the Association, who outlined the existing legal situation as it affected the business of the wholesalers and also called attention to various pending legislative matters. Later, L. A. Graham, counselor for the Reincke-Ellis Co., Chicago, delivered a lengthy talk on "The Possibilities and Development of Advertising." On the evening of March 13 the jobbers were the guests of the Mid-West Victor Dealers' Association at the second annual meeting of that body at the Drake Hotel.

The Meeting in New York City

The program of the New York meeting was practically the same as that in Chicago. The same topics were discussed by the jobbers, and Mr. Montague also talked on legal matters. In New York, J. J. Davin, of the Reincke-Ellis Co., took the place of Mr. Graham and delivered a talk on "The Possibilities and Development of Advertising."

At both meetings it was declared the jobbers were very frank in the presentation and discussion of ideas and questions and much valuable information was thus obtained.

On Wednesday evening, March 15, the visiting jobbers were the guests of the New York wholesalers at a dinner at the Palais Royale,

where the jobbers and their ladies danced to the music of Paul Whiteman's Orchestra, followed by a theatre party at the Selwyn Theatre, where was witnessed a performance of the musical comedy hit, "The Blue Kitten."

Among those members of the Association who attended either the Chicago or New York meetings, or both, were, of the officers: Louis Buehn, Louis Buehn Co., Philadelphia, president; Arthur A. Trostler, Schmelzer Co., Kansas City, vice-president; W. F. Davisson, Perry B. Whitsit Co., Columbus, secretary; George A. Mairs, W. J. Dyer & Bro., St. Paul, treasurer; and of the executive committee: L. C. Wiswell, Lyon & Healy, Chicago; George E. Mickel, Mickel Bros. Co., Omaha; J. N. Blackman, Blackman Talking Machine Co., New York; J. C. Roush, Standard Talking Machine Co., Pittsburgh; Thomas F. Green, Silas E. Pearsall Co., New York; W. H. Reynolds, Mobile, Ala.; George A. Dodge, Eastern Talking Machine Co., Boston; C. H. Grinnell, Grinnell Bros., Detroit, and Fred H. Putnam, Putnam-Page Co., Peoria, Ill.

Of the general membership attending were H. A. Goldsmith, of the Badger Talking Machine Co., Milwaukee, Wis.; V. K. Tremblett, C. W. Hyde, Walter Geissler and G. F. Denig, of the Chicago Talking Machine Co.; R. P. Curtice and C. R. Morres, of the Ross P. Curtice Co., Omaha; E. R. Lewis, of the Elyea Talking Machine Co., Atlanta, Ga.; F. Jenkins, Jr., of the J. W. Jenkins' Sons Music Co., Kansas City, Mo.; Clarence Campbell, of the Knight-Campbell Music Co., Denver, Col.; H. E. Roche, of Lyon & Healy; H. B. Sixsmith, Mickel Bros. Co., Des Moines, Ia.; A. D. Geissler, of the New York Talking Machine Co., New York; George E. Stewart, Stewart Talking Machine Co., Indianapolis, Ind.; Lester E. Noble, Rudolph Wurlitzer Co., Cincinnati; A. R. Reincke, J. J. Davin and L. A. Graham, Reincke-Ellis Co., Chicago, Ill.; Edwin C. Rauth, of the Koerber-Brenner Co., St. Louis; H. J. Shartle, Cleveland Talking Machine Co., Cleveland; T. H. Towell, P. J. Towell and E. B. Lyons, Eclipse Musical Co., Cleveland; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; C. N. Andrews, Buffalo; W. D. Andrews, Syracuse; Emanuel Blout, New York; W. J. Haussler and Jerome Harris, C. Bruno & Son, Inc., New York; L. W. Collings and J. L. Spillane, Collings & Co., New Jersey; C. B. Snow, Cressey & Allen, Inc., Portland, Me.; P. E. W. Carlson, Chas. H. Ditson & Co., New York; George H. Rewbridge, W. F. Frederick Piano Co., Pittsburgh; E. C. Gallo, Horton-Gallo-Creamer Co., New Haven; Chas. B. Mason, H. B. Merritt and Dan Creed, New York Talking Machine Co.; L. L. Spencer, Silas E. Pearsall Co., New York; Robert Steinert and Kenneth Reed, M. Steinert & Sons Co., Boston; H. W. and A. C. Weymann, H. A. Weymann & Son, Inc., Philadelphia; C. L. Price, Ormes, Inc., New York; T. W. Barn-

hill and H. Miller, Penn Phonograph Co., Inc., Philadelphia; G. T. and S. W. Williams, G. T. Williams Co., Inc., Brooklyn; W. C. Dierks and T. E. Evans, C. C. Mellor Co., Pittsburgh; W. A. Eisenbrandt, H. R. Eisenbrandt & Sons, Inc., Baltimore, Md.; I. Son Cohen and F. S. Harris, of Cohen & Hughes, Inc., Baltimore; Paul S. Felder, Philip Werlein, Ltd., New Orleans; O. A. Piesendel, Oliver Ditson Co., Boston; Charles Womeldorff and C. A. Ericson, Toledo Talking Machine Co., Toledo; John Fischer, Rogers & Fischer, Washington, D. C.; O. N. Neal, Buffalo Talking Machine Co., Buffalo; W. T. Haddon, Ohio Talking Machine Co., Cincinnati; Marquette Healy, Lyon & Healy, Chicago; Eugene Stern, Talking Machine Co., Philadelphia; George C. Honberger, Ehnira Arms Co., Elmira; R. H. Morris and Messrs. Morrison, Offerman and Heineman, American Talking Machine Co., Brooklyn; Abram Davega, Max Berlow and Joe Schwetz, Knickerbocker Talking Machine Co., New York; Fred P. Oliver and C. L. Johnston, Blackman Talking Machine Co., New York; C. R. Wagner, Musical Instrument Sales Co., New York; Ernest Urchs, Phillips & Crew, Atlanta; F. W. Schwoebel, Corley Co., Richmond, Va., and Gilbert H. Montague, counsel for the Association.

BUSINESS OPPORTUNITY IN SPAIN

WASHINGTON, D. C., April 7.—A mercantile house in Spain is in the market for talking machines, records and musical instruments, according to a request received by the Bureau of Foreign and Domestic Commerce here. Quotations should be given c. i. f. Spanish port and catalogs and price lists are requested. Payment will be made by cash against documents. References are offered. Further information can be secured by communicating with the Bureau or any of its district offices and mentioning opportunity No. 1158.

G. A. Pralle is in charge of the first of the chain of stores to be opened by the United Phonograph Stores, Inc., in the City Club Building on G street, Washington, D. C. Columbia Grafonolas and records are featured.

FELT and VELVET TURNTABLE COVERS
UKULELE PICKS
WASHERS
BUMPERS

"If it's Felt or made of Felt"

MONARCH FELT WORKS

39-45 YORK ST.,

BROOKLYN, N. Y.

SUPERIOR STEEL
BRILLIANTONE
REGISTERED TRADE MARK
NEEDLES

Here's the
needle that
plays a new
"Sales
Record".

BRILLIANTONE
STEEL NEEDLE CO. OF AMERICA, Inc.
Selling Agents for W. H. Bagshaw & Co.
Factory, Lowell, Mass.
347 FIFTH AVENUE, NEW YORK

LONG
QUALITY
HANOVER, PA., U.S.A.

For Spring Trade
**LONG
CONSOLES
WILL PRODUCE SALES**

There has been no let-up in the demand for our Consoles, and in fact the orders received for immediate delivery indicate that LONG CONSOLES are proving more popular than ever.

LONG CONSOLES are pioneers in the Console Cabinet field, and our thorough familiarity with the requirements of the talking machine dealer has enabled us to produce a line of CONSOLES that meet with ready sale.

You will find it distinctly profitable to carry a complete line of LONG Cabinets, including our standard line of record cabinets, as well as our Consoles.

Write for Complete Catalog

**The Geo. A. Long
Cabinet Company**
HANOVER, PA.



Style 600
Sheraton



Style 601
Colonial



Style 602
Louis XV



Style 603
Chippendale



Style 604
Hepplewhite



Robert Gordon's Page -



A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

Little Ideas That Will Make Big Sales

MOTION never fails to attract the eye. Here's an excellent way to take advantage of this fact. Get your local card writer to make a heavy cardboard hand about 15 x 24 inches, painted in the natural colors. The index finger should point direct to your door. In this card screw two small hooks of the type used to hang up tooth-brushes. On these hooks a sign is hung which can be changed as often as desired. Hang the hand near the front of your window with two black silk threads, one at the wrist and one at the index finger, suspending it from the ceiling. On the changeable card advertise "specials," such as new records, song hits from the show playing in your local theatre, used talking machine bargains, etc. Your salesman can give this large hand a push now and then, and it will keep in motion from six to seven minutes, like the pendulum of a clock. From the street it is hard to see how the hand is suspended and what caused it to move. The message on the card is a direct suggestion to the customer, and the finger pointing to your door urges immediate action.

THE talking machine manufacturers supply you with handsome record supplements every month, beautifully printed on good stock. Yet a great deal of their effect is lost if you use a rubber stamp to put your name on them. Stamping generally falls to the office boy's lot, and that young gentleman, in his careless way, puts it on crooked or upside down or with so little ink that it is entirely illegible. Get your local printer to put on your name and address in type. The cost is so small and the improvement in appearance so great that it is foolish economy to do it the rubber stamp way. Insert above your name two or three record hits from the bulletin. A dealer who tried this method found that the records he featured above his imprint sold in large numbers.

THERE is no reason why one cannot afford to devote a window display periodically to talking machine accessories. In fact, such a window display used now and then proves conclusively to the public that you are truly rendering service. The following idea can be employed: Make a shelf or low platform running the entire length of your window, about 18 inches from the floor and 15 inches deep. Cover this with white crepe paper, both on the front and on the top. Divide this every 12 inches with a strip of blue ribbon or narrow blue paper. These strips go over the top, as well as the front. This divides your shelf into sections. On top of the shelf, in the center of each section, place one accessory. In the first, put albums; in another, automatic stops; in another, a record light; in another, an electric winding device; in another, record repeater; in another, record cleaner, oil, polish and graphite; in another, a display of needles, etc., etc. Below each accessory, in the square on the front of your platform, place a card 9 inches x 12 inches with a red border. This card bears the name of the accessory shown on top of the platform, followed by a few words telling what it is, and ending with the price. Quote a bargain price on every item, a few cents under the regular price, and, in small type under the price, print "during this display." Above the long platform set a sign 15 inches high by 6 feet long which reads: "Bargains in Accessories for Your Talking Machine." Back of this display set several talking machines with the accessories attached. Streamers should lead from the accessories on the machine to the accessories on your platform.

A TALKING machine shop in New York State, which enjoys a phenomenal business in records, considers its success due chiefly to the self-service idea it uses in the record booths. The device is simply a slanting shelf fixed to the back of the record booth, just high enough to clear the machines. Each record has a separate space of its own on the shelf, which holds from six to eight records in a row, depending on the width of the booth. Construct your shelf as follows: Across the back of the booth fix a strip of wood on which the records rest. On the front of this nail a flange to keep the records from sliding off. Below this shelf place a V-shaped piece to brace the shelf against the wall. At the point where the top of the records rest against the wall fix another strip,

running the entire length of the booth. Between each record space, leading from this top strip down to the flange, an upright strip should be set slantwise. In back of these upright strips and halfway up fix a strip running the entire length of the shelf. When the record is put in place this last strip supports it. All of the wood that is exposed should be covered with felt, which looks well and protects the records. When planning your shelf figure how many 10 or 12-inch records your wall space will hold with $\frac{3}{4}$ -inch space between each record. Make more 10-inch spaces than 12-inch because of the greater sale in small-size records. Above each record space fix a card lettered with a selling talk, each card being devoted to one general class of records, so that it will do for any record of this class. Here are some suggestions:

- (For violin records:) "We have sold over a thousand copies of this violin record. Try it!"
- (For popular songs:) "It's easy to find out why this popular hit is popular! Do it now."
- (For dance records:) "Do you dance? Here's one they are all playing now."
- (For operatic records:) "A great artist—a great song—a great success! Try it!"
- (For quartets:) "There are thousands of quartet records, but this is one in a thousand."
- (For comic records:) "Frowns are plentiful, but laughs are scarce. That's why everybody is buying this comic hit."

THAT "air space" up under the ceiling of your store should earn something for you, instead of being a dead loss. Here's a way to put it to work: From stiff cardboard cut out a circle 24 inches in diameter. It should be bright in color—orange is good. Put a little wooden peg through the center, then place a record over the peg on either side of your orange circle flat against the card. Rubber bands, wrapped around the peg, will hold these records in place. Above the record, letter its title in black or dark blue. Below put the words, "Just hear it!" Letter the back in the same way. Now hang this orange and black "bull's eye" from the ceiling in the center of your store, about ten feet from the floor, where it will get a good light. Hang it with two black threads, instead of one, so that it will not twist sidewise. Everybody coming in will see your sign and record sales will show the result.

YOU probably handle half a dozen or more different kinds of talking machine needles—loud, medium and soft steel needles; also fibre needles, semi-permanent needles, etc. Here's a little wrinkle that will simplify your selling and make for quick service. It also makes it unnecessary to tear open packages to show the goods. Take a heavy card, about 8 inches wide by 6 inches deep. Across the top letter these words, inserting your name in the blank space:

THE _____ NEEDLE CHART

In a row across the center of the card fasten one sample of each of your needles, with its name and price. Then put these words across the bottom:

HELPS YOU COME QUICKLY TO THE "POINT"

Mount the card on a dark mat, so it won't show fingermarks when handled. When a customer can't explain the kind of needle she wants hand her the chart and she'll "come quickly to the point."

MONEY talks, and there is nothing like seeing the actual cash to impress people with the price of an article. Also, the sight of real money is always interesting. Therefore, if you are featuring terms put several favorite models in your window. On each machine is a card that reads: "You can buy this model for \$5 per week." To the card attach a new five-dollar bill. Follow the same plan for all machines in the window, changing the amount of money according to the terms on each model. Instead of the terms you can feature the amount of the first payments, if you prefer, or display your machines as complete outfits, grouping each machine with the records, albums, needles, accessories, which are included in your offer and covered by the terms mentioned. The total amount of money on display is not large, and each night you can put the signs away for safekeeping.

EDITOR'S NOTE—Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and will also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you—to be a forum for the discussion and exchange of ideas of interest.

The examples shown are by

- 1—BURLINGTON WILLOW WARE SHOPS
- 2—WEMYSS FURN. CO.
- 3—DAVIS-BIRELY TABLE CO.
- 4—YAWMAN & ERBE MFG. CO.
- 5—THE HODELL FURN. CO.

A few of the many who consider "Domes of Silence"
Standard Equipment for Furniture

DOMES of SILENCE

The Perfect Footwear for Furniture

Ideal for every piece of furniture except pianos. Last indefinitely because made of high grade hardened steel specially treated to give frictionless surface. These simple slides enhance the value of your furniture.

HENRY W. PEABODY & CO.
17 STATE STREET NEW YORK CITY

Specify **DOMES OF SILENCE**

A mark of BETTER Furniture regardless of its cost

F8

*What we say above about Furniture applies also
to Phonographs*

TAKES OVER FLORIDA T. M. CO.

French Nestor and Harry W. Nethken Take Over Victor Wholesale Business in Jacksonville, Fla., Which Will Be Operated Under the Name of the French Nestor Co.—Important Move

PITTSBURGH, PA., April 3.—French Nestor, for the past five years associated with the Standard Talking Machine Co., Victor wholesaler in this city, as vice-president and general manager and for several years before that connected with the W. F. Frederick Piano Co., in charge of that company's talking machine department, resigned on April 1 for the purpose of taking over the Florida Talking Machine Co., Victor wholesaler in Jacksonville, Fla., which will be oper-



French Nestor

ated in the future under the title, "The French Nestor Co.," with Mr. Nestor as president.

Associated with Mr. Nestor in the new company as vice-president and treasurer will be Harry W. Nethken, prominent business man of Pittsburgh and particularly active in the various departments of the coal business.

Mr. Nestor is well acquainted with the business situation in Florida from the fact that he has during the past few years made numerous trips to that section. Mr. Nethken has a Winter home at St. Petersburg, Fla., and is likewise well acquainted in that section.

Immediately upon severing connection with the Standard Co. Mr. Nestor went to Jacksonville, where he will make his permanent home. The headquarters of the company will be continued at the present address, 226 East Forsythe street, and plans are under consideration for remodeling the premises and making them strictly up to date in every particular.

NEWARK HOUSE ADDS REGAL LINE

NEWARK, N. J., April 6.—The Broad & Market Music Pub. Co., of this city, has just taken on the Regal line of records, which it will handle exclusively in the future. This concern is one of the busiest sheet music and talking machine record establishments in the city.



**No. 35217
BASKET**

Filled with Flowers; each, 75c; per dozen, \$7.50.

Write to-day for my SPRING CATALOGUE No. 35 of Artificial Flowers, Plants, Vines, etc. MAILED FREE FOR THE ASKING.

FRANK NETSCHERT

61 Barclay Street New York, N. Y.

FEW "TALKERS" IN FORT WAYNE

Canvass of Assessors Discloses the Fact That Lucrative Territory Is Open to Energetic Merchandisers Who Are Alive to the Situation

FORT WAYNE, IND., April 6.—The result of an investigation made by county assessors here recently disclosed the interesting fact that in 664 homes in this city canvassed by the assessors only 190 talking machines were found. This is considerably less than one-third. In the rural districts only thirty-nine talking machines were found in a canvass covering 556 homes.

This report is of special interest to talking machine dealers here and indications now point to a move on the part of the merchants to adopt more energetic selling methods in order to increase their sales in this territory.

SEALED PARCEL POST PACKAGES

Enclosure of Written Matter Makes Them Liable to First-class Mail Rates

WASHINGTON, D. C., April 8.—Amendment of the postal regulations recently so as to provide for the sealing of parcel post packages where the contents are indicated on the wrapper did not permit inclosure of instructions or other written communications which have not in the past been considered permissible additions to fourth-class or parcel post matter. Officials of the Post Office Department have received a number of reports indicating that persons and concerns mailing sealed packages have adopted the practice of inclosing written matter.

Such unauthorized inclosures, it is pointed out, properly subject the entire parcels to postage at the first-class rate, and postmasters at all offices have been instructed to maintain a careful watch for matter of this nature. When it is desired to accompany a package with a written communication it should be in the form of a letter in an envelope properly sealed and stamped, which may then be attached to the outside of the parcel.

ST. PATRICK'S DAY AIDS DEALERS

Window Displays and Advertising Featuring Irish Melodies Bring Profits to Merchants

Talking machine dealers throughout the country took advantage of St. Patrick's Day to push the melodies of "Old Erin" and as a result many of these records were sold. Window displays in which green was the predominating color and the shamrock was in evidence and advertising which featured Irish songs brought extra profits to many merchants. The plan of special advertising and window displays during holidays is always a profitable one. Decoration Day is the next holiday and an unrivaled opportunity is offered to dealers to feature patriotic records in window displays and suitable advertising.

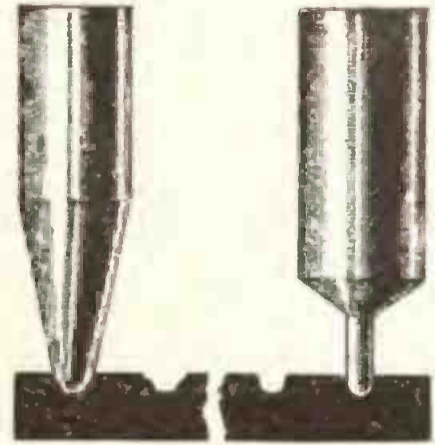
GIGLI VISITS BLOUT ESTABLISHMENT

Benjamino Gigli, Victor artist and tenor of the Metropolitan Opera Co., was a recent visitor to the establishment of Emanuel Blout, Victor dealer, at 2799 Broadway, New York, according to A. J. Levine, manager of the store. Mr. Gigli purchased a quantity of talking machine supplies which he will take with him on his annual visit to Europe in the near future.

ROOS HEIR ARRIVES

Nestor Roos, well known in the wholesale traveling field, is receiving the congratulations of his friends upon the arrival at his home last week of a baby boy. Mr. Roos is now the owner of a "millionaire's couple," as a baby girl has been an heiress to the Roos fortunes for several years past.

The talking machine department of Bry's Music Shop, Memphis, Tenn., has been greatly enlarged and a complete stock of Victor and Edison machines is on display.



The ordinary steel needle (left), being tapered, increases in diameter and wears the sides of the record grooves. The Sonora Semi-Permanent needle (right) has parallel sides, increases the record's life and plays many times without changing.

**Demonstrate
With**



Semi-Permanent

NEEDLES

No matter what phonograph you sell, Sonora Semi-Permanent Needles, used in demonstrating instruments and records, have a double advantage—they bring out the full beauty of the music and thus help sales—and they sell easily and rapidly themselves. These economical, long-lived needles also save your demonstration records because they do not score the grooves. (See comparison above.)

No dealer who prides himself on quality merchandise can neglect to stock Sonora Semi-Permanent Needles. Phonograph owners prefer them.

**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.



Need of Discarding Apathy for Hard Work

By J. H. TREGOE, Secretary-treasurer, National Association of Credit Men

I believe it is peculiarly our responsibility just now to work harder than ever. Nothing would be so hindering to our restoration and so out of tune with the needs of the business situation as to become apathetic and simply say that progress cannot be made because conditions are against it.

Many commercial fatalists at the present time are, I believe, slumbering in this delusion. We

the situation with the best of cheer and thus achieve the highest of results. He who waits for the revival of business will wait a long, long time. He who becomes apathetic is nothing more or less than a fatalist; and the fatalist eventually drifts into a dangerous slumber. The gospel of work should be constantly on our lips and should be expressed in our actions. Never was it so necessary for our people to be alert, to be scanning the horizon, to be thoughtful, to be just and to be at it eternally.

The power of human effort is immeasurable. The sluggishness of human apathy is immeasurable also. One is pitted against the other. We hope most fervently that throughout the entire nation there will soon be a springing to the colors and a determination to get the business of this country of ours once again into normal channels.

CALL FOR RECORD-CARRYING CASES

WASHINGTON, D. C., April 3.—The campaign on record-carrying cases conducted by Topham's, Ltd., is attracting much attention among talking machine dealers. A number of retailers have found these record-carrying cases possess great sales possibilities. Many report a decided demand on the part of the buying public for a carrying case of this character. Topham's, Ltd., is exceptionally well qualified to produce carrying cases, due to its many years' experience in the production of trunks and general leather goods. It is intended to energetically continue this campaign during the future.

VAN NUYS FIRM OPENS NEW STORE

VAN NUYS, CAL., April 1.—The Van Nuys Furniture & Undertaking Co. here has secured an attractive location on Sylvan street, in which the music department of the concern will be housed. Installation of record demonstration booths and record racks is under way. The department will be in charge of Miss Mary Johnstone, who is well known in this vicinity as a musician of unusual attainments.



© Underwood & Underwood
J. H. Tregoe

are prone to accept any excuse when we are in the grip of the state of mind which assumes that certain things cannot be done. In these days we must be up and at it everlastingly. We have some of the most serious economic problems of all world history to solve: they cannot be solved except in the most constant diligence and a sincere belief that it is within our powers to hasten the day of revival and to help to get things right.

The credit and sales departments of every enterprise should be in the closest alignment, should work out all kinds of plans for the acceleration of business and for joint activities that will meet

Phonographic Epigrammatics

By
HAYWARD CLEVELAND

"Brevity is the soul of wit," but it is also the life of business. Say it in the fewest words consistent with clarity and courtesy.

The orderly plan of the universe sets a high example for us in the conduct of our mundane affairs.

"All is lost save honor" might be changed to—Honor secure, nothing else really matters.

Never to be recalled: Life—yesterday—a dishonorable act—the spoken word, and particularly the written word, after you have mailed it!

He who harnesses time harnesses fortune.

Do not locate on the *wrong* side of the *right* street, for if you do you may pay a part of the other fellow's rent.

Mere volume does not mean prosperity; it may camouflage disaster.

The dullest trade hour should be the liveliest introspectively and constructively.

Answer letters promptly. You would not insult a man, would you, by replying to a verbal inquiry to-morrow or next week?

"Hitch your wagon to a star." That is, aspire! You will reach a higher level by so doing.

Yes and no. The two most powerful words in the English language. Anything added to either but detracts therefrom.

F. W. CLEMENT VISITS NEW YORK

F. W. Clement, manager of the Emerson Phonograph Co.'s branch in Chicago, was a visitor to New York recently, conferring with the executives regarding plans for his Spring campaign. Mr. Clement spoke optimistically of the general situation in Chicago territory, stating that the dealers were reporting a steady improvement in sales which he believed would continue throughout the year.

A first-class salesman must necessarily be an executive. He must meet and surmount difficulties constantly. This means he must do his own thinking. Which naturally leads to the conclusion that a salesman who does not use his head will eventually become a "has been."



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.



THE ORSENIGO PERIOD PHONOGRAPH



WE present on this page an opened and closed view of one of our moderately priced cabinets. Can be re-tailed at a figure that the average buyer will not protest in paying.

The floral decorations are in oil, painted by artists. The grill has a silk backing, daintily shirred, which hides the horn, which has so often been considered an eyesore.



The cabinet will harmonize with almost any furnishings and will undoubtedly enhance the appearance of any living room.

Can be had with spring and electric motors.

THE ORSENIGO COMPANY, Inc.

FACTORY

Skillman Avenue and Rawson Street
Long Island City, N. Y.

SHOWROOM

110-112 West 42nd Street
New York City, N. Y.

H. A. YERKES IS VICE-PRESIDENT

Elected to This Position With Columbia Graphophone Co. at Recent Meeting

At a recent meeting of the stockholders and directors of the Columbia Graphophone Co., held at the company's executive offices in New York, several changes were made in the executive personnel and directorate. One of the most important of these changes was the election of H. A. Yerkes as a vice-president of the company. Mr. Yerkes, who has been assistant general manager of the Columbia Graphophone Co. for a number of years, now becomes vice-president and assist-



H. A. Yerkes

ant general manager. He is one of the most popular members of the talking machine trade and has a host of friends who will be delighted to know of his well-deserved promotion.

F. J. Ames, who is secretary of the Columbia Graphophone Co., has been elected a member of the board of directors, and the complete directorate of the company is as follows: F. J. Ames, H. C. Cox, G. W. Hopkins, H. L. Willson and H. A. Yerkes.

The executive personnel of the Columbia Graphophone Co. is the following: H. L. Willson, president and general manager; H. A. Yerkes, vice-president and assistant general manager; H. C. Cox, vice-president and treasurer; G. W. Hopkins, vice-president and general sales manager; F. J. Eames, secretary; John J. Brauds, assistant secretary and assistant treasurer, and J. J. Munro, assistant treasurer.

Hard work isn't of much use unless it is directed in the proper channels.

RED SEA DISTRICT A GOOD MARKET

Talking Machines, Accordions and Mouth Organs Supplanting Indian Pipe and Drum in That Section—Room for American Instruments

WASHINGTON, D. C., April 8.—The Red Sea district, says Consul Cross at Aden, in a report to the United States Department of Commerce, presents a market for American musical instruments which is capable of extensive development.

The African natives in this region, says the Consul, have no music of their own except a rhythmic handclapping accompanied by chanting, and the Indian community, which composes 20 per cent of the population of Aden and spreads down the coast, has only Indian pipes and drums of a peculiar type. But they all like phonographs and mouth organs. Practically no instruments have been imported since before the war and the old ones are worn out. It is possible to obtain German mouth organs, which retail at Rs. 1-8-0 (Rs. 3.45 = \$1.00), and Indian harmoniums can be specially ordered from Bombay to sell at Rs. 120. A few old Australian phonographs, which get out of order very easily, sell at Rs. 65. Otherwise, Aden is devoid of music except of the most primitive type, and performers on harmoniums, accordions, mouth organs and phonographs are looking to America for supplies. Records will sell at an average of Rs. 3-8-0, or a little over a dollar. Sheet music will sell among the European residents.

The chief considerations as to instruments are cheapness, durability and ease of playing. At present only one firm is dealing in music, but several others have indicated to the Consul their desire to take on this business.

PAUL S. FELDER VISITS NEW YORK

Secretary and Treasurer of Philip Werlein, Ltd., New Orleans, Has Good News of New Orleans

Paul S. Felder, secretary and treasurer of Philip Werlein, Ltd., New Orleans, was a visitor to New York recently. He came on to attend the executive sessions of the National Association of Talking Machine Jobbers in New York City, as well as to attend to several other business matters of importance.

In chatting with The World Mr. Felder said that business in New Orleans has at no time suffered a severe depression; that 1921 was a good year for his company and that 1922 has every promise of being as good, if not better. He said the agricultural sections of the State of Louisiana have suffered somewhat, but that the general situation is improving.

PLANS FOR FOREIGN TRADE MEETING

Many Experts to Be Present at Annual Convention to Be Held in Philadelphia in May

The program is being rapidly completed for the Ninth National Foreign Trade Convention to be held in Philadelphia on May 10, 11 and 12, when, in addition to many experts in foreign trade representing the U. S. Government, there will be present some of the leading business men of the country, together with foreign traders from all parts of the globe. Secretary Hoover, of the Department of Commerce, is showing a particularly active interest in the forthcoming convention, in which the representatives of his department will play a prominent part.

HOLDS FORMAL OPENING

FAIRMONT, W. VA., April 4.—The Kelly Music Co. recently held the formal opening of its new store, where Columbia Grafonolas and records will be handled exclusively. A reception was held for three hours in the evening and it is estimated 5,000 people visited the store during this time. The store is ideally appointed, with eight attractive demonstration rooms and a handsome display floor which may be used as an auditorium seating 500 people. Mack's Orchestra entertained at the opening.

CHILIAN FIRM DESIRES AGENCY

WASHINGTON, D. C., April 10.—A mercantile firm in Chile wishes to secure an agency for the sale of talking machines, records, needles and accessories, pianos, player-pianos and sheet music, according to a request received by the Bureau of Foreign and Domestic Commerce here. Quotations should be given c. i. f. Chilean port and correspondence should be in Spanish. References are offered. Further information can be obtained by corresponding with the Bureau or any of its district offices by referring to opportunity number 1080.

SPECIALIZES IN DEALERS' REPAIRS

KANSAS CITY, Mo., April 1.—The National Talking Machine Repair Co., 603 East Twelfth street, this city, although in existence but a short time, has built up an attractive business in the repairing of all types of talking machines for retail talking machine dealers. The concern does not handle any work but that secured through retail dealers.

Snap judgments are sometimes necessary in business, but any important move should be well thought out before action is taken.



Louis XV Period Model

Celina Console Cabinets

There Are No Better Consoles
For Style, For Finish, For Price

Naturally you want the best consoles it is possible to buy. A great and growing number of the leading Phonograph manufacturers believe the best to be the

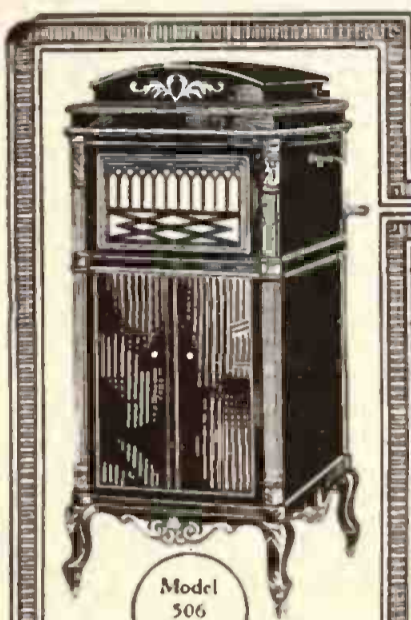
Celina Consoles

To-day Celina Cabinets are better than they have ever been before. By every reason of quality and economy you should use them for *your* Phonographs.

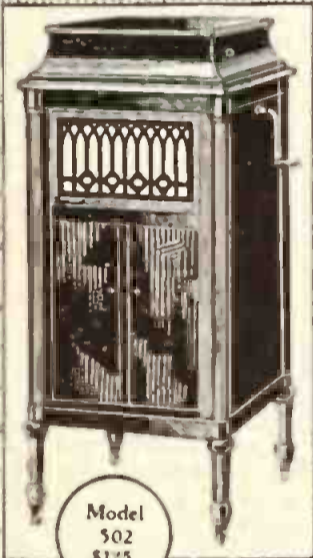
THE CELINA SPECIALTY CO.

at CELINA, OHIO

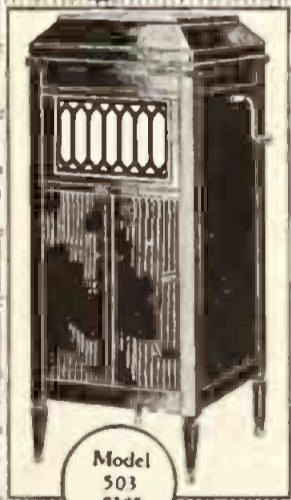
"Where Better Furniture Is Built."



Model 506 \$250



Model 502 \$145



Model 503 \$165



Model 509 \$225

STEGER

the finest reproducing Phonograph in the World

THE greatest achievement of a phonograph is to reproduce music as it was originally played—with all the sparkling vivacity of voice or instrument. And this is the attainment of the incomparable Steger which creates to perfection the illusion of reality. Every note that issues from the Steger is true to life, a faithful echo of the human voice or instrumental skill of the master.

Its many exclusive features, the wonderful Steger tone-arm, the scientifically-designed sound chamber of even-grained spruce and the get-at-able record file, have won universal recognition for the Steger as the finest of reproducing phonographs.

WIN SALES WITH THE STEGER

From the standpoint of sales the beautiful Steger offers great possibilities to the aggressive dealer. It is backed by an extensive and profitable merchandising plan that adds immeasurably to the value of Steger representation.

There is still desirable territory open. Write for the Steger proposition today!

Phonograph Division
STEGER & SONS
Piano Manufacturing Company
Established 1879

Steger Building, - - CHICAGO, ILL.
Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

"If it's a Steger—it's the most valuable Piano in the world."



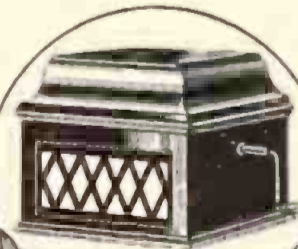
Model 505 \$200



Model 504 \$150



Model 501 \$100



Model 500 \$65



Model 510 \$250

BISHOP JOINS BLACKMAN FORCES

Former Manager of Loeser's Victor Department Added to Blackman Staff—Will Visit Talking Machine Trade in New York City

J. N. Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler, announced recently that W. H. Bishop, formerly manager of the Victor department of Fredk. Loeser & Co., Brooklyn, N. Y., has been appointed a member of the company's sales staff. Mr. Bishop, who has been identified with the Victor industry for a number of years, will visit the trade in New York City, working in co-operation with Walter Grew, of the Blackman sales force, who also covers New York City.

With the addition of Mr. Bishop to its staff, the Blackman Talking Machine Co. now has five well-trained men on its traveling sales force. C. L. Johnston, sales manager of the company, is also visiting the trade frequently, and Fred P. Oliver, vice-president and general manager of the Blackman Talking Machine Co., has been spending quite some time away from his desk in order to co-operate with the Blackman clientele in every possible way.

OPENS MANY NEW OKEH ACCOUNTS

Sales Manager of J. K. Polk Furniture Co. Closes Successful Trip—New Dealers

ATLANTA, GA., April 6.—D. C. Brockman, sales manager of the wholesale phonograph division of the J. K. Polk Furniture Co., of this city, distributor of Okeh records, returned recently from a two weeks' trip to some of the principal points in Southern Georgia and along the eastern coast of Florida. Mr. Brockman reports the opening of a number of new Okeh accounts, among which are the following: Burton & May Music Store, West Palm Beach, Fla., handling Okeh records exclusively; Burns Music Co., Daytona, Fla.; J. W. Miller Co., Augusta, Ga., and the Murphy Music Co., Savannah, Ga.

MADAME LASHANSKA AT DITSON'S

Popular Opera Soprano and Red Seal Artist Appears in Informal Recital at Chas. H. Ditson & Co. Auditorium for Benefit of Victor Dealers

Chas. H. Ditson & Co., New York, the well-known Victor wholesalers, gave the second of their series of informal recitals by prominent Victor artists for the benefit of Victor dealers on Friday afternoon, March 24, the star of the



Madame Hulda Lashanska

occasion being Madame Hulda Lashanska, popular soprano of the Metropolitan Opera Co., who recently joined the Victor staff of artists. Madame Lashanska's first records appeared in the February Victor record supplement and she sang one of the numbers, "Canzonetta," for the benefit of the Ditson audience, together with "Annie Laurie," to her own accompaniment, and several other lighter selections.

Although suffering from the after effects of a severe cold Madame Lashanska disclosed a voice of superb quality. She has an attractive per-

sonality and made a distinct hit with the big crowd of metropolitan Victor dealers who turned out to hear her sing, presenting many of them with her photograph duly autographed. The program was opened with a violin and harp duet by Miss Constance Carla and Miss Anna Welch, head of the Ditson harp department, and was greatly enjoyed.

P. E. W. Carlson, head of the wholesale Victor department of Chas. H. Ditson & Co., is making arrangements for a number of recitals by prominent Victor artists in the near future, in view of the wide interest that has been aroused in the recitals already given.

PATENTS A NEW INSTRUMENT

Levi J. Wing Invents Phonograph Operated by Power Plant of Player-piano

Levi J. Wing, of East Orange, N. J., has just been awarded a patent on a new type of talking machine to be operated in conjunction with the player-piano and by means of a motor, constructed on a vacuum principle, and which may be connected directly with the power plant of a foot-driven player-piano. Suitable means are provided for regulating the speed of the turntable of the talking machine. The new instrument is also provided with receptacles for holding both talking machine records and music rolls for player-pianos.

In the patent papers it is stated that means are provided for playing the talking machine and player-piano in synchrony, when desired, although it is also possible to operate both instruments independently.

WASHINGTON, D. C., INCORPORATION

A charter of incorporation has been granted to the Associated Talking Machine Co., of Washington, D. C., for the manufacture of talking machines there, with a capital of \$250,000. Incorporators of the new concern are W. L. Palmer, H. L. McLeod and F. S. Packard, Jr.



ST50
H37W40D23



ST53
H37W40D23

A New Model in the Natural Voice Line

To the models already manufactured to meet the needs of the trade we have added this new style.

The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of Cabinets Without Equipment.

Write for Prices

It will pay you to investigate our proposition.

Natural Voice Phonograph Co.
ONEIDA, NEW YORK



ST9
H50W23D24

The New Style No. 9 is a worthy addition to this complete line

INDIANAPOLIS

*Business Betterment Continues—Lyradion Scores—Stewart Co.'s
Cheery Report—New Lines for Collins—News of the Month*

INDIANAPOLIS, IND., April 9.—Talking machine dealers in this city express general satisfaction with the business transacted during the month of March. They believe that a steady and sure progress can be found in most lines and they attribute this to a slight lifting of the business depression. A large number of the retailers report the greatest volume of sales in the larger and higher-priced machines, which seem to move much more quickly than the medium-priced lines.

Sonora Period Models in Demand

"Business, on the whole, is fairly quiet in our department," says C. H. Becherer, manager of the Sonora department of Chas. Mayer & Co. "The boom which I have anticipated for this year has not arrived yet. However, the period models are selling better than ever and the people appear to be gradually educating themselves to an appreciation of this type of machine."

Advertising in Theatres

H. E. Whitman, of the Circle Talking Machine Co., says: "Business is slowly but steadily growing and quite an improvement is to be noted over the February business. The higher-priced and the portable types of machines have been our best sellers lately. We have opened a new medium of advertising through the Lyradion and Radio Concert Grand phonograph, which will play our Victor records the first of every month at the Colonial Theatre. The newest releases will be featured by this machine, which is able to reach the farthest corners of the big motion picture house."

Lyradion Concert Grand in Theatre

The Colonial Theatre is the first Indianapolis Theatre to install the big concert grand phonograph which is manufactured by the Lyradion Sales & Engineering Co., of Mishawaka, Ind. Arrangements have been made between the theatre management and various talking machine dealers to have new record releases placed on the theatre program periodically for musical numbers which supplement the regular musical features of the theatre. The audience is given an opportunity in this manner to become acquainted with the releases and to hear also selections which they may desire to have played. The first week of the innovation was advertised as Brunswick Music Week.

Public Buys Expensive Victrolas

According to Miss Minnie Springer, manager of the Victor department of the Taylor Carpet Co., business in March was good, particularly in the sale of dance records. "An increase in the sale of high-priced machines is evident," Miss Springer said. "We did an unusually good record business during weeks we featured Caruso and the 'Follies'."

Brunswick Shop to Install Radio

Walter J. Baker, manager of the Brunswick Shop, reports that business, on the whole, was better in March than during the corresponding month of last year. The Stratford model of machine is selling especially well. Mr. Baker is making arrangements to have a radio receiving set installed in the store in the near future.

Columbia Artists Boost Record Sales

W. G. Wilson, manager of the Widener Grafonola Shop, was responsible for an entertainment given by Van and Schenck, Columbia artists, at a luncheon of the Kiwanis Club at the time when the two artists were here in official capacity with the "Follies." As a result the Widener store had an exceptionally good "Follies" week. Mr. Wilson says that his best-selling machines at present are the higher-priced Granby models.

Reap Profits From Columbia Ads

An unusually fine example of the returns to be had from added sales effort is to be found in the success which has come to the Columbia Grafonola department of the Hook Drug Co., the managers of which are Frank Heuber and N. J. Drummond. This department consists of only

three booths, a salesman and two record clerks. It recently won the second prize in an advertising contest conducted by the Columbia Co. The prize was awarded on the basis of wording, spacing and general effectiveness created by the amount of advertising used. The department is doing a good regular business in records, the managers report, although the machines themselves are moving a bit slowly.

Baldwin Sales Picking Up

"Business is gradually improving so that some increase is to be noted over our sales during the early part of last year in spite of the fact that our store is suffering yet from the effects of the fire last November," said C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co. "The bad effect of the con-

fusion incident to the work of remodeling and redecorating the store has been so slight that we feel very optimistic over the future. Machine sales are good, particularly among the more costly models. Business of two years ago was with all classes of trade, but now it is confined largely to persons of means. This difference in the type of trade is reflected in the business of the record department, as the persons who buy the higher-priced machines in turn buy more costly records. As an example of the sort of business we are doing, I can say that one day last week we sold three Brunswick machines the total price of which amounted to \$1,190."

Ties Up Window With Movies

J. B. Ryde, of the Fuller-Ryde Music Co., says that his business has been fairly successful through co-operation with the Circle Theatre, a motion picture house, in special window displays. During the last week of March the window featured "Freckles" Barry in "School Days," and instruments dear to a boy's heart were displayed. During the previous week the store obtained marked results by decorating in honor of Boy

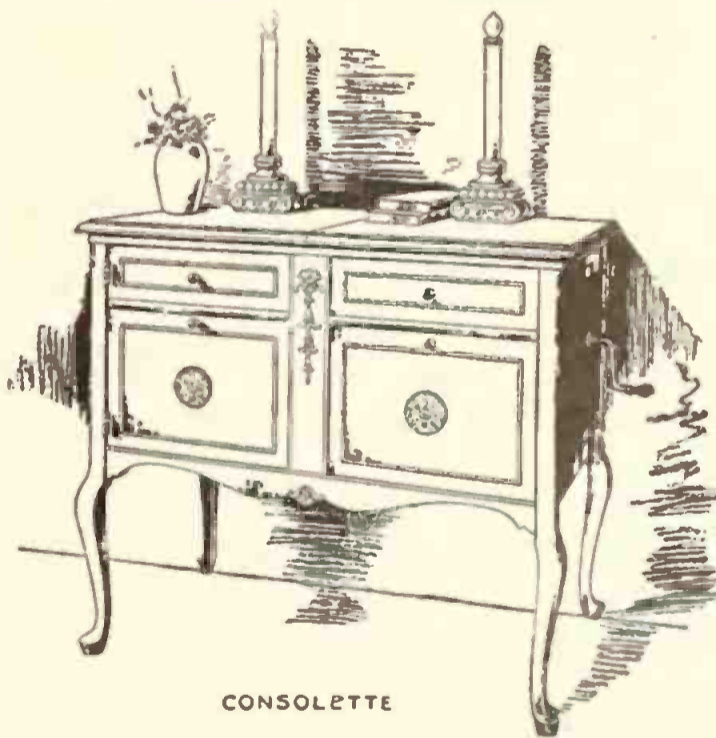
(Continued on page 68)

Here's the new cabinet with the flat top that enables you Victor dealers to sell a real Console model phonograph—it's the beautiful and practical

CONSOLETTTE

Built especially to hold the Victor VI

Top 36 in. x 21 in. — height 34½. A true-to-period, superbly constructed, *flat top* cabinet; designed, built, packed and shipped by one of the largest phonograph cabinet factories in the U. S.



CONSOLETTTE

The Console is the cabinet of today. It sells while the upright models outstay their welcome and eat up overhead. This new *flat top* Consolette is an actual, visible, unmistakable value, is a guaranteed product and is offered at a moderate price and a discount which allows you to make **100% profit on the complete outfit**. The Consolette will be sold only through selected dealers in restricted territory. Write for full information.

Manufacturers Phonograph Co., Inc.

95 Madison Ave., New York

GEO. W. LYLE, President

Geor - gia! Geor - gia! My home sweet home

GEORGIA

Irresistible Fox Trot - Full of Rhythm and Snap - It's a Hit

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

Proved Instantly Popular in Vaudeville
—A Great Favorite with Dancers.

HEAR IT NOW!

TRADE NEWS FROM INDIANAPOLIS

(Continued from page 67)

Scout Week and featuring drums, bugles and other instruments which are used by the Boy Scout troops.

Mr. Ryde is a believer in window display for music stores to the extent of changing at least once a week, and, on special occasions, two or three times a week. "Music dealers should be up to date and show an interest in current events if they would get the best results through interesting the public," Mr. Ryde says.

W. E. Hopkins Visits Edison

W. E. Hopkins, of the Edison Shop, reports that his March business was by far the best month's business of the year, with the record business showing an especially healthy increase. Mr. Hopkins spent the 16th and 17th of March with Thomas A. Edison, having, as he says, a very enjoyable visit with the famous inventor before the latter departed from his home for a trip to Florida.

Pathé Demand Improves

C. S. Dearborn, of the Mooney-Mueller-Ward Co., Pathé distributor, says: "Business has picked up for us and our sales in March were most encouraging. Machines are selling better; that is, the high-grade machines. The lower-priced machines are not selling at all, but there is an increase in record sales."

Starr Phonograph Demand Quickens

According to T. H. Bracken, manager of the Starr Piano Co., business in Starr phonographs during March was better than during March of last year. The increased business was noticeable especially in the more costly machines and in dance records.

Collins Co. Adds Jewel and Meteor Lines

Charles E. Collins, manager of the Collins Talking Machine Co., announces that he has discontinued the Emerson line and will concentrate hereafter on the Jewel and Meteor lines. Mr. Collins believes in "doing one thing well" and his company is making no effort at retail business, but is directing its attention to fully protecting

its retail agents. As a result of this policy, Mr. Collins says, the company has very few changes in its retail associates, whether in dull or prosperous seasons.

In connection with factory experts Mr. Collins is working out the unique feature of radio receiving equipment for his machines. "This," he says, "will be the greatest step forward in the development of phonographs since the invention of the phonograph itself. It will multiply a million times the pleasure and utility to be got out of the machine. Our dealers are awaiting with almost breathless interest the outcome of the laboratory trials. With the successful completion of the trials one no longer will be limited to the records he will buy, but he will have always available concerts, speeches, sermons, weather predictions and thousands of other events. A definite announcement will be made soon—in a very few days, we expect—because the radio attachments for reproductions have already been perfected."

Record Demand Exhausts Red Seal Supply

George Stewart, of the Stewart Talking Machine Co., Victor distributor, says that reports received from Victor dealers throughout Indiana indicate that their March record business was very brisk. "We have enjoyed the same experience," he said, "as our stock of several March records, especially the Red Seal, has been entirely exhausted. We have had numerous requests from other jobbers asking for shipments of March records, which indicates that the demand is general throughout the country."

A small shipment of the new Victrola No. 280, in red mahogany, was received by the Stewart Co. early in March. Within ten hours after the arrival of the machines they were sent to retail stores and immediate sales were reported. Additional orders for the machines were placed.

Dealers Support Music Memory Contest

The Music Memory Contest featured in the public schools of Indiana is meeting with enthusiastic support throughout the State. Newspapers are giving a large amount of space to publicity and talking machine dealers are taking full ad-

vantage of the opportunity to promote the sale of records adapted to the contest.

Regarding the contest, the house organ of the Stewart Talking Machine Co. says: "It is with a feeling of pride and not in a boastful or egotistical manner than we inform dealers that the State Music Memory Contest was 'put across' by Caroline Hobson, head of the Stewart educational department. Through the efforts of Miss Hobson, the State Board of Education and Indiana Federation of Music Clubs were approached on this proposition and they readily promised to give their fullest co-operation and assistance in making this a complete success. You, Victor dealers, are 'on the ground floor'—the State of Indiana is the first one in the Union to make it an annual State movement, so get busy, push the Music Memory Contest in your community and reap some of the harvest which is rightfully yours."

"Made to Order" Re-Creations Popular

As to Edison business in Indiana, H. G. Anderson, general sales manager of the Kipp Phonograph Co., reports: "Our March business showed a very pleasing increase over February. This we believe is due not only to the reduction in the Edison prices on Re-Creations, but also to the general improvement in business conditions throughout the territory. A new venture of the Edison laboratories in the making of 'Made-to-Order' Re-Creations has proven a decided hit and this is helping considerably to increase the business of all dealers."

The Laona Talking Machine Co., of Evansville, has issued \$50,000 of preferred stock.

PREPARING BIOGRAPHY OF CARUSO

Pierre V. R. Key, Editor of the Musical Digest, Writing History of Deceased Tenor

Admirers of the late Enrico Caruso, world-famous tenor and Victor artist, are to have available an authorized biography which is now being written by Pierre V. R. Key, editor of the Musical Digest, who was for many years music critic for the New York World. Bruno Zirato, who was secretary to the singer, is collaborator in the biography, which will be published by Little, Brown & Co., of Boston.

ASSETS EXCEED LIABILITIES

ALLIANCE, O., April 4.—Assets of the Drake & Moninger Co., large dealers in Victor talking machines and records, last week declared bankrupts, will exceed the liabilities by \$23,982.34, according to a report of the receiver filed this week in the Common Pleas Court at Canton. The receiver was appointed last week on petition of the principal stockholders, who ask that the company be dissolved. The store expects to weather the situation, officials remarked, and this week an effort will be made to reorganize the business.

The talking machine establishment of Joseph Cohan, 719 North street, Springfield, Mass., was slightly damaged in a recent fire.



Do NOT Delay Ordering the Lea Phonograph and Talking Machine TRUCK,

if you expect to reduce your overhead, as we may not be able to ship promptly later in the season. With this truck one man is able to demonstrate the largest machines in the home, the best place ever to clinch a sale.

We have a circular for you. Ask for it.

Also

Piano Trucks, Hoists, Covers and Straps

Made only by

Self Lifting Piano Truck Co.
FINDLAY, OHIO

The Trade in **BOSTON** *and* **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., April 8.—March was not a very good month in the talking machine world of New England largely because of labor troubles, which have disturbed such centers, first, as Pawtucket and Providence, and latterly Lawrence and other places. Some concerns have not been materially affected by these untoward conditions, but they are few. For the most part, there has been stagnation, which is not surprising with so many people idle. On the other hand, in localities where business in general has been reasonably good the talking machine trade has shown some advance over March of last year. The business in machines has scarcely kept pace with that in records, all things being equal, for many houses reporting a fairly good call for records have been selling comparatively few machines. There is a general feeling that April is going to make a much better showing; in fact, that May, too, is going to come to the fore with an encouraging total.

Agent That Proposed Luncheon

Sorry there is nothing definite to report on the proposed luncheon of the New England Music Trade Association. President Frank S. Horning, of the Boylston street store bearing his name, has been working hard, in conjunction with Secretary Merrill, to create enough interest so that the trade can get together for a noontime meal, with some good speaker, presumably at the Engineers' Club. It is certainly to be hoped that the executive committee can soon announce some date for this month.

After Chamber of Commerce Members

At a luncheon given a few days ago by President Everett Morss, of the Boston Chamber of Commerce, to a body of Boston merchants at the Copley-Plaza Ernest A. Cressey, of the C. C. Harvey Co., which carries the Victor, Edison and Brunswick, was appointed one of the members of the membership committee of the Associated Bureaus of the Boston Chamber of Commerce. Mr. Cressey made a special appeal to the music trade in a letter which has just been sent out. This statement is made:

"Through the very large work being accomplished by the Chamber it has evidently been necessary for them to solicit not only moral, but financial, help in carrying on the tremendous work which they are accomplishing, and also new work to follow for the betterment of our vicinity. The directors are now going ahead with the new

building project, which you are, no doubt, familiar with, and pushing forward every effort to not only hold the business of Boston and New England from getting away, but to develop still further all business now in progress. It is, no doubt, a most worthy work and cannot but enhance the business possibilities of every concern coming within its scope. May I ask you to consider this project seriously, as you may expect to receive a personal call relative to your decision as to the amount you will subscribe."

C. F. Von Euw, Jr., Engaged

The many Boston friends of Charles F. Von Euw, Jr., of the Steinert staff, are congratulating him on his engagement; his fortunate fiancée being Miss Helen F. O'Connor, of Roxbury, where Mr. Von Euw also resides. Mr. Von Euw is in charge of the record stock room of the Steinert house, and he is widely known to the trade that is supplied by this large company. The marriage of the young couple will not take place before the early Fall.

Henderson Co. Opening New Store

The Henderson talking machine department in the Gilchrist Co.'s store, at the corner of Washington and Winter streets, has been given up. The Henderson Co. in the meantime is opening another store on Federal street close to Dewey square, an excellent business center.

E. F. Carson Pushing Granby Line

Edward F. Carson, whose series of articles in *The World* is attracting much deserved attention, is pleasantly located at 21 West street, from which headquarters he is pushing the Granby proposition into much new territory. Mr. Carson possesses all the qualifications for leadership in the industrial world and he is destined to win for the Granby much deserved popularity.

Making Fine Display of Brunswick

Harry Spencer is now pleasantly established in his new quarters in the Vose Building, as it was recently announced he was to be, and for display purposes he has on exhibition as many as fifteen types of Brunswick machines, four of which are of the console type. Since opening Mr. Spencer has received a great many visits from prospective dealers who can study the various types of Brunswicks under the most pleasant conditions. These headquarters have been found extremely convenient for Brunswick dealers who do not carry the full line of styles themselves.

Robert C. Harlow, who manages the John E.

EASTERN SERVICE

"NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS"



Our constant aim—the growth and development of Victor Dealers in New England.

Eastern Talking Machine Co.

85 Essex Street
BOSTON MASS.

Jordan Co., opposite the Post Office in Plymouth, and who carries the Brunswick line, was a Boston caller a few days ago. His establishment in that historic town is ninety-six years old. He says the Brunswick is fast gaining in favor down along the South Shore.

Fred E. Mann Making Extensive Trip

Manager Fred E. Mann at this writing is in the New England field making a thorough canvass of the Columbia agencies. He is making the trip by automobile and he plans to be away several weeks, which means that for the present he will be at the Boston office very little. Mr. Mann began his trip in the southern Massachusetts territory and from there he was to work up into

(Continued on page 70)

Eighty-seven Years of Experience

1835

in the merchandising of music and musical products is back of
DITSON SERVICE.

1922

This experience enables us to anticipate and meet the problems of the retailer to the fullest degree and offer much beyond the simple delivery of goods.

OLIVER
DITSON
COMPANY
BOSTON

VICTOR EXCLUSIVELY

CHARLES H.
DITSON
& CO.
NEW YORK

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 69)

Vermont and New Hampshire. At the local headquarters of the Columbia one learns that the record movement has been very satisfactory, the cut-out plan having done a lot toward popularizing the catalog.

Political Honor for Col. Kincaide

Friends of Colonel Henry L. Kincaide, of the Quincy talking machine establishment bearing his name, are urging him to become a candidate for the Republican nomination to the State Senate from the Norfolk-Plymouth district. Colonel Kincaide, who is widely known in military circles, was three times a candidate for Congress, twice on the Progressive ticket and once on the Republican.

R. O. Ainslie Returns From Trip

R. O. Ainslie, of the Hallet & Davis Co., returned to-day from an extended trip through the West and South, which took him into many large cities. Going west he was accompanied by his wife and child, whom he left at Lexington, Ky., which is Mrs. Ainslie's home city, and there she remained, visiting her family. Mr. Ainslie got as far South as New Orleans and while away he was able to interest many dealers in the new Hallet & Davis talking machine, details of which may be found in another part of this issue of The World.

Sonora Lafayette Model Admired

The Lafayette model of Sonora, which has been eagerly awaited by Manager Joe Burke, of the Musical Supply & Equipment Co., has reached Boston and he is exhibiting the model to everyone who drops in. The model is a very handsome one and the Jordan Marsh Co., which carries the Sonora line, has ordered a large consignment of this type. Mr. Burke says business, which was rather quiet early in the month, picked up very appreciably toward the end of March.

J. O. Morris, president of the Musical Supply & Equipment Co., was over in town a short time ago and held a business conference with Joe Burke, the local manager; T. E. Burke and R. V.



STEINERT SERVICE SERVES

Our Unswerving Policy

for

1922

To Protect—to Develop—to Serve
To the Limit of Our Ability

The Victor Retailers of New England
Already Established

Our Entire Stocks and Personnel At Your Disposal

84% of Domestic Records in the Victor Catalog now in our stock

M. STEINERT & SONS

New England Victor Wholesalers

35 Arch Street

BOSTON

AT YOUR COMMAND
ANYWHERE IN NEW ENGLAND



Keyes, of the company's local staff. Details of business pertaining to Manager Burke's enlarged territory were gone into very thoroughly.

Many Concerns Take on the Outing

The E. B. Shiddell Co., Inc., which is now located at 221 Columbus avenue, is meeting with great success in handling the Outing product,

which is a portable machine finding wide favor.

Lately Mr. Shiddell has been able to interest a number of outside houses in the Outing and the machine is now carried by some large concerns in Springfield, Worcester, Fall River, Lawrence, Mass.; Portland, Biddeford and Lewiston, Me.; Portsmouth, N. H., and Hartford, Conn. Wide-

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAPHS AND RECORDS

The Phonograph Found Where Good Taste
Predominates

The satisfaction derived from handling Brunswick Phonographs and Records is twofold.

For it not only means offering your trade a line of admitted leadership, but one which also proves most profitable to you.

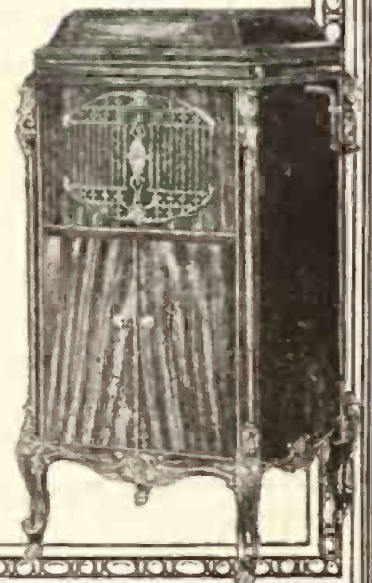
Fewer Brunswick dealers mean less competition in handling the business created by Brunswick unsurpassed national advertising.

KRAFT - BATES AND SPENCER, Inc.
1265 Boylston Street Boston, Mass.

Steel Needles

NEW ENGLAND DISTRIBUTORS
Albums Record Brushes

Khaki Covers



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 70)

ner's, Inc., at 23 West street, has lately taken on this machine and is disposing of a great many of them. Manager Shiddell lately was over at the factory of the Outing Co. at Mt. Kisco, N. Y., spending several days there.

New Vocation Agents in Boston

R. M. Kempton, manager of the Vocation department of the Aeolian Co. at New York, was over in Boston the middle of March conferring with Manager Wheatley. The latter has been able to interest the Winter street house of F. Vorenburg & Co. in the Vocation proposition, with the result that this will be one of the important downtown distributing points for this machine. Another downtown house to take on the Vocation is the Richardson Drug Co., 645 Atlantic avenue.

New Strand Representatives in New England

The Strand bids fair to be widely represented throughout New England before very long and with Arthur W. Chamberlain now associated with Arthur C. Erisman in the wholesale distribution of this new popular-priced instrument there is a combination of intelligence, enthusiasm and activity that is sure to make a big name for the Strand. New accounts which have lately been opened up by Mr. Chamberlain, who devotes his time to traveling about the field, are: The Biddle Piano Co., at Keene, N. H.; B. S. Canner Furniture Co., East Boston; A. McArthur & Co., Boston; Symphony Talking Machine Co., Boston; J. E. Heidner & Son, Holyoke, and Enfield Pharmacy, Enfield, N. H.

Good Reports From Steinert Territory

Manager Kenneth Reed is enthusiastic over the fact that in the Victor territory served by the Steinert Co. there has been a 20 per cent increase in business for the month of March over the same period of a year ago. This increase, Mr. Reed says, is in spite of the fact that in those places where there have been labor troubles naturally the business has been below normal. This popular Victor man has the sympathy of his friends in the accident that befell his wife lately, when she fell and injured herself so that she was confined to her room for a couple of weeks.

Charles Shaw With Widener's

Charles Shaw, lately with the Granby Phonograph Co.'s wholesale department, having for his territory the New England States east of the Connecticut River, is now manager for Widener's, Inc., at 23 West street, succeeding Otto Zerahn. Widener's carries the Columbia and Granby lines of merchandise.

'Twas a Success and They Know It

It looks from this distance as though the executive meeting of the Victor jobbers over in New York was a great success and for verification of this statement one has but to ask Bob Steinert or George A. Dodge or Ken Reed or Otto Piesendell, for with these the three Boston jobbing houses of Steinert, Eastern and Oliver Ditson Co. were well represented.

Some Recent Visitors

Fred Gardner, head of the Gardner Temple of Music of Lawrence, was a welcome caller on the Boston trade the latter part of last month.

Harry Russell, manager for the Outlet Co., of Providence, R. I., spent a day or two in Boston lately and the Victor distributors in particular were glad to give him a handshake.

Doing Well With Khaki Covers

The manufacture of the khaki covers which the Lansing Sales Co. made such a success of is

now being conducted at 2 Hudson street by the Henry Smith Co. It will be recalled that Mr. Smith formerly was with the Lansing Co. and became so well acquainted with the details of this branch of the business that when

the Lansing Co. branched out into wider fields he took this manufacture of the covers over on his own account and he is deserving of the marked success with which he is meeting in his present enterprise.

HALLET & DAVIS CO. NOW MAKING TALKING MACHINES

Well-known Boston Piano Manufacturers Announce the Hallet & Davis Phonograph—Machines Are Made in Three Models, English, Colonial and Period—Will Play All Records

BOSTON, MASS., April 4.—After long and careful experiments carried on along highly scientific lines the Hallet & Davis Co., of Boston, is now able to make an announcement to the trade which is of the greatest importance, and concerns a product which is sure to find widespread favor, namely, a new talking machine which takes the honored name of this famous house. Into these machines has been carried all the conscientious workmanship that has made the pianos of this house widely and favorably known, and when these models are given close scrutiny they will be found to be everything that is claimed for them. It is further claimed for them that they are destined to play an important part in raising the general tone of the talking machine and certainly from the artistic standpoint it will be agreed that these Hallet & Davis models are hard to beat. Three things that, of course, were kept closely in mind in getting ready to present these models to the public were artistic cases, the most approved mechanical construction, and tone, which perhaps is the most important of all.

The cabinets are constructed of the finest selected woods, with a high piano finish. In the English and Colonial models the charm of simplicity is shown to splendid advantage, while for those desiring a more elaborate case there are the graceful and exquisite Louis styles.

The reproducer, tone arm and sound amplifier are specially constructed on highest approved scientific laws for carrying sound waves. The motor designed by leading engineers in the in-

dustry is strong, durable and silent. Every part of it is mechanically perfect to the thousandth part of an inch. Since there are many different makes of records, a universal tone arm and reproducer are used for playing all kinds of records without attachments, thereby giving access to all the great record libraries of the world. For further convenience each style is equipped with an automatic stop so simple it can be operated by a child.

Model H is of Louis XV style in English brown mahogany and figured American walnut; height, 43 inches; width, 20 inches; depth, 22 inches; equipped with universal reproducer for playing all records, twelve-inch turntable, automatic stop, tone modifier, trimmings nickel plated. \$115.

Model J, Queen Anne, is in English brown mahogany and figured American walnut; height, 34¼ inches; width, 36 inches; depth, 21¼ inches; equipped with universal reproducer for playing all records, twelve-inch turntable, automatic stop, tone amplifier, trimmings nickel plated. \$135.

Model L, Colonial, is made in English brown mahogany and figured American walnut; height, 34¼ inches; width, 38¼ inches; depth, 22¼ inches; equipped with universal reproducer for playing all records, twelve-inch turntable, automatic stop, tone amplifier, trimmings nickel plated. \$185.

Model M, of Louis XVI type, is in English brown mahogany and figured American walnut;

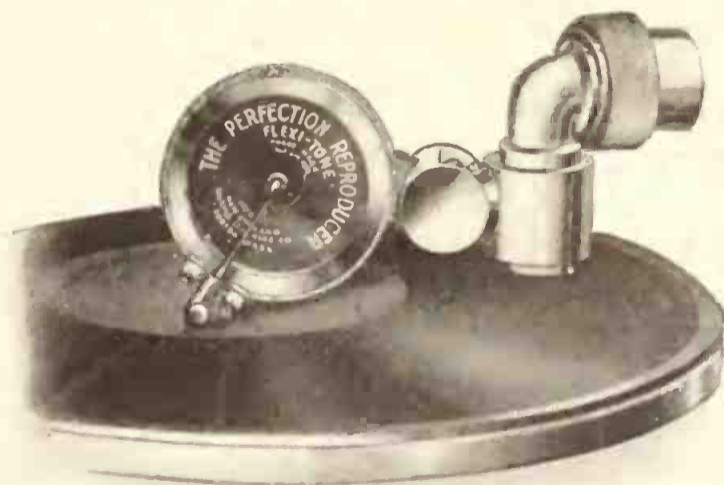
(Continued on page 72)

The "Perfection" Ball-Bearing Tone Arms

and

The "Perfection" Reproducers

For the New Edison



Excel in Clarity and Sweetness of Tone. Best quality of material and workmanship. Descriptive catalog, terms and discounts sent on request.

Manufactured by

NEW ENGLAND TALKING MACHINE CO.

16-18 Beach Street

Boston, Mass.

Factory Representative

L. A. SCHWARZ, Inc., 1265 Broadway, New York City

COMBINATION

For 1922 that cannot be beaten.
Same "LONG QUALITY" CABINETS,
Same "PEERLESS" ALBUMS,
Same "GOOD SERVICE",
Same New England Representative,
with "the smile that won't come off."

L. W. HOUGH

20 SUDBURY STREET BOSTON, MASS.

THE TRADE IN BOSTON AND NEW ENGLAND—Continued from page 71)

height, 34 inches; width, 39 $\frac{3}{4}$ inches; depth, 21 $\frac{3}{4}$ inches; equipped with universal reproducer for playing all records, twelve-inch turntable, with royal purple plush covering, automatic stop, tone modifier, trimmings gold plated, five albums for filing records. \$250.

In no case have the details been considered too small to carry out to perfection. The reputation for producing nothing but the best in the renowned Hallet & Davis pianos (which, during over three-quarters of a century, have been awarded 139 gold medals throughout the world) has been zealously guarded in the production of the Hallet & Davis phonograph.

An underpaid employe does not give the best returns. Profits accrue in proportion to the effectiveness of the sales staff and the other units of the business organization. If there is no enthusiasm there are no effective results and there will be no enthusiasm where an employer refuses to recognize the worth of his help by adequate compensation.

LANSING KHAKI COVERS

The Pioneer Moving Cover



High
Grade

Government
Khaki

Dealer's Prices NOW:

\$6.⁰⁰

medium
size
43"x20"x23 $\frac{1}{2}$ "

\$6.⁵⁰

large size
49"x23"x24 $\frac{3}{4}$ "

\$7.³⁵

extra large
52"x22 $\frac{1}{2}$ "x23 $\frac{1}{2}$ "

Fitzall Leather or No. 3x Strap
\$2.50

Piano Moving Covers \$18.00

SLIP AND RUBBER COVERS
FOR PHONOGRAPHS AND PIANOS

DISTRIBUTORS

Lansing
SALES CO.

170 Harrison Avenue
BOSTON, 11, MASS.

DEMONSTRATING THE GRADUOLA

Unique Electric Device Invented by E. M. Wheatley for Window Display Purposes

BOSTON, MASS., April 3.—E. M. Wheatley, manager of the Vocalion Co., of Boston, is the inventor of a unique electric device which is on exhibition in the window of the Vocalion headquarters at 190 Boylston street, and which is attracting much deserved attention. By this device



Window Display That Attracted

adequate demonstration is given the complete operation of the Graduola, which is the Vocalion's exclusive feature for controlling tone.

Encased in a small cabinet which is mounted on a stand beside a Vocalion are a pair of small wax hands which electrically operate the Graduola in a very human manner. Just above the hands is a dial with a pointer which moves back and forth simultaneously with the movement of the hands, showing clearly how the volume of tone can be controlled. The entire device with its accompanying Vocalion is exhibited within handsome yellow curtains and the very setting itself invites the passer-by to stop. Once he has stopped he finds something worth while to carefully study. Mr. Wheatley is to be congratulated on his ingenuity.

STEINERT CO. IN ATHOL, MASS.

Paige Establishment Taken Over, Renovated and Formally Opened by Manager Goddard

ATHOL, MASS., April 3.—Saturday, March 25, was a big day in this town, for it marked the opening of what is practically a new talking machine shop, namely, the M. Steinert & Sons Co., which establishment lately was known as C. F. Paige & Co., which the Steinerts bought out. Manager Goddard, who is well acquainted with the Victor line of merchandise, had his hands full on the opening day entertaining the throng of visitors. Each woman was made happy through receiving flowers and a pocket mirror, and it is of double interest that the first day was productive of a number of sales of more or less expensive Victor outfits.

The interior of the shop has been much improved by a series of booths installed by the Unit Construction Co., and with the interior redecorated and refurbished the shop will make a pleasant rendezvous for the musical people of the town, who will be sure to appreciate such an up-to-date store in their midst.

W. H. AVERY OPENS BRANCH STORE

CONCORD, N. H., April 1.—William H. Avery, one of the most progressive talking machine dealers in this State, has purchased a building in Laconia in which he has opened a branch store. Mr. Avery's business in the local store has increased with such rapidity that he has been compelled to install a larger record rack. Approximately 8,000 records are kept in stock at all times.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

NEW CAROLA READY FOR TRADE

Machine Introduced Six Years Ago Makes Re-appearance—Has Been Developed Along Interesting Lines—N. I. Schwartz General Manager

CLEVELAND, O., April 3.—The Carola Co., of this city, will shortly return as a factor in the Middle West talking machine industry. The Carola Co. first appeared in the trade in 1916, when it placed a small metal machine upon the market and did some sensational advertising.

Recently the company was reorganized under the direction of N. I. Schwartz, who is treasurer of the Carola Co. of to-day, and the machine once more makes its appearance in talking machine circles. The new Carola is now in production and is rapidly being placed in the dealers' hands in all parts of the country. The machine stands 22 inches high when closed and 31 inches high when open. It is 11 $\frac{1}{2}$ inches in width and 13 inches deep. The new Carola is finished in mahogany only and is furnished with or without albums, which hold some thirty-six records.

The officers of the company are: H. Geltman, president; A. E. Riester, vice-president; N. I. Schwartz, treasurer and general manager, and W. A. Stinchcomb, secretary.

VOCALION ARTISTS TO APPEAR

John Charles Thomas, Marie Sundelius and Yerkes Orchestra to Be Present at Annual Banquet of Talking Machine Men, Inc.

E. G. Brown, secretary of The Talking Machine Men, Inc., announces that in addition to the artists already scheduled to appear at the annual banquet and entertainment of that organization on April 20 the Aeolian Co. has arranged for the appearance of John Charles Thomas, popular baritone, Marie Sundelius, grand opera soprano, and the Yerkes S.S. Flotilla Orchestra, all notable Vocalion record artists, at the Pennsylvania during the course of the evening.

Morris Grossman, formerly connected with Szilagyi & Co., 1580 First avenue, New York, Columbia and Sonora dealer, sailed recently for Europe. He plans to engage in the import and export business in Bratislava, Czecho-Slovakia.

Words hastily spoken are often regretted. Complete control of temper is an essential of successful salesmanship.

"BLACK DIAMOND"

GRAPHITE
Spring Lubricant

The Lubricant
Supreme



Guaranteed not to dry up or become sticky or rancid; retains its smooth, silky touch indefinitely. Prepared in just the right consistency in 2 sizes, collapsible tubes; $\frac{1}{4}$, 1, 5, 10, 25, 50 lb. cans.

Manufactured only by

HARTZELL CRUCIBLE CO.

North Side, Pittsburgh, Pa.

Factory Representative

LOUIS A. SCHWARZ, INC.

1265 Broadway, New York City

S. F. LARRIMORE

5836 Easton Ave., St. Louis, Mo.

FOR SALE BY ALL LEADING JOBBERS



BIG MONEY *in* Phonograph Selling *for the Dealer*

If you are not getting it you either have the wrong machine or the wrong financial plan. In other words, you have not tried the



Style C



Style D

More than a million homes in America have had an instrument from

KIMBALL

KIMBALL

PROPOSITION

WHICH MEANS **The Finest Merchandise Made**

AND THE MOST LIBERAL AND CO-OPERATIVE

Plan of Financing Sales

IN THE BUSINESS WORLD

PLAIN, HARD MONEY FACTS

One dealer in a city of 50,000 actually sold and paid for more than

SIX HUNDRED KIMBALL PHONOGRAPHS

In the last six months. Another dealer in a city of 60,000 has sold and paid for one thousand

KIMBALL PHONOGRAPHS

during the ten months just passed. (These are not jobbers.)

Are You Willing to Make Money?

There are many others who are making more real money today on the

KIMBALL LINE

than they have at any time in their history. Glad to give you their address if you want to be convinced.



Style J
With Albums



Style G
With Albums

during the past 60 years of successful manufacturing experience of this great house.

The same knowledge and experience which have made the *Kimball Pianos* and *Pipe Organs* celebrated the world over for

Tone, Quality and Durability

and the same

Unquestioned Financial Resources

are back of the

KIMBALL PHONOGRAPH

You Will Be Astonished at the Liberal Discounts to Dealers

The safe and constructive plan of financing and the profits you can make on this

SUPERB and EASY-SELLING PRODUCT

Kimball Dealers are going to get the money in 1922, because *we are going to help them get it*. Perhaps your territory is still open. If so, every day you delay writing for our

Special 60 Day Offer

is your loss

Come on join the

PROSPERITY CLUB

W. W. KIMBALL CO.

Kimball Building

Wabash and Jackson

Chicago, U. S. A.



Style M

Equipped with Albums

35 in. High
39 in. Wide
23½ in. Deep



Style R

Equipped with Albums

37 in. High
40½ in. Wide
23½ in. Deep

CLEVELAND

Broadcasting Records by Radio—Edison Dealers Convene—May Co.'s Entertaining Stunt—Talented Columbians—News of Month

CLEVELAND, O., April 8.—Linking of the talking machine trade and radio activities here is recognized with the turn of this month. Though in its present form radio has been in progress in this district only since the beginning of the year, that it is a fixture is admitted by leaders in the talking machine industry. T. W. Wade, of the Vocalion Co. of Ohio, for one, points out that the tremendous hit made by certain records has been inspired by the music broadcasted from the Cleveland station.

This station is operated by the Cox Laboratories. Warren R. Cox, head of the enterprise, having recently returned to Cleveland with Government sanction. The station WHK uses a 260-meter wave length and serves a radius of 200 miles. Victor machines and records supplied by the Buescher Co. are used, as well as talent from local theatres.

Standard machines for this purpose, and records as well, points out E. H. Poad, head of the Cleveland Radio Association, serve the purpose best, because they have less surface noises.

New Cheney Agencies

New outlets for Cheney products have been created by the Cheney Phonograph Sales Co., the latest being the Boggs & Buhl Co. and the National Phonograph Co., at Pittsburgh. The significant development of the last few weeks, in the opinion of T. R. Buhl, secretary-treasurer, is the steady improvement in demand for the higher-priced and console models.

J. L. DuBreuil Recovers

J. L. DuBreuil, district manager of the Brunswick Co., is back on the job after a brief illness, voicing his now well-known phrase about being "full of pep and never better," which, of course, inspires the energetic E. F. Hughes, service manager; Miss Florence Turner, secretarial expert, et al., to still greater achievement. Mr. DuBreuil was spending the early part of April in a tour of the territory, notably in the vicinity of Buffalo.

Market Music Co. in New Home

The Market Music Co. is now completely installed in its new quarters. Every week during the past month parties of a get-together nature have been held. J. H. Schulhoff, manager, is enthusiastic about the new location and says

that record sales have been doubled since the new store was occupied.

Columbia Home Talent Entertains

The latest get-together party of the members of the Cleveland Columbia Graphophone Co. staff brought forth the Columbian Jazz Orchestra, operated by Geo. E. Krauslick, service department manager at the branch. There was plenty of home talent to sing and dance to the strains of said band, notably the work of Miss Frances E. Miller, secretary to Branch Manager S. S.



Columbia Branch Has Jazz Orchestra

Larmon. Be that as it may, it looks as though the band were going to be a permanent addition to the good family spirit at the branch.

Convention of Edison Dealers

One of the most important events in local phonograph circles during the past month was the convention of Edison dealers of Ohio held by the Phonograph Co. Over 100 dealers from all parts of the State were present and a sure-fire entertainment was staged by the local offices.

Luncheon at the Cleveland Athletic Club started the affair and immediately afterward a session was held at the rooms of the Phonograph Co. L. M. Bloom, treasurer, welcomed the different delegations and spoke along lines impressing the different plans for the coming year and asking for the same co-operation on the part of dealers that the Phonograph Co. has had in the past.

The winners in the annual sales contest were introduced. They were: J. H. Barnes, the George E. Buss Co., New Philadelphia; William Snyder, the T. S. Porter & Sons Co., Lima; A. B. Sauer, the George E. Clarke Co., Lorain. The winners,

with the exception of Mr. Barnes, were called upon to tell of the methods they had found most efficient in closing sales. Mr. Barnes was prevented from attending by the sickness of his father.

T. X. Dunigan, prominent local attorney, with offices in the Citizens' Building, was introduced. In his address he dwelt on the legal end of the business, calling attention to both the rights and limitations connected with selling machines and explaining fully the methods of replevin and the different angles of chattel mortgages. That the speech was well received was shown by the numerous questions asked Mr. Dunigan when he announced an open forum. The idea of thus throwing light on the legal aids at the command of the phonograph man is original and well worth copying.

The meeting adjourned to the Carleton Terrace, where an elaborate banquet was served. B. F. Keith's vaudeville theatre was the final stopping place—although rumor has it that a few kept right on celebrating after the show.

A Clever Entertainment Stunt

Score another for Dan E. Baumbaugh, whose efforts as manager make the Cheney, Brunswick and Victor lines break real records in the phonograph department of the May Co. The May Co. is the largest department store in Ohio and boasts of a manager in this particular department who doesn't need to doff his chapeau to the best in the country.

But that's getting away from the story. On St. Patrick's Day the May Co. staged a gigantic masque ball at the Chamber of Commerce rooms and the duty of evolving the entertainment feature fell upon Mr. Baumbaugh. Local talking machine circles are still telling the story of how he did it, and at the same time created a tie-up that scored.

The 300 couples at the affair were all invited into the main ballroom, where, to the strains of a large orchestra, the incarnation of "The Sheik," "Peggy O'Neil" and other record characters strode across the stage amid "Ohs" and "Ahs" from the crowd. Each character wore a number and the audience was outfitted with slips which had blank spaces meant to be filled in with the name of the record represented by each different character.

Mr. Baumbaugh as "The Sheik," James Schofield as "Dapper Dan," Miss F. Nolish as "Strut, Miss Lizzie," Mrs. Dowling as "Rebecca," Miss Marquand as "April Showers," Miss Shrive as "Sahara Rose," Miss Lewis as "Sally," E. H. Mills as "Patches," Miss Hebrown as "Marie," Miss Lotz as "Granny," Miss Gehring as "Peggy O'Neil," they kept the crowd guessing. And we mustn't forget Miss Elsie Baer, manager of the talking machine department of the M. O'Neil Co., of Akron. She caused a riot as "Pretty Baby." When the stunt was over and the gray-haired judges solemnly surveyed the 600 masqued dancers present to select the best costume Miss Baer's rig won on a walkaway. And it's also interesting to note that Mr. Baumbaugh's impersonation of "The Sheik" scored first among the men. It was a great impersonation.

Monthly Magazine on Records

William Murstein, manager of the Alhambra Music Co., is publishing a monthly magazine which he circulates throughout his district. The leaflet is gotten up in a breezy, readable fashion and tells interesting points about the latest records. Mr. Murstein is rated as one of the best Brunswick men in the district and has originated many window displays of records that have been copied elsewhere.

Opens New Retail Store

The Smerda Music Co. recently celebrated the opening of a retail store at East Fifty-eighth street and Broadway, by distributing photographs of famous Victor artists, some of which were autographed. The Smerda Music Co., which is under the direction of Frank Smerda, does a large business among foreign-born people, specializing on foreign records.

Music Memory Contest Ends

The Music Memory Contest came to an end with the final trials in the Masonic Hall. The

THE PHONOMOTOR CO.

W. F. HITCHCOCK, Proprietor

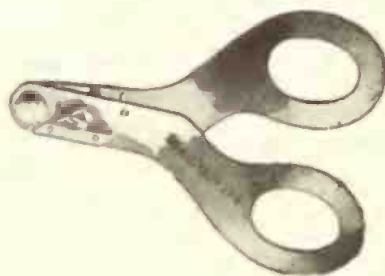
121 WEST AVENUE
ROCHESTER, N. Y.

5 years of success everywhere



THE PHONOSTOP

100%
Efficient



THE NEED-A-CLIP

Two Well-known Phonograph Accessories Needed in Every Instrument of Class. Satisfaction Guaranteed in Every Case

Once adapted becomes permanent.

A WHOLE PAGE of references if desired.

DON'T DALLY with inferiors, get THE BEST.

PHONOSTOPS are universal, STANDARD, and finished in nickel and gold.

NEED-A-CLIPS in nickel only.

Get Our Printed Price List Immediately

Samples sent by parcels post C. O. D.; money back if unsatisfactory, but you'll want more.

THE TWIN CITIES

Jobbers and Dealers in Northwest Sanguine and Alive Regarding Business, Present and Prospective—Columbia Campaign Wins Out

MINNEAPOLIS and ST. PAUL, MINN., April 4.—Spring is coming apace in the Northwest, but the pace is too slow to find approval with the music merchants. They had none too much out of the past Winter and they are hoping that the advent of Spring may brighten up things a little. Without question the people will respond promptly to any general revival of trade and industry and the entire Northwest will react quickly to well-directed impulses with a general scope. Railroads are showing marked signs of life and this is the most hopeful indication for some time. It is believed that the farmers will do all that may reasonably be expected of them and as the wise men declare that there is an upward tendency in farm product prices the Northwest should be on an even keel again some time next Fall, after the crops have begun to move in large quantities.

A canvass of the jobbers in talking machines in this territory finds the managers sanguine and wide-awake. George A. Mairs, head of the Victrola department of W. J. Dyer & Bro., states that after conferring with jobbers from other parts of the United States he is satisfied that the Twin City field is in as good condition as any part of the country.

"The new types of Victrolas are moving most satisfactorily," remarked Mr. Mairs. "We received nice orders at the start and already have received numerous 'repeat' orders. This indicates that the Victor dealers can do business when they can meet the public taste and the public purse. We are very confident that the year will prove remunerative to all dealers who are willing to do a little work to get business."

The radical reduction in the price of Edison

records has given a veritable boom to the record trade in the St. Paul and Minneapolis retail stores, according to the officers of the Minnesota Phonograph Co. The new model machine to compete with the \$150 class of other makes also has been of material aid to the local merchants. Discussing the wholesaling of Edison machines and records, Laurence H. Lucker, general distributor, states that it could be better, but all in all it is jogging along very nicely.

Manager H. F. Sharar, of the phonograph department of G. Sommers & Co., expected to see business fall off in March and April, but to his surprise each month showed better totals than its respective predecessor. The record business would have been regarded as phenomenal a year ago. An increase in machine sales of Pathé phonographs is partly due to the special prices that have been quoted to the trade.

One of the most extensive publicity campaigns ever conducted through the newspapers of the Northwest in the phonograph field is being conducted by the Columbia Graphophone Co., under the direction of W. L. Sprague, manager of the Northwestern service. It is bound to bring results, as the Columbia product has a substantial following in this part of the country.

A "jumbo" talking machine made by Edward Lenz, 199 West Robie street, St. Paul, is attracting the attention of phonograph devotees. It not only is a giant size, but the tone volume is said to be seven times that of the ordinary machine. The explanation given by Mr. Lenz for producing his phenomenon is that he wanted one so large that the children could not reach the mechanism to tamper with it.

TRADE HAPPENINGS IN CLEVELAND

(Continued from page 74)

gigantic auditorium looked like a section of a football field, with school banners on all sides. The Cleveland Symphony Orchestra played a selection of strains and the contestants were required not only to tell the composer, but also to tell his nationality and the work from which the piece was taken.

B. Dreher's Sons Co. had a unique display of posters advertising the affair. These posters, which were made by the Lakewood, O., school children, represented different records.

Escapes Damage From Fire

The Vocalion headquarters had a narrow escape recently when the concern occupying the floor above had a serious fire. Despite the fact that the fire department had quite a job to put out the blaze the Vocalion rooms escaped without damage.

Installs the Brunswick Line

The M. O'Neil Co., of Akron, has recently installed a complete line of Brunswick machines, according to announcement from the local Brunswick offices. Much interest in the Queen Anne console and the Stratford model featured the opening.

Good Work for the Columbia

Miss Ellen Marlock, educational representative of the Columbia Graphophone Co., has been doing

HIGH CLASS PHONOGRAPH RECORDING

FOR THE TRADE AT EXCEEDINGLY LOW PRICES

Estimates furnished on complete records in any quantity

Newark Recording Laboratory
15 West Park St. Newark, N. J.

record work throughout the northern part of Ohio. Ashland, Upper Sandusky, Harpster, Zanesville, Tiffin, Findlay and Cleveland have been the various scenes of her speeches before teachers and her demonstrations of the practicability of talking machines in the schools.

AKRON DEPARTMENT ENLARGED

More Room for Display of Talking Machines in M. O'Neil Co. Store

AKRON, O., April 4.—To take care of the increased business, extensive alterations are being made to the talking machine department of the M. O'Neil Co., largest department store here, which has added the Brunswick line. When improvements are completed the department will have much needed space at the disposal of its sales floor and four more demonstration booths, which will bring the total number up to twenty. According to Miss Elsie Baer, manager of the department, business has topped all other departments in the store, and for this reason officials of the store allotted the additional floor space.

VICTOR LINE FOR M'MAHON

YOUNGSTOWN, O., April 3.—The McMahon Piano Co. announces the opening of an exclusive Victor department in its store, 112-114 East Federal street. The Victor line of talking machines and records was added this week and the department is experiencing an excellent volume of business, store officials report.

SELLS RECORDS IN PUBLIC MARKET

That the public is interested in talking machines and records even while marketing for the Sunday dinner is proven in the case of F. Baumgarten, manager of the Camera & Music Shop, Youngstown, O., which is located in the public market of that city. The record business done by the shop is said to be the largest in Youngstown.

PLAZA

BUY YOUR ACCESSORIES

"All From One Source"

MONTHLY SPECIAL

THE NEW CELLULOID TOP RECORD CLEANER

DEALER'S 15c. ALL STANDARD AD. FREE TRADE MARKS

HEADQUARTERS FOR

- STEEL NEEDLES IN METAL BOXES
- RECORD ALBUMS
- ALBUM SETS FOR No. 80 VICTROLA
- ALBUM SETS, ALPHABETICALLY STAMPED
- REPAIR PARTS
- KENT ADAPTERS
- BANNER 50c. RECORDS
- MIRRORLIKE POLISH
- CONVERTO CABINETS
- BRIGHTONE STEEL NEEDLES
- MAGNEDO MULTI-PLAYING NEEDLES
- RECORD DELIVERY ENVELOPES
- SHEET MUSIC
- RECORD DISPLAY STANDS
- MUSIC ROLLS
- RECORD CLEANERS
- PHONOGRAPH DELIVERY COVERS
- BUBBLE BOOKS
- FIBRE NEEDLES
- FIBRE NEEDLE CUTTERS
- RECORD FLASHERS
- GEER RECORD REPEATER
- TONOPHONE NEEDLES
- REFLEXO NEEDLES
- DANCING "SHIMANDY"
- DANCING RASTUS
- PLAYER-PIANO VACUUM CLEANER
- SUPPLEMENT MAILING ENVELOPES
- SAPPHIRE BALL NEEDLES
- SAPPHIRE POINT NEEDLES
- DIAMOND POINT NEEDLES
- UNIVERSAL DISPLAY RACKS
- SHEET MUSIC RACKS
- NYOIL
- BOBOLINK RECORDS AND PHONOGRAPHS
- PHONO MOVIES
- STOCK ENVELOPES
- "NULIFE" MUSIC ROLL ATTACHMENT
- SPRING LUBRICANT
- VICTOR AND COLUMBIA ATTACHMENTS
- TONE-ARMS AND SOUND-BOXES
- STEEL NEEDLES IN ENVELOPES WITH SPECIAL IMPRINT

Watch for our next month's specials

PLAZA MUSIC CO.
18 WEST 20TH STREET
NEW YORK



SELLING MUSICAL MERCHANDISE

BY JAMES R. FREW

This book does something for the progressive music dealer that no volume ever attempted before. It gets right down to the dollars and cents basis of how to increase your profits—

- (1) By Starting a Musical Merchandise Department.
- (2) By Running One Already Established at Bigger Profits.

A Practical Business Book

It is a practical book of hard, cold facts. "SELLING MUSICAL MERCHANDISE" is a plain, business-like description by a successful music dealer of the ways, methods and plans he found to work out profitably in his own stores. Every page of this remarkable volume contains some definite suggestion that you can turn into dollars and cents—some sales or advertising method you can put right to work for yourself.

It covers every routine problem that will come up in conducting a profit-making department in your store.

Meets Today's Business Needs

It is published now because the retail music trade today is anxious to cash in on the demand for musical merchandise. There are sound business reasons for this: A musical merchandise department requires small investment, gives quick turnover, involves no risk, increases the sales of pianos, players and

talking machines and helps make a given store the music center of its community.

Dependable Methods to Increase Sales

The practical information Mr. Frew gives you in "SELLING MUSICAL MERCHANDISE" is thoroughly dependable. He knows every angle of the business from practical experience. His book really places at your disposal the extensive merchandise knowledge of a remarkably able dealer which you can consult at any time, any day, on any problem of buying, displaying, selling, advertising musical merchandise and making your own store the acknowledged musical center of your city.

Wide Range of Topics Covered

Thousands of dealers have wanted just such a helpful volume for some time.

Read over the wide range of topics that you will find in this work, a marvel for retailers.

CONTENTS

THE PROBLEM OF BUYING—buying in general—importance of quality in buying—where to buy—future buying—buying for special sales—some don'ts for buyers.

THE PROBLEM OF PUBLICITY—Advertising in general—space or display advertising—advertising by personal contact—advertising through service—direct or mail advertising—advertising through musical attractions.

THE PROBLEM OF MANAGEMENT—Management in general—stock display—the care of stock—inventory and sales analysis—the question of credit—the repair department—the value of co-operation.

THE PROBLEM OF SELLING—Selling in general—the sales organization—psychology of salesmanship—collective selling—organizing a band or orchestra—the used instrument problem.

INSTRUMENTATION—Musical organizations and their instrumentation—the principal instruments of the band and orchestra.

APPENDIX—List of principal musical merchandise products.

Edward Lyman Bill, Inc.
373 Fourth Ave.,
New York, N. Y.


Please send me a copy of "Selling Musical Merchandise," in payment for which I enclose \$2.00.

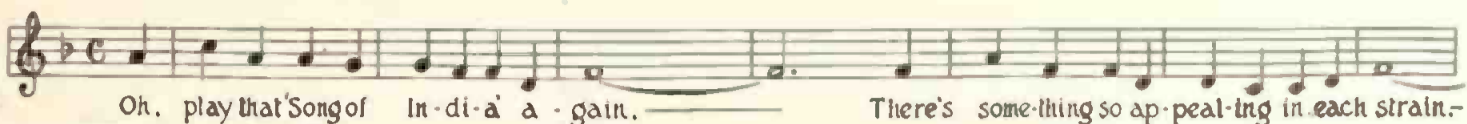
Name

Street

City State

Use this coupon **NOW**





YOU CAN'T GO WRONG WITH ANY FEIST SONG

PLAY THAT SONG OF INDIA AGAIN

A Hit Vocally and Instrumentally

ASK TO HEAR IT

AKRON, O.

Trade Trend Is Most Grati-fying—Price Stability Is As-sured—What Dealers Say

AKRON, O., April 1.—Talking machines, pianos and practically all musical merchandise has now reached a standard rating, according to Akron dealers who are now starting to make a display of their newest merchandise. Prices vary but little from those which have obtained during the past few months, and this, they believe, is going to have a healthy effect on trading, for buyers realize that the period of constant price changing is now practically past.

April looms as an active month for music dealers of Akron. Money is easing up, and in nine of ten stores visited this week by a representative of The World collections were reported better and prospects more plentiful.

Little Damage by Fire

Business continues good with the A. B. Smith Piano Co., South Main street, probably the largest distributor of musical merchandise in the city. This store, damaged by a recent fire, suffered less actual loss than was first reported, according to officials. Sales in March were of a satisfactory volume.

"In my opinion business is on the upward trend," said Ray Porter, head of the sales department at the store of George S. Dales. "While March has been nothing startling, there is every reason to believe that April will be much better," he said. From his observation he declared that most people are buying machines ranging in price from \$100 to \$200.

Concerts Help Business

Presentation of two concerts this month, Sousa's band and Schumann-Heink, at the city armory, has given the Windsor Poling Co., exclusive Victor dealer, considerable prestige locally. This firm has done much to stimulate record sales by offering the concerts, which in each instance were largely attended.

Rockwell Installs Radio

E. G. Rockwell, proprietor of Akron's only exclusive small goods music store, in South Main street, has installed a radio outfit, and his store these nights is the Mecca of hundreds of music and radio fans. Eventually he intends to carry a complete line of radio accessories, he told a representative of The World. Mr. Rockwell, some months ago, opened this store with the intention of making it a complete musical merchandise emporium, and to this end he has accomplished much.

M. O. Neil Co. Sales Big

Talking machine sales with the M. O. Neil Co. have been very brisk during the month of March. The month's volume was boosted by a special sale of a popular-priced machine, of which a carload was disposed of in less than a week, according

to Miss Elsie Baer, head of this department. The console type of machine is meeting with much favor and record sales are keeping up well. The fiscal year for the music department of the store ended in January, 1922, and, according to Miss Baer, last year was the biggest year from a standpoint of sales in the history of the store excepting 1919, when all records were shattered.

Starr Co. Doing Well

Manager Currie, of the Starr Piano Co., reports business on the up trend and says that with continuance of existing industrial conditions his store this year will exceed the business of a year ago. Special record sales are helping the month's business volume, and outside piano salesmen are doing a nice business.

Retail Merchants Meet

Music dealers of Akron affiliated with the Akron Retail Merchants' Board of the Akron Chamber of Commerce joined with merchants of other lines at the annual banquet of the association April 4 at the Portage Hotel. Retailers of national prominence discussed topics of the day of interest to retail merchandising.

RICE AUDISCOPE CO. CHARTERED

A charter of incorporation was recently granted to the Rice Audiscope Co., of New York City, under the laws of New York State, to deal in talking motion pictures, with a capital of \$200,000. Incorporators are: M. Spero, G. I. Wiley and W. Kessler.

CHAS. H. MURRAY CO. INCORPORATES

Plans to Manufacture a Combination Radiophone and Talking Machine at Early Date

A New York State charter has been granted by the Secretary of State to Charles H. Murray, Inc., to manufacture, buy and sell musical instruments, etc.

C. H. Murray, who was advertising manager of the Pathé Frères Phonograph Co., resigned from that organization last September, taking effect on December 31 last. Mr. Murray announces that there will be little to say for two or three months in regard to his company except that it is the plan to market a high-class combination radiophone and talking machine at a price even lower than is asked for the ordinary straight phonographs.

NEW MANAGER IN CANTON

CANTON, O., April 6.—Wilbur E. Pyle, until recently identified with the music department of the May Co., Cleveland, is the new buyer and manager of the talking machine department at the William R. Zollinger & Co. store, it was announced Saturday. Mr. Pyle, who assumed his duties a week ago, succeeds A. E. Jones, who left the Zollinger Co. January 1, after several years as head of the department, to become manager of the piano department of the George S. Dales Co., Akron.

There IS Something New in Fine Drum Making

It's the GRETSCHE Laminated Hoop That won't—CAN'T!—Shrink or Warp

This exclusive feature is found in every Twentieth Century Drum. It's a guarantee of lasting durability—insurance against dissatisfied customers. And it is only one of several features that make GRETSCHE Twentieth Century Drums easy to sell and satisfactory to own. Send for our Confidential Trade Price List. Look over the big selection offered here. Compare the prices. And then, we believe, you'll want to stock these dependable drums.



Here Is the New TWENTIETH-CENTURY "ORCHESTRA"

A beautiful drum in polished rock-maple. Has the GRETSCHE laminated hoops and counter hoops; of course, its tone is wonderfully snappy and responsive. Usually retails as follows:
 A1300—Shell, 14x3 in. Each..... \$20.00
 A1301—Shell, 14x4 in. Each..... 21.00
 A1310—Shell, 15x4 in. Each..... 22.00

Write for Wholesale Prices

Write on your own letter-head for our Confidential Trade Price List, quoting nearly 3,000 articles of musical merchandise. For dealers only.

The FRED. GRETSCHE MFG. COMPANY

60 BROADWAY

Musical Instrument Makers Since 1883

BROOKLYN, N. Y.

IN PITTSBURGH

Improved Industrial Conditions Help Trade—Great Welcome for DeForest—French Nestor Leaves for Florida—Budget of Live News

PITTSBURGH, Pa., April 6.—Trade conditions in the talking machine shops in the Pittsburgh district are showing signs of improvement. Several of the downtown talking machine dealers made the statement that sales for March showed a slight increase over the same month a year ago. There is, on the whole, a better tone to business of all kinds. While there is no rush business or anything like a boom the improvement in sales is taken to be rather steady and sure. As one talking machine dealer stated: "It is better to take business this way than to have it on a big boom and the bottom fall out suddenly, just when you think you are on the highway to a splendid season."

The industrial situation is clarifying rapidly and the building trades are exceptionally busy. Since January 15 last more than \$6,000,000 worth of dwelling houses and apartment houses has been contracted for and this Spring promises to be the busiest in construction circles since 1915. Live talking machine dealers are watching house construction and are ready to "talk business" to the prospective occupants of the new houses and apartments with a view to seeing that a talking machine is in every home.

Cheney Line for Boggs & Buhl

Henry Wood, manager of the talking machine department of Boggs & Buhl, leading Northside department store, has announced the opening of a Cheney phonograph section in his department. A complete stock of Cheney instruments is on display and Mr. Wood anticipates a brisk sale of that line. In the Pittsburgh newspapers of March 29 the B. & B. service on the Cheney was well advertised.

Welcome for M. V. DeForest

A rousing welcome-home reception was tendered to M. V. DeForest, of Sharon, Pa., the president of the National Association of Music Merchants, at the Lincoln Club, this city, under the auspices of the Music Merchants' Association, of Pittsburgh. Over thirty music dealers from Pittsburgh and various sections of western Pennsylvania turned out in response to a cordial invitation extended by the local Association. A dinner preceded the meeting. Wm. C. Hamilton, president of the Pittsburgh Associa-

tion, presided and acted as toastmaster. The principal address was made by Mr. DeForest, who was given an ovation when he concluded his tale of the wonderful trip to the Pacific Coast and return. Mr. DeForest said that in every city visited the Association idea was stressed to the music men, talking machine men and others to get in line with the organization idea. He said that the National Association was growing and emphasized the fact that every music dealer in the country, talking machine men included, was needed in the Association to make it powerful and influential. He told of the wonderful solidarity of the music trade interests he found in some of the cities he and his fellow pilgrims had visited. Mr. DeForest also referred to the Jubilee Convention of the National Association, which will be held in the Commodore Hotel, New York, the week of June 5. He stated that the leading talking machine companies would play an important part in the entertainment of the music merchants who will be in Gotham that week.

Among the talking machine dealers who attended the meeting were: E. B. Heysler, of the W. F. Frederick Co., Victor distributor; H. H. Fleer, of the C. C. Mellor Co., Victor distributor; Wm. C. Hamilton and Burt Hengeveld, of the S. Hamilton Co., Victor dealer; Theodore and Edward Hoffman, of the J. M. Hoffman Co., Brunswick dealer; D. L. Aaron and W. L. Bingaman, of Kaufmann's, Victor dealer; Jacob Schoenberger, L. S. Schoenberger and Arthur O. Lechner, of the Lechner & Schoenberger Co., Victor, Columbia and Edison dealer, all of Pittsburgh; J. E. Hardwick, Jr., of Uniontown, Pa., Aeolian-Vocalion dealer; S. R. Pollock, Indiana, Pa., Victor dealer; E. N. Markley, Warren, O.; William DeForest, G. S. Mitchell, R. A. Curran and Guy B. Wooster, all of Sharon, of the DeForest organization, which handles the Victor, Edison and Brunswick lines.

Thomas T. Evans Is Optimistic

Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., is back at his desk after an extended Eastern trip, during which he visited New York, Philadelphia and the Victor Co.'s plant at Camden, N. J. Mr.

Evans said: "As far as I can venture a prediction, the outlook for Victor business is showing an improvement. It is my candid opinion that the enterprising Victor dealer who will command business will be the dealer who will take unusual methods to obtain business. He will not stay in his Victor shop and wait for business to come drifting in. He will go out and force the issue, interview prospects and see that no opportunity is overlooked that will land a customer for a Victrola. The old-time method of knocking at doors is not obsolete by any means, and I believe that the successful Victor dealer of the days to come will use this as one of the methods of securing business. It can be done if the honest, everyday persistency is kept up in dealing with prospective buyers."

French Nestor Goes to Florida

The Standard Talking Machine Co. has announced that French Nestor, who has been with the company since April 1, 1917, has severed his connection with the company, to take possession of his own Victor distributing house at Jacksonville, Fla. J. C. Roush, president of the company, in referring to the matter, said: "We make this announcement with much regret, as Mr. Nestor's connection with our company has been marked always by most conscientious effort for both the dealers' and our own best interests, and for the most cordial relations in the trade. It has been a very great pleasure to have him in our organization. Every member of the Standard staff joins in congratulating Mr. Nestor and in wishing him unbounded success in his new venture in the sunny South. I have so arranged my own outside affairs as to devote all my time hereafter to Standard's business and I will have the assistance of Wallace Russell as my right-hand man and manager; J. E. McCormick, as accountant, and Miss Minnie I. Watson in charge of the record department."

Optimistic Over Trade Outlook

The offices and warerooms of the Cheney Phonograph Co. and the Record Sales Co. are located at 806 Penn avenue, with Marion Cheney in charge as manager. A full and complete line of the Cheney instruments is on display, as well as a complete assortment of Okeh records. Mr. Cheney is quite optimistic relative to the outlook for the Cheney trade in the Pittsburgh territory, which goes as far east in Pennsylvania as the Susquehanna River.

Doing Well With the Brunswick

One of the most comfortable and quiet demonstration rooms is that of the J. M. Hoffman Co., the well-known Brunswick dealer, who has a large building at 537 Wood street. There the latest console and period styles of the Brunswick phonographs are shown, as well as the upright line. Being far from the street and also away from the section of the building devoted to repairs and business operation, there is a quiet obtained that makes it a pleasure and a delight for the hearer to listen to the playing of the Brunswick records. Mr. Hoffman said that sales of the Brunswick line were most gratifying and that the demand for the late numbers of the Brunswick records was quite brisk.

J. A. Scanlan With Cheney Co.

J. A. Scanlan, Jr., former manager of the Brunswick distributing agency here, has resigned and is now associated with the Cheney Phonograph Co. as manager of the Rochester, N. Y., distributing house, which covers all of New York State except the southeastern and metropolitan districts.

The Eight Victor Artists appeared at Connellsville, Pa., on March 21 before a large and enthusiastic audience in the High School auditorium, under the auspices of the Aaron Co., Victor dealer. The Connellsville News had this to say of the concert:

"It would rather be impossible to attempt to pick the 'star' of the evening, because every member of the party proved a real 'star' before the program had progressed very far."

Miss Gertrude Droegemeyer, of Ft. Wayne, Ind., has moved her talking machine and musical instrument business from 407 W. Berry street to 209 W. Berry street.

What Is YOUR Percentage of Profit?



Queen Anne Console
Price \$300

Suppose we could show you—and
PROVE—that

—with Granby you can make up to **THREE TIMES**
your *Present Percentage of Profit* at a Merchandise In-
vestment up to 30 Per Cent less.

Would you be interested?

Why not ask us—Today—to prove it?

GRANBY PHONOGRAPH CORPORATION

General Sales Office

21 WEST STREET

BOSTON

BRUNO



Traveling In High!

Something really individual—something exclusive—something totally different to the run of talking machines offered the public by competitive manufacturers.

Not buffets—not drawing tables—nor “kitchen tables”—but real musical instruments, distinctive in style. That’s what every Victor Dealer has in the new horizontal types, Nos. 240, 260, 280, 300 and 330.

Give these convincing, clinching arguments to the buying public—to your prospective accounts—and then watch them register.

Nothing to hold us back, Mr. Victor Dealer—we have a wide berth—so let’s go to it!



C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

Victor Wholesalers to the Dealer Only

HAPPENINGS IN THE DOMINION OF CANADA

TORONTO CONTINUES QUITE AN ACTIVE TRADE CENTER

The Past Month Was Marked by Numerous Changes in the Talking Machine Field—George C. Heintzman Sails for Europe—Phinney's, Ltd., Plans New Department—The Month's News

TORONTO, ONT., April 8.—George C. Heintzman, president of Heintzman & Co., Ltd., and Mrs. Heintzman have sailed for Europe, planning to spend some time in southern France before taking the Mediterranean trip.

B. J. Philp, the well-known Brighton, Ont., resident, has been appointed local representative for Brunswick phonographs and records, succeeding F. C. McMaster, who is retiring from the business.

Among those present at the nineteenth annual convention of Grinnell Bros.' managers, held recently in Detroit, were the Canadian branch managers from Sarnia, Chatham, Windsor and Sault Ste. Marie, Ontario.

Phinney's, Ltd., of Barrington street, Halifax, has opened up a "His Master's Voice" department, carrying a complete line of records and Victrolas.

Sir John Eaton, president of the T. Eaton Co., Ltd., this city, Winnipeg, Moncton, and many other points, is so pleased with the new portable Victrola No. 50 that he has had one installed in his private motor car, which, together with a supply of "His Master's Voice" Victor records, provides him with music whenever he is in the mood.

Edwin A. Stevenson, formerly head of the Regal Phonograph Co., Ltd., states that he plans to enter the retail phonograph field in the Queen City. His location and plans will be announced shortly.

The National Piano Co., Ltd., "His Master's Voice," Starr and Sonora dealer, has completed its removal from the former quarters at 266-268 Yonge street to its new home at 15 Bloor street, West.

"Why not get busy and run a 'Children's Hour' after school or Saturday morning, and make your store the center of attraction in town?" This question has been asked "His Master's Voice" dealers by the promotional and service department of "His Master's Voice," Ltd.

Few members of the music trade know that Fred J. Robson, the local Brunswick representative, was at one time the foremost skater of Canada and the United States. For some twenty-two years he held that distinguished position.

A. G. Wolfe, who for years was an Ontario representative for the Music Supply Co., and more recently with the Brunswick organization in New York, has just joined the sales staff of the Musical Merchandise Sales Co., distributor of Brunswick phonographs and records. Mr. Wolfe brings back with him a wealth of new ideas that should be of material assistance to dealers, especially during this year when original sales effort is more than ever necessary. He will represent the Musical Merchandise Sales Co. in Western Ontario and the Niagara Peninsula.

R. S. Williams & Sons Co., Ltd., have just sustained the loss of a faithful employe in the death of George Muirhead, who had been with the firm for over six years. He was held in high esteem by his fellow employes.

The recent appearance of Leopold Godowsky, the renowned pianist and exclusive Brunswick artist, in recital at the Patricia Theatre, London, Ontario, afforded the local Brunswick representatives an opportunity of giving prominence to the various Brunswick records made by Godowsky. Similar recitals were lately given by Godowsky in Hamilton and Belleville, when Brunswick records also came in for considerable publicity.

Burn's Pharmacy, Cornwall, Ont., is working

up a nice record business and is disposing of a goodly number of Starr-Gennett records, for which it finds a splendid outlet.

The Jewett Phonograph Co. of Canada, Ltd., has been incorporated, with a capital of \$950,000, with headquarters at Windsor, Ont.

General regret is felt in Canada over the death of Bert Williams, exclusive Columbia artist, whose records had a great following and were increasing in popularity every month.

The Starr Co. of Canada, Ltd., London, Ont.,

BERLINER EMPLOYEES HOLD CARNIVAL.

Five Hundred Present at Masked Skating Carnival and Dance—C. W. Lindsay Staff Hold Banquet—Ties Up Window With Theatre

MONTREAL, CAN., April 7.—About five hundred employes and friends of the Berliner Gramophone Co. were present at a masquerade skating carnival and dance given by the management at its plant recently. Later the scene was shifted to the second floor of the company's new building on Lacasse street, where almost an entire floor had been set apart for dancing. The guests were welcomed by E. M. Berliner, vice president of the firm; G. J. White, assistant sales manager; J. P. West, advertising manager; W. Walker, office manager, and J. Dumochel, branch manager.

A banquet was given recently to the sales staff of C. W. Lindsay, Ltd., Columbia and Sonora representatives, by J. A. Hebert, general manager of the company, at the Ritz Carlton Hotel in recognition of the exceptional success attained by them during the 1921-22 fiscal year. The honored guest of the evening was C. W. Lindsay, president of the firm, who took the opportunity of congratulating the staff upon their wonderful work and volume of sales produced. There were a number of optimistic sales talks by other members of the house.

In conjunction with the Mark Twain satire, "A Connecticut Yankee in King Arthur's Court," screened at the Allen Theatre this week, C. W. Lindsay, Ltd., under the direction of Leopold A. Poulin, display manager, have linked up their handsome show windows with artistic taste, and many appreciative comments have been heard in this direction. The windows represent the reproduction of a room in Louis period furniture, the center of attraction being a Sonora Elite table model. A card in close proximity bears the following text: "If the Connecticut Yankee could have had the wonderful Sonora to entertain King Arthur in the year 528 A. D., his happiness would have been complete."

The Compo Co., Ltd., Lachine, Que., has incorporated with a capitalization of \$100,000.

The Montreal Gramophone & Cabinet Store

reports a decided improvement in wholesale trade. Business is picking up both in phonographs and records and dealers are sending in orders more freely and for very much larger amounts. The sales organization has been materially increased by additional travelers.

At a special meeting of the directors of Regal Phonograph Co., Ltd., Bruce Riordan was elected president of the company and W. N. Martin was appointed manager, succeeding Edwin A. Stevenson, who, as reported elsewhere, is going into the retail talking machine business.

I. Montagnes & Co., Ltd., Canadian distributor for the Sonora phonograph, announces a new retail price of the Sonora Etude model, which is now priced at \$125, the original figure being \$155.

will shortly remove from 1264 St. Lawrence boulevard to No. 794 on the same street, occupying the old premises of S. Flanz.

The Happy Six Columbia dance orchestra is delighting large audiences in Montreal at the Bustanoby & Castellani restaurant and cabaret.

"Caruso Week," as arranged by the Berliner Gramophone Co., Ltd., was a great success among "His Master's Voice" dealers, and a large number of this artist's records were disposed of.

S. J. O'Donnell, manager of the local branch of the Musical Merchandise Sales Co., Toronto, is covering the large centers of the Maritime Provinces, and is expected back in a couple of weeks' time.

H. R. Braid, of I. Montagnes & Co., Ltd., Toronto, Sonora distributors for Canada, has been in town in conjunction with Sonora Week, which his firm is featuring.

Considerable interest was recently shown in the Marconi wireless telephone demonstration in Layton Bros.' show windows. Concerts took place at the head Marconi station, and were received at Layton Bros. every alternate half hour during the afternoon. An expert Marconi operator was in charge at Layton Bros. The Marconi Co. has selected the Edison Diamond Disc Phonograph and a Layton Bros. player-piano for all demonstrations.

Layton Bros. have sold a Brunswick phonograph model No. 207, retailing for \$185, to the Westmount High School, which will be used for educational purposes.

The coming to Montreal to appear in concert recitals of Alberto Salvi, "His Master's Voice" artist, should stimulate interest in this artist's harp records.

TRADE ACTIVITIES IN WINNIPEG

Stanwood's, Ltd., Expands—W. Hughes Promoted—Artist Stimulates Record Sales

WINNIPEG, MAN., April 7.—Faith in the expansion of the talking machine business in Winnipeg is demonstrated by the extension now under way to the premises of Stanwood's, Ltd., at 390 Portage avenue. The leasing of the adjoining
(Continued on page 82)

TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENÉ MADE SPRINGS and PARTS is not accidental but is the result of years of painstaking devotion to the highest standards of machine shop craft.

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.

Montvale, New Jersey

See page 80

SIMPLEX

Electric Phonograph Motors

The SIMPLEX Electric Phonograph Motor Represents a New Phase in the Development of Sound Reproducing Instruments.

NOISELESS

ELIMINATES WINDING

TROUBLEPROOF

Make This Your
LEADING
Line for the
Coming Season

Sample
Price **\$19.50**



GUARANTEE
The SIMPLEX Electric Phonograph Motor is guaranteed Trouble-proof throughout and any parts or part thereof that should prove defective at any time, we will repair or replace same by a new motor, free of charge.

Particulars,
Quantity Prices, etc.,
on Application.

TRADE

MARK

The Mission of the SIMPLEX Electric Phonograph Motor is to reproduce music just as it was originally rendered. For its perfect and faithful reproductions of all disc records the SIMPLEX Electric Phonograph Motor will play any record you wish to hear and play it as it should be played.

It has an absolute constant speed under variations of voltages and frequency and records may be set at any speed desired—and it is built absolutely without a governor.

BETTER BUILT

BETTER DESIGNED

The SIMPLEX Electric Phonograph Motor has no competition because it is the only electric phonograph motor of its kind in the world. There are many features by which one can determine the efficiency of the SIMPLEX Electric Phonograph Motor. The essential features are:

- | | | | |
|----------------|----------------|------------|--------------|
| No Gears | No Commutator | No Springs | No Oiling |
| No Governor | No Brushes | No Winding | Noiseless |
| No Adjustments | No Transformer | No Belts | Troubleproof |

Record Stops Automatically on Last Note

It represents the very best of inventions and improvements and we therefore confidently say that the SIMPLEX Electric Phonograph Motor is combined with the highest precision of workmanship and select material.

TEST A SIMPLEX ELECTRIC MOTOR ON OUR 30-DAY TRIAL OFFER

When a Simplex Electric Motor is sent out, it is not sold until the motor has demonstrated in your own shop, in your own cabinet, during a 30-day test, that it will do all we claim. An extremely fair proposition in which the Simplex Motor is judged by its performance in your cabinet under your inspection. No strings to this offer. Your decision is final.

Manufactured in United States and Canada by the

Simplex Electric Phonograph Motor Co.

104 NEW WILDER BUILDING, 321 BLEURY ST., MONTREAL, CAN.

HAPPENINGS IN CANADIAN TRADE

(Continued from page 80)

store gives this concern twice as much floor space as at present.

W. Hughes has been made manager of the talking machine department of the J. A. Banfield Co., here.

Reinald Werrenrath, baritone, exclusive "His Master's Voice" artist, recently made his first appearance in Vancouver at the Men's Musical Club. Mason & Risch, "His Master's Voice" dealers, secured the exclusive sale at the regular retail price of a limited number of this artist's records, which he specially autographed for them as a souvenir of his first Canadian appearance. A large number of records of this artist's selection were added to various record collections.

When lecturing on the history and study of music in his address of "Fifty Years of My Life in Music," Professor Laubach, of Regina, Sask., recently used a talking machine on which to illustrate certain selections to convey the impression that this instrument also had its own place in music history.

The Public Drug Co., Edmonton, Alta., partners, H. E. Merrick and Norman Watson, is successor to A. L. Kean, 10310 Jasper avenue. This concern is now pushing the sale of Victrolas and "His Master's Voice" records.

The Brunswick Shops report the sale of a Colonial Console model to the attorney-general of Manitoba. They also announce a marked interest in these new models.

Charles Kent, father of Herbert Kent, head of Kent's Edison Store in Victoria, and grandfather of Daryl Kent, manager of the Kent Piano Co., Vancouver, died in Victoria recently.

Miss Kathleen Parlow, exclusive Columbia artist, scored a great success in a violin recital at Saskatoon, Sask., recently.

A merchant who is far-sighted enough to help those with whom he comes in contact is helping himself to happiness and success.

"TALKER" MARKET IN CANADA

Montreal Newspaper Investigation Discloses the Fact That Comparatively Few Own Machines and Many Want Them—Time to Get Busy

MONTREAL, CAN., April 6.—An exhaustive survey of the market for manufactured goods, including talking machines, has just been completed by the Family Herald & Weekly Star, a local newspaper. The survey comprised an investigation of the articles owned and desired in the 142,000 homes to which this paper goes. Of these homes 115,000 are in the farming districts, scattered over practically the entire country. The investigation disclosed the fact that there were only 42,895 talking machines in these homes and upon inquiry 23,150 families expressed the desire to own a machine.

THE PASSING OF M. E. STANDFIELD

TORONTO, ONT., April 7.—Melville E. Standfield, well-known talking machine dealer of this city, passed away recently at his residence, 310 Brunswick avenue. The deceased was for a number of years connected with the Standfield-Macpherson Co., Ltd., Starr distributor, as secretary-treasurer, and in addition was president of the local Phonograph Dealers' Association.

COLUMBUS CONCERN INSTALLS RADIO

COLUMBUS, O., April 1.—The talking machine department of the Morehouse-Martens Co., of this city, has installed one of the most complete radio sets in this section of the State, according to an announcement by Leslie I. King, manager of the department. In addition to giving concerts the concern is planning to furnish concert dates of various Victor artists to the public through the medium of the local newspapers ten days in advance of the actual broadcasting.

William Waldman, a talking machine dealer, at 601 Ninth avenue, New York City, has purchased the building in which his business is housed.



KILLING INITIATIVE BAD BUSINESS

No Set of Rules Which Retards the Development of Employees Is Profitable From the Standpoint of Business Efficiency

The merchant or manager of any business enterprise who runs his business and directs his employees by any set of hard and fast rules which allow no freedom of action or thought on the part of his salesmen is working along lines designed to kill what latent ability the members of his staff may possess. No business which makes of an employe a soulless machine can hope to reach the topmost rung of the ladder of success. On the other hand, a set of general working rules which will aid employes in developing their initiative will do much to arouse that enthusiasm which is so necessary to the best results.

HIGH HONOR FOR RIMINI

Giacomo Rimini, well-known baritone of the Chicago Opera Company, has recently been honored by the King of Italy by being appointed Cavaliere of the Crown of Italy. Sig. Rimini, together with Rosa Raisa, the dramatic soprano, has made a number of most interesting records for the Vocalion, their latest being a record of Faure's "Crucifix," which is highly spoken of by the musically elect.

50c.
List Price

Puritan Records

50c.
List Price

10-INCH DOUBLE DISC

Puritan Records have met with instantaneous success. The recording is excellent—the price is right, and the catalogue covers a wide variety of selections.

The real reason why Puritan Records have gone over so big is found in our SERVICE. Our policy of four new selections every week enables you to get hits while they are hits—no need to wait a month.

We are confining our shipments to a territory east of the Ohio and north of the Potomac. Dealers in that territory are invited to write for our proposition.



THE BRIDGEPORT DIE AND MACHINE CO.

170 ELM STREET
BRIDGEPORT, CONN.



Truetone

TRADE MARK

The WORLD'S BEST PHONOGRAPH NEEDLES

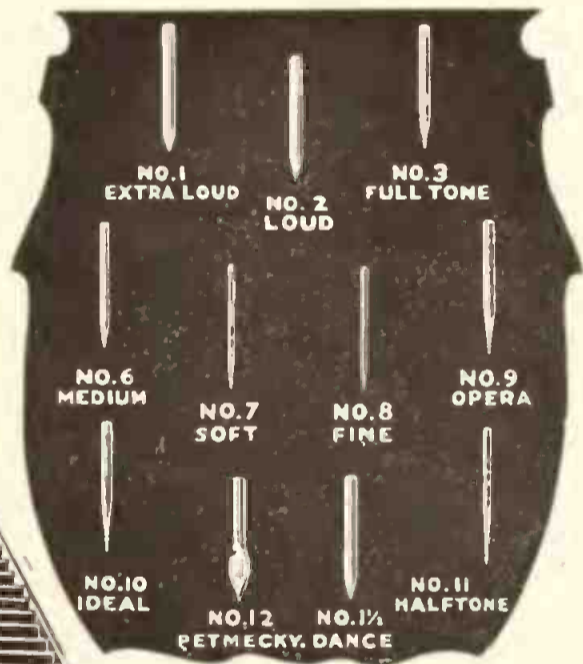
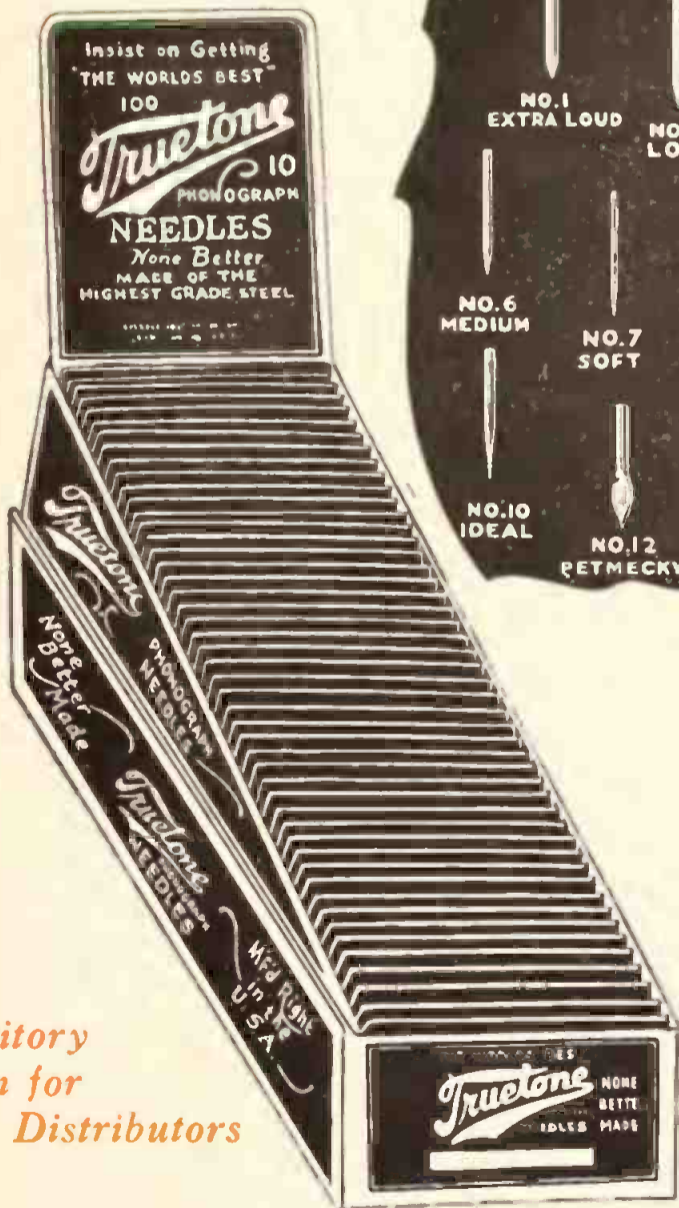
**NONE
BETTER
MADE**

DEAN

**UNIFORM
POINTS**

**UNIFORM
LENGTHS**

**PERFECT
REPRODUCTION**



*Territory
Open for
Live Distributors*

*Write for
Our 1922
Prices*

Manufactured by
GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President
25 West 45th Street, New York

Sharpen the Fibre Needle

Without removing it from the
Tone Arm of the Phonograph

It's 5 years ahead of the times

CONVENIENT

FAST SELLER



GOOD PROFITS

MECHANICALLY RIGHT

Very Simple

**LIDSEEN
FIBRE NEEDLE
CUTTER**

LIDSEEN PRODUCTS

832-840 So. Central Ave. CHICAGO

LOS ANGELES

*Evidences of Confidence and Expansion Prevail—Trade Is Tying Up
With Musical Events—New Stores and Changes Recently Announced*

LOS ANGELES, CAL., April 6.—The approaching visit of the Chicago Grand Opera Company during the week of April 10 is being looked forward to by the music-loving public here, and music dealers are planning to have attractive window displays during the preceding week. The repertoire of operas which will be given—namely, "The Love of Three Kings," "Thais," "Le Jongleur de Notre Dame," "The Jewels of the Madonna," "Romeo and Juliet," "Tannhauser" and "Salome"—is not very well represented by talking machine records, but the idea which is being put forward is that by encouraging the love of opera as a whole people will naturally want records of all operas. The motion picture people have now realized that it is not good policy to feature their

stars only, leaving the name of the picture in the background—they now feature the story first and the star second. And therefore, similarly, it would seem that talking machine dealers should try to educate the public more and more along the lines of greater appreciation of good music, mentioning in a secondary way the names of great artists—the sales of the latter's records will take care of themselves.

Sherman, Clay & Co. Appoint Representative

Miss Donzella Cross was appointed early in the month as special representative for the educational department of Sherman, Clay & Co., Victor distributor for the Pacific Coast. Miss Cross accomplished important work in this territory

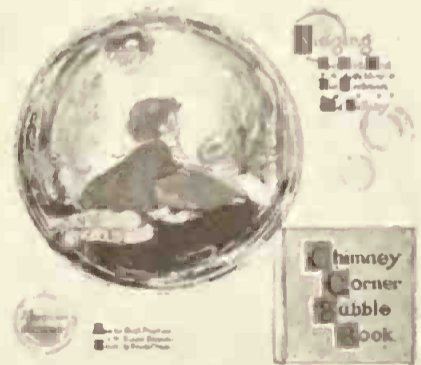
(Continued on page 84)

Here they are—

The two new **BUBBLE BOOKS**
that are going to boost your sales



No. 13 is based upon Robert Louis Stevenson's immortal verses, *Bed in Summer*, *The Swing*, and *My Bed Is a Boat*. This new number gives you an opportunity to introduce Bubble Books to a new audience—lovers of classic literature. It contains the three verses mentioned above with the musical settings that have come to be accepted as the most beautiful and appropriate for them.



No. 14, *The Chimney Corner Bubble Book*, includes three old favorite songs that appeal to every youngster and grownup. These songs, *North Wind Doth Blow*, *Sandman*, and *Lullaby*, are made doubly interesting by the sound of rushing wind, buzzing bees, chirping birds, and mewing kittens that are a part of the records.

These two new books don't mean just two more Bubble Books. They mean a new chance to push the whole line.

All purchasers like novelty, children particularly, and those who buy for them are on the lookout for something new.

And it's a well-known fact that a customer who is attracted by a new display is more than likely to buy the regular line, too.

That's what these two new Bubble Books will do for you. They will not only prove good sellers themselves, but they will boost the sales on the whole series.

Order your supply of these new numbers today—feature them—and remind your customers of the new low \$1.00 price.

Mother Goose Cut-Outs

Any child who owns a Bubble Book will be delighted with the *Mother Goose Cut-Outs*. Here are characters from the first three Bubble Books, colored daintily and ready to be cut out and mounted on the record, where they dance gayly as the record plays. This book sells for sixty cents. Properly pushed, it should be a big seller wherever Bubble Books are sold.

When you sell one you sell a habit, and when
you sell a habit, you're business building

HARPER & BROTHERS, BUBBLE BOOK DIVISION

Established 1817

Franklin Square

New York

RECORD TRADE SATISFACTORY

Samuel Steinfield Secures Good-sized Orders for Cotton Flocks—Conditions Improving Generally

Samuel Steinfield, president and treasurer of the Clarenton Waste Mfg. Co., manufacturer of cotton flocks, was a recent visitor to New York after making a trip through the Middle West. In a chat with *The World* Mr. Steinfield stated that business in general was improving steadily, and that he found optimism throughout the territory he visited. Building activities on a large scale were apparent throughout Ohio, Wisconsin, Michigan and Illinois, and unemployment showed a material decrease. Record manufacturers visited by Mr. Steinfield were making plans for an active year, and he secured some good-sized orders for cotton flocks.

INSTALL COMPLETE EQUIPMENT

MERIDEN, CONN., April 3.—The entire work on the extensive equipment made by Van Veen & Co., Inc., in the warerooms of the Griswold, Richmond & Glock Co., Victor retailers, of this city, was completed on the first of the month. The entire construction was in charge of experienced men sent from the New York headquarters of Van Veen & Co., Inc. T. H. Glock, general manager of the company, in an enthusiastic letter sent to Van Veen & Co., Inc., complimented the company on the efficient work of its men and praised the manner in which they carried out every suggestion.

A NEW RECORD DISPLAY FIXTURE

G. L. Bailey, New Jersey salesman for the New York branch of the Columbia Graphophone Co., is the inventor of a record display fixture which is being marketed under the trade name "No-Warp." Mr. Bailey has spent several years in the development of this product and announces that he feels he has accomplished in the "No-Warp" a window display or counter fixture that will keep records from warping and at the same time display them in a most attractive manner. The manufacturer of the device is the Display Fixture Co., of Newark, N. J., and it is being distributed by several leading Victor Talking Machine Co. jobbers, the General Phonograph Corp., the New York branch of the Columbia Graphophone Co. and several accessory branches.

TRADE HAPPENINGS IN LOS ANGELES

(Continued from page 83)

while she was a member of the educational department of the Victor Talking Machine Co., and Victor dealers are much gratified at her appointment by Sherman, Clay & Co. They realize the immense possibilities in this line of endeavor, but also feel the constant need of an expert to direct them.

Bartlett Music Co. Enlarges

The Bartlett Music Co., on West Seventh street, has enlarged its store by an additional 6,000 feet. Last week the company announced that it has taken on the Brunswick line of phonographs and records. E. E. Searles, general manager, states that sales are ahead of those for the corresponding period of 1921, but that with much improved facilities a still larger increase is expected.

Jack Ray Goes to Arizona

Jack Ray, who has been covering the Los Angeles County territory as special representative for the Columbia for several months, has gone to Phoenix, Ariz., where he will probably later take up similar work. He is at present, however, suffering from the effects of a recent illness. Mr. Ray was well known in New York, where for a number of years he was assistant to H. L. Willson, general manager of the company.

New Victrola Department

Bullock's, one of the best-known high-class department stores on the Pacific Coast, will open a Victrola department some time this month. This is a new departure for Bullock's, which has hitherto been without a music department. The appointment of the manager of the department has not yet been announced, but Miss Raka Johnson, who is well known here, will have charge of the record department.

Barker Bros. Install Station

An immense radio station, claimed to be larger than any which has yet been put up in Los Angeles, has been installed on the roof of Barker Bros.' store. It is connected with the music department and lively interest is being shown in it

by the public. But the most interesting innovations are the wireless attachments which are being installed in Sonora phonographs. Wireless receiving apparatus and the Magnavox are placed in the cabinets of period and large upright models of the Sonora at an additional cost of \$75 to \$250. The wire connecting the Sonora with the receiving equipment can be easily concealed under a carpet or rug, and the Sonora is then equipped to play regularly with records as a phonograph or in a few moments the wireless can be brought into play and concerts or talks from distant stations can be listened to through the radio. J. W. Boothe, general manager of the music department, has this new department in his charge. He states that the orders and demands for wireless attachments and for wireless-equipped Sonoras is simply overpowering and far in excess of the present supply.

New Wightman Co. Sales Manager

Irving C. Franklin has received the appointment of sales manager of the Wightman Music Co., Long Beach. This concern is one of the oldest music stores in Long Beach and occupies one of the most unique and beautiful quarters in the country. Mr. Franklin has had eleven years' experience in the talking machine field. He has been connected at various times with the Edison, Pathé and Brunswick companies. He was also a sales manager for the Burnham Phonograph Corp., and previous to that, manager of the San Francisco branch of the phonograph division of the Brunswick-Balke-Collender Co.

Nordskog Recordings Well Received

Arne Nordskog, general manager of the Nordskog Phonograph Recording Co., of Los Angeles and Santa Monica, has been receiving many compliments upon the excellence of the recordings which have been made at the Santa Monica laboratories. It is expected that the first commercial records will be released in the near future. Personal recordings have already been made in large numbers.

Harry A. Beach in Los Angeles

Harry A. Beach, vice-president of the Unit Construction Co., of Philadelphia, was in Los Angeles

this week and left for San Francisco. He expects to return here for a second visit within the next few days.

New Edison Manager at Fitzgerald's

H. C. Braden, general manager of the Fitzgerald Music Co., announced that W. A. Callahan has taken over the management of the Edison department. Mr. Callahan has been identified with the sales end of Edison's, both wholesale and retail, for a number of years.

New "Talker" Store Opened

A music store has been opened in Eagle Rock and will be known as Hancock Music Store No. 2. Milton T. Hancock, brother of Newton Hancock, of Pasadena, is in charge. Brunswick phonographs and records will be carried exclusively.

Nelson & Schooler, who recently sold out their store in Whittier, have opened very attractive new quarters in Fullerton, where they are handling Brunswick phonographs.

Don C. Preston, the well-known talking machine man of Bakersfield, paid the sunny Southland a few days' visit recently.

Congratulations

Los Angeles, on its way toward the 3,000,000 mark, has just had another big addition to its population, weighing seven and one-half pounds—and it's a girl! The census man, in his dull, methodical way, will probably record it as only one in number. But to Harold Jackson, manager of the phonograph department of the Wiley B. Allen Co., it's a mighty important addition. "In fact," says Mr. Jackson—who, by the way, is already the proud father of two lusty native sons—"Los Angeles would never have been quite complete without this new citizen!" Both the mother and daughter are doing nicely. And in the meantime Mr. Jackson's many friends are enjoying some good "smokes" in honor of the great event.

WHY THERE ARE OPTIMISTS

Business men who are optimistic usually have good reason for being so. Their optimism is the result of good business and good business is the direct result of hard and effective work.

Qualitiphone

AS GOOD AS THE NAME IMPLIES

For the discriminating buyer of a small Phonograph, who wants a genuine reproduction of tone—the Qualitiphone answers every requirement. It is the ultimate in perfection, the choice of the prospective purchaser of a table, or portable phonograph.



Retail Price
\$15.00

Solid hardwood cabinet, mahogany finish. Genuine mica sound box—heavy silent motor—start and stop device—automatic speed regulator—all parts nickel plated. Fully guaranteed.

Jobbers and Dealers — Write for Particulars

QUALITIEPHONE SALES CORP. 17 EAST 42nd STREET
NEW YORK CITY

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, Pa., April 4.—While noticeably increased Spring business has not as yet been manifested, generally good conditions prevail in the retail talking machine trade in this city and locality. The betterment in weather conditions has brought increased numbers of shoppers on the thoroughfares and local retailers have not been backward in enticing these shoppers into their warerooms through the medium of publicity in the daily press and attractive window displays. Along Chestnut street the approaching Easter season is the motif of a number of attractive window displays. Among the most attractive is the window of the retail store of the Talking Machine Co. adjoining the Adelphia Hotel. In this window a huge open egg holds an upright Victrola, surrounded by the special Easter Victor records attractively arranged. In the wholesale section the window of the Louis Buehn Co. on Arch street furnishes a valuable suggestion for an Easter trim and on the next block the Penn Phonograph Co. has also given much thought to the attractive arrangement of its window. Dealers in all lines seem to have caught the spirit of Spring and are making increased efforts. In Victor retailing circles the recent Educational Convention is much talked of and the universal question seems to be: "When will there be another?" The new horizontal type Victrola to retail at \$115 has been delivered to the Victor dealers throughout Philadelphia. This new model has found much favor and the general opinion expressed is that it will be one of the biggest sellers of the Victor line.

O. F. Jester Succeeds R. M. Nelson

O. F. Jester has succeeded R. M. Nelson and has been given charge of the Philadelphia city

territory for the Brunswick. Mr. Jester was formerly in charge of the Southwestern Pennsylvania territory, which hereafter will be in the hands of W. J. Lorenz, who was formerly with the Columbia Co.

The Talking Machine Co. Makes Its Debut

Arch street, which has for a number of years housed the headquarters of the Louis Buehn Co. and the Penn Phonograph Co., has lately welcomed another Victor wholesaling house, the Talking Machine Co., of Philadelphia. This Victor wholesaling firm has secured the large and commodious quarters formerly occupied by the George D. Ornstein Co., at 1025 Arch street. Extensive alterations have been made and every effort has been exerted to most efficiently lay out the new quarters of this progressive house. Adequate space has been provided for the storage of machines and the filing of records and the front part of the street-level floor is devoted to the offices of the company. Harry A. Ellis, wholesale manager of the company, who is in charge, is a thoroughly experienced Victor man and numbers many friends in Victor retailing circles. The Talking Machine Co. is rapidly taking possession of the new quarters and is making good use of its facilities in taking care of its steadily increasing business.

Artistic and Interesting Unico Folder

The Unit Construction Co., of this city, has recently issued an attractive six-page folder on its equipment. The center spread of this folder depicts twenty-one actual installations recently made in widely separated sections of the country and which are destined to serve admirably in the way of a suggestion to the dealer for the improvement of his warerooms. Half-

tone illustrations are presented of various designs and suitable space is also devoted to the accessory and service tables, specials racks and the efficiency repair bench.

Budget of Columbia News

The value of the window display service issued by the Columbia Graphophone Co. was emphasized recently by the experience of C. C. Baer, Columbia dealer at Oxford, Pa. Mr. Baer decided to cut down expenses on January 1 and canceled his window display service. However, after going one month without it he found that the service was a necessity and not an expense, and he re-ordered it immediately, stating that he intended to use it regularly despite any adverse business conditions.

Robert Porter, field sales manager of the Columbia Graphophone Co., was the principal speaker at the monthly meeting of the Philadelphia Columbia Grafonola Dealers' Association held on Tuesday, March 28. Mr. Porter gave an interesting discourse on general business conditions, which was received with keen interest by the dealers.

Dolly Kay, exclusive Columbia artist, recently completed an engagement of several Philadelphia theatres. Practically every local dealer featured this artist in window displays, and her theatre engagements, coupled with these displays, stimulated the sale of Miss Kay's records materially.

Columbia dealers in adjacent Philadelphia territory are enthusiastic regarding the special Grafonola advertising allowance made by the Columbia Graphophone Co. Over twenty dealers are already using the advertising campaign, and the Philadelphia branch expects many additions to

(Continued on page 86)

EVEN HEAVEN HAS TO BE SOLD TO MOST PEOPLE

Great as is the natural demand for Victrolas and for Victor Records, don't expect quantity sales of a quality product without *quantity* and *quality* of sales effort.

Dealers buying in Philadelphia need not be without the information or inspiration necessary to increase sales. Every member of this organization works continually for the Dealer's interest.

The Louis Buehn Company
of Philadelphia

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 85)

the list as soon as the dealers appreciate its selling possibilities.

Among the recent visitors to the Philadelphia branch were: S. Kline, Philadelphia Supply Co., Bridgeton, N. J.; S. E. Meister, Lancaster, Pa.; S. B. Speigle, Woodbury, N. J.; I. N. Sortman, Wilmington, Del.; H. B. Newkirk, Salem, N. J.

Weymann & Son Happenings

H. W. Weymann, president of H. A. Weymann & Son, Inc., Victor wholesalers of this city, reports that dealers are achieving exceptional results in the sales of the new Victor Models Nos. 240, 260, 280 and 300. A suggestion was recently made by this firm to its dealers that they display these new horizontal models separately from the upright models of the Victor line. It has been found through actual experience that the dealers who followed this suggestion and made a separate extensive display of these models achieved the greatest results and were most successful in the merchandising of the models.

A shipment of the new type No. 240, retailing at \$115, was received from the Victor factory on the last day of March and was promptly shipped out to the dealers. In commenting on this popular new model Mr. Weymann stated: "I consider the No. 240 which we are shipping out to-day an instrument of the greatest value. The advance illustration of this model did not do it justice at all. It must be seen to be fully appreciated. As proof of this I might mention that a number of dealers who personally visited our headquarters and saw the model on display here and who had ordered only one of the model immediately increased their orders to four, five and six of the same number, with requests to ship immediately. I believe that this model is going to prove an exceptionally popular one and will produce very heavy sales." Mr. Weymann continued: "We have just finished our weekly staff meeting. It has long been a policy of this house to hold these meetings on each Saturday afternoon, when all of our traveling staff are in town. They have proved of exceptional benefit in solving problems beneficial to us and the dealers' interests in increasing the sales of Victor products. The sales promotion department, in charge of Charles Paulson, is doing very good work in promoting the sales of Victor merchandise. One of the recent features inaugurated by this department which is proving so successful is the mid-month hanger of suggested numbers selected from the Victor catalog. This is resulting in increased sales of records everywhere and has been especially beneficial in moving record stocks.

H. A. WEYMANN & SON, Inc.

1108 Chestnut Street

Philadelphia, Pa.

VICTOR WHOLESALERS

Q. R. S. PLAYER ROLLS

WEYMANN 'KEYSTONE STATE' STRING INSTRUMENTS

Our Organization is constantly alive to the individual requirements of our Victor Dealers, our Sales Promotion Department being at your service to help you with your merchandising problems.

All Victor Dealers in our territory should be on our mailing list and receive our "Mid-Month Suggestions" Hangers.

This is one of the many features of our Victor Service

In fact, we have invited suggestions from dealers, in making up these mid-month lists, so that we might include on this list such numbers as dealers might be particularly well stocked with. This mid-month suggestion hanger combats a somewhat growing tendency among the consuming public to only buy each month as the new releases are issued and from the new list, whereas there are so many excellent numbers in the Victor catalog which should be in the home of every talking machine owner. This hanger is doing much in attracting the attention of the general public to the gems to be found in the general catalog."

Under the able direction of Mr. Weymann the wholesale business of H. A. Weymann & Son, Inc., has enjoyed exceptional growth. Perhaps a secret source of inspiration to Mr. Weymann in his work is to be found in a photograph which

occupies a conspicuous place upon his desk. This photograph depicts Harry Power Weymann, Jr., his grandson and son of H. Power Weymann, also connected with H. A. Weymann & Son, Inc. Young Harry is a bright-eyed, laughing youngster of less than two years and is particularly fond of his grandfather. Mr. Weymann proudly points to Harry Power Weymann, Jr., as one of the future executives of the house of Weymann.

Ornstein Estate Appraised

The appraisal of the estate of George D. Ornstein, Victor jobber, whose interests were purchased by the five leading distributors of this city, has been appraised at \$354,998.14. Mr. Ornstein's share in the enterprise is valued in the estate appraisal at \$123,000. Other of his holdings included 500 shares Bethlehem Steel, \$28,625; 500 Consolidated Cigar Co., 100 American Sumatra Tobacco Co., 28 Atlantic Refining Co., \$29,400, and 121 United Cigar Stores Co., \$15,246. The Ornstein holdings of real estate have not yet been appraised.

Now for Pennsylvania's Music Week

The program for Music Week which will be celebrated in Pennsylvania under the auspices of the State Department of Public Instruction from April 30 to May 7 is practically completed and will include community singing, choral and orchestral concerts, music memory contests and music festival competitions. Music Week is being promoted in a very liberal way by Weymann's sales promotion department, which has sent out a letter to dealers enclosing a pamphlet which has been issued by the State Department. It is up to the dealers to co-operate in every way possible in this movement—to tie up their stores with this great campaign for music which has aroused the enthusiastic support of the Governor

On Guard



Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors.
Write them or us for prices.

Penn Phonograph Company

913 Arch Street

Philadelphia, Pa.

Victor Wholesale Only

DECALCOMANIA

Name Plates for Talking
Machines, Pianos, etc.

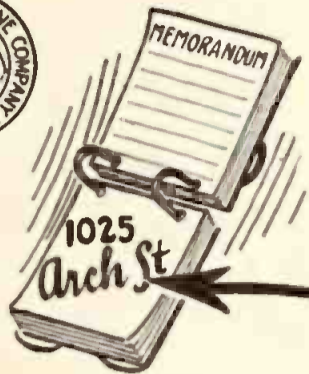
High Class Workmanship

Write us for further information

National Decalcomania Co.

220-230 N. 60th St., Philadelphia, Pa.

1025 ARCH ST.



JOT THIS ADDRESS DOWN
ON YOUR MEMO PAD

Many Victor dealers have benefited by our experience in Victor Merchandising. You can do the same.

When you come to "Philly" be sure to call at our new home, we will make your visit a pleasant one.

THE TALKING MACHINE CO.

1025 ARCH ST.
PHILADELPHIA
VICTOR DISTRIBUTORS

LET PHIL FILL 'EM

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 86)

of the State, who has issued a letter in which he urges that the people of the Commonwealth join hands in making Pennsylvania's Music Week a success to the end that there shall be better music in the homes and churches—that schools, industries and business houses, civic, fraternal, patriotic and welfare organizations shall join in playing and listening to music.

"Prove It With Profits"

Sonora dealers in Pennsylvania always look forward with a great deal of interest and considerable profit to the sales tips which E. S. White and F. H. Owens, of the Sonora Co., Philadelphia, circulate when they either reach them in person or when they hear from them in the form of literature. For instance, here is a recent letter which ranks with the famous Garcia message:

"The Message That Went Over the Wire. It was a real message; it was a man's message. It went from the general manager to a branch manager. We think it is worth repeating. 'Close your prospects or close your doors.' That was the message.

"Every Sonora dealer has some prospects that need closing. There always is a possibility of a competitor closing them first. Make April a closing month. Get those prospects in a corner, but, before you do it, go carefully over all the features of several models and don't forget the Elite and Grand. They are two good models to close prospects with. If you do not have them in stock, order at once.

"There is business. It is a little harder to get now, but it can be done. The two models suggested eliminate most competition and give you strong-closing talking points. You can get business. One big man recently said: 'You can, but will you?' Your business will increase greatly if you realize on Sonora prestige. There are more high-priced Sonora phonographs sold than any other make. Tell the Elite or Grand story. Prove it with profits."

Broaden Equipment Scope

The Unit Construction Co., of this city, manufacturer of Unico equipment for talking machine warerooms, has added rugs to its line. The Unit Construction Co. has built up an enviable reputation in the quality of its equipment and, in an endeavor to completely serve the dealer in demon-

stration room equipment, some months ago added service tables, self-service record racks, lighting and ventilating fixtures. With the addition of rugs it is now possible to secure the entire equipment for the demonstration room at one source, thus assuring entirely harmonious fittings.

United Music Stores Expand Lines

The United Music Stores, of this city, report generally satisfactory business. It is announced that this company has lately added the Pianostyle word roll to the lines which it distributes. The Pianostyle word roll is now handled in addition to the Connorized word roll, which the company will continue to distribute as heretofore. Joseph Wexler, representative of the company throughout the State of Pennsylvania, has opened a num-

ber of new accounts in various parts of the State. This company also distributes a number of well-known talking machine accessories.

Now the Reliable Phono Supply Co.

Robert Stein, proprietor of the business formerly known as the Keen Talking Machine Supply Co., has announced the change of the name of that company to the Reliable Phono Supply Co. This company will continue to wholesale and job talking machines, records, parts, etc., as in the past, and from the same address, 109 North Tenth street.

Mr. Stein states, in a general announcement recently made to the trade, that the name of Keen was abandoned because of a tendency on

(Continued on page 88)

April Showers Produce Results

Oké Records

Produce the results you want.
Sales and profits. Write today
for agency.

Sonora Co. of Phila.

1214 Arch St., Phila., Pa.

Italian Music Rolls

Largest collection of Italian and other foreign music rolls in the United States. Catalogs and discounts on application.

UNITED MUSIC STORES

619 Cherry Street
225 W. Mulberry St.

Philadelphia, Pa.
Baltimore, Md.

CABLE ADDRESS REG'D
"FILASSE—PHILA."

Send for Samples and Special Quantity Quotations

LONG DISTANCE 'PHONE
BARKING 536

IMICO INDIA RUBY MICA DIAPHRAGMS INTERNATIONAL MICA COMPANY

PHILADELPHIA, PA.
YOKOHAMA, JAPAN
CHICAGO, ILL.

GENERAL OFFICES AND FACTORY: 37th and BRANDYWINE STS., WEST PHILADELPHIA, PA.

MIDWEST OFFICES
106-110 W. LAKE ST.,
CHICAGO, ILL.
MFRS. SALES COMPANY
330 FIFTH AVENUE
PITTSBURGH, PA.
V. T. SCHULTZ
CLEVELAND, OHIO
RAYSOLO SALES CO.
LANCASTER, PA.

JORDAN & COMPANY
305 BROADWAY,
NEW YORK, N. Y.
SAMUEL TOOLE,
336 BURGESS AVE.,
INDIANAPOLIS, IND.
WALTER S. GRAY
SAN FRANCISCO, CAL.
ARTHUR BRAND & CO.
CINCINNATI, OHIO

FRANK G. SCHOFIELD
220 KING STREET W.,
TORONTO, CANADA
H. A. BENISTER
122 ST. ANTOINE ST.,
MONTREAL, CANADA
STANDARD T. M. SHOP
VANCOUVER, B. C., CANADA
STEINOLA COMPANY
KANSAS CITY, MO.

ARTOPHONE COMPANY
1103 OLIVE STREET
ST. LOUIS, MO.
PROVIDENCE PHONO. CO.
95 FOUNTAIN STREET
PROVIDENCE, R. I.
DAVENPORT ACCESSORY CO.
DAVENPORT, IOWA
S. RAKUSEN & COMPANY
SHANGHAI, CHINA

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 87)

the part of a number of dealers to associate this company with a company of similar name, the Keen-O-Phone Co., which failed some time back. Mr. Stein announced it will be the endeavor of the company to live up to the name "Reliable" closely in the conduct of this business.

New Victor Horizontal Styles Popular

The headquarters of the Louis Buehn Co., Victor wholesaler, has been the scene of much activity during the past month. The new horizontal type of Victrola No. 240 was received during the latter part of the month and displayed in the warerooms of the company. This new model attracted much attention and a good volume of orders has been received for this type.

William H. Nolan, of the Buehn sales staff, is still hearing many complimentary expressions from Victor retailers upon Mrs. Nolan's exceptionally fine rendition of "Spirituals." At the recent banquet tendered by Philadelphia jobbers to the retailers Mrs. Nolan obliged by singing several "Spirituals" which were appreciated.

New Brunswick Dealers

Among the important recent Brunswick dealer appointments is that of F. A. North & Co. piano stores in Chester and West Philadelphia and Daniel L. Green, of Kennett Square. These stores are prominently located and will undoubtedly dispose of a great number of Brunswick machines and records.

Why G. Dunbar Shewell Is Enthusiastic

There are few more enthusiastic men in the trade here than G. Dunbar Shewell, president of the Cheney Sales Corp., who is building up a very fine business in this territory for the Cheney. During the past month he has opened a number of new accounts and his business is from five to six times as large as the same month a year ago.

Penn Phonograph Co. Expansion

The headquarters of the Penn Phonograph Co. at 913 Arch street was visited by a number of out-of-town dealers during the month. Possession has been taken of the second floor of the building for office purposes, thereby allowing the entire third floor for increased storage space. The constantly increasing business of the firm has made this move imperative. The Penn-Victor dog continues in popularity and is doing its share in providing the dealer with an excellent means for getting prospects into the wareroom. A local dealer has featured these dogs in a large Ferris wheel for a window display.

Harry A. Beach on Pacific Coast

Harry A. Beach, vice-president of the Unit Construction Co., is now on the Pacific Coast in the interest of the company. Mr. Beach reports

remarkable activity in various commercial centers on the Coast and has secured contracts for a number of extensive installations in talking machine warerooms.

Congratulations for Harry Fox

Harry Fox, popular general manager of the Emerson Philadelphia Co., of this city, is receiving the congratulations of his friends upon the arrival at his home on March 30 of a baby girl. This heiress to the Fox fortunes has been christened Barbara Ann, and Harry Fox is so delighted that he is buying cigars for all of the boys.

Gimbel Bros.' Pathé Sale

Gimbel Bros. have had tremendous success with the special sale of Pathé machines. Many thousands were sold and in this connection the talking machine department was kept open almost every night until nine o'clock for three weeks.

Finds Improving Business Conditions

Ben Witlin, of the Witlin Musical Instrument Co., distributor of Starr phonographs and Gennett records, has just returned from an extended trip, which included Washington, Baltimore and surrounding territory. He found a much better feeling existing than for months past, and is quite optimistic regarding the future of Starr products in this territory.

Increasing Call for Edison Records

Herbert E. Blake, who, as announced in The World, took possession of his new store at 20 South Tenth street last month, is doing an excellent business in Edison phonographs and records. The latter, owing to the new reduced prices, are in great demand.

B. H. Rogers Tells of Vocalion Popularity

B. H. Rogers, of the Lincoln Business Bureau, is very optimistic regarding the demand for Vocalion records. He says that general business is steadily improving and this is manifested in the demand for Vocalion phonographs and records.

Pleased With Outlook

Oscar W. Ray, general manager of the wholesale Vocalion record department of the Aeolian Co., recently visited the Lincoln Business Bureau, Vocalion distributors in Philadelphia, and reports that for February and March, the first full months in which the new distributors handled the line, the sales exceed those of any previous month in the Philadelphia territory. The result is that B. H. Rogers, of the Lincoln Business Bureau, who has charge of Vocalion distribution, was enthusiastic regarding the possibilities for the development of that business.

SONORA DISTRIBUTOR MOVES

PITTSBURGH, PA., April 8.—H. Milton Miller, manager of the distributing agency of the Sonora phonograph, has moved his offices and showrooms to the original quarters on the second floor of the Jenkins Arcade, where he is welcoming his Sonora dealers daily. Mr. Milton is quite "sold" on the Sonora line and is positive that this season will show a large gain in sales of the Sonora, especially the period models.

SLIGHT DAMAGE FROM FIRE

The Brunswick Phonograph Shop, West Jackson street, Macomb, Ill., was slightly damaged recently in a fire which broke out in an adjoining building.

CELEBRATE INDUSTRIAL WEEK

Columbia Dealers in Philadelphia Participate in Celebration and Parade

PHILADELPHIA, PA., April 4.—During the early part of March retailers of all lines of merchandise from York street and Allegheny avenue and Broad street to Sixth street held an "Industrial Week," under the auspices of the Central North Philadelphia Business Association. Monday afternoon an unusual parade was made up of bands and floats, in which Columbia dealers participated.

Myers F. Hall, Columbia dealer, had his truck decorated with the national colors and a Magnavox attached on the hood kept playing popular airs. All of the retailers' windows in the vicinity were dressed up and among the most artistic windows were those of G. J. Oldervurte and Mr. Hall. Both attracted considerable attention and were well worth the time and attention bestowed upon them.

Among the recent visitors to the Columbia branch in Philadelphia were: J. W. Maus, Shamokin, Pa.; H. B. Newkirk, Salem, N. J.; L. M. Paul, Pottsville, Pa.; E. O. Lockwood, credit manager from the executive office in New York, and H. L. Pratt, branch service manager.

APPOINTED PRODUCTION MANAGER

J. N. Foreman Joins Deca-Disc Factory Executive Staff—Company Is Increasing Its Production Rapidly to Meet the Demand

HANOVER, PA., April 6.—J. N. Foreman, formerly production manager and superintendent of the Landis Tool Co., of Waynesboro, Pa., has taken full charge of the factory production activities of the Deca-Disc Phonograph Co., of this city, manufacturer of the Deca-Disc automatic phonograph. This company is planning to increase its factory production materially, and Paul D. Bodwell, general manager of the company, states that the dealers throughout the country are evincing unusual interest in the company's sales plans.

STARR POPULARITY IN PITTSBURGH

PITTSBURGH, PA., April 8.—H. C. Niles, secretary of the Starr Phonograph Co., of Pennsylvania. Starr phonograph and Gennett record distributor in this territory, states that Starr phonographs and Gennett records are steadily increasing in popularity and the outlook for this line in the Pennsylvania territory is exceedingly bright.

To the Jobber and Retailer

We want you to try "SUPERB," the Perfect Semi-Permanent Needle. So send for samples and discounts. Plays 100 to 200 Records.

Loud Medium Soft Tone

4 for 30c.

Mellowtone Needle Co.
Ansonia, Conn.

VALUES

TALKING MACHINES
COMPLETE—or if desired
—CABINETS ONLY.
Brown and Red Mahogany,
Golden and Fumed Oak Low
Prices.



Write for Further Information Today

THE H. LAUTER COMPANY
Indianapolis, Indiana

Most people like to add a good 'cello solo frequently to their collections. Here's a new one to push! "Sweet Evening Star," from *Tannhäuser*, played by Pablo Casals, the master 'cellist. 49813.



Columbia Graphophone Co.
NEW YORK

EDISON PITTSBURGH DEALERS MEET

Conference at the Fort Pitt Hotel Attended by a Great Array of Dealers—N. W. Russler Elected President of a Permanent Organization

PITTSBURGH, PA., April 3.—Edison dealers in the Pittsburgh zone held an all-day conference at the Fort Pitt Hotel on March 23, which was attended by a majority of the retailers in the district, who were welcomed by A. A. Buehn, of the Buehn Phonograph Co., local Edison jobbers.

Steps were taken during the meeting for the formation of a permanent organization of local



Nelson W. Russler

Edison dealers, the following officers being elected for the first year: President, N. W. Russler, of the Russler-Chadwick Co., Cumberland, Md.; secretary-treasurer, J. C. Dilts, Sr., of Wheeling, W. Va.; executive committee, J. E. Bumbera, Swissvale, Pa.; H. H. Findt, Steubenville, O.; S. A. Phillips, Morgantown, W. Va.; P. P. Brooks, Altoona, Pa., and George J. Carney, Parkersburg, W. Va.

The entire day was taken up in discussions of matters of importance to the Edison dealers, during which there was a full and free interchange of opinions. The afternoon session was exclusively for dealers, the Edison jobbers not being in attendance.

In the evening there was the usual dinner and dance. This proved to be a most interesting social event, with the handsomely gowned women and gallant men dancing to the music of a fine orchestra. The menu that was served was up to the notable standard of the Fort Pitt Hotel. Those who attended the affair were: C. Ament, Apollo, Pa.; T. Anderson and H. McMillen, Blairsville, Pa.; Mrs. N. Aughenbaugh and Miss A. McGear, Monaca, Pa.; P. Brooks and Miss McConville, Altoona, Pa.; J. E. Bumbera, Swissvale, Pa.; George Carney, Parkersburg, W. Va.; R. J. Commons and J. H. Miles, Patton, Pa.; Miss M. Little, East Liverpool, O.; Carl Dufford, Newcastle, Pa.; D. C. Feather, Pitcairn, Pa.; H. Findt, Steubenville, O.; Miss Ruth Bowers, Kittanning, Pa.; R. Gerecter, Mt. Pleasant, Pa.; C. Hempstead, Masontown, Pa.; A. Ohringer, A.

Goldsmith, Burton Goldsmith, J. Groff, William B. Wagler and Mrs. Fetterhoff, Braddock, Pa.; C. H. Hutson, New Bethlehem, Pa.; R. B. Keefer and Miss B. Verner, Irwin, Pa.; H. O. Keefer, W. O. Altman and Miss Ethel Wegley, McKeesport, Pa.; F. A. Knouff, J. B. Vaughan and H. W. Schneider, Crafton, Pa.; John Haggerty, Pittsburgh, Pa.; Louis Luxenberg, Barnesboro, Pa.; J. Hayes and Miss Marcella Castner, Marietta, O.; Miss A. Fisher and Miss Ruth Mytinger, Ambridge, Pa.; H. Levine and Frank Boyd, McDonald, Pa.; W. J. McKnight, Brookville, Pa.; Victor Nelly, Miss Catherine Nelly and G. Jewell, Carnegie, Pa.; M. S. Nimmo, Nanty-Glo, Pa.; C. A. Nessler and Miss Irene Herron, Monongahela, Pa.; J. C. Dilts, Wheeling, W. Va.; S. G. Patterson, Beaver Falls, Pa.; S. A. Phillips, Morgantown, W. Va.; J. M. Stewart, R. K. Houck and H. C. Trader, Indiana, Pa.; C. A. Puffinburg and Miss Florence Kountz, Wilkinsburg, Pa.; Mrs. S. Leyton, Coraopolis, Pa.; H. L. Rosenberg, South Fork, Pa.; N. W. Russler and J. W. Statary, Cumberland, Md.; R. D. Stephens, Barnesville, O.; Clarke W. Wright, Miss A. Miller and Miss McAllister, East Pittsburgh, Pa.; A. R. Webber and W. F. Jenkins, Lisbon, O.; Miss E. A. Dunn, Connellsville, Pa.; W. E. Sharps, Uniontown, Pa.; L. H. Fullerton, Miss Elizabeth Buxton and Miss V. Dickinson, Burgettstown, Pa.; A. A. Buehn, Jas. McKelvie, E. J. Patterson, C. C. Latus, T. A. Dillon, D. S. Hartley, C. W. English, J. K. Nichol, L. A. O'Neill, Miss Margaret O'Neill, Miss Helen Hughey, Miss M. Lergenmiller, Miss M. Toole, Miss Lillian Scholl.

Miss Ethel Chillay, Miss A. Raida, Arthur Chilcott, R. P. Chilcott and A. J. Boehm, Pittsburgh.

WILL INTRODUCE NEW LINE

Harponola Co. Will Have New Models Ready July 1—Consoles Will Be Featured

CELINA, O., April 6.—The Harponola Co., of this city, is bringing out an entirely new line of talking machines. The date for the introduction of the new machines is set for July 1. H. J. Beam, secretary of the Harponola Co., says that the new machines are to be popular in price and will include five new consoles which will embrace some novel ideas in distinctive styles. The company will continue the use of the golden spruce horn amplifier, as this feature has been one of the most popular in the Harponola line.

NOW OCCUPYING LARGER QUARTERS

The Magic Phono Supply Co., formerly of 67 Debevoise street, Brooklyn, N. Y., has just leased quarters at 261-273 Lorimer street. The new home gives the company greatly increased floor space to care for the growing demand for its popular-priced two-spring motors. The company now manufactures the Markel motor under the trade name Magic, as well as the Butterfly motor.

If you lack faith in the worthiness of your business, go into some other business where this insurmountable obstacle does not hold you down.

**IN THE SPRING
MR. VICTOR DEALER**

You can lay the foundation for a healthy, active business for the entire year.

Victrola and Victor Record sales will undoubtedly be healthy and active this Spring, as industrial conditions are steadily improving.

Mickel Service is ideally equipped to make this Spring your banner season.

MICKEL BROS. CO.
VICTOR WHOLESALE EXCLUSIVELY
DES MOINES, IOWA



SAN FRANCISCO

High-Class Musical Entertainments Help Trade—Officers of Local Association Elected—Business Steadily Improves—The News

SAN FRANCISCO, CAL., April 3.—It is conservatively estimated that over 400,000 tickets to high-class musical entertainments have been sold in San Francisco and vicinity during the present music season. That such a showing can be made in the San Francisco Bay region, which has a population of about a million people, fully justifies the claim that this community regards good music as one of the prime necessities of life. Visiting artists love San Francisco, and when they appear before San Francisco audiences they are inspired to do their very best because they know their offerings will be appreciated and that appreciation expressed by unstinted and enthusiastic applause. Data is not available for the sales volume on classic records, but it is safe to say that the demand is fully in proportion to the patronage of the great musical performances. This week, which marks the opening of the Chicago Grand Opera season in San Francisco, the leading talking machine dealers are featuring opera records in their show window and newspaper advertising.

Handling Radio Equipment

Blossom time is here again, yet business has not revived enough to make the trade gloat over its profits. Conditions are steadily improving, however, and interest in talking machine merchandise is alive. The radio interests have somehow become closely allied to the talking machine interests and some of the talking machine concerns are already handling radio equipment with success. The San Francisco trade, quite generally, sees benefit to the talking machine business in this radio music, for the reason that a wider interest in mechanically recorded music is stimulated among a class of people scientifically inclined.

Northern California Association Meets

The Music Trades Association of Northern California held its second annual meeting and luncheon on March 14 at the Hotel Stewart in San Francisco. The following were elected directors for the ensuing year: C. H. Hanson, Hanson Music Co., San Francisco; Henry Grobe, San Francisco; Shirley Walker, Sherman, Clay & Co.; Bernard Goldsmith, Oakland Phonograph Co.; F. A. Levy, California Phonograph Co.;

George R. Hughes, Wiley B. Allen Co.; Gibson McConnell, Gibson McConnell Co.; Walter Gannon, Kohler Industries; M. V. Thompson, Baldwin Piano Co.; W. A. Craven (for Sacramento), Hauschildt Music Co.; S. S. Hockett (for Fresno), Hockett, Bristol & Cowan; Fred E. Turner (for Stockton), Stewart School Supply Co., and W. B. Reilly (for San Jose), Robinson & Sons Co. Following the regular meeting these directors unanimously elected the following as officers: George R. Hughes, president; Shirley Walker, first vice-president; S. S. Hockett, second vice-president; F. A. Levy, treasurer, and M. B. Bowman, secretary.

Excellent Progress During the Year

The Association has made good progress in its first year and Mr. Hughes, who was re-elected president, was congratulated for his activity in promoting the welfare of the music trades. It was decided at the meeting that hereafter there would be a special committee, composed of talking machine dealers, to take up matters pertaining to this branch of the industry. Owing to the many new concerns which have entered the talking machine business there is still much need for getting together on important issues. One of the chief problems is that of handling instalment sales. The policies of certain houses in making fantastic instalment sale inducements have tended to lower the dignity of the business, it is claimed.

The Nathan Dohrmann Co., of San Francisco, large dealer in household merchandise, is to add a talking machine department. The Blue Bird machine will be featured.

To Distribute Vocalion Records

The San Francisco wholesale branch of the Aeolian Co. has been discontinued, and Manager Hull has returned East. The Magnavox Co. has taken the agency for handling Vocalion records in northern California and the Northwest. The popularity of these records is growing fast on the Coast.

Morley Somers, manager of the Phonograph Shop, San Francisco, finds March business fully up to last year's record, both in the wholesale and retail ends. The Sonora line has been just placed with Lowell Dixon, jeweler, 1512 Seventh street, Oakland, and with the Garrett Owen Co., which operates two stores in Berkeley.

J. W. Boothe, manager of the talking machine department of Barker Bros., Los Angeles, was a business visitor in San Francisco this month. He reported business good in the South.

Encouraging Increase in Business

The Wiley B. Allen Co., San Francisco, is enjoying an encouraging increase in business. The record sales are fairly heavy and the movement of machines is much brisker. Practically the full line of Brunswick machines is now in stock by reason of new shipments from the factory.

Andrew McCarthy, of Sherman, Clay & Co., says the wholesale Victor business is satisfactory on the Coast and that the exclusive Victor dealers are certainly getting their full share of the retail business.

Victor Line for Phonograph Studio

The latest San Francisco establishment to take on the Victor line is the Phonograph Studio at O'Farrell and Powell streets. W. H. Quarg, the manager, is delighted with the increase in sales this month. The Phonograph Studio caters largely to the night trade in the downtown district and keeps open until 11 p. m. Two shifts of employees are required. The shop also carries the Columbia line. An enlarged show window has been put in adjoining the O'Farrell street entrance.

Walter King, the Ellis street phonograph dealer, has closed his establishment.

Edison Artists in Recital

Helen Davis, the well-known soprano, and Victor Young, the pianist, gave a recital at the

Hotel St. Francis on the evening of March 24 under the auspices of the Edison Shop, San Francisco. Admission was by special invitation. A large audience attended to hear the tone test of Edison Re-creations.

The Victor department of the Emporium, in this city, has been removed to a more favored position in the large department store and it is now directly facing the elevators on the third floor and very convenient for callers.

"JACK" BLISS WITH U. S. MUSIC CO.

Popular Music Roll Executive Opens Offices for U. S. Music Co. in New York—Sales Efforts Already Producing Results

George H. ("Jack") Bliss, one of the best-known members of the music roll trade, recently opened an Eastern branch for the United States Music Co., of Chicago, at 122 Fifth avenue, New York. A complete stock of U. S. player rolls has



George H. Bliss

been installed at this branch, and results to date indicate that Mr. Bliss and his staff will meet with unlimited success.

Mr. Bliss, who has rounded out fourteen years in the music roll business in various capacities, came East eight years ago to establish a branch for the Q R S Co. in New York. He was one of the organizers of the Greater New York Music Publishers' and Dealers' Association, and acted as secretary for that organization for four years. He has also been active in the National Piano Travelers' Association, of which he is at present first vice-president.

The opening of Eastern headquarters for the United States Music Co. is expected to increase materially the demand for this company's rolls throughout the Eastern territory, and it is probable that further steps, including possibly the opening of a branch factory, will become necessary in the future to meet the requirements of the trade.

The music store of McCauley & Powers, Adel, Ia., has been taken over by Clarence E. Powers. In the future Victor products only will be handled at this establishment.

Columbia Grafonolas are being featured in an extensive sales drive by the Automatic Music Shop, 844 Grand avenue, New Haven, Conn.

RECORD DEALERS AND SHIPPERS
Send for Your Sample Today

RECO-RAPS

A Transportation Package for Talking Machine Records

CROSS-SECTION VIEW

DESCRIPTION

- #1 & 7 — Top & Bottom Board
- #2 & 6 — Corrugated Fillers
- #3 & 5 — Records
- #4 — Center Post in Use
- #9 — Reco-Rap Complete
- #10 — Center Post before Used.

SAVES — Far More Than Their Cost
In Postage and Insurance
PREVENTS BREAKAGE

Write for Particulars and Samples

THE RECO-RAP CO., Inc., 104 N. 12th St., St. Louis, Mo.

ATTENTION

Cabinet Manufacturers

who are in a position to manufacture cabinets of a new and most desirable kind (Patents pending), upon a basis either of royalty or of straight order, and at reasonable prices, should write immediately to

TRIPLEX ARTISTIC PHONOGRAPH CO.
Pershing Road and Ridgeland Ave.
BERWYN, ILLINOIS

Dealers will be delighted with the TRIPLEX on the floor. Customers say that it is the best they have ever seen.



Kreisler

"The effect produced by the *Hall Fibre Needle* is most pleasing. The music becomes mellow, enriched. I believe that it is really the best to use in order to obtain the most from a talking machine record"

— FRITZ KREISLER

Hall Fibre Needles
U.S. PATENT
FOR SALE HERE

Mr. Dealer:—

The above speaks for itself. This beautiful display card, size 18½" by 12½", reproduced in sepia may be had upon application to your jobber or direct to us—supplying the name of your jobber.

HALL MANUFACTURING CO.

Successors to B & H Fibre Mfg. Co.

33-35 West Kinzie St.

Chicago, Ill.

M I L W A U K E E

Trade Conditions Reviewed—Carberry Heads Association—Many New Dealers in Evidence—Participants in Style Week—The News

MILWAUKEE, WIS., April 6.—The talking machine trade here is making good progress in the sale of machines as well as records, despite a number of unfavorable factors, chief among which is the recrudescence of strong and injurious competition from "gyp" dealers. In the past two or three weeks it appears that a large number of instruments of more or less doubtful origin have been "dumped" into this market and offered at prices that can hardly represent even cost, regardless of the cheapness of the make. There also has been considerable selling of cheap records at starvation prices, although this competition is probably less severe on dealers than the marketing of instruments without regard to cost.

There is, of course, always a class of people which will buy the "gyp" machines and make it worth while for those who market such goods to take on lots of instruments. But in the case of records it is somewhat different, for even the biggest bargain hunters seem to realize that a cheap record is not much good, nor will it last. But, on the other hand, it seems that certain people will buy cheap machines and then buy good records, because the cheapest machine is willing to play a good record.

The orderly merchandising of trustworthy instruments is going forward in an encouraging way, notwithstanding the strenuous competition of cheap merchandise. Talking machine dealers who value the prestige they have built up and decline to enter into the merchandising of cheap stuff are getting more and more business. Sales so far in April command respect. March was a good month—better than February or January—and the improvement in business apparently is not only sustained, but being accentuated. This view is borne out both by jobbers and retailers.

Easter Season Speeds Victor Sales

"Business is good, and it is getting better right along," is the cheery word from Sam Goldsmith, vice-president of the Badger Talking Machine Co., Victor jobber. "We had a good month in March, and April so far has developed some excellent orders. The Easter season in recent years has come to be more and more a season of music, and people are buying musical instruments in a way that is reminiscent of the Christmas and New Year's periods. We have no complaint to make—in fact, business is so satisfactory that we are rather inclined to point to earlier predictions of constantly improving trade and being able to prove that these are coming true."

Brunswick Popularity Increasing

The Brunswick, which in the last year or two has come to be regarded as one of the real big sellers in this territory, is continuing its march of progress, a statement which is borne out by the actual sales records in the office of Thomas I.

Kidd, manager of the local branch of the Brunswick-Balke-Collender Co. But the biggest step forward has been made by the Brunswick record, the sale of which, by Milwaukee and Wisconsin talking machine shops privileged to handle this line, is something truly remarkable. In a few years' time the Brunswick record has established rank as one of the very best sellers, and the popular numbers especially are enjoying a vogue that is making some of the "old-timers" look up.

Local Association Elects Officers

Frederick W. Carberry, head of the Frederick Carberry Co., who recently added a Brunswick talking machine department to his Chickering piano business, was elected president of the Mil-



Frederick W. Carberry

waukee Association of Music Industries at the annual meeting held late last March. Hugh M. Holmes, sales manager of the J. B. Bradford Piano Co., featuring the Victor, Sonora and Vocalion, was elected vice-president. The new secretary is R. H. Lanz, of the musical merchandise division of the Yahr & Lange Drug Co., Sonora and Okch record distributor. Adam C. Schroeter, manager of the piano department of Gimbel Bros., is the new treasurer. The Association has recently undergone a complete rejuvenation and is engaged in some very practical work for the advancement of music which undoubtedly will work greatly to the benefit of the sales of instruments, records and other musical merchandise.

Edison Dealers Kept Busy

Sales of the New Edison phonograph and Edison records have been of splendid proportions during the past month and business is of a most satisfactory character, according to members of the Phonograph Co. of Wisconsin, distributor of

the Edison line in Wisconsin and upper Michigan.

Yahr & Lange Pushing Sonora

The Sonora is steadily increasing in popularity due to the vigorous promotion of the Yahr & Lange Drug Co., distributor in the Wisconsin and northern Michigan territory. "The Highest Class Talking Machine in the World" is emblazoned on most of the best-known and tallest buildings in this section, and the advertising it is receiving in this and many other ways is helping a great deal to make sales. The Sonora dealer organization in the city of Milwaukee embraces some of the most prominent retail stores, and the Yahr Co. is making it a point in its local advertisements to tell where the instruments can be purchased.

This, naturally, is a dealer aid that makes many sales. There are eighteen dealers listed in Sonora advertisements, these including the Wm. A. Kaun Music Co., Gether Piano Co., Joe Goldman, George Durner, Kunzelman-Esser Co., Lucbtow Music Co., E. Eggert & Sons, M. B. Barkan, Charles Gitzel, Carl Euler, A. W. Fuchs, Edward J. Jensen, A. Kittleman, Wm. Klug & Sons, Noll Piano Co., Thien-Pentler Co., Winter Piano Co.

New Vocalion Dealers

Harry M. Hahn, for many years associated with Milwaukee wholesale and retail talking machine concerns, who recently opened a wholesale business in general musical merchandise here, is now featuring the Aeolian-Vocalion. Mr. Hahn has furnished the Aeolian Co. with some excellent outlets in a retail way in the past month. One of his newest acquisitions is Reinhold Hille, jeweler, at Menomonie Falls, Wis., who has been handling several other lines for a number of years, but is making the Vocalion a distinctive seller in his territory. James Kleiner, 2810 North avenue, this city, is now an exclusive Vocalion dealer and is planning the entire remodeling of his shop to meet the service required for proper representation of the Vocalion franchise. Edward Karl also is a dealer who has decided to concentrate on the Vocalion phonograph and records, a line that is producing a very gratifying amount of business in the exclusive Hi-Mount Boulevard residence district.

A. Kittleman Enlarges Store

A. Kittleman, who handles the Columbia and Sonora, has recently remodeled his store and built an addition to accommodate his increasing trade. It is now the largest music store in the extreme Northwestern section, and this is the result of more than three years of intensive cultivation of a fertile field.

Dealers Take on Starr Products

The Hoeffler Mfg. Co. reports a steady increase in sales to the retail trade of the Starr phonograph and Gennett records. The record department has been especially active and the list of dealers handling this line has been augmented recently by the addition of some of the best-known stores in the Wisconsin territory.

Changes in Badger Shop

The Badger Music Shop, of Fond du Lac, Wis., which is conducted by the same interests as the Badger Victrola Shop, is now under the management of J. A. Sandee, vice-president, who has

Imported Homokord Records

"A Better German Record"

More profit in selling Homokord Records.
Let us send you details regarding agencies.



A. G. KUNDE

Importer and Distributor

344 E. Water Street

Milwaukee, Wis.

Al Jolson hitting on all six cylinders sings "Angel Child"--his newest pet. Coupled with Al Jolson's solo is "Angel Child," played as a fox-trot by the Columbians. A sure-fire seller. A-3568.

**Columbia Graphophone Co.
NEW YORK**



been transferred from Milwaukee to Fond du Lac following the retirement on April 1 of E. R. Sweeney. Mr. Sweeney will take a month's vacation in California before making new connections, which will be in the West. President L. C. Parker has been devoting considerable time to the Fond du Lac store, but with the installation of Mr. Sandee as manager in the up-State city Mr. Parker will again concentrate his attention upon the rapidly growing retail business here. Both stores feature the Victor line and are also building up extensive piano departments.

J. M. McLaughlin Resigns

J. M. McLaughlin, for several years vice-president and general manager of the Wisconsin Cabinet & Panel Co., New London, Wis., one of the principal members of the Edison industries group, has resigned to become associated with the O'Neil Oil & Paint Co. as vice-president and sales manager. The New London plant is one of the main sources of supply of Thomas A. Edison Co., Inc., for talking machine panels and complete cabinets.

Passing of G. B. Hancock

George B. Hancock, vice-president of the A. J. Farnham Co., Inc., distributor of the Edison dictaphone, died March 23 after a long illness, at the age of forty years. The deceased had many friends here who mourn his passing.

E. A. Heaney Loses Daughter

Edward A. Heaney, president of the General Mfg. Corp., a large manufacturer of talking machines, is mourning the loss of his daughter, Mary Eileen, who died March 17 at the age of thirteen years. She was a girl of great promise.

A. G. Kunde Plans European Trip

A. G. Kunde, importer and distributor of musical merchandise, and formerly a widely known Columbia dealer of this city, expects to leave within a short time for another extended tour of Europe, accompanied by his family. His present trip is for pleasure and recreation.

Dealers Participate in Style Week

During Style Week, March 20 to 25, most of the talking machine shops were decked out in gala attire. This stimulated business to a considerable extent, although the real results are just becoming apparent. One of the handsomest window displays on this occasion was that featuring the Cheney phonograph by Edmund Gram, Inc. Mr. Gram made an exhibit of pianos at the Auditorium, where sixty-seven local merchants staged an elaborate exposition of wearing apparel of all kinds. This was in the nature of a replica of the famous Board Walk of Atlantic City and attracted nearly 80,000 visitors, who paid on an average of 50 cents to gain admission to the Auditorium.

Manufacturing New Needle

George E. Bernecker, president of the Standard Accessory Corp., is bringing out a new type of talking machine needle which is claimed to cover a multitude of purposes and eliminates the need of using more than one style of needle to obtain different gradations of tone. He has obtained a patent on his invention and is now engaging in quantity production. The Bernecker needle does its work by being rotated in the receiver of the reproducing device.

COLLINGS & CO.'S STRONG DRIVE

New Horizontal Type of Victor Machines Grows in Favor—L. W. Collings' Educational Campaign in Behalf of These Machines

L. W. Collings, head of Collings & Co., Victor distributors for northern New Jersey and north-eastern Pennsylvania, is very enthusiastic over the new horizontal type talking machines manufactured by the Victor Co. Mr. Collings has made it a point to visit every dealer in his territory and on numerous occasions has addressed the sales organizations of the various retailers regarding the possibilities of these new products.

In speaking of these new musical instruments Mr. Collings said: "At first our efforts met with resistance. However, when the various models were placed upon the dealer's floor and the pertinent features of the new product were brought before them the response was most pleasing."

Collings & Co. are making a special drive in their territory in behalf of these new products

and besides the personal attention given to bringing the merits before the dealers the campaign is being supplemented by letter and by a feature article in The Record, the monthly house organ issued for Victor dealers. In this latter publication many points that dealers might have a tendency to overlook are brought out and methods of creating as well as closing the sales are outlined.

Following the initial release of these new models, the retailer is giving an enthusiastic response in the way of sales and orders.

PLAUT-CADDEN CO. IMPROVEMENTS

NORWICH, CONN., April 3.—The Plaut-Cadden Co., of this city, recently placed a contract with Van Veen & Co., Inc., of New York City, for the construction of a complete talking machine department, consisting of eight hearing rooms and a record department, with a capacity of 20,000 records. It is expected that work will be completed on this job in record time.

**TONE QUALITY
par excellence**

Purity, resonance, volume, individuality, sweetness, mellowness, nuance, color—all these qualities are faithfully reproduced by the Violin Spruce Diaphragm. Nature's perfect resonating medium—violin spruce—scientifically adapted, is free from all the inherent faults of mica and other vibrating mediums.

Wins Instant Approval

The following excerpts are from letters in our files:

From a famous artist, under exclusive contract with a maker of phonograph records, says:
" . . . that is the most perfect, the most beautiful reproduction of my playing I have ever heard."

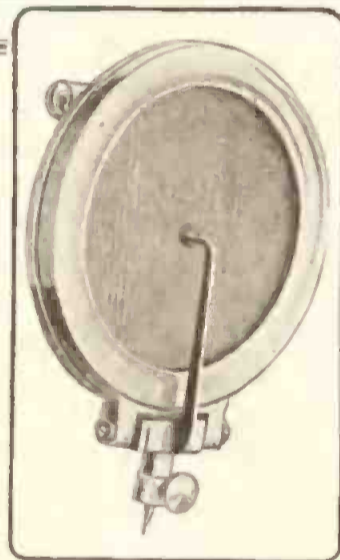
From a phonograph manufacturer:
" . . . it proves to be first-class and the best we have heard on classical records."

From a builder of special designs only:
"We have concluded our tests . . . It is superior to any we have tested heretofore . . . we intend to use your tone arm."

From household owners:
" . . . is the most wonderful I have ever heard."

" . . . it has brought out tones from my records I never heard before."
" . . . I tell my friends it is the perfect reproducer."

From a sales executive, fourteen years in the talking machine business:
" . . . I have tried it (the reproducer) on every kind of record imaginable and the reproduction is excellent."



**Attachment For
Edison Phonographs**

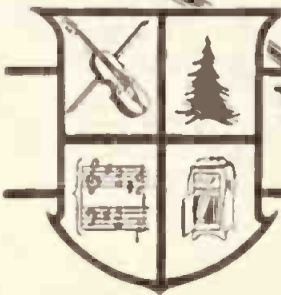
Our new attachment for Edison phonographs is equipped with Violin Spruce Diaphragm Reproducer; plays lateral cut records only. Designed with a single ball joint for lateral movement, and a spring tension that automatically maintains correct pressure on needle-point. Patents have been applied for.

Of Special Interest to Manufacturers

We are prepared to furnish in any quantity, the following items adapted to any make of phonograph: Tone Arm, equipped complete with Violin Spruce Diaphragm Reproducer; Violin Spruce Diaphragm Reproducer; or Violin Spruce Diaphragm alone to assemblers in 2-9/16" diameter only.

Violin Spruce Diaphragm Reproducer as illustrated, retails for \$7.50

**THE DIAPHRAGM COMPANY
Cleveland**



Violin Spruce Diaphragm

CONFIDENCE + COURAGE = PREPAREDNESS



IS SHOWN BY THIS STOCK-ROOM, CONTAINING OVER 15000 SQ. FT. OF STORAGE SPACE

EMPHASIZED IN LARGE, EARLY FACTORY ORDERS FOR IMMEDIATE DELIVERY

VICTROLAS AND VICTOR RECORDS IN STOCK ASSURING UNUSUAL SERVICE TO BLACKMAN VICTOR DEALERS



VICTROLAS of all models and finishes obtainable from the Factory... insure unequalled Blackman Victrola Service.

Blackman
TALKING MACHINE CO.
28-30 WEST 23RD STREET NEW YORK
VICTOR DISTRIBUTORS-WHOLESALE ONLY

VICTOR RECORDS - in Racks holding 750,000 records and hundreds of original cases... insure unequalled Blackman Record Service

C I N C I N N A T I

Improving Conditions Prevail—Radio Grows in Favor—Edison Dealers Meet—Musical Events Help Trade—News of the Month

CINCINNATI, O., April 8.—Business in talking machines, records and auxiliary lines in the Cincinnati district looked up considerably during the month of March. Practically all dealers reported a business much greater than that of the preceding month and some said that trade in all lines of the business was immeasurably better than that of March last year.

Some of this increase is ascribed to the large number of high-class musical events held in the city during the month. In addition to four regular concerts and one popular concert of the Symphony Orchestra, Sousa's Band, Kreisler and Schumann-Heink appeared on the concert stage—occurrences which always are followed by a greater or lesser demand for records made by these artists. Building and other business conditions are, too, somewhat better in this section and the special efforts being made by some houses to exploit their goods along various publicity lines are bearing fruit.

Many Stores Talking on Radio

The radio is growing rapidly here in popularity. Thousands of receiving sets have been sold to individuals and hundreds of others made by ingenious persons out of a receiver, a coil, a bit of wire and the bed springs or other ready conductor of radio waves. The Precision Instrument Co. has been doing a good business along this line, in addition to holding regular concerts for the benefit of its patrons. The Crosley Manufacturing Co., dealer in talking machines and supplies, also is exploiting the radio, broadcasting sermons, speeches, vocal and instrumental music and news bulletins in co-operation with the Cincinnati Enquirer.

Several talking machine dealers in Cincinnati and vicinity also have installed, or plan to install, sending and receiving radio sets. Several dealers have made arrangements for equipping their

stores with radio supply outfits in addition to their regular machine and record business. Among these are the Chubb-Steinberg Music Shop, East Sixth street, and the Victrola department of the John Shillito Co., Race street. The Shillito Co. plans to conduct its radio department separately from the regular Victrola department. Howard L. Chubb, of the Chubb-Steinberg Co., announced, however, that he plans to install a complete radio receiving set for the entertainment of his patrons and to include a special department for equipment to sell to customers.

A receiving set already has been installed in the Victrola department of the H. & S. Pogue Co. and also in the Columbia Record Shop, conducted by T. J. Shepherd, Orleans, Ind.

Tie Up With Better Homes Week

Good advantage was taken by one talking machine dealer of Better Homes Week, exploited by the Cincinnati Enquirer in an attractive special supplement, and including a "Better Homes Exhibit," for four days at Music Hall. This enterprising dealer was Ross H. Wilson, manager of the Dealer Service department of the Columbia wholesale branch in this city. Mr. Wilson contrived to "sew up" the privilege of exhibiting a musical instrument and had on display, among the many other home furnishings, some Columbia machines.

How Record Albums Were Moved

A feature that is working exceptionally well for the Victrola department of the Baldwin Piano Co., West Fourth street, is the "one cent" sale of record albums. This month the sale brought a repetition of the success recorded earlier in the year—all the albums in stock were sold out, both ten and twelve-inch. The plan is to sell one ten-inch album for \$1.25, two for \$1.26, three for \$1.27, etc.; one twelve-inch album for \$1.50, two for \$1.51, etc. Four gross of each size of album were sold during the short duration of the sale.

Rowbotham Opens in Lexington, Ky.

Mr. Rowbotham, for some time manager of the Victrola department of the Baldwin Co., has resigned that position and has gone to Lexington, Ky., to engage in business for himself in partnership with Robert M. Morris. Mr. Rowbotham is president of the Morris & Rowbotham Music Shop and Mr. Morris is secretary and treasurer. The store occupies a good location in Lexington and is capitalized for \$10,000.

Edison Dealers Meet

Early in the month district dealers in Edison phonographs met at a meeting held at the Hotel Sinton. No changes in policy or plans were announced. New models were shown and a tone test was conducted with the aid of Glen Ellison, comedian, and Miss Hill, pianist.

"Our business for March," reported Mr. Oelman, of the New Edison Co., West Fourth street, "was very good. It showed a good improvement over trade for the previous month and over March, last year. Lower prices for records have increased business materially."

Widener Shop Finds Outlook Encouraging

The Widener Grafonola Shop, West Fourth street, did an excellent business during March. "Business," said Morris Fantel, manager, "is on the upgrade, I am sure. Everything is encouraging. Although we made no special efforts to sell, beyond the usual advertising and display, our business was splendid. It made February business look very small and was five times as great as business done last March."

Brunswick for Steinway Retail Stores

One of the largest and most important accounts opened by the Brunswick Co. in the Cincinnati district was contracted for last week, when S. Reis, district manager for Brunswick products, completed arrangements assuring that all retail stores of Steinway & Sons in Ohio,

Indiana and West Virginia will handle exclusively Brunswick products. These salesrooms are to be equipped with Unico booths, record racks and an exhaustive line of Brunswick products to make a thoroughly up-to-the-minute machine and record store. These salesrooms are located in Cincinnati, Dayton, Columbus, Ohio; Charleston, Huntington and Wheeling, W. Va., and Indianapolis, Ind.

Mr. Reis reported that business done during March by Brunswick dealers was very good and that he was encouraged to look forward to still greater improvement.

Increase the Sales of Ponselle Records

The Civic Music Commission of Evansville, Ind., conducted a pretentious musicale on March 17, with Rosa Ponselle as the headliner. The city made a great deal of this festival, a situation that gave Columbia dealers, who sell Miss Ponselle's records, an opportunity to exploit their wares. C. E. Hall, Columbia salesman in that territory, made the very most of this chance and dealers in Evansville benefited greatly by his clever window displays and his very effective advertising.

Other Columbia Brieflets

Mrs. Nell I. Sharpe, educational representative of the Columbia Co., has been confined in the Jewish Hospital, Cincinnati, for two weeks, following an operation for appendicitis.

A new account for the Columbia people is the Guttman Furniture Co., which opened its shop March 18.

Starr Co. Pleased With Business

Business in the talking machine department of the Starr Piano Co. has been very good during March, according to E. I. Pauling, Cincinnati manager of the company. Mr. Pauling reported that the business in machines was good and that in records exceptionally so.

The Gregory Music House, of Saginaw, Mich., has moved from the West Side to a more advantageous location on Jefferson street, the East Side. The Unico equipment, with which the new store is fitted, makes this one of the most attractive establishments in the city.

Main-Springs



**For any Phonograph Motor
Best Tempered Steel**

	Each
1/8 inch x 10 feet for all small motors.....	\$.30
1/8 " x 10 " " Pathe, Columbia, Heineman.....	.35
1 " " x 10 " " Columbia.....	.40
1 " " x 11 " " Columbia with hooks.....	.50
1 " " x 13 " " Victor, old style.....	.45
1 " " x 15 " " Victor, new style.....	.50
1 1/4 " " x 18 " " Victor, new or old style.....	.70
1 " " x 12 " " Heineman and Pathe.....	.45
1 " " x 10 " " Saal, Silvertone, Krasberg.....	.45
1 " " x 13 " " Saal, Silvertone, Brunswick.....	.50
1 " " x 16 " " Sopora, Brunswick, Saal.....	.60
1 1/2/16 " " x 18 " " Heineman and Pathe.....	.75
1 1/2 " " x 25 " " Edison Disc.....	1.50

SAPPHIRES—GENUINE

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

PHONE-ARMS

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

PHONOGRAPH NEEDLES

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

ORDER RIGHT FROM THIS AD

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

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

H. N. McMenimen Consulting Engineer

Announces that a client has just perfected an

IMPROVED AUTOMATIC PRESS

that will make from two to three records per minute, and which will eliminate all the bad features of the modern automatic press.

It will not only increase production, but will cut down pressing rejections and the overhead while the presses are idle.

*For Further Details
'Phone or Write*

Laboratory:

Scotch Plains, N. J.
Tel. Fanwood 1438

Offices:

2 Rector Street, New York
Tel. Rector 1484



SOPHIE TUCKER, Exclusive Okeh Artist

Announcing
**SOPHIE
 TUCKER'S**

First Release

on

Okeh Records
 The Records of Quality

4565 10-in. 75c	} HIGH BROWN BLUES (Jack Yellen-Milton Ager)	SOPHIE TUCKER	{ Contralto With Orchestra
	} SHE KNOWS IT (Jack Stern-Clarence J. Marks)	SOPHIE TUCKER	

Okeh dealers will reap rich harvest in the sale of Okeh Records by Sophie Tucker, vaudeville's greatest headliner.

Millions of people who have heard Sophie Tucker on the vaudeville or musical comedy stage will welcome the opportunity of hearing her in their own homes, through the medium of the famous Okeh Records.

Every Okeh dealer in the country has a splendid opportunity for sales with the announcement of her exclusive Okeh Records.

If you are considering an agency proposition, if you want to promote your record sales, if you would like to know how to make an agency a producer of big profits, communicate with us. Let us serve you. Consolidated service is famous for its efficiency and promptness.

Wholesale Distributors for Okeh Records

Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.

Old Vir-gin-ia Blues, The mean-est kind of homesick Blues

VIRGINIA BLUES

A NEW FOX TROT BY THE WRITER OF WABASH BLUES

You can't go wrong with any Feist song

HEAR IT NOW!

BUFFALO

Exhibitors at Better Homes Exposition—Trade Showing Betterment—News of Month

BUFFALO, N. Y., April 3.—Talking machine dealers made the most of the opportunity presented by the "Better Homes" exposition, held in the Broadway Auditorium during the week of March 25, to show how better and happier homes are created by the presence of a musical instrument. Many leading machines were shown at the exposition. In addition to a number of sales that were made outright, dealers report the development of new prospect lists from which much is expected this Spring and Summer.

The John G. Schuler Co. attracted thousands of exposition visitors to its booth by offering one of the most popular Sonora models free to the person guessing nearest the number of talking machine needles contained in a glass jar. Thousands of guesses were made and it will be some time before these are tabulated and the result of the contest made known. A number of the most popular Sonora models were shown by this firm.

An especially tasteful and well-arranged display was that of the Utley Piano Co., which showed an extensive line of Edison and Brunswick machines. This firm also placed an Edison machine in an exhibit showing an ideal home.

Neal, Clark & Neal showed Victor machines exclusively, giving demonstrations of various models throughout the exposition. Some of the latest records were played in the firm's booth, which was constantly filled with visitors throughout the exposition.

The Larkin Co. had one of the choice locations of the show and exhibited Symphonola talking machines.

Many talking machine dealers attended the "Get Acquainted" meeting of the music group of the Buffalo Chamber of Commerce, held late in March. C. N. Andrews, wholesale Victor dealer, presided at the meeting, which followed noon luncheon at the Buffalo Chamber of Commerce.

Following brief remarks by Andrews A. A. Van DeMark, managing director of the National American Music Festival, told of the history and aims of the Festival. He was accompanied by two of the Festival soloists, Miss Marguerite Kraemer and Miss Florence Reid, both of whom sang delightfully.

After the meeting and program opportunity was provided for dealers to become acquainted with each other.

Dealers report that while March business did not show a sensational spurt, it was quite satisfactory and there is a general feeling that April and May will see volume of sales steadily increasing. Medium-priced machines are the best sellers just now, while standard records have the call in this line.

Collections are showing some improvement and the general condition of the market is one of slow but apparently steady improvement. Jobbers report dealers placing substantial stock orders for Summer models, and dealers are hopeful that portables will prove good sellers during the next few months.

Columbia dealers in the Buffalo district have entered whole-heartedly into the international sales contest and are keeping the local agency near the top in this drive to rejuvenate trade.

Dealers taking part in the contest in this district are: Household Outfitting Co., M. Turchin. Variety Music Co., Seeber & Hofheins and Verbeck Musical Co., Buffalo; Pritchard & Ropelt, O. Provenzano, John Gugino and Carfi Bros., Rochester; Jacob Weinheimer & Sons, Syracuse; Claude Buckpitt, Elmira; G. F. Schafer, Batavia; J. A. Goldstein, Niagara Falls; Swanson Piano Co., Jamestown; Jones Bros., Lockport; George L. Traver, North Tonawanda; McNall & McNall,

Albion; N. H. Vasbinderm, Corning; Allen Music Store, Ithaca; Overton & Hall, Westfield; M. A. Meagher Co., Skaneateles; Conservatory of Music, Portland.

The M. A. Meagher Co., of Skaneateles, is the latest addition to the ranks of Columbia dealers. It is composed of live wires and they propose to make the agency an important one.

Sascha Jacobsen, violinist, delighted his many Columbia record friends at his recent appearance at Shea's Hippodrome.

A Grafonola and Columbia records were used recently in a wireless telephone demonstration given before the Engineering Society of Buffalo by McCarthy Bros. & Ford.

Harry Barsuk has moved his talking machine and record store at Batavia from 43 Ellicott street to 59 Jackson street. He recently purchased the building which he now occupies.

Another Batavia dealer who recently moved is Samuel C. McRoberts, who has moved his place of business from 32 Main street to quarters in the old postoffice building at 16 Jackson street.

After a chase extending across several States Sam Poindexter, of Boston, was arrested in Buffalo charged with the theft in Boston last Christmas of a talking machine and a number of records. He presented the machine to a lady friend and she and the instrument later disappeared.

The building in which the new Kurtzmann store is to be located is now nearing completion and removal will be completed late in April or early in May, it is expected.

Removal of the McClellan Music House from 732 Main street to 678 Main street will take place early in May, it is expected.

J. N. Adam & Co. will open an exclusive music shop in the building now occupied by the U. S. Rubber Co., on Washington street, opposite the company's present department store, some time in May. In the new store, which will consist of three entire floors devoted to instruments and accessories, extensive space will be devoted to the talking machine department.

A Machine Stock Register Book That Will Make Money for Victor Dealers

Requires no book-keeping knowledge to keep it up-to-date. Tells instantaneously what stock is on hand, what is "on order" and what styles are selling best. Highly prized for more than a year past by many Victor dealers. Now available for the entire Victor trade. Costs little but is worth a lot.

Jobbers' Inquiries Invited. Dealers' Orders May Be Placed Through Regular Victor Jobber or Direct to

CURTIS N. ANDREWS

Victor Wholesaler

BUFFALO, N. Y.

IT TELLS YOU AT A GLANCE

Where Each Machine Was Ordered.

Date Ordered.

Quantity.

Finish.

Balance Due.

From Whom Each Machine Was Received.

Serial Number.

Date Received.

Date Sold.

Name, etc., of Buyer.

ALL ON FACING PAGES

NEW YORK'S THIRD MUSIC WEEK ON APRIL 30 TO MAY 6

Talking Machine Dealers Should Appreciate the Business-building Value of This Great Event in Which the Prominent Men of the City Are Interested—A Campaign for Music

There is every prospect at present that New York's Third Music Week, to be held from April 30 to May 6, will prove the most successful yet held by a very substantial margin, in view of the active participation of thirty-seven special committees covering different fields under the auspices of the general committee, of which C. M. Tremaine, director of the National Bureau for the Advancement of Music, is chairman.

Some of the more important committees this year and their chairmen are: Actors' Equity Association, John Emerson, chairman; Artists' Co-operation, Berthold Neuer, chairman; Boys' Clubs, Major Edwin W. Dayton, chairman; Camp Fire Girls, Mrs. Henrietta Baker Low, chairman; Churches, Rev. Ernest L. Stires, D.D., chairman; Synagogues, Rev. Dr. Joseph Silverman, chairman; Church Organists, Lynnwood Farnam, chairman; City Government, Hon. Philip Berolzheimer, chairman; Colleges and Universities, Prof. Samuel A. Baldwin, chairman; Concert Managers, Milton Diamond, chairman; Council of Jewish Women, Mrs. N. Taylor Phillips, chairman; United Neighborhood Houses, Miss Harriet Righter, chairman; Girl Scouts, Mrs. J. D. Rippin, honorary chairman; Inter-Racial Council, Felix M. Warburg, chairman; Motion Picture Houses, Hugo Riesenfeld, chairman; Music Clubs and Organizations, Mme. Edna Marione, chairman; Music Schools and Conservatories, J. Lawrence Erb, chairman; New York City Federation of Women's Clubs, Miss M. Louise Mundell, chairman; Parochial Schools, Mgr. Joseph Smith, chairman; Private Schools, Prof. Charles H. Farnsworth, chairman; Public Schools, Music Department, George H. Gartlan, chairman; Lecture Bureau, Dr. Ernest L. Crandall, chairman; Public Welfare, Kenneth Clark, chairman; Salvation Army, Staff Captain George Darby, chairman; Y. M. C. A., Walter Diack, chairman.

A proper conception of the extent and quality of this voluntary co-operation can be had by reading the newly issued folder of the General Committee, giving the complete personnel of the various special committees; or, better still, by examining the hundreds of replies received to date from churches, clubs, schools, colleges, etc., whose participation in the observance the committees have helped to secure. The work of organizing the special committees and supervising the huge correspondence for which they are responsible has been in charge of Miss Isabel Lowden, director of Music Week.

The committee for the co-operation of the city government includes, besides Mr. Berolzheimer, Thomas J. Drennan, Fire Commissioner; Richard E. Enright, Police Commissioner; Francis D. Gallatin, President, Park Board; Joseph Haag, Secretary, Board of Estimate; Murray Hulbert, President, Board of Aldermen; Joseph Johnson, Commissioner of Public Works; Julius Miller, Borough President; Anning S. Prall, Tax Commissioner; Alfred A. Taylor, Street Cleaning Commissioner. The participation of the city administration along definite and most helpful lines has already been promised and more detailed announcement will be made in the near future.

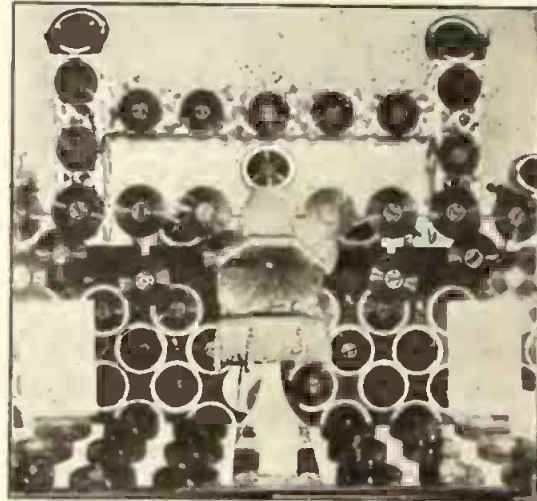
The Music Industries Special Committee is divided into five parts as follows: Piano Manufacturers and Merchants, Theodore E. Steinway, chairman; Music Merchandise, S. Buegeleisen, chairman; Music Publishers, George Fischer, chairman; Phonograph Dealers, Irwin Kurtz, chairman, and Phonograph Manufacturers and Distributors, J. Newcomb Blackman, chairman. Ample opportunity will be offered the trade to participate in Music Week. Beautiful posters have been prepared for the dealer to display in his windows during the observance, also folders, stickers and envelope slips for use in his corre-

spondence. Other suggestions made by the committee are that the dealers give concerts in their stores, decorate their windows appropriately and feature Music Week in their advertising. Nearly 100 replies have already come in from dealers in New York and the surrounding territory within a radius of thirty miles, declaring their intention to associate themselves with the observance in these ways. More responses are coming in daily.

The trade all over the country has been quick to appreciate the business-building value of these Music Weeks, and in many cities the leading music merchants have taken an active part in initiating the movement. Since the National Bureau for the Advancement of Music has started the Music Week campaign seventy-eight different cities have held Music Weeks.

DISPLAY SELLS REGAL RECORDS

SOUTH BEND, IND., April 5.—The accompanying illustration will give some idea of the effectiveness



Regal Display of Metropolitan Store of a recent window display prepared by the Metropolitan Store No. 98, which handles Regal records. This display not only sold Regal records in large quantities, but was sufficiently attractive to win the favorable attention of all passersby.



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



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

Jewell

NEEDLE EQUIPMENT

For The New Edison

NOT
Just Another Equipment
BUT

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

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

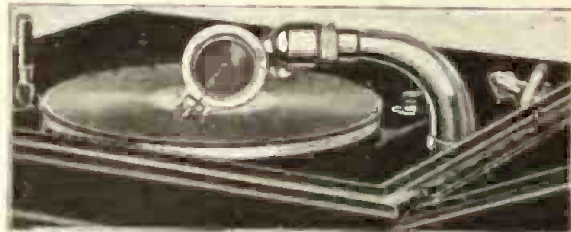
If your jobber does not handle, write us.

Price the same. Liberal discount to dealers.

GUARANTEED IN EVERY WAY.

MONEY BACK IF NOT SATISFIED.

We handle highest grade **Jewel Point Needles.**



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



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

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

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

Needle scratch almost entirely removed.

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

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

Needle CENTERS on all records.

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

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

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

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

JEWEL PHONOPARTS COMPANY

154 W. Whiting St., Chicago



Announcing
SOPHIE TUCKER

Vaudeville's Greatest Headliner

Exclusively on

Okeh

The Record of Quality

SOPHIE TUCKER is undoubtedly the most popular vaudeville artist in America today. She chose Okeh Records to perpetuate the wonderful personality which has made her vaudeville's greatest headliner, because she considered Okeh Records the clearest recordings on the market. Miss Tucker has carved out a niche for herself in the world of amusements, and stands today in the very front rank of her profession. Sophie Tucker is now on Broadway, completing the greatest season of her career, during which she has broken all attendance records. After a season in London and Paris, she will return to the United States for a trans-continental tour starting next October. Millions of folks, who have heard Sophie Tucker on the vaudeville stage, will eagerly await the release of the Okeh Records featuring her biggest and best numbers. Sophie Tucker's name on Okeh Records means just one thing to you, and that's—SALES.

Sophie Tucker's First Okeh Release

4565 10-in. 75c	{ HIGH-BROWN BLUES (Jack Yellen-Milton Ager) <i>Sophie Tucker</i> SHE KNOWS IT (Jack Stern-Clarence J. Marks) <i>Sophie Tucker</i>	} Contralto With Orchestra

General Phonograph Corporation

OTTO HEINEMAN, PRESIDENT

25 West 45th Street, New York City

S A I N T L O U I S

Review of Business Conditions—Koerber-Brenner Co.'s Victrola Exposition—"Talker" Speeds Typists in School—Trade Changes

St. Louis, Mo., April 5.—Talking machine business in the St. Louis trade territory is still dragging. In the high-class stores most of the sales are of machines priced at \$100 to \$200. There are not many inquiries for those that cost more than \$200, although inquirers can in some instances be persuaded that the higher-priced machine is the best buy. On the other hand, there is a fairly good movement of the cheaper machines that are offered by the stores that specialize in them and in the bargain basements of the department stores.

Victrola Music to Speed Up Typists

The proprietor of a Belleville, Ill., business college has just introduced a novelty into the school by which he expects and declares he will increase the speed of students taking up the study of typewriting. He installed a Victrola and the typists accompany the music of the Victrola on the typewriters. He declares that a march gives the students a speed of between twenty and twenty-five words per minute, a waltz about thirty-five words per minute and a two-step between fifty and fifty-five words per minute. He declares that harmony is the greatest thing in life and persons who are in harmony seldom are failures. Beginners start to the accompaniment of marches and are advanced to the waltz and then to the two-step. Jazz music is entirely out of the question, as it throws everything out of gear and causes the pupils to add motion of the body to the nimbleness of fingers and the fingers and the typewriter are forgotten.

To Get Supplies From St. Louis

Texas Vocalion dealers will hereafter obtain supplies from the St. Louis wholesale Vocalion headquarters. They formerly were supplied by

the Crowds Dry Goods Co., at Dallas. That company is no longer acting as distributor.

Featuring Vocalion Records

J. Conrad, music publisher, has opened a music shop at 526 DeBaliviere avenue, in the West End, where, in addition to sheet music, Vocalion records will be handled.

Now With Peoria Music Shop

Miss Leona Nichols, for the past six months record buyer for the Scruggs, Vandervoort & Barney talking machine department, has resigned to take a position with the Peoria Music Shop at Peoria, Ill.

Mrs. Anna Marie Price, wife of T. J. Price, a Victor dealer at Belleville, Ill., died recently at the age of fifty-six years.

The Victrola Exposition

The arrangement of interesting Victor exhibits planned by the Koerber-Brenner Co., known as a Victrola Exposition, has just finished its third showing and is proving more successful every week. The dates were: Marion, Ill., Cline-Vick Drug Co., March 6-11; Harrisburg, Ill., L. L. Parker Music House, March 14-18; St. Louis, Scruggs-Vandervoort-Barney, March 22-28.

A teaser campaign in the newspapers opened a week before the exposition. Five teaser ads, consisting of a circle enclosing the letters V. E., and a Victor dog increasing in size each day were run. The day before the opening an explanatory ad was run, giving the program for the entire week. This was followed each day with interesting explanations of things to be seen and heard at the exposition. In all, some 7,000 lines of Victor advertising was carried.

At Marion, in addition to the regular display, Fay Luyster, manager of the Cline-Vick Victrola

stores, was able to get two dozen of the old seven-inch, single-face records of the Victor make and of the Berliner Gramophone records. These added to the interest in the trade-mark Victrola. A window display was made of them, using a five-piece band record of twenty-five years ago in contrast to a 100-piece orchestra record of the present day. Several hundred people saw the exhibit in Marion and many sales resulted, as well as a prospect list of importance.

At Harrisburg Mr. Parker, of the Parker Music House, moved out his stock of pianos, giving over a large and attractive floor to the exhibit. In spite of three days of heavy rain the attendance was remarkable, almost a hundred people seeing it each day. The Parker Music House reports an increased business as a result of the exhibit.

At Scruggs-Vandervoort-Barney, in this city, a part of the piano floor was cleared for the exhibit. This was directly in front of the elevators and attracted even casual visitors. Here a lighted glass case contained the parts of the Victor motor against a background of black. This and the glass-encased Victrola were centers of interest, especially to the men. The exhibit is booked solidly through April and May.

Many Hear Fritz Kreisler

Fritz Kreisler played to a crowded house in St. Louis on March 22. The capacity of the Odeon Concert Hall was taxed, a hundred or more occupying the stage and several hundred were turned away. St. Louis dealers were lax in supporting the concert through advertising and only one, Hellrung & Grimm, used the program to advertise his records.

Fifteen copies of "The Victrola Book of the Opera" are in the St. Louis Public Library, placed there through the efforts of the educational department of Scruggs-Vandervoort-Barney.

The San Carlo Opera Co. is giving the only week of grand opera heard in St. Louis in two years and the window of the Kieselhorst Piano Co. has been cleverly decorated to celebrate the event. The Penn Victor figures are used on the

(Continued on page 100)

MUTUAL

TONE ARMS & SOUND BOXES

A tone arm and reproducer that will meet the requirements of the most critical.

Attractive in Design
Durable in Construction
Superior in Tone Quality
Plays All Records

The MUTUAL PRODUCTS are manufactured with throw-back or straight arms, and in nickel or gold-plate. All plating is guaranteed to withstand wear and use for a period of one year. Sizes 8½ and 9 inches.

Each reproducer leaving our factory is thoroughly tested, and every combination is guaranteed to be in absolutely first-class condition.

Prices from \$2.15 up

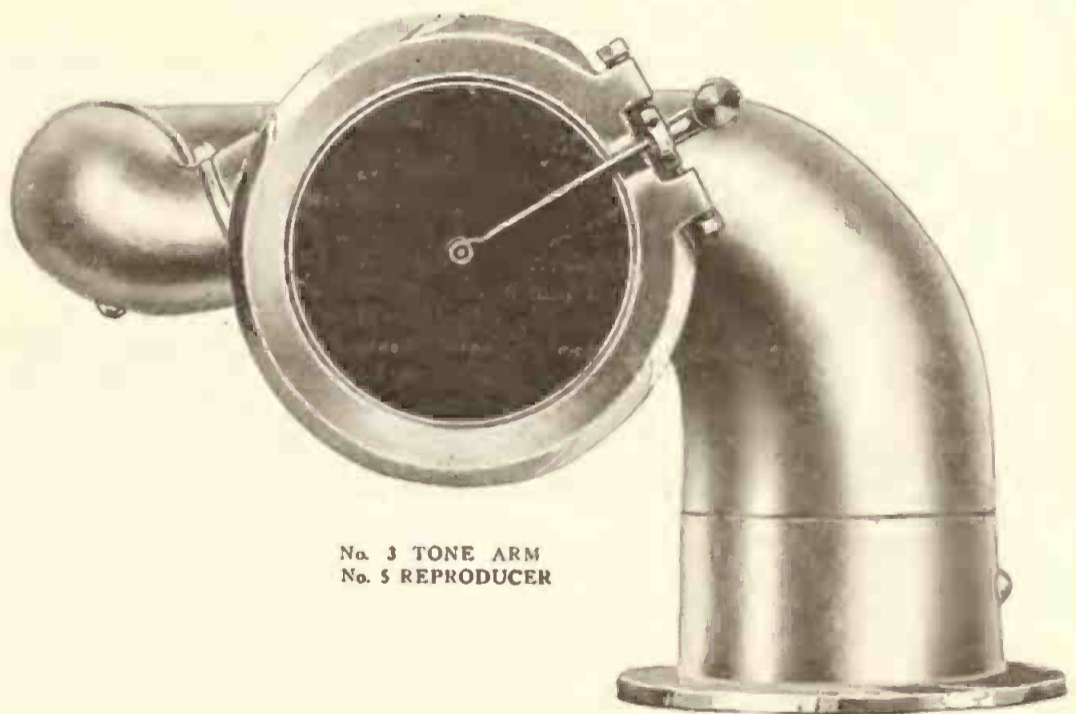
Mutual Phono Parts Manufacturing Corp.

149-151 Lafayette Street

New York City

The Russell Gear & Machine Co., Ltd., 1209 King Street, West, TORONTO, CAN.

Exclusive Distributors for Canada and All Other British Possessions.



No. 3 TONE ARM
No. 5 REPRODUCER



Another laugh-maker comes through with a new May record. Frank Crumit sings "She's Mine, All Mine" and "Ha! Ha! Ha!"—both hits on one record. An easy seller for dealers. A-3573.

Columbia Graphophone Co.
NEW YORK

NEWS GLEANINGS FROM ST. LOUIS (Continued from page 99)

revolving table of the window; each is plainly labeled as to character represented and the Victor artist who has made records of that role.

Bauer's Music House Remodeled

Residents who have had occasion to enter the well-known music house of Bauer's, on Gravois avenue, have been most agreeably surprised at the wonderful improvements that have been made both in the interior and outside. The interior has been completely remodeled, enlarged and decorated in white enamel and partitions removed, large pillars replacing them. Mr. Bauer has just completed twenty-five years of business activity, during most of which he has been a Victor dealer and can lay just claim to a store that answers every purpose in the musical line.

Miss Lacy McGee, formerly with the record department of the Stix, Baer & Fuller Dry Goods Co., is now with the same department of the Lehman Piano Co.

Report 50 Per Cent Increase

Retail Manager Schlude, of the local Edison house, reports an increase of 50 per cent in March over the preceding month. The demand was mostly for the larger machines, twice as many of these being disposed of as of other models. E. A. Beldwin, Kennett, Mo., and R. N. Monahan, Gillespie, Ill., Edison dealers, were in St. Louis recently.

New Starr Dealers

Manager Earl E. Fay, of the Connorized Music Roll Co., which has the agency for Starr talking machines and Gennett records in St. Louis, has opened an account for machines, records and music rolls with the Bitterth Music Co., which opened for business Saturday, April 1, at 5049 Gravois avenue. The company formerly did business as the Service Shop, of East St. Louis.

Frank L. Fay, traveler for the St. Louis Connorized music roll branch, left April 3 on a trip of several weeks through Illinois with the Connorized rolls, Starr talking machines and Gennett records.

Miss Marie Tucker, bookkeeper of the St. Louis Connorized roll branch, has recovered from an illness which kept her at home for a week.

Enlarges Record Counter

Manager J. F. Ditzel, of the Famous & Barr Co. talking machine department, has found it necessary to enlarge his record counter 25 per

cent to handle the increasing record business. The counter is now one of the largest in the country.

F. J. Ennis, manager of the Stix, Baer & Fuller talking machine department, was out of the city a part of last week.

Some Brieflets

E. D. Follin, supervisor of the Widener chain of stores, was here early in April and returned to New York by way of Indianapolis and Cincinnati.

R. V. Johnson, manager of the Vocalion department of the Aeolian Co., has returned from a business trip to Kansas City, Mo., and cities in Kansas.

A. A. Trostler, manager of the Schmelzer Co., Kansas City, Mo., Victor wholesaler, stopped in St. Louis on his way home from a visit to the Victor factory.

Lectures on the Radio

F. H. Kroger, representing the Radio Corp. of America, lectured on a recent evening before 400 members and guests of the American Institute of Electrical Engineers. He gave a detailed account of large transmitting apparatus, of the apparatus used by the army and navy during the war and by the commercial stations. He explained the

transmitting apparatus, beginning with the earliest types.

A picture of what Mr. Kroger called the 1922 phonograph was shown. It showed a phonograph cabinet, which, instead of the usual motor and revolving disc for the record, was completely equipped with dials and rheostats and apparatus for a first-class receiving outfit, with three stages of amplification.

Indicted on Complaints of Investors

George N. Dobson, of Rogers, Ark., former president of the Lampagraph Co., and J. G. R. O'Hara, of Indiana Harbor, Ind., are charged in three indictments returned here with obtaining money by false representations. They are accused of having represented that the company had bought the Madame De Foe farm in St. Louis County, whereas the place was never acquired. The complaining investors are B. L. Hannah, Robert H. Becker, Adolph Stocker, Scott Stites and Otto Oberlag, all of St. Louis. Dobson and O'Hara are also charged with floating the stock of the Lampagraph Co., sales of which are alleged to have amounted to \$85,000. The representation was that the company was to manufacture a combination table lamp and phonograph in St. Louis.

TRADE ACTIVITIES IN MEMPHIS

Talking Machine Dealers Plan Exhibits at Carnival—Arrange Music Memory Contest

MEMPHIS, TENN., April 7.—The celebration of the Viaduct opening on McLemore street, June 5 to 10, will be made the event of a pageant and carnival by local merchants. There will be industrial booths and other features to attract residents. A number of the local talking machine dealers will participate. Another event of interest in music circles here is a music memory contest, which will be held some time this Spring. A number of prizes, including a Victrola and records, will be presented to the winners.

EQUIP BUCKLEY-NEWHALL BUILDING

Van Veen & Co., Inc., New York City, manufacturers of Van Veen equipment for talking machine warerooms, recently installed new equipment for the Buckley-Newhall Co., New York City. An indication of the appreciation of this work by the Buckley-Newhall Co. is to be found

in the fact that Van Veen & Co., Inc., subsequently were awarded a contract for woodwork, consisting of partitions and screens throughout the entire building.

JEROME B. SULLIVAN IN NEW POST

Jerome B. Sullivan has been appointed representative for New Jersey by the Musical Products Co., Vocalion distributor for that State, succeeding J. M. Wale, who recently severed his connection with the company to go with the United Music Roll Co. Mr. Sullivan was formerly connected with the Emerson and Cardinal organizations.

People lacking in brain power usually manage to keep busy telling other people what they know. The most effective way to prove ability is by action.

SUPERIOR STEEL
BRILLIANTONE
REGISTERED TRADE MARK
NEEDLES

Made by W. H.
Bagshaw & Co.,
Oldest and Largest
Manufacturers of
Talking
Machine
Needles
in the World.

BRILLIANTONE
STEEL NEEDLE CO., of AMERICA, Inc.
Selling Agents for W. H. Bagshaw & Co.
Factory, Lowell, Mass.
347 FIFTH AVENUE, NEW YORK

\$3.25 Sample

With 10 inch Turntable
and All Accessories

MOTORS

2 SPRINGS

\$3.25 Sample

With 10 inch Turntable
and All Accessories

We are the Exclusive Manufacturers of

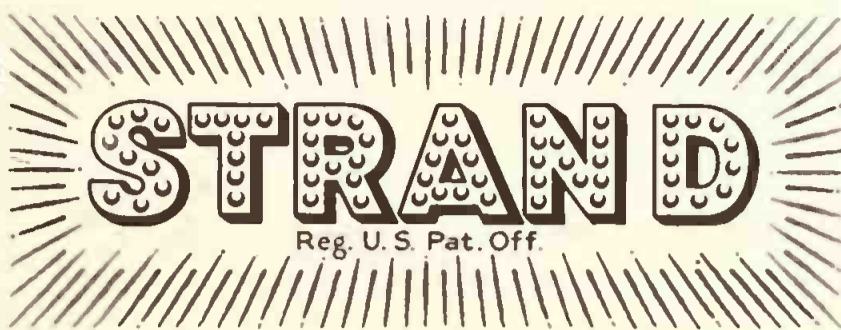
THE MAGIC AND BUTTERFLY MOTORS

(FORMERLY MARKELS)

Parts for These Motors Always on Hand—Also Tone Arms—Sound Boxes—
Main Springs, Etc.

MAGIC PHONO SUPPLY CO., 261-273 Lorimer St., Brooklyn, N. Y.

Telephone Stagg 1591



Latest Design
Beautiful Tone

Best Quality
Lower Price

The Evolution of the Talking Machine



25 Years Ago



20 Years Ago

Talking Machines, like automobiles, furniture, etc., have gone through a series of changes and styles which have made them more attractive and desirable. We show a few styles as a comparison.



15 Years Ago



Upright Style
Past Few Years

And Today—the Modern STRAND Console

THE trend today is unmistakably toward the flat-top Console. Strand Consoles are all flat-top, have the correct lines, and are faithful representations of each period.

In addition to Model 8 (Queen Anne Console) at \$125, illustrated at the right; our Model 1 (Louis XV Console) at \$150; our Model 2 (Italian Renaissance Console) at \$175; and our Model 4 (Louis XVI Console) at \$200 are correspondingly correct and beautiful.



STRAND Consoles are made of finest Mahogany or Walnut, and are equipped with heavy double-spring motor, all-wood tone chamber, solid brass tone arm and universal sound box, which permits the playing of all records, and with six well finished record shelves built in. Every Strand model is guaranteed, not only as regards tone, finish, design and workmanship in every part, but also in *packing*. Our packing and shipping system is *trouble proof*.

"BETTER MERCHANDISE, LOWER LIST AND FATTER DISCOUNTS"

These Direct STRAND Representatives are Ready to Serve You:

- RICHARD H. ARNAULT
95 Madison Avenue, New York City
- W. O. CARDELL, Tulsa, Okla.
- A. H. DANKMAN, 327 Adams Street, Buffalo, N. Y.
- CONSOLIDATED TALKING MACHINE COMPANY,
227 W. Washington Street, Chicago, Ill.
- A. C. ERISMAN, 174 Tremont Street, Boston, Mass.
- W. S. GRAY, 942 Market Street, San Francisco, Cal.
- G. C. SILZER, 1005 45th Street, Des Moines, Ia.

- WALTER L. ECKHARDT,
Empire Bldg., Philadelphia, Pa.
- RICKEN, SEEGER & WIRTS,
Globe Bldg., Detroit, Mich.
- STERLING ROLL & RECORD CO.,
137 West 4th Street, Cincinnati, Ohio
- W. F. STANDKE, 1120 Grand Avenue, Kansas City, Mo.
- MERVIN E. LYLE, 214 Peachtree Arcade, Atlanta, Ga.
- R. J. JAMIESON, 25 Taylor Arcade, Cleveland, Ohio

MANUFACTURERS PHONOGRAPH CO., Inc., 95 Madison Avenue, New York
 GEORGE W. LYLE, President

BROOKLYN DEALERS CONCENTRATE ON RECORDS

Window Displays and Special Sales Efforts on Records Make Up for Slack Machine Business—Plan Sonora Outdoor Ad Campaign—A Successful Sales Campaign—Recent Trade News

Dealers in this section of metropolitan New York have made the past month one of real achievement in record business, which has helped materially in bringing sales up to a respectable figure. This phase of the talking machine business is the ever-present stabilizer of retail sales and, as the sale of instruments the past few weeks has been low, dealers have made up the deficiency by concentrating their activities on records and also accessories with gratifying results. Store windows everywhere are devoted to striking and attractive displays featuring many groups of record selections, popular and classical, and as a result business has been of good proportions, despite a generally depressed condition.

Plans Big Outdoor Ad Campaign

The Long Island Phonograph Co., wholesaler of the Sonora phonograph for Brooklyn and Long Island, is busily engaged in completing one of the most extensive outdoor advertising campaigns ever carried on in this territory. More than 150 of the most desirable sites have been secured, where attractively painted signs will be erected, featuring the Sonora phonograph "Clear as a Bell," and which will display prominently the name of this popular distributor. Robert H. Keith, general manager of the company, stated that this campaign was a forerunner of several more, for which plans have already been perfected—that it represents one phase of service which the company is endeavoring to give the Sonora dealers in the territory and also reflects the confidence it has that talking machine sales will more than hold their own during the Summer season.

Sales Campaign Moves Large Stocks

Edward Strauss, pioneer music dealer and one of the oldest in metropolitan New York, recently conducted a very successful sales campaign, through which he was able to liquidate a large stock of Pathé, Emerson and Aeolian instruments which he has carried. He is now planning to feature the well-known Brunswick line of machines and records. Despite the depressed demand for instruments this campaign was productive of many sales and, in consequence, the months of February and January compared very

GET THE BENEFIT

OF THE EXTRA DOLLARS TO BE MADE BY VICTOR DEALERS, NOW THAT THE LINE OF

NEW HORIZONTAL OR ART MODELS

IS COMPLETE.

THESE ARE GOING TO SELL AND SELL BIG

GET YOUR STOCKS IN SHAPE

AMERICAN TALKING MACHINE CO.
BROOKLYN, N. Y.
VICTOR WHOLESALERS



favorably with the same months last year. The location of this store, at 94-96 Court street, is in the heart of the shopping district and is considered one of the most desirable in Brooklyn.

Victor Dealers Enjoy Good Trade

The American Talking Machine Co., Victor wholesaler, reports that dealers have had a very good month in sales, the demand for records being especially lively. Machine sales were few, but some large and expensive models were sold. All dealers, it states, are confident that the coming months will produce some real business.

Sofus Hjelden in Larger Quarters

Sofus Hjelden, well-known Victor dealer at 5403 Fifth avenue, is now moving into his new and larger quarters recently acquired, at 5116 Fifth avenue. This move was made necessary, as the old location was found inadequate to take care of his fast-growing business, and it is expected that these new quarters will take care of

his large number of customers in a more efficient manner. When completed this new store will present a very attractive appearance and, with the latest store improvements installed, will be one of the most modern establishments in Brooklyn. This move certainly reflects the confidence held by the retail trade for the future of the talking machine business in this territory.

Sells Expensive Sonora

A recent noteworthy sale of a high-class model talking machine was one made by the Ideal Piano Co., Sonora dealer, at 582 Sutter avenue. The model sold was a Louis XV Du-Barry Sonora, which retails for \$1,000, and, according to I. Weshal, proprietor of the store, who made the sale, is only one of others which he hopes to close in the near future, as he has several good prospects, who he believes will purchase later on. J. J. Schatweiser, sales manager of the Long Island Phonograph Co., also reported that another live Sonora dealer in the person of Leon Brick, of 1803 Pitkin avenue, had just placed a similar model in the home of one of his customers. It takes real salesmanship to sell a high-priced machine, but it can be done, as demonstrated above, provided the proper effort is put forth, for there are many prospects who could be induced to buy if approached with real salesmanship.

Music Shop Adds Sonora Line

The Music Shop, Babylon, Long Island, conducted by J. R. Ferguson, is one of the latest additions to the long list of Sonora dealers in this section. It is planned to feature this popular instrument, in conjunction with other makes, and with the facilities of a well-appointed store the prospective purchaser can be suited as to choice in the most approved manner. Lee Coupe, genial representative of the Long Island Phonograph Co. for this territory, is responsible for the establishing of this desirable Sonora account.

Will Hold Formal Opening

The Greenpoint Talking Machine Co., located at 638 Manhattan avenue, this city, is making extensive plans for the formal opening of its new establishment some time this month. An elaborate program is being prepared at which prominent Victor artists will participate. L. R. Sherman is the head of this organization and is one of the leading Victor dealers in his section of the borough. The new building is right next door to his present location.

Fred Becht Remodeling Store

Fred Becht, Jr., progressive Victor dealer at

WE offer our dealers a Service which is in keeping with the standards of "the Highest Class Talking Machine in the World."

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



The bond between us and our dealers is "more than a business connection." It is said of us that we are "Suppliers to Satisfied Sonora Dealers."

Any communication from you will have our prompt and careful attention.

Long Island Phonograph Co., Inc.

Sonora Distributors for Brooklyn and Long Island

150 Montague Street, Brooklyn, N. Y. Telephone Main 4186

2587 Atlantic avenue, is a typical live dealer, who is always striving to give to his clientele the best and newest in the way of service, a policy that has won for him an enviable standing in local talking machine circles. His latest move in this direction is the rearrangement and redecoration of the entire store and the installation of several new equipment features, which are designed to take care in a more efficient manner of the needs of a steadily increasing business. This work is bound to make for him many new desirable customers and also enable him to offer an efficient and genuine service to the large clientele which he now serves.

UNIQUE WAY OF FILING RECORDS

Okeh Dealer at Riverhead, N. Y., Introduces Novel Filing Plan—Self-service Idea That Sells

The accompanying picture shows a most unique way of filing records, which enables the prospective customer to serve himself. Sylvester L. Cavanaro, Okeh and Edison dealer at Riverhead, Long Island, N. Y., is responsible for this self-service idea. He has just installed a new department on the second floor of his commodious quarters in the thriving Long Island town, and it has already proved its worth.

One hundred different records are filed in this way along the entire side of the store. All the latest Okeh releases are prominently displayed, in addition to the regular stock. On the other side of the room are comfortable sound-proof booths, and "Mr. Prospect," after looking over the record stock, selects some of the numbers which he wishes to try and goes to a booth and hears the records.

The display racks are thirty feet long and ten feet high, and are arranged in three sections. Okeh records are devoted to the first and second sections and a part of the third. Mr. Cavanaro has in all five booths in his store, but the new department on the second floor, because it is so very quiet, offers ideal quarters for prospects to try out records. The results have more than justified the outlay through the increased sale of the selections that are featured.

Mr. Cavanaro is one of the most wide-awake and progressive phonograph dealers on Long Island, and, while he is situated in Riverhead, he covers the entire Eastern section of the Island.



S. L. Cavanaro's Interesting Self-service Record File

He is ably assisted by Mr. Preston, his salesman, whose principal task is to look after the trade outside of Riverhead. Both Mr. Cavanaro and Mr. Preston were recent visitors to the Okeh recording laboratories in New York. They report

an increased demand for Okeh records, both of the popular dance and vocal type, and of the celebrity records. They are also doing a big business in the piano selections of Ferdinand Himmelreich, the well-known pianist, who is a resident of Riverhead.

PLEASED WITH NEW HEADQUARTERS

Rogers & Fischer Have an Admirably Arranged Establishment for Victor Wholesaling

WASHINGTON, D. C., April 4.—Rogers & Fischer, Victor wholesalers of this city, are finding their new headquarters at 1219 I street particularly efficient in taking care of their steadily increasing business. This building was erected in accordance with the plans and specifications laid down by Mr. Rogers and Mr. Fischer for an efficient Victor wholesaling headquarters. Before the first piece of furniture had been moved into the building every foot of floor space had been carefully planned out with great care. The building extends straight through to a back street, thus providing excellent shipping facilities without interruption to business. The ground floor is devoted to the general offices of the company, together with a model demonstration booth and display of Victor merchandise. The other three floors are devoted to storage purposes for both machines and records. An excellent filing system has been installed for records.

VICTROLAS

Sales Producers

THE New Horizontal Type Victrolas are being placed before the public as attractive popular models with all the exclusive Victor musical qualities.

The Victor retailer will invariably find a ready response to his announcement of these new styles, and should, therefore, stock these new machines in sufficient quantities to meet the demands of discriminating and critical music lovers.

VICTOR RECORDS

G.T.WILLIAMS CO. Inc.

217 DUFFIELD ST. ~ BROOKLYN, N.Y.

THE LION STORE SPONSORS CONCERT

Well-known Toledo Firm Arranges for Appearance of Victor Artists—Selling Tickets on Credit Increases Attendance at Concert

TOLEDO, O., April 8.—The Victrola department of the Lion Store here, which arranged for the appearance of the Eight Famous Victor Artists, reaped profits in the shape of good will and increased record sales. More than 2,500 persons were present at the concert. The Lion store arranged matters so that regular patrons were able to secure tickets on credit, a service which was appreciated by customers and aided materially in stimulating ticket sales. The staging of this concert is in line with the policy of the Lion Store to educate the public to an appreciation of the better class of music.

Some housewives in a far Western city have succeeded in solving the servant problem by installing small styles of talking machines and a goodly library of records in their servants' quarters, realizing that music is not confined to any station in life.

PRICES ARE REDUCED ON COTTON FLOCKS

THE SAME HIGH STANDARD OF QUALITY AND SERVICE MAINTAINED
 May We Have Your Inquiry, Mr. Record Manufacturer?
CLAREMONT WASTE MFG. CO. - - - Claremont, N. H.



Repair Parts

SAMUEL ESHBORN
 65 Fifth Avenue
 New York

KANSAS CITY

Merchants Experience Decided Revival in Business—Agricultural Betterment and Increased Building Help Trade—News of the Month

KANSAS CITY, Mo., April 6.—The talking machine business is sharing the better conditions that have come to this city and trade territory during the past three months. There has been a decided increase in the prices of agricultural products, and the farmers are all not only feeling better but many of them have a lot more money than they had, or expected to have. This has had its effect on all sorts of business in the territory.

In addition, there is the largest number of buildings, especially of dwellings, being erected now that has ever been erected in a given time. This condition is continuing, and has been in effect for the last six months. This is releasing considerable money, and, of course, practically every new house makes a new prospect for a talking machine. Then there is the general improvement of business being felt all over the country. This is the theory. The reports from both retail and wholesale merchants bear it out.

Practically all dealers agree as to the large increase in the sale of records. Those who have had no change in prices are saying that the sales are better this year than last, and that the February sales were larger than those of January (which is unusual for this market), and that the March sales have been larger than those of February. The companies which have reduced prices have enjoyed an increase in the number of sales, and most of them are saying that the cash value was held up. Dealers are frankly stating that the increase in the sales was largely due to the lower prices.

Big Increase in Edison Business

The local Edison Shop, which is managed by M. M. Blackman, has had a big increase in business over the corresponding months of 1921. Besides the cut in record prices there has been a

vigorous advertising campaign put on, and special inducements for immediate orders offered. In March the business is reported to have been two and one-half times that of March, 1921. The vigorous advertising is being continued during April. Mr. Blackman is just home from New York, where he participated in the conference of branch managers. He came back bubbling over with enthusiasm, and full of optimism as to the future for the Edison in this territory.

Expansion of Brunswick Activities

The Brunswick is looking forward to the occupancy of another building which will be more suitable for the carrying on of its business, and which will be large enough to take care of the growing trade of this branch. The building at 1329-1331 Main street has long been too small for the business and additional room has been used for carrying the stock; and now the company has sold the Main street property and expects to move into the more strictly wholesale district. It has not secured a suitable building yet, however.

The increase in the sale of Brunswick records is attributed to several things. In the first place, the list of records has been very materially increased during the year. In the second place, the times are better. In the third place, Brunswick artists have stimulated sales by visits to the territory. Because of the expected visits of several of these to cities in this territory in the near future the demand is expected to continue to grow.

Among the Brunswick artists that are announced to visit in this territory soon are: Miss Dux, who will be in Emporia April 13. The Elshuco Trio is soon to visit Salina, Coffeyville, Concordia and Independence, Kansas. It will be

at Salina on the 17th. Irene Pavloska will be in Wichita in "Carmen" on the 21st.

An encouraging feature of trade conditions as reported by F. M. Briggs, manager of the Brunswick branch, is that there are less overdue accounts on their books at this time than there have been for a long time. This indicates that there are more merchants who are in a condition to buy goods than usual.

Schmelzer Co. "Hitting on All Six"

Victor sales are reported very satisfactory. A. A. Trostler says, "We are going over, and hitting on all six." He reports that M. C. Schonly, who came to the Schmelzer Co. about six weeks ago, has had a very successful and satisfactory trip over the territory, getting acquainted with the dealers and preparing for increasing the business. The new horizontal models of the Victor are being well received, and Mr. Trostler expects them to grow in favor.

Fred Jenkins in Charge

Fred Jenkins, Jr., now has charge of the wholesale Victor department of the J. W. Jenkins' Sons Music Co. He was formerly at the head of the record department. He is pushing the horizontal models of the Victor, and is just getting in a carload of the \$115 model. This company is just finishing a demonstration booth in its wholesale department, which is not only to be used in demonstrating machines, but it in itself is a demonstration of how a booth can be erected at a small cost and yet include in itself all the most modern equipment.

There is being installed in the wholesale department of the Jenkins Co.'s Victor wholesale department a radio receiving equipment. There has been a great deal of interest manifested in radio sending and receiving in the Kansas City territory recently, and with it an increase in all sorts of music.

J. W. Jenkins Heard From

J. W. Jenkins and wife, who are on a trip through the Mediterranean, have reached Rome on the return trip. They will visit, also, on the Continent rather extensively, and run up to London for a short visit. They are expected home

Every Home Should Have THE RECORDOLA

THE MOST INGENUOUS DEVICE SINCE THE CAMERA

A Voice Photograph That Can Be Preserved Indefinitely

Dealers—The "Recordola" Offers Unlimited Sales Possibilities

THE PERFECT RECORDER AND REPRODUCER

Practical Fool-Proof
Positive in Operation
Any Child Can Operate

Complete "Recordola"
Outfit handsomely nicked, including a double-faced "Homogram" recording blank that may be used for making many recordings.



CAN BE ATTACHED TO ANY PHONOGRAPH

Permanent Records
Made
Of Your Own
Voice

The "Recordola" will reproduce your voice, so that you can have a permanent record made, that can be played on any phonograph. We are now prepared to supply one or any number of hard permanent records at a small cost. Send us your best recording to be made permanent.

Retail Price, Complete **\$26.00** Extra Homograms \$1.00 each

Liberal and Attractive Discount to the Trade

Reliable Jobbers Wanted Everywhere

RECORDOPHONE CO., Inc., 15 WEST 34th STREET, NEW YORK, N. Y.

some time in May. Mr. Jenkins is the president of the J. W. Jenkins' Sons Music Co.

Chas. R. Lee With Jones Co.

Charles R. Lee, formerly manager of the Edison retail store in Kansas City, is now manager of the Victor department of the Jones Store Co. Miss Jeanette Pointer, formerly in charge of the record department, now has charge of the Edison retail store.

Distinguished Columbia Artists Heard

Radio fans who enjoy Columbia record concerts each night broadcasted by the Western Radio Co., of Kansas City, Mo., had an unusual treat March 20 when the concert of Rosa Ponselle, Metropolitan grand opera singer, and exclusive Columbia artist, was broadcasted. Miss Ponselle appeared at the Convention Hall under the auspices of the Murray-Davis Post of the American Legion. Immediately following her concert a special Columbia record Ponselle concert was given to the radio fans in addition.

Advance bookings of the appearances of Margaret Romaine in the Kansas City branch territory have just been received. Miss Romaine is an exclusive Columbia artist and Columbia dealers in towns in which she is to appear are arranging for complete tie-ups, so that they can secure the very desirable publicity which is inevitable through her appearance.

Lucy Gates, an exclusive Columbia artist, was a visitor at the Kansas City branch recently and advises that she will appear in an engagement at Manhattan, Kans., during the month of April. This is the first appearance of Miss Gates in the Kansas City branch territory for several years, and music lovers and friends who have heard her before will be glad of the chance to hear and see her again.

BRUNSWICK FOR STEINWAY STORES

Complete Line of Brunswick Machines and Records Installed in Retail Stores of Steinway & Sons—A Distinctly Important Move

CINCINNATI, O., April 10.—R. E. Wells, general manager of the Steinway & Sons retail department here, made the announcement this week that they have taken on the Brunswick line of phonographs and records, and will give them exclusive representation in the six Steinway & Sons retail establishments supervised by Mr. Wells. The opening dates are as follows: Cincinnati, O.; Columbus, O., and Huntington, W. Va., will open Brunswick departments early in April and the retail stores at Indianapolis, Ind.; Dayton, O., and Charleston, W. Va., will formally inaugurate Brunswick sales on May 1. All these establishments, which are tributaries of the Cincinnati store, have already been equipped with Unico demonstration booths, record racks and counters.

Clarence Browning, a man of long and successful experience in the talking machine field, has been appointed manager of the new talking machine departments in the seven stores. Mr. Browning for the past ten years was manager of the talking machine department of the Pogue department store in Cincinnati and he is well known throughout the trade.

Manager Wells, of Steinway, and sales manager A. J. Kendrick, of Brunswick, are to be congratulated for the work they have done in bringing about an association of these two great institutions. The prestige of both the Steinway pianos and Brunswick phonographs is nationally established, and a joint representation of both of these well-known products offers, as a matter of course, a great amount of added prestige to the local representation.

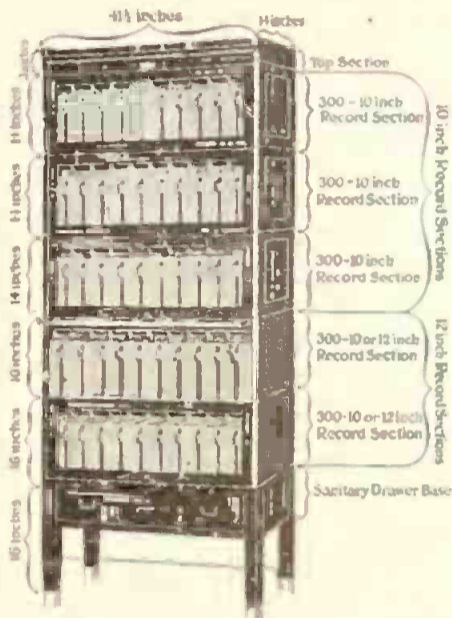
R. L. CHILVERS VISITS NEW YORK

A recent visitor to the New York trade was R. L. Chilvers, former sales manager of the Berliner Gramophone Co., Ltd., of Montreal, Can. While in the metropolis Mr. Chilvers consulted with representatives of several well-known lines of talking machines, which he plans to represent in Canada, where he is widely known to the talking machine fraternity.

Improve Your Service AND Increase Your Sales

By Equipping With The OGDEN "UNIT" or Sectional System

which has been used by thousands of dealers for the past six years and "Sold" to all on our UNCONDITIONAL GUARANTEE OF SATISFACTION, QUALITY AND PRICE.



Model No. 1 and No. 31 Sectional Cabinet

This Cabinet, consisting of five Record Sections, Top and Base, files 1,500 10- and 12-inch Records, all in easy reach, and with our "Visible Indexes" any Record is obtainable in four seconds. This Service equipment will increase your Sales.

Each Section holds 300 Records, which are protected by Glass Doors. Base has locking Accessory Drawer. Complete tier of six sections, as illustrated, Mah., Quar. Oak and Enamel finishes\$59.25

Quar. Oak, Mahogany and Enamel Finishes

Table with pricing for cabinet components like 'Top or Crown Section No. 1', 'Record Section No. 1', etc.

5 Record Sections, a Top and Base No. 2 (without Doors) \$43.00

Table with pricing for cabinet components like 'Top or Crown Section No. 2', 'Record Section No. 2', etc.

Reduced Prices on Unit Model No. 2150 D. D. (Not Illustrated)

Each Holds 2,150 10 and 12-Inch Records OAK, MAHOGANY and ENAMEL FINISHES

Table with pricing for models: No. 2150D.D. With Locking Wood Roll Curtain, No. 2150D.D. With Spanish Leather Curtain, No. 1800 Without any curtain.

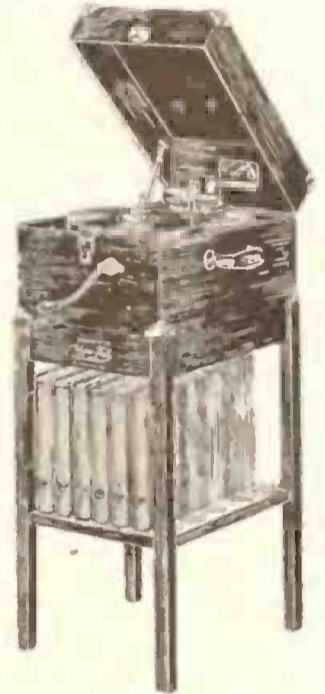
Ogden's Original Stands

For Portable Victrolas No. 50—IV & VI SELL with Profit and Satisfaction

They are absolutely Rigid and Strong—easily assembled with four concealed wing nuts and screws—"Set Up" or "Knock Down" in five minutes and fulfills every cabinet requirement at a price that has introduced the Victrola into thousands of Homes.

Mr. Dealer: Don't overlook the small buyer—History repeats itself—the Small Victrola user of today is the good prospect of tomorrow for a large one and constantly a Record Buyer. Start a campaign now for 100 new customers for the Small Victrola and watch the Big Machine and Record Sales "Jump."

A "UNIT" with Original Graceful Different Exclusive Novel 'STANDS



Ogden's No. 50 "Stand" for No. 50 Victrola made of select material correctly designed to fit and furnished to match the Mahogany and Oak finishes.

Costs You Only \$6.50 Delivered

Don't pay more for an imitation. If your jobber does not carry them in stock order direct.



Ogden's Stands Nos. IV and VI for Victrolas IV and VI are open frames made to fit exactly these separate models.

Oak Nos. IV and VI, each \$3.50—Mahogany Finish No. VI, \$3.85. Solid Mahogany No. VI, \$4.25. Packed 2 in a carton. Utility Top—Converts a stand into a Service Table for all models; each, 90c.

Utility or Service Tables

Are just what many of your customers need for SURPLUS RECORD STOCK IN THE HOME.

These tables are finished to match the Standard Machines. They are convenient for many purposes and with a set of Albums ideally solve the problem of Excess Record Stock and find a ready sale. Select Mahogany and Quar. Oak; each, \$4.75.

Tables No. VIII and No. IXA with a set of Albums from your stock make a splendid Cabinet outfit for these Victrolas. Finished to match. Price, each....\$6.50

Ogden You-Nit Stands and Tables are unconditionally guaranteed. If you have not already received an imitation stand on approval get one from your jobber and compare it with Ogden's original stands.

Write for our Catalog of Filing Cabinets and Stands

Ogden Sectional Cabinet Co., Inc. LYNCHBURG, VA.

Van Veen Equipment for Phonograph Dealers and the Musical Merchandise Trade

For those who cannot afford to experiment. Efficiency assured at the lowest consistent cost. Hearing Rooms, Record Racks, Dealers' Service Counters and general equipment for the sale of musical merchandise.

VAN VEEN & COMPANY, Inc.

Principal Offices
47-49 West 34th Street

Factory and Warerooms
413-417 East 109th Street

New York City

DENVER DEALERS ARE WORKING HARD

Merchants Overcome Trade Lethargy by Sheer Hard Work—Plan Extensive Programs for Music Week in May—Noonday Concerts Boost Record Sales—New Store Opens—M. L. Leve Weds—News of the Month

DENVER, COL., April 8.—The energetic efforts of the talking machine dealers in this city are proving effective in overcoming, to a great extent, a natural lethargy which is being felt throughout the trade at present. Attractive window displays, advertising in the local newspapers, increased efforts on the part of members of the various sales staffs and other means are being taken advantage of to bring business up to a satisfactory level, with considerable success.

The outstanding event of the talking machine trade here is the approaching Music Week, which will be held in May. Dealers throughout the city are all busy planning to make this one of the most successful musical events ever held here, and preparations for extensive programs are under way.

One of the busiest stores in Denver is the Boot Music Co., which is concentrating on the sale of Victor records. Noonday concerts are proving instrumental in disposing of large numbers of records, both popular and classic.

An attractive new establishment has been

opened at Fifteenth and Market streets by F. Hodus. Victor, Columbia, Vocalion and other well-known makes of machines and records are handled.

Milton L. Leve, one of the youngest music dealers in this city, and president of the Marsh-Leve Music Co., was married to Miss Etta Schonfeld recently. Both Mr. and Mrs. Leve are popular, and they have the best wishes of their many friends for a happy matrimonial career.

William Alfred White, music director of the Denver schools, passed away recently following an attack of influenza.

J. M. Spain, formerly manager of the talking machine department of the American Furniture Co., is now associated with the Columbia Stores Co., distributor of the Columbia Grafonola.

The establishment of the Knight-Atmore Piano Co., which has been undergoing alterations for some time, is now completed and this concern now boasts of one of the most attractive music stores in this part of the State. The concern features the Ampliphone.

Alterations which have been going on at the store of the Denver Music Co. for some time are rapidly nearing completion.

NEW DREHER STORE TO OPEN SOON

Interesting Program Being Arranged for Formal Opening of Cleveland Establishment

CLEVELAND, O., April 9.—A removal sale is under way at B. Dreher's Sons Co.'s store here to facilitate moving into the new store, which will be opened within the next few weeks. The new establishment is said to be one of the finest in the State. A feature of the store will be the talking machine department, which will be located under the mezzanine floor. This department will be up to date in every particular. Plans for the formal opening are being prepared by Robert Jones, advertising manager of the firm.

EDWARD TISCH PLANS NEW STORE

ELMHURST, N. Y., April 9.—Edward Tisch, head of the firm of A. B. Tisch, Victor dealer here, is planning the construction of a handsome new store in the Jackson Heights section of Elmhurst, according to information made public by the New York Talking Machine Co., Victor distributor, of New York. Mr. Tisch visited the headquarters of the company for data covering dealer equipment and store plans, which were placed at his disposal.

The merchant who is too near-sighted in the conduct of his business to think of to-morrow is in a bad way, indeed.

VOCALION RECORDING DIRECTORS

T. P. Ratcliff in Charge of Classical Recordings While Cliff Hess Will Look After the Recordings of Popular Selections for This Company

Thos. P. Ratcliff has been placed in charge of the recordings of classical and standard records at the Vocalion Record Recording Laboratories of the Aeolian Co. and Cliff Hess will have supervision over the recording of popular selections following the resignation of George Sheffield, who for some time past had been in charge of the laboratories.

Mr. Ratcliff is a man of wide experience in the talking machine trade, and particularly in the recording field, and some time ago was associated with the Vocalion record department of the Aeolian Co. in an important capacity. Cliff Hess is a well-known musician and pianist and has been connected with the Aeolian Co. in its music roll department for some years past.

OKEH RECORDS IN NEW ROLE

Appeal to Members of "Second Story" Profession as Highly Desirable—Two Okeh Dealers, Victims of Burglars, Lose Many Records

Okeh records are becoming more and more popular daily, and this condition applies not only to the general public, but to the members of the "second story" profession. This is indicated by the fact that burglars recently broke into the Sinn Fein Department Store at 415 West Forty-second street, New York, which is owned by T. J. Joyce, and stole 100 Okeh Irish records. Among the records picked out by the thief were selections by Gerald Griffin, Frank Kennedy, John McCormack and others.

Soon after this burglary was placed on "record" another group of music-loving highwaymen broke into the Plaza Sport Shop at 1085 Second avenue, New York. After taking a couple of cameras they evidently spied the Okeh record department and, as a result, the entire stock of Okeh records in this store became the property of the burglars. Both of these dealers admit that Okeh records are meeting with a ready sale, but they hope that all future customers will enlarge their Okeh record libraries through the usual way—over the counter.

COTTON FLOCKS

.. FOR ..

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

PERRY B. WHITSITT & CO.

Records Make Ideal Gifts
Every Victor dealer should teach his community to accept this fact.
It will sell records the year around as well as in the holidays and it will sell Victrolas as well.

COLUMBUS ~ OHIO
VICTOR DISTRIBUTORS

PATENT GRANTED

On March 28th, 1922, the Long Furniture Co., Hanover, Pa., was granted a patent by the U. S. Patent Office covering the interior construction of the chamber in the LONG CONSOLE CABINET, wherein the table machine is placed.

LONG CONSOLE CABINETS are now fully protected by the patent laws, and any other Console cabinets manufactured with the LONG type of interior construction are, therefore, infringements.

To commemorate the granting of this important patent and to give the dealers an opportunity to increase the popularity of LONG CONSOLE CABINETS, we are announcing

“A SPECIAL ONE MONTH SALE”

beginning April 20th on Consoles 601, 602 and 603.

During this period these LONG CONSOLE CABINETS will be sold to the dealers at 20% less than the regular prices.



Style 601
Colonial

Regular Price \$31.50

Sale Price
\$25.20



Style 602
Louis XV

Regular Price \$35.00

Sale Price
\$28.00



Style 603
Chippendale

Regular Price \$33.50

Sale Price
\$26.80

The quantity is limited. Place your orders today.

THE GEO. A. LONG CABINET CO.

HANOVER, PA.

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., APRIL 10, 1922

WHEN the paragraphs which fit into this page were written last month it was really too early to discuss the doings of the Mid-West Victor Dealers' Association, but we hope that no one will think it is now too late. For the topics which were discussed by the eminent speakers from East and West, to the accompaniment of one of those excellent dinners at our Drake (which hostel we decline to trade for any Biltmore or Pennsylvania or Ritz or Manhattan), were of the kind which waxeth not stale. Particularly were we struck by the very apt observations of J. Newcomb Blackman from New York. Now, Mr. Blackman is an eminent man when it comes to the talking machine business. For he has been in it, of it and a considerable thinker for and in behalf of it ever since there was a talking machine business. The writer of these words, once a happy Manhattanite, knows how, eighteen years ago, when The Talking Machine World made its debut, J. Newcomb Blackman was in evidence with an imposing advertisement and he has been in evidence ever since in this publication, because he has always been doing something important, valuable or useful for the talking machine business. So when he came down and told our Mid-Westerners all about the early days of the talking machine business we applauded vigorously and wished he would talk a lot more than he did. We fellows in these blessed days simply do not know what trouble is. We only think we do. Brother Blackman did a real service when he reminded some of the local kickers of what really went on in those old days—those "good old days." For our part we'll take 1922 with all her troubles. And so, we know, will Brother Blackman.

The Wise
Black
Man

TALKING of dealers' associations leads us very naturally, of course, to the movement now under way to organize a state-wide association of music merchants for Illinois. Some ten days after the publication of these paragraphs the music men of the Blackhawk State will be meeting at Springfield to organize a state-wide association for the furtherance of their common aims and interests. We are not privy to the designs of the eminent Illinois merchants who are behind this admirable move, but we are aware that most, if not all, those who are likely to join the association already deal in talking machines, more or less extensively. Some of them indeed are very extensively interested in the talking machine. These gentlemen will remember, we are sure, that the talking machine is to-day of such importance that it has a merchandising problem all its own, a problem quite individual and much in need of analysis and solution: The problem of educating the mass of the country and city dwellers to their immediate need, not only of some talking machine, but of a good one; not only of some records, but of many and the best records. This problem has not been settled, nor has the parallel problem of financing received its due heed of attention. The Illinois music merchants have our best wishes in their new endeavor, and we heartily hope that they will remember the talking machine in all their comings and goings on April 24 and 25.

Get
Together
Illini!

THE RADIO is evidently having its day. The craze continues to grow in the West. Lyon & Healy, who handle "Everything in Music," announce a jobbing arrangement which will enable them to supply to retailers De Forest, Cunningham, DeVean and other supplies of a very technical nature. Then the Lakeside Supply Co. has come out with the announcement that it will soon have its own equipment on the market, complete for sending and receiving, and there is in general a buzzing of excitement among the wise men in our trade which portends still wider developments. So it seems that after all the talking machine men out here are doing what we counseled them to do some time ago, when we said to them, in effect: "If this new game is just a fad, then at least while it lasts it will make a lot of folks think about music, which won't hurt you at all. Then it will pass away and you won't be harmed. On the other hand, if it is to

Radio De-
velopment
in the West

be permanent you cannot charm it away. Therefore, turn it to account." We said that, in slightly other terms, some time ago; and we see no reason now to take back the words.

WHEN P. L. Deutsch recently stood up before the assembled Brunswick dealers in St. Louis and talked to them about the history of the great house in which he performs so important a part, he was telling a story which constitutes a true romance of business. From the little factory down in Cincinnati which J. M. Brunswick started three-quarters of a century ago to the fifty-million-dollar corporation of to-day is a long way, whether reckoned in time or in accomplishment. But more important than this was his statement: "It is a tradition that Brunswick products must be good." In this simple remark is summed up the secret of a great and powerful house. Now, the talking machine business has likewise been founded and come to greatness upon the tradition that its product must be good. The entrance of the Brunswick house into that business was therefore eminently appropriate. Mr. Deutsch's words are quoted from the address he made at the organizing meeting of the Brunswick Dealers' Association of St. Louis. This is the first local Brunswick dealers' association and therefore deserves more than passing attention. Our industry is already well acquainted with the fact and the value of intra-corporation work of this kind, where the interests of a single manufacturing house in respect of distribution become so intricate that they can best be handled as to the general policies of merchandising by associations of jobbers and dealers who market their products. When rightly conducted these associations of jobbers and dealers in one product have been extremely successful, radiating beneficent power throughout the entire trade and encouraging all members thereof to stand firmly for the policies and the ideas which they know to be right but often feel too weak to maintain by themselves. It is, therefore, highly appropriate that we should here welcome the first local Brunswick dealers' association and tell its officers—as we now tell them by these words—that we are glad to see them established and shall hope to watch them grow steadily and healthily. The first meeting of the new body was held on the first Tuesday of the present month.

WE note that the Hall Mfg. Co. has started its national advertising through the Saturday Evening Post. This sounds like rather tall work for a house which makes so apparently small a product to go in for such elaborate publicity. Yet in fact the fibre needle makes an industry in itself, and the sort of publicity which the Hall Mfg. Co. is now so splendidly conducting is the kind that pays on a large scale. We are advised that dealers who feature the Hall fibre needle are reporting increased sales since the starting of the Saturday Evening Post campaign. Well, why not? They ought to. Incidentally, it might be observed that when an accessory product is being pushed in this manner the stability of the talking machine industry is being taken for granted, as it ought to be.

THE great increase in the building of homes, not only in the West, but, in fact, throughout the country, is good news to everyone engaged in the manufacturing and retailing of musical instruments. There are a lot of people who have been able to buy talking machines during the past year or so, but they have not done so simply because they have been crowded in temporary living quarters awaiting an opportunity to occupy an apartment or a home of some kind. These are prospective buyers—hence the importance of this great campaign for the building of homes which is so pleasingly evident throughout the country. The construction of homes now scheduled for the first half of 1922 exceeds all the anticipations made at the opening of the year, and the greater employment of workers in building these homes will be a decided factor in the larger demand for talking machines and records.

Romance
in
Business

Fibre Needle
Nationally
Advertised

Building
and
Prosperity

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., April 8.—The Chicago office of The Talking Machine World learns from the wholesalers and manufacturers that the trade over the country is very spotty; that is to say, some sections, for example, various localities throughout the mid-West, are reported to be enjoying very good business. This claim is substantiated by the fact that many dealers are sending in orders continually from their localities, whereas dealers in other localities are unheard of so far as communication via the order book is concerned. Some of those who supply these dealers have become curious as to why business should be good in one locality and not in another. Throughout the mid-West some of these men have been making a sort of canvass and have found that for one thing the chaotic conditions existing throughout the coal fields of Indiana, Illinois and Kentucky have put somewhat of a damper on business. Dealers in these districts say that for a time the big coal strike, which went into effect on April 1, had business in general demoralized in those sections, but that, as usual, it only took a week or so for the residents of those localities once more to accustom themselves to labor troubles. As soon as this had been accomplished business began to go on again. As a matter of fact, hardly a year goes by but that the public is knocked out of its shoes by newspaper scare-heads, telling about the biggest coal strike in the history of the world, and what it means and how it is going to demoralize industry throughout the country. But after the excitement dies down business goes on just as usual, even though there is a strike. Perhaps the reason of it all is that the coal operators want an excuse to raise the price of their

product. Anyhow, we know that in other years talk such as this caused the talking machine business to fall off in the mining section of the country, but it was only a temporary falling off, and the same holds true this year.

The farming districts, according to many of the wholesale men, are contributing very much to the cause of good business. Machine sales are keeping the dealers busy and the records are also moving along in a very fair manner.

We recently talked to a man well known throughout the talking machine trade who in reality is one of the pioneers in the West. This man has gone through all kinds of business since his entrance into the industry and from the way he talks to-day he is going to spend a great many more years with it. We asked him what he really thought was the matter with business in general to-day and here is what he had to say:

"Salesmanship—that's the big thing. Whenever we had good business we had good salesmen. During the war we had an awful lot of business thrust upon us suddenly. Everybody was satisfied, but, when you really come down to it, was it good business? So far as the money part was concerned it was good business, temporarily, but, oh, the morning after! Now, if this business had been really done by salesmen, men who had actually gone out and made the sales, we would not be suffering at this time from any harmful effects caused by an overdose of abnormal business virtually thrust upon us. During the war period and immediately following for a number of months many of our high-pressure salesmen were lost to the trade. The men who were doing business were quick to discover that you didn't need good salesmen, all you needed

was an order-taker; some school kid could fill the bill. Consequently, these men who were real salesmen were dispensed with and they, accordingly, went into other lines of business, or, better still, went into business for themselves. Anyhow, they have not returned, and now that we are actually facing a period where intensive selling and experience are needed we find ourselves up against a new proposition. We hate to admit that we haven't as many men as we need to cope with the situation and we are only too willing to acknowledge that business conditions are not what they should be. We then ask, why is it that the automobile men are not losing any sleep over business? The answer is that they have a plentiful supply of crackerjack salesmen, whom they run out in relays after prospects and, believe me, brother, if you ever had the automobile crew get after you as a prospect you are finally going to buy in self-defense. When one of them runs out of breath another one steps into his place. Now, any of the old-timers in the game remembers that the real selling was done by these high-pressure boys, many of whom have gone into the auto business, and the thing it behooves us to do is to get them back by all means. Now, by this I do not mean that there are not good salesmen left in the game. There are, but not enough and it's up to us to get our depleted ranks filled up again. We must get over this idea, and get over it quickly, that business conditions of to-day do not warrant additional salesmen. If we continue with this belief it will not be long before business will come to a point where it will not warrant even the number of salesmen we have to-day. The real thing we must do

(Continued on page 111)

JUST OUT

STERLING BULLETIN

No. 10

GET IT BY ALL MEANS

It tells the complete STERLING story and illustrates and describes the entire STERLING Line of Talking Machine Equipment—with prices, etc.



The Sterling Reproducer with Edison Attachment plays any and all records. It is different from other Edison attachments. It is the only attachment that can be successfully operated by the lever the same as the Edison Reproducer.

The Sterling Reproducer with Edison Attachment is designed for giving perfect rendition of both hill and dale and lateral cut records. Famous for its clear, flexible, non-metallic tone. Supplied also with Victor or Columbia attachments.

Sterling Devices Company

Manufacturers of the No. 11 Sterling Non-infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-set Automatic Stop and the Sterling No. 41 Non-tapering Tone Arm

534 Lake Shore Drive

Chicago, Illinois

We Got 'EM!

Complete Victor Record Stocks

Not for many years has our stock of Victor records been so complete and so comprehensive as at present. Our shelves are once more smiling with bright shiny records just waiting for your order. That record that you have been trying to get for so long—the one that all of your customers are asking for—we have it! Just try us on all of those numbers that have been unavailable for so long.

Victrolas

With the announcement of the new Victrolas in horizontal style, we have the most complete line that any live dealer could desire. There is now a Victrola for every person, every purpose, and every purse. Lyon & Healy are fortunate in maintaining a very representative stock of Victrolas with which we supply our dealers on the shortest notice. Try us.

Service

It is the high character of the service which we offer to our dealers that gives us an enviable reputation for speed and efficiency amongst the trade. Orders are filled promptly and accurately. A special department is maintained for aiding the dealer in sales promotion. You are invited to make use of it.

LYON & HEALY

Victrola Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

is to put on our salesmen, and it will not take long before these fellows will make the business warrant them."

Fire Does Serious Damage

The biggest fire that Chicago has witnessed since Mrs. O'Leary's cow kicked the lantern over, way back in '71, occurred three weeks ago, when an entire block of buildings was destroyed, and half the interior of a modern office building (the C. B. & Q. R. R. offices) was gutted. Most of the buildings were eight and ten-story affairs, housing numerous printing and publishing concerns. The fire, of unknown origin, started about midnight and within twenty minutes the entire block was blazing away merrily. Among the firms with connections in the talking machine trade who suffered by fire loss were: The "morgue" or art filing department of Barnhart Bros. & Spindler. This department was quite a distance from the main plant and was used for storage purposes by the art department. This company, besides making the famous Scottford tone-arm and die castings, runs the largest type foundry in the country.

Another concern, which unhappily was entirely destroyed, was the Rosenow Co., publishers of The Brunswick Record Digest, which it got out monthly for all Brunswick dealers. No sooner was it apparent that their building was doomed, than the heads of the Rosenow Co. began plans for an immediate resumption of business in new quarters, so as to get the Digest out on schedule time.

"Robinson, the Plater" also suffered heavily by the fire. The same "I will" spirit characteristic of Chicagoans in 1871 again prevailed, however, and hardly had the firemen got the fire under control in this building than a number of building repair men were put on the job by Mr. Robinson and ere long a sign was hoisted over the front door, "Business going on as usual."

The Modern Phonograph Co. was another victim. This company manufactures knock-down cabinets. The safe was buried in the debris for ten days and upon being opened the contents were found to be in perfect condition. The Shaw-Walker Co., of this city, maker of steel files and safes, now has this safe on display in its show window and it is needless to say that it has attracted quite a great deal of attention. The Modern Phonograph Co. is making temporary headquarters with the Lakeside Supply Co., at 416 South Dearborn street.

Benson at the Tivoli

Victor dealers on the South Side took advantage of the appearance, recently, of Benson's orchestra, with Roy Bargy directing, at the Tivoli Theatre, Sixty-third street and Cottage Grove avenue. This galaxy of stars was the center of attraction at this wonderful theatre and Victor dealers for miles around were early on the job and cashed in on the tie-up offered them. Many of the dealers formed "community parties" and took large numbers of their customers to the theatre to see these famous Victor stars in person. The Tivoli is a Balaban and Katz house, and is said to be the most beautiful and commodious movie theatre in the world. The week the Benson orchestra played at this theatre happened to be the week set aside by the management to celebrate the first anniversary of its opening. According to South Side Victor dealers, Messrs. Balaban and Katz could not have hit upon a better attraction for this event than Director Bargy with Benson's orchestra.

Attractive Easter Windows

With eggs selling at 25 cents a dozen and plenty of good Easter records on sale the populace of Chicago and its numerous suburbs ought to have a happy time this Easter. As a matter of fact, there are more strictly fresh eggs on the Chicago market than there have been in more than a year. In fact, eggs are so plentiful and so fresh that Chicagoans are quite apt to forget the taste of the cold storage variety if some steps are not taken immediately.

The dealers in Chicago are certainly tying up with the Lenten season this year and many beau-

tiful and seasonable greetings are sent throughout the city. It seems as though the manufacturers of records have concentrated on Easter as well, for many of these dealers are heralding handsome and extensive Easter libraries. At this particular time it might be well to recall to the readers of these columns the fact that our next national holiday will be on May 30, Decoration Day.

Open Chicago Office

The Jewett Phonograph Co., of Detroit, Mich., has opened a handsome and commodious suite of offices on the sixteenth floor in the North American building. A full and complete line of Jewett talking machines is on exhibition. The offices are in charge of H. J. O'Connor, but the preliminary organization of the sales and office staff is being directed by E. F. Sharpe, assistant sales manager of the Jewett Co.

New Hall Needle Envelopes

The Hall Mfg. Co. is now packing its product in very handsome and elaborate envelopes,

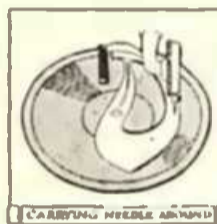
lithographed in three colors. The major part of the front of the envelope is colored, which shows up in shadow a background of bamboo poles. The famous Hall trade-mark is shown in red and yellow, and the lettering of the address, etc., is in white. The color scheme for this background is of two kinds, a royal purple for No. 1, or 50-cent, package, and an emerald green for the No. 5, or 25-cent, package. The needles come packed in a handsome display carton, which is gotten up along the same lines as the needle envelopes.

Kreisler Praises the Hall Fibre Needle

A great tribute to the merits of the Hall fibre needle, made by the Hall Mfg. Co., 33-35 West Kinzie street, this city, has been paid by Fritz Kreisler, the famous violinist and Victor artist, who recently made this statement:

"The effect produced by the Hall fibre needle is most pleasing. The music becomes mellow, enriched. I believe that it is really the best to use in order to obtain the most from a record.

(Continued on page 112)



THE GEER REPEATER

If we asked you to accept our views regarding the Geer Record Repeater, you might justly hesitate, but what about the judgment of men who are in the same line of business as you?

Letters of Proof

Hill Talking Machine Co. (Huntington, W. Va.)

"We received our three demonstration Geer Repeaters this morning, and while it has been a bad day, with few people in the store, they are all sold and orders booked for more. Kindly ship us at your earliest convenience twenty-five repeaters."

Brunswick Phonograph Shop (Chicago)

"A few weeks before Christmas, we placed an electric machine in our window demonstrating the Geer Repeater and sales tripled at once. The demonstration is still running, and we are convinced that it has increased our business considerably in all departments."

Consolidated Talking Machine Co. (Chicago)

"We have very carefully tested the Geer Record Repeater and are convinced that it is something that ought to be in the hands of every phonograph owner. From a sales point of view, we are very glad to handle this repeater and to recommend it to our dealers because we know it will give satisfaction to their customers and be an unexpected and additional source of profit."

Wade Talking Machine Co. (Chicago)

"We are pleased to advise you that after making a test of eight hours per day for two weeks, we decided to use your Record Repeater in our show windows as an attraction, with the result that it has kept large crowds of people before the show windows continuously, resulting in the sales of 15 to 25 repeaters per day, and a very material increase in our sales of dance records."

SALES records are being broken every month—that is the latest news regarding the Geer Record Repeater. If you could see the rapidity with which hundreds of our dealers are selling Geer Repeaters, you would say instantly: "Yes, sir, ship me an order today." Some of the letters which we have recently received are herewith reproduced.

Why Geer Repeaters Sell Quickly

Practically every large distributor of phonographs and accessories has endorsed the Geer Record Repeater. Here are the reasons why Geer Repeaters sell quickly:

1. It is as easy to put on and take off as a record.
2. It will repeat instantly and as often as desired.
3. It cannot possibly break or get out of order, and will last a lifetime.
4. It will not injure the record, needle or machine.
5. It fits any phonograph with free swinging tone arm.
6. It comes packed in a beautiful, durable box and can be laid away when not in use.
7. When dancing, entertaining, dining, or when you want music while working or resting, the Geer Repeater proves its remarkable usefulness.

Send for Our "DEMONSTRATION PACKAGE" Today

For the dealers who want to stock the Geer Repeater immediately and share in the quick profits that are being made, we have arranged a "Demonstration Package," containing three repeaters. Should you desire to place a larger order than three repeaters, you may do so, direct or through your jobber. The coupon attached is for your convenience.



Our Special Window Demonstrating Record Is Now Ready. Sent FREE on Request.

WALBERT MANUFACTURING CO.

925-41 Wrightwood Avenue, Chicago, Ill.

New York Office, 200 Fifth Avenue.

Please send by return mail your "Demonstration Package," containing three Geer Repeaters. I agree to pay \$4.75 C. O. D.* for the repeaters—the retail price to be \$2.50 each.

Check here if you want Free Window Demonstrating Record.

Name

Address

Jobber

*Credit extended to rated concerns.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

Few men are better fitted to pass judgment upon the value of this needle as a means of conveying to the user of records the fullest measure of the musical value of the music on the record than this great artist, whose fame is international and whose ability as a composer and violinist ranks among the foremost.

Planning Intensive Campaign

The W. W. Kimball Co., manufacturer of the well-known Kimball phonographs, is planning a campaign by means of which it hopes to add several hundred new Kimball dealers to its following. This campaign was suggested by reason of the large number of inquiries received from different parts of the country, as an answer to the company's national advertising campaign. These results indicate renewed interest on the part of buyers and the Kimball Co. believes that those who make voluntary inquiries constitute usually but a small percentage of the actual prospects who can be sold if an aggressive local selling campaign is conducted by the dealer.

In planning this campaign the W. W. Kimball

Co., through J. V. Sill, manager of the wholesale talking machine department, has laid out a prospectus that is very comprehensive. The one big idea behind the whole campaign, according to Mr. Sill, is that the right kind of merchandise, backed by intensive selling methods, will produce surprising results, regardless of any of the so-called depression waves. This thought is the backbone of the Kimball Co.'s present campaign, which has already had a reception that leaves no doubt as to its success. Mr. Sill further believes that a portion of the public may have quit buying, but that is no reason why the Kimball Co. should cease selling, as the success of a number of dealers in selling Kimball talking machines proves that business depends largely on the efforts of the dealer.

Novel Plan of Interesting Public

N. H. Shoukair, who has recently moved to a new location at 1361 East Forty-seventh street, this city, employs a novel feature in his newly equipped store. An instrument that plays records out through a horn under his window platform

to the street is entirely surrounded by a plate-glass case, which eliminates from the store any surface noise from the record being played and prevents the music from coming into the store to conflict with anything going on there. An electric motor operates this instrument and the records are changed by lifting a glass cover. This idea is only one of the many original and practical features of Mr. Shoukair's new store. He has installed, at a great expense, a hearing-room ventilating system, which keeps his hearing rooms supplied with warm, fresh air at all seasons of the year.

Another Manufacturer Enters

A new organization, known as the J. D. Keating Corp., of Chicago, has just been capitalized for \$25,000, under the laws of Illinois. The new concern will manufacture and deal in phonographs, accessories, etc. The incorporators are: H. E. Keating, J. D. Keating and H. Heise. J. D. Keating is one of the pioneers in Chicago manufacturing circles and during some years put on the market an instrument known as the Usona. Just what name the new company will give to the instruments it contemplates putting on the market has not been decided as yet.

National Co. Leases Factory

The National Phonograph Co., which recently suffered the loss of one of its plants by fire, has leased a three-story building, comprising some thirty thousand square feet, at 2837-47 North Ashland avenue. The lease covers a period of ten years, with an aggregate rental of \$60,000. The transaction was made with a woodworking concern, known as the Hoffman Co., which, in addition to the lease, sold to the National Co. \$15,000 worth of woodworking machinery and equipment. At the time of its loss by fire the National Phonograph Co. was confining most of its output to the manufacture of small consoles.

Federal Phonograph Co. to Liquidate

The Federal Phonograph Co., of this city, has disbanded its organization. S. H. Siegal, proprietor of the company, made the announcement that he expected fully to liquidate its assets by April 1 at the latest. This company was not in bankruptcy and the reason for its liquidation, according to Mr. Siegal, is to enable him to resume activities in the real estate building line. Mr. Siegal and other members of his concern have been building contractors for many years in and about Chicago. During the war, when the building industry was disorganized, he and his associates organized the Federal Phonograph Co., fully intending to disband this organization when building activities should open up again. The assets of the company were sold at auction.

Thos. Mee to Open Another Store

Thos. Mee, of Clinton, Ill., who has operated a Grafonola shop at Clinton for the past two years, will soon announce the opening of a second store in Clinton, to be located on a busy street intersection. This new store will be splendidly equipped and will handle Columbia Grafonolas and records exclusively. One of the interesting points brought out by Mr. Mee while in the Chicago Columbia offices recently was the very high percentage of cash sales in his city. In this day, when the ratio of cash phonograph sales has dropped way below normal, it is amazing to find a community where 90 per cent of the business is conducted on a cash basis, as in the case of Mr. Mee's Grafonola and record business.

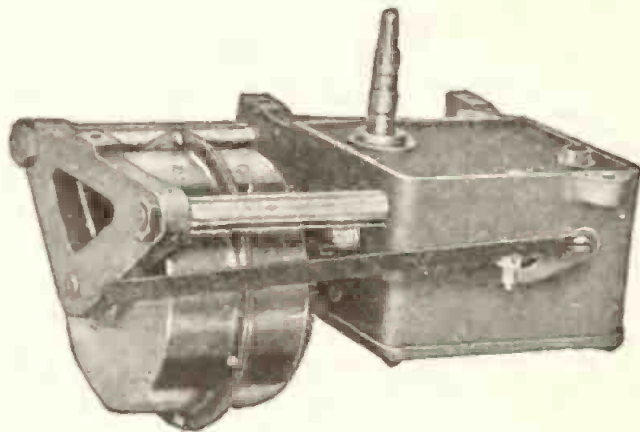
Strand Line Making Progress

The Consolidated Talking Machine Co., 227 Washington street, is making rapid progress in the introduction of the Strand phonograph, for which it is district representative. E. A. Fearn, head of the company, states that the dealers are enthusiastic regarding the sales possibilities of this attractive console product.

Sterling Bulletin No. 10

Bulletin No. 10 has just come through the mail from the advertising department of the Sterling Devices Co. This bulletin is a four-page folder, printed on heavy-coated stock, and

The Best Motor Money Can Buy



1. The wick lubricating system, an exclusive feature of our motor, keeps every part in the gear box running in a film of oil. Not a mere smear of grease to dry away and get gummy and hard with exposure to the air, causing noise and variable speed within a short space of time, but constant circulating lubrication.

For at least two years after our motors are installed the wick will circulate pure oil and governor and gears will be perfectly lubricated. Some of the high-priced motor cars have recently adopted wick lubrication—because it is right—continuous, automatic, certain.

2. The enclosed construction makes this lubricating system possible and also keeps dirt, bits of excelsior, lint and phonograph needles, etc., from getting into the works. This prevents those trouble cases that cost the dealer money and cause his customers annoyance.

3. The design of our motor lends itself to accurate alignment of bearing and springs. When our box-like casting is clamped into the holding tools to be machined it does not distort with pressure as open castings do. The reason we have almost no spring breakage is that perfect alignment does away with the side strain which causes crystallization and breakage of springs.

REAL PRICES

1. We have a modern, complete, specially designed equipment solely devoted to the production of this motor.

2. Our plant is spacious, light, modern in every feature and our organization is seasoned and imbued with spirit of quality.

We have the necessary volume of output and can produce efficiently. Because of these facts we are furnishing a motor of positively unequalled merit, at unmatched prices.

Let Us Furnish You Samples

United Manufacturing and Distributing Company

536 Lake Shore Drive

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

shows illustrations of the company's reproducers, tone arms and attachments for playing Edison records. Concerning the Sterling tone arm it has the following to say: "Since the advent of the Sterling it is not necessary to use an unsightly fold-back tone arm. Sterling tone arms are designed on pleasing, graceful lines, with as few turns or bends as possible to prevent muffling and metalizing the sound."

How Two Beloitains Made Good

Two and a half years ago this month two young men hit the striving town of Beloit, Wis. Their combined capital amounted to \$12.42. Through determination, foresight and ability they were able, in a short time, to secure the confidence of several wholesale houses sufficient to secure a small line of credit and the shipment of enough goods to set up one of those modern department stores, sometimes called a drug store. The most important part of this establishment was a Grafonola Shop.

Two and a half years after the advent of these two young men into Beloit there appeared in the Beloit News a full-page advertisement announcing the opening of the most up-to-date and modern drug store on the busiest square of Beloit. It has been equipped with the latest improved showcases and with woodwork in Flemish oak and golden trimmings. Here, filed in modern racks, is carried a complete line of Columbia records, Columbia Grafonolas and period models. This is the business romance of Walt Krueger and Eugene Flarity. "K. & F.," as they are known in Beloit, are by far the two most popular young men in the town, and Dame Fortune has smiled on them kindly. The opening of their new store has been the occasion of many congratulatory remarks and the press has been profuse and complimentary.

Valuephone Console

Something like 10,000 handsomely printed leaflets showing the latest model Valuephone console were mailed out to the trade this week by Manager Hadley, of the Wizard Co. The console comes in either walnut or mahogany finish and is built up of seven-eighths-inch five-ply paneling with legs and moulding of solid mahogany or walnut. Manager Hadley states that the first mailing of literature announcing the offering of these consoles aroused considerable comment in the trade and brought a large number of inquiries and many orders.

Lakeside Co. Jobs Radio

Since the Lakeside Supply Co. announced in the advertising columns of The World last month

that it had taken on a full line of radio supplies, it has been literally besieged by dealers clamoring for wireless telephone paraphernalia. The numerous inquiries and orders which have been received from all parts of the country indicate that the buying public has gone wireless mad. One interesting feature noted in the inquiries is that "the little sister of the talking machine" is causing an increased amount of activity in the record business.

According to the views of the Messrs. Fricke, proprietors of the Lakeside Co., the broadcasting of music is being received in over 600,000 homes in the United States. At present most of these receiving "hook-ups" are home made, at small initial cost and with no upkeep to speak of. The music received by the owners of these sets is arbitrarily chosen and seldom repeated. Therefore, in practice, after hearing a number by radio, the listener will feel inclined to perpetuate the enjoyment by purchasing records of the

same. Many dealers have also reported to us that they have sold quite a number of talking machines owing to the wireless craze.

The Fricke brothers have just completed a "loud speaker" device on which they have applied for basic patent rights. This speaker is built along original lines, and, when in action, brings out the spoken voice or instrumental tones, which are remarkably free of "frying" or "escaping steam" noises so commonly run across in radio telephony. The Lakeside "loud speaker" will be ready for the market in the course of a few weeks.

A Great Success

Encouraged by the enthusiastic reception of the personal demonstration of March records, Lyon & Healy have again invited the music-loving public to hear a personal demonstration of the selections on the new April Victor records.

The unqualified success of the innovation inaugurated in March by Lyon & Healy prompted them to again render an elaborate program in conjunction with the opening day for April records. Several artists sang and played in person in their record department the selections recorded for April by the Victor Co. The program consisted of the McKay Trio, Helen McKay, piano, Malvina Neilsson, violin, and Walter Brauer, cellist; Lucille Hayley, soprano, and Carroll Kearns, baritone. This concert was given in their record department on Saturday, April 1, 12.00 to 3.00 p. m.

The outlining and planning of this method of exploiting new releases is from the fertile brain of L. C. Wiswell, manager of both wholesale and retail Victor departments of Lyon & Healy. The initial debut of these programs was given on March 1 and the phenomenal success attained assured a series of repeat concerts not only at the main store but all Lyon & Healy branches throughout Chicago as well.

Distinguished Canadians Visit Chicago

G. L. Stanwood, secretary and treasurer, and G. H. Roberts, manager, of Stanwoods, Ltd., Winnipeg, Can., were visitors to the Chicago trade recently. Messrs. Stanwood and Roberts spent most of their time in calling on the dealers located in the "loop" section and taking note of Chicago business methods. The house represented by these gentlemen retails Victor and Columbia products and special attention was paid to sales methods in use here by dealers handling these well-known lines.

"The Talking Machine World is in a great
(Continued on page 114)

W. W. KIMBALL CO.

Wholesale Distributors

Okéh Records

Popular Records; Latest "Hits of the Hour;" beautiful artists records by celebrated singers; will play on any standard disc machine.

Okéh Records are assured sellers.

Build up your Trade. Ask for Agency Terms and avail yourself of our quick service.

W. W. KIMBALL CO.

Established 1857

306 So. Wabash Ave., at Jackson Blvd.
Kimball Bldg. CHICAGO.



Why We Are Pushing the



Because, as the manufacturers say themselves, "It's the Dealer's Turn Now." Which makes it our turn. We now offer the trade an instrument that is modern, that meets the least amount of sales resistance, that provides a real profit. That is unmistakably service.

THE STRAND: The Console of Today

The double-purpose flat-top instrument that is giving the dealer—that's you—"Better Merchandise, Lower List and Fatter Discounts." Dealers who are posted on present-day merchandising conditions are energetically getting behind the new STRAND CONSOLES.

Four New Models

Queen Anne (list \$125); Louis XV (list \$150); Italian Renaissance (list \$175); and Louis XVI (list \$200). Write for full information about these popular models. Deliveries at once.

CONSOLIDATED TALKING MACHINE CO.

227-229 W. Washington St., Chicago

BRANCH:
2957 Gratiot Ave., Detroit, Mich.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 113)

measure responsible for our visit to Chicago," said Mr. Stanwood. And when asked, "How come?" he stated that each month he takes much interest in looking over The World's news columns and paying particular attention to the special articles and news items.

"Pertaining to sales methods, your valuable paper," said Mr. Stanwood to a World representative, "contains what I believe to be a truly remarkable collection of sales ideas, and many of these are being utilized by our firm from time to time. Some of these items published recently were of such a simple, yet unique, character that I thought it would be well worth while for myself and Mr. Roberts to journey down here to Chicago and look them up."

It might be well to state here that Stanwoods, Ltd., is one of the largest and oldest music establishments in central Canada. A large part of its remarkable growth is attributed to its up-to-the-minute business methods. Willingness to go out of its way to make satisfied cus-

tomers is one of the firm's hard and fast rules. **Home Exposition Successful**

A full line of Victor Victrolas and Victor records was the center of attraction in the Wurlitzer Co.'s booth at the "Own Your Own Home" Exposition, which ran at the Coliseum last week. As reported by Lester C. Noble, retail manager of Wurlitzer's Victor department, the Exposition was one of the most successful his company has ever been connected with. A large number of sales were made and hundreds of prospects booked during the exhibit.

Repair Parts Going Big

Dealers throughout the country are fast learning the advantages to be derived by maintaining repair departments. This fact is evidenced by the daily increased activities in the repair parts department of the Consolidated Talking Machine department. "A repair department is becoming a prime requisite with most dealers nowadays" is the opinion of A. E. Fern, president of the Consolidated Co., "and is being maintained by

all dealers who realize that many prospects are found and machines sold, by the close association of this department with the public." The Consolidated Co. bears the enviable reputation of carrying the largest and most complete line of repair parts in the United States.

Hark Sales Co. Chartered

The Hark Sales Co., 139 North Clark street, distributor of the "Happer Automatic Record Gleaner," has been granted a charter of incorporation, under the laws of the State of Illinois, with a capital of \$10,000. Officers of the concern are: President, Mark S. Porter; vice-president, W. A. Hansen, and secretary and treasurer, Albert A. Walbur.

The record cleaner is the invention of R. A. Happer and it fits any reproducer excepting the Edison and the Pathé. The cleaner works automatically as the record plays.

Deiro Entertains

Deiro, hailed by the local press as the world's greatest piano-accordionist, as well as a famous exclusive Columbia artist, proved, according to the theatrical critics of these very newspapers, a 99 3/4 per cent pure hit. The week of March 26 he showed with the "Midnight Rounders" at the Apollo Theatre, Chicago. The Columbia boys spent a great deal of their time calling the Columbia dealers' attention to the fact that Deiro was showing here, and by diligent work effected a considerable number of excellent tie-ups, which resulted in substantial sales of Deiro's records.

Chasing Rainbows

Members of the Chicago office of the Columbia Graphophone Co., their friends and relatives, with Columbia dealers in Chicago and their friends and relatives, are getting ready to get upon the band wagon on the evening of Monday, April 17, when they will all go down to Fred Mann's Rainbo Gardens, the home of the latest acquisition to the now long list of Columbia dance orchestras. And here's the why of the whole big party. It is in honor of Frank Westphal and his Rainbo Orchestra, and the management of the Rainbo Gardens is calling the aforementioned night Columbia Night, in honor of all the Columbia people who will be there. He has promised everyone who attends a mighty good time, with nice souvenirs 'n' everything.

Frank Westphal recently joined the happy family of Columbia entertainers and samples of his first records, which were made in the recording laboratory of the Chicago office of the Columbia Co., have been enthusiastically received by the Columbia dealers throughout the city. A comparison of these records will be made with the actual playing of the Rainbo Orchestra at the big party.

Forming New Association

Agitation which has been in progress throughout the State of Illinois for an organization of Illinois music merchants came to a head in this city recently when at a gathering of some of the most prominent of them it was decided to send out a call for a get-together meeting of all the merchants in the State. The meeting will be held at the New Leland Hotel in Springfield on April 24 and 25. The call is signed by a committee consisting of C. C. Adams, of Peoria, Ill., who was appointed temporary chairman; J. Bart Johnson, of Jacksonville, and O. F. Anderson and R. L. Berry, of this city.

The need of an association such as this has long been felt. Thanks to the efforts of W. F. Wallace, of the Q R S Co., together with Charles Burtzloff, of the Chicago office of Kohler & Campbell, Inc., the views of many dealers have been obtained and their co-operation has been enlisted.

It is expected that this Association, which in all probability will be known as the Central Illinois Music Merchants' Association, will be able to do a tremendous amount of good, not only in getting the merchants of the State together for an interchange of opinions and experience, but in the initiation of movements against undesirable advertising and illegitimate trade practices. It

(Continued on page 116)



Let Them Know You're in Business—

That is the only way you can get a big share of it—NOW. You must keep everlastingly asking the public to trade with you.

And the most forceful, economical way to advertise your business and location to the hundreds of people who pass your store is to use a Federal Electric sign, such as shown above.

12 MONTHS TO PAY

A small payment brings you this wonderful sign—beautiful blue and white porcelain enameled background—big snow-white Silveray glass letters. Costs only a few cents a day for electricity.

Mail coupon for full information and price and free sketch showing how your Federal Electric sign will look. No obligation. Do it now.

FEDERAL ELECTRIC COMPANY

Representing Federal Sign System (Electric) 8700 So. State St., Chicago, Ill.

Please send me full information, price and free sketch of Federal Electric Porcelain-Silveray Sign for my business. Explain your Easy Payment Plan.

Name..... City..... State.....

Street and No..... Business.....

Store Frontage..... No. of Floors.....

T. M. W. No. 4

Federal Electric Signs are the cause of a busy street; not the result.

LYON & HEALY

announce their new
department of

RADIO

Instruments and supplies
easily installed. Types made
to retail at popular prices.
Distributors for

De Forest Radio Equipment

Cunningham Tubes

De Veau Loud Speaking Sets

Remler Supplies

**Bowman Airophone Radio
Receivers**

Clapp-Eastham Receiving Sets

Music merchants are asked to express their desire promptly if they wish to link up at once in the sale of this marvelous new musical instrument. First rights and best connections may prove to be of immense value. We expect to be able to make shipments by July 1st. Our retail Radio Store opens May 1st.

• • •

Write today to Dept. 0.

LYON & HEALY
CHICAGO

Clip and Mail

Lyon & Healy

59-94A Jackson Blvd.
Chicago

We are very much interested
in your new Radio outfits.
Please send us full particulars
about equipment and prices.
No obligation is implied by
this request.

Name.....

Street.....

City.....

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

is also expected that speakers of experience in association work will be present to give the new organization a good start along its path of success and usefulness.

Quite a number of men prominent in the talking machine trade have already expressed their opinions, the consensus of which is that the period of depression through which the trade has just passed has been in a large way responsible for a tremendous cleaning out of undesirable, fraudulent advertisers and that an association such as this will be a means of keeping these undesirable citizens out of our trade. For this reason it is hoped that the talking machine men will be there in full force when the meeting is called at the New Leland Hotel.

Lyon & Healy Open Radio Department

Lyon & Healy have taken advantage of the national interest now being shown in wireless telephony and have opened a new department which will be devoted exclusively to radio equipment, units and parts. They have already announced that they are now distributors for the products of various well-known radio equipment concerns and that they will job this equipment to retail dealers throughout the talking machine and music trade. They have already received initial shipments of De Forest radio equipment, Cunningham tubes, Clapp-Eastham receiving sets and other high-grade radio parts and are completing plans for the distribution of this material at popular prices.

For a number of months past officials of Lyon & Healy have been making a very thorough study of wireless telephony and its possibilities. With the co-operation of the KYW broadcasting station at Chicago Lyon & Healy have broadcasted monthly releases of Victor records, as well as selections on reproducing pianos.

It is estimated that there are in the neighborhood of 20,000 receiving sets being used in the zone served by the KYW station, and it is further estimated that the majority of these sets are the handiwork of amateurs. This field alone

offers favorable opportunity for replacement with high-grade instruments and when the entire country is taken into consideration and it has been recently stated by men in position to know that there are something like 800,000 receiving sets scattered throughout the country alone.

Triangle Week in Chicago

An elaborate advertising campaign was put on by the Triangle Music Co. during the week of March 26, during which period special attention was given to the exploitation of this company's promising new numbers, "Thrills" and "Carolina Blues." The purpose of the big celebration was to give a christening party to the new Chicago office, which was opened on the 26th. During the week the songs were boosted throughout a goodly number of Chicago's amusement places and one-sheet posters, advertising these songs, were placed on all elevated stations in the city. Quite a number of vaudeville headliners, as well as picture theatre orchestras, featured the songs, which were also advertised in the local newspapers. The campaign brought about pleasing results and quite a demand was made for the songs which were featured, as well as for other numbers in the Triangle catalog.

In Trouble

A petition in bankruptcy has been filed by the Masonic Temple Song Shop, Inc., at 161 North State street. The liabilities are given as \$3,999 and the assets are \$2,893.

New Melody Console

The Melody National Sales Co., of 190 North State street, has just come out with an exceptionally attractive little console, which it is listing at \$125. The size is 36½ by 36 by 20½. It is of the split-top design, built along very artistic lines, and comes in five-ply wood, equipped with powerful double-spring motors and high-grade tone arm and reproducer.

This company was formerly located on the eleventh floor of the big State & Lake Building, but was recently moved to larger and more

splendidly equipped quarters in Suite 840 of the same building.

Assumes Control

It has been reported that George G. Roberts, well known throughout Chicago as a dealer in high-grade lumber, has taken over the LaSalle Phonograph Co., at 19 South Hoyne avenue. It is said that the plans of this company are not worked out completely as yet, but a full line of high-grade instruments will probably be placed on the market within a short time.

The men originally behind the LaSalle Co. organized this concern at practically the close of the big boom in the talking machine business and this is believed to be the cause of its never getting firmly established. However, under the leadership of Mr. Roberts we may expect to see quite a number of high-grade LaSalle models placed on the market within the next few months.

Change Local Unit Co. Management

With the first of April a change of much import was brought about in the talking machine trade of Chicago when W. D. Montgomery, manager of the Cleveland branch of the Unit Construction Co., came to Chicago to assume charge of the Chicago branch of this concern. This change was brought about by the resignation of Gus Mayer, who for a number of years has been manager of the local branch here at 30 North Michigan avenue. The first day of his installation as manager here Mr. Montgomery spent in conference with Rayburn Smith, president, and Harry Beach, vice-president, of the Unit Co. Mr. Beach had been on a trip to the Coast.

Just before leaving the Cleveland branch Mr. Mayer closed a deal with Steinway & Sons, New York, for the complete equipment of five of their branches located in Cincinnati, Columbus, Dayton, Huntington, W. Va., and Charleston, W. Va., as well as partial equipment for the Indianapolis branch. The deal was consummated with the co-operation of R. E. Wells, general manager of the Cincinnati branch for Steinway & Sons.

After spending about a week or so getting ac-



MODEL 700
35" Height
40" Width
22" Depth



Manufacturers of
HIGH-GRADE PHONOGRAPHS
Priced to Sell

OUR JOBBERS FACTORY PLAN

QUALITY VALUE SERVICE

We operate a plan that makes

OUR PLANT—YOUR FACTORY

NO INVESTMENT NO HANDLING QUICK AND SURE SERVICE

Build your *Business* on *Wolf Service*, a *Solid Foundation* with a *Future*. Save yourself the embarrassment of a false start on models that will be discontinued.

Phonographs Designed with a Sales Appeal
on Simply Policy of *Just a Square Deal*

WRITE TODAY To THE WOLF MANUFACTURING INDUSTRIES

Sales Office
123 WEST MADISON STREET
Chicago, Ill.

Factory and General Office
110-126 WEST 3rd STREET
Quincy, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

Templar Autostop
 It Stops as a Stop
 Should Stop
 For Proof of this,
 order a Sample
TEMPLAR MFG. CO.
 3225 Lexington Street
 CHICAGO, ILL.

acquainted with the details of the Chicago office meeting visitors Mr. Montgomery will lay out a program for the Chicago territory, which, when completed, will have brought him in personal contact with every dealer in the city.

Wallace Incorporates

One of the latest entrants to make its debut in the Chicago trade is the Wallace Institute, which has just been incorporated under the State Laws of Illinois. The new organization is opening its headquarters at 630 South Wabash avenue and is capitalized for two hundred shares of no par value. The intention is to manufacture and deal in musical instruments, etc. The incorporators are: Frank P. Page, Harold Beacon, Edward G. Ince. The correspondent named is Winston, Strawn & Shaw, First National Bank Building.

Congratulations!

W. C. Griffith, assistant sales manager of the Chicago Talking Machine Co. on his desk this week from a visit to Bermuda, where he and his bride, formerly Miss R. Perry, of Indianapolis, Ind., spent their honeymoon. The happy pair were married on March 4, with D. A. Creed, general manager and vice-president of the Chicago Talking Machine Co., as best man.

Publisher Visits

Among the recent visitors to Chicago was R. L. Huntzinger, of the music publishing firm of Huntzinger & Dilworth, New York. Mr. Huntzinger reported that business was in a very satisfactory condition and he also made an interesting comparison between the sheet music business of to-day and that of several years ago. He said that he noticed a marked improvement in the interest taken in the sheet music business to-day and that the average standard of knowledge and other desirable qualities of those who were engaged in this business had improved considerably.

A. D. Geissler in Chicago

A. D. Geissler, president of both the Chicago and New York Talking Machine Cos., spent a number of days in Chicago recently, and while here attended the semi-annual executive committee meeting of the Victor jobbers.

Now With Kimball Co.

L. E. Inman, who formerly conducted the Music Store in Vandalia, has disposed of his interest to J. L. Gerkin, of that city. The Music Store handles a full line of the well-known W. W. Kimball Co. pianos and talking machines. Since disposing of his store Mr. Inman has become associated with the Kimball Co. and has been made manager of the Decatur branch of this company.

Becomes Starr and Gennett Jobber

Mr. and Mrs. A. G. Kunde, wholesale Wisconsin representatives for Gennett records and Starr phonographs, passed through Chicago recently on their way to New York. The couple expect to sail from New York on April 1 aboard the liner "Olympic" for Europe. They intend to visit numerous places in Great Britain and in several of the European countries and in all probability may not return to their home for a number of months.

The firm of A. G. Kunde was recently appointed wholesale representative throughout the Wis-

consin territory for Gennett records and Starr phonographs. This firm has long been known as a high-class importer and distributor of foreign goods and has made quite a success throughout the Middle West with the Homokord record. During their visit to Europe Mr. and Mrs. Kunde will probably visit the Homokord factories.

Steger National Advertising Campaign

Steger phonograph advertising is now appearing in a number of the leading publications of national circulation, and the effects of the publicity that has already been issued through that channel have been excellent.

The Steger phonographs have been featured particularly, special announcements regarding those instruments appearing in the February issue of the Atlantic Monthly, Century Magazine and Munsey's, in the March number of Scribner's and Harper's Magazines, and the April issue of World's Work. Special phonograph ads also appear in the February, March and April numbers of Etude, Photoplay Magazine, Red Book, Everybody's and several other of the most prominent magazines.

The Man With the Searchlight

Cheney publicity on "The man who snaps his fingers at the whole Cheney factory" has been the cause of a vast amount of favorable com-

ment for the past month. This publicity has been broadcasted by the Cheney advertising department and tells the story of one man—the Cheney inspector—who cares nothing for the opinion of any workman or foreman throughout the whole of the extensive Cheney organization. His duties are to carry on without fear or favor and to reject any Cheney that shows even the tiniest blemish. He takes his orders from, and is accountable only to, the executives of the company. In going about his work he uses only two tools, a powerful focusing lamp or searchlight and a pad of rejection slips. The rays of light falling upon the instrument under inspection bring out any blemish in the finish. When said blemish is found, on goes the rejection slip and the instrument is sent back to the finishing department. To the trained eye of this expert craftsman the most infinitesimal imperfection stands out like a barn door. Since the trade has learned how Cheney standards are maintained by virtue of this expert Cheney inspector it has taken a more keen interest than heretofore.

New Boston Album

Mrs. L. Gelbspan, president of the Boston Book Co., makes the announcement that she has received many testimonials from large users of
 (Continued on page 118)

The Oro Tone
QUALITY FIRST
 Just Say—
Send Samples on Approval
For the EDLSON

No. 1E ORO-TONE
 For Playing All Records on the Edlson
 Reproducers Fitted With Special Oro-Tone Diaphragms
 Attached in a second. Needle retains perfect center in playing either lateral or hill and dale cut records. **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. 1S-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 mellow, 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. 1C 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.

ASK FOR COPY OF THE ORO-TONE, ILLUSTRATING AND DESCRIBING THE COMPLETE ORO-TONE LINE

The Oro Tone Co.
QUALITY FIRST
 006 GEORGE STREET
 CHICAGO, ILL.



YOU

will never be able to appreciate the appearance, finish, operation and wonderful tone quality of ORO-TONE attachments until you order sample.

YOUR CUSTOMERS

will want ORO-TONE attachments when they hear the rich tone quality.

OTHER DEALERS

are selling ORO-TONE attachments with great success. Once heard, the desire for possession makes the sale easy.

WHY DON'T YOU ORDER SAMPLES TODAY?

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

albums in the trade who have received samples of the new Boston interchangeable leaf album. These letters are of a congratulatory nature, complimenting the Boston Book Co. upon its foresight in bringing before the public such a clever innovation as this new album. This method of building albums was made possible by the addition of a wooden back, of which feature, together with the interchangeable leaf idea, the Boston Book Co. feels justly proud.

Isham Jones Orchestra to Travel

Isham Jones and his famous Brunswick Orchestra came out with the announcement this week that they are terminating their showing at the College Inn on May 1. This closing at the College Inn is only a temporary affair, however, lasting over the Summer months, or until September 1, when Mr. Jones and his orchestra will return and resume the duties of entertaining the patrons of College Inn.

Immediately after closing at the Inn Mr. Jones and his orchestra will leave for the Brunswick recording laboratories in the East, where they will spend several days recording, and on May 6 the organization will appear at the New Grand Central Theatre at St. Louis. The Brunswick dealers of St. Louis, who recently formed a Brunswick Dealers' Association, have made preparations for the coming of Mr. Jones and at present have contracted with the street-car company for the displaying of their panels announcing the orchestra. These panels will be placed on the front and rear end of all street cars in St. Louis and suburbs. After the St. Louis engagement the orchestra goes to Cape Girardeau; then to Indianapolis; and on the 17th they play for the "Junior Prom" at Notre Dame University. This prom is an annual affair and in order to hook up with Isham Jones' orchestra its regular date was put back several days. The route is then to Kalamazoo and Jackson, Mich., followed by an eight weeks' engagement in Chicago, where the orchestra will appear at the Pantheon and Senate theatres. At the close of this engage-

ment the organization moves back to the College Inn to entertain visitors.

Mid-West Dealers Hold Second Annual Meeting

The second annual meeting of the Mid-West Victor Dealers' Association was held at the Drake Hotel on the evening of March 13, too late for mention in last month's issue. An elaborate dinner was served at six-thirty. The guests of honor and speakers of the evening were: J. N. Blackman, of the Blackman Talking Machine Co., New York, and Louis Buehn, president of the National Association of Talking Machine Jobbers.

The meeting was opened by R. B. Corcoran, who welcomed the visiting jobbers, and with the assistance of L. C. Wiswell introduced the visiting jobbers to the members of the Dealers' Association. After the introduction Miss Margaret Haley, of the Victor department of Lyon & Healy, gave a vocal solo. Following this the Mid-West Victor Dealers' committee on advertising rendered an interesting report on program and billboard advertising. The report was read by Chairman McCauley, of this committee, who said, in concluding, that up to the time of the typing of his report nearly every member of the Association had signed up for this work. The advertising report was followed by a talk given by President Buehn, of the Jobbers' Association, who, in the course of his remarks, stated that he was much interested in the campaign the mid-West dealers were putting on, and told of the necessity for concerted action on the part of Victor men throughout the country. During the course of his remarks he paid high tribute to the Victor Talking Machine Co. and its president, Eldridge R. Johnson.

Gilbert H. Montague, counsel for the Jobbers' Association, then recounted the story of the old days in larger cities, when "If one wanted music one called on foreigners," showing how the Victor Co. had been a big and important factor in changing all of this. He also brought out some



MELODY CONSOLE

Height 36 1/4, Width 36, Depth 20 1/4. Helman No. 77 Motor, Improved Blood Tone Arm and Reproducer. Genuine Mahogany. List Price \$125.00. Write for discount.

MELODY NATIONAL SALES CO.

199 N. State Street, Chicago, Ill.

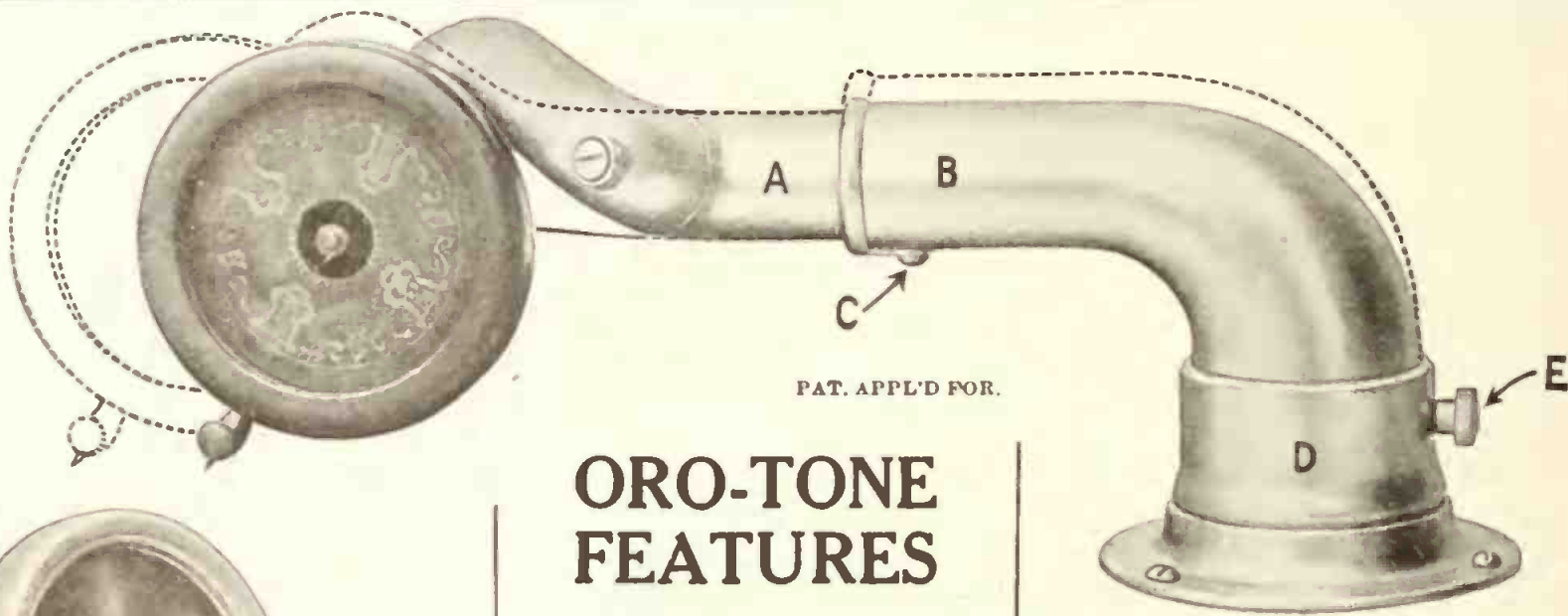
Manufacturer

MELODY PORTABLE PHONOGRAPH

important points pertaining to the psychology of music and how it is helping humanity.

J. N. Blackman's Address

Beginning with the good old days of 1897, when the talking machine was in reality only a toy, J. N. Blackman, the next speaker, brought all of his listeners through the various stages of the talking machine industry up to the present day. He commented upon the foresight of the pioneers of the Victor Co., Leon A. Douglass and Eldridge R. Johnson. Their names were mentioned because they are monuments of courage and foresight, according to the views of Mr. Blackman. He also pointed out how the trade laughed in the olden days when the Victor Co.



PAT. APPL'D FOR.

ORO-TONE FEATURES

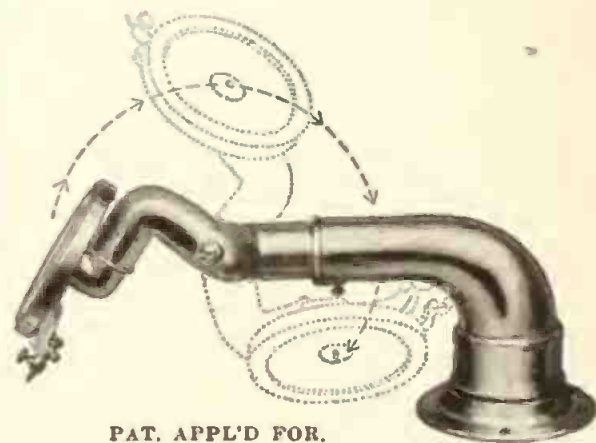
Extension A telescopes into large elbow B, giving a length adjustment from 7 3/4 to 9 1/2 inches. Adjustment screw C engages an indexed channel in extension A, assuring perfect alignment. Slightly releasing locking thumbscrew E permits height adjustment of large elbow in base ring D. Releasing locking screw E entirely permits tone arm to be removed from base ring D for packing separately before shipping, if desired.



MODEL L S

COMPOUND ROCKER ACTION

The highest grade and most scientific reproducer ever offered the trade.



PAT. APPL'D FOR.

Illustrating Angle Throw Back Improvement. Permits reproducer to clear tone arm when thrown back regardless of whether it is in position for playing Hill and Dale or Lateral-out records.

ASK FOR ILLUSTRATED AND DESCRIPTIVE CATALOGUE

The Oro-Tone Co.
QUALITY FIRST

1000 to 1010 GEORGE ST.
CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

proposed what has now come to be known as its Red Seal library, and also how the trade giggled when the announcement was made of the first hornless type talking machine; how the price was thought to be preposterous, \$200, and the saying was that the only place you would find it was along Fifth avenue or in the White House. Sure enough it wasn't long before the Victor did get in the White House, and this was followed by an extensive advertising campaign, which began on the front cover of The Talking Machine World, showing the familiar Victor trade-mark and the White House.

With the aid of some newspaper clippings from recent daily papers he called to the attention of his listeners some of the grave financial struggles now existent throughout the country. His purpose in doing this was merely an effort to show the talking machine dealer what a "terribly hard time" they had in comparison with the dealers representing other industries, whose companies had been inflated in the past few years to the utmost capacity and who were at present undergoing deflation. Upon the conclusion of Mr. Blackman's talk it was conceded by all that the remarks he made were most instructive and constructive, to say the least. This talk by Mr. Blackman was followed by an evening of dancing, the music for which was furnished by Benson's Orchestra.

New Tonofone Traveler

E. C. Doyle, who for many years has been associated with the traveling sales department of the Shapleigh Hardware Co., of St. Louis, is now connected with the traveling department of the Tonofone Co., manufacturer of the well-known Tonofone needles. Since he has been with the Tonofone Co. Mr. Doyle has been successful in doing much tie-up work with Tonofone jobbers throughout the Northwestern States, as well as the Northern States of the mid-West. On the first of the month he left for an extensive tour, which will take him throughout the Eastern and Southern States. He plans to call on all Tonofone jobbers in those sections.

As regards the business situation with the Tonofone Co. President J. F. Johantgen stated in an interview with the representative of The Talking Machine World that since the first of the year his sales chart showed a gradual increase in business. The increase is not one of those spasmodic risings, but just a gradual one—steady enough to indicate that as time goes on the business situation in the trade will improve materially.

F. D. Hall to California

Frederick D. Hall, chairman of the board of directors of the Hall Mfg. Co., accompanied by Mrs. Hall, is planning a visit to California in the course of the next few weeks. Upon their arrival in California, Mr. and Mrs. Hall expect to do quite a bit of sight-seeing and finally journey down to the southern part of the State, where they will spend a protracted vacation. Last year the happy couple made an extensive tour of the Orient, where they visited the bamboo forests from whence come the choicest and most select poles, which are afterwards sent to the Hall Mfg. Co. plant in Chicago to be cut into the world's finest fibre needles.

An Expanding Business

Another incident, which characterizes the progressiveness of Frank and Jerry Justine, widely known as Justine Bros., was brought to the attention of the Chicago office of The World this week by a full-page ad, which appeared in the Gary Evening Post, of Gary, Ind. The advertisement was an announcement to the effect that this well-known Chicago firm had opened a beautiful retail store in Gary. The new shop, known as the "House of Music," is located at 540 Broadway, and occupies a frontage of some fifty feet, with a depth of 125 feet. Besides a full line of Victor goods, this new store will carry an extensive line of high-grade pianos, as well as a complete complement of assorted small goods, such as band instruments, etc. Fifteen years ago the firm of Justine Bros. was founded and has been steadily growing until to-day it



Are You Buying Discounts?

OR

Are You Buying Value?

When You Buy Value Then Only Can You Sell Quality

Hiawatha commands
Instant Approval
And Complete Satisfaction of
Whoever looks or listens.
And the greater value
That is only found in
Hiawatha Phonographs is
Always productive of sales.

CABINET FINISH SUPREME

HIAWATHA PHONOGRAPH CO.

209 South State Street

Chicago, Ill.

has come to be an institution in Cicero, a suburb of Chicago. The new store is fitted up with five of Unico's most up-to-date hearing rooms, racks and counters, whose color scheme blends in perfect harmony with the rest of the shop, which is white enamel. Karl F. Schimmel Hennig, who has been connected with Justine Bros. for the past ten years, will manage the new store.

EDISON CHANGES IN CHICAGO

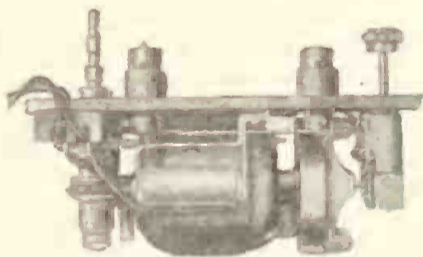
Phonograph Co. Disposes of Retail Business to Raymond Music Co. and Consolidates With Phonograph Co. of Milwaukee as Wholesaler

CHICAGO, ILL., April 7.—The Phonograph Co., of Chicago, Edison phonograph jobber, has disposed of its retail business to the Raymond Music Co., which will continue to operate a retail business at the present address, 229 South

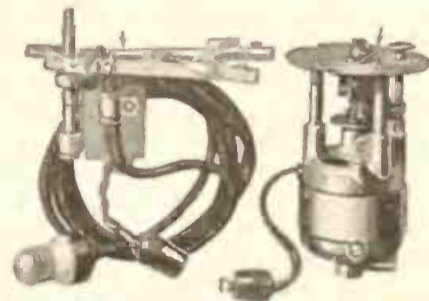
Wabash avenue, and in connection with a line or two of pianos. It is said to be the intention of the Raymond Music Co. to remodel the quarters and make them among the most attractive in this section. It is rumored that the Raymond Music Co. will be run by Ray Healy, president of the Central Piano Co., but this is not confirmed at this writing.

The Phonograph Co., of Milwaukee, will be consolidated with the Phonograph Co. here, with W. Smith, formerly manager of the Milwaukee house, in general charge, with headquarters in Chicago, from which point will be met the requirements of the dealers formerly served by the Milwaukee company.

The Kady Piano Co., of Grand Island, Neb., was recently granted the exclusive agency for the Kimball line of pianos and phonographs. Okch records are also handled.



View of the Tru-Time Motor with Hood Removed. Built Like a Watch. Send for Sample. Price, \$30.00.



Built for Service and Priced to Use in Moderate Priced Machines. Sample, \$19.50.

Motors, Tone Arms, Hardware and Accessories

Wireless Equipment

- | | |
|------------------------------|----------------|
| Head Sets | Vario-Couplers |
| Lamp Sockets (Not Porcelain) | Aerial Wire |
| Panels | Insulators |
| Variometers | Knobs |

LAKESIDE SUPPLY COMPANY

416 SOUTH DEARBORN STREET

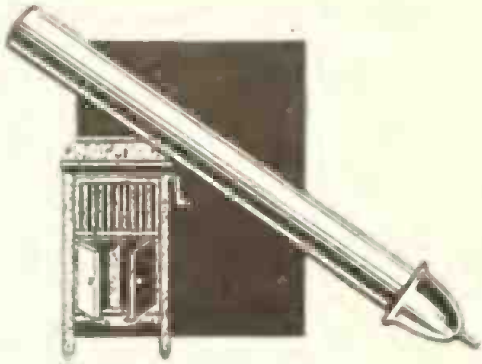
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

Why Musicians and Careful People Use

Tonofone

Flexible Point Phonograph Needles



Because—They reproduce accurately Original Tone.



Ordinary needle after playing one record. Point worn blunt. Will injure record.

Because—One needle is sufficient for all Tones, be they "loud," "medium" or "soft."

Because—They are convenient and economical.—One needle is sufficient for several evenings.



Tonofone needle after playing 20 to 50 records. Point same width as when new. Records never injured.

Because—They positively do not scratch or injure records.

Because—They eliminate metallic and surface noise.

Write for samples and revised price list showing Big Profits to Dealers.

The *Tonofone* Company

Makers

110 S. Wabash Ave., Chicago, Ill.

TO MAKE THE ORGANOLA

DAYTON, O., April 8.—The International Dayton Products Co., located in the U. B. Building, this city, has been organized to manufacture and sell the Organola, a talking machine which features the use of organ pipes in reproduction. It is planned to manufacture eight models, ranging in price from \$175 to \$450. The officers of the company are: Harry S. Keys, president; John S. Wilson, vice-president, and R. E. McMillan, secretary and treasurer.

If you have advanced ideas on any subject, do not expect popular applause. The people seldom approve the pioneer. You must get your joy not from the cheers of the populace, but from self-expression. If your ideas are really worth while and you have confidence in their value to the world, the approval of the multitude, as the "Treasure Chest" points out, will be a matter of supreme indifference to you.

WALLACE INSTITUTE ENTERS TRADE

Known Throughout Country After Years of Nationally Advertising Its Reducing Course—Entire Sales to Be Handled by W. C. Eckhardt—Record Makes Strong Appeal to Women

CHICAGO, ILL., April 10.—This month heralds the introduction of the famous Wallace reducing records to the talking machine trade. These records have been offered direct to the consumer since their introduction in 1918 by the



Wallace

manufacturers, the Wallace Institute, Inc., of Chicago. The Wallace Institute, Inc., is an outgrowth of the old Wallace Physical Culture Institute, which was established in Chicago some twenty-one years ago. Since its organization in 1899 the Wallace Physical Culture Institute has been catering to big business men of Chicago and the Middle West. To the women have been featured reducing records, but it was not until 1918, with the founding of the Wallace Institute, that these reducing exercises to music were placed on records and offered to the public. This concern has used over a quarter of a million dollars' worth of space in all national publications published for the benefit of women, and now, when all the pioneer work has been done, it is felt that the time has come to offer the trade an opportunity to cash in on this much-sought-for product.

Accordingly a sales force has been organized with W. C. Eckhardt, formerly sales manager of

the Phonograph Co. of Chicago, in charge. After severing his connections with the Phonograph Co., Mr. Eckhardt organized a powerful dealers' advertising service concern, which was known as the W. C. Eckhardt Service. This service was devoted exclusively to Edison dealers and jobbers, or individuals identified with the promotion and development of the Edison retail business.

Mr. Eckhardt is admirably fitted for this new position by virtue of his long association with the talking machine trade. He has had six years of actual experience with promotion work in the talking machine and music business and knows dealers in all parts of the United States.

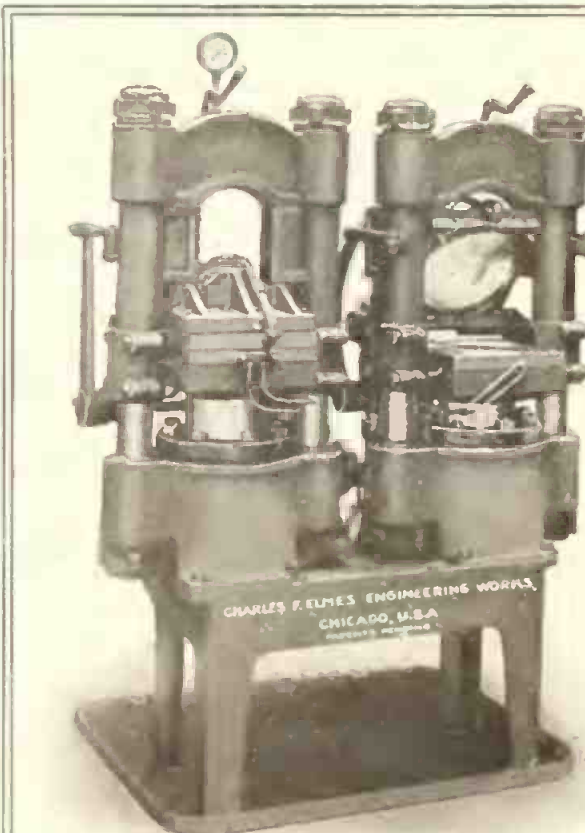
In the organization program which Mr. Eckhardt has assisted in working out, provision has been made for getting up elaborate window trims, printed in five colors. These will be sent to the trade along with handsomely lithographed hangers. The Wallace Institute has also got out electrotypes of a large number of cleverly de-



W. C. Eckhardt

signed illustrations, to be used by the dealer for local advertising.

The history of the Wallace reducing record is very interesting. Early in his career Professor



1 2 0 0

RECORDS A DAY
WITH
ONE OPERATOR
ON AN
ELMES
AUTOMATIC
DUPLEX RECORD PRESS

Your request will bring you full information in regard to this or our other Standard Hydraulic Presses, Pumps, Accumulators, Valves or Fittings.

CHARLES F. ELMES ENGINEERING WORKS

224 1/2 N. MORGAN ST.

Est. 1861 Inc. 1895

CHICAGO, U. S. A.

Wallace hit upon the idea of teaching in "bulk," that is to say, teaching more than one individual at the same time, and a plan for instructions by mail followed soon after. This was continued until 1917, when he thought it might be a good idea to reach his clientele with his actual voice on a record, rather than his thoughts on paper. He began in a small way to give personal instructions to certain of his clientele by means of a dictating machine, and this aroused so much interest that in the course of a year, or to be more exact, in 1918, he decided to make this a permanent feature of his business, and accordingly set about to have disc records manufactured. This, however, was at a time when the entire trade was taking everything in the talking machine line that it could get its hands on and could spare neither the space nor the time in the factories to work on such an innovation. Professor Wallace was determined to get his reducing record on the market, however, and, therefore, went out on a protracted inspection tour of factories and recording plants in the East, and finally found that it would be necessary

for him to build his own recording and pressing plants. This he did. A plant was taken over at Newark, N. J., starting in a small way at first, which has gradually grown till it is now quite a pretentious institution. Mr. R. Durgin, publicity manager of the Wallace Institute, has been holding down this position since the inception of the weight reduction idea. He has some very interesting old newspaper clippings, which are in reality of a more or less editorial nature, pertaining to the Wallace Institute and its methods. One Chicago newspaper became interested in it about four years ago and made Professor Wallace a unique proposition. They wrote him, "If you really have a sure method of reducing folks to normal, about half of all of our readers will be interested in knowing about it. Therefore, we are willing to give you a large amount of publicity if you will consent to reduce a class of stout persons of our selection, and work under the supervision of the doctors and specialists we will appoint as observers. We make this one condition, however: We shall publish pictures and weights daily, and give our readers the

actual facts, regardless of what happens. In other words, if those you undertake to reduce should not lose flesh as you prophesy and should gain weight instead, we will also publish that." Following the acceptance of this challenge there appeared for the next forty days a series of photographs of Professor Wallace and his class. At the end of that time the heavy-weights had reduced to the table of correct weights that determine normalcy.

CATERS TO COLLEGE STUDENTS

Kraft, Bates & Spencer, Brunswick Distributors, of Boston, Secure Good College Trade

BOSTON, MASS., April 8.—Kraft, Bates & Spencer, of this city, distributors for the Brunswick line, have been developing a nice business among the colleges through the medium of live dealers near these institutions. Included are: Briggs & Briggs, Cambridge, Mass.; C. A. McNeal, Hanover, N. H.; A. D. Bastienc, Williamstown, Mass.; the Oriole Music Shop, at Mt. Holyoke.

CANTON

Industrial Revival Quickens Trade — High-Priced Machines in Demand—Trade News

CANTON, O., April 5.—Gradual improvement in the talking machine trade is reported by dealers in the Canton district. Industrial conditions are still on the up-grade, and if steel mill operations continue to improve dealers in all lines will have no reason to complain. Prospects for Spring and early Summer are brighter than in many months and, without exception, dealers reported March better in volume of sales than the preceding month. Record sales are showing a decided improvement, due in a measure to intensive sales campaigns conducted by many dealers.

At Rhine's Edison shop sales for the month of February were entirely satisfactory, according to Manager Rutledge, and, if anything, there seems to be a tendency on the part of the public to buy the higher-priced machines. Little demand for the cheaper type of machines has been noticed here during the past month. Edison record sales have been stimulated considerably by the recent reduction in price.

George C. Wille, head of the George C. Wille Music Co., Victor distributor, will open a radio store at Cleveland avenue and Third street in the near future.

Wilbur E. Pyle, new manager of the talking machine department of the William R. Zollinger Co., announces that since assuming charge of this store's department two weeks ago talking machine sales have jumped 50 per cent over what they were a month ago. This department has had no manager since the resignation of A. E. Jones, who left the store the first of the year. The department has been completely reorganized since Mr. Pyle assumed charge.

The J. W. Brown Piano Co. is now in the midst of one of the largest piano and talking machine sales conducted by a Canton music store in many years. Many talking machines and pianos, mostly of the higher-priced type, were moved during March, and April looks like another good month.

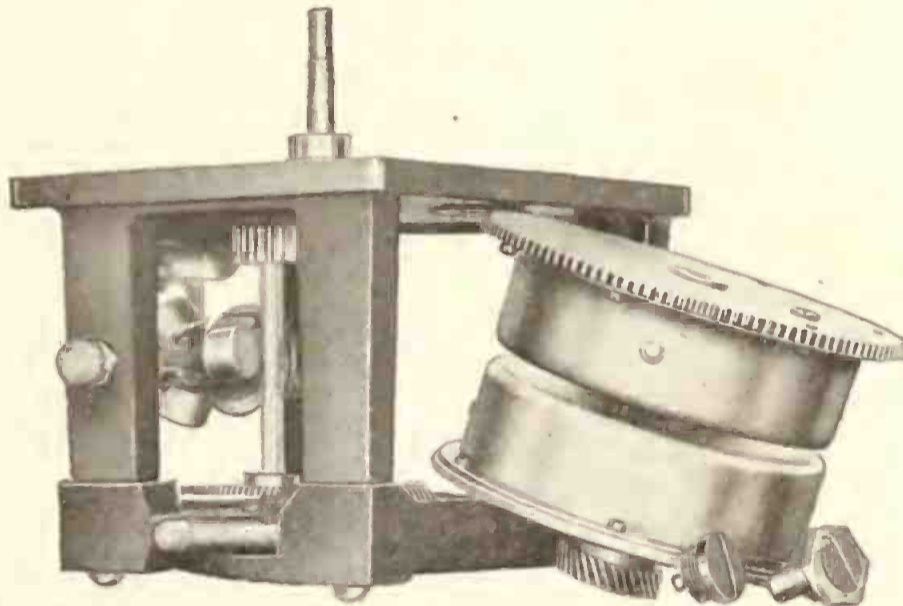
Record sales at the establishment of the D. W. Lerch Piano Co. have shown a decided increase in the past month. Sales of Vocalion, Brunswick and Columbia records jumped fully 50 per cent this week with the release of the April numbers and the outlook is exceedingly bright.

Talking machine sales are gradually increasing at the music department of the Klein-Heffelman-Zollars Co., according to Manager Schrake, who states that he believes people are becoming more free with their money.

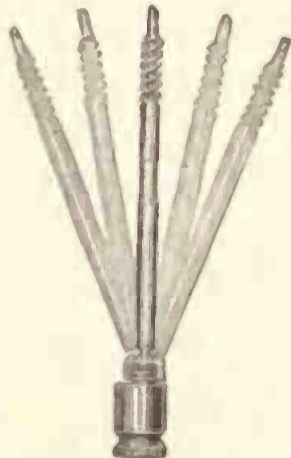
The popularity of the Cheney and Starr talking machines is increasing steadily in this territory, according to C. M. Alford, of the Alford & Fryar Piano Co.

Study the SILENT Motor

Its Advantages for Your Line of Talking Machines Are Self-Evident



The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.



An Exclusive SILENT MOTOR Feature. Self-aligning governor shaft, mounted on universal ball-and-socket bearing. Eliminates governor trouble forever.

Send for Sample and Prices

THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, President

321-323-325 Dean Street,

BROOKLYN, N. Y.

DETROIT

*Optimism Features Trade—
Improvement Continues—Re-
citals Aid Sales—The News*

DETROIT, MICH., April 10.—Talking machine business in Detroit is more than holding its own; in fact, it is showing steady improvement and with the Lenten season about over dealers believe there will be quite a spurt in sales towards the end of the month and all through the month of May. When we hear the complaints of men in other lines of trade we begin to feel that the talking machine dealer has little to complain about. Industrially, Detroit is showing great signs of improvement and the number of people employed is on the increase, so that in reality the talking machine dealers are justified in anticipating better business for the next few months at least.

Max Strasburg, of the Max Strasburg Shop,

handling Victor, Columbia and Jewett phonographs, says that, while business is not "rushing," he hasn't a thing to complain about. "People will buy phonographs as soon as they can afford to," he remarked. "People want them as much as they ever did; young people are getting married; new homes and apartments are being established and there will always be a demand for our product, but we cannot expect that people are going to buy them when they have no positions, or when they are uncertain as to how long they will be employed. You must remember that, after all, the masses comprise the major number of buyers of talking machines and their prosperity means the prosperity of the dealer. When they are not prosperous we must take our medicine proportionately."

Weekly Recitals at Grinnell Bros.

Grinnell Bros. have been giving weekly recitals on Wednesdays in their Victrola Auditorium in the basement of their main building on Woodward avenue and they have been attracting considerable attention. The artists comprise the best local talent available and the playing

of the latest Victor records is always a part of the afternoon program.

C. H. Grinnell, manager of the Victor wholesale department of Grinnell Bros., was in New York last month attending a meeting of the executive committee of the National Association of Talking Machine Jobbers.

The Victor record "Angel Child" is having a big call and it promises to be one of the biggest hits of the year.

Many Talking Machines as Prizes

In connection with the Music Memory Contest being conducted in the Detroit schools, partly sponsored by the Detroit News, The Edison Shop, through Mr. Sweeney, in charge of the retail department, has offered a handsome console machine to the school that wins first prize. The Detroit News has offered seventy-five upright talking machines as prizes to be distributed among winners. The winners will be decided at a grand finale to be held at Orchestra Hall, April 26. In connection with this contest, which has been going on for some time, dealers have had quite a call for records, as well as piano player rolls, containing the themes mentioned in the contest and, in fact, on some of them have had to reorder.

Growing List of Cheney Dealers

The Van Korn-Shower Co., with offices at 201 Farwell Building, is distributor in the State of Michigan for the Cheney and it has a very nice list of dealers in Detroit, nearly a dozen, among them some of the best stores in the city, including the J. L. Hudson Co., Cable Piano Co., Noble Piano Co. and the Robinson-Cohen Co.

Some New Brunswick Accounts

P. J. Gordon, manager of the Brunswick department of the Brunswick-Balke-Collender Co., tells us that Brunswicks are selling better than ever in its entire history. The latest and biggest acquisition was the Cable Piano Co. for its store at 1420 Woodward avenue, and the branch store in Ludington. In time Mr. Gordon expects to have every Cable store in Michigan handling Brunswicks. Some of the other important new accounts are Lampe & Tanner, 11728 Hamilton Boulevard; Kelsey & Garrettson, Birmingham, Mich.; Barack Bros., 6525 Woodward avenue, Detroit; Stofflets Phonograph Shop, Ann Arbor, and F. J. Hedrich, Wyandotte.

Display at Builders' Show

When the Builders' Show took place at the General Motors Building, March 18 to 25, the Brunswick Shop of Detroit had a very attractive exhibit of period and console models. It was the only phonograph display and Manager Quinn, of the Brunswick Shop, said it was productive of good results. The exhibit actually attracted a great deal of attention and comment, as the show was very largely attended.

A number of dealers have already added radio outfits and most of them have been solicited, but we find most of the dealers watching the development of the radio and waiting to see how far-reaching it will be.

Service Department for Jewett Dealers

A. A. Fair, sales manager of the Jewett Phonograph Co., reports that each month is showing a healthy increase. The sales department has been considerably augmented and with the addition of a service department, in charge of Miss Nelson, dealers are finding the Jewett a more attractive proposition than ever before. "Yes, we have added dozens of new accounts in every section between Chicago and the western part of New York State," said Mr. Fair. "We are still unprepared to take dealers on in every State, but as we increase production and our selling force we hope to give every attention to the numerous requests which have come to us for the line. We are building slowly but surely. We don't want to develop our business except on a solid foundation—that's why we are going along easily, but carefully. The outlook for the balance of the year is very good and the beauty of it is that our dealers are re-ordering right along."

Rapid Progress of Vocalion Line

Sam Lind, of the Lind & Marks Co., distribu-

Special Opportunity to Sell More Victrolas

WITH the coming of Spring, and the days of re-decorating and rearranging in the home and the addition of new furnishings, is surely a most excellent time for an aggressive selling campaign.

Your buying public is right now thinking of how to make the home more attractive and enjoyable—and, what better means to accomplish this than through purchase of a Victrola—or what better time to make a special drive for sales?

You'll Find the Grinnell Stock and Service a Real Aid

Be sure you have the instruments and Records that will enable you to take full advantage of the extra sales to be made at this particular season. Go over your stock today—send in your order today. We are splendidly prepared to immediately supply you with the merchandise you need for the increased business so surely and easily to be had right now.

Write for list of records selected by our committee as the best sellers for the coming month. To allow us to furnish this will not obligate you in the least—and you'll find it of definite value in making up your order.

Grinnell Bros.

Wholesale Distributors
of Victrolas and Records

First and State Streets, Detroit

tors for the Vocalion line, is more optimistic than ever about the line. Since his company started fully one hundred new accounts have been established and many more could be if the sales force were larger. This is something that Mr. Lind has under serious consideration. Both record and machine business is good and the quotas set for each month this year have so far been reached. "We haven't a kick in the world coming," he said to The World correspondent. "We are doing more business right along and all our dealers are enthused over the records and the machines. As general conditions improve, so will our business on a larger scale than ever."

Activity at Columbia Headquarters

There is considerable activity around the wholesale branch of the Columbia Graphophone Co., indicating that business is improving for Columbia dealers. W. H. Shumacher, in charge of Dealer Service, is very busy showing dealers how they can increase their sales by the proper window displays, proper advertising and proper selling methods. There are about forty Columbia dealers in Detroit. The Detroit branch covers all of Detroit, half of lower Michigan and part of northern Ohio. H. A. Gardiner, branch manager, has been here for several years, succeeding Sam E. Lind, who resigned to engage in business for himself. Mr. Gardiner came from Newark, N. J., and is a pioneer with the Columbia Co.

The Columbia record of "Angel Child" and a Jolson number on the other side is proving a tremendous hit with Columbia dealers. It is double value for the money, the Jolson number alone being sufficient to cause it to sell big.

New Columbia dealers are the Michigan Music Co., Detroit, and the Wauscon Music Shop, of Wauseon, O.

A. A. Grinnell, treasurer of Grinnell Bros., is back from a two weeks' vacation at French Lick Springs—playing golf most of the time.

The fellow who is always bragging about what he is going to do is so busy telling about it that he seldom has time to put his ideas into practice.

OPENS HANDSOME BUILDING

Haverty Furniture Co. Moves Into New Home at Houston, Tex.—Columbia Department Attractively Arranged—Has Ten Stores

HOUSTON, TEX., April 6.—The Haverty Furniture Co., one of the leading retail organizations in the South, with branch stores in many important cities, opened a new building here recently. The new home of the company in this city is located in a six-story building at Fannin street, near Capitol, and a cordial invitation was extended to the public to be present at the formal opening of the building.

The first floor contains the offices of the company, with a limited number of general display fixtures. The third floor, which is exceptionally attractive, houses the Columbia Grafonola department, and a feature of this department is a bungalow interior of three rooms for demonstrating Columbia records.

The Haverty Furniture Co. has been remarkably successful with its Columbia departments located in ten stores throughout the South, and the department in the new Houston store gives every indication of being one of the leaders in sales totals.

"BLUES" SINGER PROVES SUCCESS

Leona Williams, one of the latest additions to the ranks of Columbia artists, is attaining signal success in the rendition of "blues" for the Columbia library. Miss Williams is well known to vaudeville enthusiasts throughout the country, as she has been appearing on big time for a number of years. She has become recognized as one of the leading singers of "blues" and syncopated music, and Columbia dealers are awaiting with interest several of her new records that will be released shortly.

Never make a statement unless you can back it up. Likewise, never make a promise unless you are prepared to keep it to the letter.

CIRCUIT COURT REVERSES DECREE

Decides in Favor of Long Furniture Co. in Cabinet Suit—Reverses Lower Court

The United States Circuit Court of Appeals for the Second District handed down a decision a fortnight ago, deciding in favor of Lawrence J. Rooney, a local dealer, and the Long Furniture Co., of Hanover, Pa., in the suit brought by Beecroft & Blackman, Inc., against Mr. Rooney and the Long Furniture Co.

This suit had been tried originally in the Southern District Court of New York and Beecroft & Blackman, Inc., had been successful in their claim that the defendants had infringed Letters Patent No. 1,244,944. This patent, which had been granted to Clement Beecroft and assigned to Beecroft & Blackman, Inc., covers a cabinet for talking machines, involving certain distinctive features as to moulding, etc.

Mr. Rooney and the Long Furniture Co. appealed from the decision of the U. S. District Court and the decision just handed down by the U. S. Circuit Court of Appeals reverses the lower court and gives the decree to the defendants.

CABANAS VISITS NEW YORK

Columbia Representative in Mexico Is Optimistic—P. M. Brown Doing Splendid Work

Rafael Cabanas, vice-president and general manager of the Cie. Parker S. A., Mexico City, Mexico, exclusive sales agent in Mexico for Columbia product, was a recent visitor to the Columbia executive offices. Mr. Cabanas stated that conditions in Mexico were growing better day by day, and that his company was closing a splendid Columbia business. Associated with Mr. Cabanas as manager of the Columbia division of Cie. Parker is P. M. Brown, who was connected with the Columbia Graphophone Co. for ten years, and who resigned as assistant manager of the Columbia export department to become a member of Mr. Cabanas' organization.

La Velle Bobolink Records For Little Children

La Velle Bobolink Books

1. The Ideal Gift.
2. The Biggest Dollar Value on the Market.

Reasons Why They Are Unsurpassed in Value and Quality

1. Contain two 7-inch double-faced records—this being twice the playing surface of records in any other child's song and record book.
2. Each book is in a heavy folding cardboard container beautifully printed in four colors.
3. The covers as well as the illustrations of the book are in four colors designed by the foremost child artists in the country.
4. Books are 11 x 16 inches and contain sixteen pages.

No. 500—Bobolink Song Book No. 1
7118—Old King Cole
Choosing the Queen
7103—Rig-a-Jig-Jig
The Postilion

No. 501—Bobolink Song Book No. 2
7101—The Tune of the Forge
Jingle Bells
7102—Under the Dreamland Tree
The Sunny South

No. 530—LaVelle Talking Game Books
813—The Farmer in the Dell
800—Here We Go Round the Mulberry
Bush
810-1—London Bridge Is Falling Down
811-1—John Brown Had a Little Indian

Dealers, are you properly supplied? If not, order at once and see what rapid sellers they are. A large display rack free with every gross order.

Send for catalogue and price list. There are liberal discounts for you.



LA VELLE MANUFACTURING COMPANY

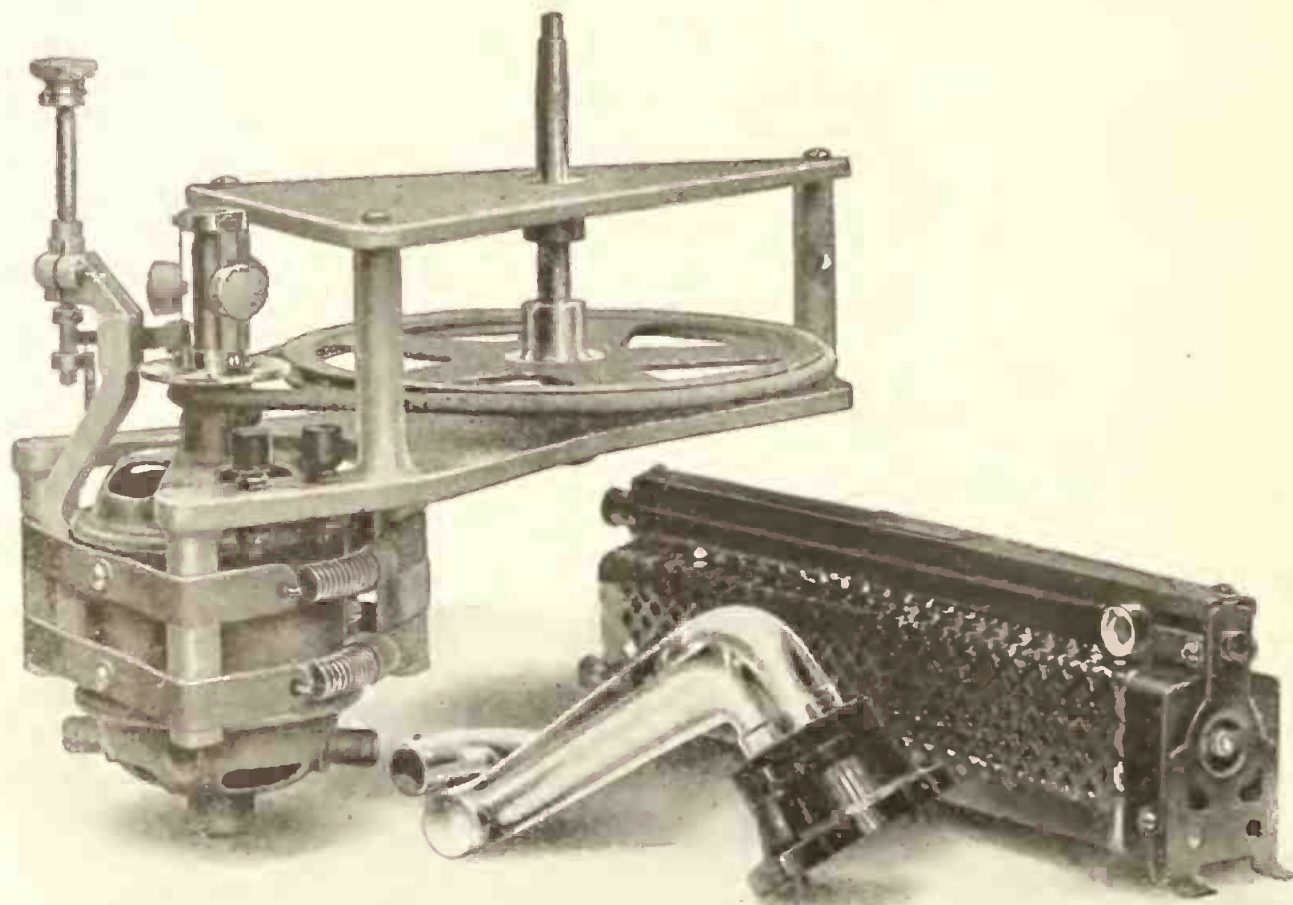
NEW HAVEN

Dept. A

CONNECTICUT

The Last Word in Electric Phonograph Motors

Make this your
leading line for
the coming
s e a s o n



The Electromophone

Absolutely Silent

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone—Record stops automatically on last note—Never fails!!

The Sole Selling Rights of This Unique Mechanism Are in the Hands of

THE STERNO MANUFACTURING CO.

19 CITY ROAD

LONDON, E. C., ENGLAND

INTRODUCES NEW CABINET

Celina Specialty Co. Announces New Console Cabinet for the Installation of Small Machines —Has Many Interesting Features

CELINA, O., April 5.—The Celina Specialty Co. has placed upon the market its new console cabinet No. 50, which is designed for use with the Victor portable machine. The cabinet is designed in a fashion which permits the easy installation



Console Cabinet No. 50 Complete or removal of the machine without in any way marring or detracting from the appearance of the console. An extension handle is furnished so as to permit of easy winding and special needle cups are provided at a convenient place in the cabinet.



Showing the Interior Arrangement These cabinets are finished in mahogany or golden, wax and fumed oak. In a chat with The World representative Theo. K. Brandt, of the Celina Co., said: "Business is undoubtedly picking up and apparently general business conditions are all on an upward trend. Our console business is splendid and we make five models, each of which is enjoying its share

Announcing
the opening of our New Recording Laboratories
at
48 WEST 39th STREET

These new laboratories are modern in every respect and we are well equipped to give you the best results in your recordings. Now recording for five companies.

We solicit your business

We also give attention to personal recordings

MANHATTAN RECORDING LABORATORIES
48 West 39th Street New York

TELEPHONE FITZ ROY 1378

of popularity. Fall should find the console business accentuated, for we expect sales of portables this Summer to be far ahead of the sales of the Summer of 1921."

Werlein sales force turned out for the event. Mr. and Mrs. Powell were the recipients of a handsome present from the Werlein employes.

B. G. POWELL NOW A BENEDICT

Manager of Victor Department of Philip Werlein, Ltd., Weds Miss Frances Johnson

NEW ORLEANS, LA., April 4.—The marriage of B. G. Powell, manager of the Victrola department of Philip Werlein, Ltd., to Miss Frances Johnson, formerly assistant manager of the Victrola department of Maison Blanche, was celebrated here March 7.

Mr. Powell is widely known throughout the talking machine trade. For about seven years he was connected with the Columbia Graphophone Co., where he was awarded a number of prizes for salesmanship. He is a graduate of the Red Seal School of the Victor Co. For a number of years he was manager of the Victrola department of Maison Blanche and it was while there that he met and knew Miss Johnson, who was his assistant.

Miss Johnson is very popular among the music people of the city and has made friends of all whom she has served.

Among the prominent talking machine people at the wedding were: Mrs. G. S. Britton, L. L. Abbott, credit manager of Werlein's; W. P. Berry, of the Dwyer Music Store. The entire



B. G. Powell

The newlyweds spent their honeymoon in Florida and have just returned.

NATIONAL METALS DEPOSITING CORPORATION

FACTORY
34 East Sidney Ave., Mt. Vernon, N.Y.
Telephone: Oakwood 8845

MOUNT VERNON — NEW YORK
MANUFACTURERS OF

LABORATORY
415 Fourth Ave, New York, N.Y.
Tel. Madison Square 6631



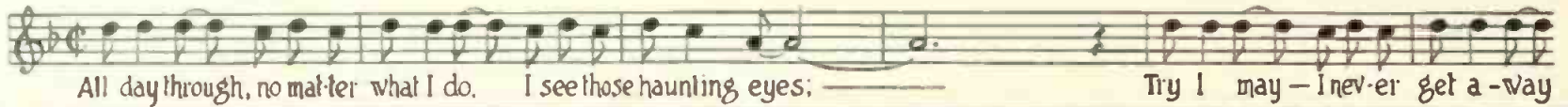
WE DEPOSIT THE
FINEST COPPER
IN THE WORLD

FOR YOUR CONVENIENCE
DELIVER RECORDED WAX
TO OUR LABORATORY



OUR
IMPROVEMENT
ALL STAMPERS
HAVE
**HIGHLY POLISHED
MACHINED BACKS**



**BLACK****EYED****BLUES**

A Novelty Blues Fox Trot

"You can't go wrong
With any FEIST song"HEAR IT
NOW

FOREIGN VALUATION TO BE BASIS UPON WHICH DUTY ON MUSICAL INSTRUMENTS WILL BE PAID

Senate Finance Committee Is Reported to Have Agreed Upon Plan Whereby Duties of 45 Per Cent of Ad Valorem Value, Based on Foreign Valuation, Will Be Placed on Musical Instruments

(From Our Special Correspondent)

WASHINGTON, D. C., April 8.—The re-imposition of the duties levied on musical instruments under the Payne-Aldrich Tariff of 1909 is now understood to have been agreed upon by the Senate Finance Committee. After considerable discussion of these duties the committee has practically agreed upon the manner in which musical instruments shall be treated and it has been intimated that they will be made dutiable at 45 per cent ad valorem, based on the foreign valuation. Strings composed wholly or in part of steel or other metal will be given a similar rate and all other wire will be dutiable at 35 per cent. Manufactures of catgut, it is understood, will be dutiable at 50 per cent ad valorem. The bill as passed by the House provides a duty of 35 per cent ad valorem, based on American valuation, for musical instruments and strings, with an additional specific duty of \$1.50 each for violins, violas, violoncellos and double basses. Tuning pins would be dutiable at \$1 per thousand and 25 per cent ad valorem and talking machine phonographs and parts would be dutiable at 30 per cent ad valorem.

There is now no doubt but that the Senate Finance Committee will reject the American valuation plan and provide for the retention of the present system of basing duties on the foreign value of the imported merchandise, with provisions authorizing the President to increase all rates of duty by not exceeding 50 per cent upon a finding that the rates provided in the law are too low to permit of the domestic producers competing with foreign manufacturers in similar lines. At the same time, in the event of a showing that a monopoly exists in the United States with respect to any article, the President would be empowered to reduce the rate of duty thereon to an extent of not exceeding 50 per cent.

President Harding has indicated that he expected the Finance Committee to agree to the foreign valuation plan with the authority granted him to make changes in the rates and the further provision that the President may act in cases where it is found that there are unfair practices existing in foreign commerce.

Members of the House who are interested in the problem have declared that they will not accept any new tariff legislation that does not provide for the basing of all ad valorem duties upon American values. The Finance Committee, therefore, is making up two accounts, one with rates so based and the other with rates based on foreign values, the latter being considerably higher than the rates in the Fordney bill. The Senate is hoping to show the House that the rates based on the foreign valuation are so high as to provide adequate protection to the domestic

manufacturers, yet not to shut out imported merchandise.

Indications are that it will take fully two months to get the bill through the Senate after it is presented. That means that approximately a year will have elapsed from the time it was adopted by the House, for it was passed by the lower body on July 21, 1921.

The Reynolds' valuation investigation report, showing the selling price in this country of the American and imported article of all commodities that carry ad valorem rates in the House bill, was used by the Finance Committee as an aid in arriving at the rate which will appear in the Senate bill. This report was not intended as an argument for or against American valuation, it is pointed out by members of the committee, but to give the committee data that would assist it in its work.

The report gives details as to the foreign selling price, the landed cost—getting the goods to this country—the amount of duty paid under the present tariff law, the importer's overhead and profit on his land cost, which would be the total of the foreign cost; the landing charges and the duty, and the selling price of the importer in the American market. As the comparable unit to the importer's selling price, the Reynolds committee took the net factory price of the American manufacturer.

A large number of musical instruments were investigated for the committee. It was found, for instance, that there is no foreign competition with the domestic phonograph, but that twelve-inch phonograph records from Germany, having a foreign value of 48 cents each, cost 6.65 cents for landing charges, etc., pay a duty of 12 cents at the present rate of 25 per cent, making a total cost here of 66.65 cents, and are sold for 77 cents each, leaving the importer an overhead and profit on landed cost, including duty, of 10.35 cents, or 15 per cent, while the comparable domestic record is sold at 85 cents. Similarly, ten-inch records having a foreign value of 32 cents are sold here for 55 cents, leaving an overhead and profit of 10 cents, or 22.2 per cent, while the domestic record is sold for 61 cents. Under the House bill these records would carry a rate of 30 per cent, based on the American valuation, while under the 1909 tariff they were rated at 45 per cent, based on foreign valuation. Spun steel strings from Germany also are sold here at less than the similar American article, while, on the other hand, the American harmonicas are sold for less than the German product, while domestic cornets, trombones and brass cymbals are sold for less than the same imported instrument.

Vera Henderson is the proprietor of a new talking machine shop at Mt. Pleasant, Mich.

E. G. HOCH PUSHING CHENEY LINE

Cheney Phonograph Popularity Increases in Northwest—Edward G. Hoch Co. Enjoys Record Business in March

MINNEAPOLIS, MINN., April 8.—One of the most enterprising members of the talking machine fraternity in this territory is Edward G. Hoch, head of the Edward G. Hoch Co., 104 Third street, North, Cheney distributor for Minnesota, North and South Dakota, Montana and part of Wisconsin.

Although this concern has only been acting as a distributor for the Cheney line for the past two years it is largely responsible for the progress made for this machine in its territory. In a statement concerning business conditions Mr. Hoch states that the Cheney line is steadily gaining in popularity, as attested by the fact that the business of the company in March was in excess of the combined months of February, March and April of last year.

PONSELLE RECEIVES OVATION

Famous Operatic Soprano and Columbia Artist Appears in Evansville—Receives Exceptional Co-operation From Prominent People

EVANSVILLE, IND. April 5.—Rosa Ponselle, famous operatic soprano of the Metropolitan Opera Co., and an exclusive Columbia artist, appeared recently at the Central High School Auditorium and received an ovation from a crowded house. Miss Ponselle appeared in this city without a guarantee, so that she could help the music commission of Evansville in its efforts to develop the public's music appreciation.

Mayor Bosse bought outright 100 tickets for distribution among his employes, and on all sides were evidences of unusual co-operation. The show windows of the Evansville Courier, reserved for nationally advertised products, were given over to a Columbia and Rosa Ponselle window display exclusively. Local dealers also aided in success of the event.

CONTEST BRINGS SONORA PUBLICITY

CARTHAGE, N. Y., April 10.—The firm of Webb & Cook, Sonora phonograph dealers here, has gained a great deal of publicity and has also succeeded in attracting considerable attention to the Sonora line of phonographs through an advertising contest, in which many pupils of the local high school participated.

MOTORS

(Swiss)

DOUBLE SPRING

Suitable for Portable Phonographs

Stock On Hand, Ready For Delivery

Sample \$3.75—Write for One

MERMOD & CO., 874 Broadway
N. Y.

GLEANINGS *from the* WORLD *of* MUSIC

RECORD OR ROLL TRADE UNHURT BY SHEET MUSIC SALES

Interesting Facts Deduced From Questionnaire Sent Out by Trade Service Bureau of Music Industries Chamber of Commerce Regarding Effect of Record and Roll Sales on Sheet Music Trade

Several years ago there was considerable discussion regarding the effect of talking machine and player roll sales, and particularly sales of word rolls, on the sheet music business, the general opinion among the music publishers being that their business was suffering through the increasing popularity of the rolls and records. Recently, however, this opinion has been changed somewhat, as sheet music sales kept up to a fair level, but no real figures to prove that roll and record sales did not hurt the sheet music business were available until a few weeks ago, when the Trade Service Bureau of the Music Industries Chamber of Commerce made inquiries along that line.

In reply to a questionnaire sent out by the Bureau as to the effect of the music roll business on sheet music sales, a number of retailers, thirty in all, provided information that is both interesting and satisfying. The questions and answers were as follows:

1. Do music roll sales increase sheet music demand? Yes, 22; no, 5; doubtful, 2.
2. Do music roll sales decrease sheet music demand? Yes, 1; no, 23; doubtful, 1.
3. Do music roll sales affect sheet music demand? Yes, 22; no, 5; doubtful, 2.

Out of thirty replies received, the greater share of the comments emphatically expressed opinions that music rolls increased sheet music demand; a number said that each helped the other, and several said that phonograph records were a more positive aid.

The above are the first accurate data along these lines that have ever been gathered. However, in other directions the reports are substantiated. For instance, during the past eighteen months many talking machine record dealers who heretofore had not stocked sheet music have done so. It has been estimated by the leading sheet music jobbers of the country that over a thousand such dealers have either opened up sheet music departments or have stocked the most popular sellers during the past year.

At several meetings of the Talking Machine Men, Inc., an organization comprising retailers in New York, New Jersey and Connecticut territory, the question of installing sheet music as an accessory has been discussed. The expressions of those dealers who had opened such departments invariably were that it was a healthy addition to the talking machine record stock. Not only was it found to be profitable, but more often than not proved to be a magnet to attract trade.

The fact that the sheet music publishers and distributors have done much to encourage the opening of such departments should eliminate any doubt as to where present-day opinion stands in that field.

On the other hand, the fact that the talking machine dealer has taken kindly to the sale of sheet music should demonstrate that there is no question in his mind that it is not only profitable but that it in no wise affects an already established business.

CADMAN WRITES MOVIE SCORE

Special Music for "The Rubaiyat" Composed by Charles Wakefield Cadman

"The Rubaiyat," the Ferdinand Earle production, dramatized from the famous quatrains of Omar Khayyam, the Persian poet of the eleventh century, has had special descriptive music written for it by Charles Wakefield Cadman. The Eastern Film Corp. is exploiting this production, which is to have an invitation presentation at The Ambassador before being brought before the general public at a Broadway theatre, and then subsequently in the principal theatres of other parts of the world.

Charles Wakefield Cadman is the author of hundreds of musical compositions, including the opera "Shanewis."

NEW FEIST NOVELTY

"People Like Us" Being Used Extensively in Vaudeville and for Dancing

Leo Feist, Inc., has just released a new song entitled "People Like Us." This is a novelty number which in a short space of time, no doubt, will be one of the most popular songs in vaudeville. It is very timely, full of good clean humor and where it has been sung has been enthusiastically received. Seemingly there is a laugh in every line.

The dance arrangement of "People Like Us" in fox-trot form is now being placed in the hands of orchestra leaders and the appealing melody, together with an attractive rhythm, should make it popular.

I regard music not only as an art whose object is to please the ear, but as one of the most powerful means of opening our hearts and of moving our affections.—Gluck.

OSCAR ADLER'S ORCHESTRA

Organization Formerly Known as the California Ramblers Now Known by Above Title

Announcement has been made of the change of name of the organization known as the California Ramblers to Oscar Adler's Orchestra. Even under the former name this orchestra was under Mr. Adler's direction and was very popular in recording circles. Oscar Adler's Orchestra is now headlining on the Keith Circuit and has just concluded a successful engagement at the Palace Theatre, New York. The orchestra is booked on this big circuit for three years solid. It is Mr. Adler's intention to devote considerable time to recording work. The extensive way in which this orchestra will be featured in the leading vaudeville houses of the country during the next three years, Mr. Adler feels, will act as an excellent vehicle for the sales of his recordings. It is his intention to communicate with the dealers previous to his arrival in each city and tie up his appearance with extra effort in record sales. Mr. Adler is a finished musician of marked ability and his orchestra has never failed to stand out as one of the big features of the Keith bills. The dealer will also have an excellent opportunity to make use of the theatre program during the time this orchestra is billed to advertise the recording of the selections played. The program is changed frequently, thus keeping his act up to the minute and featuring the newest record releases. Mr. Adler has opened headquarters in Suite 306, 245 West Forty-seventh street, New York City, to provide a convenient address for recording purposes.

BORNSTEIN SAILS FOR EUROPE

Irving Berlin, Inc., Manager Goes Abroad—Berlin Also Sojourning in Italy

Saul H. Bornstein, of Irving Berlin, Inc., sailed for Europe on the "Mauretania" last month for a six or seven weeks' tour of Great Britain and the Continent. He will make a general survey of business conditions on the other side and transact some important business for his concern.

Irving Berlin, who sailed last week on the "Olympic," will remain abroad for a few weeks, Italy being his objective. The famous composer plans to write next year's "Music Box Revue" while abroad and also rest up a bit from his activities in connection with the publishing business.

The advertiser who has cold feet now will be cold all over two years from now.

MR. DEALER! *These Numbers Are Advertised From Coast to Coast*

LONESOME MAMA BLUES

By the Composer who wrote "Dangerous Blues."
The feature song of the biggest Blues and Jazz singers, and the orchestra favorite Fox Trot.

SUPPOSE THE ROSE WERE YOU

By Lucien Denni. He wrote "Starlight Love."
Kitty Gordon's knock-out Hit.
Hundreds of other acts using it.

Make Your Profit—Have Them in Stock!

OTHER BIG SELLERS

12TH STREET RAG—Song
12TH STREET RAG—Instrumental
KISS ME DEAR

DANGEROUS BLUES
MANILA MEMORIES

J. W. JENKINS' SONS MUSIC CO.

Kansas City, Mo.

"JUST BECAUSE" MAKES ITS DEBUT

New Musical Comedy Well Received by Broadway Critics—Harms, Inc., Publishing the Score—Several Numbers Will Prove Hits

Musical comedy made its appearance at the Earl Carroll Theatre, New York, for the first time with the opening recently of "Just Because," book by Anna Wynne O'Ryan and Helen S. Woodruff, with lyrics by Miss Woodruff and music by Madelyn Sheppard. "Just Because" was presented in gala fashion with an excellent cast. Of course, with such a quartet of estimable ladies standing sponsor for this latest child in the line of musical plays, it could not help being a refined, polite and pleasant infant. Moreover, a great deal of money has been expended on its dressing and settings.

The book is inspired by sentiment; in fact, "young love" breathes in every situation through the plot, in the lyrics and the tinkling and tuneful score. The heroine in the case is Mignonette, and as played by dainty Jane Richardson is as

fragrant as her name. Queenie Smith danced delightfully, and Olin Howland also scored in one of the leading comedy rôles. Frank Moulan provided many of the laughs, and Charles Trowbridge assisted ably.

The plot concerns a family of nine daughters, the youngest of whom falls in love with the superintendent of an adjoining orphanage. In order to charm him more easily she becomes an inmate of the institution and there subdues him by her solos. The songs in the order of their merit are: "Just Because," "Oh, Those Jazzing Toes," "Day Dream Bay," "Love, Just Simple Love" and "I'll Name My Dolly," all published by Harms, Inc.

TO SUPERVISE ORCHESTRATIONS

J. Bodewalt Lampe, the well-known arranger, who for years has been connected with the staff of Jerome H. Remick & Co., will supervise the arrangements and orchestrations for Vincent Lopez's Hotel Pennsylvania Orchestra. This latter organization has been signed to record for one of the leading talking machine firms.

JENKINS HITS IN DEMAND

Very Active Season Reported by Publishing Division of Kansas City Firm

KANSAS CITY, Mo., April 8.—The publishing division of the sheet music department of the J. W. Jenkins' Sons Music Co. never had a more active season than the present. The professional department is receiving many requests from vaudeville singers who are using Jenkins' songs in their programs and practically every recognized dance orchestra in the country is playing such numbers as "Lonesome Mamma Blues" and "Suppose the Rose Were You." Other active numbers are "Dangerous Blues," "Manila Memories," "Kiss Me, Dear" and "Lullaby Moon," to mention a few of the leaders.

The Spring campaign recently inaugurated by the publisher on the above numbers is the most elaborate ever arranged by that organization and covers every angle of musical activity in the entire country. Present indications point to excellent results from this campaign.

THE SONG OF SONGS

John Steel



Vaughn Comfort

'In Maytime I Learned to Love'

Jack Snyder, who wrote this wonderful vocal Waltz-Ballad, has had the honor of having HEADLINERS sing it to a SENSATIONAL SUCCESS

Two consecutive weeks at B. F. KEITH'S PALACE THEATRE
By JOHN STEEL and VAUGHN COMFORT

Et pour cet amour Qui tout m'en
And I'll ne'er forget Twas you my
tour - e Soit bé - ni le mois de
ret That in May-time I learned to love.

Both singing "IN MAYTIME I LEARNED TO LOVE" to baffling applause, with the entire PRESS OF NEW YORK mentioning it week after week as the SONG HIT OF THE SEASON.

"IN MAYTIME I LEARNED TO LOVE" is Just the Kind of a Heart Song That Gives a Stamp of Merit to an Artist Who Can Sing It.

"The Song That Can Make an Act"

"The Headline Song for Headliners"

1658
BROADWAY

Jack Snyder Publishing Co.

NEW YORK
N. Y.

Announcement:—

Oscar Adler's Orchestra

formerly

California Ramblers

Now Headlining on Keith Circuit

Open for Recording Engagements

Address Correspondence to
OSCAR ADLER : Suite 306
245 West 47th Street, New York City

MELODY SUPERSEDING JAZZ IN THE ORCHESTRAL DOMAIN

Old-time Jazz Craze Has Been Replaced by Music of a Much Higher Type Which Is Interpreted by Orchestras of Real Merit—Movement Marks a New Era in Dance Music

We who have been standing on the side lines have watched for a long time past the wails and propaganda against what is termed "jazz." We saw that the effect of these vocal outbursts, campaigns and decisions to bury jazz were having little or no effect and we came to the conclusion that jazz, like any other novelty, must run its course and spend itself.

That it has done just that must be the conclusion of anyone who attends the dances at the hotels, dance palaces and cabarets. The present-day orchestra is far from a jazz band; indeed, none of the popular orchestra leaders would allow himself or his organization to be billed as such. They are now society serenaders, novelty and symphonic syncopators. They no longer have the noisy effects that were part of the jazz aggregation and only in a few instances do we see the eccentric leader who is given to physical gyrations.

Melody is the slogan of the present-day orchestra and carrying out the musical theme, possibly with syncopated effects, is the prominent feature of every dance program.

No one would dare call Paul Whiteman's Orchestra a jazz band, nor that of Isham Jones or Eddie Elkins. These are the leaders in the dance world and it is to them that every small orchestra leader looks for his style. It is from them that he takes his methods and by following such leaders enjoys success.

Edgar Benson, who practically controls most of the high-class orchestras playing in Chicago, recently sent out a notice to his clients that his offices will not furnish any jazz orchestra. Novelty and symphonic syncopating combinations are to replace the organizations of the former caliber. Mr. Benson has been in business for

more than twenty-five years and controls more than sixty well-known Chicago orchestras.

The musical publishers and the talking machine record manufacturers probably look with pleasure upon the completion of this movement for melody which has been under way for many months and now predominates in the present-day dance programs. The rendition of numbers to-day means that the melodies are to be carried out from start to finish in a manner that compels the patrons to remember the air. Carrying away the tune of a number that has met popular fancy means the sale of sheet music, talking machine records and player rolls of the num-

ber. It means profits for the publisher, manufacturer, distributor and dealer through the medium of stronger support by the public.

The drift away from jazz for a better standard of dance music was never better illustrated than in the success of the number, "Song of India," adapted from Rimsky-Korsakoff's theme, and which became popular in a number of arrangements. Other old standard numbers have also been given modern arrangements, the purpose of which, more than anything else, is to make them adaptable for the present-day dance.

So, despite all the agitation against jazz, which rather aided in keeping it in the forefront, the dance orchestras have, of their own volition, with the aid of the composers, brought about a new era in dance music. The present-day orchestra is improved, playing better music, and with pleasure and profit for all concerned.

USING FEIST NUMBERS

Songwriters Form Vaudeville Act in Which Feist Hits Will Predominate

A vaudeville act composed of some of the best-known songwriters has been booked to appear on the Loew Theatre Circuit. It is composed of Harry Pease, Edward G. Nelson, Leo Wood, Abel Baer, Herman Ruby, Jimmy Flynn, Bob Miller, Herb Steiner and Frankie Marvin. Most of the songs programmed are published by Leo Feist, Inc., and include "Georgia Rose," "Ty-tee," "Wabash Blues," "Stealing," "Nobody's Baby," "All That I Need Is You" and "Georgia." The initial appearance was made at the American Roof, New York City.

ZeZ Confrey, the composer of "Kitten on the Keys" and other novelty piano works, recently wrote a new number which is now being issued in both song and instrumental form by Leo Feist, Inc. It is entitled "Stumbling."

FOX GETS NEW BASS SONG

"Bells of the Sea" to Be Published by Sam Fox Pub. Co.—Already Well Received

The Sam Fox Pub. Co. recently accepted for publication a bass song which bears the title "Bells of the Sea." It is by Arthur J. Lamb and Alfred Salzman, who will be remembered for such standard works as "Asleep in the Deep" and "When the Bell in the Lighthouse Rings."

This new song was recently introduced at the Strand Theatre, New York, by the well-known basso, Herbert Waterous. Sam Fox, attending the performance and noting the reception of the song, immediately made inquiry as to the authors. Following a short conference he induced them to let him publish the number despite the fact that other publishing houses were interested in securing the publishing rights.

Temper can be likened to dynamite. Both inflict damage unless kept under rigid control.



Edith Wilson

Wicked Blues

By PERRY BRADFORD

The meanest Blues known. Columbia Record A-3558

Sung by EDITH WILSON

Played by the Original Jazz Hounds

Featured by Edith Wilson in the Plantation Room of the Folies Bergere Revue on Broadway

Note:—"This is the best Blues I have ever written, far better than Crazy Blues and more original."

BIRMINGHAM BLUES

PERRY BRADFORD, Inc., 1547 Broadway, New York



Peo-ple like us — don't have to wor-ry

PEOPLE LIKE US

A Humorous Fox Trot Song

HEAR IT NOW

**JACK NORWORTH'S
Biggest Song Hit!**

You can't go wrong
With any FEIST song

BROADCASTING PROBLEMS

Writer in the Kansas City Star Outlines Some of the Difficulties Which May Arise Through the Radio as a Purveyor of Entertainment

[EDITOR'S NOTE—Below is reproduced, without comment, a report of a writer on the Kansas City Star relative to the broadcasting of songs, etc. Considering the fact that the Star has been active in aiding the radio stations, it should be well worth reading.]

The wisest people in what is commonly called the show business probably are turning their eyes and ears to the possibilities of the radiophone. It is a subject that must instantly challenge every mind that houses whatever degree of intelligence is required to cause a human individual to look into the future and to look out for himself. Just now the performer, singer, player or composer who is a creator of music or elocutionary utterances might well consult a lawyer or someone versed in the drawing of contracts. The near future is very apt to offer great opportunity for any artist who can assist the purveyor of sound through the air. Not only will concert and opera managers have to hold forth some inducement to performers in the way of royalties for "air" rights, but they themselves may be compelled to pay royalties to composers for music broadcasted on the ether waves. The producers of opera, concerts, musical comedies and such who now are finding wireless concerts broadcast by commercial radio companies very profitable because of the unusual publicity accorded them soon may discover there is a boomerang attached to the radiophone. The air may kick back.

For example, the Star on Friday recorded several incidents where very worthy young men and their mothers, who otherwise might have been at Convention Hall for the symphony concert, remained at home and heard the music on their wireless sets.

In addition to the amusement features of the new craze it may also dig into the coffers of the baseball world. The Post has announced that with the commencing of the coming season it will broadcast the results of the three leading associations as fast as received.

It is known that some of the local managers are giving the matter much serious consideration, and, while they are lending their assistance to the papers in their new plaything by allowing acts to participate in the concerts, it would not be surprising if they refused to allow the acts to work in the near future outside the limits of the theatre.

MANAGERS BAR SINGING FOR RADIO

Vaudeville Artists Prohibited From Radio Work by New Contracts

CHICAGO, ILL., April 7.—Singers on vaudeville circuits are prohibited from singing for radio telephones by clauses which now are being inserted in their contracts. The Western Vaudeville Managers' Association, which first began making such contracts, declares that the best efforts of the singers are needed for the stage.

MANY FEATURING "IN MAYTIME"

Vaudeville Singers of Promise Using That Popular New Ballad Number

The Wilson Bros., two of the best-known singers, appeared at the Palace Theatre, New York City, last week, where they featured the Jack Snyder, Inc., ballad, "In Maytime (I Learned to Love)." The preceding week Vaughn Comfort,

the vaudeville and concert artist, sang the same ballad at the same theatre and the week prior to that John Steel, the well-known musical comedy star, also programmed this successful song.

Jack Snyder, Inc., is fast placing the number in the repertoire of many other artists and, according to the sales department of the company, the results of this publicity are already being felt.

"BLOSSOM TIME" ANNIVERSARY

Celebration of One Year's Run of Operetta Held in New York Recently

"Blossom Time," the operetta with Franz Schubert's music, at the Ambassador Theatre, New York, celebrated Thursday night, March 23, the first anniversary of its production. It was on March 23, 1921, that the operetta had its premiere in Atlantic City. It played engagements in Baltimore and Boston and following a period of inactivity during the Summer was presented at the Ambassador here on September 29 last. Bertram Peacock, who sings the role of Franz Schubert in the operetta, has sung at every performance. Leo Feist, Inc., publishes the score.

ITALIAN COMPOSER DIES

Author of "Funiculi Funicula" Recently Passed Away in Italy

The death of Luigi Denza brings to mind his "Funiculi Funicula," a song that has gained a world-wide popularity and which so aptly expresses the Neapolitan spirit that Richard Strauss used it in his orchestral suite, "Aus Italien," as a folk song. Strauss or his publisher some years later sued for infringement of copyright a man who used much less of one of his musical motives as an avowed quotation. Denza's song was inspired by the opening of the funicular railway and was written for the festivities of the "Die di Grotto" in Naples in 1880.

FURER'S NEW MUSIC SHOP OPENS

STAMFORD, CONN., April 9.—Another noteworthy acquisition has been made to the music stores of this city by the recent opening of Furer's New Music Shop, in the Spelke Block, one of the most attractive music houses in this part of the State. Seven air-cooled, sound-proof record demonstration booths are a feature of the establishment. Mr. Furer, who has been in business here for several years, was formerly located on Atlantic avenue.

Music transmitted by wireless to a moving train was heard clearly recently by several hundred Cornell University students, who were coming to New York for their Spring vacation aboard a special train of the Delaware, Lackawanna & Western. Railroad officials said it was the first time radio waves from a broadcasting station had been picked up for the entertainment of passengers on a train.

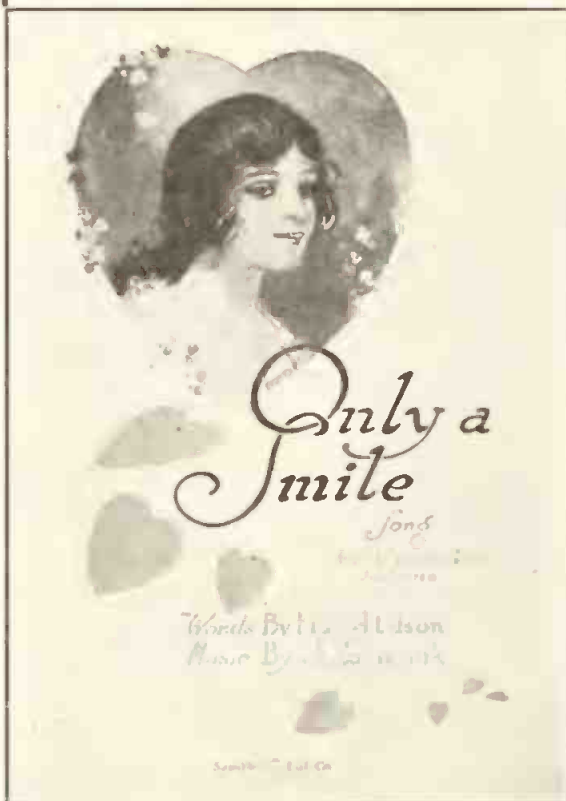
ONLY A SMILE

New High Class Ballad Scoring
Big Hit for

JOHN STEEL

Ziegfeld Follies Star and
Victor Artist

Now Headliner in Vaudeville



"ONLY A SMILE" is now being featured by many artists in Vaudeville, Concert, Lyceum, Etc.

The Outstanding Semi-Classic
Song Success of the Year

Sam Fox Pub. Co.
CLEVELAND NEW YORK

TWO BIG SUCCESSES—WATCH THEM GROW!

Irving Berlin's Latest and Greatest Song Hit

SOME SUNNY DAY

The Song Everybody's Talking About

KICKY KOO

YOU FOR ME—ME FOR YOU

A Real Song Hit

IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK

GREAT KNICKERBOCKER GATHERING

Monthly Record Recital and Luncheon Held at Pennsylvania Hotel a Great Success

This month the scene of the monthly record recital and luncheon, held under the auspices of the Knickerbocker Talking Machine Co., New

At the conclusion of the recital all adjourned to the roof of the hotel, where a panorama photograph was taken of the assemblage, and then returned to an adjoining parlor, where the Knickerbocker Talking Machine Co. was the host at luncheon for those attending.

At the close of the luncheon Mr. Van Wickle moved that a rising vote of thanks be tendered

A. H. CURRY VISITS THE SOUTH

Vice-president of Thos. A. Edison Co. Looking Over Business Situation in That Section

A. H. Curry, vice-president of Thomas A. Edison, Inc., in charge of phonograph merchandising, left for Dallas, Tex., on April 4. While in



Guests of Knickerbocker Talking Machine Co. Snapped on Pennsylvania Hotel Roof

York City, Victor wholesaler, for the benefit of Victor retailers, was changed from the auditorium of the Knickerbocker headquarters to the Pennsylvania Hotel. Either the central location of the hotel, with its attendant accessibility, or the bright Spring weather proved a stimulus in increasing the attendance, for at the opening of the recital at 10 o'clock Wednesday, April 5, Parlor A was entirely filled and another room had to be thrown open. Victor retailers were present from all over the metropolitan district, Long Island and New Jersey, and among the guests was William P. Van Wickle, president of the Van Wickle Piano Co., of Washington, D. C., which is also a Victor retailer. The entire advance May list of Victor records was played and during the recital Abram Davega, president of the Knickerbocker Talking Machine Co., spoke interestingly on current topics of interest to the Victor retailer.

to the Knickerbocker Talking Machine Co. for its hospitality and complimented the organization on its progressive spirit. Mr. Davega, in responding, announced that a similar event would be held next month, at which time a selling and buying contest would be held, which would undoubtedly prove intensely interesting to all present.

T. E. ASHWORTH WITH AUERBACH

SALT LAKE CITY, UTAH, April 8.—T. E. Ashworth, who has been connected with the talking machine business for the past ten years, has been made manager of the new talking machine department of the Auerbach Co. The department is located on the main floor of the store and up-to-date equipment makes it as fine as any in the city.

the South it is Mr. Curry's intention to look over his wholesale and retail interests in that section of the country. On his return North, which is scheduled for ten days to two weeks after his departure from Orange, he plans to bring his family with him, so that henceforth the Curry headquarters, domestic as well as commercial, will be in Orange.

BENNIE KRUEGER'S TEN WEEKS' TOUR

Bennie Krueger and his orchestra, exclusive Brunswick artist, who for several weeks has been playing nightly at Delmonico's, New York, is starting out this week on a ten weeks' vaudeville tour with Keith's circuit. This flattering offer made by this prominent vaudeville house to Mr. Krueger reflects the reputation he has acquired as a premier orchestra leader and interpreter of dance music. The Brunswick-Balke-Collender Co. is planning to follow Mr. Krueger in his appearances in different theatres with full-page advertisements, carried in the local papers.

TAKES OVER ACME BUSINESS

The business of the Acme Die Casting Corp. has been taken over by the Aluminum Die Casting Corp., a New Jersey corporation, with headquarters at Garwood, N. J. The business will be continued as heretofore and under the direction of the same officials, but it will be conducted under the name of the Aluminum Die Casting Corp. instead of Acme.

Did you see and read the insert facing page 66?

PORTLAND, ORE.

Musical Activities Help Trade—Some Notable Visitors—Business Improving—Soule, Starr District Manager—Trade Changes

PORTLAND, ORE., April 6.—During the past month Portland music lovers were treated to one continual round of concerts and every week during the month one or more famous artists appeared and played to capacity houses. The Chicago Grand Opera Company appeared at the municipal auditorium March 22, 23, 24 and 25 for five performances and drew very large audiences. The company was brought to Portland by W. T. Pangle, with a guarantee of \$72,500 by Portland's public-spirited business men. Sherman, Clay & Co., the Wiley B. Allen Co., the Bush & Lane Piano Co., the G. F. Johnson Piano Co. and the Seiberling & Lucas Music Co., the five music houses that helped back the proposition, are delighted at the artistic and financial success of Opera Week. It is estimated that over 23,000 persons attended the opera and this alone, the dealers say, is bound to stimulate interest in music. Sales of Red Seal records, especially opera selections, have been tremendous and many out-of-town visitors "stocked up" while in the city.

The Victrola department of Sherman, Clay & Co.'s store has had numerous noted personages visit it during March, including Edward Johnson, the noted Canadian tenor and Victor artist, who is a member of the Chicago Grand Opera Company; Sophie Braslau, contralto, of the Metropolitan Opera Company, who was soloist for the Portland Symphony Orchestra, March 29; and Homer Samuels, husband and accompanist to Galli-Curci. They were shown through the store by Arthur W. Stein, manager of the Victrola department.

Increased activity in both Victrolas and Victor records for March is the report of Arthur W.

Stein, manager of the Victrola department of Sherman, Clay & Co. Mr. Stein says: "Our sales sheets show a big increase over this time last year, and we anticipate more good business ahead. The new Victrola console types Nos. 300, 280 and 260 are going over big and are arousing a great deal of interest among our patrons."

George J. Dowling, president of the Cable Company, of Chicago, accompanied by Mr. Hughes, stopped off for several days in Portland.

D. C. Peyton, manager of the talking machine department of Meier & Frank, reports greatly improved conditions, and is rejoicing over the acquisition to his department of Miss Ellen L. Tracy, who will act as his assistant, and whom he has placed in complete charge of the record department. Miss Tracy has just returned from the Victor factory at Camden, N. J., where she completed the six weeks' educational course.

The cut-out of 519 records from the Columbia stock is being greeted with approval by most dealers, who were ready for a Spring house-cleaning.

Carl W. Jones, former district manager of the Columbia Graphophone Co. in Portland, has gone to Los Angeles and is connected with the Remick Song Shop's phonograph department in that city.

Charles Soule, of Soule Bros. Music Co., has been appointed district manager of the Starr Piano Co. to fill the place of John P. Murphy, who was promoted to the Los Angeles office.

John C. Foley, who recently closed out his piano and phonograph business, has been appointed sales manager of Oregon Eilers Music House. L. Lunsford, formerly manager of the Denver Music Co., of Montrose, Col., and at one time active in the phonograph manufacturing

business, has been made assistant sales manager of the firm.

The G. F. Johnson Piano Co. announces better business in higher-priced machines for March than for several months, with sales of the console models in the Cheney phonographs being excellent.

H. G. Reed, of the Reed, French Piano Co., reports splendid business for March, with more sales in Edison and Victrola machines made during the past month than for January and February combined.

Wm. Smith, Oregon sales manager of the Columbia Graphophone Co., who expected to return to California, has reconsidered and decided to "carry on" in Oregon. Columbia business has been so lively in Portland that Mr. Smith was unable to make his usual side trips into the outlying districts during the month of March, however. Columbia machine and record business in southern Oregon is booming, according to Mr. Smith, and good reports are received from all towns down the valley. S. H. Short, of the Ashland Drug Co., who is an exclusive Columbia dealer, is building an attractive balcony in his store, on which he will be able to display and demonstrate his machines.

The Palmer Piano Co., of Medford, Ore., has made extensive improvements throughout the entire store and has completely remodeled the department for demonstrating the Columbia, Victor and Edison phonographs, which it carries.

M. Davis, district manager of the phonograph division of the Brunswick-Balke-Collender Co., reports excellent business for March both in the city and throughout the entire State. The new Brunswick console types, which arrived in carload lots, were snapped up, says Mr. Davis, and they moved so fast that they proved to be just a drop in the bucket.

L. E. Heynes' music store, of Lebanon, Ore., which is an exclusive Brunswick dealer, reports good business and a very bright outlook for the coming Spring.

The Moore-Dunne Music Co., of Salem, is



"DECCA-DISC"

THE NEW PHONOGRAPH

With Exclusive Features

"Plays Ten Records Continuously"

NO MORE ANNOYANCE CHANGING
RECORDS EVERY FEW MINUTES



"DECCA-DISC" does away with the necessity of jumping up every few minutes to change a record—It selects the next number in the ten record program previously arranged, automatically—quicker than it could be done by hand with only a few seconds interval between records, or if you are not pleased with any record being played, press a button and it will immediately select a new one.

MANUFACTURED BY

DECCA-DISC PHONOGRAPH COMPANY

HANOVER, PENNSYLVANIA



Eddie Elkins' Orchestra gives new thrills to fox-trot lovers. "Song of India" and "To a Wild Rose" — both on one record. This record won't be a shelf-warmer! A-3569.

**Columbia Graphophone Co.
NEW YORK**

also exclusive Brunswick dealer. Mr. Davis can't send the new console types in fast enough to meet the demand.

The Laraway Music House, of Eugene, Ore., Brunswick and Victor dealer, is showing better than 75 per cent increase in volume of business over last year.

The Woodworth Drug Co., of Albany, Ore., Brunswick and Victor dealer, reports a 50 per cent increase over 1921 business so far this year. J. F. Jones, manager of the phonograph department, died recently. He was only twenty-five years old, an "overseas man."

A. J. Lilburn & Son, exclusive Brunswick dealers, have disposed of their business to McKean, Darby & Baldwin, which firm plans extensive improvements.

Stanton Powell, of the Music and Photo House, of Grants Pass, Ore., will hereafter only handle the Brunswick and Victor machines. The Sabin Drug Co. is now handling the Columbia line with a very large measure of success.

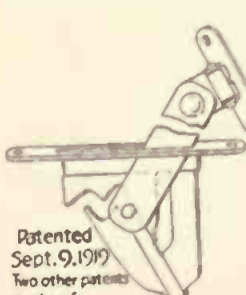
The McDougall-Conn Music Co. has placed Miss Eva V. Mosher in charge of its Columbia and record department.

Emma Reynolds, manager of the record department of the Hyatt Talking Machine Co., reports an enormous sale of Red Seal records, due to the appearance of the Chicago Grand Opera Company, but the sale of dance music goes on unabated nevertheless.

After an absence of six weeks on account of an operation for appendicitis Miss Madeline Larson, manager of the record department of the Bush & Lane Piano Co., has returned to her duties.

William A. Hodecker, of Seiberling-Lucas Music Co., reports big business in the Victrola department. Mary Elizabeth Godwin, in charge of the educational department, is kept busy assisting in the work of the public schools, which are putting in a great amount of time on the coming musical memory contest. The finals will be held some time in May and thousands of children are interested in what promises to be a most popular musical event for Portland.

The Market Talking Machine Shop, Fifth street, Louisville, Ky., is the latest addition to the music stores of that city.



The Most Dependable and Inexpensive Lid Support on the Market

The new channel support is constructed of one piece of metal and it works automatically perfect. The hinges are made in two styles—flexible and bent.

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

STAR MACHINE & NOVELTY CO.
81 MILL STREET BLOOMFIELD, N. J.

APRIL OKEH WINDOW DISPLAY

Latest Okeh Display Attractive and Effective—Subscribers to Service Increasing

The Okeh window display for April is decidedly attractive, and, as will be seen by the accompanying illustration, is well calculated to produce direct sales. This new window display service,



Display Window Now Being Used by Okeh Dealers which was introduced to Okeh dealers a few months ago, is becoming an important factor in the advertising campaign of the General Phonograph Corp., and is being used to splendid advantage by the dealers. During the past month the number of subscribers to this service increased more than 30 per cent, emphasizing the drawing ability of these unique window displays.

LOPEZ ORCHESTRA WITH EDISON

ORANGE, N. J., April 6.—Among the recent band orchestras to make recordings for Thomas A. Edison, Inc. is the Vincent Lopez Orchestra, which has attained much fame and popularity at the Pennsylvania Hotel, New York City. The first Edison Re-creation by the Vincent Lopez Orchestra will be out the current month and it is expected that other Re-creations will follow at regular intervals.

JORDAN MUSIC CO. INSTALLS RADIO

CHARLESTON, S. C., April 9.—The Jordan Music Co., of this city, Edison distributor for the Carolinas, has installed a radio broadcasting station in the headquarters of the company, at 372 King street, from which it will relay the musical programs sent out by the large broadcasting stations. A complete line of radio accessories has also been installed.

THE KINWIT CO. INCORPORATES

The Kinwit Co., of New York City, was recently incorporated in New York State for the manufacture of talking machines, with a capital of \$5,000. Incorporators are: J. Hankin, McK. Whitcomb and H. G. Issertell.

CARL SEITZ MUSIC SHOP OPENS

Formal Opening of Attractive New Victor and Brunswick Shop Attended by Many

CIRCLEVILLE, O., April 9.—The formal opening of the Seitz Music Shop, 138 West Main street, which took place here recently in the room formerly occupied by the Third National Bank, was attended by fully a thousand people.

The new quarters present a most attractive appearance. Demonstration booths, soundproof rooms for the demonstration of machines and records are provided, where Victors and Brunswicks shine in rivalry.

Carl F. Seitz, proprietor, and members of the sales staff, Fulton Cryder, Henry Mader and Miss Nellie Denman, welcomed the guests at the opening and made everyone happy. They were in receipt of congratulations and good wishes from those who attended.

Paddock Products, Inc., New York City, has received many letters from talking machine dealers praising the merits and simplicity of the Phon-O-Mute, which, attached to the sound box, regulates tone by loosening or fastening a thumb screw. It requires no mechanical adjustment and has won considerable favor.

Did you see and did you read the insert facing page 66?

DISMISSAL OF VICTOR-STARR SUIT UPHELD ON APPEAL

U. S. Circuit Court of Appeals Sustains District Court in Dismissal of Bill of Complaint Filed by Victor Co. Against Starr Co. Alleging Infringement of Johnson Record Patent

The U. S. Circuit Court of Appeals for the second district of New York, on April 4, handed down a decision affirming the decree of the U. S. District Court of February 11, 1921, dismissing the bill of complaint filed by the Victor Talking Machine Co. against the Starr Piano Co. for alleged infringement of U. S. Letters Patent No. 896,059, granted August 11, 1908, to Eldridge R. Johnson, on the basis of lack of invention and abandonment.

The decision was rendered by Judges Rogers, Augustus N. Hand and Knox, sitting in the Circuit Court of Appeals, the opinion being written by Judge Hand and representing a most exhaustive survey of the patent itself, as well as

of the development of the art of record manufacturing and various patents that have held a prominent place in that development.

The opinion, which runs close to 2,500 words, is a most interesting document from the standpoint of those connected with the manufacture and development of talking machine records in their varied phases.

Kenyon & Kenyon appeared as solicitors for plaintiff. William Houston Kenyon, Richard Eyre, John D. Meyers, George T. Dean and Edgar F. Baumgartner, counsel, and Kerr, Page, Cooper & Hayward as solicitors for defendant. Parker W. Page, Drury W. Cooper and Thomas J. Byrne, counsel.

BRISTOL & BARBER TO MANUFACTURE

Prominent New York Distributors Will Shortly Place Talking Machine on the Market

Bristol & Barber of 3 West Fourteenth street, New York City, well known throughout the talking machine trade as distributors of talking machines, records, accessories, etc., have announced that they will shortly place upon the market a talking machine of their own. While full details are not as yet available it is expected that the new machine will be of the console type, to retail at \$125. One of the features of the machine will be a motor of exceptional quality, which will be sold with a five-year guarantee.

HART SISTERS WITH COLUMBIA

Well-known Vaudeville Team to Record for Columbia Library—Have Been Very Successful on "Big-time" Circuit Throughout Country

The Hart Sisters, who have one of the most artistic and attractive "sister" acts on the vaudeville stage to-day, have been added to the Columbia record library and their first record, "The Little Red School House," will be issued June 1.

Irene and Bernice Hart, comprising the Hart Sisters, are only nineteen and seventeen years of age, respectively, but they have already won unusual success on the vaudeville stage. Van and Schenck, famous vaudeville team and exclusive Columbia artists, heard them sing at a benefit some time ago and were so impressed with their talent that they introduced them to William Rock,

the well-known musical comedy star and producer. Shortly afterward they were engaged by Mr. Rock for his "Silks and Satins Revue," where they were received as one of the hits of that musical comedy. They have just finished a very successful tour on the Keith vaudeville circuit and their addition to the Columbia record catalog adds another name to the long list of vaudeville stars who record for Columbia.

OPEN RECORDING LABORATORIES

The Manhattan Recording Laboratories, recently formed, have opened offices and recording laboratories at 48 West Thirty-ninth street. The laboratory is modern in every respect and well equipped. The company announces that it will give every attention to turning out the best of work and that recordings have already been made for some four or five record companies. It is also planned to add a personal recording department to the company.

REPORT INCREASED ACTIVITY

BALTIMORE, Md., April 6.—The headquarters of Cohen & Hughes, in both this city and Washington, report increased activity on the part of the dealer as the Spring season progresses. The ordering of the special Easter records would tend to indicate that dealers are planning to make the most of this important season. The new horizontal type Victrola, No. 240, was placed on display in both headquarters immediately upon its receipt and orders for this new model have been large.

HEADQUARTERS
For
Single Spring Motors
and
Mica Diaphragms
WILLIAM BRAND
27 East 22nd St., New York City

OKEH ARTISTS AT RADIO CONCERTS

Program Received Enthusiastically by Radio Fans—Many Okeh Artists Participate

The General Phonograph Corp., New York, manufacturer of Okeh records, was responsible for a very successful concert given a fortnight ago at the WJZ radio station in Newark. The artists for the concert were selected by the com-



The Rega Dance Orchestra

pany, and the program was enthusiastically received by radio fans.

Among the Okeh artists who appeared at this concert were the Rega Dance Orchestra, Charles Hart, Elliott Shaw, Miss Vaughn De Leath, Joseph Phillips, Green Bros.' Xylophone Orchestra, Miss Virginia Burt and the Nathan Glantz Instrumental Trio. The New York Globe cooperated with the General Phonograph Corp. and furnished as one of the artists for the evening Miss Jean Stockwell, well-known violin virtuoso.

"IOWA CORN SONG" RECORD A HIT

The Duning Co., Des Moines, Ia., Reports That the Gennett Record of that Number Has Proven a Big Seller in the Corn Belt

DES MOINES, IA., April 7.—The Duning Co., piano and talking machine dealer of this city, representing the Starr Piano Co. line in Iowa and Nebraska, reports a most substantial demand for the Gennett record of the "Iowa Corn Song," popularized during the Shrine Conclave in Des Moines last Spring, and later published in sheet music form.

The company prevailed upon the Starr Piano Co. to record the number as a direct medium for introducing Gennett records into this territory, and the move has been a wise one. The "Iowa Corn Song" will be featured by all song leaders during the first annual Music Week to be held in Des Moines from April 16 to 23.

CALLERS AT COLUMBIA HOME

W. S. Parks, manager of the Baltimore branch of the Columbia Graphophone Co., was a visitor to the company's executive offices in New York this week, accompanied by W. J. Boggs, president of the Guttman Furniture Co., of Briscoe, Va., Columbia dealer. Mr. Parks was keenly optimistic in his predictions regarding general business, stating that his sales for the first three months of the year had been very satisfactory.

Other callers at the Columbia executive offices recently included C. F. Schaffarziak, manager of the Spokane branch of the Columbia Co., and A. E. Landon, general manager of the Columbia offices at Toronto. Both of these callers brought with them pleasing reports as to the business.

TWO GREAT BLUES NUMBERS

2045 { YOU MISSED A GOOD WOMAN
(When You Picked All Over Me)
LONG LOST WEARY BLUES

AND

2039 { TRIXIE'S BLUES
DESPERATE BLUES

SUNG BY

TRIXIE SMITH

Winner of the NATIONAL Blues Singing Contest

Grand Opera Records

7101—CARO NOME

7102—AH! FORS' È LUI

SUNG BY

ANTOINETTE GARNES

The only Colored Member of the Chicago Grand Opera Co.

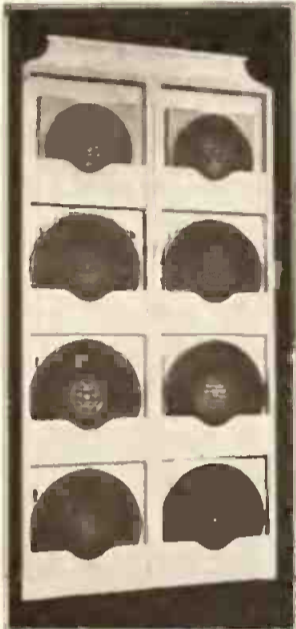
Black Swan Records Sell



PACE PHONOGRAPH CORP. 2289 SEVENTH AVE.
NEW YORK, N. Y.



Unico Sales Helps



Unico Wall Rack No. 2

For Demonstration room or lobby; an attractive unit that sells records from your over-stock.

Unico Wall Rack No. 1. Similar to above; displays four records.

Unico Wall Rack No. 3. Similar to above; displays twelve records.

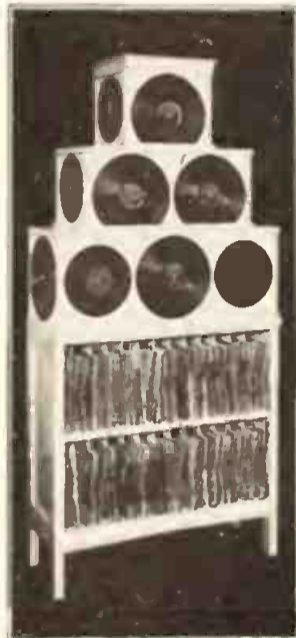
DEALER'S PRICE

Wall Rack No. 1.....	\$ 9.60
Wall Rack No. 2.....	19.20
Wall Rack No. 3.....	28.80
Repair Bench	120.00
Record Display No. 1.....	48.00
Record Display No. 2.....	90.00
Ventilating Unit	19.20
Lighting Unit	9.60
Sales Stimulator No. 1.....	12.00
Sales Stimulator No. 2.....	9.60
Special No. 6 Record Rack.....	28.80
Shelf sets for Victrola 80.....	3.00

UNICO CABINET STANDS

4-6 for Victrola 4 or 6.....	\$ 4.80
4-6S for Victrola 4 or 6.....	6.30
50 for Victrola 50.....	7.50
Demonstrating room table No. 1.....	6.00
Demonstrating room table No. 2.....	7.50

Unico demonstrating room seamless carpet rugs from \$7.00 up.



Unico Record Display No. 1

Unico Record Display Nos. 1 and 2 are ideal for self service and lobby display.

Units That Reduce Inventory

No. 1 displays 12 records, filing capacity of 500 records.

No. 2 displays 24 records, filing capacity of 1000 records.



Efficiently equipped Demonstrating Room, showing Unico Lighting and Ventilating Units Installed. Comfort to your customer brings greater record sales.



Unico Demonstrating Room Table No. 2. Table No. 1 same as above without middle shelf.



Unico Sales Stimulator No. 1. Also made without Record Display feature. Our Stimulator No. 2.

Order Thru Your Jobber or From Our Nearest Branch

Unit Construction Company

RAYBURN CLARK SMITH, PRESIDENT

58th & Grays Avenue
PHILADELPHIA

Unico Products are Patented as to Construction.

Unico Products are Patented as to Design.

Sales and Service Branches

- | | | | | | | | | |
|----------|---------|--------|-------------|---------|----------|---------------|----------------|----------|
| New York | Atlanta | Dallas | New Orleans | London | Denver | San Francisco | Salt Lake City | Chicago |
| New York | Georgia | Texas | Louisiana | England | Colorado | California | Utah | Illinois |

BALTIMORE

Jobbers and Dealers Report Improving Conditions—Miss Ponselle Helps Record Sales—New Brunswick Dealers—News of the Month

BALTIMORE, Md., April 7.—The talking machine and record business in Baltimore and vicinity is good, according to reports from all the leading jobbing houses. This is especially true of the firm of E. F. Droop & Sons Co., 231 North Howard street. Manager Roberts says that their business for March was away ahead of last year and April business so far bids fair to exceed the previous month. This is especially true of the business in the No. 100 Victrola, on which, he says, they have been oversold for some time. Although he received a carload shipment last month he still has unfilled orders on his books.

H. T. Bosee, sales manager for Cohen & Hughes, 227 West Saratoga street, also reports a very good business, especially in records. This is attributed to a large extent to the attractive window displays that are being made by the dealers generally. Many of the displays are very unique and novel and naturally attract hundreds of prospective customers, especially in the downtown shopping districts.

Manager Shaw, of the local Brunswick branch, 107 Hopkins Place, who recently came here from St. Louis, says that he has added two big dealers to his list the past week in the firms of C. B. Noon, 325 North Charles street, and the Hub Piano Co., who have just opened a handsome showroom at 304 North Howard street, but that this is only a starter and the Brunswick stores will continue to increase in this territory.

Manager Parks, of the Columbia Graphophone Co., 16 South Howard street, has just returned from New York, where he had a conference with General Sales Manager Hopkins and is very optimistic as to the future for the Columbia Co. The local branch reports a big demand for all the records of the late Bert Williams, especially No. 6141—Bert Williams' Sermons—which has been completely exhausted and many orders for it booked ahead.

H. A. Bushman, who conducts the Jazz Shop at 1544 Pennsylvania avenue, another Columbia dealer, reports a big increase in the demand for records of the Columbia colored stars, Leona Williams and Edith Wilson. He says that when a customer comes in for either one of the latest records of these stars he does not ask them to buy anything else, but merely puts on the other record and nine times out of ten the sale is made.

Following an advertising campaign by the deal-

ers of Norfolk, Va., supplemented by the Columbia Co., featuring the Ponselle Sisters, dealers in that city report having sold more records of these stars during the week of March 27 than in the whole previous year. This campaign was also put on the previous week by the dealers in Durham, who designated March 25 as "Rosa Ponselle Day" with equally satisfying results.

George Belm has just added a handsome Grafonola department to his store at 573 North Gay street.

Emanuel Kaufman, who recently bought out the talking machine shop of Mrs. Abraskin, 439 North Gay street, has completely renovated the place and is carrying a large stock of new machines.

Gus Van, one of the stars of Ziegfeld Follies,

ARTISTIC SONORA DISPLAY

SALT LAKE CITY, UTAH, April 7.—The Daynes-Beebe Music Co., of this city, which handles the Sonora phonograph, is an enthusiastic believer in



Daynes-Beebe Music Co.'s Window Display

artistic window displays, and the accompanying illustration represents one of the most attractive windows that has appeared in the local trade for some months past. Utilizing the famous Sonora phrase "Clear as a Bell" as the basis for the display, the company prepared a window that not

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

which appeared here last week, visited the local branch of the Columbia Co. A special release of his record A-3577, "Carolina Rolls," was made for Washington this week, where the company is showing.

The Voluma Corp., 2826 Huntington avenue, has just let a contract for the manufacture of a phonograph reproducer, which is new in principle, according to a statement of James J. Cook, president of the company.

only attracted general attention but also produced tangible results in the sale of high-priced Sonoras.

BIG CALL FOR VIOLAPHONE NEEDLES

The Fred. Gretsch Mfg. Co., Brooklyn, N. Y., reports that the sale of Violaphone needles has shown a steady increase during the year. Last week one single order covered 3,000 cartons, which contained a total of 9,000,000 needles. The Violaphone needle is strongly constructed and is, therefore, proving popular in use with the various repeating devices now on the market. The company also reports that additional numbers of talking machine dealers are finding the line of musical merchandise profitable and a steady increase in sales is in evidence throughout the country. Dealers find musical merchandise a profitable and interesting sideline to handle. It does not increase the overhead and it brings

a great many customers into the store who are apt to be interested in talking machines and records. This is not theory, but it is the experience of a great many talking machine dealers who are successfully coupling these two lines and who have so informed Mr. Gretsch.

The ECLIPSE MUSICAL CO.

VICTOR WHOLESALE ONLY

CLEVELAND OHIO

Making the Most of an Opportunity

The new horizontal-type Victrolas offer Victor Dealers an opportunity to cater to the most discriminating type of music lover. The designs are most attractive and, coupled with Victor tonal supremacy, form a combination that is unequalled in the talking machine industry.

Make the most of your opportunity, and let us show you how the new horizontal-type Victrolas may be best adapted to your merchandising plans.

TALKING MACHINE MEN, INC., ELECT NEW OFFICERS

Irwin Kurtz Elected President With a Strong Organization of Executives at Meeting on April 12 —Final Plans Announced for Annual Banquet and Entertainment at Hotel Pennsylvania on April 20

The monthly meeting of The Talking Machine Men, Inc., the organization of talking machine retailers of New York, New Jersey and Connecticut, was held at the Café Boulevard on Wednesday, April 12, being preceded by the usual luncheon, which proved most enjoyable.

The most important matter at the meeting was the selection of officers for the ensuing year, those elected being Irwin Kurtz, who so ably presided during the preceding year, as president, E. Leins as vice-president, and E. G. Brown again as secretary. The following division vice-presidents were also elected: Aeolian Division, J. Friedmann; Brunswick, A. Bersin; Columbia, L. Tylkoff; Sonora, J. H. Mayers, and Victor, L. J. Rooney.

The Shapiro-Bernstein Co., music publishers, had several of their songwriters present to demonstrate some of their latest numbers, and Louis Bernstein, president of the company, gave an interesting talk regarding the company's plans for the coming season.

Joseph Myster, executive manager of the Caruso American Memorial Foundation, took occasion to explain the object of the movement and to urge the support of the talking machine men, which, needless to say, will be given. The Clapp-Eastham Co. had representatives present who demonstrated for the benefit of the dealers

the wireless outfit made by the company, which proved quite interesting.

Cuts of the new association insignia for use on letterheads and charts were distributed at the meeting to those who desired them and paid up their dues for the year. The association has also arranged to provide members with luncheon cards without which a charge of \$1.50 will be made for each luncheon.

At the meeting final plans were announced for the annual banquet and entertainment of The Talking Machine Men, Inc., to be held at the Hotel Pennsylvania on Thursday evening, April 20. A notable array of talent has been assured for the evening, including Paul Whiteman's "Romance of Rhythm" orchestra, which will play throughout the evening, the All Star Trio, Clyde Doerr's Club Royal Orchestra, Yerkes' S. S. Flotilla Orchestra, Benny Krueger's Orchestra and other organizations, together with many individual stars, including John Charles Thomas, Charles Harrison, Elsie Baker, Danise, Marie Sundelius, Mario Chamlee, Green Bros., "Zez" Confrey, Wheeler Wadsworth and others.

It is reported that there has been a very substantial demand for tickets and that the prospects were that the affair would be the most successful in the history of the association, which in view of past achievements is significant.

P. L. DEUTSCH BACK FROM EUROPE

Assistant Secretary of Brunswick Co. Returns From Visit to London and Paris—Comments Upon Improved Industrial Conditions Abroad

P. L. Deutsch, assistant secretary of the Brunswick-Balke-Collender Co., accompanied by Mrs. Deutsch, arrived in New York Friday, April 7, on the "Aquitania," after spending four weeks abroad. Mr. Deutsch visited London and Paris and in the latter city spent some time at the Brunswick factory and office.

In a chat with The World Mr. Deutsch stated that his trip was principally in the nature of a vacation, but he was glad to find that the business situation in Europe was considerably better than it had been for the past two years. Mr. Deutsch commented upon the fact that there seemed to



P. L. Deutsch

be a dearth of moderate-priced talking machines in England, with a superabundance of high-priced instruments. The industrial outlook, as a whole, showed signs of marked improvement, with a feeling of optimism in practically every industry.

Mr. Deutsch remained in New York a few days and then left for Philadelphia, to attend the wedding of Robert Bensinger, son of B. A. Bensinger, president of the Brunswick-Balke-Collender Co. He then proceeded to the company's headquarters at Chicago to take up his usual duties.

THE AMPLIFIER CO. CHARTERED

The Amplifier Co., of Eau Claire, Wis., has been incorporated in that State by Charles A. Clark, Clarence F. Funk, P. D. Peterson, P. L. Peterson, L. H. Anderson and A. M. Anderson. The company will engage in the manufacture of an amplifier originated by Mr. Clark. It is expected that the concern will locate its plant here.

J. M. McKENNA MARRIED

J. M. McKenna, head of the Chicago branch of the Columbia Graphophone Co., is receiving congratulations on his marriage on April 8 to Miss Ethel B. Reeves. Mr. McKenna is also secretary of the Piano Club of Chicago and one of the popular members of the trade.

VOCALION PROGRESS REPORTED

O. W. Ray Well Satisfied With Situation in Pittsburgh, Cleveland and Memphis Territories —Numerous New Dealers Appointed

O. W. Ray, general manager of the wholesale Vocalion record department of the Aeolian Co., returned on April 11 from a visit to Pittsburgh and Cleveland, where he called upon local Vocalion distributors. In Pittsburgh Mr. Ray declared that he found business good despite the coal strike, and that many of the furnaces were in operation. The Clark Musical Co., in that city, reports the establishment of many new dealers. In Cleveland the Vocalion Co. of Ohio, which also operates distributing quarters in Cincinnati, reported real progress for the Vocalion line.

C. D. McKinnon, district manager for the Vocalion Co., recently visited the Hessig-Ellis Co., in Memphis, and reported that thirty new dealers had been appointed in that territory within the past month.

TO OPEN RADIO DEPARTMENT

NEW CASTLE, Pa., April 8.—Mather Brothers Music Co. announce the opening soon, in conjunction with their Victrola department, of a complete department for wireless receiving outfits. It will be an established wireless house. It will be an organized department, officials announce.

ANNOUNCE A FILM OPERA IN BERLIN

German Concern Claims Solution of Perfect Synchronization of Film and Music

A dispatch received by the New York Herald from Berlin states that a German film company claims to have a definite solution of the synchronization of film and music. The premiere of the first film opera will take place at the Berlin Opera House shortly, the score having been written by Prof. Hummel, a well-known German composer.

The timing of the music to the tale unrolled in the film is attained by a narrow ribbon bearing the music, which appears at the bottom of the picture, having been photographed simultaneously with the scenes in the play. Singers and orchestra take part in the film opera, the conductor of the orchestra keeping his eye upon the changing ribbon of music.

With one hand the conductor operates an automatic relay, which retards the film whenever the action is too fast for the tempo. Thus exact timing is possible. The film opera is entitled "Beyond the Stream" and the scene is the underworld.

APPOINTED MANAGER

Charles P. Hindringer has been appointed manager of the Lyon & Healy radio department in Chicago.

RADIO INSTRUMENTS AND ALL KINDS OF PARTS

Information on How to Install Radio Instruments in Phonograph Cabinets

THE MOST PROFITABLE BUSINESS TODAY

The following books tell you all about the Radio instrument; how to use, manufacture and authoritative data and details relating to wireless instruments in general:

Radio Hook-Ups. By M. B. S. (including postage).....	\$1.00	How to Make Commercial Type Radio Apparatus. By M. B. S. (including postage).....	\$1.00
Radio Design Data. By M. B. S. (including postage).....	1.00	Wireless Telegraphy and Telephony Simply Explained. By A. P. M. (including postage).....	1.75
Construction of New Type Trans-Atlantic Receiving Set. By M. B. S. (including postage).....	1.00	Experimental Wireless Stations. By P. E. E. (including postage).....	3.25
Construction of Radiophone and Telegraph Receivers for Beginners. By M. B. S. (including postage).....	1.00	A. B. C. of Vacuum Tubes Used in Radio Reception. By E. H. L. (including postage).....	1.25

Send cash with order for one or a complete set of books. They mean a new opportunity to make money. You will not only find these books valuable to yourself but a source of profit, as Radio fans everywhere will want them.

WESTERN RADIO INSTRUMENT SUPPLY CO. 145 West 41st Street, New York, N. Y.



Rosa and Carmela Ponselle! That's enough to sell any record to real music-lovers. "O Sole Mio" (My Sunshine) is the new Ponselle record for May. Order it. 49983.

Columbia Graphophone Co. NEW YORK

MUSICAL SHOW AND EXPOSITION

Display of Ancient and Modern Musical Instruments to Be Feature of Exhibition to Be Held This Month Under the Auspices of the Caruso American Memorial Foundation

The Caruso American Memorial Foundation is arranging a Musical Show and Exhibition to be held under its auspices at the Canessa Galleries, 1 West Fiftieth street, April 24 to May 6, according to announcement by John Aspegren, chairman of the executive committee.

The purpose of the exhibition will be to demonstrate the development of American musical arts and crafts and to augment the Foundation's national endowment fund now being raised to assist needy and talented students of music and to promote the cause of music in America. The use of the Canessa Galleries has been donated and many priceless art objects have been loaned by Amedeo Canessa, art collector. Noteworthy examples of the primitive and modern musical arts and crafts are being assembled by the executive committee of the Foundation, which has headquarters in the Woolworth Building. These will include rare examples of the craftsmanship of the instrument makers of several centuries ago and types of the earliest as well as the most up-to-date musical devices. Some of the leading American makes of musical instruments, including pianos, string instruments, brass instruments, woodwinds, etc., will be exhibited, it is stated.

There will be addresses by recognized authorities on music and concerts each afternoon and evening and prominent artists will contribute their numbers. The proceeds from the exhibition will go to the fund. Among the officers and members of the committee who are co-operating in the plans for the exhibition are: Paul D. Cravath, Otto H. Kahn, Mrs. Helen Hartley Jenkins, Felix M. Warburg, Dr. Antonio Stella, Walter Damrosch, Calvin G. Child, O. G. Sonnek and Stefano Miele.

F. A. Ende, New Bremen, O., has sold his Victrola and jewelry store to Melville Laut.

THOMAS M'CREEDY WITH UNIT CO.

Becomes District Manager Covering New York and New England Territory, With Headquarters at 299 Madison Avenue, New York

PHILADELPHIA, Pa., April 8.—The Unit Construction Co., of this city, manufacturer of Unico equipment for the talking machine wareroom, has announced that Thomas McCreedy, who has for the past five years represented the Victor Talking Machine Co. in the Greater New York District, has become affiliated with this company as



Thomas McCreedy

district manager. He will not only have jurisdiction over Greater New York territory, with headquarters at 299 Madison avenue, but will also from these headquarters cover the New England district. Mr. McCreedy needs no introduction to the trade and it is not hard to predict great success in his new work in the sales of Unico equipment. In addition to Mr. McCreedy's Victor experience he has had broad experience in the advertising field, which makes his service to the dealer of more than ordinary value.

B. E. BEMIS JOINS BRUNSWICK CO.

The New York office of the Brunswick-Balke-Collender Co., phonograph division, is making an intensive drive in metropolitan New York for Spring and Summer business. The Long Island territory is to be thoroughly covered with splendid advertising where it is expected the influx of Summer residents will swell up Brunswick sales.

E. A. Strauss, general manager of this branch, just announced that B. E. Bemis, a well-known talking machine man, who formerly was connected in the talking machine business in New England, has been appointed Brunswick representative for Long Island territory.

NEW PANHELLENION CO. QUARTERS

Recording Headquarters Now Located at 48 West Thirty-ninth Street—Some Recent Releases

The headquarters of the Panhellenion Phonograph Record Co., Inc., has been moved from West Fourteenth street to 48 West Thirty-ninth street, where the offices and recording laboratories have been established. This company has long made a specialty of recording in the Greek language and has built up a reputation with the quality of these recordings. Regular monthly releases are a part of the plan of the organization and the latest release contains six double-faced discs, four in ten-inch size and two in twelve.

The following appear in the ten-inch size: 330 "Balatta," from "Rigoletto," and "La Paloma" (tenor solos), by G. Kanakis; 329 "Tosca," "The Girl of the Waves" (tenor solo), by G. Kanakis; 326 "Masca," "Mob of Athens" (soprano solo), by Mrs. Bibi, and 323 "Comical Monologue—Part I," "Comical Love," by H. Syllas. The twelve-inch selections include: 8030 "Comical Monologue—Part II," "Comical Monologue—Part III," by H. Syllas; 8029 "Smyrnie Politises," "Hanoumi Mou" (soprano solos), by Mme. Koula.

LOUIS STERLING ARRIVES

London Representative of Columbia Co. Here to Confer With Officials Regarding Policies for the Coming Year—Heads British Association

Louis Sterling, managing director of the Columbia Graphophone, Ltd., London, England, and in charge of the European interests of the Columbia Graphophone Co., arrived in New York recently on the "Mauretania" for a stay of several weeks. Mr. Sterling is conferring with the executives of the company regarding plans and policies for the coming year.

Upon his arrival Mr. Sterling was congratulated by his associates upon the fact that he was recently elected president of the Federation of British Music Industries. This is the most important and influential organization in the music industries of Great Britain as it includes in its members manufacturers of musical instruments of every description. Mr. Sterling's election is a great honor, in view of the fact that the election of an American citizen to this important position is very unusual.

Advertisement for BRILLIANTONE SUPERIOR STEEL NEEDLES, featuring the text 'The Largest Selling Talking Machine Needle in the World' and contact information for the Steel Needle Co. of America, Inc.

Advertisement for ACME-DIE CASTINGS, listing materials like ALUMINUM-ZINC-TIN & LEAD ALLOYS and providing contact information for Acme Die-Casting Corp. in Boston, Rochester, Brooklyn, N.Y., Detroit, and Chicago.

JOBBER:

CABINET & ACCESSORIES CO.,
145 East 34th St.,
New York, N. Y.

IROQUOIS SALES CO.,
210 Franklin St.,
Buffalo, N. Y.

E. B. SHIDDELL,
142 Berkeley St.,
Boston, Mass.

WALTER S. GRAY CO.
942 Market St.,
San Francisco, Cal.

DAVENPORT PHONO. & ACCESS. CO.,
217 Brady St.,
Davenport, Ia.

UTICA'S GIFT & JEWELRY SHOP,
Utica, N. Y.

J. R. POLK FURN. CO.,
294 Decatur St.,
Atlanta, Ga.

VOCALION CO. OF OHIO
Cincinnati, O.

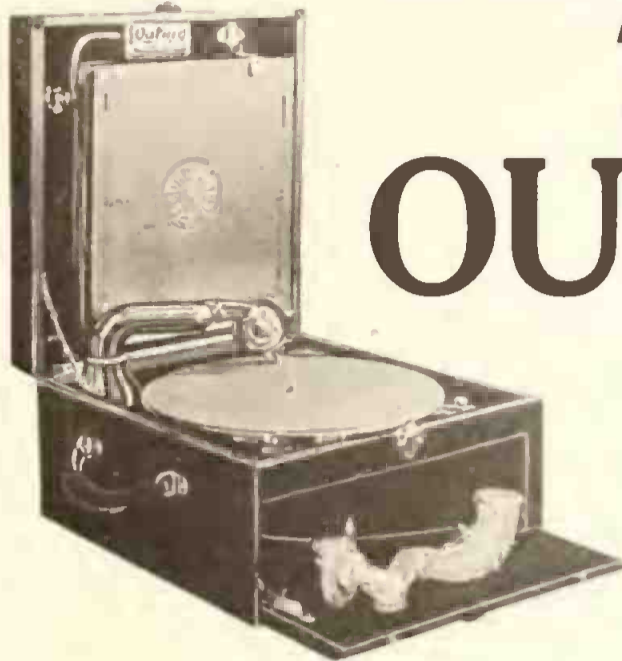
VOCALION CO. OF OHIO
Cleveland, O.

BURNHAM, STOEPEL & CO.,
101 East Larned St.,
Detroit, Mich.

WM. ANDERSON PIANO CO.,
79 Eighth St., South,
Minneapolis, Minn.

GEO. C. ULRICH & CO.,
718 Lincoln Bldg.,
Philadelphia, Pa.

CANDIOTO PIANO CO.,
120 So. Limestone St.,
Lexington, Ky.



The OUTING

Perfection
in a
Portable
Phonograph

Size: 8 in. x 14 in. x 15 in.
Weight: Complete, including album,
22 lbs.

The OUTING is the most complete and up-to-date portable phonograph ever made.

It is unique and attractive in design.

Superior tone quality.

Built to give years of satisfactory service.

Dealers in territories where jobbers have not yet been appointed will be given full details as to source of supply by communicating direct with us.



Dealers in Mexico and Cuba should send orders and inquiries to

R. C. ACKERMAN
291 East 162nd Street New York, N. Y.

Foreign Export:—CHIPMAN LIMITED

8-10 Bridge Street New York City
Cable Address, CHIPMUNK, New York

THE OUTING TALKING MACHINE CO., Inc.

A. J. COTÉ, *President*
MT. KISCO, N. Y.

VICTOR STORE IN ALLIANCE SOLD

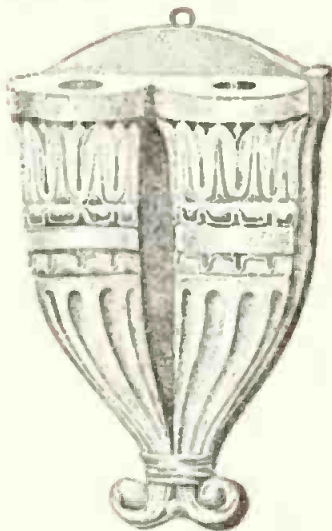
Drake & Moninger Co. Sold to J. H. Johnson Sons—East Liverpool Store Also Sold

ALLIANCE, O., April 11.—The sale of the Alliance store of the Drake & Moninger Co., exclusive Victor shop, to J. H. Johnson Sons was approved Tuesday in the Common Pleas Court at Canton. The company went into a receivership on its own application, the petition setting out that difficulty in collecting book accounts has made it impossible for the company to operate successfully.

The East Liverpool store of the same concern, also carrying a large line of talking machines, was sold this week to William and John Moninger and in the future will be known as Moninger Bros Co.

The experiences of other successful merchants, as set forth in the trade papers, can be made to pay big dividends to the progressive dealers who intelligently take advantage of their opportunities.

Sanozone Vases



Keep the demonstration rooms fresh and attractive.

Three designs—one of the Victor trade mark made especially for the Victor retailer.

A wide variety of perfumes available. Write for our 100-page encyclopedia containing illustrations and prices of

- Outing Portable
- Sprytone Portable
- Plymouth Portable
- Stewart Portable
- Standard Portable
- Jones Motrola
- Recordola
- Attachments for Edison, Victor and Columbia.
- Albums and Album Sets
- Bubble Books
- Cabinets, Record and Roll
- Record Carrying Cases
- Corrugated Boards
- Moving Covers
- Dust Covers
- Dancing Toys
- Envelopes, Record Delivery
- Stock and Supplement
- Geer Repeaters
- Needles, Steel and Tungsten
- Fibre Needle Cutter
- Display Fixtures
- Record Lights
- Lubricants
- Motors
- Nameplates
- Piano and Duet Benches
- Player-Piano Cleaner
- Polishes
- Record Cleaners
- Tonearms and Sound Boxes
- Springs
- Strings

We are distributors for the Gold Seal \$1.00 repeater—the biggest selling accessory.

The Cabinet and Accessories Co.

Incorporated

OTTO GOLDSMITH, Pres.

145 East 34th St.

New York

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS	CASTINGS	TURNABLES	Stylus Bars
TONE ARMS	Grey Iron	MOTOR FRAMES	Screw Machine Parts
REPRODUCERS	and Brass for	TONE ARMS	Talking Machine Hardware
		HORNS and THROATS	

Direct Quantity Importations On { JEWEL and STEEL. (Bulk or Packed)
PHONOGRAPH NEEDLES
GENUINE RUBY BENGAL MICA

D. R. DOCTOROW

Vanderbilt Ave. Bldg.
51 East 42nd Street, New York
Tel. Vanderbilt 5462
Murray Hill 800

IMPORTANT EDISON ANNOUNCEMENT

Substantial Reduction in Prices of Several Models of Phonographs

ORANGE, N. J., April 13.—Thos. A. Edison, Inc., has announced a reduction in price of several models which were not included in the announcement made last month. The new reductions are as follows: Eighteenth Century English console type, \$500; reduced to \$375. Italian Umbrian console type, \$500; reduced to \$350. Louis XIV upright type, \$350; reduced to \$295.

TALKING MACHINE LURES SEALS

Oxford University Scientists Find That Music Makes Seal Hunting Easy

The talking machine long ago found a definite place for itself in the Arctic as a medium for providing entertainment for explorers during the long watches in the Land of the Midnight Sun. Brown, Binney and Paget Wilkes, Oxford University scientists on an exploration trip to the Island of Spitzbergen, found that the talking ma-



Using the "Talker" as a Decoy
chine not only provided entertainment for humans but made an excellent decoy for seals, who came up in great numbers to see where the music came from and paid for their curiosity with their lives.

In view of the success met with by the Arctic explorers by capturing seals with music we may soon see the city man arm himself with a portable talking machine and go out for the purpose of getting the makings of a sealskin coat for friend wife without paying the tariff demanded by the fur dealers. Just what sort of music appeals most to seals, whether jazz or symphony, is not stated.

COLUMBIA TRADE IN PITTSBURGH

S. H. Nichols, Manager of Pittsburgh Distributing Office, States That Industrial Chaos Is Retarding More Rapid Betterment

PITTSBURGH, Pa., April 7.—S. H. Nichols, manager of the local offices of the local Columbia Graphophone Co., reports trade conditions as showing a very satisfactory improvement. He expressed the opinion that just as soon as the coal strike flurry has been cleared and the industrial plants of the Pittsburgh district get on a more normal operating basis sales of the Columbia line will show a marked gain. Mr. Nichols said: "We are pleased with what we have accomplished with the Columbia Grafonola here and we believe that the possibilities of the field are unlimited and that the real live-wire dealer in the Columbia line will reap an abundant harvest if he sows the right kind of (sales) seed."

The fellow who refuses to let go, no matter how bad things seem to be, is bound to come out on top. This applies to salesmen.

THE RETURN OF WAR TAXES

George W. Pound Issues an Opinion Covering That Important Question

George W. Pound, general counsel of the Music Industries Chamber of Commerce, has offered the following opinion regarding the return of war taxes on pianos, talking machines, etc., sold prior to January 31, 1922, and returned after that date.

Pianos, phonographs, player-pianos and other musical instruments subject to special tax under the Revenue Act of 1918, which were sold prior to January 1, 1922, and upon which such tax was paid, and which instruments were afterward returned and the sale and tax rescinded, are free from such tax.

In such cases the manufacturer may rescind the sale, refund or credit the purchase price and the war tax.

He may then file claim with the department for the refund of such tax so returned by him to the purchaser of the instrument. See Form 843 for this purpose.

RECORD SALES INCREASING

Columbia Branch in Detroit Reports Steadily Growing Business in Records and Machines

DETROIT, MICH., April 3.—The Detroit branch of the Columbia Graphophone Co. has shown a decided increase in record sales during the past month, and with the aid of the special advertising campaign in the various newspapers in this territory the branch also succeeded in closing a substantial Grafonola business. Several new Columbia dealers have been opened in this territory, including Wauseon Music Shoppe, which opened a very attractive store in the Arcade Building, Wauseon, Mich.

Mlle. Erica, a young dancer who substituted for Mae Murray, the popular motion picture star, in her recent production, "Peacock Alley," attracted considerable attention when she danced in the window of the Allmendinger Music Shoppe, Ann Arbor, Mich., Columbia dealer. Mlle. Erica danced to the music of Ted Lewis' Columbia records and was responsible for the sale of many Ted Lewis Columbia records.

VICTOR DEALERS ADD PIANO LINE

Baim Bros. & Friedberg, who have been pushing Victor products exclusively in their three stores in the Brownsville section of Brooklyn, N. Y., recently opened a piano department, in which the Wissner line is featured.

The Latona Talking Machine Co., of Evansville, Ind., has been incorporated.

DOLBEER REVIEWS TRADE CONDITIONS

Improving Trend Apparent Throughout the Country, Despite Strike Interruptions

Frank K. Dolbeer, manager of the traveling department of the Victor Talking Machine Co., who naturally keeps in close contact with the business situation and prospects throughout the country, sees many reasons for optimism regarding trade developments, and his viewpoint is well outlined in the following letter sent recently to the various members of his staff. Mr. Dolbeer bases his opinions upon carefully weighed facts, and they are thus worthy of particular attention. In his letter he said:

"Reports continue to be received from almost all sections of the country indicating improved general conditions. A Des Moines newspaper makes the following statement: 'Corn has gone up 65 per cent since the first of last November, oats are up over 300 per cent, hogs have had a radical advance. Iowa is again beginning to feel the old-time prosperity.

"On the 60 per cent of the corn crop, which is estimated as still remaining on the farms of Iowa, the advances of the last ninety days give this corn an additional value of over \$54,000,000, and the increase in hogs, oats and other items would amount to far more than that. Iowa is back on its feet."

"Additional information received in bank reports from Kansas City and Minneapolis make strong comment upon the generally improved conditions in those localities, making special mention of the increase in money now lying idle in the banks, and this so-called idle money will be put to use in the very near future.

"The upward trend in the prices of corn, wheat and hogs will give the farming sections additional spending money and our distributors and dealers should benefit materially from this.

"The National City Bank of New York, in its March report, states: 'The business situation has been brightened decidedly by the rise of farm products which has taken place in the last month. This advance is of greater significance than any other development that has occurred since the prices of farm products broke in the Fall of 1920. It is the first burst of real sunshine and as such in marked contrast with the artificial variety which has been rather laboriously disseminated by cheerful people who have thought nothing was required but that everybody should smile at each other.'

"The feature which may disturb general business is the coal strike, which started on April 1, but in discussing this with people who are in touch with the situation they believe that this is the opportune moment for such a strike and that the benefits to be derived will be far in excess of the trouble that may be caused."

AN INTERESTING EXPERIMENT

Otto Goldsmith, president of the Cabinet & Accessories Co., recently performed an interesting experiment in recording by wireless at the headquarters of the company, 145 East Thirty-fourth street, New York. The Cabinet & Accessories Co. is a distributor of the Recordola and has lately added radio sets made by the A. C. Gilbert Co., of New Haven, Conn. An A. C. Gilbert set has been installed at the headquarters and the other evening when the New York Evening Mail was broadcasting the opera, "La Traviata," Mr. Goldsmith conceived the idea of recording the sound on the Recordola. While it was only an initial experiment and, therefore, subject to improvement, the results were indicative of interesting developments.

Mr. Goldsmith recently returned from an extensive trip through the Long Island territory of about a week's duration. He reported considerable activity among retailers on the island and a general expectation of future good business. An example of the progressive spirit is to be found in the retail establishment of Geller & Seldim, which is occupying a new large corner location in Rockville Centre, which has been thoroughly decorated and equipped.

"DA-LITE" ELECTRIC DISPLAY SERVICE EXCLUSIVELY FEATURING Victor Records



THE SERVICE costs \$6.00 per month and consists of four artistic hand-colored panels, or fronts, featuring records selected through information obtained from over fifty wholesale distributors and delivered to you each month before the records are released.

These panels are used in our "DA-LITE" ELECTRIC DISPLAY, which we sell you at \$15.00, which is the wholesale price. All of the leading VICTOR DISTRIBUTORS have this display installed in their salesroom for your inspection and will advise you to order the service if you desire to increase your sale of records.



A NEW FEATURE—SELLING OLD RECORDS

The special panel for the old record No. 18721, "HONOLULU EYES," has proven a success. Dealers using the panel have sold out or greatly reduced their stock. This month we feature No. 18744, "UNDERNEATH HAWAIIAN SKIES." Our display will "clean up" the stock of one old record every month and also feature the new records. The Special Panels cost \$2.50 each.

Write for Our Descriptive Circular Which Gives the Logical Reason Why Our Display Sells Records

"DA-LITE" ELECTRIC DISPLAY COMPANY
116 NORTH ERIE STREET TOLEDO, OHIO

A NEW DANCE CRAZE STUMBLING

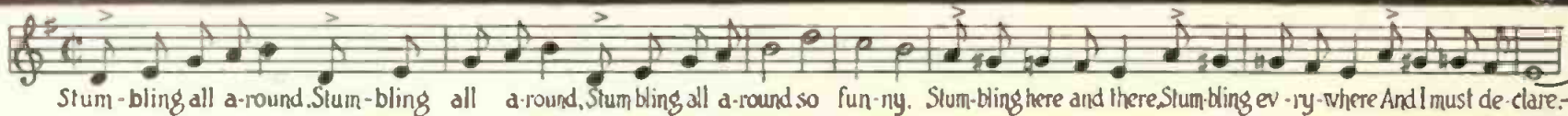


By
ZEZ CONFREY

A FOX TROT ODDITY

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

HEAR IT NOW



Stum-bling all a-round. Stum-bling all a-round, Stum-bling all a-round so fun-ny. Stum-bling here and there, Stum-bling ev-ry-where And I must de-clare.

DISMISSAL IN VICTOR VS. BRUNSWICK TONE-ARM SUIT

Judge Sessions in U. S. District Court, Grand Rapids, Mich., Dismisses Bill of Complaint of the Victor Talking Machine Co. Against the Brunswick-Balke-Collender Co. Charging Patent Infringement

On November 1, 1920, the Victor Talking Machine Co. filed suit against the Brunswick-Balke-Collender Co. in the United States District Court at Grand Rapids, Mich., alleging that the Brunswick tone-arm and sound conveyor infringed claims 2 and 42 of Letters Patent No. 814,786 and claims 7 and 11 of Letters Patent No. 814,848, both granted March 13, 1906, to the Victor Talking Machine Co. as the assignee of Eldridge R. Johnson, president of that company.

The Victor Co. followed the filing of its bill with a motion for a preliminary injunction against the Brunswick Co. to which the latter responded by reply affidavits. Both parties appeared by their counsel on the day appointed for the hearing of this motion before Judge Clarence W.

Sessions, United States district judge, who very shortly expressed his refusal to pass upon such a motion and immediately set the case down for trial beginning January 24, 1921.

The trial continued for a week in open court with sound experts and patent experts appearing as witnesses for both parties. Subsequently the case was argued by counsel before Judge Sessions on March 12, 1921, and printed briefs were filed and the court took the case under advisement. After full consideration Judge Sessions, on April 5, 1922, decided that the Brunswick machine does not infringe the Victor patents in suit and has ordered the bill of complaint dismissed with costs assessed against the Victor Co.

NEW SONORA VICE-PRESIDENT

S. O. Martin Elected to Important Office—Well-known in Industrial and Commercial Circles

S. O. Martin, formerly an executive of the American International Corp., New York, one of the country's greatest industrial organizations, has been elected first vice-president of the Sonora Phonograph Co., Inc., New York. Mr. Martin, who is widely known in business circles, was in charge of the American International Corp.'s commercial research and investigation department, and in this important post he was in intimate touch with a great many prominent industrial concerns. He brings to the Sonora Phonograph Co. a wealth of executive and demonstrative ability that makes him a valuable addition to the Sonora personnel.

NEW VICTROLA BOOK OF OPERA

Sixth Edition Represents Entirely New Work and Is Most Complete of Its Kind

The Victor Talking Machine Co. has just announced the sixth edition of "The Victrola Book of the Opera." The new edition does not represent a revision of the earlier editions, but is a book that has been completely rewritten and is one of the most complete works of its kind. The new book contains stories of more than 100 operas, with summaries of their history, musical quotations, critical and explanatory material. Correct pronunciations are given to the names of operas and operatic characters and all the stories are told in clear, concise English. A new and attractive cover design of gold, embossed on a red background, has been provided for the new edition.

CONCERT INCREASES EDISON SALES

NEWARK, N. J., April 10.—A recent "tone-test" recital in which the Edison was featured by the Edison Shop here resulted in much worthwhile publicity and several sales for that concern. Walter Chapman, pianist; Mary Morrisey, contralto, and Harold Lymie, flutist and saxophonist, entertained the large audience which appeared at Wallace Hall for the recital.

The Victor talking machine department of Woodward & Lothrop, Washington, D. C., has been greatly enlarged.

SIMPLEX EXECUTIVE IN NEW YORK

Harry Farmer, of Simplex Electric Phonograph Motor Co., Visits New York—Arranges for Another Factory—Montreal Plant Working to Capacity

Harry Farmer, of the Simplex Electric Phonograph Motor Co., Montreal, Can., was a visitor to New York last week in connection with various matters incidental to the manufacture and distribution of this electric motor. While here Mr. Farmer started negotiations with the object of opening a New York factory.

Through an error in the layout of the advertisement used by the Simplex Electric Phonograph Motor Co. in the March issue of The World an address was given which implied that

the company had already opened a New York factory. Mr. Farmer's visit to New York, however, straightened out this error and he has communicated with the talking machine manufacturers suggesting that they address all inquiries to the company's executive offices, at 321 Bleury street, Montreal.

Mr. Farmer states that the Simplex electric phonograph motor has been enthusiastically received throughout Canada and inquiries from manufacturers in the United States evidence a keen interest in this motor generally. Production is being rapidly increased at the Montreal factory and the plant in New York will enable the company to give efficient service to American manufacturers.

SONORA OFFICERS VISIT FACTORY

Jos. Wolff and S. O. Martin, vice-presidents of the Sonora Phonograph Co., Inc., New York, spent last week at the Sonora factory in Saginaw, Mich., where they conferred with the factory executives relative to "speeding up" production.

Ed Hewitt, of Tipton, Ind., has purchased the talking machine business formerly operated by Forrest Worrell in that village.

The stock of the Paris Phonograph Shop, of Plainfield, N. J., was recently damaged by fire.

We Have It!

A HIGH-CLASS TABLE MACHINE AT A PRICE THAT SELLS



Mahogany, 16x16x10, Double Spring, Universal T. A. Back Casting and Metal Horn
Sample Price to Dealers Now—\$12.50
Send for Sample To-day
Phonographs and Accessories, Repair Parts for All Makes.
Best Steel Needles of American Manufacture at 30c. per N.

FULTON TALKING MACHINE CO.
253-255 Third Ave., New York City
Between 20th and 21st Streets

Did you see and read the insert facing page 66?

Announcing The Diamond Juvenile Console

"A Diamond Product"

HERE is a brand new idea that opens up to the phonograph dealer an untouched and fertile field of profit. The Diamond Juvenile Console gives you the basis for a really active juvenile department. A highly practical, good-looking, strongly constructed and long-wearing real musical instrument for children.

Snapped up by dealers wherever shown. Present production sold. New orders can be shipped about June 1st in time for Summer business.

A Real Musical Instrument for Children

Cabinet:—Durable Diamond construction throughout. Made from selected veneers and hardwoods. Built with infinite care by experienced cabinet makers. Height, 24 inches; width, 14 inches; length, 28 inches.

Finish:—Enameled in French Blue and Ivory. Washable finish. Blue silk grille.

Motor:—Heineman motor—cut gears—cast frame—fully guaranteed—removable motor board.

Tonearm:—Die cast—nickel plated—Artols reproducer.

Turntable:—Special 9-inch felt faced—plays all records, 10-inch or smaller. Particularly adapted to all children's records, including Bubble Books.

Altogether a Real Talking Machine

Handsome Profits

List Price.....\$25.00

6 Machines or over...\$15.00

Less than 6.....\$16.50

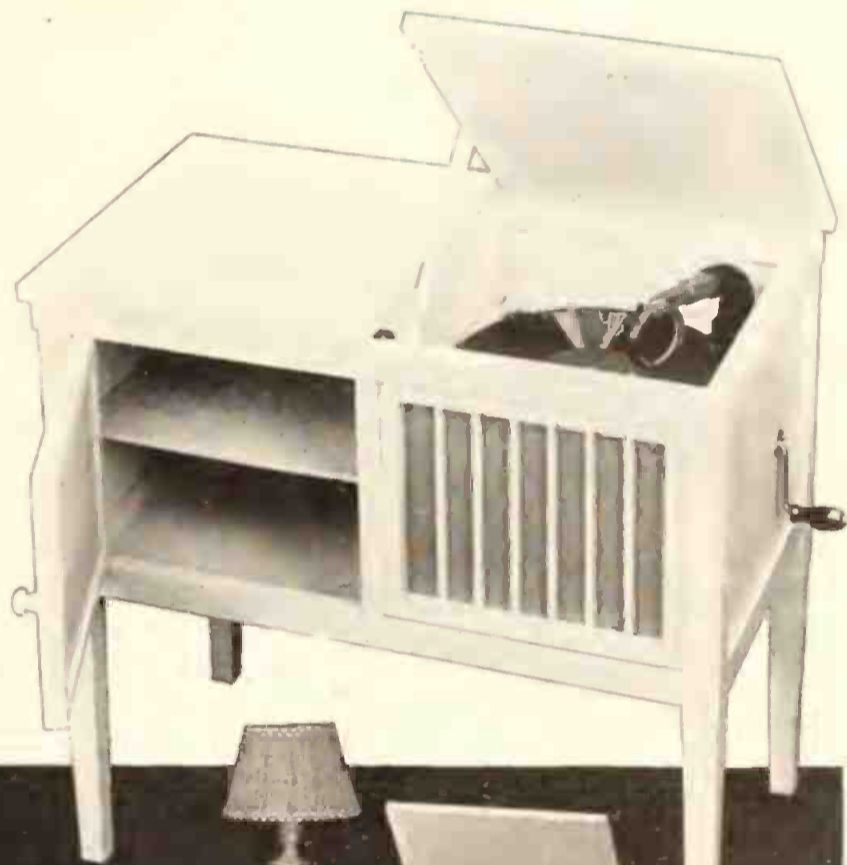
All prices F. O. B. Oswego, N. Y.

*A Few Good Territories
Still Open to Jobbers*

Live Jobbers will do well to get in touch with us immediately before all the best territories are awarded.

THE DIAMOND PRODUCTS CORP.

25 West 43rd St., New York
Factories—Oswego, N. Y.



Juvenile Furniture set shown in photograph especially designed for Children's booths and window display. Shipped complete (6 pieces) \$17.50 — F. O. B. Oswego — New York.

My own Mach-ree's Lul-la - by, ————— Each time I hear it I sigh, ————— For it car-ries me back to the tum-ble downshack.

MY MACHREE'S LULLABY

You can't go wrong
With any FEIST song

HEAR IT NOW



Most Modern of Phonographs Latest Improvements

The *Modernola* Newest Model

Beautiful in Appearance
Substantially Built
Marvelously Faithful Tone

That describes the newest model of the highest type of Phonograph—The Modernola. It is an instrument that readily sells itself.

Furnished in Solid Mahogany and Solid Walnut No Veneer

The New Management Announces:
That there is some very valuable territory open and offers a very attractive proposition. Remember, we operate a thoroughly equipped plant with excellent production and are an established concern. The Modernola is the only new and improved phonograph on the market. Why not write to-day for full particulars?

Address
THE MODERNOLA COMPANY
JOHNSTOWN PA.

Eastern Representatives
THE MODERNOLA SALES CO., INC.
Geo. Seiffert, Pres.
Offices: 929 Broadway,
New York City



REGINA CO. REORGANIZED

Concern Incorporated and Officers Elected—Prominent Men Interested—To Pay Off the Preferred Creditors Before May 10

At a meeting of the creditors of the Regina Co., held at the office of the Referee in Bankruptcy on March 27, the referee approved a plan for the purchase of the assets of the company by the Creditors' Committee. The plan was carried out and the Regina Corp. was chartered under the laws of the State of New Jersey with a capital of 10,000 shares of no par value stock, for the purpose of taking over the assets and business of the Regina Co.

It was the original intention of the committee to issue a share for each dollar of indebtedness. It was found, however, in order to carry out this plan, the fee of the Secretary of State would have been in excess of \$10,000. It therefore was decided to have fewer shares and issue one share for each \$100 of indebtedness. This necessitates there being fractional shares, but it was held that this is not objectionable.

An organization meeting of the new company was held and the following officers and directors elected: W. L. Desnoyers, president; C. M. Cubbison, vice-president; Eugene F. E. Jung, secretary and treasurer; James F. Shaw and E. F. Fretz, directors.

Of the above, Mr. Fretz is president of the Light Manufacturing and Foundry Co., at Pottstown, Pa., and was the largest merchandise creditor and was on the Creditors' Committee. Mr. Jung also is on the Creditors' Committee and is by profession a statistician and economic expert. Mr. Shaw is of the banking house of Knauth, Nachod & Kuhne. Mr. Cubbison is a sales manager of large experience and will take charge of the sales of the new company. Mr. Desnoyers has been acting as receiver and his training and experience in reorganization work should be of value to the company.

The following trustees were appointed: W. L. Desnoyers, John Bernhard and D. L. Murphy. These have qualified and will superintend the winding up of the affairs of the old Regina Co.

It is expected that between now and the tenth of May it will be possible to pay off all preferred claims, liquidating expenses, etc., and the company will then be prepared to send a statement to credit agencies and to its stockholders.

Bronislaw Huberman, the distinguished violinist and Brunswick artist, will give his fourth and last New York recital at Aeolian Hall on April 22. An interesting program has been arranged.

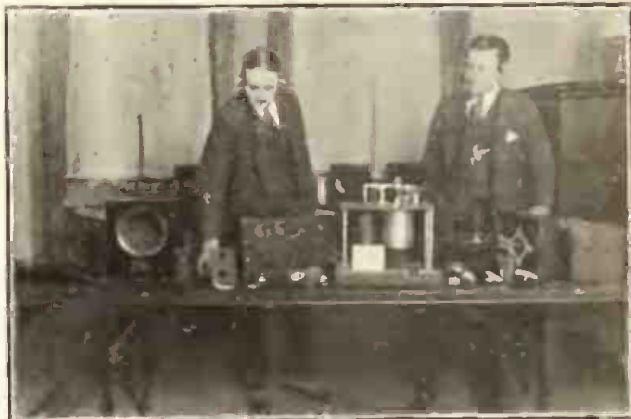
The old-fashioned "storekeeper" waited for customers to enter his store. The progressive business man of to-day overcomes competition by enticing people to his establishment by advertising, superior service, window displays, etc.

POPULAR RADIO SHOW EXHIBIT

Loyd Wireless Telephone Corp. Exhibits Firth Product—Herbert E. Brennan Now an Officer of Company—Distribution Plans Completed

At the Radio Show, which was held recently at the Hotel Pennsylvania, New York, one of the most popular and attractive exhibits was the booth of the Loyd Wireless Telephone Corp., New York. Herbert E. Brennan, who was one of the most popular members of the talking machine trade, is secretary and treasurer of the Loyd Wireless Telephone Corp. and is in charge of sales, having been elected an officer a few weeks ago.

Mr. Brennan has closed a number of very important deals in connection with the distribution



P. A. Wilkinson and H. E. Brennan of the Firth product, and full details will be announced in a few weeks. The talking machine trade will be an important factor in his distribution, as Mr. Brennan's thorough knowledge of the talking machine industry will enable him to cooperate with this trade to excellent advantage. At the Radio Show P. A. Wilkinson, vice-president of the Loyd Wireless Telephone Corp., together with Mr. Brennan, introduced Firth product to the many thousands of visitors who were keenly interested in the distinctive qualities of these wireless outfits.

NEW HOME FOR PATHE SHOP

COLUMBUS, O., April 11.—Announcement is made that the Pathé Shop is now located at 236 South High street with the Thomas Furniture Co. In the new quarters twice the former floor space is at the disposal of the store.

Some merchants are too conservative and others are reckless in the conduct of their business. The first retards growth and the second leads to failure. The happy medium, lying between the two, will increase the chances of success.

Claire Dux, the noted Brunswick artist, scored a great success at her second song recital at Carnegie Hall on April 8. She was assisted by Richard Hageman, pianist.

OTTO HEINEMAN RETURNS HOME

President of General Phonograph Corp. Returns With Optimistic Reports From European Trip—Talking Machine Industry in Germany and England Greatly Improved—General Outlook Gives Convincing Reasons for Optimism

Otto Heineman, president of the General Phonograph Corp., arrived in New York on Friday, April 7, on the steamer "Aquitania," after spending several weeks abroad. Mr. Heineman



Otto Heineman

was accompanied on this trip by A. G. Bean, president of the General Phonograph Mfg. Co., Elyria, O., and vice-president of the General Phonograph Corp. While Mr. Heineman's trip was ostensibly a combination business and vacation journey, he forgot the vacation part as soon as he arrived on the other side and spent the greater part of his time acquainting himself with business conditions in England and Germany.

In a chat with The World Mr. Heineman commented upon his trip as follows: "Conditions abroad are very much improved, especially in the phonograph industry in Germany. While prices of talking machines and records have been lowered here, they have been increased proportionately in Germany. This has proven a wise move, as the cost of raw materials has advanced steadily and the new prices were therefore absolutely necessary.

"I was gratified to find that the talking machine business in England had greatly improved since my last trip and all factors of the talking machine trade throughout Great Britain were optimistic and well pleased with the general outlook.

"The Leipzig Fair was a wonderful exhibition of German industry of to-day and a great many German phonograph manufacturers exhibited at the fair. They displayed nothing new, however, but exhibited standard lines, which are meeting with a ready sale throughout Germany.

"Wherever I visited the hope was expressed that conditions throughout Europe would become more stabilized as the result of the Genoa Conference. It is confidently expected that this conference will go a long way towards settling the Russian situation and as soon as this is accomplished there will be a better feeling throughout every part of Europe.

"Germany is practically bare of raw materials at the present time and as soon as monetary conditions are settled and the industrial situation becomes stabilized that country will unquestionably afford a tremendous field for merchandising exploitation."

SECURES OKEH AGENCY

The Miami Furniture Co., 330 North avenue, Miami, Fla., has recently taken on the Okeh record line through the wholesale phonograph division of the J. K. Polk Furniture Co., Okeh record distributors of Atlanta, Ga.

NATIONAL PHYSICAL CULTURE WEEK

Health Builders, Inc., Start Big Campaign in Connection With This Event—Seek Co-operation of Dealers Throughout the Country

Aiding the talking machine retailer to "cash in" on National Physical Culture Week is a subject that is engrossing much of the attention of R. B. Wheelan, president of the Health Builders, Inc., producers of the Health Builders course of talking machine records, New York. This stated week has been planned by the Physical Culture Magazine with the aid of a committee comprising the names of nationally known people in athletic, civil and governmental circles. From May 1 to 8 has been set aside and the slogan "To Build a Stronger Nation" has been adopted.

Health Builders, Inc., have distributed window signs to the large number of talking machine dealers that carry Health Builders records. In addition there has been prepared an attractive rotogravure window display and the dealers are

being furnished with quantities of "Personal Health Programs" to send out in their mailing lists. In commenting on this week, R. B. Wheelan stated, "When every one is thinking of physical culture there is a wonderful opportunity to sell Health Builders records. Extra effort during this week, I believe, will be well rewarded."

Steady increase of business is reported by Health Builders, Inc. March business was almost double that of February, and April, thus far, is 33 1/3 per cent ahead of March. Two additional offices have been secured adjoining the present suite, which have been attractively fitted up and which greatly increase the facilities. The separate charts hitherto furnished with the course have been dispensed with and in their place a bound book has been substituted, thus eliminating confusion due to misplaced and missing charts.

Constructive criticism is a mighty good thing, provided you direct it at yourself. Other people will not appreciate it.

ATLANTIC
 "WAVES IN EVERY HOME"
TRADE MARK REG.

Receive

List Price	Concerts	Distributors:
\$18	Baseball	<i>Write for</i>
COMPLETE	News	<i>Proposition</i>
	Speeches, etc.	
	<i>With an</i>	

Atlantic Jr.

No Batteries No Electricity required

ATLANTIC INSTRUMENT CO., INC.
 13-21 Park Row New York

Free Inspection Offer



Select the books you want

READERS of THE MUSIC TRADE REVIEW may have the privilege of examining, free, any of the technical books published by Edward Lyman Bill, Inc. Each volume has been written by William Braid White, Technical Editor of The Review. To make these books authoritative, he has drawn not only from his own rich and practical experience of nineteen years, first as a tuner and later as an acoustical engineer, but also has drawn upon the extensive resources at his command by virtue of his affiliation with The Review.

The Edward Lyman Bill, Inc., technical library represents the only books written in English for the men who constitute the piano and player-piano industry of the United States. Each book covers its respective subject clearly and completely. Each volume is the standard work of its particular field. Every one of these books should be in the hands of every progressive man who wants to continue to make the American piano industry the world's leader, both from an artistic and commercial standpoint, as it is today.

These books also should be in every factory, as well as office and retail establishment, for they are first of all practical books, and are real working tools for the man whose success depends so much upon a sound fundamental knowledge of piano and player construction, acoustics, etc.

Modern Piano Tuning

A very comprehensive book covering principles and practices of tuning, regulation of piano action, elementary principles of pneumatics, general construction of player mechanisms, repair of old pianos or player mechanisms. 331 pages, \$2.00.

Theory and Practice of Pianoforte Building

An essential book for every manufacturer, scale draftsman, superintendent, dealer or piano salesman. The only work of its kind in the English language. 160 pages, fully illustrated, tables, diagrams, etc., \$2.00.

Player-piano Up to Date

The best available source in English for player-piano knowledge. Principles of construction, regulation and use of pneumatic mechanisms. Descriptions of leading mechanisms. For salesmen, tuners, repairmen, etc. 195 pages, illustrated, \$1.50.

Regulation and Repair of Pianos and Player Mechanisms

Indispensable for salesmen and executives in piano factories, two books in one, illustrated, tables, diagrams. 158 pages, \$1.50.

Sent you free for five days

Mail This Inspection Coupon

Edward Lyman Bill, Inc.
373 Fourth Ave., New York City.

You may send me on five days' free inspection the book or books I have marked. I will return them to you within five days or remit \$..... in full within ten days.

Name

Address..... City.....

Mark which books you want to see

<input type="checkbox"/>	Modern Piano Tuning
<input type="checkbox"/>	Theory and Practice of Pianoforte Building
<input type="checkbox"/>	Regulation and Repair Pianos and Players
<input type="checkbox"/>	Player-piano Up to Date

ALBUS T. M. CO. LEASES NEW HOME

Well-known Louisville Concern Will Soon Move Into Attractive New Quarters

LOUISVILLE, Ky., April 9.—The Albus Talking Machine Co., dealer in machines, records, cabinets and supplies, 528 Market street, announced recently that it has secured a lease on an attractive store in the Commercial Hotel Building, 408 East Market street. Extensive alterations will be made before the concern moves into the new quarters. The company has been in business here for the past twelve years and features Granby and Strand talking machines, as well as several lines of records, including the Gkeh, Gennett, Emerson and Black Swan.

SERVICE TO SONORA DEALERS

Sonora Jobbers in Greater New York Issuing Handsome Display Signs—Have Direct Sales Value to the Retailer of Talking Machines

Sonora dealers in Greater New York are receiving an exceptional form of co-operation from the Greater City Phonograph Co., New York,



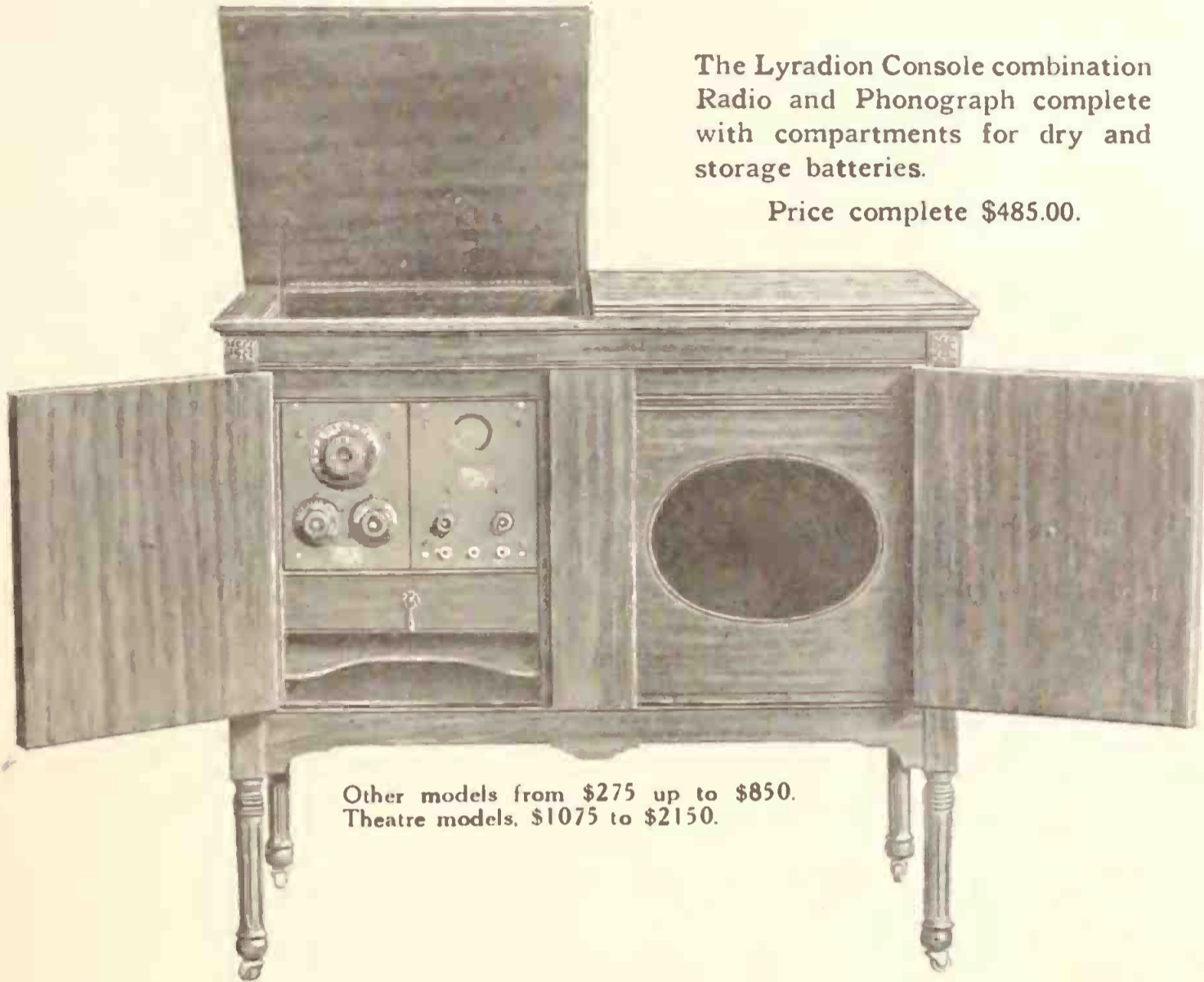
Signs That Are Distinctly Constructive and the Long Island Phonograph Co., of Brooklyn, N. Y., Sonora jobbers in this territory. This co-operation consists of a series of handsome multi-colored window signs, which are furnished to the dealers free of charge.

These signs are changed regularly and Maurice Landay, president of the Greater City Phonograph Co., is personally responsible for the preparation of many of these attractive window signs. In a chat with The World he stated that these signs have proven a direct stimulus to sales and, as they feature something distinctive each month, their sales value can readily be determined. The accompanying illustration shows one of the latest signs featuring the new Imperial and Hepplewhite models of the Sonora, which have been received enthusiastically by the Sonora dealers throughout this territory.

NEW QUARTERS IN LEWISBURG, O.

LEWISBURG, O., April 10.—The Columbia Music Shop recently moved into larger quarters on the Public Square, this city, where a good line of Columbia Grafonolas and records is carried, together with a complete stock of sheet music and supplies. A department of instruction in piano, voice, etc., is conducted in connection with the store. E. Vernon Moore, the manager, is a member of the Avonmoor Entertainers, a popular local organization.

Ada Radel, daughter of M. Radel, proprietor of Radel's Music Shop, 991 Columbus avenue, New York City, Sonora and Columbia dealer, was married on April 8 to Max D. Rosenthal.



The Lyradion Console combination Radio and Phonograph complete with compartments for dry and storage batteries.

Price complete \$485.00.

Other models from \$275 up to \$850.
Theatre models, \$1075 to \$2150.

Here is the new Lyradion Combination— radio and phonograph

All Lyradion outfits contain the remarkable Seabrook "Loud Speaker" horn, which created such extensive comment at the New York Radio Show.

The Lyradion reproduced the music of a dance orchestra 40 miles away so loud that 100 couples danced to it in the Hotel Pennsylvania Grill room on March 9th.

Lyradion upright and console models fitted with non-regenerating wireless receiving sets will be ready for delivery within sixty days—and we are now arranging for jobbing connections as well as dealer representation.

We are also ready to deliver right now upright cabinets which include "loud speaker" and amplifier, and which provide concealed compartments for both wet and dry batteries, switches, and all wire connections.

These cabinets will receive 2 stage Westinghouse R. C. set of which thousands have already been sold. They are completely wired and each terminal tagged—anyone can install his entire outfit in less than 20 minutes.

Owners of radio outfits are complaining of the "mussy" appearance of any outfit that is strewn over tables and

floor—these cabinets are beautiful pieces of furniture and hide every accessory of the outfit. They connect to antennae and ground wires in the same way that an electric-driven phonograph connects to a base plug.

Remember also they include "loud speaker" horn and amplifier—they retail from \$100 to \$150 complete.

Why not sell these cabinets to owners of Westinghouse sets while you are waiting for complete Lyradion outfit? Make a profit on the radio craze right now.

Westinghouse dealers can sell both set and cabinet with all accessories for less than \$275, including tubes, batteries, aerial, etc. If you want the agency for Lyradion "loud speaker" cabinets, combination consoles, or theatre outfits, get in touch with us immediately.

The Dodge Mfg. Co. is a million-dollar concern with an Aaa 1 rating, and stands back of everything we sell.

The complete Lyradion line will be shown in the May issue—watch for it. There is nothing like the Lyradion in America today. It is the instrument for the home, from the standpoint of beauty as well as performance.

LYRADION SALES AND ENGINEERING COMPANY

which is plant 5 of

DODGE MANUFACTURING CO.

Mishawaka, Indiana

Eastern office, 347 5th Ave., New York

Featuring the **MUSICAL** POSSIBILITIES of the **TALKING MACHINE**

[Editor's Note--This is the eighteenth 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.]

REMEMBER THE INSTRUMENTS

During the entire history of music the great voices have held the stage of popular idolatry, while instrumentalists and composers have been relegated to inferior positions, if not entirely neglected. There has always been something about the great vocal parts in opera which has caught the public fancy, from the days of Peri to

those of Verdi and Wagner. The great singer obtains, through intimate association with the mimic world of opera, an amount of garish display which the instrumentalist never can obtain. The result is that, with the unthinking mob of ordinary music lovers, the singer comes first and the rest are nowhere. Translated into terms of the talking machine industry, this simply means that the most easily sold records of high-class music are the records of great voices. A McCormack, a Caruso or a Farrar gains a fortune annually in royalties on his or her recordings, while the finest work of a Kreisler or a Casals attracts comparatively a very small fraction of the popularity the singers so easily gain.

Now, this is a very interesting fact in the talking machine business, and one which the retail merchants ought to consider. For, in point of fact, it is not an advantage but rather a disadvantage that the talking machine should be so much thought of, in respect of its higher manifestations, merely as a reproducer of voices. It is true that the popular side of the recording business is filled with band, orchestra and ensemble recordings of all kinds; but this does not alter the fact that the high-class instrumental recordings do not receive the attention they deserve.

Now, it is not a good thing when the high-class end of a business like ours rests upon one of its manifestations. Unless there is a general interest in all the features which the manufacturers are able to conceive, design and carry out, there will be no encouragement for these manufacturers to continue their good work. They will come to believe that it is not worth while trying to continue the fine work in certain directions which they began so courageously. And they may find commercial reasons for confining their activities to just what will sell most easily. Which would be a pity. It would be a pity from the point of view of the talking machine business in general, which cannot be maintained on a fad or a series of fads.

Pushing the Instrumentals

All of which leads to the observation that the instrumental recordings which are now available in all talking machine catalogs need more pushing than they commonly get. I am not here speaking of the highest-minded, keenest and wisest merchants when I make this observation. On the contrary, I am well aware how, in the great city where I live, there are talking machine retailers who do persistently and successfully play up to the very best and most intelligent trade, who display conspicuously and push persistently the best violin, 'cello, quartet and orchestral recordings. These merchants are wise in thus attracting to their counters those who otherwise might be more or less indifferent to the talking machine. But unfortunately these merchants are but few, and they do not represent a large fraction of the retail community.

I appeal to every talking machine merchant to make a study of the possibilities of the instrumental record side of his business. He will find in it so many fine and new things, so many suggestions for new ideas, so many musical possibilities that he will be both astonished and delighted. There is a general idea that instrumental recordings are not effective, as compared with voices; but this, I believe, is a great mistake. The fact is that the voice is just as difficult an instrument to record as the violin, and, in fact, more difficult on the whole. The art of vocal recording is very much the art of training the singer in the peculiar technique which is called for. Some of the greatest singers have never made good records, and per contra some singers of the second rank have done surpassingly good record work. On the other hand, the violin and the 'cello, to take two prominent examples, lend themselves with the utmost facility to the peculiarities of the recording wax and stylus, so that violinists and 'cellists who have accustomed themselves to the work soon learn to effect splendid reproductions.

Some Marvelous Recording

An excellent example of what I mean is to be found in the wonderful series of three records issued by the Victor Co. reproducing the three movements of the Concerto for Two Violins in D minor, by Sebastian Bach, as played by Kreisler and Zimbalist with string quartet accompaniment. These records represent, to my mind, an extraordinary achievement in the art of recording and, in fact, could scarcely be surpassed in any circumstances. Lest I should be accused of par-



CONNORIZED PHONOGRAPH RECORDS

10-inch DOUBLE DISC

WITH A POPULAR HIT ON EACH SIDE

Durable — Clear Tone — Musical

Your customers will come back for more when they have once heard these records. The latest hits are to be found on the

MAY LIST

- 3065 { I Wonder Blues. Fox-trot.
Inst. { Played by Bailey's Lucky Seven
Pick Me Up and Lay Me Down in Dear Old
Dixieland Played by Bailey's Lucky Seven
- 3066 { By the Old Ohio Shore. Waltz.....Taylor Trio
Inst. { Swannee River Moon. Waltz.....Matts Or-chestra
- 3067 { Rio Nights. Waltz.....Hawalian Quartette
Inst. { Hawaiian Rainbow.....Hawalian Quartette
- 3068 { Old-Fashioned Girl. Fox-trot.
Inst. { Played by Lanin's Dance Or-chestra
Lo-La-Lo. Fox-trot.
 Played by Lanin's Dance Or-chestra
- 3069 { Time After Time. Song.
Vocal { Sung by Geo. W. Ballard—Orchestra Acc
Angel Child. Song.
 Sung by Geo. W. Ballard—Orchestra Acc.

- 3071 { The Herd Girl's Dream.....Taylor Trio
Inst. { Sweet Genevieve.....Taylor Trio
- 3070 { Georgia. Fox-trot.
Inst. { Ray Miller's Black and White Boys
Lonesome Hours. Fox-trot.
 Glantz and His Orchestra

NUDVI DISCHI ITALIAN

- 132 { Il Canto del Cardellino. Mazurka..Banda Siciliana
10 in. { Uccelli in Festa. Polka.....Banda Siciliana
- 133 { Pupilla. Polka.....Banda Siciliana
10 in. { Visioni d'Amore. Waltz.....Banda Siciliana

CONNORIZED MUSIC CO.

ALSO MAKERS OF CONNORIZED MUSIC ROLLS

817 E. 144th St., New York

UNITED MUSIC STORES

PHILADELPHIA

BALTIMORE

tiality, however, let me say that some of the best 'cello music I have ever heard has been by Julius Berger and Henry Hadley in the Okeh edition. And there are others I shall mention some other day which will prove to any reader that there is no monopoly in the art of fine instrumental recording.

I speak, however, of this Bach Double Concerto because it shows what can be done when two artists are content to give the necessary time and patience to achieve a fine permanent result. When so achieved we have a distinct acquisition, something added to the world's store of delights, something which the concert stage scarcely ever gives us and which otherwise at best only dwellers in the largest cities would ever be likely to have the opportunity of hearing. It is so beautiful, so serene, so heavenly, especially in the middle movement, that no person, no matter how untrained, who may possess the slightest feeling for musical expression, can fail to be entranced with it. It ought to sell better than any Caruso record ever made—not because Caruso had not a fine voice, but because no voice is ever so lovely as the tone of lovely violins played by real artists.

Violin Tone Not Spoiled

It is said that the tone of the violin and of the 'cello degenerates during the process of recording. This is not true. The very highest register of the violin undergoes, it is true, a little process of what may be called "scouring," whereby the upper partial tones which give the peculiar tang to the tone of the violin disappear and leave behind them a more fluty tone than one usually hears from a violin played directly to one's ear. But in the case of the 'cello even this very slight defect is not to be heard. Sometimes I think that the 'cello is the finest of all instruments in capacity for recording. Certainly some of the most artistic 'cellists of modern times have recorded their best work. Merchants and salesmen who do not know what is "in" the 'cello ought to come down to the store sometimes on Sundays, or stay during Summer Saturday afternoons when the doors are closed, just to get acquainted with these hidden treasures of their record bins.

Other Instrumental Beauties

Nor is the list to be closed here. There are the beauties of the string quartet, which is just now beginning to obtain the recognition it deserves. There are the many beauties and charms of flute, clarinet, horn and oboe which very few know about outside of such schools as possess and use educational records. And there are . . . but I could go on forever.

The point is just this: There are in every catalog of records dozens of neglected beauties, of hidden delights which the music lovers of each merchant's community would love to know about. But they must be told. Nor can they be told—at least, effectively—unless those who tell them are themselves in sympathy with what they are telling. Did one ever read anything so lifeless, so stupid, so futile as advertising talk on matters musical by a man who is not really in sympathy with the subjects he undertakes to treat?

In a word, if we are to bring out and feature the musical possibilities of the talking machine, let us remember that the obvious, the much advertised are not necessarily the best sellers or the best goods. There is always something in the catalogs on which to make a big selling if only we know enough to dig it up.

OCTAGONAL TONE-ARM IN DEMAND

William Phillips, president of the William Phillips Phono. Parts Co., New York City, manufacturer of tone arms and reproducers, reports a steady improvement in business. He calls particular attention to his octagonal tone arm, which has been in much demand from the time of its initial offering on the market. Mr. Phillips has had excellent results from the advertising campaign on this tone arm which he inaugurated in the columns of The Talking Machine World some months ago. In response to this publicity a large number of inquiries were developed. In most every instance the sample sent resulted in a substantial order.

New "No Warp" record fixture for window display.
Overcomes record displaying difficulties and increases sales.
Wonderfully attractive, highly polished brass, lacquered.
Adjustable solidly to four heights (Not telescope).
Right now! write or wire your order mentioning your jobber.
Price \$2.50. Interesting proposition to Distributors.

Display Fixture Co.

Newark
 N. J.



E. B. SHIDDELL JOINS LOCAL JOBBERS

Well-known Wholesale Man Appointed Manager of Local Okeh Distributing Branch—New Quarters Now Occupied by General Phono. Corp.'s New York Distributing Division

E. B. Shiddell, widely known in the wholesale field in the East and formerly an Okeh jobber in Boston, Mass., has been appointed manager of the New York distributing division of the General Phonograph Corp., which is a jobber of Okeh records in Greater New York territory. Mr. Shiddell brings to his new post an intimate knowledge of every phase of the talking machine business, and under his direction Okeh dealers in this territory will undoubtedly receive maximum service and co-operation.

In order to handle its rapidly increasing business the New York distributing division of the General Phonograph Corp. moves on April 24 from 25 West Forty-fifth street to 15 West Eighteenth street. The ground floor is being

occupied at the new address, and the new quarters offer ample space for handling the requirements of the trade.

RECEIVER FOR JERSEY CITY FIRM

The Huntington-Howells Co., piano and talking machine dealer, at 310 Jackson avenue, Jersey City, has been placed in the hands of a receiver. According to the statement filed in the voluntary bankruptcy petition, the liabilities of the company are \$35,000 and assets are \$1,500.

ELLY NEY'S GREAT SUCCESS

Elly Ney, the famous Brunswick artist, who has scored such a remarkable success throughout the country, gave her final New York recital at Carnegie Hall on April 11 and further demonstrated her ability as a pianiste. Elly Ney, who will sail for Europe on April 15, will return to New York next season for an extended tour.

A Schloss Console for Victrola VI

STYLE VII

WILLIAM & MARY

Mahogany, Walnut
 All oak finishes
 Constructed to hold
 Victrola VI.

34½ in. high
 22½ in. deep
 38 in. wide

Average weight
 crated, 110 pounds.



Manufactured by **SCHLOSS BROS.** (A Corporation)
 801 EAST 135th STREET
 NEW YORK CITY



Two wonderful piano solos by Josef Hofmann. "Maiden's Wish" (Chant Polonais) in G Major and "Butterfly"--"Spinning Song" on one of the new May records. Hofmann records sell themselves. A-6211.

Columbia Graphophone Co.
NEW YORK

NEW OKEH JOBBERS IN NEW YORK

Bristol & Barber Appointed Okeh Distributors Will Institute Aggressive Sales Campaign

W. C. Fuhri, general sales manager of the Okeh record division of the General Phonograph Corp., New York, announced this week that Bristol & Barber, 3 East Fourteenth street, New York, had been appointed Okeh distributors. This concern, which is one of the leading wholesale houses in the East, is planning to inaugurate an intensive advertising campaign, featuring Okeh records, and its sales staff will do everything possible to co-operate with Okeh dealers in metropolitan territory. Okeh records will now have two jobbers in Greater New York, as the New York distributing branch of the General Phonograph Corp. will also serve the dealers in this territory.

ISHAM JONES IN JACKSON, MICH.

The Barnard Music Co., Jackson, Mich., which handles Brunswick phonographs and records, is making much capital of the forthcoming appearance in that city in concert of the Isham Jones Orchestra of Chicago, which will play in Jackson May 19, 20 and 21. In addition to newspaper advertising the company has sent out a number of circulars calling attention to the event.

A petition in bankruptcy has been filed against the Grand Phono & Piano Co., Brooklyn, N. Y.

THE DIAMOND JUVENILE CONSOLE

This Is the Title of a Most Artistic Little Talking Machine Produced by the Diamond Products Corp.—Supplies Big Juvenile Want

The Diamond Products Corp., New York City, whose factories are at Oswego, N. Y., is announcing to the trade this month a small talking machine which is to be known as the Diamond Juvenile console, which it is expected will be received enthusiastically. The machine is built along the same lines as the higher priced consoles of this type, while the motor equipment is of a standard in keeping with the rest of the machine. No effort has been spared to make the machine throughout a quality product, and to inform the trade that it is not a toy but a legitimate machine in every respect. The cabinets are beautifully finished in two colors, French blue and ivory, with appropriate "diamond" designs on the cover, which presents a very attractive appearance.

In conjunction with this Juvenile console the company is manufacturing an entire equipment for a dealer "kiddie booth," which consists of a table, one arm-chair and three regular chairs. The size of this furniture is designed to accommodate children and is finished in the same colors as the console talking machine. The idea of a "kiddie booth" is the result of a thorough investigation of the field by General Manager H. B. Foster, who for some time has felt that a demand existed for this novel feature

of the average talking machine dealer's business.

A special "kiddie booth" in the talking machine dealer's store has many advantages, as it attracts many youngsters with their parents, and it is the idea of this company to show the dealer how a booth of this sort can be used to make real sales; for instance, parents coming in with their children with the intention of buying a talking machine, or even records, can do so in quiet and comfort by placing the children in the care of some one in this "kiddie booth." Oftentimes



Supplies for Special "Kiddie Booth"

when parents are purchasing a large machine the small console type machine can be presented to them and sold for the use of the children, thereby leaving the better machine for the use of adults alone, insuring it against damage by the children.

J. B. Price, Middle Western representative of the company, on his return from an extended trip in this territory, stated that dealers everywhere were very enthusiastic about this little machine and the juvenile furniture designed to go with it. Dealers stated that this was the first combination of this kind ever offered the trade, and that all indications pointed to a very healthy demand. Mr. Price is planning to leave at an early date for another trip, which will take in the Southern States and from there is to spend some time in the States of the Northwest.

Lee Conover, New England representative, is leaving shortly for a trip to the Far West for the purpose of introducing these new products to the trade in that territory, and on his return he is scheduled to visit the New England States, where he is well known and where he expects to build quite a business.

GODOWSKY'S FAREWELL RECITAL

Leopold Godowsky, the noted pianist and Brunswick artist, is now completing his coast-to-coast tour. He will return to New York about May 1 to give his farewell recital at Carnegie Hall on May 3. This will be his first and last concert in New York this year. In fact, this will be his last recital in the United States for several years to come. He will spend June, July and August wintering in South America and from there will sail for the Orient, where he will make an extended tour in China, Japan, India and other Asiatic countries.

Spring Time is Ukulele Time

For the Summer Vacationists

Thousands of your neighbors, boys, girls, men and women, will be going on their vacations soon.

You will lose their Phonograph trade temporarily. Buy NOW and you can sell them instead

Ukuleles	Banjo-Mandolins
Guitars	Tenor-Banjoes
Mandolins	Harmonicas, Etc.

We have the most extensive and finest line of Musical Merchandise in the trade at the very lowest prices.

These instruments will make new friends for you—bring new customers into your store.

Write for our Special List of Summer Specials.



BUEGELEISEN & JACOBSON

5-7-9 UNION SQUARE

NEW YORK



Did you see and did you read the insert facing page 66?

NEW IDEA IN NATIONAL CAMPAIGN

Columbia Advertising in Newspapers Localized and Adapted to Local Conditions—Five Types of Copy in Series—Plan Well Received by Trade

The advertising department of the Columbia Graphophone Co. has just instituted a new idea in Columbia national advertising that is meeting with an enthusiastic reception from Columbia dealers.

The details of this new advertising idea provide for the preparation of five types of copy in connection with the new Columbia record lists. In each type of copy the lists, of course, remain the same, but alongside of the list is placed copy that features dance music, song hits, instrumental opera and concert music, "blues" and sacred quartets and old-fashioned melodies.

THE LATEST BRUNS CREATION

A. Bruns & Sons, Brooklyn, N. Y., manufacturers of the well-known Bruns Maderight talking machine cover, have added another specialty that will appeal to the Victor dealer.

GEO. A. LONG CO. GRANTED PATENT

Cabinet Manufacturer Granted Important Patent —Invention Covers Interior Construction of Long Console Cabinet, Which Is Very Popular

HANOVER, PA., April 7.—The Long Furniture Co., of this city, was granted an important patent on March 28 covering the interior construction of the chamber of the Long Console cabinet, where-in the table machine is placed.

EVELYN M. McCLUSKY RESIGNS

Head of Educational Department of Sherman, Clay & Co., Portland, to Enter New Field

PORTLAND, ORE., April 7.—Evelyn McFarland McClusky, who for the past two years has been connected with Sherman, Clay & Co., has resigned her position and Portland and the State of Oregon have lost one of their most valuable and energetic workers for the advancement of music.

STRAND SETTLED IN NEW HOME

Manufacturers Phonograph Co. Occupies Handsome Quarters—Increased Business Necessitated Removal to Larger Premises

The Manufacturers Phonograph Co., Inc., manufacturer of the Strand phonograph, is now located in its new home on the twelfth floor of the Emmett Building, 95 Madison avenue, New York.

In its new home the Manufacturers Phonograph Co. has ample room for the proper display of the Strand line, which is now complete. This line comprises four handsome console types, together with the Strand consolettes, which are designed to accommodate table machines.

THE SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking oil winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped.



SHELTON ELECTRIC CO., 16 East 42nd Street, New York



HOMOKORD RECORDS

in 35 foreign languages are now available to dealers and distributors in the United States.

Recorded in the native lands by the best-known artists of each country, Homokord Records bring to the American public a distinctive and extensive repertoire of foreign music.

HOMOKORD RECORDS are double-faced and lateral cut. They play on any standard machine.

Constant importations of the newest European selections insure a large and ever-increasing catalog of the latest and best in every language.

Write today for dealer's or distributor's proposition.

HEGEMAN-STEWART CORPORATION

338 Washington Street New York City

Sole Importers and Distributors for the United States



TEAR OFF AND MAIL THIS COUPON TODAY

Hegeman-Stewart Corporation 338 Washington Street New York City

Gentlemen: Please send me your dealer's or distributor's proposition.

Name

Address

I am interested in the following foreign languages.....

DEALERS TELL OF INCREASED RECORD SALES

Installation of Seabrook Concert Grande in Theatres, Backed by Mutual Service, Brings Results That Call Forth High Praise From Dealers—Some Interesting Testimony

MISHAWAKA, IND., April 8.—As announced in last month's issue of *The Talking Machine World*, the Mutual Music division of the Dodge Mfg. Co., of this city, attained phenomenal success with the introduction of its service to talking machine dealers in South Bend, Ind. Kenyon W. Mix, director of this division, who personally supervised all of the details incidental to the installation of the Seabrook Concert Grande in the Blackstone Theatre at South Bend, has received interesting letters from the dealers, testifying to the splendid results that they received from this unique sales and publicity plan.

The C. W. Copp Music Shop, handling Colum-

bia and Okeh products, wrote Mr. Mix as follows, the first letter being dated February 14 and the second letter dated March 2:

"It gives me great pleasure to tell you that the results from playing Okeh records at the Blackstone this week far exceeded our expectations. I was frankly skeptical until 24 hours after the first performance where Okeh records were played, when our stock was so depleted by sales that I phoned the Chicago jobber for replacements. Later in the week I found it necessary to make a personal trip to Chicago to bring back more records to fill the demand.

Signed) "C. W. Copp."

"Supplementing my recent letter relative to results obtained from demonstrating Okeh records at the Blackstone I want to add that we have just finished our week at the theatre with Columbia records, which we also handle. It is interesting to note that, while I am still filling orders on call for Okeh records played two weeks ago, I have also practically doubled my sales for Columbia records this week. Your method of presenting new record releases to phonograph owners is a mighty good one, and I certainly advise every Okeh and Columbia dealer to take it up in order to get a bigger share of the local record business in his city.

Signed) "C. W. Copp."

C. J. Lenhard, of the Brunswick Shop, at 113 North Main street, South Bend, Ind., gave Mr. Mix the following interesting details as to the success of the Mutual Music service:

"You asked me to put on paper some of the enthusiasm I expressed to you in the shop regarding your Mutual Music service between the Blackstone Theatre and ourselves. I rather imagine I am expressing the opinion of all the local phonograph dealers when I tell you that since the big phonograph started playing dance music in the theatre my record sales have jumped considerably—in fact, after the second day we showed an advance of \$50 per day, which has now proven to be a permanent increase. One striking feature of this new business is that the person buying the record does not ask to hear it played; they say, 'I've heard it at the Blackstone,' although my sales people have little difficulty in getting them to listen to other selections not played at the theatre.

"Before the service was installed the usual question of a prospective customer was, 'What's new this month?' His purchases were made by the process of elimination of those records he did not care for—to-day he comes in to make a definite purchase by name and will listen to others. This so conserves the time of my clerks that I am enabled to handle, with the same force, the six new demonstration booths which I found it necessary to install since the service was started. The comment of men and women has been exceptionally fine and has come from the best people in South Bend. Women particularly have expressed their approval of the new variety of musical program presented by the Blackstone.

"Many people who had not realized the true value of Brunswick music have become regular customers after hearing the records played in public, and invariably say, 'I had no idea that a Brunswick record was so good.' The point here is this. It costs me a considerable amount to write a letter asking people to come in and hear Brunswick records, and this of course is the line of greatest resistance. I now advertise, 'Go to the Blackstone and hear Brunswick music.' The theatre advertises, 'Come to the Blackstone, see a good picture and hear Brunswick music.' To them this is just another reason to go to a place of amusement, and in the end I actually accomplish my purpose more effectively because 'Hearing is Buying' when you are talking about Brunswick records.

"I have tried to express my enthusiasm 'on paper,' as you requested, but I guess I could have summed it all up in this sentence, 'Mutual Music has obtained more publicity, more business and more prestige for Brunswick in South Bend than any other one idea I have ever used. I'm satisfied and feel it is worth every cent it costs.

(Signed) "C. J. LENHARD."

Mr. Mix also has on file a congratulatory letter from the Blackstone Theatre Corp., South Bend, and another interesting communication from the Majestic Garden at Kalamazoo, Mich., which also co-operated with the Mutual Music service and installed a Seabrook Concert Grande phonograph.

F. J. COUPE VISITS MILWAUKEE

Vice-president of Sonora Phonograph Co. Attends Informal Dealer Meeting

Frank J. Coupe, vice-president and sales director of the Sonora Phonograph Co., visited Milwaukee recently to attend an informal convention of Sonora dealers held under the auspices of Yahr & Lange, Sonora jobbers at Milwaukee. This meeting was very interesting, as the discussions were noteworthy for their practical application to the dealer's problems. The reports by the various dealers as to business conditions indicate that there is a steady improvement in practically every industry in Wisconsin territory and Sonora dealers are making plans for an active year.

QUALITIPHONE GROWS IN FAVOR

The Qualitiphone Sales Corp., New York, manufacturer of the small table phonograph known as the Qualitiphone, reports that this little machine has been winning considerable favor with dealers throughout the country. In the short time it has been on the market it states that dealers have found that it is readily marketable and it hopes to have it distributed throughout the entire country before the Summer season is in full swing. William R. O'Brien, general manager of the company, stated that several prominent jobbers throughout the country are negotiating to handle this little machine in their respective territories.

PHONOREEL CORP. CHARTERED

PLAINFIELD, N. J., April 10.—The Phonoreel Corp., 546 West Second street, this city, has filed articles of incorporation. The concern will deal in talking machines and motion picture machines and will make motion picture reels. Incorporators are Lewis Schildengrel, Hermand Kreizvogel and Sophie Furman. The firm has an authorized capital stock of \$8,000.

All of our advertising contains this excellent advice—
"Be Sure Your Walnut is ALL Walnut."



AMERICAN WALNUT
PHONOGRAPH CABINET,
CONSOLE DESIGN.

Think of the Big Selling Value
In the Period Design Cabinet that is Made of

**AMERICAN
WALNUT**

"The Cabinet-wood of the Ages."

Imagine the effect on the customer's mind when you show a Walnut cabinet and remind him (or her) of the vast number of famous pieces of furniture made of Walnut hundreds of years ago and which are still in perfect, serviceable condition.

Most people of the type who buy "period" machines know that Walnut is "the heirloom wood." Those who don't know it are rapidly learning the fact from our advertising.

And if you want to show them visual evidence, hand them a copy of the "Walnut Book," which is illustrated with many of these historical examples.

Have you read that book yourself? It contains a lot of valuable information. We will gladly send you a copy.

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION
Room 1022, 616 South Michigan Boulevard
Chicago, U. S. A.

Q R S CO. IN THE RADIO FIELD

Appointed Manufacturing Agent for The Product of the Chicago Radio Laboratory

(Special Correspondence to The World)

CHICAGO, ILL., April 10.—The Q R S Co., manufacturer of music rolls, has been appointed manufacturing agent for the product of the Chicago Radio Laboratory, which will thus market its instruments and equipment through the music industry.

In marketing Zenith products, the Q R S Co. will devote practically all of its profits on these goods to publicity for both Q R S rolls and Zenith. The Q R S Co. is fortunate in that when building its New York and Chicago factories it purchased much additional ground, which gives plenty of room for expansion in the manufacturing of radio equipment, etc.

COLUMBIA CREDIT PLAN ANNOUNCED

Creditors' Committee of Columbia Graphophone Mfg. Co. Arrange for Indebtedness to Be Frozen for Three Years—Important Move

The Columbia Graphophone Mfg. Co. creditors' committees have worked out a plan under which its indebtedness will be frozen from April 1, 1922, to August 1, 1925, after deduction of an amount not in excess of aggregate bank deposits on September 15, 1921. The plan has been approved, by the banking creditors, the merchandise and the supply creditors, it was said yesterday. The debt is about \$20,000,000 and interest and principal, if due, will be deferred for three years.

The plan calls for adjustment of interest on all indebtedness to April 1 of this year. Provision is made for the appointment of a committee to represent the debt, which will be known as the readjustment committee and composed of M. M. Buckner, Benjamin Joy, J. C. Neff, William C. Dickerman and G. Herman Kinnicut.

DEATH OF HUGO H. TRAEGER

Hugo H. Traeger, proprietor of Traeger's Music House, at 115 Wright street, Stapleton, S. I., died on Tuesday morning, April 4, at his home in Richmond Borough, New York City. Mr. Traeger was a practical piano man, highly esteemed for his ability in that special field and had built up a very fine business in Staten Island during the past twelve years, virtually carrying everything in the musical line from pianos to Victor talking machines. His passing has occasioned considerable regret. A widow and three children survive.

ROBT. F. BENSINGER MARRIED

Robert F. Bensinger, son of B. A. Bensinger, president of the Brunswick-Balke-Collender Co., was married Wednesday, April 12, to Miss Dora Virginia Lovenstein, of Jenkintown, Pa. The wedding took place at the Bellevue-Stratford Hotel in Philadelphia, in the presence of a host of friends. Mr. Bensinger carries with him the best wishes of the trade for his complete happiness in joining the ranks of benedicts.

L. H. Jacobi, manager of Landay Bros., Newark, N. J., has been elected a member of the Kiwanis Club.

MOTORS

Double spring, plays three 10-inch records without rewinding. Nickel plated, worm drive. Complete with all accessories. Sample \$3.25. Special prices in quantity lots. Motor suitable for portable machine.

Pleasing Sound Phonograph Co.

Manufacturers—Jobbers
204 East 113th St., New York City
Jobbing Territory Open

COMPLAINT IN TONE-ARM PATENT SUIT IS DISMISSED

Judge Sessions in U. S. District Court in Grand Rapids Hands Down Decree Dismissing Bill of Complaint of Victor Co. Against General Phonograph Corp. Charging Patent Infringement

Judge C. W. Sessions, in the U. S. District Court in Grand Rapids, Mich., on April 5, handed down the following decree and decision in the action brought by the Victor Talking Machine Co. against the General Phonograph Corp. and the General Phonograph Corp. of Illinois for alleged violation of the Johnson Tone-Arm Patents Nos. 814,786 and 814,848. The original bill of complaint was filed in Grand Rapids on November 1, 1920.

In his decision Judge Sessions said: "Applying the decision of the Circuit Court of Appeals of this Circuit in the case of Cheney Talking Machine Co. vs. Victor Talking Machine Co., it is impossible to avoid the conclusion that none of the defendant's machines infringes the claims of the patents here in suit. Hence a decree will be entered in each case dismissing the bill of complaint with costs to the defendant to be taxed."

The decree itself read: "The cause having heretofore been heard upon pleadings and proofs, argued by counsel and submitted; upon consideration of the premises, it is now ordered, adjudged and decreed that the bill of complaint of the said complainant be and hereby is dismissed, and that the said defendants do recover against the said plaintiff their costs in this cause, to be taxed, and that the said defendants have execution thereof."

The finding of the court is regarded as a most important one, and has been awaited with great interest by members of the trade.

The W. W. W. Staylor Music Co., of Huntingdon, Pa., will open a branch store on West Pennsylvania avenue, Mt. Union, Pa., as soon as alterations of the quarters have been completed. Talking machines, records and musical accessories will be handled.



FIVE SALES TALKS

1. Unusually attractive prices.
2. Big profits to the Dealer.
3. Perfect Cabinet Work and Finish.
4. Exclusive Designs of Latest Type.
5. Unsurpassed Tone Quality.

*We Also Sell Cabinets Only.
Write for Quantity Prices.*

Player-Tone Talking Machine Co.
967 Liberty Avenue Pittsburgh, Pa.

New York Representative

George Seiffert

929 Broadway, New York

DEALERS DISPLAYING FAITH IN FUTURE CONDITIONS

Rayburn Clark Smith, President of the Unit Construction Co., Presents Convincing Evidence That Dealers Are Preparing for Better Business and Are Making a Strong Appeal to Quality Buyers

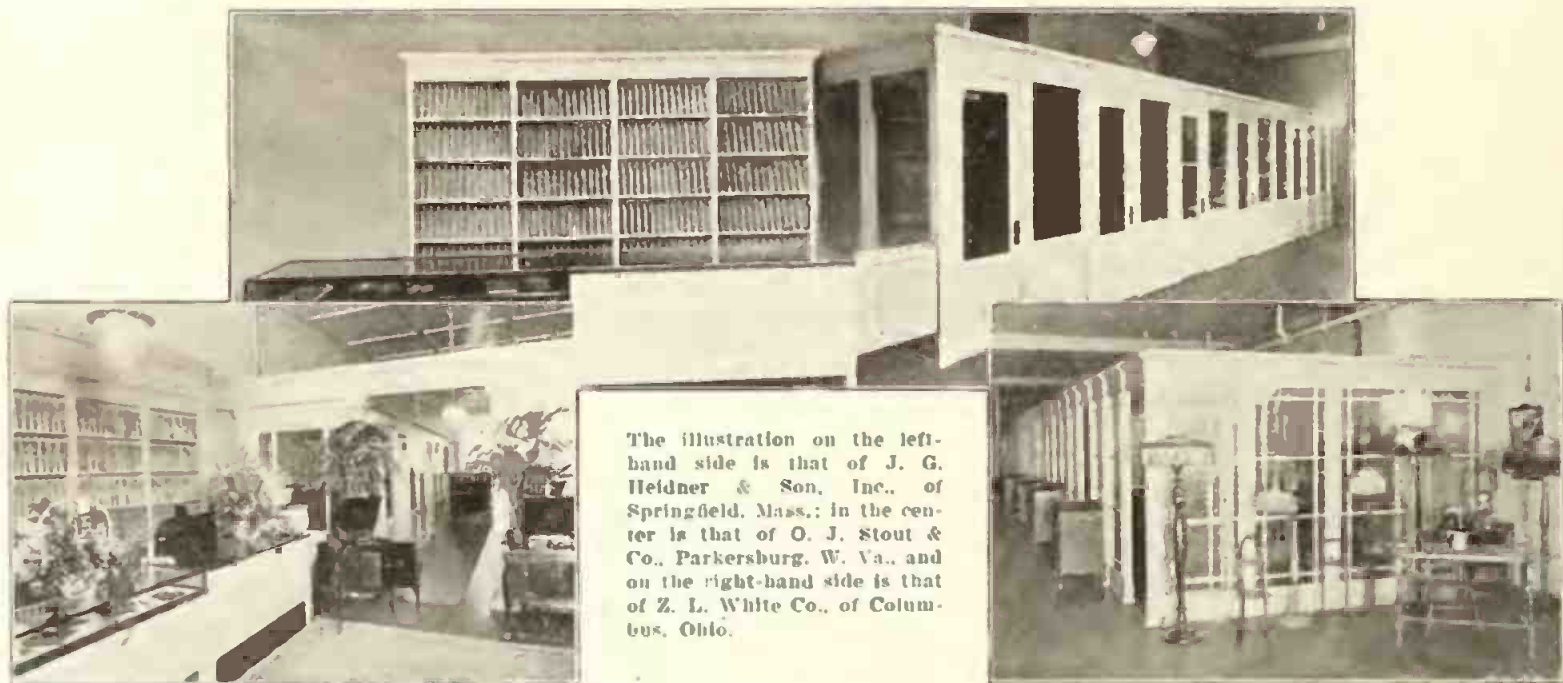
There is no longer room for doubt that 1922 will see a return to normal in the talking machine trade. Unmistakable evidence is furnished by the activity of the leading dealers in preparing for better business, which they clearly foresee as resulting from a well-planned appeal to the quality buyer.

If there is still a lingering doubt in anyone's mind or a desire for tangible evidence of

successful piano store in Athol for some time. In addition to this entirely new Victor store, M. Steinert & Sons Co. has made arrangements to place an entire new Unico equipment in its Lowell store consisting of six record rooms, a player room, several counters and racks with a capacity of 10,000 records. The Steinert stores have also improved their Unico facilities in Waterbury, Fall River, New Bedford and Spring-

jurisdiction of R. E. Wells, general manager, and C. S. Browning, who is well known in the trade, will have charge of the talking machine end of their business. They will handle Brunswick phonographs in each of the stores mentioned and very complete Unico equipment has been installed in each branch. Mr. Wells and Mr. Browning are looking forward to big results in each of these locations.

Another complete equipment, which was installed in Parkersburg, W. Va., is that shown in the illustration of O. J. Stout & Co. The Standard Talking Machine Co. of Pittsburgh has placed the Victor line with the Stout Co. Ex-



The illustration on the left-hand side is that of J. G. Heidner & Son, Inc., of Springfield, Mass.; in the center is that of O. J. Stout & Co., Parkersburg, W. Va., and on the right-hand side is that of Z. L. White Co., of Columbus, Ohio.

the upward trend, it is only necessary to have a chat with Rayburn Clark Smith, president of the Unit Construction Co. The record of recent Unico accomplishments demonstrates the dealers' faith in future conditions.

Mr. Smith reports that activity in the trade seems well divided between new operations and expansion of present establishments to new locations and improved facilities. He gave as an example some recent changes of interest.

The well-known New England house of M. Steinert & Sons Co. has made improvements of both classes mentioned above. It has just opened a new Victor department in its Athol store, consisting of three Unico demonstration rooms, together with rack and counter equipment. This is a new proposition as far as Victor merchandise is concerned, although it has had a very

field. Another Unico equipment in New England is that of Heidner & Sons Co., in Springfield. The best idea of it can be obtained from the illustration. John Clark, secretary of the Heidner Co., is in direct charge of this new operation. He is highly pleased with the new equipment and the exceptional speed with which it was installed. Heidner & Sons, as may be recalled, have for some years operated a very successful music store in Holyoke, where they also have complete Unico equipment.

That it might not be supposed that New England carries off all the honors on equipment, Rayburn Clark Smith told of arrangements recently concluded with Steinway & Sons for placing Unico equipment in their branches at Columbus, Cincinnati, Dayton, Charleston and Huntington. The Steinway stores are under the

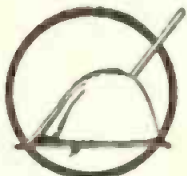
cellent results are predicted for this new dealer.

There are now being installed for the J. Boiarsky Jewelry Co., at Charleston, record and player demonstration rooms, record, player roll and sheet music departments, together with musical instrument cases, enabling Mr. Boiarsky to handle a full line of musical merchandise. A fine opening for Mr. Boiarsky's store is looked forward to within the next few weeks.

Another beautiful installation which is shown herewith is that of Z. L. White Co., in Columbus. This equipment predicates larger business.

Space does not permit of detailed information on all of the departments which Mr. Smith showed as concrete evidence of business revival, but its distribution throughout the entire country may be visualized from the fact that they have within the last two months placed equipment with the Christine Jewelry & Music Shop, of Bangor, Pa.; Cheyne Studio, Hampton, Va.; F. A. North Piano Co., Philadelphia; the Talking Machine Shop, Hagerstown, Md.; M. Nathan Estate, Cambridge, Md.; Halle Bros., Cleveland, O.; Troup Bros., Harrisburg, Pa.; Bodenschatz Drug Co., Lemont, Ill.; John Throgmorton, Flora, Ill.; T. P. and B. H. Azpell, Ardmore, Pa.; B. B. Todd, Chestnut Street Store, Philadelphia, Pa.; W. E. Wyeth, Newark, O.; The Fair Department Store, Chicago, Ill.; Justine Bros., Gary, Ind.; Justine Bros., Cicero, Ill.; The Music Shop, Lexington, Ky.; H. A. Taylor, Columbia, S. C.; M. M. Palmenteri, Port Washington, L. I.; Werner's Supply Co., Mohnton, Pa.; Sherman, Clay & Co., Vallejo, Cal.; L. J. Meyerberg Co., San Francisco, Cal.

Mr. Smith refers to this record as indicating that the sales and service branches of the Unit Construction Co. are carrying the message of Unico service to the trade in a very energetic manner. Unico branches situated in New York, Chicago, Atlanta, New Orleans, Dallas, San Francisco, Salt Lake City, Denver and London, England, have been established to give prompt and efficient service to the trade and the increasing demand for their sales engineering service is an indication of its worth. The latest addition to the sales and service branches is the one in London, England. The English trade, like the American, is experiencing a steady upward movement and in the future Unico service in all of its ramifications will be at the disposal of the English trade at the London branch.



CHARLES L. WAGNER
Manager of John McCormack
 Says — "Really the Best Phonograph Needle
 on the Market"


The Famous Semi-Permanent
Bell Hood Needle
 Retail at 15c. (formerly 25c.) per package
 (3 needles in a package)

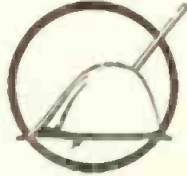

We offer dealers these needles in quantities of 300 packages or over, \$7.50 per hundred packages. This offer is limited! Send your orders now! No order accepted without check or money order.

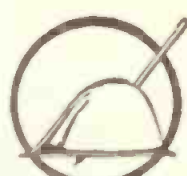
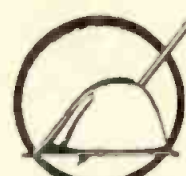
Each needle plays many times, without changing. Records last longer.

Attractive counter display cards that sell the needles without further effort. These, and circulars without charge to those sending orders within thirty days.

BELL HOOD NEEDLE COMPANY
 183 Church Street, New Haven, Conn., U. S. A.



WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

POSITION WANTED—By recording engineer of wide experience. Able to produce records of any tone or quality desired. Can arrange for demonstration. Familiar also with factory processes. Address "Box 1125," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—SALESMEN FOR NEW JERSEY. MUST HAVE ESTABLISHED TRADE. WE HAVE AN EXCELLENT POSITION FOR THE RIGHT MAN. ADDRESS "BOX 1123," CARE THE TALKING MACHINE WORLD, 373 FOURTH AVE., NEW YORK.

POSITION WANTED—Recording engineer. Thoroughly capable man of high standing will consider offer from right people. Have own equipment. Address "Box 1122," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Salesmen, to sell a high-class patented portable talking machine in every state in the Union. Samples can be carried. Address "Box 1121," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—SALESMAN, NEW ENGLAND TERRITORY. WE ARE LOOKING FOR A HIGH-CLASS SALESMAN WITH EXPERIENCE AND A FOLLOWING, TO COVER THE STATES OF MASSACHUSETTS, MAINE, NEW HAMPSHIRE AND VERMONT. THERE IS AN EXCELLENT OPPORTUNITY FOR THE MAN WHO WILL QUALIFY. ADDRESS "BOX 1124," CARE THE TALKING MACHINE WORLD, 373 FOURTH AVE., NEW YORK, N. Y.

SITUATION WANTED—By man thoroughly familiar with the phonograph business, can prove himself a valuable asset to a phonograph dealer. Thoroughly experienced in repairing all makes of motors and reproducers. Also in repairing finish and woodwork of cabinets; 6½ years with present employer in capacity of complaint man, repairman and selling on retail floor. Age 28 years, married, in good health. Address "M. S.," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Salesman calling on talking machine and piano dealers to sell line of Player Roll cabinets. Address "Box 1130," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—SIDE LINE SALESMEN IN VARIOUS SECTIONS OF THE COUNTRY TO HANDLE ONE OF THE BEST AND FASTEST SELLING ARTICLES IN PHONOGRAPH ACCESSORIES. A HUSTLER WITH ESTABLISHED TRADE CAN INCREASE HIS INCOME MATERIALLY. ADDRESS "BOX 1132," CARE THE TALKING MACHINE WORLD, 373 FOURTH AVENUE, NEW YORK, N. Y.

POSITION WANTED—Recording engineer, now employed with large recording house, wishes to associate with progressive concern which is interested in improvements on records and phonographs. Possessing inventions of great possibilities. Address "Box 1134," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—SALES POSITION. Man with 10 years' experience in the talking machine industry desires connection with manufacturer, either executive or otherwise. Traveling considered if position requires more than ordinary salesman. Address "Box 1135," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Recording engineer. One with broad experience, who is able to make as good records as the best, not accidentally, but regularly, and who knows how to keep his equipment in condition. Some knowledge of matrix making and pressing an advantage. We are willing to pay what satisfactory service is worth. Replies confidential. Address "Box 1131," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—SALESMEN FOR 50c RECORDS. WE REQUIRE A NUMBER OF MEN TO HANDLE THE BANNER LINE OF RECORDS ON A SALARY OR COMMISSION BASIS. MUST BE ACQUAINTED WITH EVERY DEALER IN HIS RESPECTIVE TERRITORY. ADDRESS PLAZA MUSIC CO., 18 WEST 20TH STREET, NEW YORK, N. Y.

POSITION WANTED—Technical laboratory man thoroughly familiar with the latest advances, can handle work from wax to finished matrix or stamper. Can set up and superintend plant. Also latest thing in backed-up matrix. Address "Box 1113," care The Talking Machine World, 373 Fourth Ave., New York City.

RECORDING ENGINEER and Factory Manager open for engagement. Twenty-five years' experience recording, plating, matrix-making, composition-making, pressing and superintending. Thoroughly familiar with the latest advances in every branch of the art. Address "Box 1086," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMAN WANTED—Who knows the phonograph and music trade in New York and other territory, to sell a full line of high-grade phonographs on liberal commission. Address "Box 1112," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Salesmen to wholesale phonographs on a commission basis. Metropolitan district. Address "Box 1109," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED: By experienced record salesman. Six years with one company. Highest references. Address "Box 1129," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Talking Machine and Sporting Goods stores. Exceptionally good repairman and tennis ball restruger, seeks position. Can sell. Address "Box 1127," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Phonograph repairman, young man with three years' experience on all standard makes, desires position. Factory training as a motor tester. Position holding chance for advancement desired. Will consider any reasonable offer. Address "Box 1126," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Have experience in laboratory work. Understand treatment of wax matrices. Have had 15 years' experience in machine and tool works. Also experience in plating and treatment of matrices, mothers and stampers. Address "Box 1128," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Competent recorder with portable outfit is available to take master records. Headquarters, New York. Address "Box 1133," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Saleslady with five and one-half years' experience, handling Victor merchandise in high class music houses, desires position with reliable firm. Can furnish best of references, and willing to work evenings. Straight salary or salary and commission. Address "Box 1137," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Capable and energetic man 36 years of age, 14 years' experience in the music business, desires position as manager of phonograph shop. Experience in all lines of phonographs. State salary. Address "Box 1139," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Man with executive ability. Having had selling experience both retail and wholesale and who is in close touch with the trade, desires connection with a high grade phonograph manufacturer. Is competent to fill position of sales manager. State salary. Address "1140," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

Monthly Price List Big Reductions on Main Springs

2 in. x 0.22 x 16 ft., Meisselbach No. 18..	Each	\$1.25
1½ in. x 0.22 x 17 ft., reg. Victor.....	Each	0.60
1½ in. x 0.22 x 17 ft., Victor new style....	Each	0.60
1 3/16 in. x 0.25 x 16 ft., Heineman No. 41...	0.60	
1 in. x 0.25 x 12 ft., Heineman No. 33 & 77..	0.33	
1 in. x 0.28 x 10 ft., for Columbia.....	Each	0.33
1 in. x 0.20 x 13 ft., Victor.....	Each	0.33
1 in. x 0.20 x 13 ft., Victor, new style	Each	0.33
¾ in. x 0.23 x 10 ft., for Bilek motor....	Each	0.30
¾ in. x 0.23 x 10 ft., oval hole	Each	0.28
¾ in. x 0.22 x 8 ft., for Swiss motor....	Each	0.22
¾ in. x 0.25 x 11 ft., for Edison	Each	0.22

MICA DIAPHRAGMS

1 23/32 in. Victor Ex. Box, first grade.	Each	0.15
1 ¾ in., new Victor No. 2 very best....	Each	0.18
1 31/32 in., for Sonora.....	Each	0.20
2 3/16 in., for Columbia No. 6.....	Each	0.25
2 9/16 in., for Pathé or Brunswick.....	Each	0.45

SAPPHIRES

Pathé, very best loud tone, genuine....	Each	\$0.12
Pathé, soft tone, ivory setting.....	Each	0.18
Pathé, soft tone, steel needles.....	Each	0.10
Edison, very best, medium tone.....	Each	0.18
Edison, very best, loud tone.....	Each	0.15
Edison, genuine diamond.....	Each	1.25

STEEL NEEDLES

Brilliant Tone, medium and soft Needles.	
Per 1,000	\$0.45

ATTACHMENTS

In Gold or Nickel-plated

Kent attachments for Victor arm.....	Each	0.25
Kent attachments for Edison with C box	Each	2.50
Kent attachments without box for Edison	Each	1.60
Universal old style for Victor tone-arm..	Each	1.15

MOTORS

Distributors for Heineman and Meisselbach Motors. Best Prices. Immediate Deliveries.

TONE ARMS

No. K with sound box.....	Each	\$2.25
No. E with sound box, very loud.....	Each	6.00
No. M with sound box, very loud.....	Each	4.75

SOUND BOXES

No. B 1 Bliss Sound Box, fit Victor.....	Each	\$1.25
No. B Balance, fit Victor.....	Each	0.75
No. C Balance, fit Victor.....	Each	1.00
No. F Favorite, fit Victor.....	Each	1.75
No. P Favorite, fit Victor	Each	1.90
No. G Glory, fit Victor.....	Each	3.25

CABINET HARDWARE

Automatic Nickel Plated Lid Supports.	Each	\$0.23
Automatic Gold Plated Lid Supports....	Each	0.45
Plano Hinges, nickel plated, 5½ in. long....	0.22	
Highly nickel plated needle cups.....	Per 100	1.50
Covers for cups	Per 100	0.75
Highly gold plated cups.....	Per 100	7.00
Needle cup covers, gold plated.....	Per 100	5.00

REPAIR PARTS

Columbia driving shaft, No. 11778.....	Each	0.50
Columbia bevel pinion, No. 12333.....	Each	0.75
Columbia bevel pinion, latest style.....	Each	0.75
Columbia bevel pinion, No. 3189.....	Each	0.35
Columbia worm gear No. 6400.....	Each	0.30
Columbia Stylus bar, complete.....	Each	0.35
Columbia cranks, all sizes.....	Each	0.35
Columbia governor weights.....	Each	0.08
Columbia governor shaft, No. 3004.....	Each	0.40
Columbia governor springs	Per 100	1.00
Columbia governor screws.....	Per 100	1.00
Columbia barrel screws, No. 2621.....	Per 100	1.00
Columbia so'dbox thumb screws....	Per 100	1.50
Rubber Backs for Victor Exh. box.....	Each	0.25
Cranks, short or long, for Victor.....	Each	0.35
Stylus bar (needle arm) Exh. box, for Victor	Each	0.35
Governor springs, for Victor.....	Per 100	1.00
Governor screws, for Victor.....	Per 100	1.00
Governor balls, new style, for Victor....	Each	0.08
Turn-table felts, 10 in., round.....	Each	0.15
Turn-table felts, 12 in., round.....	Each	0.18
Motor bottom gear for Triton motor....	Each	0.20

FAVORITE MFG. CO.
105 East 12th St. New York
Tel. 1666 Stuyvesant

(Continued on page 156)

THE TALKING MACHINE WORLD'S CLASSIFIED ADVERTISING—(Continued from page 155)

BEAUTIFUL CABINETS

Oak and Mahogany. Special Bargains, \$15 and up. Send for new list. EVERETT HUNTER BOAT CO., McHenry, Ill.

FOR SALE

A well established talking machine department, located at the entrance of the largest furniture store in a city of 45,000 population in Illinois. Will rent space reasonable. Full particulars on request. Address "Box 1120," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Motors, double springs, tone arms, records in all different languages. We sell anything required in the phonograph line at reduced prices. We also buy anything you have to sell. Address Mandel & Co., 88 Rivington St., New York, N. Y.

WANTED FOR CASH

Will buy any amount of your surplus talking machines and records. Must be of standard make. Address Midwest Phonograph Factories Sales Co., 2343 West North Ave., Chicago, Ill.

FOR SALE

Commercial auto in good condition. Closed metal body with Victor trade-mark on it. Price four hundred and twenty-five dollars. (\$425.00). Apply to Adam B. Tisch, Corona Ave., Elmhurst, L. I.

MAGNAVOX WANTED

State lowest all cash price. Address Magnavox, 775 Woodward Ave., Brooklyn, N. Y., or telephone 4855 Evergreen.

DISPLAYS STRAND PHONOGRAPH

Successful Kansas Dealer Featuring Strand Line —Places Good-sized Initial Order

EMPORIA, KAN., April 7.—The Rorabaugh-Paxton Dry Goods Co., of this city, has just received its



Artistically Arranged Interior

initial delivery of Strand phonographs and is displaying this line to excellent advantage in its store. This well-known retail establishment recently made arrangements to handle the Strand line and placed a good-sized order with W. F. Standke, Kansas City, Mo., who is district representative for the Manufacturers' Phonograph

CABINETS FOR SALE

250 cabinets made of solid guaranteed oak; 13 1/2 x 13 1/2 x 7 1/2; with tin horn. Price \$3.00 each. Address

I. OLINER,
327 Second Ave., New York, N. Y.

TERRITORY OPEN

Best line of floor lamps, table lamps, pedestals, etc. Some territory open for first-class salesmen. Write the Midland Wood Turning Co., 745 South Winchester Ave., Chicago, Ill.

FOR SALE

Several thousand standard make records, late numbers, also sacred, instrumental standard numbers, etc., at thirty-five cents each. Send for catalog. Central Phonograph Co., 127 N. 11th St., Philadelphia, Pa.

SPOT CASH We BUY
Job Lots, Close-Outs, Discontinued Stocks, etc. in all lines. No quantity too large. Quick Cash for bargains. SEND SAMPLES AND FULL PARTICULARS. BARGAIN BULLETIN FREE. FANTUS BROS. 1315 S. Oakley Av. Chicago

WE BUY ANYTHING

RECORDING OUTFIT

Up-to-date recording outfit for sale. Recording machine and speakers, also shaving machine. Address "Box 1138," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

An unusual opportunity to purchase an established music store carrying a line of Aeolian Vocalion, Columbia, Brunswick and Sonora phonographs and records. The store is equipped with all modern equipment. The profits for the past years have averaged yearly 75 per cent of the investment. The reason for selling the store is to continue in this line of business on a very large scale. I have a lease on this store for three years ending March, 1925. The place is situated in one of the best locations in Brooklyn. A wonderful opportunity for an enterprising phonograph man. Act quick. Address "Box 1136," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

CASH

for any amount of talking machine records. Address

Chicago Phonograph Realization
315 Union Park Court
CHICAGO, ILL.

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.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

WANTED

Dealers and distributors in every State to sell the So-ave-tone line of talking machines. The machine with a personality. The J. K. Mohler Co., Ephrata, Pa.

POSITION WANTED—Young man, has 8 years' all-around experience as repairman and salesman on all makes. Address "Box 1111," care The Talking Machine World, 373 Fourth Ave., New York City.

Co., New York, manufacturer of the Strand phonograph.

J. L. Davidson, who is in charge of the Rorabaugh-Paxton Dry Goods Co.'s phonograph department, is a live-wire phonograph man, who is a firm believer in the use of newspaper advertising, reinforced by efficient sales methods. Mr. Davidson frequently uses the truck-delivery plan and places two or three phonographs on an automobile truck to be sold direct to the consumer. He has driven as far as thirty-five or forty miles to make a sale and the results to date have well warranted this intensive sales effort.

OUR TALKING MACHINE EXPORTS

Exports, Including Records, for Eight Months Ending February 28, 1922, Total \$228,931—Countries to Which Exports Were Made

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

The dutiable imports of talking machines and parts during February, 1922, amounted in value to \$21,589, as compared with \$57,147 worth which were imported during the same month of 1921. The eight months' total ending February, 1922, showed importations valued at \$360,319, as compared with \$532,067 worth of talking machines and parts during the same period of 1921.

Talking machines to the number of 4,975, valued at \$156,768, were exported in February, 1922, as compared with 3,851 talking machines, valued at \$194,600, sent abroad in the same period of 1921. The eight months' total showed that we exported 23,149 talking machines, valued at \$985,238, as against 57,318 talking machines, valued at \$2,564,366, in 1921.

The total exports of records and supplies for February, 1922, were valued at \$72,163, as compared with \$255,058 in February, 1921. During the eight months ending February, 1922, records and accessories were exported valued at \$1,084,850; in 1921, \$2,174,547.

Other countries to which exports were made and the values thereof are as follows: United Kingdom, \$9,444; Canada, \$69,143; Central America, \$3,442; Mexico, \$10,428; Cuba, \$1,286; Argentina, \$3,771; Chile, \$9,484; other South American countries, \$8,302; China, \$1,768; Japan, \$11,146; Philippine Islands, \$1,848; Australia, \$9,565; other countries, \$17,141.

The figures covering the exports and imports of talking machines and records for the month of January appear on page three of this issue.

Did you see and read the insert facing page 66?



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Business Shows Signs of Improvement—Quick Settlement of Labor Troubles Necessary to Trade Revival—Many Interesting Exhibits at Leipzig Fair—Otto Heineman Visits London—Third Annual Dinner of Gramophone Association—Plan Music Festival—The Ideal Home Exhibition Results in Gramophone Business—Artistic Displays Predominated—New Zonophone Records—Trade News of the Month

LONDON, E. C., ENGLAND, April 4.—While there has been no great improvement in trade since my last report general business conditions certainly seem a little more buoyant. This may be the outcome of the British Industries and Ideal Home exhibitions. On the other hand, it may be, as I am inclined to think, the first breath of that general business revival which, sooner or later, must blossom forth in real earnest. Progress is slow, nevertheless, at this time, just when we might have congratulated ourselves upon a certain stability of labor, in the absence of disputes, we are confronted with an upheaval in an important branch of industry—the Engineering World. The merits of the case do not so much concern us as the effect exerted upon an already impoverished community. Unless this matter is quickly settled, and at the moment of writing the prospect is faint, commerce in every department will feel its paralyzing influence. Hopes of trade revival engendered by somewhat better conditions in the gramophone world the last few weeks are by this labor lock-out dashed to the ground.

Whatever the position is at the time of writing it is a welcome sign that the gramophone trade

has held up well during the last few weeks. A very fair business has been done by the mail-order houses and, in most cases, the public has taken full advantage of sales bargains offered by several big London stores. Among the manufacturers and jobbers easier conditions prevail, both machine and record sales having been quite good, circumstances and time of year considered. Coming to the retailers, there is no doubt they have experienced a hard time individually. The fight for trade is necessarily very keen and, of course, in centers of industry where unemployment is greatest gramophone sales are not too free despite a certain amount of price-cutting.

The immediate future trade prospects must be regarded as of an unknown value, pending a settlement of various industrial disputes.

Doings at the Leipzig Fair

This year's Leipzig Messe, which, commercially, lasted about five days, is described by English newspaper correspondents as something approaching a failure, notwithstanding the fact that some reports place the number of visitors as high as 150,000. Doubtless, many of these were merely on pleasure bent. In several sections exhibitors quickly booked orders to the fullest possible extent of the available supplies. But owing to restricted supplies, due to economic confusion in Germany, exhibitors were unable to guarantee date of delivery or accept orders at fixed prices.

That which most interests my readers, i. e., the gramophone and musical instrument exhibits, call for special mention. The principal gramophone displays were made by the Lindstrom concern, the Gramophon Co. (Germany), the Poly-

phonwerke and a new firm named the Vox Co. These firms made a fine display of pedestal cabinets and all strongly featured new models of electric motors. As usual, the Lindstrom display attracted very wide attention. In the same building were housed the exhibits of the Odeon and Beka concerns, which are associated with Messrs. Lindstrom. Their combined exhibits included many fine models of machines which, as my correspondent describes, are especially suitable for the English market. The firm's new motor—a combination of the best features of German, American and Swiss models—was very much admired and I understand that an exclusive arrangement was completed for the sale of a large quantity in England. Of this transaction more, no doubt, will be heard in due course.

The display of the Polyphon and Gramophon companies included a very attractive array of machines constructed on lines that probably appeal more to the English taste than other makes, this being, it is said, due to the fact that they have so many models similar to those of the English Gramophone Co. I am informed that a special exhibit featured by this combined concern was a patented gramophone of unique design, which reproduces records with such wonderful fidelity as to actually deceive. Details of this machine are not available pending completion of certain patent registrations. A combined electric and spring motor was another attractive exhibit by this firm. The idea of the dual power is that failure of the electric current would call into use the spring motor and vice versa.

A brave show of machines, records and accessories
(Continued on page 158)



"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-Aktieselskab, Frihavnens, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañia del Gramofono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 130, Bal-laghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 103, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 103, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lorenzo Marques.

HOLLAND: American 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 157)

sories was made by the new Vox Co. The most interesting point about their instruments is that the tone is directed through a central chamber and evenly distributed from all sides of the machine. Their records are described as of a very good standard of quality.

Other exhibits of interest were made by the Favorit, Triumphone, Adlerphone and Holzweizig, and, of course, an extensive array of tone arms, sound boxes, horns and other parts and accessories were noticeable.

Apart from the strong featuring of electric motors, manufacturers seemed to be developing along standard lines to the exclusion of the usual novelties one expects to meet with at Leipzig.

Quite a goodly number of traders from England visited the Fair, including Mr. Bilantz, C. Howell, Geo. Murdoch, A. J. Balcombe, R. Willis, W. Cooper, Otto Ruhl, Mr. Duve (Manchester), Mr. Wilkinson (Glasgow), Mr. Gilbert (Sheffield) and representatives of Messrs. Richardsons and the Johnson Talking Machine Co.

Mr. Heineman's European Trip

At the office of A. J. Balcombe, Ltd., this city, I had the pleasure of an interview with Otto Heineman, who spent a day or so in London on his way to the Continent. As president of the General Phonograph Corp., New York, Mr. Heineman is unquestionably an authority on matters relating to the gramophone industry and his remarks are therefore of very great interest. He ascribes the bad time experienced, at least in America, as being due, in part, to industrial expansion at a time when the situation demanded rather a conservative policy than otherwise. To a great extent this viewpoint is applicable to business undertakings the world over.

Regarding the talking machine situation in America I found Mr. Heineman quite optimistic. He is a man of broad views and of vast experience in our industry in many countries, and I gathered that in his considered judgment the American phonograph trade is once again making

progress toward a definite revival of activity.

In the course of our conversation Mr. Heineman said: "It is true that the American phonograph industry has passed through a very severe crisis, but, thanks to the wise leadership of American financiers, a panic was avoided. Over-expansion of the industry resulted in the market being flooded with 'stencil' machines which, at one time, could be counted in thousands. There are still many of these machines about, but their numbers are diminishing. Dealer stocks are now entirely exhausted and the trade is still much disorganized in consequence.

"The machine of the future," continued Mr. Heineman, "is, in my opinion and that of the leading companies, what we call the 'console' type. This class is strongly featured by the chief concerns as it is the quality product alone that counts with the American public. There is no opportunity in America for cheap European goods."

Mr. Heineman had much to say pertaining to the record field of trade endeavor on your side. "There has been a fairly general reduction of prices, and though there are many records selling at 50 cents, they are not of leading make. Some of the department stores sell records as low as 44 cents; they are of obscure brand. It is, in my opinion, a short-lived policy and cannot last because, in the main, the American public is buying on a well-advertised trade-mark rather than on the influence of cheap prices. The American public is a great music-loving public and it demands a high-grade product." This thought probably suggested to Mr. Heineman that "the American record was generally of a higher musical quality and manufacture than European makes." Well, I have heard others say the same.

On the subject of American trade prospects, Mr. Heineman was optimistically of the opinion that "there is good expectation of a satisfactory recovery from the crisis through which we have passed. There is a noticeable decrease of mem-

ployment and the natural products of the country are now fetching much better prices. This will help to reconstruct the buying power of the American people and I believe that after the dark days of our industry there is a great future before us."

Mr. Heineman visited the Leipzig messe, and, after a look around the continental trade centers, planned to return to the States about the end of March.

Third Dinner of Gramophone Association

By the presence of 160 members a record attendance was achieved at the third dinner of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers, held on March 1 at Frascati's, London. President Cooksey occupied the chair. It was a very successful function, gastronomically and otherwise. Peculiar to this Association is a spirit of fellowship and good will, which, largely carried over throughout the year, helps to a sympathetic understanding in matters of common interest and elimination of anything in the nature of friction.

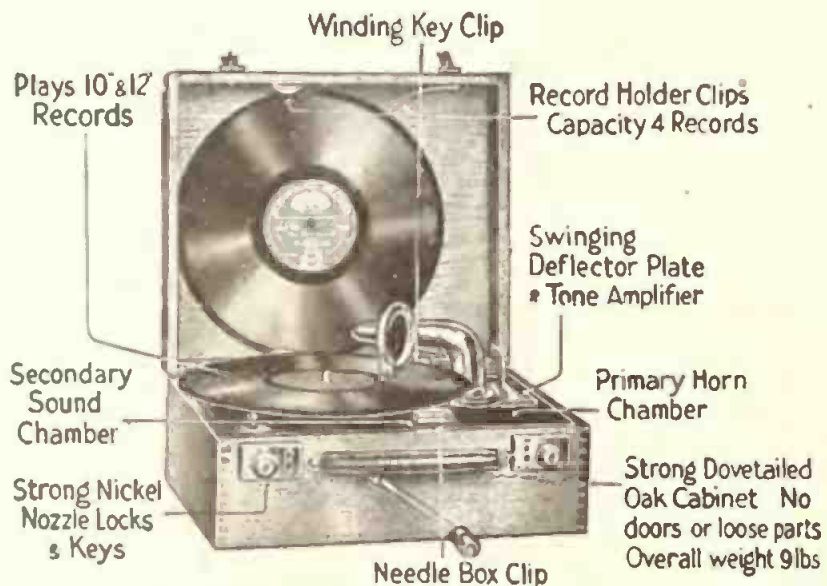
Proposing the toast of "The Association," Alexander Dow said (in part): "Each group of the Federation is working in sympathy with the great combination of interests that the Federation represents. I look upon this Association as the mainspring of music trade endeavor. The gramophone is doing a fine work in the schools and homes of England as a musical educator of great value."

In reply the president thanked Mr. Dow for the generous reference to himself. "The Association gave maximum service at a minimum cost; in fact, its service was unique in value and scope." Stress was laid upon the useful information supplied to members; it entailed a lot of work for their secretary, Mr. Timmis, "to whom," said the president, "much of the success of the Association was due." Reference to the Federation's funds revealed that the Gramophone Association headed the list with subscriptions (given and promised) of over

Grippa Portable Gramophone

(Patents pending all countries)

Marketed in Great Britain less than three months ago, it has leapt into popularity with amazing rapidity. The most perfect manufacturing and selling proposition in the Gramophone World.



1. Perfect tone reproduction equal to a cabinet model.
2. Travel proof and fool proof.
3. Extraordinary low factory costs.

Model 3, as sketch, produced, sold and delivered to the retailer—Thence to the public at eighteen dollars. Showing full manufacturers' and jobbers' profits.

For exclusive manufacturing rights for U. S. and Canada under royalty apply to patentee, H. J. CULLUM, Managing Director, care of

PEROPHONE, Limited, 76-78 City Road, London, England

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 158)

£3,000. "A very proud position to occupy," said Mr. Cooksey. Touching upon the difficult times through which the industry had passed, the speaker said it was a notable fact that during the last twelve months there had not been a single instance of bankruptcy among members of the Association! The moral to outside firms is to join up.

Sir George Croydon Marks, C. B. E., M. P., coupled with his toast—"The Federation"—its energetic organizing director, Lieut.-Col. R. H. Tatton. "Federation propaganda," said Sir George, "was undoubtedly good business—there could be no great demand for music if we did not educate the people—music contributed to their happiness and promoted that business from which they were all out to reap the benefits."

Lieut.-Col. Tatton made a vigorous reply and wound up with an expression of opinion that in contributing to the Federation its chairman, Louis Sterling, the Gramophone Association had contributed something more valuable than £3,000.

Frank Samuel proposed the toast of "The Visitors," to which Herbert Marshall replied.

Due tribute was accorded to Mr. Cooksey by Mr. Sterling, vice-president of the Association, and appreciative response made.

The musical program of the evening was thoroughly good and well arranged.

Another Music Trade Exhibition

The occasion of the Musical Festival period—June 9 to July 8—at the Crystal Palace, London, has been thought an appropriate time to arrange for an exhibition of music and musical instruments. The scheme is backed by the Federation of British Music Industries after "very careful consideration by the Trade Committee." Only goods of wholly British manufacture can be exhibited. The Palace management intends to allocate all net profit from space-letting to advertising the fair.

There can be no doubt as to the value of this proposed exhibition, as it furnishes a good opportunity of giving to a large and essentially musical class of public practical demonstrations of the great progress made in every section of British musical productions. On the other hand I know that the trade, broadly speaking, is particularly keen upon the organization of a purely trade exhibition some time early in September. It is felt that this is really the best and most profitable time for exhibiting new season's goods, just when dealers are most likely to place good orders. Considerable disappointment was expressed that the efforts of the Federation to secure a show at Olympia in August or September fell through owing to that center not being available.

At the British Industries Fair

With something like over three miles of gangway, it was a foregone conclusion that the British Industries Fair, which has just terminated, would prove a big attraction to many thousands

of traders. Almost every department of commerce was represented, either at the London or the Provincial sections. Trade visitors mostly from London and the provincial centers of industry largely outnumbered the comparatively few buyers from overseas, though commercial representatives from different European countries were fairly well in evidence.

The musical instrument section comprised some thirty firms—a very poor representation of British industry. The chief reason assigned for this sparse display must be associated with the fact that results at the last exhibition were disappointing to many of the firms who had taken space, but coupled with this is the veto placed upon the exhibition by the Federation of British Music Industries, which had objected to the exhibition of products, pianos in particular, not wholly manufactured in England. The result was that many British houses refrained from taking space. Personally, I agree with this attitude, though, as far as concerns piano exhibits, a very small percentage were built entirely or in part of foreign components. It is good news, however, that the Board of Trade has now accepted the dictum of the Federation in regard to the exclusion of instruments not wholly of British manufacture.

In the gramophone section I observed apparatus of American manufacture and machines whose only claim to British were the cabinets. This, I take it, is entirely foreign to an exhibition supposedly held in the interests of British industry. Some of the gramophone exhibitors found things just a trifle slack, but with actual orders booked and the great value of the publicity derived by trade inquiries I am of the opinion that the B. I. F. can honestly be regarded as an unqualified success for most of the exhibitors whose names, by the way, appeared in these columns last month.

The Ideal Home Exhibition

As usual, this exhibition, held at Olympic during March, proved highly popular. The great element of value derived by manufacturers lay in the opportunity of directly interesting the public by ocular demonstration of their exhibits. Most of the firms exhibiting were certainly pleased with the business results, and that, after all, is the main thing.

Among gramophone exhibits special mention should be made of the beautiful art period "Algraphones" by Alfred Graham & Co., Crofton Park, London, S. E. As much as \$3,750 (£750) could be paid for a true-to-the-period model. These instruments combine many new features of construction and are a real revelation of build and tone-quality. In every way distinctive, "Algraphones" certainly represent a high achievement in the gramophone world, and even so, I am given to understand that further big developments may be expected within the near future. The company already lists about sixty different models and there are many more on

the way, which will figure at prices within the purse limits of "the man in the street." In other words, Messrs. Graham are out to satisfy all and every possible demand. Behind a wonderful organization is a wonderfully keen brain. Alfred Graham has done far more in the post-war development of our industry than anyone I know of.

Another exhibit of general admiration was a gramophone baptized under the name of "Tretone Separaphone," described as "The Gramophone with a Tone Filter." Its fidelity of reproduction certainly justifies all the praise showered upon it by visitors and I am satisfied that the Tretone Separaphone is well on the way to the establishment of a deservedly good reputation in the trade as an instrument of distinctive merit.

Messrs. Perophone, Ltd., occupied a prominent stand upon which a very pleasing display of the now famous "Grippa" machines attracted considerable attention. This instrument made its bow to the trade as a portable, but developments have since taken place in the introduction of some new small pedestal models of period design and of dainty dimensions. The general verdict was entirely favorable to the conception, tone quality and volume of these beautiful little "Grippa" gramophones, so much so that quite an appreciable amount of business resulted, I understand. H. J. Cullum has evidently given considerable thought to the production and correct period designs of the new Grippas, which have won an instant success.

Brief Notes of Interest

The latest sound box production here is made of solid silver with ivory diaphragm. In tone it is exceedingly mellow. The retail price is £7 10s. Mr. Russell, of the Gramophone Exchange, this city, fathers this unique line and he tells me that orders have already been booked.

The question of equity in exchanging records as between manufacturer and dealer is again to the forefront by the arrival of the exchange period. It's a matter that the Gramophone Association of Retail Dealers have in hand. I believe that a common policy will be reached. That's what the trade most urgently requires.

Messrs. Pathé have gone to the public with an offer to exchange old or broken Pathé records against purchase of three times the value at their dealers' establishments. Few agree that the three to one basis of exchange is an acceptable proposition.

Appleton's of Leeds has made an important move by absorbing Long's (Newcastle-on-Tyne), Ltd., Columbia jobbers, and the Wholesale Gramophone Supply Co., Ltd., Zonophone jobbers, also of Newcastle. In trade circles this big concentration of interests is regarded as certain to result advantageously for Columbia and Zonophone dealers.

The Limit Engineering Co., maker of tone arms and various gramophone fittings, announces removal from Southwark street to larger premises at Albion street, Kings Cross, London, N. 1.

Owing to progressive business development,
(Continued on page 160)

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 "Lyrecodisc, London"

Mr. Balcombe, who is associated here in the "Motor of Quality" sales interests of the Otto Heineman Corp., has registered as A. J. Balcombe, Ltd., gramophone manufacturers, capital £10,000, office, 51 Tabernacle street, E. C. 2.

Some Interesting New Zonophone Records

Among the new Zonophone records is included one by Sir Harry Lauder, whose popularity in the States is probably no less than it is here. On G. O. 56, he makes a noteworthy recording of "The Lass o' Killiecrankie," an old favorite which, to the writer, is far more acceptable in every way than the obverse title on this record, "That's the Reason Noo I Wear a Kilt," well recorded though it be.

On the ordinary list are some good titles: 2200, "Cuckoo's Call," waltz, and "Ta Whoo," fox-trot, by the Black Diamond Band; 2202, "Hawaiian Dreams," waltz, and "Last Night," one-step, two very pretty items by the Peerless Dance Orchestra; 2208, "When Ma Piccaninny Died," and "A Little Coon's Prayer," by Miss Jessie Broughton, are the sort of songs that sell; they are somewhat mournful; 2203 bears a couple of extremely pleasing ballads, "Song of the Bow," and our old favorite, "Devonshire Cream and Cider," both sung to perfection by Foster Richardson; 2211, "My Mammy," and "If You Show a Little Love for Me," by The Two Rascals completes a satisfactory program.

Garrard Pays Tribute to the Press

It was a grateful thought on the part of the Garrard Engineering & Manufacturing Co., Ltd., to invite members of the Press to lunch with the directors and executive staff of the firm. C. E. Newbiggin, chairman of the Garrard Co., presided. He told an interesting story of his firm's war activities, and how it had since switched over to the manufacture of the Garrard gramophone motors. The change had involved installation of special machinery capable of working to 1-

FROM OUR LONDON HEADQUARTERS— (Continued from page 159)

2,000th part of an inch. It had determined to produce a British motor of reliability and credit to the industry. In which respect it has achieved a distinct success. Incidentally, I might mention that at the British Industries Fair, the fine Garrard exhibit attracted the special attention of His Majesty, the King, who spent some few minutes of his long tour of the fair at the Garrard stand inquiring into and examining the Garrard mechanism.

Mr. Newbiggin expressed very sincere thanks to the Press—"it could not be bought, and its voluntary support of the Garrard enterprise merited the unqualified gratitude of himself and his co-directors." Lt. Colonel R. H. Tatton proposed the toast of "The Press" in felicitous terms, averring that "no section of the community is more devoted to the cause of rehabilitating British industry than the British Press." And so say all of us! The toast acknowledged, the whole company afterwards proceeded to the British Industries Fair and inspected the Garrard motor exhibits.

"His Master's Voice" New Celebrity Issues

Announced as a fine trade tonic are the celebrity records listed on the Gramophone April program. Contributions by Tetrizzini, Battistini, Heifetz and other famous artists should certainly help to the making of special sales. In other sections, records by the Symphony Orchestra, the Beatrice Hewitt Piano Quartet, Hamilton Harris, etc., represent big trade possibilities for "His Master's Voice" dealers.

"America's Premier Trade Journal"

My reference in the February issue to the smart editorial style of advertisement used by our friend Thos. Edens Osborne, of Belfast City, is, I observe, quoted verbatim in a recent issue of the Belfast Telegraph. Due recognition is, of course, given The Talking Machine World; in fact, the paragraph bears the caption: "America's Premier Trade Journal." I suspect that Mr. Osborne knows not a little about this report!

Mention of Mr. Osborne reminds me that at a meeting of the Queen's University French Society the whole of Corneille's "Le Cid" in five acts, as recited by the actors of the Theatre Francais in Paris, was performed on the gramophone to a distinguished audience. The members were unanimous in their appreciation of

the gramophone as a most valuable adjunct to the teaching of modern languages. Perfectly demonstrated and lent by Mr. Osborne, the machine and records were voted a great success.

H. A. Moore & Co. to Represent Unit Co.

An announcement of much interest to the trade in the United Kingdom has just been made by the Unit Construction Co., of this city. Arrangements have just been concluded whereby H. A. Moore & Co., Ltd., will be the sales agents for Unico products in the United Kingdom and will carry the message of better stores, better business and greater profits.

The Oxford street store of the Gramophone Co., Ltd., is ample introduction to the Unit Construction Co., but it is well worth mentioning, however, that its service is by no means confined to such comprehensive installations as this. As a matter of fact, in the States, Unico service is counted as indispensable to the small dealers as its effectiveness to the larger ones. The distinctive value of sectional construction enables the dealer who needs one room to-day to become the larger dealer of to-morrow. Colonel Moore, who is now in the States getting first-hand information as to the exceptional results which accrue from well planned Unico equipped stores, upon his return will be able to place Unico service at the command of dealers.

Winner News

J. E. Hough, Ltd., announce a fine new list of Winner records by such talented artists as Talbot O'Farrell, Walter Williams, Jay Laurier, H. M. Scots Guards Band, Corelli Windeatt's Orchestra. Their contributions are topical and enjoy a quick sales response.

With this record list the company advises dealers of price reductions on all lines of main-springs, repair parts, sundries and accessories.

The "His Master's Voice" Spare Parts List

Three separate lists of spare parts have been issued. Every part is illustrated and numbered for easy reference. The lists are compiled for use with instruction cards and dealers' tool sets already circulated to all H. M. V. agents. The company has done everything possible to facilitate the keeping in repair of their instruments which, it may be said, do not often require attention, given normal treatment. Dealers should make good use of these facilities.

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

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THE MUSIC TRADE REVIEW
373 FOURTH AVENUE NEW YORK

Advance RECORD BULLETINS for May, 1922

COLUMBIA GRAPHOPHONE CO.

- SYMPHONY RECORDS
49983 O Sole Mio (My Sunshine)—Soprano and Contralto Duet... Rosa and Carmela Ponselle
A3562 Kashmiri Song, from "Indian Love Lyrics"—Baritone Solo... Louis Graveure
49689 Mother O' Mine—Baritone Solo... Louis Graveure
49813 Canzonetta, Op. 6—Violin Solo... Toscha Seidel
49813 Sweet Evening Star, from "Tannhäuser"—Cello Solo... Pablo Casals
A6211 Maiden's Wish (Chant Polonais) in G Major—Piano Solo... Josef Hofmann
Butterfly—Spinning Song—Piano Solo... Josef Hofmann
A3561 One Sweetly Solemn Thought—Contralto Solo, Cyrena Van Gordon
I Love to Tell the Story—Contralto Solo, Cyrena Van Gordon
A3559 Some O' These Days—Contralto and Baritone Duet... Asher and Rodeheaver
Heab'n—Contralto and Baritone Duet, Asher and Rodeheaver
A3560 Isle of Paradise (Waltz)—Hawaiian Guitars and Xylophone... Ferera, Franchini and Green
Susquehanna Shore—Hawaiian Guitar Duet, Ferera and Franchini
A3577 Virginia Blues... Van and Schenck, Comedians
Carolina Rolling Stone, Van and Schenck, Comedians
A3573 She's Mine, All Mine—Tenor Solo, Frank Crumit
Hal! Ha! Ha!—Tenor Solo... Frank Crumit
A3574 You Can Have Every Light on Broadway (Give Me That Little Light at Home)—Tenor Solo, Billy Jones
Time After Time—Tenor Solo... Edwin Dale
A3575 Alabama Mammy—Tenor and Baritone Duet, Charles Hart and Elliott Shaw
Pick Me Up and Lay Me Down (In Dear Old Dixieland)—Tenor Solo... Vernon Dalhart
A3571 She's a Mean Job—Fox-trot, Frank Westphal and His Rainbo Orchestra
If You Knew—Fox-trot, Frank Westphal and His Rainbo Orchestra
A3572 Love Days—Fox-trot... Paul Biese's Orchestra
Little Thoughts—Fox-trot, Paul Biese's Orchestra
A3578 California—Fox-trot... Knickerbocker Orchestra, Under Direction of Eddie Elkins
An Old-Fashioned Girl—Fox-trot, Knickerbocker Orchestra, Under Direction of Eddie Elkins
A3576 Out of the Shadows (Intro. "Southern Memories")—Medley Waltz, Prince's Dance Orchestra
Rio Nights—Waltz... Prince's Dance Orchestra
MID-MONTH LIST
A3568 Angel Child... Al Jolson, Comedian
Angel Child—Fox-trot... The Columbians
A3564 Don't Leave Me, Mammy—Tenor and Baritone Duet... Charles Hart and Elliott Shaw
Indiana Lullaby—Tenor and Baritone Duet, Billy Jones and Ernest Hare
A3569 Song of India—Fox-trot, Eddie Elkins' Orchestra
To a Wild Rose—Fox-trot, Eddie Elkins' Orchestra
A3570 Virginia Blues—Fox-trot... The Columbians
Dear Old Southland—Fox-trot... The Columbians
A3563 Lola Lo—Fox-trot... Ray Miller and His Black and White Melody Boys
Doo Dab Blues—Fox-trot... Ray Miller and His Black and White Melody Boys

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18875 Don't Leave Me Mammy... Vernon Dalhart
Time After Time... Henry Burr
18876 Georgia... Peerless Quartet
Oh! You Beautiful Baby, Aiken Stanley and Billy Murray
18877 Play that "Song of India" Again, Charles Harrison
Those Days Are Over, Albert Campbell and Henry Burr
DANCE RECORDS
18872 Jimmy (I Love But You)—Fox-trot, Paul Whiteman and His Orchestra
After the Rain—Fox-trot, Paul Whiteman and His Orchestra
18874 Tee-Pee Blues—Fox-trot, The Benson Orchestra of Chicago
Black Eye Blues—Fox-trot, The Benson Orchestra of Chicago
18878 While Miami Dreams—Fox-trot, Joseph C. Smith and His Orchestra
Tell Her at Twilight—Fox-trot, Hackel-Bergé Orchestra
18879 Old Fashioned Girl—Fox-trot, Paul Whiteman and His Orchestra
Little Grey Sweetheart of Mine—Medley Fox-trot... Club Royal Orchestra
18880 Bygones—Fox-trot, Paul Whiteman and His Orchestra
By the Sapphire Sea—Fox-trot, Paul Whiteman and His Orchestra
VOCAL AND INSTRUMENTAL RECORDS
55153 The Waggle o' the Kilt... Sir Harry Lauder
Bella McGraw... Sir Harry Lauder
45305 Waltz (Piano Duet)... Guy Maier-Lee Pattison
España Rapsodie... Guy Maier-Lee Pattison
45306 Come, Thou Fount of Every Blessing, Olive Kline-Elsie Baker
Saviour, Like a Shepherd Lead Us, Olive Kline-Elsie Baker
45307 Longing, Dear, for You... Olive Kline
Rockin' in de Win'... Olive Kline
RED SEAL RECORDS
FRANCES ALDA, Soprano
66036 Carissima... Arthur A. Penn
LUCREZIA BORI, Soprano—In Italian (What Joy to Watch)... Wolf-Ferrari
FRDOR CHALIAPIN, Bass—In Italian
88648 Barbieri di Siviglia—La Calunnia (Barber of Seville)—Slander's Whisper... Rossini
BENIAMINO GIUGLI, Tenor—In Italian
74742 Love's Nocturne (Notturno d'Amor), Fucacci-Drigo
ORVILLE HARROLD, Tenor
74737 The Living God!... Johnstone-O'Hara
JASCHA HEIFETZ, Violinist
(Piano Accompaniment, Sam Chotzloff)
66037 Caprice No. 13... Paganini-Kreisler
FRITZ KREISLER, Violinist

- (Piano Accompaniment, Carl Lamson)
66041 Waltz (Op. 39, No. 15)... Brahms 10
FIRST VICTOR RECORD BY HUGO KREISLER
HUGO KREISLER, Violinist
(Piano Accompaniment, Fritz Kreisler)
66040 Sérénade Espagnole (Spanish Serenade), Chaminade-Kreisler 10
JOHN MCCORMACK, Tenor
66024 The Road that Brought You to Me, Bernard Hamblen 10
ERIKA MORINI, Violinist
(Piano Accompaniment, Emanuel Balaban)
66038 Canzonetta... Godard 10
74736 Walküre—Wotan's Farewell and Magic Fire Music (Wotans Abschied und Feuerzauber) (Philadelphia Orchestra)... Wagner 12
SERGEI RACHMANINOFF, Pianist
66016 Prelude in C Sharp Minor... Rachmaninoff 10
FIRST VICTOR RECORD BY TITO SCHIPA
TITO SCHIPA, Tenor—In Spanish
66039 Granadinas (Farewell, My Granada), Calleja-Barrera 10
The following records were announced to the public on March 15th and are listed in the May, 1922, Supplement:
18870 My Mammy Knows—Fox-trot, The Benson Orchestra of Chicago
Angel Child—Fox-trot, The Benson Orchestra of Chicago
18871 Ten Little Fingers and Ten Little Toes—Fox-trot... The Benson Orchestra of Chicago
In Bluebird Land—Fox-trot, The Benson Orchestra of Chicago

AEOLIAN CO.

- OPERATIC SELECTIONS
52032 Aida—Celeste Aida (Heavenly Aida) (In Italian) (Verdi)—Tenor, Vocalion Orch. Accomp., Giulio Crimi 12
30152 La Boheme—Addio (Farewell) (In Italian) (Puccini)—Soprano, Vocalion Orch. Accomp., May Peterson 10
STANDARD SELECTIONS
24025 The Bohemian Girl—Then You'll Remember Me (Balfe)—Tenor, Vocalion Orch. Accomp., Colin O'More 10
Jocelyn—Berceuse (Godard)—Tenor, Vocalion Accomp... Colin O'More 10
14307 Molly Brannigan (Old Irish Melody)—Orch. Accomp... Charles Harrison 10
Come Back to Erin (Claribel)—Orch. Accomp., Charles Harrison 10
INSTRUMENTAL SELECTIONS
24024 Angel's Serenade (Braga)—Piano Accomp. by Marcel Hansotte... Maurice Dambois 10
Melody in F (Rubinstein)—Cello, Piano Acc. by Marcel Hansotte... Maurice Dambois 10
14305 Hearts and Flowers (Moses-Tobani), The Aeolian String Trio 10
Simple Confession (Thome), The Aeolian String Trio 10
14308 Blue Danube Waltz (Strauss), The Aeolian Light Orchestra 10
Southern Roses Waltz (Strauss), The Aeolian Light Orchestra 10
HEBREW SELECTIONS
2004 Reboni shel oilom (in Hebrew) (Traditional)—Accomp. by Male Chorus, Cantor Josef Shlisky
Ashri (in Hebrew) (Traditional)—Accomp. by Male Chorus... Cantor Josef Shlisky 12
14306 A Quartet Rehearsal (O'Hara), Harmonizers' Quartet
Operatic Syncopation (Egan-Harriman)—Orch. Accomp... Ernest Hare and Billy Jones 10
14312 You Can Have Every Light on Broadway (Davis-Simons)—Orch. Accomp... Broadway Quartet
I'm Hungry for Beautiful Girls (Fisher-Rose-Held)—Orch. Accomp... Billy Jones 10
14313 Don't Leave Me, Mammy (Davis-de Sylva-Santly-Conrad)—Orch. Accomp... Sam Ash 10
A Sleepy Little Village (Where the Dixie Cotton Grows) (Leslie-Wendling)—Orch. Accomp., Billy Jones 10
DANCE SELECTIONS
14314 Bygones—(Kortlander-Alpert)—Fox-trot, The Leo F. Reisman Orchestra 10
Lonesome Hours—(Rose-Friend)—Fox-trot, The Leo F. Reisman Orchestra 10
14315—Old Times—"Hot Time in the Old Town," "How Dry I Am," "When Roses Bloom," "Georgia Camp Meeting," "Dinah," "Banks of the Wabash," "Yama Yama," "Rings on My Fingers" (Arr. by R. H. Bowers)—Fox-trot, The Bar Harbor Society Orchestra 10
Southern Medley—"Swanee River," "Massa's in de Cold, Cold Ground," "Kentucky Home," "Old Black Joe," "Dixie" (Banjo Solo by J. Cali)—One Step, The Bar Harbor Society Orchestra 10
14316 Pick Me Up and Lay Me Down (In Dear Old Dixieland) (Kalmar-Ruby), Fox-trot, Yerkes S. S. Flotilla Orchestra 10
Blue Bird Land (Short)—Fox-trot Waltz, Yerkes S. S. Flotilla Orchestra 10
14317 By the Sapphire Sea (Snyder)—Fox-trot, The Bar Harbor Society Orchestra 10
Poor Little Me (Benny Davis)—Fox-trot, The Bar Harbor Society Orchestra 10
14318 Sing Song Man (Friend-Conrad)—Fox-trot, Yerkes S. S. Flotilla Orchestra 10
California (Friend-Conrad)—Fox-trot, The Bar Harbor Society Orchestra 10
14319 On the Alamo (Isham Jones)—Fox-trot, Emil Coleman and His Montmartre Orchestra
I've Got the Wonder Where He Went and When He's Coming Back Blues (Little-Lyman)—Fox-trot, Emil Coleman and His Montmartre Orchestra 10
The following records are listed in the June record Bulletin but were released on May 15th
14320 Rosy Posy (From "The Blushing Bride") (Wood-Romberg)—Fox-trot, Rudy Wiedoeft's Californians 10
Mr. and Mrs. (Intro. "Just a Regular Girl," from "The Blushing Bride") (Wood-Romberg) Fox-trot... Rudy Wiedoeft's Californians 10

BRUNSWICK RECORDS

- TWENTY-FIFTH RELEASE
15019 Gioconda—Cielo o mar (Heaven and Ocean), Act II (Ponchielli)—Tenor in Italian... Tino Pattiera
Trovatore—Di quella pira (Tremble, Ye Tyrants), Act III, Scene II (Verdi)—Tenor

- in Italian... Tino Pattiera
15020 Chanson Indoue (Song of India) (From "Salko," Rimsky-Korsakow)—Soprano in English, Florence Easton
Song of the Shepherd Lehl (From "Snegourotchka," Rimsky-Korsakow)—Soprano in English... Florence Easton
50011 La Partida (The Departure) (Blasco-Alvarez)—Baritone in Spanish... Giuseppe Danise
Tartantelle (Rossini)—Baritone in Italian, Giuseppe Danise
15021 Nocturne in F Sharp Major (Op. 15, No. 2) (Chopin)—Pianoforte Solo... Elly Ney
Hungarian Dance No. 2 (Brahms)—Pianoforte Solo... Elly Ney
15022 Ronde des Lutins (Dance of the Goblins) (Bazzini)—Violin Solo... Bronislaw Huberman
Hungarian Dance No. 1 (Brahms-Joachim)—Violin Solo... Bronislaw Huberman
5123 Mother My Dear (Nolen-Treharne)—Tenor, Theo. Karle
In the Moonlight (Buck-Haile)—Tenor... Theo. Karle
2256 Evening Bells (Eilenberg)—Violin-Flute-Harp, Gonolier Trio
Sweet Longings (Meuzel)—Violin-Flute-Harp, Gonolier Trio
2243 After the Rain (Kahn-Sizemore Shritley)—Fox-trot... Isham Jones' Orchestra
Those Longing for You Blues (Robinson-Westphal)—Fox-trot... Isham Jones' Orchestra
20001 Medley of Old Fashioned Waltzes No. 1 ("After the Ball," "The Bowery," "Sweet Rosie O'Grady," "The Sidewalks of New York," "Annie Rooney," "In the Good Old Summer Time")... Carl Fenton's Orchestra
Medley of Old Southern Melodies No. 1 (Waltz) ("My Old Kentucky Home," "Old Folks at Home," "Old Black Joe," "Massa's in de Cold Ground," "Carry Me Back to Old Virginia"), Carl Fenton's Orchestra 10
2248 Lonesome Hours (Rose-Friend)—Fox-trot, Orch. Arr. by Walter Haenschen, Rudy Wiedoeft's Californians
Old Fashioned Girl (Al Jolson)—Fox-trot, Orch. Arr. by Walter Haenschen, Rudy Wiedoeft's Californians
2251 Rio Nights—Vincent-Thompson-Hawaiian Players... Ferera-Franchini
My Hawaiian Rainbow—Gravello-Haring-Hawaiian Players... Ferera-Franchini
2253 High Brown Blues—Yellen-Ager—Comedienne with Orch... Margaret Young
Maybe You Think You're Fooling Baby—Clarke-Violinsky—Comedienne with Orch... Margaret Young
2254 California—Friend-Conrad—Tenor... William Reese
Alabama Mammy—Fleeson-Von Tilzer—Tenor and Baritone... Billy Jones-Ernest Hare
2247 Cutie (Harbach-Friml) (Introducing "I've Found a Bud Among the Roses") (From "The Blue Kitten")—Fox-trot... Bennie Krueger's Orchestra
Jimmy, I Love But You (Smith-Wheeler-Treble-Capie)—Fox-trot... Bennie Krueger's Orchestra
2249 Lola Lo (Smith-Wheeler-Klapholz Lange)—Fox-trot... Selvin's Orchestra
Angel Child (Price-Silver-Davis)—Fox-trot, Selvin's Orchestra
2242 In Bluebird Land (Williams-Short)—Fox-trot, Isham Jones' Orchestra
By the Silvery Nile (Yellen-Johnson)—Fox-trot, Isham Jones' Orchestra
2250 Thrills (West)—Fox-trot... Castlewood Marimba Band
My Carolina Rose (Hall)—Fox-trot, Castlewood Marimba Band
2252 Tell Her at Twilight (Grossman-Donaldson)—Baritone... Elliott Shaw
Time After Time (Brennan Ball)—Tenor, Charles Hart and Male Trio
2246 Poor Little Me (Benny Davis)—Fox-trot, Bennie Krueger's Orchestra
Don't Leave Me, Mammy (Santly-Conrad)—Fox-trot... Bennie Krueger's Orchestra

EDISON DISC RE-CREATIONS

- 50881 The Warblers' Serenade—A Musical Travesty, Sodero's Band
Vera-Valse Lente... Sodero's Band
50882 Break the News to Mother... Waikiki Hawaiian Orch.
With Lure and Ferera
When You and I Were Young, Maggie—Violin Solo... Herbert Somran
50883 Leave Me Your Love When You're Gone, Margaret A. Freer
House o' Dreams... Lewis James
50884 Invocation—Mandolin Solo... Stellario Cambria
Romance (From "L'Eclair") (Call Me Thine Own)—Harp-Zither... Kitty Berger
50885 (a) Good News, Charlot's Comin'; (b) O Mary, Doan You Weep, Doan You Moan, The Southern Four
Couldn't Hear Nobody Pray... The Southern Four
50886 Steamboat Bill... Edward Meeker
The Bell Hops—Coon Vaudeville Sketch, Golden Hughes
80698 A Warrior Bold... Thomas Chalmers
In the Wee Little Home I Love... Thomas Chalmers
80699 The Pilot Brave... Charles Hart-Fred East
Leonore... Vernon Dalhart
80700 Cocotero-Danza Espanola... Peerless Orch.
Spring, Beautiful Spring—Waltz... Peerless Orch.
80701 Love's Sorrow... George Hamlin
Sally in Our Alley... George Hamlin
82253 Spirito Gentil (La Favorita)... Guido Ciccolini
Obissions kuand leur voix appelle (Gavotte) Let Us Obey, When Love Calls (Manon), Alice Verlet
82254 Vision Venitienne... Mario Laurenti
Comme se canta a Napule... Mario Laurenti
RELEASED ON ORDER
50953 Rosy Posy (From "The Blushing Bride")—Fox-trot... Vincent Lopez Orch.
Love Days—Fox-trot... Broadway Dance Orch.
50955 You Can Have Every Light on Broadway (Give Me That One Little Light at Home), Jim Doherty
At the Irish Jubilee... Billy Jones
50956 Lovey Dove (From "The Rose of Stamboul")—Fox-trot... Broadway Dance Orch.
Atta Baby... Billy Jones-Ernest Hare
THREE SPANISH RE-CREATIONS RELEASED ON ORDER
76014 Cancion de los Achares—Couplet Amoroso de la Revista 1918... Jose Mojica
Ausencia... Jose Mojica
76015 Ojos Tapatios—Las Musas del Pais (Beautiful Tapatia Eyes)—Native Muses... Jose Mojica
(Continued on page 162)

ADVANCE RECORD BULLETINS FOR MAY—(Continued from page 161)

Fingda Jose Mojica
76016 Virgencita (Little Maiden)..... Jose Mojica
Agua que va rio abajo—Couplet..... Jose Mojica
YIDDISH RE-CREATIONS RELEASED ON ORDER
59503 Zlgeklehbt Sam Silberbusch
Shema Jisroel Sam Silberbusch
59504 Prohobyschen (Kamedie Sketsh mit gesang),
Sam Silberbusch-Sadie Wachtel
Konig Lear als Border (Kamedie Sketsh mit
gesang)..... Sam Silberbusch-Sadie Wachtel
ALREADY RELEASED
50954 Old Fashioned Girl—Fox-trot..... Lanin's Orch.
Blue Bird (Where Are You?)—Fox-trot
Broadway Dance Orch.
TWO SPECIALS
50958-4107 A Flower of Italy—Violin Solo,
Isidore Moskowitz
1505 Valse (Posthumous)—Piano Solo,
E. Robert Schmitz
50959-1558 Swaying—Waltz, Piano Solo,
Ernest L. Stevens
8370 Who (Believed in You?)—Fox-trot, Piano
Solo Henry W. Lange

EDISON BLUE AMBEROL

4494 Blue Danube Waltz—Piano Solo..... Walter Chapman
4495 House o' Dreams..... Lewis James
4496 Brother Low Down..... Al Bernard
4497 Old Pat (Why Don't You Answer Me?)—Violin
Solo Herbert Soman
4498 Forgotten Eugene Cowles
4499 Blue Bird Inspiration..... Imperial Marimba Band
4500 Those Days Are Over..... George Wilton Ballard
4501 Marle—Fox-trot..... Green Bros. Novelty Band
4502 When I Was Twenty-one..... Glen Ellison
4503 O Day of Rest and Gladness..... Metropolitan Quartet
4504 Thinking of You..... The Homestead Trio
4505 I Ain't Nobody's Darling..... Byron G. Harlan
4506 Up In the Clouds (From "Up in the Clouds")—
Medley Fox-trot..... Green Bros. Novelty Band
ONE NORWEGIAN SELECTION
9252-15061 Sommersol til sidste Stund! (Silver Threads
Among the Gold)..... Carlsten Woll
ONE RUSSIAN SELECTION
11232-15087 Kalinka (Russian Folk Song) Russkaya
narodnaya pjesnia..... Alexander Sashko
MAY BLUE AMBEROL HITS
4532 Blue Danube Blues and Ka-lu-a (From "Good
Morning, Dearie")—Piano Solo..... Ray Perkins
4533 Virginia Blues—Fox-trot..... Broadway Dance Orch.
4534 Who Believed in You?—Piano Solo,
Henry W. Lange
4535 I Ain't Nobody's Darling (Intro.: "Medley of
College Songs")—Piano Solo..... Ray Perkins
4536 Old Fashioned Girl—Fox-trot..... Lanin's Orch.

OKEN RECORDS

4542 Sweet Cookie (Irwin Le Clerc),
Mamie Smith and Her Jazz Band 10
Oh, Joe (Please Don't Go) (L. M. Walker-Larry
Briers)..... Mamie Smith and Her Jazz Band 10
4543 On the Gin-Gin, Ginny Shore (Leslie-Donaldson)
(Contralto with Orch.)..... Aileen Stanley 10
The Mamma Gone Blues (L. Calvin-J. Clark)
(Contralto with Orchestra)..... Elsie Clark 10
4544 Eight Rock Blues (B. Smythe-A. Furlong)—Fox-
trot..... Tampa Blue Jazz Band 10
Hurry Back Home (Ben Schwartz)—Fox-trot,
Tampa Blue Jazz Band 10
4545 After the Rain (A. G. Shrigley)—Fox-trot,
Erdody and His Famous Orchestra 10
Just a Little Love Song (Joe Cooper)—Fox-trot,
Erdody and His Famous Orchestra 10
4546 She's a Mean Job (Jimmy Selby)—Fox-trot,
The Original Six 10
Angel Child (G. Price-A. Silver-B. Davis)—Fox-
trot The Original Six 10
4547 My Mammy Knows (H. De Costa-M. K. Jerome)
Fox-trot California Ramblers 10
While Miami Dreams (Richard A. Whiting)
—Fox-trot California Ramblers 10
4548 Cutie (From "The Blue Kitten") (Rudolf Friml)
—Fox-trot..... Blue Diamond Dance Orchestra 10
Italy (E. C. Keithley-F. H. Klickmann)—Fox-
trot Markel's Orchestra 10
4549 Lola Lo (A. Lange-E. Klapholz)—Hawaiian Fox-
trot Markel's Orchestra 10
Doo-dah Blues (Fred Rose-Eddie White)—Fox-
trot Markel's Orchestra 10
4550 The Sheik of Araby (H. B. Smith-F. Wheeler-
Ted Snyder) (Tenor, Acc. by The Orchestra
of Araby)..... Charles Hart 10
Ka-Lu-a (From the Musical Comedy, "Good
Morning, Dearie") (Anne Caldwell-Jerome
Kern)—Tenor, Acc. by Hawaiian Orchestra,
Lewis James 10
4551 I Got It, You'll Get It (Just the Same as Me)
(Lew Brown, Lew Pollack) (Tenor, Acc. by
Orch.)..... Harry Rose 10
You're a Good Old Car but You Can't Climb
Hills (A. B. Sterling-E. P. Moran-H. Von
Tilzer) (Contralto with Orch.)..... Elsie Clark 10
4552 Virginia Blues (Fred Meinken)—Fox-trot,
Markel's Orchestra 10
Mammy Lou (Harry Von Tilzer)—Fox-trot,
Glantz and His Orchestra 10
4553 Jimmy (A. Trebla-F. Caple)—Fox-trot,
Glantz and His Orchestra 10
Venetian Love Boat (F. Magne-T. Kochler)—
Fox-trot..... Glantz and His Orchestra 10
4554 Bluebird! Where Are You? (Irving Maslof)
—Fox-trot..... Julius Lenzberg's Harmonists 10
Tennessee Moon (Jack Brown-Billy Hill)—Fox-
trot..... Glantz and His Orchestra 10
4555 Rosemary (John Schonberger)—Fox-trot,
Albert De Martini's Dance Orchestra 10
Canary Isle (Ben Schwartz)—Fox-trot,
Albert De Martini's Dance Orchestra 10
4556 Granny (You're My Mammy's Mammy) (Harry
Aktst)—Fox-trot Markel's Orchestra 10
Marie (Otto Motzan—Henry Santly)—Fox-trot,
Markel's Orchestra 10
4556 Malana Nnu Ka Kakanl (Gentle Zephyr)—Ha-
wailan Guitar Duet,
Frank Ferera, Anthony Franchini 10
Waikiki Mermaid—Hawaiian Guitar Duet,
Frank Ferera, Anthony Franchini 10
4557 Looking This Way (J. W. Van de Venter)
—Baritone with Organ Accomp. by Philip
Hauser Elliott Shaw 10
Safe in the Arms of Jesus (Crosby-Doane)—
Tenor-Baritone Duet with Organ Accomp. by
Justin Ring Charles Hart, Elliott Shaw 10
4558 Revival Day—Spiritual Colored Quartet,
Virginia Female Jubilee Singers 10
My Time Ain't Long—Spiritual Colored Quar-
tet Virginia Female Jubilee Quartet 10
4559 Dear Old Melodies No. 1 (Arranged by Ring-
Hager) (Intro. "In the Good Old Summertime,"
"My Mandy Lee," "On the Sidewalks
of New York," "After the Ball Is Over")—
Male Quartet with Orchestra..... Shannon Four 10
Dear Old Melodies No. 2 (Arranged by Ring-

Hager) (Intro. "Little Annie Rooney," "On
the Banks of the Wabash," "Sweet Rosie
O'Grady," "He Rambled," "A Hot Time in
the Old Town")—Male Quartet with Orchestra,
Shannon Four 10
4560 Mother Machree (Young-Olcott-Pall)—Tenor with
Orch. William Rodyn 10
Macushla (J. V. Rowe, D. MacMurrough)—
—Tenor with Orch. William Rodyn 10
4561 The Great Red Moon (Ring-Hager),
Hager's Orchestra, Acc. by Gounod Quartet 10
Valse Ma Jolie (Wm. J. C. Lewis)—Saxophone
Solo Nathan Glantz 10
4562 Uncle Josh and the Dentist (Cal Stewart)
—Talking..... Byron Harlan, Ernest Hare 10
Village Gossip (Cal Stewart)—Talking,
Byron Harlan, John Riley 10
70005 The Ould Plaid Shawl (Haynes)—Recorded in
Europe by the International Talking Machine
Company..... John McCormack with Orch. 10 1/4
4563 Gentle Angels, Pilot Me (J. E. Gould)—Spirit-
ualistic Hymn, Baritone with Orch.,
Gene Kenneth Lord 10
Only a Thin Veil Between Us—Spiritualistic
Hymn, Baritone with Orch.,
Gene Kenneth Lord 10

PATHE FRERES PHONOGRAPH CO.

STANDARD VOCALS
20707 The Two Beggars,
Wallace Brown and George Anderson 10
Dream Faces..... Elliott Shaw 10
20708 Kentucky Babe..... William Lowe 10
Nancy Lee..... William Lowe 10
20709 Barcarolle ("Tales of Hoffman"),
Gladys Rice and Nevada Van der Veer 10
All Through the Night..... Lewis James 10
20710 Silver Threads Among the Gold,
Charles Harrison 10
Love's Dream Is O'er,
Lewis James and Charles Hart 10
SACRED
20711 Almost Persuaded..... Paul Hardy 10
Just as I Am..... Paul Hardy 10
INSTRUMENTAL
20712 When Shall We Meet Again,
Lucas' Novelty Quartet 10
Selection of South Russian Folk Melodies,
Kirilloff's Russian Balalaika Orchestra 10
Manhattan Trio 10
20713 To a Wild Rose (Violins-Piano),
Song of India (Chanson Indoue) (From the
Legend "Sadko") (Violins-Piano),
Manhattan Trio 10
RURAL COMEDY
20714 Uncle Josh Buys an Automobile (Cal Stewart),
Byron G. Harlan 10
Uncle Josh at the Circus (Cal Stewart),
Byron G. Harlan 10

POPULAR
20732 Pick Me Up and Lay Me Down in Dear Old
Dixieland Vernon Dalhart 10
Memories of You..... Carleton Williams 10
20733 California Arthur Fields 10
Don't Feel Sorry for Me..... Arthur Fields 10
20734 Tell Her at Twilight..... Elliott Shaw 10
Alabama Mammy..... Hart and Shaw 10
20735 Who Tied the Can on the Old Dog's Tail,
Al. Bernard 10
You Won't Be Sorry..... Crescent Trio 10
DANCE RECORDS
20736 By the Sapphire Sea—Fox-trot,
Hotel Biltmore Orchestra 10
Bygones—Fox-trot..... Hotel Biltmore Orchestra 10
20737 Virginia Blues—Fox-trot,
Jos. Samuels and His Orchestra 10
Little Girl—Fox-trot..... Royale Trio 10
20738 Georgia—Fox-trot..... Don Parker's Trio 10
Up In the Clouds—Fox-trot,
Casino Dance Orchestra 10
20739 Lovey Dove (From "Rose of Stamboul")—Fox-
trot..... Casino Dance Orchestra 10
Lonesome Lips—Fox-trot, Casino Dance Orchestra 10
20740 By the Old Ohio Shore—Waltz,
Terrace Waltz Orchestra 10
When Sweethearts Waltz (Waltz),
Terrace Waltz Orchestra 10
All of these records may be obtained in both Pathe (sap-
phire and Actuelle (needle-cut). The numbers shown are
Pathe numbers. The Actuelle number is the same as the
Pathe but prefixed with a cipher, as 020707.

GENNETT LATERAL RECORDS

4833 Dolores Waltz (Waldfuefel)..... Capodiferro's Band
Blue Danube Waltz (Strauss)..... Capodiferro's Band
4834 Pyramids (Polka) (Liberati) (Cornet Solo with
Orch. Acc.)..... Pietro Capodiferro
Valse Yvonne (Petite Valse Caprice) (Wiedoeft)
(Saxophone Solo with Orch. Acc.)..... Rudy Wiedoeft
4835 Old Fashioned Girl (Jolson)—Fox-trot,
Lanin's Famous Players
Lo La Lo (Lange-Klapholz)—Fox-trot,
Lanin's Famous Players
4836 My Home Town (Mohe-Tracey) (Orch. Acc.),
(Aileen Stanley)..... Vocal Quartet, Unaccompanied
Alabama Mammy (Von Tilzer-Fleeson) (Strand
Theatre Quartet) Vocal Quartet, Unaccompanied
S4837 Colombina (De La Revista "La Bandera Triga-
rante") (Alfonso Esparza Oteo)—Fox-trot,
Banda de Capodiferro
El Martilleo (Couplet) (Lopez) (Cantado por
Amelia Rico).
4838 I Want the World to Know (Mr. and Mrs. C.
Brandon) (Orch. Acc.)..... Criterion Quartet
Memories of Virginia (Wilroff-Arkinson) (Orch.
Acc.)..... Criterion Quartet
4839 Time After Time (Brennan-Ball) (Tenor with
Orch. Acc.),
Angel Child (Price-Silver-Davis) (George Wil-
ton Ballard) (Tenor with Orch. Acc.)
I-4840 Inno Garibaldi March (A. Olivieri), G. Iasilli's Band
Marcia—Reale E Fanfara (Gabetti), G. Iasilli's Band
I-4841 American Aviation March (G. Creator) (Marcia
Militare)..... G. Iasilli's Band
Cuore d' Artista (Orlando) (Marela Sinfonica),
G. Iasilli's Band
4842 Rio Nights (Thompson)—Waltz Hawaiian Quartet
Hawaiian Rainbow (Gravelle-Harding)—Waltz,
Hawaiian Quartet
4843 You've Had Your Day (Edwards-Stello)—Fox-
trot..... Mardi Gras Sextet
Virginia Blues (Meinken)—Fox-trot,
Ladd's Black Aces
(Featuring Cliff Edwards, "Ukulele Ike")
4844 Lonesome Hours (Friend)—Fox-trot,
Nathan Glantz and His Orch.
Venetian Love Boat (Maggin-Kochler)—Fox-trot,
Nathan Glantz and His Orch.
4845 By the Old Ohio Shore (Earl)—Waltz, Taylor Trio
Call Me Back, Pal o' Mine (Perricone-Dixon)—
Waltz (Violin-Cello-Piano)..... The Taylor Trio
10058 A Dream (Cory-Bartlett)—Tenor, with Orch. Acc.
Henry Moeller

The Rosary (Nevin-Rogers)—Tenor, with Orch.
Acc. Henry Moeller

REGAL RECORD CO.

9206 Never Mind (Breau-Sanders)—Fox-trot,
Biltmore Hotel Orchestra
My Mammy Knows (De Costa-Jerome)—Fox-trot,
Zylo Specialty Orchestra
9207 Mo-Na-Lu (Louis Breau)—Fox-trot,
Sherbo's Dance Orchestra
Babbling Brook (Kendis-Brockman)—Waltz,
Zylo Specialty Orchestra
9208 Somewhere in Naples (J. S. Zamecnik)—Fox-trot,
Joseph Samuels' Music Masters
Colorado and You (Johnson-Robison)—Waltz,
Joseph Samuels' Music Masters
9209 Greenwich Witch (Zez Confrey) (Piano Solo),
Vi Palmer
You Tell 'Em Ivories (Zez Confrey) (Piano
Solo) Vi Palmer
SPECIAL CHARACTER RELEASE
9210 Mister Gallagher and Mister Shean (Character
Duet) Irving and Jack Kaufman
Just Argue With an Irishman, Then Kiss Your-
self Good-Night..... Billy West

EMERSON PHONOGRAPH CO., INC.

DANCE
10517 By the Sapphire Sea (Ted Snyder)—Fox-trot,
Sherbo's Club Dansant Ensemble
Babbling Brook (Kendis and Brockman)—Waltz,
Green Brothers' Novelty Band
10518 Lola Lo (Lange-Klapholz)—Fox-trot,
California Ramblers
Learning to Love (Ward and Arthur)—Fox-trot,
Glantz and His Orchestra
10519 Cutie (from the Musical Production "The Blue
Kitten")—Fox-trot, Eubie Blake and His Orchestra
Jimmy, I Love But You (Trebla and Capie)—
Fox-trot..... Eubie Blake and His Orchestra
10520 Good-bye, Shanghai (Johnson and Meyer)—Fox-
trot..... Glantz and His Orchestra
My Mammy Knows (De Costa and Jerome)—
Fox-trot..... Green Brothers' Novelty Band
10521 Virginia Blues (Fred Meinken)—Fox-trot,
Lanin's Southern Serenaders
Doo Dah Blues (Rose and White)—Fox-trot,
Lanin's Southern Serenaders
10522 Somewhere in Naples (J. S. Zamecnik)—Fox-
trot..... Joseph Samuels' Music Masters
Colorado and You (Johnson and Robison)—
Waltz..... Joseph Samuels' Music Masters
10523 Greenwich Witch (Zez Confrey)—Piano Solo,
Zez Confrey
You Tell 'Em Ivories (Zez Confrey)—Piano
Solo Zez Confrey
VOCAL
10524 Little Grey Sweetheart of Mine (Fred Fisher)—
Tenor Solo, Orch. Accomp. Charles Harrison
Old Fashioned Girl in a Gingham Gown (Al
Jolson)—Baritone Solo, Orch. Accomp.
Arthur Fields
10525 Oh! You Beautiful Baby (Lewis-Young-Akst)—
Novelty Song, Orch. Accomp. Fred Hillebrand
Atta Baby! (Tracey and Mohr)—Novelty Song,
Orch. Accomp. Fred Hillebrand
10526 I've Got the Wonder Where He Went and When
He's Coming Back Blues (Little and Lyman)—
Novelty Duet Orch. Accomp.
Al Bernard and Ernest Hare
I'll Be Glad to Get Back to My Home Town
(Tracey and Mohr)—Novelty Song, Orch. Ac-
comp. Billy Jones
10527 Blue Bird, Where Are You? (Clarke-Maslof)—
Tenor Solo, Orch. Accomp. Billy Jones
Hawaiian Bluebird (Gravelle-Harding)—Tenor
Solo Vernon Dalhart
Accomp. by Hawaiian Guitars.
Ferera and Franchini
10528 Ave Maria (Gounod)—Cello Solo, Piano Ac-
comp. Lajos Shuk
The Swan (Le Cygne) (Saint Saens)—Cello
Solo, Piano Accomp. Lajos Shuk

CONNORIZED MUSIC CO.

3065 I Wonder Blues (Little-Lyman)—Fox-trot,
Bailey's Lucky Seven
Pick Me Up and Lay Me Down in Dear Old
Dixie Land (Kalmar-Ruby)—Fox-trot,
Bailey's Lucky Seven
3066 By the Old Ohio Shore (Earl)—Waltz..... Taylor Trio
Swanee River Moon (Clark)—Waltz,
Matt's Orchestra
3067 Rio Nights (Thompson)—Waltz..... Hawaiian Quartet
Hawaiian Rainbow Hawaiian Quartet
3068 Old Fashioned Girl (Jolson)—Fox-trot,
Lanin's Dance Orchestra
Lo-La-Lo (Smith-Wheeler-Lange-Klapholz)—Fox-
trot Lanin's Dance Orchestra
3069 Time After Time—Song, Orch. Acc. Geo. W. Ballard
Angel Child (Price-Silver-Davis)—Song, Orch.
Acc. Geo. W. Ballard
3071 The Herd Girl's Dream (Labitzky)..... Taylor Trio
Sweet Genevieve..... Taylor Trio
3070 Georgia (Johnson-Donaldson)—Fox-trot,
Ray Miller's Black and White Boys
Lonesome Hours (Rose and Friend)—Fox-trot,
Glantz and His Orchestra
NUOVI DISCHI ITALIAN
132 Il Canto del Cardellino (Camerlingo)—Mazurka,
Banda Siciliana 10
Uccelli in Festa (Valente)—Polka..... Banda Siciliana 10
133 Pupilla (Canora)—Polka..... Banda Siciliana 10
Visioni d'Amore (Canora)—Waltz..... Banda Siciliana 10

LATEST PURITAN RECORDS

11112 She's a Mean Job—Fox-trot,
Handy's Memphis Blues Band
Muscle Shoals Blues—Fox-trot,
Handy's Memphis Blues Band
11111 Angel Child—Fox-trot..... Frisco Syncopators
Venetian Love Boat—Fox-trot..... Frisco Syncopators
11107 Virginia Blues—Fox-trot,
Lenzberg Midnight Frolic Orchestra
Boo Hoo Hoo—Fox-trot,
Lenzberg Midnight Frolic Orchestra
11106 Dear Old Southland—Fox-trot..... Frisco Syncopators
Cutie—Fox-trot..... Frisco Syncopators
11105 Those Days Are Over—Fox-trot,
Selvin's Novelty Orchestra
After the Rain—Fox-trot,
Yerkes S. S. Flotilla Dance Orchestra
11104 On the 'Gin 'Gin' Ginny Shore—Fox-trot,
Selvin's Novelty Orchestra
I'm Cuckoo Over You (Intro. "Don't Leave Me
Mammy")—Fox-trot..... Selvin's Novelty Orchestra
11103 While Miami Dreams—Fox-trot..... California Ramblers
(Continued on page 163)

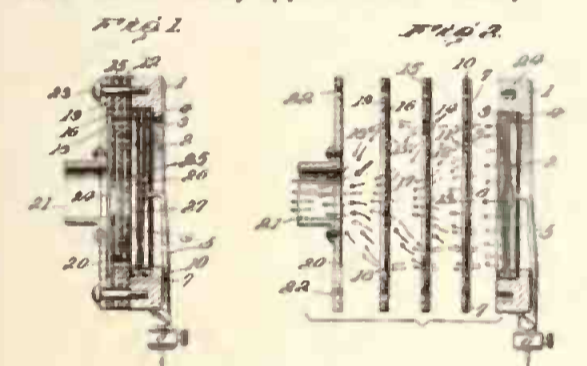
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., April 8.—Sound Box. Washington C. Kantner, Reading, Pa. Patent No. 1,394,427.

This invention relates to certain new and useful improvements in sound boxes for sound-reproducing machines, the object being to provide a sound box which is so constructed that the sound waves are broken up or separated so as to eliminate the shrillness, harshness and ear-piercing effects whereby sweet, melodious strains can be produced.

A still further object of the invention is to provide a sound box with a series of chambers disposed between the vibratory disc and the outlet in order to cause the sound waves of the outer portion of the vibratory disc to travel through the openings of the walls of the chambers in such a manner that the waves produced by the vibratory diaphragm are broken up before they are transmitted to the horn.

A still further object is to provide a mechanism which can be readily applied to the ordinary construction of sound box now in use by simply employing screws of a greater length.



In the drawings Figure 1 is a longitudinal section through a sound box constructed in accordance with the invention, and Fig. 2 is a longitudinal section showing the parts separated, showing the path of travel of the sound waves.

Sound Box. Washington C. Kantner, Reading, Pa. Patent No. 1,394,428.

This invention relates to sound boxes for sound-reproducing machines and is in the nature of an improvement on the application for sound box filed June 25, 1920, Serial No. 391,573, the object being to improve the general construction of the same in order that the box can be manufactured very cheaply.

A further object of the invention is to provide a sound box which is so constructed that the ordinary sound box now in use on sound-reproducing machines can be used in building up a sound box constructed in accordance with this invention.

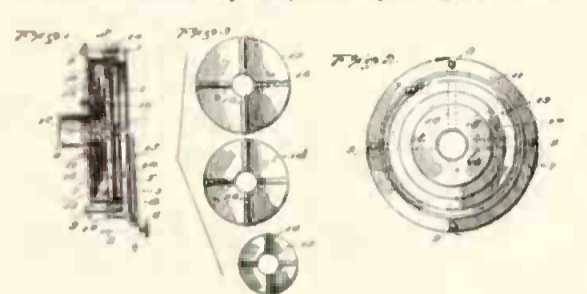
Another and further object of the invention is to provide a sound box in which a plurality of

ADVANCE RECORD BULLETINS

(Continued from page 162)

- All that I Need Is You—Fox-trot, Yerkes S. S. Flotilla Orchestra
- 11102 Granny—Fox-trot—Yerkes S. S. Flotilla Dance Orch.
- All that I Need Is You—Fox-trot. California Ramblers
- 11100 Tell Her at Twilight—Fox-trot, S. S. Flotilla Dance Orchestra
- Smilin'—Fox-trot S. S. Flotilla Dance Orchestra
- 11099 Wanna—Fox-trot Saxophone Sextette
- Bow Wow Blues—Fox-trot, Yerkes Master Saxophonists
- 11098 St. Louis Blues—Medley Fox-trot, Handy's Memphis Blues Band
- Yellow Dog Blues—Medley Fox-trot, Handy's Memphis Blues Band
- 11086 The Sheik of Araby—Fox-trot, Vincent Lopez and His Hotel Pa. Orchestra
- Ty-Tee—Tahiti—Fox-trot, Vincent Lopez and His Hotel Pa. Orchestra
- 11085 Song of India—Fox-trot.... Glantz and His Orchestra
- When Francis Dances with Me—Waltz, Selvin's Novelty Orchestra
- 11109 In Bluebird Land—Tenor Solo.... Charles Harrison
- Carolina Rose—Tenor Solo..... Sam Ash
- 11108 I've Got the Wonder Where He Went and When He's Coming Back Blues—Comedy Solo, Lucille Hegeman and Her Blue Flame Syncopators
- High Brown Blues—Comedy Solo, Lucille Hegeman and Her Blue Flame Syncopators
- 9109 Cohen at the Wedding—Comedy Monolog, Monroe Silver
- Cohen Takes His Friend to the Opera—Comedy Monolog Monroe Silver
- 9086 Dreamy Hawaii—Hawaiian Guitars, Ferrara and Franchini
- Honolulu March—Hawaiian Guitars, Ferrara and Franchini

spaced discs are employed arranged within a lidlike member, said member and disc being provided with centrally disposed openings in such a



manner that the waves produced by the vibratory diaphragm are broken up before they are transmitted to the horn of the sound-reproducing machine.

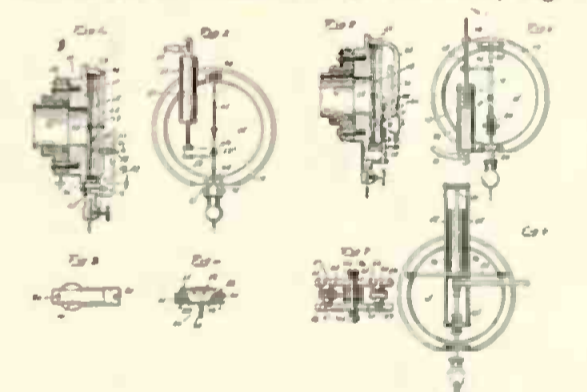
In the drawings Figure 1 is a longitudinal section through a sound box constructed in accordance with the invention; Fig. 2 is an enlarged section taken on line 2—2 of Fig. 1, and Fig. 3 is a plan view of the disc.

Expression Device for Sound-reproducing Instruments. William A. Johnson, Yonkers, N. Y. Patent No. 1,408,514.

One object of this invention is to provide an expression-controlling device for the aforesaid purpose that shall not only be promptly responsive to the will of the operator but also have a particularly direct effect upon the reproducer itself rather than upon the passage through which the sound is transmitted after it is produced.

Another object is to provide a simple and compact structure for acting upon the mechanical connection between the needle or stylus and the reproducer, whereby the amplitude of the vibrations transmitted from the record to the diaphragm of the reproducer may be directly under the control of the operator.

Referring to the drawings, Figure 1 is a transverse sectional elevation of a reproducer equipped with an expression-controlling means which constitutes one embodiment of the invention; Fig. 2



is a front elevation of the same mechanism; Figs. 3 and 4 are sectional plan views taken on the lines 7—7 and 8—8, respectively, of Fig. 1; Figs. 5 and 6 are views corresponding to Figs. 1 and 2, showing still another modification of the invention; Fig. 7 is a sectional plan view drawn to a larger scale and taken on the line 11—11 of Fig. 5. Another modification of the invention is shown in Fig. 8, which corresponds to Fig. 2.

Phonographic Machine. Charles M. Goldstein, New York, assignor to Columbia Graphophone Co., Bridgeport, Conn. Patent No 1,408,585.

This invention relates to phonographic machines of the type used for dictation purposes and aims to improve devices of the character indicated by making the indicating device susceptible of attachment to existing machines without necessitating structural rearrangements therein. Another object is to provide mechanical marking means in combination with an index sheet arranged in the form of a cylinder.

Figure 1 is a vertical section taken on line 1—1 of Fig. 3, sufficient parts of a phonographic machine being illustrated to show the application of the invention; Fig. 2 is a front elevation of the invention looking in the direction of the arrow "2" in Fig. 1, the mechanical marking means

being omitted; Fig. 3 is a top plan of Fig. 1, looking in the direction of arrow "3"; Fig. 4 is a vertical section taken on line 4—4 of Fig. 1; Fig. 5 is a section taken on line 5—5 of Fig. 6;

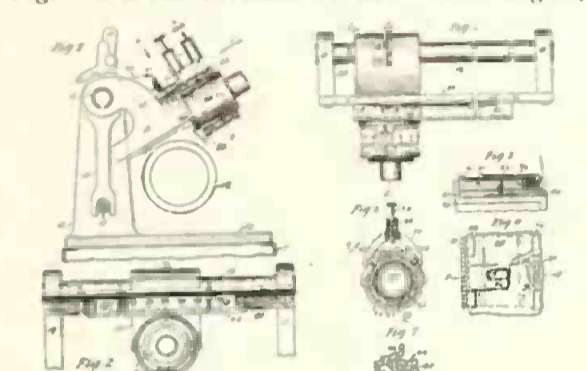


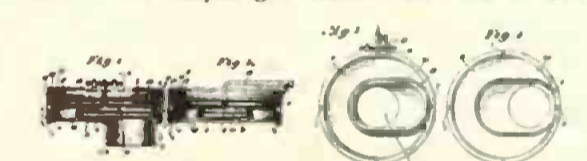
Fig. 6 is a top plan of Fig. 5, parts being broken away and parts being in section, and Fig. 7 is a section on line 7—7 of Fig. 4.

Sound Box for Talking Machines. Harold Y. Prendergast, Brooklyn, N. Y. Patent No. 1,408,776.

This invention relates to improvements in sound boxes, and is a continuation of an abandoned application, Serial No. 134,987, filed December 4, 1916.

One of the objects of the invention is the provision of means for concentrating the sound waves emanating from the diaphragm and conveying such sound waves through a passage so arranged as to preclude diffusion of extemporaneous sound waves in adjacent passages or chambers within the sound box.

Further objects are the provision of means for taking the sound vibrations from the central portion of the diaphragm where the clearer and



richer tones are reproduced, and subsequently transmitting such sound waves through an insulated passage to the tone arm—the provision of a resilient enclosed partition or sounding board, so disposed and arranged as to improve the quality of the reproduced sound—the provision of a sound box provided with means for concentrating the reproduced sound waves at or about the center of the diaphragm, and transmitting same to an outlet opening located eccentrically with reference to the axis of the sound box.

In the accompanying drawings Figure 1 is a central section through a sound box embodying the present invention; Fig. 2 is a section on the line 2—2 of Fig. 1; Fig. 3 is a section on the line 3—3 of Fig. 1, looking in the direction of the diaphragm, and Fig. 4 is a section on the line 3—3 of Fig. 1, looking in the direction of the tone arm.

Talking Machine Reproducer. Franklin G. Mathieu, Chicago, Ill. Patent No. 1,408,820.

This invention relates to talking machines and more particularly to the reproducers thereof with a view to improving the tone qualities of the machine.

Hitherto it has been usual in talking machine construction to provide a disc behind the diaphragm having a central aperture or apertures for the passage of sound from the diaphragm to the goose-neck. The amplitude of vibration of the central portion of the diaphragm is greater than that of the parts nearer the periphery, so that a greater volume of sound is obtainable from the center than from the outlying portions of the diaphragm. The tones given out by the central part of the diaphragm are, however, harsher and more strident than those from the outer portions of the diaphragm. This invention is designed to overcome this defect.

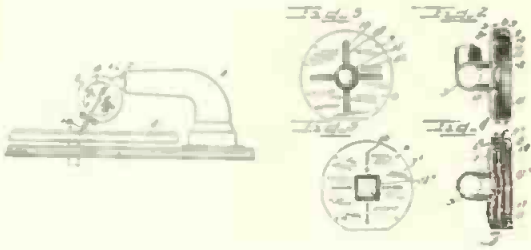
It is an object, therefore, of the invention to

(Continued on page 164)

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 163)

provide means for softening the tones given out by the central portion of the diaphragm and for giving relatively greater freedom to the passage of the vibrations from the outer parts of the same.

It is also an object to provide an improved form of disc for controlling the passage of the sound waves from the diaphragm to the horn or sounding box. A further object is the provision of a sound reflector behind the center of the dia-



phragm adapted to reflect the vibrations received from the latter in lateral directions.

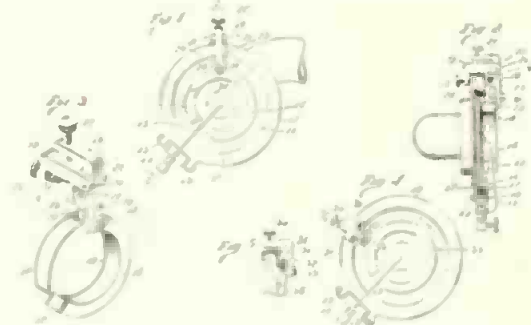
In the drawings Figure 1 is a side view of a talking machine embodying the invention; Fig. 2 is a section on the line 2-2 of Fig. 1; Fig. 3 is a section on the line 3-3 of Fig. 2; Fig. 4 is a central section through a modified form of reproducer; Fig. 5 is a section on the line 5-5 of Fig. 4.

Modifier for Phonograph Sound Boxes. Burr B. Blood, Chicago, Ill., assignor to the Jewel Phonoparts Co., same place. Patent No. 1,408,437.

This invention relates to a device whereby the tones or sounds produced by the reproducer or sound box of a phonograph may be readily modified; that is, the volume of the tones reduced or moderated without, however, affecting the tone quality; the object of the invention being to provide means whereby the modifying of the tones or sounds may be quickly accomplished without necessitating any change or alteration in the sound box or reproducer, per se; the invention comprising means whereby the tones or sounds may be modified without dissipating the tones as is the case with many modifiers at present in use.

The invention contemplates means adapted to be readily secured to any of the well-known types of sound boxes at present employed and which may be easily adjusted to the varying sized sound boxes or reproducers in use.

Figure 1 is a front elevation of a sound box or reproducer with the improved modifier attached thereto; Fig. 2 is a sectional view taken on the line 2-2 of Fig. 1, looking in the direction of the arrows; Fig. 3 is a perspective view of the modifier, unattached to a sound box; Fig. 4 is a front elevation of a sound box or reproducer, illustrating a modified form of the invention; Fig. 5

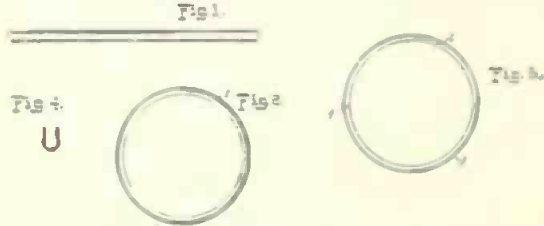


is a fragmentary view of a portion of the sound box and modified form of modifier mechanism shown in Fig. 4.

Sound Record. Chester C. Cook, McMinnville, Tenn. Patent No. 1,409,674.

The present invention relates to improvements in sound records or discs for phonographs, graphophones or the like. At the present time there are two distinct types of these disc records in use, one having one surface only grooved for musical reproduction and the other having both sides or surfaces grooved. The advantages of the latter over the former, especially as regards the phases of economy of space and expense, are too well known to need comment upon. The great disadvantage, however, lies in the fact that it is seldom that the purchaser gets his own selection on both sides. In other words, while he may select the record for the reproduction on one side, he is obliged to take the manufacturer's selection on the other. He has, of course, resort to the single surface reproduction type, but in doing so he loses the important advantages of the double type which have been referred to above.

The object of this invention is to provide an article of manufacture which will permit the purchaser to obtain a sound record of the double type with the combination of reproductions he desires. This is carried out by making the records preferably relatively thin and each grooved with the sound reproduction upon one side, these being so supplied to the retailer of the sound records. It should be understood that the term "relatively thin" used above and in the claims is intended to comprehend a disc member which is of such a thinness or thickness as to be impracticable for the ordinary handling incident to actual use. These discs are sufficiently thick, however, to permit the purchaser to try out his selection and when he has made his choice of two



such records the retailer places adhesive upon the backs and sticks the two discs together. This form of connection is not necessarily a permanent one, because it may be desired to separate the two records for a subsequent change. At any rate, the proposal is to employ a readily fusible adhesive so that separation may be effected if desired.

Figure 1 represents two thin record discs of the type proposed to employ for combination purposes and which may be connected by an adhesive; Fig. 2 is a plan view of a spring ring which may be utilized instead of cementing the records together; Fig. 3 is a similar view of a modified form of sectional ring, and Fig. 4 is a cross section through the ring, considerably enlarged.

Phonograph Reproducer. Robert C. Mathes, New York, assignor to the Western Electric Co., Inc., same place. Patent No. 1,409,388.

This invention relates to a volume of tone control for a phonograph or gramophone. Prior to this invention the common methods for changing the volume of tone consisted in constricting the cross-sectional area of a horn at some point by means of shutters or valves. The inevitable result of such methods was to alter the reproducing characteristics.

An object of this invention is to produce a simple means of changing the loudness of reproduction without altering the acoustic properties of the system.

Another object is to produce a device by which



the volume of tone may be altered while the machine is in operation.

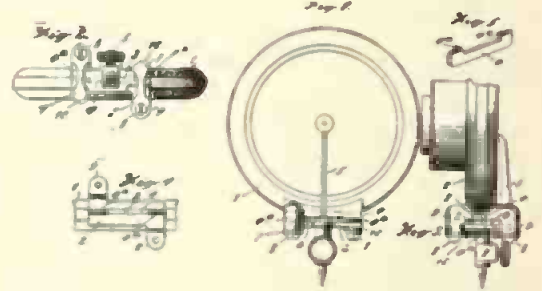
In combination with a sound box and stylus lever, we have a sound modifier which consists of a support arm having a slideway therein, attached to the sound box. A slide is mounted

in said slideway and has an arm slidably connecting it with the stylus lever, thus forming an adjustable fulcrum point for the stylus lever. A set screw or other clamping means is used to retain the slide in any desired position.

Figure 1 is a side elevation and Fig. 2 is a cross section of the device.

Sound Box. Jacob H. Weber, Brooklyn, N. Y. Patent No. 1,409,503.

This invention relates to sound boxes and particularly to stylus bar mountings having knife-edge bearings. An object of the invention is to provide a stylus bar mounting for sound boxes having readily renewable bearings which can be of various desired materials or of various degrees of hardness, and in which the bearings are secured to the casing or stylus bar in a manner to eliminate danger of loosening or chattering, in the use of the box, of any of the elements

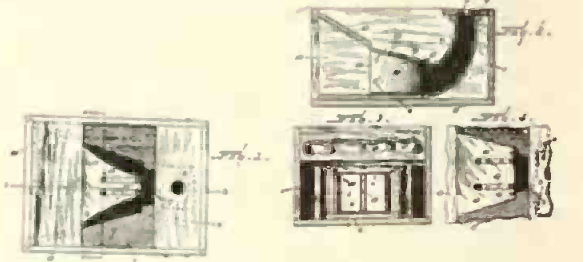


of the mounting. A further object is to provide a mounting of this type and for this purpose which is simple and inexpensive and in which the bearings can be replaced at a very low cost and by inexperienced persons.

Figure 1 is a front elevation of a sound box constructed in accordance with the invention; Fig. 2 is a bottom plan of the same; Fig. 3 is a side elevation of the same; Fig. 4 is a bottom plan of the same with the stylus bar and securing springs removed, and Fig. 5 is a perspective of the removable bearing element.

Sound Amplifier. John B. Mitchel, Bowmanville, Ontario, Canada. Patent No. 1,408,761.

The invention relates to improvements in sound amplifiers with novel features of construction, whereby the sound is conducted from the tone arm through a substantially bell-shaped sound chamber constructed of brass or like material and preferably having a vibratory top of like



material and is emitted through a chamber having sound-deflecting boards therein.

The objects of the invention are to provide a form of sound amplifier capable of reproducing the full volume of the sound received from the tone arm and at the same time eliminating the metallic tone so common in phonographs and rendering the tone flexible and pure and generally to provide a sound amplifier which will be inexpensive to construct, durable and efficient.

Figure 1 is a plan view of the device with the top board of the cabinet removed; Fig. 2 is a sectional view taken on the line B-B of Fig. 1; Fig. 3 is a transverse sectional view taken on the line A-A of Fig. 1; Fig. 4 is a plan view of a portion of the device showing a modified form of top for the amplifying chamber.

W. H. Fifield and E. O. Russell have opened a talking machine and typewriter business in Claremont, N. H. Brunswick phonographs and records are handled.

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