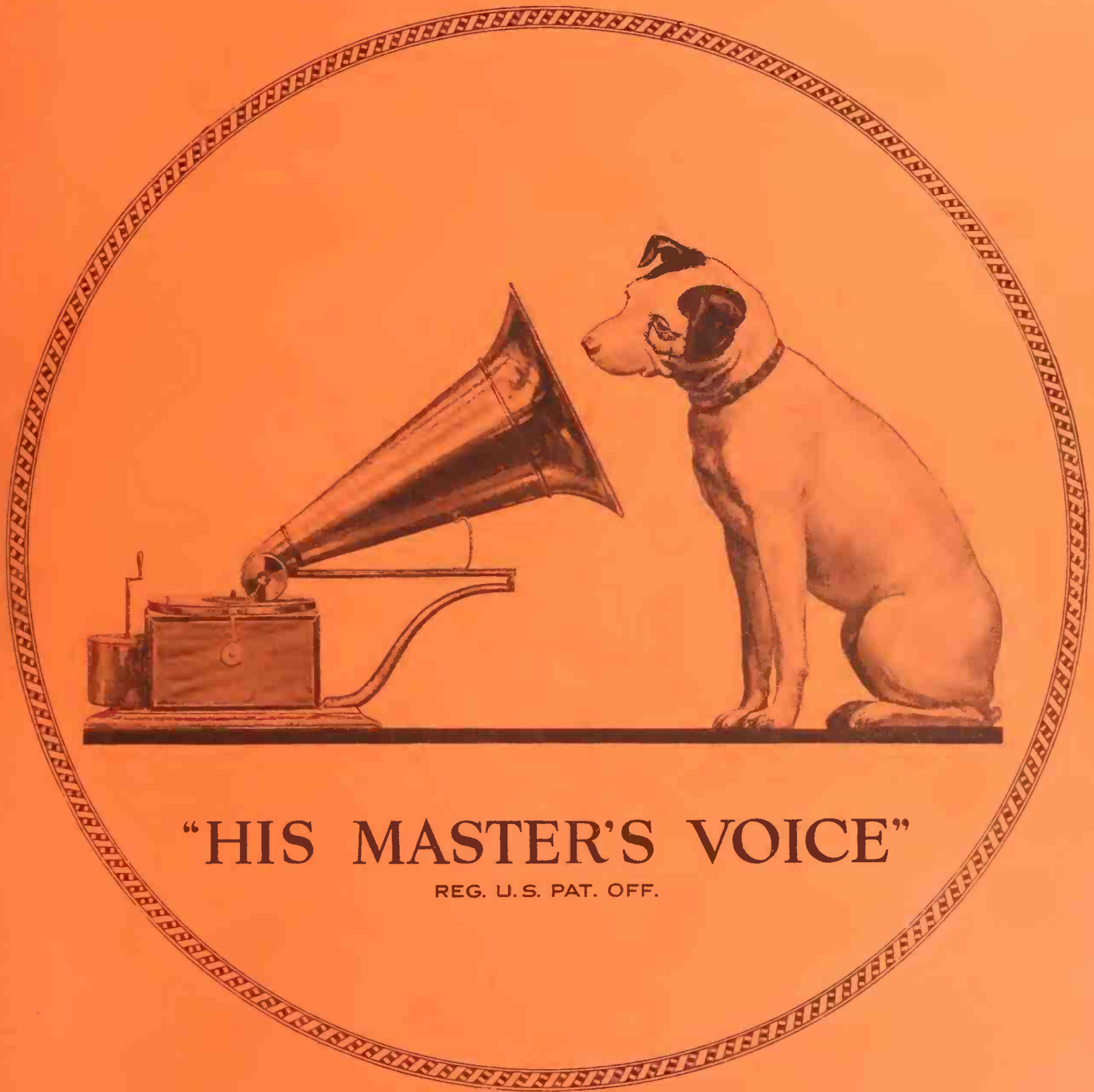


The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

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



Queen Anne

*“Nothing but the best
quality will do”*

The old slogan is again heard in the land. Instead of unreasonable extravagance on the one hand, and niggardly price-buying on the other, a sensible desire for high-class, lasting merchandise at a fair price is being felt everywhere.

Sonora has always given the public and trade a square deal. The highest quality of material and workmanship, the most advanced improvements possible at the time—*full value*—and rebates to the trade when prices were lowered—these have won to Sonora a vast following.

Every phonograph dealer will feel the Sonora demand next year. Many of those who could not get Sonoras during the rush season are *waiting to get them* later. Get your share of these sales. Write us for information.

Sonora Phonograph Company, Inc.

GEO. E. BRIGHTSON, President

279 BROADWAY, NEW YORK

Canadian Distributors: Sonora Phonograph, Ltd., Toronto

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

“The Highest Class Talking Machine in the World.”

The Talking Machine World

Vol. 18. No. 12

New York, December 15, 1922

Price Twenty-five Cents

NOVELIST RECOMMENDS "TALKER"

Pays Tribute to Perfection of Recording and Stresses Educational and Entertainment Possibilities of Talking Machines in Homes

Mrs. Gene Stratton-Porter, famous American novelist, in an interesting article in *McCall's Magazine*, pays tribute to the perfection of talking machine recordings, pointing out that often the record is superior to the artists' actual performance in concert work. The following is an extract from the article:

"To your library add music—violin, piano and harp, played by hand if it is a possible thing. If it is not possible then, even before the automobile, purchase the very highest-grade talking machine you can encompass with your means, and records selected quite as carefully as you select books. If you go less beautifully clothed, less deliciously fed, make a generous selection from the great composers of the world—oratorios, symphonies, sonatas and serenades. Then add a carefully chosen list from the folk lore of the nations of the world.

"I have met a few people who have professed to dislike a talking machine and pronounce it an instrument of 'canned music.' The fact is the average record gives one a better reproduction of the art of the great masters of the world than they themselves give in nine instances out of ten when making public appearances.

"Schumann-Heink once said to a friend of mine that if he wanted to hear her at her best he should buy her records, and the explanation she gave was sane and sensible as morning light. She said that when she was booked for a concert performance, when the day and hour arrived, she must sing perforce. It might be gloomy weather, she might be physically out of condition, she might be depressed mentally—in any event it took several numbers to limber up her voice until it reached its best. When she sang to have her voice recorded she waited until she was physically fit, until her mind was free from care and was fixed tenaciously upon what she was doing. She sang several numbers to exercise her voice before she stepped before the recording instrument. Sometimes she sang a number over, listening to each record of it, to the extent of from ten to twenty-five or thirty times before she got it so that there was not one note upon which she could improve. The record as given to the public was as perfect as it was in her power to make it. She said that the same thing held true of every record that was made for public usage. So do not feel that you are denying your children anything when they cannot go to the concerts, but must listen to the music of the records you buy."

TO IMPROVE SOUND REPRODUCTION

Interference Tube for Talking Machines and Telephones Eliminates Disagreeable Noise

An invention designed to eliminate undesirable sounds in the operation of talking machines has been patented by Mari Elize Wolvekamp, of Oakland, Cal. The invention, which is known as an "Interference Tube for Phonographs and Telephones," is in reality a small tube to be fitted between the tone arm and the reproducer of a talking machine for the purpose of intercepting or interfering with certain high tones which ordinarily make their presence known by a whistling sound. It is said that the use of these interference tubes "makes the voice shorter, clearer and more distinct and very often more agreeable to hear." The same idea can be applied to the telephone by attaching the tube to the receiver.

GEN. HARBORD NEW R. C. A. PRESIDENT

Fighting General of U. S. Marines Elected President of Radio Corp. of America—Edward J. Nally Elected Managing Director of International Relations With Offices in Paris—Changes Go Into Effect January 1

The Radio Corp. of America, New York, N. Y., announced recently that James G. Harbord, the fighting general of the Marines at Chateau Thierry, had been elected president of the company. Retiring from the United States Army, in which he ranked next to General John J. Pershing, he succeeds Edward J. Nally, who has resigned as president of the corporation to become that company's managing director of international relations, with headquarters in Paris.

The creation of this office of managing director of international relations for the Radio



General James G. Harbord

Corp. and the election of General Harbord as the new president took place at the regular meeting of the directors of the corporation held in New York a few weeks ago. General Harbord takes over his new duties on January 1 and the post to which he has been elected is regarded as of vital importance to the Government as well as to the public. General Harbord becomes head of a company whose activities include international wireless, the setting up, maintenance and operation of radio sets and apparatus on ships at sea and the development and sale of broadcast receiving sets for the home.

Mr. Nally has just returned from Europe, after several months' visit there, during which he concluded arrangements with the great wireless concerns of England, France and Germany by which the radio interests of the four great nations will act together in creating and operating international wireless communications with all parts of the world, especially with South America.

BALDWIN MUSIC SHOPPE OPENS

OKMULGEE, OKLA., December 4.—The Baldwin Music Shoppe, an exclusive Brunswick dealer here, held its formal opening recently. Carnations and coin purse souvenirs were given away. A local orchestra furnished music for the occasion. E. Stern and C. B. Howell, proprietors, believe that they will enjoy a nice holiday business as a result of starting off right.

Don't think! Know! In other words, make a study of your business and know its ramifications.

NEW FIELD FOR "TALKER" STORES

The United Projector & Film Corp. Planning Campaign to Interest Talking Machine Dealers in Safety Moving Picture Machine for Use in Homes, Schools, Churches, Etc.

BUFFALO, N. Y., December 8.—The United Projector & Film Corp., manufacturer and distributor of a safety moving picture machine designed for use in homes, public schools, churches, etc., reports that talking machine dealers are showing considerable interest in the sales possibilities of this moving picture machine and its library of films. The company is now busy preparing a campaign designed to introduce this machine into every section of the country, a feature of which will be the appointment of several more distributors in order to give dealers better service.

Among the new jobbers recently appointed by the company is the Prince-Walters Co., of Lowell, Mass., which will act as distributor for the New England territory. This concern is a progressive talking machine establishment and is well known throughout New England, and these machines will undoubtedly be introduced to talking machine dealers in this territory in a manner that will make it a permanent addition to dealers' stocks of machines and records.

In discussing the possibilities of this home moving picture machine, officials of the company were enthusiastic over the new field of sales which it offers the talking machine dealer. This article closely parallels the talking machine in its use and not only is it an aid to public schools, community centers, etc., for its educational value, but it also offers a wide and varied field of entertainment. They stated that the talking machine dealer can carry this high-class article at a small expense, the initial cost of stock being a very small one as only a few machines need be carried and at the most a stock of six machines would cover every requirement. A film service offering a large variety of subjects is available and can be procured on a rental basis at short notice. For the convenience of machine owners the company has established distribution centers in Albany, N. Y.; Toledo, O.; Harrisburg, Pa., and Pittsburgh, Pa., and in addition several more are to be appointed and will be announced shortly to the trade. These centers are for the purpose of exchanging films and will carry complete libraries which consist, at the present time, of over 1,200 subjects. This list is being added to each month and includes reproductions by some of the leading artists in the moving picture field. Several new films are in the process of making at the present time, among which is a new educational and entertaining film by Charles Ray, popular moving picture star, who has already made one or two films for the company.

BROADCASTS COLUMBIA RECORDS

DES MOINES, IA., December 6.—The Des Moines Register and Tribune of this city announces in each edition the fact that it will broadcast the current month's Columbia records at the Tribune radio station, WGF, and then lists the records. Before broadcasting begins the list of records to be broadcasted is announced, followed up by the records themselves. Not only has this idea proved an excellent advertising feature for the Register and Tribune, but it has resulted in many responses from radio fans throughout the State of Iowa for encore performances. One day's program resulted in 400 responses of this character from the city of Des Moines, besides several hundred others from the State of Iowa.

"Health and Gymnasium Week" Will Help Sell Health-Giving Records :: :: By Frank H. Williams

The popularity of the various sets of records, to the music of which exercises may be taken, has manifested a steady growth, but as yet the surface has barely been scratched and talking machine dealers cannot afford to overlook any means of bringing the merits of these very unique combinations of music and exercise to the attention of an enlarged clientele throughout the country.

Sales of these record sets could be effectively stimulated if dealers in their localities would inaugurate a Health and Gymnasium Week. During this period the stores should feature all the records procurable which are designed to help people in taking health-giving exercises in their own homes or which could be used to good effect in local gymnasiums for the purpose of putting more pep into class marches and class exercises. Such a week would help the store immensely in attracting attention and in not only selling more of these health records, but also in selling more records of all kinds.

Right now, when people are getting into the routine of Winter and when indoor life is making them feel the need of health-giving exercise, is the very best time to put on such a week. People would pay much more attention to such an event at this season than at any other time of the year and this would mean more business from such a stunt now than at any other time.

This special week could be put on by dealers without much effort or trouble and without the expenditure of any very large amount of money. The first step would be to announce that such an event was to be staged. This announcement could be made in ads in the local newspapers and on placards placed in the show windows of

the store. The announcement could be along lines somewhat as follows:

ANNOUNCING HEALTH AND GYMNASIUM WEEK ALL NEXT WEEK AT THIS STORE.

Now when cold and disagreeable weather are keeping people indoors who during the Summertime were able to get life-giving fresh air at Summer resorts, at tennis, at golf, at baseball and at other sports there is a widespread desire among the alert, enterprising people of the city to take some sort of exercises which will keep them fit during the Winter.

To make it easier and more profitable for such people to take the desired exercises a number of health-giving phonograph records have been issued. These records and all records suitable for playing at home while taking exercises and in gymnasiums for class work and for marches will be featured in our store next week.

For this special week we have laid in a complete stock of records of this character. And to all people who purchase certain quantities of records we will give free an album in which to keep them.

Start now to keep fit during the Wintertime and make fun of your daily exercises by doing them to music.

The store then could arrange some very attractive window displays of the sort of records it would sell during the week and to each record in the window displays it could attach a little card telling all about the record and the use to which it was to be put, etc. An attractive feature of the displays would be to show some of the records already in use in local gymnasiums, in the home and in local schools while the children are taking class exercises.

Daily demonstrations in the store would aid

materially in making the event a success and if the dealer could secure the services of some local athlete and have this athlete demonstrate various exercises to the music, either in the window or warerooms, the store would have a drawing card which would be sure to attract large numbers of people and help greatly in selling more of these record sets, which have already proved their worth, such as Walter Camp's "Daily Dozen" and "Weight Reducing Exercises," made by Health Builders, Inc.; "Wallace Reducing Records," made by the Wallace Institute; "Victor Health Records," made by the Victor Talking Machine Co., and the "Copeland Health Records," made by the Bridgeport Dye & Machine Co.

Put on a "Health and Gymnasium Week." It will attract a lot of attention and help business. You can do it easily and quickly and inexpensively.

CHATTANOOGA FIRM ADDS VICTOR

CHATTANOOGA, TENN., December 6.—One of the latest firms in the South to add the Victor line of talking machines and records is the Southern-Standard Music Co., of this city. A handsome Victor department has been opened in this store under the management of L. M. Murphy, who was formerly connected with the Cable Piano Co. Improvements are planned to the ware-rooms which will make this one of the finest music stores in this section of the State and a vigorous advertising and sales campaign in the interest of the new line has already been inaugurated. The usual forms of publicity are all being utilized in this drive.

Greetings

THE TALKING MACHINE'S HELPMATE



We are now closing another year in our history—a year that has seen the same high quality of Nyacco albums maintained and the prestige and popularity of Nyacco albums still further increased.

We look forward to 1923 as a big year for the talking machine trade. It is our sincere wish that it will prove the biggest year in your history. Selling Nyacco albums will do much to help make it so.



The Best Interchangeable Leaf Record Album on the Market

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard St.

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

CHICAGO
415-417 S. Jefferson St.

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

Victor supremacy is the supremacy of performance

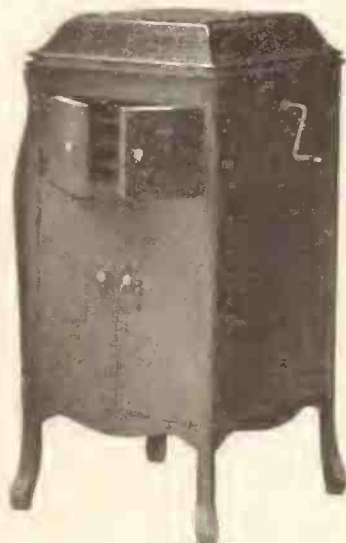


Victrola VI, \$35
Mahogany or oak



Victrola IX
\$75
Mahogany or oak

The satisfaction, prestige, and profit which are part of the business of every dealer in Victor products, reflect it.



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



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



Victrola No. 210
\$100
Mahogany



Victrola No. 280
\$200
Mahogany or walnut



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



"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

Off With the Old and On With the New—A Year of Achievement and Prosperity Ahead

How quickly the years roll past! The Christmas season is with us again and treading close upon its heels will come the New Year. In spite of the fact that days are full to overflowing, we cannot help but pause for a little quiet retrospection—a looking back, as it were, to the months which have closed of this year of 1922. When the last chapter is ended the New Year will commence and once more we will enter upon the cycle of new and untried experience which will mark another milestone in Life's journey.

When we were younger we cried out "Merry Christmas!" without thinking very much of all which the words implied. Now, however, we say them with an earnestness which increases as the years go past. A "Merry Christmas" does not mean to us now a day of feasting and celebration, but rather the climax of a year well lived.

And so when we say to you, our friends, "A Merry Christmas and a Happy New Year," we mean so much that a volume could scarce contain it. There is nothing perfunctory, or formal, or cold in our manner or heart when we voice these age-old sentiments. We know that your Christmas and ours can only be "Merry" when there is cheer and merriment and joy and a sense of having done well, in our hearts.

In our business lives the great majority of us have worked very hard. It has been necessary—and we are glad of that! Working hard has been good for us. It has taught us to be self-reliant, self-respecting and independent in our thinking. People who are ready to think and work are not lazy. They are not procrastinators. Consequently they get results.

We can have a Merry Christmas in very truth when we know that we have played our part in the Game of Life well; when we have been fair, just, capable and reasonably exacting as business associates; when we have been sympathetic and progressive in home and community life; when we have so planned our time that we have had time enough for the things we needed to do and have not wasted or spent

to poor purpose those precious hours which will never come back.

If we can come—you and I—to the end of the year, tired and weary, possibly, but nevertheless able to say with sincerity, "God's in His heaven, all's right with the world!"—then we can have a happy holiday period, because there will be nothing of regret in it. We will know that cordial relations exist between us and our fellowmen and that because we have served well

A Little Reflection Over Events of the Past Year Will Point the Way to Greater Prosperity in 1923

and done something helpful for others, we have a right to peace and happiness and contentment in the closing days of the year.

Doing "something" for others is a very large order. Let us consider it a moment.

First of all, we have a responsibility to ourselves, for unless we are healthy, efficient, capable, forward-looking, zealous in our chosen task and ready to give our best to whatever we undertake, we shall not be ready to do for others. The machine which carries us swiftly over the roads to the point of our destination must be in good running order or it cannot serve us. We must be right in mental outlook, in desire to achieve and in the Spirit of Doing or we cannot serve others.

Those who accomplish most are the ones who begin at home and work outward in an everwidening circle. Let us remember this:

"The light that shines farthest, shines brightest at home." That is to say, we will prove ourselves worthy of Christmas joys if we aim definitely to make our own business organization finer, stronger and of loftier ideals. Service is love in action—love is the Christmas spirit.

So let us plan to have glad hearts ourselves and to feel and act in such a kindly manner that old Santa Claus himself would be glad to claim relationship. Some of us, perchance, have not done as much as we might for our chosen calling or profession, through the channels of its trade organization. We have been inclined to question, "What will we get out of it?" This is the spirit of selfishness, as opposed to the spirit of love.

Why not carry the Christmas spirit throughout every day of the New Year? If we do this, we can be sure of good will and harmony and happiness.

We like to think of Christmas as the period when our batteries are recharged by the kindly relations, helpful contacts and efforts in the direction of expansion for the New Year. Some people never have their batteries attended to and then some day the cells go dead at the most inconvenient times. This is the advantage of a regular season for attending to necessary duties, the season for looking over the mechanism of our social and business lives.

Are we grateful and appreciative for the blessings which are ours? Are we doing just what we have to, or as much as we can? Are we unselfish and forward-looking and ready to extend the encouragement which the other fellow needs?

If we have the spirit of Christmas in our hearts there will be little need to worry about the New Year. We are informed that advertising contracts for 1923 already amount to \$250,000,000 and the record is not closed. Even at this, there is an increase of 33 per cent over and above the publicity outlays for 1922.

It is usually conceded that the amount of confidence expressed by the country as a whole in its advertising appropriations is a rather reliable indication of what we may expect in the way of increased or decreased business. If this is so, the New Year bids fair to be prosperous. And if it is prosperous there should be an opportunity for more and better service.

After all, we are really standing at the crossroads, looking both ways. We are sure to see where we have made mistakes in the past. We are sure to discover times we might have acted more promptly, more wisely, more understandingly. But if we have done the best we knew as we went along, and if we are ready to do better yet in the days to come, we will be entitled to a 25th day of December, full of happiness, and anticipation of greater achievements in the months ahead.

So, when we say, "A Merry Christmas and a Happy New Year," we are thinking of what has gone before and what is to come. We are hoping that the experiences gained will make life richer and brighter and more hopeful.

To each and every one of you we would say, "May Christmas last the whole year through and may the New Year bring you your heart's dearest wish, whatever it may be."

Be very definite in what you want. Head toward that goal, and if it is a possible and reasonable goal, you will reach it. We seldom get to any destination which we do not set out to reach. This is the advantage of resolutions. One resolution firmly determined upon and lived up to is worth a hundred soon forgotten.

A Merry Christmas, and remember that "A merry heart doeth good like a medicine!" And a New Year so happy that it will be a red letter day in the Rosary of the years!



BRUNS
MADERITE

Greetings

The Good Will of our patrons and friends we regard as one of our most valuable assets. The spirit of the season brings to us renewed appreciation of old associates and the value of new friends.

This, then, is our message—May your Christmas be a happy one and success attend your efforts during the coming year, is the sincere wish of



Cover, Straps Attached

A. BRUNS & SONS
Manufacturers of Phonograph Moving Covers
50 Ralph Ave., Brooklyn, N. Y.

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

Victor supremacy is the supremacy of performance



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



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

Dealers in Victor products experience a high degree of satisfaction in knowing the goods they handle have proved their superiority and are recognized as the standard of the world.



Victrola No. 120
\$275
Victrola No. 120, electric, \$315
Mahogany or oak



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



Victrola No. 260
\$160
Mahogany or walnut



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



"HIS MASTER'S VOICE"

Victrola

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Victor Talking Machine Company

Camden, New Jersey

The **TALKING**
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*For the
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(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, DECEMBER 15, 1922

To all our friends in the industry best wishes for a Merry Christmas and a New Year of Prosperity and Happiness.

DEVELOPMENTS AND PROSPECTS REVIEWED

BUSINESS in the talking machine field, which opened so hesitatingly during the early months of 1922, is closing in a manner which testifies not only to the improved financial condition of the nation, but also to the strenuous merchandising efforts in evidence in every branch of the industry.

During the past few months there has been a steady enlargement in the demand for talking machines and records in all sections of the country, and those manufacturers, jobbers and dealers who have taken the public into their confidence through intelligent, constructive advertising have been rewarded by an increasingly satisfactory volume of business.

The year, however, has not been without its dark spots. The great cleaning-out of surplus stocks of nondescript talking machines and records interfered in a very large measure with the sales of legitimate, nationally known products. In connection therewith a tendency to extensive price-cutting was evident which naturally was not a factor towards stability or business betterment. Such practices invariably undermine the prestige of those who indulge in this unwise form of trade stimulation.

While the price-cutting situation has considerably bettered, the evil has not entirely disappeared, and it is being "aided and abetted" by the long terms and small initial payments, which have become too prominent these days in the retail field. Dealers make excuses by saying keen competition has brought about this condition, but the fact remains that strong men and strong houses cannot afford to indulge in such practices. Cheapening the product cheapens the makers and cheapens the house selling the product. This condi-

tion calls for serious consideration by dealers who have the best interests of the industry at heart.

Judging from reports of improved business which are reaching us from all parts of the country, there is no question but that the talking machine industry is destined to enjoy a very large measure of prosperity during 1923. In this campaign for placing more talking machines and records in the homes of the people of the United States there should be loyal and indefatigable efforts by the trade as a whole toward maintaining the most improved methods of correct merchandising—methods that will be fair to the purchaser, fair to themselves, and fair to the manufacturer.

The musical and industrial standing of the talking machine has received a great impetus during the past twelve months. Prominent writers on economics have paid tribute to the growing importance and stability of the industry, while celebrated musical critics, leading composers and speakers at great educational conferences held throughout the country have recognized afresh the increasing value of the talking machine in the musical life of the Nation and have willingly recognized its aid in imparting musical knowledge not only in the home, but in the great pedagogical institutions.

Record music is unquestionably making America more musical every day. It is compelling our people to become acquainted with the best in musical literature and with the operas. All this is evident despite the tendency of the paragraphers to descant upon the growth of jazz and music of the lighter sort. This has a place in the musical menu for there must be entrées as well as solids, but the fact remains that the people who are enjoying the music of the talking machine have the opportunity of being brought into contact with the very finest minds in the musical world.

TALKING MACHINE RECORDS IN THE SCHOOLS

THE very interesting information has been forthcoming that in compiling its budget for the new school year the Board of Education of New York has set aside a specified sum of money—a small sum, it is true, for the purchase of talking machine records for schools, some 200 titles being listed which may be ordered by the school principals just as are ordered other supplies for school use. Although the sum set aside for records is small, it is to be hailed as an entering wedge and as indicating a new appreciation of the value of the talking machine in the schools in promoting a better understanding of the principles of good music.

Other cities and towns have long ago taken a lead in this matter, and have provided talking machines and library records for the schools without any great argument. Great cities, however, as do all great bodies, move slowly, and that the school authorities of the metropolis of the nation have at last seen the light and seen fit to set aside a portion of a rather limited budget for the definite purpose of buying records is a move that should have a great influence on the rest of the country.

It is safe to say that the attitude of The Talking Machine Men, Inc., in lending practical and material assistance to the cause of music in the schools through offering prizes, providing supplies for music memory contests, has had a distinct influence in awakening the school authorities to an appreciation of the real value of the talking machine.

THE HARMFUL EFFECTS OF LONG TERMS

AS we go about the country we hear talking machine dealers handling various lines complain of the shortage of machines, or at least of the impending shortage that promises to mean lost sales and consequently lost profits before the peak of the holiday buying has past.

On the other hand, we see these same dealers for reasons hard to fathom engage in a hectic rush to put machines into the homes of customers either without initial payment or for a down payment and on terms little short of ridiculous. Down payments of forty-nine and sixty-seven cents or other like amounts on machines selling at \$100 or more have been a common occurrence, and terms formerly kept well within the year are now running from eighteen to twenty months.

The evil effects of long terms as a means of inviting carelessness in the matter of payments with subsequent repossessions and particularly in tying up for the dealer much needed capital, have so often been set forth that their repetition is a waste of time. When, however, retailers are faced with the possibility of being

unable to get sufficient machines to take care of holiday demands, and then see fit to send out their present stock on ridiculous terms when they know it cannot be replaced, there develops a condition that is certainly in direct variance with sound business principles.

The replacement value of any merchandise should normally have a direct effect upon the sales price and particularly upon the terms, for a machine that goes out for a half dollar or less as down payment to-day will very probably mean a loss of a sound cash sale before the New Year.

It frequently happens that dealers endeavor to explain low terms by pleading that they bring customers to the store and the salesman can then demand and get larger payments. As a matter of fact, advertised terms like advertised prices are taken by the public to represent the maximum and as a general rule are considered subject to reduction rather than increase.

Next year will in all probability be an excellent year for all kinds of business, but the merchant in any line who ties up his good money unnecessarily in long-time paper at the present time is not going to be in a position to realize in the fullest measure on the business possibilities of the coming months.

THE VALUE OF MUSIC MEMORY CONTESTS

THE decision of The Talking Machine Men, Inc., the organization of talking machine retailers in Greater New York and neighboring districts, to take an active part in the conduct of a music memory contest in the public schools of New York in co-operation with the officials of the Board of Education is distinctly a move in the right direction and may be expected to bring the very satisfactory results that have been realized by dealer organizations in other localities that have followed the same course.

The New York plan calls for the direct linking up of the dealers' stores in various sections with the schools in their particular districts, by having retailers offer a limited number of records free for the use of school classes studying for the contest. The cost of the move is ridiculously small in proportion to the wide interest that is bound to be aroused by the contest and to the direct publicity

THE Talking Machine World offers a prize of ten dollars monthly for the next three months for the best article of from four hundred to five hundred words from a dealer, salesman or traveler setting forth an original and practical idea, or a proven plan, for selling or exploiting talking machines or records, or improving collections. The contests will close on the first day of January, February and March. One dollar each will be paid for all articles which do not win prizes, but which are deemed worthy of publication because of the ideas they contain. The plans or ideas must be practical and tested. Address articles to "Contest Editor, Talking Machine World, 373 Fourth Avenue, New York."

for the various members of the association that is certain to result.

Various talking machine companies have accomplished great work for some years past in arousing in school authorities a proper appreciation of the value of the talking machine for music study, but as a rule the local dealers have of their own initiative taken very little advantage of the field thus created. By getting in close contact with the schools through music memory contests and by aiding the school authorities directly in their musical work, talking machine dealers, can, as has been proven, develop a direct contact with, and interest in, themselves and their establishment that means dollars and cents in profit, and a business opportunity that can be realized in no other way.

Even though the direct dollars-and-cents results from musical appreciation work may not be realized by the individual dealer to the extent that he feels warranted in expecting, he must remember that he is first of all selling music and that any movement that directly or indirectly is calculated to arouse a greater appreciation for, and interest in, music is bound in some way or another to prove of benefit to him in his business.



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



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



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

For The New Edison

NOT
Just Another Equipment
BUT

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

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

WRITE YOUR EDISON JOBBER. HE HAS IT.

Price the same. Liberal discount to dealers.

GUARANTEED IN EVERY WAY.

MONEY BACK IF NOT SATISFIED.

We handle highest grade Jewel Point Needles.



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

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

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

Needle scratch almost entirely removed.

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

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

Needle CENTERS on all records.

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

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

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

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

JEWEL PHONOPARTS COMPANY 150-160 W. Whiting St., Chicago

Winter Months Offer Dealers Fine Opportunity of Extending Exceptional Service

The Winter months, with their ice, sleet and snow, offer the talking machine dealer the opportunity of extending service of an exceptional order toward customers and prospects which will strengthen the reputation of any concern as well as result in many sales that would otherwise be lost. For the most part, the woman of the house is the buyer and when the ground is covered with a white mantle of snow and the thermometer is jumping around the zero mark there is little possibility of getting this class of trade to venture from the warm fireside to visit the local music house. No matter how alluring the advertising copy and no matter how much certain records will appeal, there is every possibility that the trip to the music store for a demonstration will be deferred until the quicksilver climbs. In many instances the force of the advertisement will then have been lost or the new monthly record supplements will turn the mind of the prospect toward other and more recent recordings.

Conditions similar to that outlined above can be overcome by the merchant who saves the customer from venturing out by going out into the cold himself. In other words, if the customer will not visit the store it is up to the dealer to visit the customer. This is favorable for the dealer because he can, to a certain extent, choose the time for his visit, and in addition to the records which the prospect has evinced a desire to hear he can take along several other recordings which he is pretty sure will appeal to the customer he intends to call upon.

An hour or so at the telephone each day, taking a certain number of names contained

on the mailing list at each sitting, will most certainly result in several appointments with customers interested in some of the latest record releases. The merchant should strive to make the appointments in the evening, when the head of the house is pretty sure to be at home. With the whole family circle listening to the records he has brought along for demonstration purposes his chances for making a large sale are much greater than if he had

When Patrons Refuse to Venture Outdoors in the Cold and Snow Dealers Should Make Sales in Their Homes

only one listener. Often what father likes in the way of music may not appeal to mother, and in this advanced age the likes and dislikes of the children play an important part in the decisions of the parents regarding purchases. If there are children in the home and the parents prefer the classics the dealer can probably boost his sales by taking along a few records of popular or dance music.

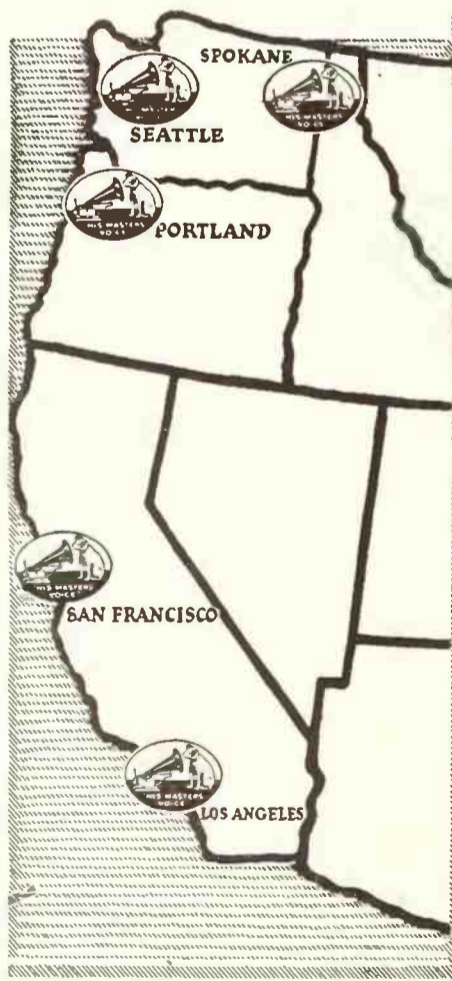
These home demonstrations can be carried still further by arranging home concerts to

which patrons may invite their friends. In the case of a home concert it would be well to arrange a varied program and the dealer could even consult with his patron as to the program. This latter suggestion would prove especially valuable from the standpoint of adding live names to the prospect list and making sales, because the customer would be apt to know what type of music her particular friends would enjoy most.

As has been mentioned in a previous paragraph advertising when the weather is exceptionally bad will not draw nearly as well as when the days are fine and crisp. Therefore, the dealer who desires to build a solid patronage on the basis of service should stress this feature of his business. Advertising in the middle of the Winter should contrast the interior of the home with its warm, cozy fireside and the family grouped around, with the bleak out-of-doors. Of course, the main factor of the ad is the contribution of the talking machine to family entertainment. Each advertisement should also contain a statement of the fact that a telephone message will result in a home demonstration of records which the customer may desire to hear at any appointed time. Thus will the advertising be made to reach the height of its effectiveness.

CLAYPOOL-LACY MUSIC CO. BUYS

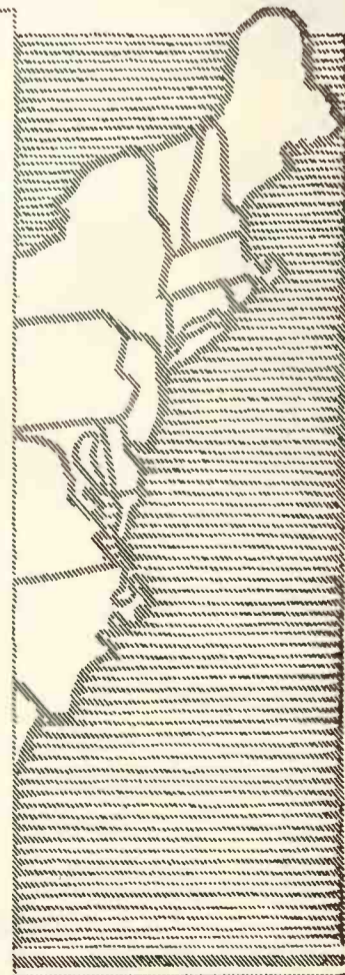
CRAWFORDSVILLE, IND., December 8.—The entire stock of Victor talking machines and records of Schulz & Schulz, of this city, has been purchased by the Claypool-Lacy Music Co., which will hereafter have the exclusive representation of the Victor line in Montgomery County.



Sherman, Clay & Co.
*Victor Distributors
 on the Pacific Coast*
 Victrolas Victor Records
 Victor Accessories

Main Wholesale Depot:
 741 Mission Street, San Francisco, Cal.

Branch Wholesale Depots:
 10th and Santee Streets, Los Angeles, Cal.
 N. W. Corner 13th and Glison Streets,
 Portland, Oregon
 Oceanic Bldg., Cor. University and Post Streets,
 Seattle, Washington
 330 West Sprague Ave., Spokane, Washington



5 DISTRIBUTING DEPOTS for YOUR CONVENIENCE

A Yuletide Message from Peerless

LOOKING AHEAD

A big record season is invariably followed by a large demand for albums.

It is the confident belief of the writer that a factor of sales in January and February will be your preparation now in the matter of a generous album stock.

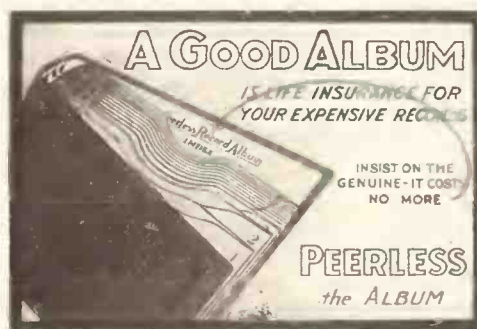
The good profit offered you on Peerless Albums is your one best reason for stocking them. On the other hand, Peerless quality, widely known and acknowledged, is a standard that you can safely rely upon for establishing firm relations with all your new record customers.

Open the gate to 1923 prosperity now by completing your Peerless Album stock for good service to your clientele and in the interest of greater sales.

Phil Ravis

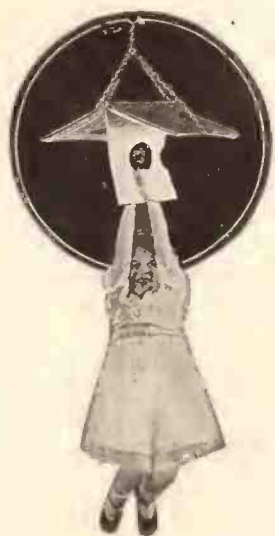
To its many customers, friends and to the entire talking machine industry, Peerless extends its heartiest Christmas Greetings and sincere best wishes for the New Year.

We are particularly grateful for our extraordinary business of 1922, due to a large extent to the steadfast patronage of our old customers and the many new accounts which have been added to our clientele.



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

Fully mindful of our great responsibility to the trade in 1923 we have closed contracts for additional manufacturing equipment (soon to be installed) which will allow for further progress and service.



Manufacturers of:—

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

It Does Make A Difference What Album You Sell

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

WALTER S. GRAY
San Francisco
942 Market St.

636-638 BROADWAY
NEW YORK

L. W. HOUGH
Boston
20 Sudbury St.

DECREASE IN PRODUCTION IN TALKING MACHINE FIELD

Department of Commerce Issues Census Figures Showing Appreciable Decrease in Output of Talking Machine Industry in 1921 as Compared With 1919—New Jersey Leads in Production

WASHINGTON, D. C., December 4.—The Department of Commerce announces that the reports made to the Bureau of the Census show a considerable decrease in the activities of the establishments engaged chiefly in the manufacture of phonographs, graphophones and talking machines (the industry including records, parts and accessories) during 1921 as compared with the returns for 1919. The total value of products reported amounted to \$98,164,000, a decrease of 38.1 per cent since 1919, when the total products were valued at \$158,548,000. In addition, phonographs, graphophones, talking machines and parts valued at \$7,173,000 in 1919 were made in establishments engaged primarily in the manufacture of products other than those covered by this industry designation. The corresponding figures for 1921 are not available.

Of the 154 establishments reporting products of over \$5,000 for 1921, 38 were located in Illinois, 36 in New York, 19 in New Jersey, 16 in Ohio, 12 in Michigan, 11 in Indiana, 9 in Wisconsin, 8 in Pennsylvania, 5 each in California and Connecticut, 3 in Massachusetts, 2 each in Iowa, Minnesota, Missouri and Oregon, and 1 each in Tennessee, Virginia and West Virginia. New Jersey produced 62.7 per cent of the total value of products in 1921, being the leading State in the industry in that year as well as in 1919.

The decrease in production has been accompanied by a corresponding decrease in the number of persons employed, in the total amount paid during the year in salaries and wages and in the amount expended for materials. Considerable fluctuation is noted in the number of wage earners employed each month during the year. In January, the month of maximum employment, 20,407 wage earners were reported, and in August, the month of minimum employment, 14,693, the minimum representing 72 per cent of the maximum. The average number employed during 1921 was 17,938, as compared with 28,721 in 1919. A classification of the wage earners with reference to the prevailing hours of labor in the establishments in which they were employed shows that 9,254, or 51.6 per cent of the total average number, were employed in establishments where the prevailing hours of labor per week were 48; 4,482, or 25 per cent, where the hours were from 48 to 54, and 2,144, or 12 per cent, where the prevailing hours were 44 or less per week.

The statistics for 1921 and 1919 are summarized in the following statement. The figures for 1921 are preliminary and subject to such change and correction as may be necessary from a further examination of the original reports.

	1921 ¹	1919 ¹	Per cent of decrease ²
Number of establishments.....	154	166	7.2
Persons engaged.....	21,757	33,826	35.7
Proprietors and firm members.....	77	43	...
Salaried employes.....	3,742	5,062	26.1
Wage earners (average number).....	17,938	28,721	37.5
Salaries and wages.....	\$29,025,000	\$42,651,000	31.9
Salaries.....	7,255,000	8,688,000	16.5
Wages.....	21,770,000	33,963,000	35.9
Cost of materials.....	41,042,000	59,740,000	31.3
Value of products.....	98,164,000	158,548,000	38.1
Value added by manufacture ³	57,122,000	98,808,000	42.2

¹ Figures for 1921 do not include establishments reporting products under \$5,000 in value, thus excluding 19 establishments which employed a total of 10 wage earners and reported products aggregating \$54,000. The figures for 1919, however, include 11 establishments which employed 7 wage earners and reported products valued at \$25,000.

² Percentages omitted where base is less than 100.

³ Value of products less cost of materials.

Detailed statistics of production for the years

1921 and 1919 are shown in the following table:

	1921	1919	Per cent of decrease*
TOTAL VALUE.....	\$98,164,000	\$158,548,000	38.1
Phonographs, graphophones and talking machines:**			
For disc records—			
Number.....	2,138,000
Value.....	\$88,836,000
For cylinder records—			
Number.....	596,000	66,000	73.2
Value.....	\$38,584,000	\$1,316,000	57.9
Dictating machines—			
Number.....	23,000
Value.....	\$1,417,000
Records and blanks:			
Disc records—			
Number.....	103,436,000	101,085,000	*2.3
Value.....	\$47,323,000	\$42,931,000	*10.2
Cylinder records and blanks—			
Number.....	1,755,000	5,912,000	70.3
Value.....	\$521,000	\$1,759,000	70.4
Needles:			
Steel, value.....	739,000	1,360,000	45.7
Other, value.....	395,000	249,000	*58.6
Parts and accessories not included in finished instruments reported:			
Cabinets, value....	1,662,000	3,653,000	54.5
Other parts and accessories, value..	4,911,000	10,516,000	53.3
All other products, value.	3,577,000	6,242,000	42.7
Custom work and repairing, value.....	452,000	269,000	*68.0

* Denotes increase.

** For 1921 statistics of cylinder record and dictating machines are combined with those of disc record machines to avoid the disclosure of operations of individual establishments.

THE TALKING MACHINE HER TEACHER

Marion Talley, the Amazing Young Singer of Kansas City, Who Sang for Metropolitan Opera Magnates, Is a Victrola Graduate

Marion Talley, the clever young Kansas City girl whose wonderful vocal talents so aroused the musical people of her native city that she was recently given a hearing before the magnates of the Metropolitan Opera Co., attributes much of her startling vocal proficiency to the talking machine. It is interesting to know that she never heard her idols, Galli Curci or Geraldine Farrar, sing except on the Victrola. From the former's record, "The Wren," she learned to sing the selection which won the instant favor of the connoisseurs who heard her "try-out" recently at the Metropolitan Opera House.

So deep an impression did she make on Gatti Casazza, director of the Metropolitan forces; Otto Kahn, Directors Bodansky and Franko and others who had the privilege of hearing her test recital, that it was decided

she was to spend three years studying with the best teachers. In New York, where she will remain indefinitely, Marion Talley will study voice culture, languages and all the other accomplishments necessary to a great prima donna. She will be supplied with tickets for all the Metropolitan productions and have a chance to study at first hand the many celebrities she has heard so much about. The people of Kansas City are quite proud of Marion Talley and they have good reason to be. Her voice is unusually developed for a girl of fifteen; in quality it is more like the finished voice of a woman of twenty-two.

GOLDEN RECORD CO. ENTERS FIELD

Locates Recording Laboratory in Los Angeles —Plans for Expansion

LOS ANGELES, CAL., December 6.—Asserting that this city is peculiarly suitable for the manufacture of talking machine records on account of atmospheric conditions, Theophilus Fitz has started the first recording laboratory on the Pacific Coast.

The Golden Record Co., of which Mr. Fitz is president, is housed in a suite of rooms at 1044 South Hope street. The company has already made records which are on sale in Los Angeles' leading music shops. Records by nationally known musicians are about to be made. Mme. Constance Balfour and Mme. Aldrich are among the number.

TIES UP WINDOW WITH CONTEST

ROBINSON, ILL., December 2.—A most unusual and interesting contest was recently staged by the Vandever Music Co. here, causing considerable favorable comment and widespread interest. The contest was directed toward the children of the city, who were asked to write essays on the ancient city of Cairo, Egypt. Prizes were awarded to the winners. In connection with the contest a special window display was staged by the company, reproducing as faithfully as possible the famous tower and gate to the city.

GRANBY CORP. CHANGES NAME

The Granby Phonograph Corp., of Norfolk, Va., manufacturer of the Granby phonograph, has filed an amendment to its charter of incorporation changing the name of the firm to the Granby Manufacturing Corp.



THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

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

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

"Sonora & Sales are Synonymous"

Radiola

TRADE MARK REG. U.S. PAT. OFF.

The name RADIOLA is a trademark which is the property of the Radio Corporation of America and which is registered in the U. S. Patent Office. It designates only the radio receiving sets of the Radio Corporation of America.

The name RADIOLA is not only an identifying symbol and, therefore, a protection to the public, but also a guarantee that the radio set to which it is applied embodies the latest approved results of scientific research conducted on behalf of the Radio Corporation of America.



*This Symbol of
Quality Is Your
Protection.*

*Among RCA distributors are the following famous
music houses:*

ALBANY RADIO CORPORATION, Albany, N. Y.
LANDAY BROS., Inc., New York City
LYON & HEALY, Chicago, Ill.
W. F. FREDERICK PIANO CO., Uniontown, Pa.
GENERAL RADIO CORP., Philadelphia, Pa.

Radio  **Corporation**
of America

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

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

The Portable Talking Machine Can Be Sold Throughout the Entire Year :: :: By Carl Knittel

Now, some good people in the trade may not agree that the portable talking machine is a year-round product, but they have arrived at that conclusion through some experience previously had when the manufacture of portables was in its pioneer state, or without getting the experience of others so as to form an unbiased judgment. They are firm in their belief that the portable is a seasonal article and, therefore, cannot be sold at times other than in season.

What a peculiar thing is the state of mind. When a man *thinks* he cannot sell an article he most certainly does not sell it, no matter how well the thing will merchandise when properly pushed, or how rapidly others are selling it.

Many dealers realize the value of selling prospects talking machines who have little or no room and very little funds. These people need talking machines worse than others, as they must stay at home for their entertainment in the majority of instances. What an opportunity there is to sell portables to these people! The cost is such that many sales can be made where a more expensive instrument would not have been purchased.

Any keen merchandiser must instantly realize that this class of customer will prove a steady record buyer and later on will more than likely buy other machines as he becomes more prosperous.

The portable has come to be the ideal gift, for Christmas, birthdays, anniversaries, weddings, graduation, and this fact, with proper attention to mailing list, can be accentuated by dealers. There is no better method of studying

the languages than with the aid of the talking machine, and dealers can develop that business owing to the fact that the portable can be carried to rooms where quiet and concentration can be had.

Suppose the children want to dance at the house next door. Over goes the portable and those people next door get a taste of the phonograph pleasure, possibly becoming a future customer. Many dealers are using the

Prospects Who Cannot Afford Large and Expensive Models Can Be Sold Portables Regardless of Season

portables in the record demonstration rooms, as they play the record very well and allow keeping the larger machines in the salesrooms, without tying up heavy capital. Likewise, they can be set right on the counters and occupy no floor space.

The outdoor uses of the portable we well know, so there will be no need of taking up space to dwell on them. The sick room is

many times made more cheerful to the invalid by the music of a portable carried into the room, and, in some sanitariums, from room to room.

Many dealers who indulge in the sending out of house-to-house solicitors in selling either machines or records have found the portable a wonderful sales help. Christmas clubs in factories and offices can be made up in this way by taking the machine right out where these customers are, rather than waiting for them to come in.

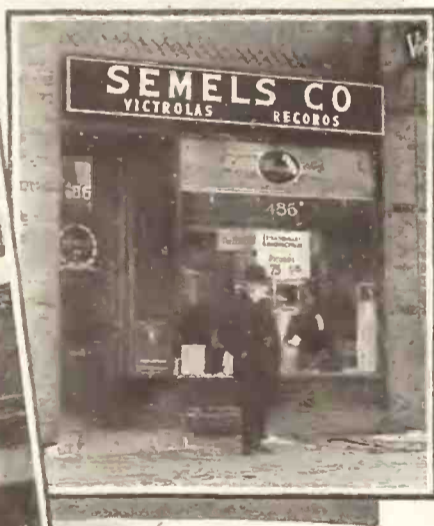
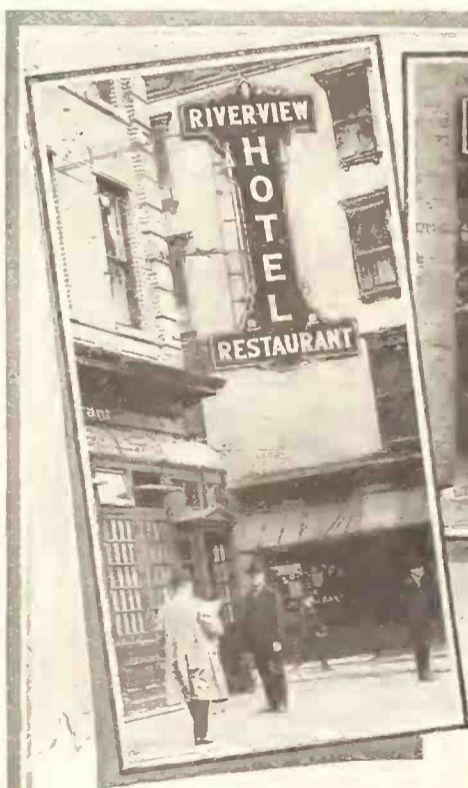
In other words, the portable puts a positive punch into your sales campaign, as you can pick it up and go after the business if necessary.

All these thoughts are given with the idea of constructively helping the dealer develop business in a channel that he may not have thought of before and to bring about a realization of the fact that a little effort in a new direction may result in increased business.

SUGGEST LIBRARY "TALKER" ROOMS

New York librarians are discussing a suggestion that a room be set aside in the larger libraries where talking machine music may be played. The idea is based on the theory that music is the closest of the arts to literature and that shelves of text-books on music are only of academic value when there is not a ready means of illustrating them by sound.

A certain talking machine dealer in a small city makes a specialty of catering to automobilists who pass through his community. Billboard advertising does the trick.



Flexlume Signs

For more than ten years the Flexlume Corporation has been learning how to make electric signs draw business.

There is more to it than glass and metal—design, for instance, the art of making the sign carry advertising thought. There is the science of proper illumination,

the right kind of construction and the importance of having a nation-wide service organization.

All these points have been perfected by Flexlume in ten years of specializing on a particular type of sign.

Let us send you a sketch showing a Flexlume for YOUR business.

FLEXLUME CORPORATION

36 Kail St., Buffalo, N. Y.





ORMES Greetings

WITH the closing of a banner VICTOR year we consider it a privilege to extend hearty greetings to the trade. It is in a spirit of appreciation and thanks that we wish you a Merry Christmas and a New Year filled with success and prosperity.

This spirit of appreciation and good will will be manifested in 1923 by an intensive and practical form of co-operation, based on an intimate knowledge of the VICTOR retailers' problems and requirements.

A. Price
Vice-President

Who's your Victor jobber?

ORMES, Inc.

5 West 37th Street

New York

How Advertising of Long Terms Operates to the Discredit of the Industry in Many Ways

During the war period, and more particularly during the more recent general business depression, when money for the purchase of musical instruments was so terrifically scarce and bankruptcies and unemployment generally prevalent, there may have been some real excuse—if there ever is an excuse—for retail talking machine dealers offering their merchandise at a substantial price sacrifice or long terms which seem more like the length of a bond issue than the period for instalment payments on a musical instrument.

But "those days" are no longer here. The average talking machine dealer to-day—and by average is meant the dealer with some real business aggressiveness and ability—is able to do a very fair turnover in both machines and records. Indeed, it is now common to find that shortages on certain models or certain selections prevail with this or that dealer.

Yet, in the face of this quite satisfactory current condition, as well as a very favorable holiday season, and despite the excellent prospects for 1923, retail talking machine dealers, as a whole, have not cleaned house, as regards their advertising appeal, the amount of down-payment required and the length of the period over which instalments are extended.

It is time for the entire retail trade to take inventory of itself, to think very seriously of the foundation on which the business is being built and of its more permanent future. The advertising of long terms operates to the discredit of the industry in many ways, indicating a surplus of supply over demand and a poor financial system. Advertised prices and terms are always to be accepted as maximum and the difficulty of shortening the terms after the customer is in the store is readily appreciated by those salesmen who have to face such a situation.

Current necessity should no longer compel the retailer to do those things which are obviously destructive of his future business.

It is time for dealers to renew the constructive type of advertising which used to be in evidence before and during the war—the kind of advertising that sells talking machines and records to the American public on a basis of the entertainment and culture development they afford; the kind of advertising that betrays the constructional advantage and musical perfection of this or that instrument; the kind of advertising that interests people in the recordings of this or that artist or group of artists; the kind of advertising that makes the people want the music and entertainment that they can get through the talking machine records so

badly that the price factor and the terms factor become absolutely subsidiary.

That is the way automobiles are sold and that is the way talking machines should be sold. Price should not be an issue and terms should not be an issue, and neither one will be an issue if the desire is created so strongly that it cannot be denied.

The desire to own a talking machine will be created along these lines, providing the retailers, as a whole, pervade their advertising and sales promotion work with constructive ideas of the sort mentioned.

If the retail trade continues to impress the public with the cheapness of the talking ma-

Talking Machine Shortage Problem During Holiday Period Solved by Short Terms and Good Initial Cash

chine, that is, impress the public with the idea that 67 cents or thereabouts will put an instrument worth several hundred dollars in anyone's home, and that it will stay there for time immemorial, providing the purchaser remits 50 cents or thereabouts each month on account, the talking machine industry had better provide for a very poor future. The American public is not going to make a favorite of anything which it is not induced to respect, and this kind of advertising positively does destroy respect for the products of the industry.

Right now is the time to watch credits and shorten terms, for every instrument moved off the floor on terms covering several years or more means a cutting into capital and also the loss of a probable later sale on a cash or short-term basis. Instruments sold on such terms these days cannot be replaced readily and thus have an added value that all too many dealers fail to appreciate. Short terms and good initial cash payments will help solve the talking machine shortage problem during the holidays and Spring, and at the same time bring needed cash to the dealer.

A large majority of talking machine dealers

will recognize the truth of what has just been said, and a large majority of them will protect the future of their own business and the future of the industry by refusing to continue to cheapen the wonderful products they are selling and to formulate their sales and advertising policy along lines that befit normal business conditions, rather than utilize publicity and selling methods which belong only to the depression period that has now become history.

NEW BRUNSWICK MOVING PICTURE

Designed to Exploit the Brunswick Phonograph—Has Clever and Entertaining Scenario

The Brunswick-Balke-Collender Co., with its usual enterprise, has just had manufactured by one of the largest film companies at a cost of several thousand dollars a new moving picture exploiting the Brunswick phonograph. It is entitled "Where Harmony Reigns, in A Flat." The reel is about 350 feet in length and is a finished, artistic production with a complete scenario that is clever and entertaining. The reel will be loaned to Brunswick dealers free of charge for a period of two weeks with the understanding that they make prompt use of it in their local theatres, or they have the option of purchasing it. If desired, the dealer's name and address, as well as his slogan, appears at the end of the film. A very interesting folder bearing upon this new Brunswick film has just been sent to the trade showing how the reel can be made an effective adjunct to the dealer's newspaper and general advertising campaign.

BROADCAST "VICTROLA CONCERT"

Washington, D. C., Department Store Features Victrola in Radio Concert

WASHINGTON, D. C., December 3.—Woodward & Lothrop, department store of this city, is broadcasting concerts in which one instrument will be featured exclusively at each concert. Recently a "Victrola Concert" was given, every number being rendered by the talking machine. The Woodward & Lothrop radio broadcasting station is one of the best equipped in the South. The concern reports that the sale of talking machines and records has been greatly stimulated since the installation of a complete radio department.

It is the stoppage of leaks, such as preventing the loss of small sales, which bring success.

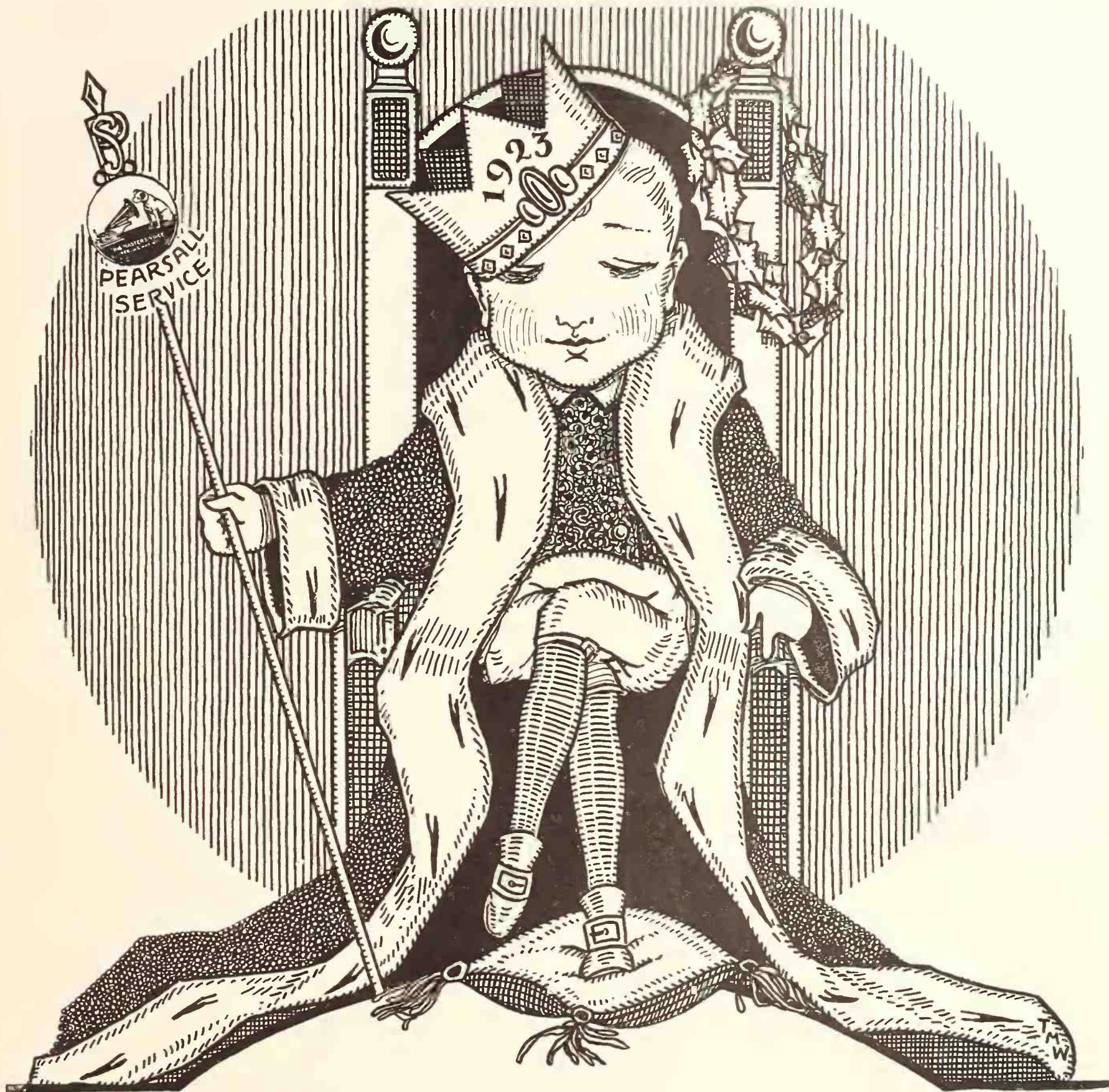
ATTRACTIVE JOBBING PROPOSITION

Wall-Kane Phonograph Needles

THE TEN RECORD NEEDLES

Some Jobbing Territories Still Open

WALL-KANE NEEDLE MFG. CO., Inc., 3922 14th Ave., Brooklyn, N. Y.



A ROYAL WELCOME TO 1923 A NEW KING

In welcoming the NEW YEAR, it is our earnest hope that 1923 will bring to Victor dealers a full measure of prosperity and happiness.

It is with keen pleasure that we extend our thanks to Victor retailers for the patronage and confidence with which they favored us during 1922.

10 EAST 39th ST.



NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

THOMAS F. GREEN, *President*

The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

To the Trade:

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

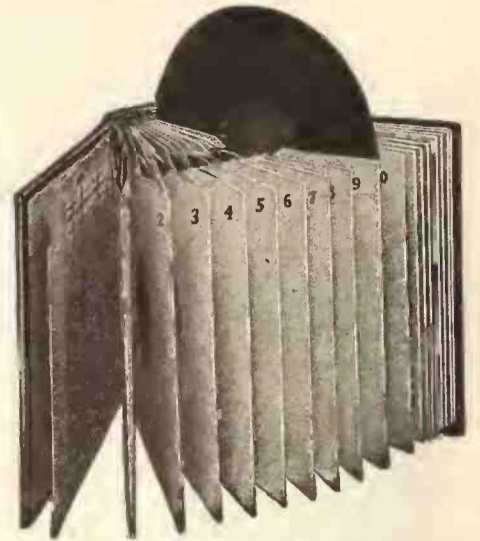
Our large and growing business is due to satisfied customers and repeat orders.

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

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

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

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



THE PERFECT PLAN

PACKARD MUSIC HOUSE ADDS CHENEY

Prominent Fort Wayne, Ind., Music Concern Features Acquisition of Agency in "Cheney Opening and Demonstration Week"

The VanKorn-Shower Co. points with pride to its appointment of the Packard Music House, Fort Wayne, Ind., as a dealer of Cheney instruments. The Cheney line was acquired by the large Indiana music house the latter part



View of Packard Talking Machine Department of October, when a week was set aside as "Cheney Opening and Demonstration Week."

A very effective showing of all the models was made on the floor and many visitors came to the store. Both partners of the jobbing firm were present, along with a young lady who was brought to do special work during the demonstration. Liberal advertising space was used daily announcing the event. One of the big attractions during the opening was a display in the window of a working model, the case of which was made entirely of plate glass, enabling passersby to view the mechanism as it operated.

A business is as strong as its greatest weakness, whether that be in the sales organization, the collection department, advertising, etc.

STUDY SUCCESSFUL COMPETITION

Some Profitable Pointers May Be Gleaned From Other Merchants in the Same Business Who Are Achieving Outstanding Success

What are your competitors doing? Not the failures, or those making a bare living, but the merchants in your community handling talking machines and records who are doing a good business and, in short, making a success of their enterprises. Are you watching them—studying their methods and gaining a knowledge of the things or policies which are drawing customers to their stores and taking them away from you? If you are not, then begin now and take advantage of what you learn. Try to beat your competitor to it, don't follow in his footsteps.

One thing is sure, when a man makes a success of his business it is because his methods appeal to the public. He attracts their attention by new, forcible and effective methods of presenting his goods. He keeps his line and his store before the minds of the public steadily and persistently and he loses no opportunity of making a sale.

The merchant who sits back and is satisfied to merely take any stray crumbs which may come his way certainly will not make any great success of his business, and he cannot expect to build up a solid, substantial trade in this way. A systematic campaign in all branches of business is the only way in which expansion can be accomplished. This means a vigorous campaign in advertising, publicity of all kinds, sales drives, etc. New ideas put into effect are the things that count. Unusual windows, "different" advertising and concentrated sales drives are bound to result in a general stimulation of trade.

Worry leads to ineffectiveness in business.

VICTOR HOLIDAY DEALER PUBLICITY

Artistic Folders, Illustrating Machines, Listing Christmas Records and Other Special Publicity Matter Sent to Dealers

A lot of very effective and artistic Christmas holiday material has just been sent out by the Victor Co. to its dealers which, if properly handled, should be resultful in developing holiday trade. One of the most artistic is a lithographed folder in several colors which contains illustrations not only of the most popular styles of Victrolas, but also pictures of the leading Victor artists and a stimulative talk on music. This is accompanied by a quality envelope to enclose the folder, which is designed to be sent out with a carefully prepared sealed letter. Another folder is devoted to a list of Victor records best suited to the holiday season. There are also suggestions for three separate and distinctive window displays embodied in a four-page folder which show the best and most effective ways of using the material for window decoration which the Victor Co. is providing.

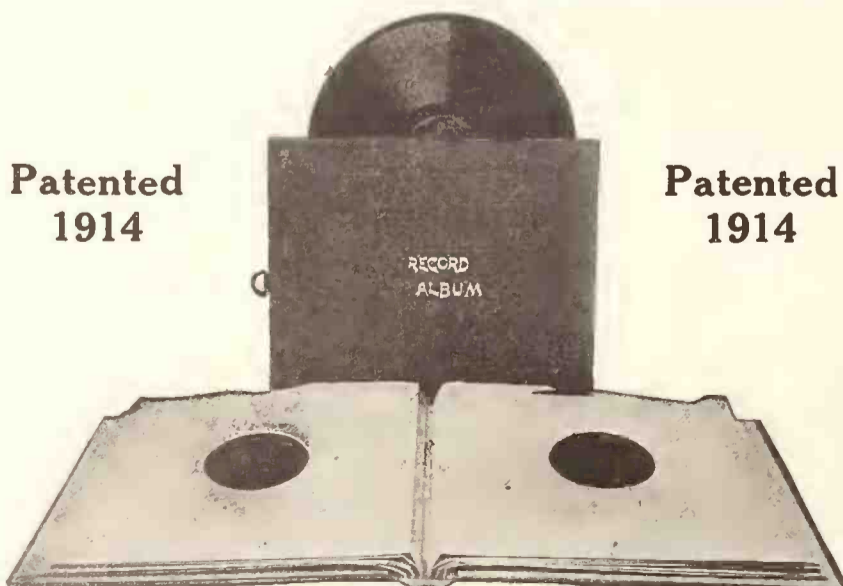
Two large posters have also been sent out, one suitable for window use and the other for use in the store, both of which contain the selected list of Christmas records.

Dealers are fortunate in being able to secure such a comprehensive array of high-class holiday material—it simplifies their problems of window and store display and enables them to get in close touch with machine and record prospects.

FILES BANKRUPTCY PETITION

An involuntary petition in bankruptcy has been filed by the Paul Talking Machine Shop, 112 Main street, Kansas City, Mo. Joseph M. Jones has been appointed receiver for the concern.

Patented
1914



Patented
1914

You Can't Deny

that the STABILITY of your trade depends upon the Stability of the merchandise you handle. Many a dealer who paid out his hard earned money for Quantity rather than Quality soon saw his trade gradually dwindle away.

On the other hand, the conscientious merchant who appreciates Quality and insists upon selling only goods of Quality constantly increases his business. He knows Quality goods when he sees them. That's why Boston Albums will always be found in his store. Boston Albums are Quality goods and he knows it. If you are not handling Boston Albums, write us today for samples.

BOSTON BOOK COMPANY
501-509 PLYMOUTH COURT CHICAGO, ILL.

The Records of Quality



GENERAL PHONOGRAPH CORPORATION
25 West 45th Street
NEW YORK, N. Y.

Mr. Heumann
President

In this Christmas Message we want to express our sincerest thanks and appreciation. We promise to follow the same policy in the future we have in the past, continuing to make the BEST RECORD. Our Sincerest Wishes for a Very Merry Christmas and a Happy and Prosperous New Year!



e to OKer Dealers

A Personal Message



CHRISTMAS, 1922, marks the Fourth Anniversary of our Okeh Record. Starting with a small program, thanks to the co-operation of our friends, we were able to build up a big repertoire in American and Foreign records. You have helped us to make Okeh a national organization, and we consider you part of it.



Okeh Records

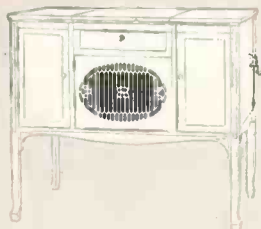




The "Queen Anne"



Model "210"



The "Colonial"



Model "127"



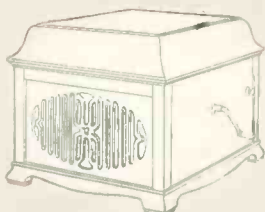
The "Chippendale"



Model "117"



The "Beaux Arts"



Model "105"



The "Lombardi"



Model "122"



The "York"



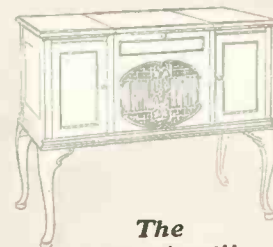
Model "212"



The "Cambridge"



Model "135"



The "Stratford"



The "Oxford"



Model "207"

A Merry Christmas and a Happy New Year

from

THE BRUNSWICK-BALKE-COLLENDER CO.
Established 1845
CHICAGO NEW YORK CINCINNATI TORONTO

Thanking all Brunswick Dealers for the fine spirit of co-operation shown during the past year.

Congratulating them on the truly remarkable volume of business done.

And wishing them even greater successes for 1923.



Model "200"



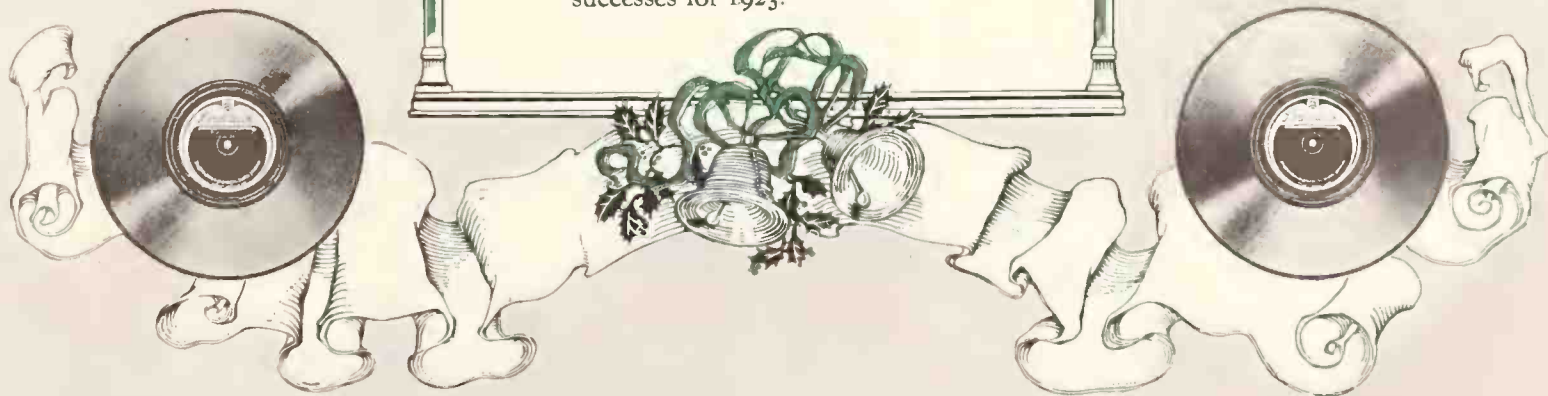
The "Gotham"



The "Georgian"



Model "101" Portable



BRUNSWICK

PHONOGRAPHS AND RECORDS

Overloading Salesmen With Too Many Prospects Invariably Results in Lost Sales

The talking machine business depends more on securing live prospects and their proper handling so that the maximum number of sales will be secured than most other businesses and, therefore, this branch of the trade should be made the subject of considerable study so that policies may be formulated which will not only result in the securing of live prospects, but will also bring about sales. Numerous methods of securing prospects are in vogue, most of which bring about the required results and practically all dealers have a fairly live list. Where they fall down is in the distribution of these prospects to the various salesmen and canvassers. The dealer or sales manager loads down his canvassers and salesmen with a great number of names and the result is a lack of concentration. The salesman tries to visit as many of these as possible during the course of a month and in his eagerness he does not give the time he should to each individual prospect. In many instances the salesman has a prospect half sold and he then leaves to visit the next one. Before he returns to the half-sold prospect again the sale has been lost through change of mind or perhaps an instrument has been purchased elsewhere.

The point is that it would be much better for the dealer to cut down the number of prospects which the salesman is expected to see so that more attention can be given to each. In a certain talking machine store in the metropolitan area five outside salesmen were supplied with an average of 700 names and sent out. Now, no salesman can cover

the ground which these men were expected to and get the best results. These men made a great number of calls in order to make a good showing on their reports. Sales, however, did not come up to expectations and after much thought the sales manager cut down the number of prospects per salesman to fifty and in a brief talk impressed on their minds the necessity of giving prospective customers more time. In short, the men were told that where

*Lack of Concentration
on Individuals Is Very
Often the Reason for
Poor Results of Really
Good Salesmen*

a prospect showed the least interest in the ownership of a talking machine the salesman should stick until the sale was made or lost. The result of this change of policy was far beyond expectations. No more half-made sales were lost and the monthly reports of the salesmen showed a startling jump in sales totals.

A salesman of wide experience in the retail music field recently made a suggestion to the

writer which might prove worth trying. He pointed out that a box should be provided in the store into which the salesman places the names of those prospects with whom he is unable to make contact or interest in the line. Each salesman should be supplied with the same number of prospects and when one is taken from the list and placed in the box he must take therefrom another which has been placed there by one of the other salesmen. Of course, he selects a prospect which he thinks he might sell. Thus, one salesman may fail to interest a certain prospect and another salesman eventually secures the name through the box and may be successful for various reasons.

No two salesmen approach and present the merits of their line in exactly the same manner and where one man has failed to appeal to the prospect another may succeed through the difference of approach and presentation. A manner which appeals to one person may not do so to another and, therefore, it is safe to assume that one salesman may arouse a feeling of dislike in the mind of the prospect and thus eliminate any chances of making a sale and another salesman will succeed simply because he strikes the right note.

HARRY RIDDELL A PROUD DADDY

Harry Riddell, manager of the Muskegon Brunswick Shop, Muskegon, Mich., has a new use for his Brunswick in quieting or drowning out young Mr. Kirkland Riddell, a newly arrived ten-pounder.

Okeh Records

Artists of national and international fame are today entering the homes of the American public through Okeh records. Dealers who have not given close consideration to the wonderful quality of these records, both as to the fame of the artists and the perfection of reproduction, are not keeping in touch with their best interests.

We are prepared to ship orders the same day as received and aid our dealers with selling plans that are effective—in fact, we offer a proposition that is of advantage and interest to you.

The Artophone Corporation

1103 Olive Street, ST. LOUIS, MO.

307 Kansas City Life Building, Kansas City, Mo.

Wholesale distributors of Okeh Records for the South and Southwest

Read how Columbia Dealers at a nominal

What you get each month

- 1 A pictorial presentation of a dominating sales idea that will increase your record business many times, beautifully lithographed in eight colors on sheets 22 x 32 inches.
- 2 Window streamers—one or two window streamers, lithographed in five colors, featuring special releases or seasonable lists. This is your window's "headline."
- 3 Special lists of records, appropriately illustrated in eight colors that will turn over your stocks on hand.
- 4 At least six cutouts, lithographed in eight colors, all on current records and monthly releases that will move the goods.
- 5 Artist Poster—a beautiful portrait of one of Columbia's Exclusive Artists lithographed in eight to ten colors. Good all the year round.

The thousands of Columbia Dealers who have used these displays for the past eight years will tell you that they would not be without them at any price.

We will gladly refer you to dealers in your own state who have immensely increased their business by the use of these window displays. If you want to assure yourself a good share of next year's prosperity you could not make a better move than to subscribe immediately for the Columbia Window Display Service for 1923.

Read what the experts say.

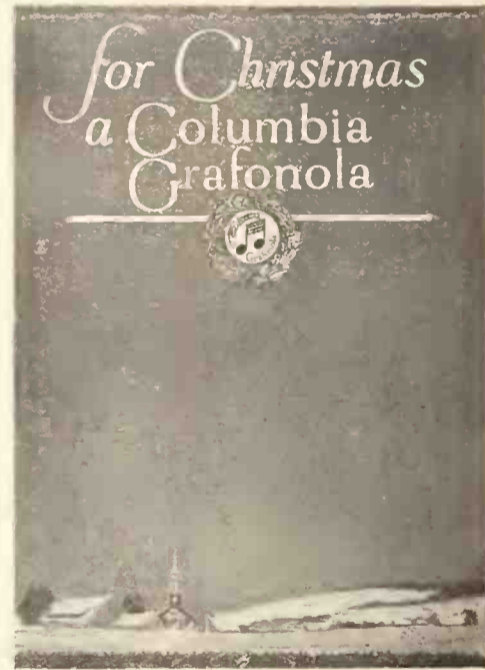
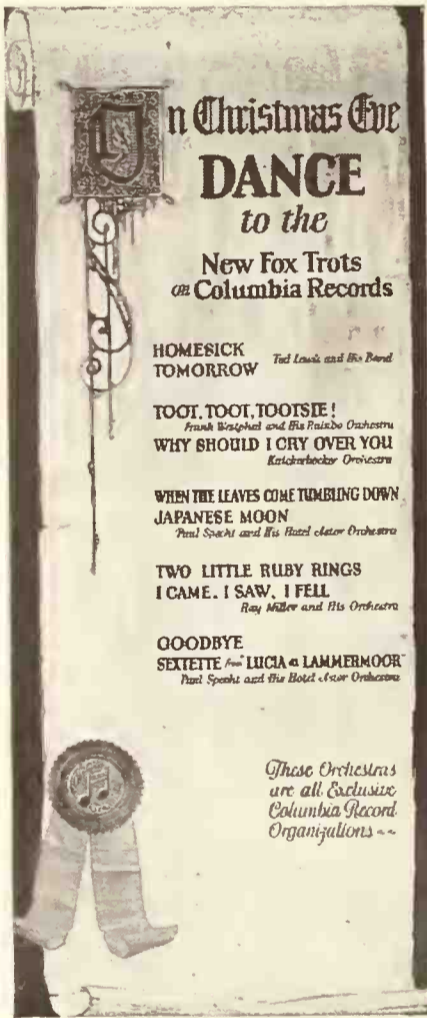
EVERYBODY knows that the best business bringer a dealer can have is his window. But unless that window is used right, much of its good is lost. The big question for every Columbia Dealer to decide is, what will you put in your window for 1923 to increase your sales?

We'll answer that by saying, we have created for Columbia Dealers what experts call the finest series of window displays ever gotten up to sell phonographs.

Here's the Beautiful

THE eleven pieces of display advertising pictured here constitute the Columbia Window Trim for December, 1922.

Lithographed in eight colors and done by a number of the best artists in New York, it possesses attention-getting powers and sales-creating value which will make it the talk of the trade.



COLUMBIA GRAPHOPHONE COMPANY

can "Double Up" Sales for 1923 cost per month!

By preparing these displays in large quantities, we have gotten the price down to an insignificant sum per dealer.

For Christmas, 1922, nearly 4000 Columbia Dealers will have the Christmas display shown below in their windows.

It is only a taste of what is coming for 1923.

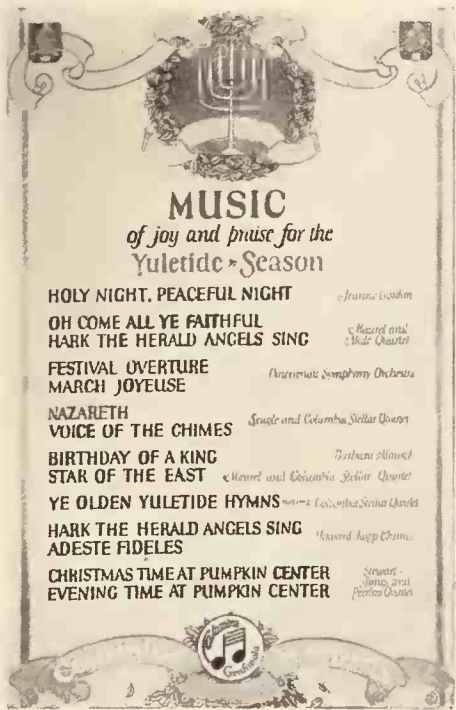
For full information about this splendid sales material send the attached coupon to your branch.

Christmas Display

If you are not one of the 4000 Columbia Dealers who will have this display for this Christmas, write or wire your nearest branch and get yours at once.

Never in the history of merchandising has so little money bought so much selling help.

Read what the experts say.

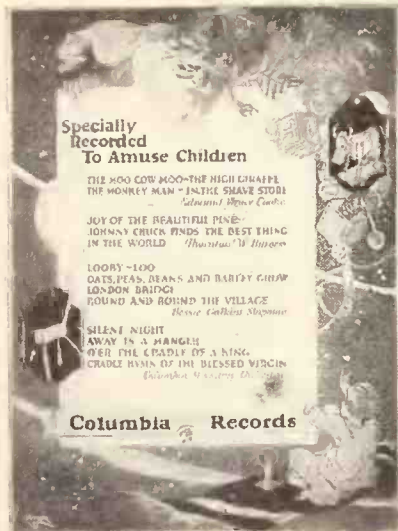


MUSIC
of joy and peace for the
Yuletide Season

HOLY NIGHT, PEACEFUL NIGHT *Francis Gordon*
OH COME ALL YE FAITHFUL *Harold and the Blue Quartet*
HARK THE HERALD ANGELS SING
FESTIVAL OVERTURE *Orchestral Symphony Orchestra*
MARCH JOYEUSE
NAZARETH *Seagle and Columbia Stellar Quartet*
VOICE OF THE CHIMES
BIRTHDAY OF A KING *Carlson Howard*
STAR OF THE EAST *Howard and Columbia Stellar Quartet*
YE OLDEN YULETIDE HYMNS *Columbia Stellar Quartet*
HARK THE HERALD ANGELS SING *Howard and the Blue Quartet*
ADESTE FIDELES
CHRISTMAS TIME AT PUMPKIN CENTER *Howard, Jones, and Perfect Quartet*
EVENING TIME AT PUMPKIN CENTER



See Cyrena as Brunhilde in the Valkyres
"The Last of the Teutons"
Cyrena Van Gordon
Exclusive
Columbia Record Artist



Specially Recorded
To Amuse Children

THE HOO COO MOO-THE HIGH CHAIR
THE MONKEY MAN - IN THE SHAVE SHOP
Edmund Ross Quartet

JOY OF THE BEAUTIFUL PINE -
JOHNNY CHUCK FINDS THE BEST THING
IN THE WORLD *Thurston W. Turner*

LOOPY-LOO
OATS, PEAS, BEANS AND BARRY CRAW
LONDON BRIDGE
ROUND AND ROUND THE VILLAGE
Bessie Collier Quartet

SILENT NIGHT
AWAY IN A MANGER
OVER THE CRADLE OF A KING
CRADLE HYMN OF THE BLESSED VIRGIN
Columbia Vocalists

Columbia Records



CHARLES HACKETT
Solo Artist
Columbia Record Artist



TOSCHA SEIDEL
Solo Artist
Columbia Record Artist

Read what the experts say:

The Educational Director of the Associated Advertising Clubs of the World says:—

"I do not know a better thing that a retail dealer could do to strengthen his own position and increase his own business than hitch his wagon to a national advertising star by using such a cleverly worked out window display as your people have created."

EARLE PEARSON.

The Secretary-Treasurer of the Association of National Advertisers, Inc., says:—

"One of the pieces in the display that first attracted my attention was that of Cyrena Van Gordon as Brunhilde in the Valkyres. I just felt, when I saw that picture, that I wanted to go right off to a Columbia store and buy the record. But if I had not been privileged to see this picture privately, and had been one of the 'men in the street' passing by a dealer's store, how could I know that the dealer had such a record if he did not tell me so in his store window?"

"If I were a Columbia Dealer, I would certainly see that every piece of this display were put to use."

JOHN SULLIVAN.

One of the foremost poster artists of America says:—

"I have seen the Christmas window display of your company, and regard it as an exceptional piece of advertising art."

"It seems to me that we need higher standards of art in retail dealers' windows, reaching as they do, the rank and file of people who pass continually up and down 'Main Street'."

"Your display has real merit, not only from the standpoint of attracting attention to the dealers' stores, but the whole conception is one calculated to sell goods."

ADOLPH TREIDLER.

The Vice-President of The Art Directors Club, Inc., says:

"Your Christmas display for the dealers' windows for your Grafonola I consider a fine, if not the finest, of its type that I have seen. . . . It has a freshness and a charm that attracts and invites—something that mere blattancy and color never achieve."

FREDERIC J. SUHR.

1819 Broadway, New York

COLUMBIA GRAPHOPHONE CO.

(Mail this coupon, properly signed, to your Columbia Branch.)

Without any obligation to me, please send me full information about the Columbia Monthly Window Display Service for 1923 and the special trim for Christmas, 1922.

Name

Address.....

Suggestions for Making Sales of Machines and Records During Holidays :: By W. Bliss Stoddard

St. Louis merchants united last year in a great campaign to push the sale of talking machines and records as Christmas presents. Newspapers, direct mail, window displays, special offers and demonstrations all played their part in acquainting people with the desirability of a talking machine. They say that "the constant drop of water wears away the roughest stone" and the constant repetition of "Buy a Phonograph" or "Buy a Talking Machine" as seen on almost every page of the daily papers was bound to get the reader to thinking about such a purchase sooner or later. These appeals were varied and were imbued with the idea that a talking machine was a welcome gift for any and every member of the family. So much has been said about "phonograph clubs" that this phase of selling was little advertised by the St. Louis dealers.

Goldman Bros. was one of the few firms that spoke of their Xmas Club, through which one could purchase one of the popular-priced machines at the rate of \$2.00 a month. What interested most prospective customers, however, was their offer of a complete set of bluebird china with each phonograph. They showed in their window a table set with this china and at the other end one of the talking machines. Broad red ribbons ran from each to a card on the wall, framed with a Christmas wreath, which stated: "Music for the Christmas Holidays—China for the Christmas Feast—All for two dollars down and two dollars a month."

The P. A. Starck Piano Co. was another firm that made a special offer to secure the holiday purchase of a talking machine. It offered free with each machine a handsome floor lamp with silk shade. The instrument and lamp were displayed in the window, while inside, on a low platform covered with a soft rug were placed one of the lamps (lighted) and one of the phonographs. This machine was kept in constant action to demonstrate its quality, and from the large stock of records in the rack any would be played to suit the visitor's fancy. The firm does a large mail order business and one of the main features of its success is the

fact that it ships phonographs anywhere for a free trial.

Shattinger's, featuring records rather than talking machines, had one catchy display that called instant attention to the late records. In the corner was shown a Christmas tree, gaily decorated with lights and tinsel, beside which stood Santa Claus with his pack. In the foreground was a talking machine wreathed with pine and holly. Around this was dancing a circle of figures. Each alternate one was a record, with hands, feet and head made of bamboo sticks painted black; while between each was a black cardboard figure, the head of which was in the shape of a music note,

Original Methods to Garner Gift Dollars by Live Dealers of St. Louis Result in Increased Business

while the arms and legs were grotesquely curled. A card with a holly border advised:

Candy vanishes and flowers fade, but MUSIC RECORDS give pleasure long after the first thrill of Christmas morning. Give them as gifts. Let our demonstrators play as many as you wish.

A good idea of the pleasure a talking machine will give, not only now, but in the years to come, was worked out by McNichol. In the foreground was shown a phonograph, in front of which were two children dancing their dolls to the sound of its music. The wall was painted grey, with white clouds. In the center of the first cloud were seen several youths and maidens

dancing to the music of a machine. The second cloud showed a mother rocking her child to sleep to the soothing tones of a lullaby from the machine at her side. The third cloud showed a couple well on in middle life sitting close together listening to the music of a phonograph. A card by the actual machine suggested:

YEARS OF HAPPINESS IN ONE CHRISTMAS GIFT

Think of THIS Christmas gift as a gift of year-round Christmas cheer for many years to come. You and your family and friends can enjoy all the music of all the world for a lifetime when you give a Columbia Grafonola.

The talking machine as a means of keeping children at home was recently suggested by the Grand Leader. Their striking window first brought the idea before the public. The floor was covered with cotton to represent snow, and in the background were small trees, also thickly powdered. In the foreground was a toy house, about four feet high. The door was open and the interior brightly lighted. In a high chair sat a doll, gazing at a phonograph of actual size, which took up the greater part of the interior of the house. The window was lighted by bulbs of blue glass, which gave a moonlight effect to the scene—the bright light in the little house causing the phonograph to stand out distinctly. A card near the glass suggested:

NOTHING LIKE MUSIC TO KEEP THE YOUNGSTERS ENTERTAINED

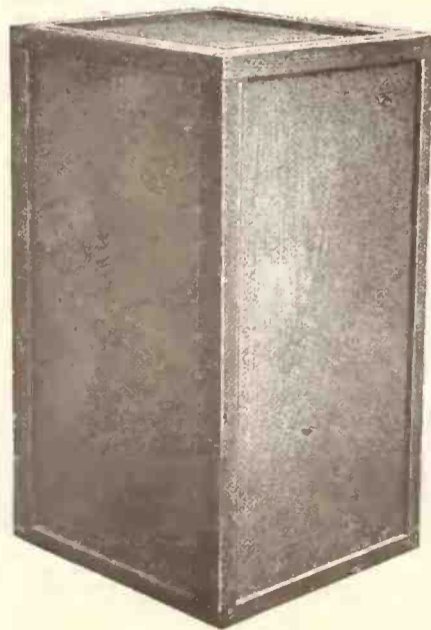
Put a phonograph in your home if you want to keep the children there.

The majority of people have but a faint conception of the great variety of records that are being produced and it takes an ad like that of the Home Music Co., Lancaster, Pa., to bring home the fact that they can get practically any variety they desire. This enterprising firm recently took an entire page in the local paper, in the center of which it placed the cut of a fine Victrola. Above, below and on either side were little boxes on the top of each of which was printed one of the headings—concert songs, sentimental ballads, comic, Italian gems, opera gems, Church hymns, popular songs, sacred songs, marches, transcriptions, Hawaiian airs, folk songs and descriptive; as well as jazz, mazurka, fox-trot, waltz, one-step and two-step. In such a list there was music of a kind to please the most diverse tastes. If it had arranged a window along the same line, with a Victrola, and the records, labeled as above, set in wire racks suspended from the ceiling or laid on the floor, it would have acted as a very potent selling agent for the disposal of these records. Incidentally, considerable publicity was gained for the company's dance records by offering them with a Victrola for the use of public dances. Once the young people found to what good advantage they could be used for the larger dances, they were more apt to see the possibilities of same for little informal at-home dances and the sale of this class of records was given a decided impetus. Not only that, but vocal and descriptive selections to be placed upon the Victrola while the dancers were resting were freely loaned, and in this way the latest song hits of the metropolis were brought to the attention of the public as soon as they were received in stock, resulting in an early call at the store for some of those which had struck their fancy.

Fix this firmly in your mind: There is a buyer for every article manufactured.

"EMPIRE" Packing Cases

Reinforced
Three-Ply
Veneer



Standard
for
Phonographs
and
Radio Sets

Let us figure on your requirements

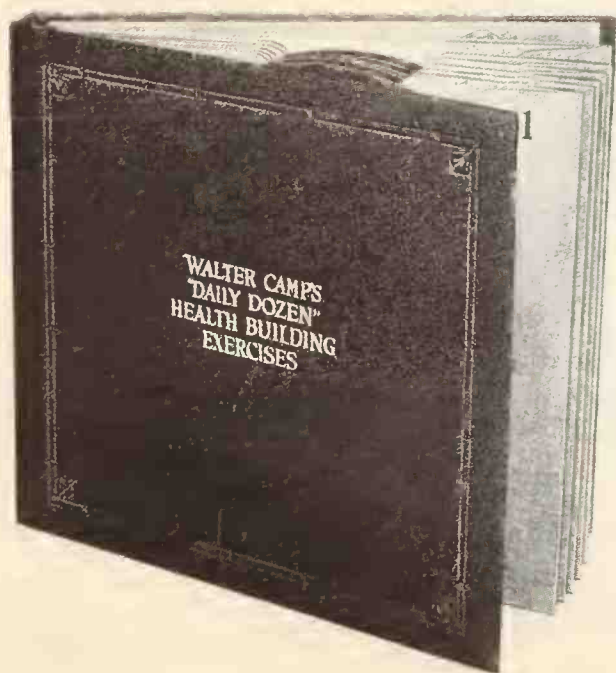
EMPIRE MFG. COMPANY, Goldsboro, N. C.

A Merry Christmas and A Healthy and Prosperous New Year



THIS year has been a healthy year for ourselves, for our dealers and for their customers. Over 1800 retailers have been added to the list of those selling "Health Builder" sets of Walter Camp's "Daily Dozen" on phonograph records. Almost all of these new accounts have reordered substantially and repeatedly, thus proving the healthy demand for "Health Builder" products. 1922 also saw the advent of the Health Builder "Weight Reducing" set, which met with instantaneous popularity.

The "Health Builder" sets, attractively contained in albums with charts, etc., offer you an inviting source of revenue for 1923. An intensive and expansive campaign of national advertising will increase interest. If you sell "Health Builder" products you will cash in on these demands and therefore we are sure you will find 1923 a Prosperous New Year for you and a healthy one for your customers.



*Plan to sell the "Daily Dozen"
and also the "Health Builder"
Weight Reducing Sets for 1923.
Send for full information today*

to

Health Builders

INCORPORATED

Department W 12

334 Fifth Avenue - New York

TRADE CONDITIONS IN BERMUDA

W. D. Wadson, Here After Victor Shipments, Tells of Big Possibilities on His Island—Installs Sheet Music Department

Walter D. Wadson, of the firm of Thomas J. Wadson & Son, Hamilton, Bermuda, exclusive Victor dealers in that city, was a visitor at the offices of The World late in November. This is the second trip Mr. Wadson has made to the United States since August. Naturally, like all other dealers at this season of the year, he was particularly interested in getting as heavy shipments of Victor goods as possible for the holiday season.

He was also greatly interested in the Music Publishers' Protective Association's campaign which is encouraging talking machine dealers to stock current selections of popular music. His firm has made arrangements to carry popular songs.

In speaking of general trade conditions in Bermuda, Mr. Wadson says he feels that the Victor sales in his territory have hardly scratched the surface of possibilities. While it is true that for a number of years they have done an excellent business he feels that the future will see even a greater expansion in the demand for musical instruments.

Sitting back and wondering how to stimulate collections or increase sales will not do the trick unless the thoughts are backed up by action.

EFFECTIVE WINDOW DISPLAYS

Collins Piano Co., of New Orleans, Features Timely Windows—"Ned" Wilson Firm Believer in This Type of Publicity

NEW ORLEANS, LA., December 5.—The Collins Piano Co., at 155 Baronne street, Victor dealer, has been featuring recently a series of effective window displays that have not only attracted the attention of passers-by, but have produced direct sales. One of these windows featured the popular Feist hit, "Why Should I Cry Over You?" and as a result of this display the Collins Piano Co. sold an exceptionally large number of Victor records featuring this hit.

"Ned" Wilson, manager of the Collins Piano Co., and one of the most popular men in the local trade, is a firm believer in the value of distinctive window displays and under his direction the Collins windows are changed frequently and almost invariably present displays well calculated to produce direct results. He takes advantage of holidays and other timely events to prepare windows particularly pertinent to the season of the year or to the character of the events uppermost in the minds of the public.

NEW YORK FIRM CHARTERED

A. Schochet, dealer in talking machines and radio sets in New York City, has been granted a charter of incorporation under the laws of this State, with a capital of \$40,000. Incorporators are A. Schochet, D. Lerman and A. Mintz.

MANY NEW BRUNSWICK AGENCIES

Branches Throughout Country Report Placing Line With Dealers in Widely Separated Sections of Their Territories

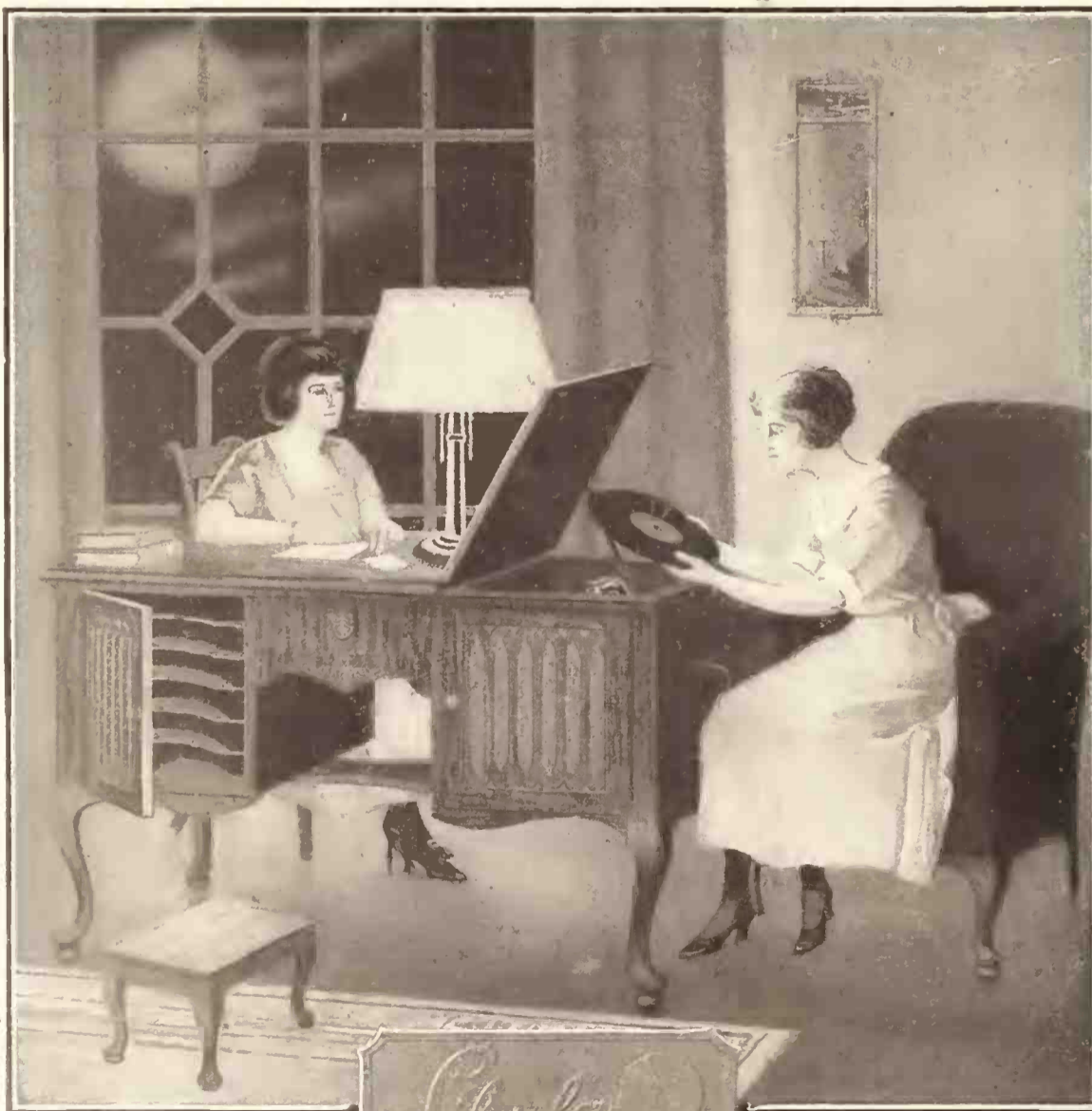
The phonograph division of the Brunswick-Balke-Collender Co. reports a large number of new accounts opened recently by its various branches throughout the country. Among those listed the past month are: The Santa Monica Brunswick Shop, 423 Santa Monica boulevard, Santa Monica, Cal.; Sturgis Music Co., 4703 Moneta avenue, Los Angeles, Cal.; B. Tilton, 119 N. Cortez street, Prescott, Ariz.; Leonard Piano Co., 415 Live Oak street, Miami, Ariz., opened by the Los Angeles Brunswick branch. Geo. G. McManus, 44 Westwood avenue, Westwood, N. J.; Verbach Bros., 431 Fulton street, Jamaica, N. Y., opened by the New York branch of the concern. Martin & Cote, Ft. Kent, Me.; Beal & McCarthy Music Co., Rockland, Mass., opened by Kraft, Bates & Spencer, of Boston, Mass. Herman Zinn, Brockway street, Palatine, Ill.; W. J. Davis Music House, 317 Court street, Saginaw, Mich.; Butler Music Co., Marion, Ind.; Schmidt Music Co., Davenport, Ia.; Gulick McFarland Co., Fort Madison, Ia., opened by the Chicago headquarters of the Brunswick Co. O. L. Pfanstiel, New Braunfels, Tex.; Copeland Jewelry Co., Palestine, Tex., opened by the Dallas branch. Reifsnnyder Music House, Lebanon, Pa., Philadelphia branch; Spring-Holzworth Co., Main street, Alliance, O., Pittsburgh branch; Melody Shop, Punxsutawney, Pa., Cleveland branch; Topeka Music Co., 633 Kansas avenue, Topeka, Kan., Kansas City branch; A. Holtz, Haigler, Neb., Omaha branch; Sullivan & Taylor, 11 Aspir street, Flagstaff, Ariz., Denver branch; John Church Co., Chattanooga, Tenn., Cincinnati branch.

LIBROLA (Library Table-Phonograph)

You should \$ **150⁰⁰** (retail price) Model similar see the **to the one below.**

Write for illustrations and net prices.

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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

ENJOY BANQUET AND PLAN BUSINESS

Employees of Morris Music Shops Entertained at Most Enjoyable Banquet by Morris Nimcowitz—Plan Big Holiday Business

Morris Nimcowitz, proprietor of the Morris Music Shops, located at 2030 East Fordham road, and at 659 Lenox avenue, New York, recently entertained his employes at the Parisienne Cafe, Fordham. Those present included M. Nimcowitz, Joe Fisher, manager; Messrs. Dimond, Jordan, Schaffer, Rouch, Berg, Rabinowitz and Teneoit—all employes of the Lenox avenue branch. The guests of honor were Mrs. Nimcowitz, Miss Silverblat, Harry Nimcowitz, Joe Fisher and O. P. Grafen, sales manager of the Granby Phonograph Corp.'s New York headquarters.

The banquet was a most enjoyable affair with Joe Fisher as toastmaster, and during the evening speeches were made by Messrs. Nimcowitz, Dimond, Schaffer, Grafen and Mrs. Nimcowitz. One of the features of the evening's program was a song, entitled "The Yell of Morris," composed by Jordan and Fisher.

During the evening the business campaign was discussed and everybody agreed upon the transaction of \$100,000 worth of business during the holiday season. It was also decided to have a reunion of this kind at frequent periods in the future.

JOINS RADIO SHOW MANAGEMENT

S. H. Fairbanks, who managed the recent successful radio show in Boston, Mass., has been retained as advisory director by the management of the American Radio Exposition, which will hold a radio show in Grand Central Palace, New York, from December 21 to 30. Mr. Fairbanks will take charge of the exhibits, the apportionment of space and other details incidental to staging the show. L. S. Byers, executive secretary of the committee in charge of the show, will continue with the aggressive program of arrangements already projected.



1922

To Victor Dealers
The
Buffalo Talking Machine Co.

Sincerely Wishes All A Joyous
and A Truly Complete
Christmas



1923

A Prosperous New Year!

A New Year of great opportunities for Victor Dealers. The Buffalo Talking Machine Co., with its many avenues of service, will materially assist Victor Dealers in 1923, more than ever to capitalize on the opportunities offered.

Ask us to co-operate with you.

BUFFALO TALKING MACHINE CO.
BUFFALO, N. Y.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE—This is the twenty-first of a series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

3. PAPA HAYDN AND HIS SURPRISE

At the close of last month's article I explained how the "Surprise" Symphony got its name and said a few words about its second movement, in which the "surprise" occurs. I also suggested that the first movement, as given on one-faced Victor record No. 35243, might profitably furnish something interesting and instructive to listen to a few times during the



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Be the first in your territory

Don't hesitate—write



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period between November 15 and December 15.

A Reminder on Form

Assuming then that those who are following these articles have listened to record No. 35243 and have some idea of how it goes, let me make a few comments. By this time everybody ought to remember that the first movement of a symphony, as Papa Haydn worked out its form, consists of (a) an introduction, sometimes, but not always, leading to (b) a first theme of incisive, brisk character which, after being announced and (usually) repeated, gives place in turn to (c) a second theme, commonly in the dominant of the main key (that is, a fifth above or a fourth below) and of more appealing feminine character, after which comes (d) a development during which the two themes are worked out to the limit of the composer's ability to make something of them, whereupon there is (e) a recapitulation of the two themes and lastly (f) a coda or closing piece, commonly made out of the material of the first theme.

Now, have you been trying to hear any of these divisions and subdivisions in the charming music of the Surprise? If you have you will at once have perceived that the music, as arranged for the record, has been slightly condensed. For instance, there is not much development and the recapitulation has been shortened. As it is, the music runs about as follows:

Analysis of the Record

First there is a pleasing little introduction of just a few bars in length, sounded by the strings and some of the wood-winds, which briefly but unhurriedly leads into the first theme. This is easily recognized from its rhythm of Ta...Ra.Ta.Ta.Ta... with the stress on the last syllable. Haydn takes this engaging theme and pitches it about, first in his high strings and then in his low ones. His second theme comes in after the first has been well enunciated, so that you cannot mistake the intention to make it his principal idea. It comes in so gently and quietly that you hardly notice it as it sounds its calm way through the low register of the violins. In fact, Haydn scarcely gets it sounded before he proceeds to drop it and dashes into a development of the first theme. Notice how he changes slightly the rhythm and then alters the instrumentation, first giving bits of the melody to the wood-wind and to the brass, and then by a series of scale passages carrying us back gradually to a restatement of the theme in its original form. This safely sounded, he gives us a dashing little coda to close things up; and there we are.

Haydn's Wind Instruments

If you will listen carefully you will notice two or three interesting points. For one thing, Haydn was dealing in those days (130 years ago) with orchestras which had not the capacity of the instruments of to-day. The wind instruments were especially poor in contrast to their modern successors. In fact, the flutes, oboes, bassoons, trumpets and horns which formed the wind sections of Haydn's orchestra (clarinets, English horns, bass clarinets, contra bassoons, trombones and tubas came in later) were not as yet provided with keys or valves. In consequence they were able to sound only the open harmonics of their tubes. On a brass instrument these were obtained by altering the pressure of the lips against the mouthpiece. Modern players, of course, do this, too, but in addition their instruments carry extra crooks to the tubes, controlled by valves, whereby the player can produce all the other tones needed to make a chromatic scale. In

just the same way a wood wind instrument of Haydn's time had only finger holes and consequently could not sound all the tones of the chromatic scale, but only the scale of the key which it was built to sound. Naturally, therefore, the wind instruments in Haydn's orchestra did not get much to do except to play accompanying chords to the melodies sounded by the violins and 'cellos. In the first movement of this Surprise Symphony there is a striking illustration of this fact. Right in the middle the melodies suddenly cease and the wind instruments alone, for several bars, sound a syncopated accompaniment, with a rhythm something like this:

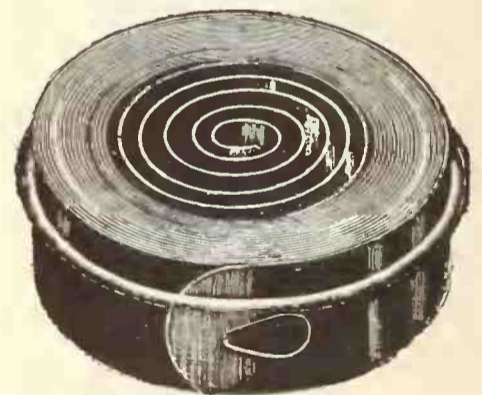
Ta...Ta.Ra.Ta.Ta..

Ta...Ta.Ta...Ta.

Over and over again, until a sudden rush of scale passages in the violins swallows it up. Now, in the scores of symphonies of this period you will find whole pages of notes for the wind instruments in which nothing more exciting than this takes place. Indeed, if you listen closely in this piece we are now discussing you will hear much the same sort of music for the wind instruments from beginning to end. It is only very occasionally that they get a bit of melody. The reason, of course, is that these instruments were so very limited in their powers. On the other hand, a symphonic composer of today finds that his wind instruments offer him two complete choirs, one of the wood and one of the brass instruments, each able to play a whole piece by itself and to execute passages which even fifty years ago would have been thought impossible.

I said above that the record we have been using has a condensed version of the movement. This, nevertheless, is quite satisfactory as a picture of the complete score, since it only

Main-Springs



For any Phonograph Motor Best Tempered Steel

Size	Material	Price
3/8 inch x 10 feet	for all small motors	Each \$.30
1/2 " 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, Brunswick	.50
1 3/16 " x 18 "	Sonora, Brunswick, Saal	.60
1 1/2 " x 25 "	Heineman and Pathe	.75
1 1/2 " x 25 "	Edison Disc	1.50

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Pathe, very loud tone, each 15c, 100 lots \$11.00.
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The very best, loud and clear, throw-back.....\$4.50
With large reproducer, very loud, Universal..... 4.00
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We can give you best price on Brilliantone, Magnedo, Wall-Kane, Tonofone, Nupoint, Gilt Edge, Incas 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.

In the second set of Puccini's opera *Manon Lescaut* occurs Manon's song "In quelle trine morbide" (In these soft silken curtains). It is a little gem of purest melody, as soft and silken as its title. Rosa Ponselle's golden soprano gives this the brilliance of a rare jewel. 79971 on the December list.

Columbia Graphophone Co.
NEW YORK



omits a bit of the development and the greater part of the recapitulation. The introduction, the statement of the themes, the development and the coda are all properly represented and though one would have been better pleased to have had the movement entire (by using both faces of the record for the single movement), there is no good cause for complaint in what is given us.

Quartet and Symphony Compared

Referring now for a moment back to last month's article, it is easy to see that the only difference between the classical symphony and the classical quartet lies in the fact that the one is written for a larger and more powerful array of instruments than the other. As the possibilities of the orchestra were more clearly seen, however, the composers of symphonic music became bolder and made more experiments, until to-day we find the symphony much more complex, though at the same time more satisfying, more complete and in every way more wonderful. On the other hand, I personally confess to a vast love for the sweetness and light of eighteenth century music, which did not occupy itself with futile attempts to put metaphysical states into sound, but was content to produce pure forms of beauty.

Turning now to record No. 35244 we listen to the second movement just to remind ourselves of the place where the "surprise" comes in. Nothing more need be said about this little set of variations on a simple theme, for its form and content are as an open book which all can read. But the minuet which constitutes the third movement demands a few moments' attention for its very loveliness.

About a Minuet

I have already reminded readers that a minuet is a stately dance in triple time, not unlike what a slow waltz would be, though the dance itself is more like a formal quadrille, as that used to be danced two generations since. The symphonic composers, however, beginning with

Haydn, made it merrier than ever it was as a formal dance and the present piece fully sustains its writer's reputation for geniality. It begins on the third beat of the bar and trips merrily along for all the world like the homeliest rustic merrymaking and not at all like the stately pageantry of an eighteenth century drawing-room. Interrupted in the middle of its course, the music turns to the Trio (so-called, I suppose, because originally it was written to be played by three instruments, or else because it is always in three-four time). This is invariably a slower and highly contrasting section and in the present case forms an unmistakable but appropriate foil to the merriment of the main movement, which in due course turns up again and trips its merry way to its conclusion.

Entry of the Scherzo

Let us pause, as we take off the record, just long enough to remind ourselves that although Mozart retained the idea of the Minuet in his symphonies, the more serious and powerful mind of Beethoven rapidly inaugurated a change when he substituted the Scherzo, which, in the same rhythm and with the same contrasting middle section, presents ideas of a less trivial and more moving shape and carries on further the modern conception of the symphony as a great epic poem in tone. Beethoven made the definite change in his third (Heroic) symphony and exemplified it still further in the glories of the fifth, seventh and ninth.

Finale!

Back we go now to the first record, 35243, and this time we take its reverse side. Here is the attractive melody of the finale. Haydn was a genial old soul and melody flowed from him without ceasing. He could always write a pretty tune and he never repeated himself. How he did it is not the point. He did it, that is all we need care about. And in this case he lives up to his reputation. The movement is in the general shape of what is called

a rondo, which means a sort of circular form in which you keep on going round and round, as it were, coming back to the original tune at equal intervals from beginning to end. There is nothing difficult to follow and so I recommend to the student the simple course of first listening two or three times till the "run" of the piece is well in his mind and then trying it again a number of times to get a line on the instrumentation, that is, on the manner in which Haydn has distributed the parts among his instruments. Again the comparative poverty of the wind instruments will be noted and also the fact that Haydn used so often to write for his bass strings in only one part, making the 'cellos simply double the contrabasses an octave higher. It took Beethoven to learn to treat the violas and 'cellos as separate, individual voices. In the quartets of Haydn's time one also finds the viola poorly treated, as if composers were not quite sure what to do with it and thought it best simply to give it the merest filling in, just enough to thicken up the harmonies and make the chords reasonably full. Mozart soon learned better, as you can find out from listening to the Victor records of Mozart quartet movements as made by the Flonzaley and Elman Quartets. On the other hand, the moment you go to the works of a later period you find a vast difference. The instruments are now treated more individually. It is no longer just a first violin with three accompanists. Beethoven, Schumann, Dvorak, Smetana and Tschaiakowski are represented by Flonzaley interpretations of movements from some of their best quartets and careful attention to these will show exactly what I mean. There are few more fascinating hobbies than the discovery of the inner development of musical composition; nor is any method of pursuing the search comparable with this method of listening critically to fine records.

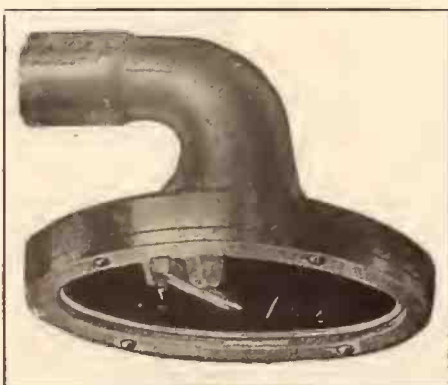
(To be continued)

Beautiful in **Design**

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

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

The Diamond Service Rack Sells More Records

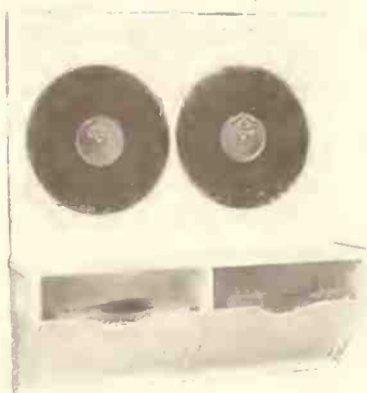


No. 1 Size. 27½" high, 9½" deep, 16" wide. Finished in gray or ivory—\$5.00. In Mahogany—\$6.00.

Hundreds of dealers say this practical little rack pays for itself in a few weeks' time, it has such a strong influence on sales.

Made with two sections—one for selected records and one for rejected records. Speeds up customers' decisions. Sells more records in less time.

Takes the place of the usual cluttered up table. Occupies small space on wall. Eliminates breakage. Advertises your feature record.



No. 2 Size. Same as No. 1 except that it is 28" wide. Finished in gray or ivory—\$7.50. In Mahogany—\$9.00.



January Will Be a Big Sales Month for the Diamond Juvenile Console

WHY? Because January is "Bonus Month"—the month when pocketbooks are pleasantly fattened—the month when thousands of people do their heaviest buying. Wise talking machine dealers will get their share of the Christmas overflow by displaying the Diamond Juvenile Console.

A Real Talking Machine for Children

Cabinet of selected hardwoods and veneers—24" high, 14" wide and 28" long.

Finish is beautifully enameled in gray, blue and ivory. Grille is blue or old rose silk.

Tonearm is die cast and nickel plated. Artois reproducer.

Turntable is 9 inches, felt faced.

Plays all records up to 10 inch. Particularly adapted to children's records and Bubble Books.

Guaranteed Heineman Motor!

Cut gears, cast frame, removable motor board, Fully guaranteed

The Diamond Products Corporation
25 West 43rd St., New York Factories: Oswego, N. Y.

DISTRIBUTED BY

A. C. Erisman & Co.
174 Tremont Street, Boston, Mass.
Consolidated Talking Machine Co.
227 N. Washington St., Chicago, Ill.

Cabinet & Accessories Co.
3 West 16th St., New York
Munson Raynor Corporation
643 So. Olive St., Los Angeles, Cal.

Misunderstandings Regarding Terms Very Often Cause of Repossessions :: By Arthur H. Foster

The talking machine business is essentially an instalment business and, therefore, one of the greatest problems before the trade is the prompt collection of accounts and the diminution of repossessions. Misunderstanding by customers or inadequate explanation of terms on the part of the salesmen are often at the root of the evil. One of the first essentials of the instalment business is that customers clearly understand the terms which they are required to meet when making a purchase and the members of the sales staff should be held accountable by the sales manager or proprietor if a customer makes a purchase and delivery is made before thorough understanding is established.

The temptation on the part of the salesman or the proprietor to slight over the question of terms in order to insure the making of a sale is undoubtedly very great, but unless an article stays sold the profit on the transaction is lost. This matter of terms and the periods when payments are to be made should be handled in a firm and uncompromising manner.

A woman enters a store to buy a talking machine and the clever salesman has succeeded in selling her on the line he represents. She is financially unable to make a cash purchase and the terms which she can obtain are an important problem to her, just as they are to the proprietor of the establishment. The following is approximately the conversation which causes misunderstandings:

"I like this instrument very much, but I am unable to pay cash for it. What are your terms?"

"Oh, there won't be any trouble there," answers the salesman. "We can arrange that detail to suit your purse," and instead of trying to obtain a reasonable down-payment and profitable payments for his house the salesman opens up the way for the customer to dicker and make her own terms, usually the lowest possible to obtain. When the customer finally closes the deal she leaves the store with the vague idea that she must pay so much every so often. This part is all right, but what the customer does not carry home with her is the impression that the dealer is doing a favor by extending terms at all and that it is absolutely essential and most important that the payments be met on the day they are due.

Since this customer was sold on this dealer's line before terms were discussed the chances are that a frank statement by the salesman of reasonable terms would have been accepted without question and the customer would have left the establishment more satisfied with her purchase and with considerably more respect for that store. When a person buys an article and is able to secure any old terms desired there is always a feeling that she might have done better if she had dickered a little longer, and thus is bred the first dissatisfaction which eventually results in delayed payments.

The dealer must make his collections on the

door of many a failure because that merchant did not realize that making a great many sales is not always the road to business prosperity. A man who sells a hundred thousand dollars' worth of goods and collects only 5 per cent of this amount each month cannot be successful. His available capital has been used to furnish this stock and unless money comes in he will find himself with no money to pay his bills and replenish his stock. The result is obvious. Those to whom he owes money will come down on him like a ton of bricks and voluntary or involuntary bankruptcy is the logical end.

There is only one way in which to avoid this undesirable and ignominious end and that is to establish definite collection and down-payment policies which will place the business on a sound basis. It is exceedingly bad business practice and shows a lack of the fundamental principles of merchandising to place in the hands of the salesmen the power to make any terms so long as the sale is consummated. Each and every salesman should receive instructions regarding the lowest terms which the dealer finally decides are necessary for him to realize a profit and the members of the sales staff should also be impressed with the necessity of making clear to each customer or prospective customer the terms on which the purchase is made and the importance of meeting these terms with the utmost promptitude.

Salesmen Should Be Certain That Patrons Understand the Terms of the Contract Before Sale Is Closed

day they are payable insofar as it is within his power to do so. Each day he or someone delegated to the task should go over the books to check up on the payments due that day and if they do not arrive in the next morning's mail a tactful letter should be sent to the delinquent. A more forceful letter should be sent at short intervals thereafter until the money comes in or the point is reached where a repossession is desirable. Beating about the bush does not accomplish anything. The best line to pursue is a straightforward policy which will leave no room for misunderstanding as to the contract which the buyer enters into with the seller at the time of purchase. Some concerns even send out a polite letter of reminder a few days before a payment falls due and in many instances this has been found effective in curtailing delayed payments to a minimum.

The sheriff has placed the padlock on the

CO-OPERATIVE VICTOR AD DRIVE

Victor Dealers of Davenport, Ia., Staging Effective Campaign in the Interest of This Line in Addition to Regular Ads

DAVENPORT, IA., December 8.—Victor dealers of this city recently instituted a co-operative advertising campaign which is proving an unqualified success in bringing the merits of Victor products before the public in a forceful manner. The co-operative campaign is being run as a separate unit and in addition the usual advertising is being resorted to by dealers. The special drive copy is confined to an exposition of Victor aims and quality, especially featuring the Victor trade-mark and the host of artists who are making records for the Victor Co.

JUST OUT—POPULAR ITALIAN RECORDS LATEST RELEASES



12-INCH RECORD, \$1.25
10007—Si M' 'o Dice 'o Core.....G. Godono
Mari.....R. Ciaramella

10-INCH RECORDS, 75c
1067—Alla Larga Dalle Donne.....R. Ciaramella
Malapianta.....R. Ciaramella

1059—L' Addio Del Bersagliere.....R. Ciaramella
Ninetta, La Figlia del Sergente.R. Ciaramella
1069—Stornelli Romani—Part 1...E. Donnarumma
Stornelli Romani—Part 2...E. Donnarumma

1061—Me Voglio Spassà.....E. Donnarumma
Zingarella.....E. Donnarumma

1087—Maria Mari.....G. Godono
Fenesta Che Lucive.....G. Godono

1103—Phonotype, Laughing Record (Risata)
New York—March

SPECIAL CHRISTMAS RECORD

791—Pastorale Di Natale
(Con Zampognae Ciaramella)



New Hits Released the 15th of Each Month

WORD ROLLS AT \$1.25
244—Silenzio Cantatore L. Bovio—G. Lama
239—Chitarre a Mare E. A. Mario—G. Leone

240—E' 'n' Anno Mari'
E. Sangiovanni—C. Dramis
243—Serenata.....E. Caruso—C. A. Bracco

INSTRUMENTAL ROLLS AT 90c
247—Vegliando—Mazurka S. Perry
063—La Marcia Dei Fascisti F. Pennino

NUMERO SPECIALE DEL S. NATALE
109—La Vera Pastorale con Te Deum.....(Con parole, \$1.25)

DISCOUNT TO DEALERS — ASK FOR CATALOGUES

DISTRIBUTED BY

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

The NEW EDISON Baby Console and London Console



Baby Console
\$175

Length - 40 inches
Height - 35¼ inches
Width - 20½ inches

London Console
\$135

Length - 35 inches
Height - 35 inches
Width - 20½ inches



THOMAS A. EDISON, Inc.

ORANGE, NEW JERSEY

These NEW EDISON Consoles Will Bring You NEW Business

HERE are two of the latest New Edison models; among the lowest priced in the distinguished console group.

Assuredly, you will find a ready market for the Baby Console and the London Console; they present the matchless New Edison in beautiful cabinets at extremely moderate prices. The musical quality is typical of the well-known Edison standard.

You know that many music-lovers have delayed their phonograph purchases until prepared to buy high-grade instruments in attractive console design. Such sales are easily made with these new models. And you can confidently guarantee genuine Edison excellence, notwithstanding their unusually low prices.



THOMAS A. EDISON, Inc.

ORANGE, N. J.

In a cor-ner of the world, — We will build our home, sweet home.

In A Corner of the World All Our Own

Jesse Crawford's
Beautiful Ballad

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

Four-Minute Conference on Business Topics

No. 8—Your Gifts—and the Science of Using Them

[This is the eighth 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.]

Sometimes we speak of gifts as the offerings, contributions or presents which we make to others. Again we speak of gifts as personal talents. Either interpretation is correct, for our talents are among the richest offerings of Nature to us.

Some people pride themselves on giving away very little. They boast that they always whittle toward themselves. They point out various individuals of generous impulses who have come to want, or whose many offerings have not been appreciated because of their very lavishness.

In doing for others, as in everything else, there is a happy medium. To be too stingy or close is to be a miser, and miserliness is a vice. To be too lavish and to distribute what we have without the exercise of good judgment is extravagance, and that, too, is a vice. However, no man can achieve his own best in point of sympathy, brotherly kindness or the desire for service without doing a certain amount of giving.

The business man is frequently called upon

to make contributions to this, that and the other, and often he does this as a matter of policy rather than of desire. Our business benevolences should be as wisely administered as any other part of our finances. It is a good plan to set apart a budget, be it large or small, which we can afford to use for community and public welfare.

Some firms charge this up to advertising, but it is doubtful if this is a wise policy, for many of the solicitations to which we are inclined to respond have no real advertising value. It is better then to have a distinct sum of money, determined on a percentage basis, which can be used in this manner. Some one person may have the administration of this and be held responsible for investigation and suitable disbursement.

Then, when the fund is used up, the method of many firms may be followed of saying pleasantly,

"We are sorry, for we would be only too glad to lend our assistance to this worthy cause, but our appropriation for the year for benevolences has been used up and no more funds are available until the beginning of our fiscal year."

This method prevents the disposition to do too much for one and too little for another. It prevents embarrassment and encourages piecing out the fund in the most thrifty possible manner and so as to touch the worthiest causes. When there is money on hand of this kind the giving can be cordial and prompt. A small sum given in this spirit means a good deal more than a large sum grudgingly handed out after annoying details.

As a rule, solicitors for benefits of this kind are public-spirited citizens who are busy themselves and yet who are giving their own time gratuitously in order to help some good work along. There is a science in business giving as well as in business management. Some firms make the mistake of hit-and-miss, indiscriminate giving, and others are a good deal more systematic. Systematic methods are always more satisfactory.

Our business gifts within our own organization are a different matter. Many a firm has given serious thought to this and has worked the matter out on the profit-sharing, the bonus or commission basis. This has been done with the idea of rewarding faithful workers for conscientious service.

As a rule, extra effort and time are required at certain seasons of the year and some recognition of this makes for good-will, co-operative harmony and a finer degree of morale. It is a good plan also for those in authority to express a hearty word of appreciation from time to time of the help and support given.

It is a peculiar thing, but we never really possess an article of value until we share it with someone else, whether it be a pleasure, a material possession or the intangible spirit of brotherly kindness.

There is a science in giving—the science of giving wisely; of giving so as to strengthen and hearten and not to pauperize; the science of true generosity in that we recognize the multitude of our blessings and are willing to show ourselves worthy of larger responsibilities and commissions. A man is known among the angels by the manner in which he gives!

FINE PUBLICITY IN ST. JOSEPH

A Brunswick phonograph playing Brunswick records and accompanied by a pipe organ in a local theatre in St. Joseph, Mo., is giving much publicity to the Brunswick department of the Leader Department Store, of that city. A slide shown on the screen announces the title of the selection being played and where it can be purchased. Many people who would not hear these records have been interested this way.

COTTON FLOCKS

..FOR..

Record Manufacturing

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

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

MENNEN CO. APPEAL IS EXPLAINED

Attorney for Mennen Co. Declares Litigation Between Federal Trade Commission and Mennen Co. a Test Case—Interesting Facts

The following letter concerning the appeal of the Mennen Co. to the Circuit Court of Appeals has been received by The World from Gilbert H. Montague, attorney for the Mennen Co.:

"Your article in your issue of November, entitled 'Argue Right to Fix Discriminatory Prices,' is likely, I am afraid, to mislead your readers as to the point raised by my client, the Mennen Co., in its recent appeal to the Circuit Court of Appeals.

"The Mennen Co.'s price schedule is not, and never has been, discriminatory in any real sense. For a considerable period the Mennen Co. granted to wholesalers who rendered a special service in distribution, not rendered by retailers or other branches of distribution, a slight extra discount, in consideration of the special service thus rendered. Probably no business man would ever call this discriminatory, nor would the Federal Trade Commission probably have ever questioned its legality were it not for the fact that one clause in the Clayton Act, dealing with price discriminations, is so broadly worded that the Commission concluded that possibly it forbade any discount for service and permitted discounts only for quantity or differences in the cost of transportation, selling, etc. To clear up the meaning of the Clayton Law on this subject the Commission began two years and a half ago a test case against the Mennen Co. This test case was brought against the Mennen Co. instead of any one of the almost innumerable multitude of manufacturers in every line of business against whom the same point could have been raised, simply because the Mennen Co., not being a monopoly, and presenting no element of combination, deception or oppressive conduct, raised this single question in a particularly clear and uncomplicated fashion. Throughout this proceeding both the Commission and the Mennen Co. have conducted this litigation solely as a test case and for the single purpose of obtaining from the courts a final decision as to just what is the meaning of this particular clause of the Clayton Act.

"Your article may, perhaps, have led some of your readers to believe that certain wholesale associations were parties to the proceeding, or at least had participated with the Mennen Co. on the latter's petition to the Circuit Court of Appeals to reverse the Federal Trade Commission's order. This is incorrect. The Commission's order made no reference to any wholesale association, nor is any wholesale association a party to this proceeding. The appeal to the Circuit Court of Appeals was not made on the petition of any wholesale association, but was made solely by the Mennen Co. No association of any kind has participated or contributed, financially or otherwise, to the Mennen Co.'s defense of this proceeding. For two and one-half years the entire burden of this litigation, which involves the very existence of every wholesaler, and also every small retailer whose buying capacity or location precludes him from ordering individually or collectively in large quantities, has been borne exclusively by the Mennen Co."

THE BRUNSWICK COURIER APPEARS

Beautifully Illustrated Picture Envelope in Colors, Containing Monthly Record List, One of the Latest Dealer Sales Helps

The Brunswick Courier, a pictured message, is the latest form of dealers' sales helps which is being sent out by the Brunswick Co. This is a self-locked picture envelope which goes into the homes of thousands of record buyers monthly, and encloses the monthly record supplement. The inside is devoted to pictures of the latest Brunswick record hits and pictures of the leading artists of this company, with a personal message from the dealer to the buyer. On the outside are pictured the joy of having a phonograph in the home. The entire color scheme is most artistic and should serve as a powerful sales-promotion means. It is stated that The Courier will be made up in seven or eight colors each month. In the first issue to hand the Elshuco Trio and Virginia Rea are given special prominence, with accompanying illustrations of the Gotham and Beaux Arts phonograph models.

STOCK RECORD REFERENCE LABELS

Victor Co. Announces New Issue for Dealers' Stocks of Records for 1923 and 1924

A new issue of ready reference labels will be issued by the Victor Co. with the expiration of the December, 1922, supplement. The labels will be similar to the previous edition, but the cross references will be brought up to date. The list includes labels for all domestic records in the 1923 numerical catalog, complete with supplementary service covering all domestic records to appear in the monthly supplements for 1923 and 1924.

There will also be included labels covering U. S. foreign records listed in the numerical catalog, together with supplementary service covering all U. S. foreign records to be announced during 1923 and 1924.

Dealers desiring a real up-to-date system in the efficient handling of their record departments should install this system if they are not already using it.

NEW BAKER'S MUSIC HOUSE BRANCH

Concern Operating Chain of Music Stores in New York and New England Opens Branch in Plattsburg, N. Y.—Handle Varied Lines

PLATTSBURG, N. Y., December 10.—Baker's Music House, which operates a chain of nine stores throughout New York and New England, has opened a store in this city.


Spacious display rooms at 17 Court street have been secured and Victor Lyon, well-known musician of this city, has been engaged as manager.

This store will handle everything in the musical line, including instruments of every description, sheet music and radio equipment.


The Government River Patrol "Susan" boasts of a complete wireless outfit and also a handsome Brunswick phonograph. It is used to amuse the sailors on board while the boat is plying its way between Memphis, Tenn., and Cairo, Ill.




**REGAL
50c
RECORDS**
boost business
for the big and
little store alike.




In New York, an establishment, one year young, selling on a floor space 30 ft. long by 30 ft. wide, sold over 110,000 Regal Records since Christmas of last year.



A store in Detroit writes: "We have sold thousands of them and are well satisfied with the results."



From Baltimore we hear: "Since placing Regal Records on sale the business of our record department has increased materially."



Three instances typical of national results. Regal increases your sales—it insures your profits.
Are you interested in exclusive territory?

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



**PHONOGRAPH CASES
RADIO CASES**
Reinforced 3-ply Veneer
The Standard Case for Talking
Machines and Radio Sets
Let us figure on your requirements
MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C.

NEW STARR HOME IN LOS ANGELES

Work Begun on the Erection of an Elaborate Eight-story and Basement Building in That City to House Headquarters of Pacific Division of the Starr Piano Co.

LOS ANGELES, CAL., November 29.—Work has already started on the excavation of the site for the new building to be occupied by the Starr Piano Co. at 634-36 South Hill street, this city. The new building will be an eight-story and basement structure with a mezzanine floor,



Breaking Ground for New Starr Co. Building

will have a frontage of 37½ feet and a depth of 138 feet, and will house the headquarters of the Pacific division of the Starr Piano Co.

The Pacific division was organized in 1907 and has served as executive headquarters for practically all the territory west of the Rockies, although distributing warehouses have long been maintained in San Francisco and Portland to give dealers rapid service in the delivery of Starr pianos and phonographs and Gennett records.

The new building has been specially designed to meet the requirements of the company's

business. In addition to the structure now being built the company owns the adjoining six-story building with a 75-foot frontage on Hill street which now houses the local headquarters. The present building will be vacated when the new structure is completed.

PLAN TO CO-OPERATE WITH ARTISTS

Dallas Music Industries Association Discusses Co-operation With Artists

DALLAS, TEX., November 27.—A general discussion of the best method of co-operation with the musical artists who will appear in Dallas during the coming season, in order to insure the success of their concerts here, was held at the luncheon meeting of the Dallas Music Industries Association recently.

Following the discussion, a committee composed of Paul Burling, D. L. Whittle, Robert Watkin and F. Gissaldi was appointed to confer with the local concert managers in order that the dates of the appearance of the artists may not conflict and to do all they can to assure the success of the appearances.

PLAYS ON CURIOSITY OF PUBLIC

James K. O'Dea, of Paterson, N. J., Brunswick dealer in that city, had about fifty Brunswick thrift banks in his display window with a large sign, saying that these banks were "not for sale." The result was that many people came inside to inquire about the banks.

ADAMS CABINET CORP. TO MOVE

Will Transfer Equipment From Los Angeles to Ontario, Cal., When New Factory Is Completed on or Before January 1

ONTARIO, CAL., December 8.—Construction work on the plant of the Adams Record Cabinet Corp. here will be started at once and is scheduled to be completed not later than January 1.

Immediately upon completion of the building the corporation will move machinery and equipment to the value of more than \$30,000 from Los Angeles to this city. The company is now operating in cramped quarters in the Angel City.

The industry represents a local investment of more than \$40,000 and will give employment to approximately forty men and women at the start, with excellent prospects of the number being increased to at least 100 during the year.

Officers and directors of the company are George E. Adams, president; A. G. Appel, secretary and treasurer; George E. Abbott, G. W. Christy, E. C. Zweiger, R. B. Hill and George E. Adams.

CLEVERLY ARRANGED WINDOW DISPLAY

SAN ANTONIO, TEX., December 4.—The Brunswick Shop here is putting in some very splendid window displays to advertise Brunswick phonographs and records. Recently it staged a splendid display of the "Haunting Blues," which nearly blocked traffic. There was in the window a life-size picture of a negro parson carrying in a sack a chicken, whisky bottles, etc. The life of the picture was a big black cat that wags its head and tail.

It is poor business practice to try to compete in price with dealers who handle cheap lines of instruments. The trade worth securing will make it a point to do business with the dealer who handles honest merchandise.

A Shock Is In Store For You

If you will invite the attention of your trade to Electric Victrolas this Christmas; it will not come from a short circuit in the old reliable universal Victor Electric Motor, either.

Victor Electric Drive is made as only the Victor Talking Machine Co. makes everything, superlatively fine. Operates on any current, requires no more attention than an electric fan, and is as simple to repair owing to its standardized parts.

Electric Victrolas sell readily to the sort of people who buy Red Seal records, a dozen at a time and keep a standing order for populars.

If you don't want that kind of business, don't show the Electric Victrola.

"BUY Where You SELL—COLLINGS Covers Your Wants"



COLLINGS & COMPANY

Victor distributors throughout Northern New Jersey and Northeastern Pennsylvania

Clinton and Beaver Streets

Plum Building

Newark, N. J.



Sascha Jacobsen shows his consummate skill and breadth of versatility in his rendition of the "Canzonetta" from Tschaiikowsky's "Concerto in D Major," Op. 35, and Sarasate's "Spanish Dance," Op. 21. These two selections on Columbia Record A-6223 are the very fiddle in this accomplished violinist's hands.

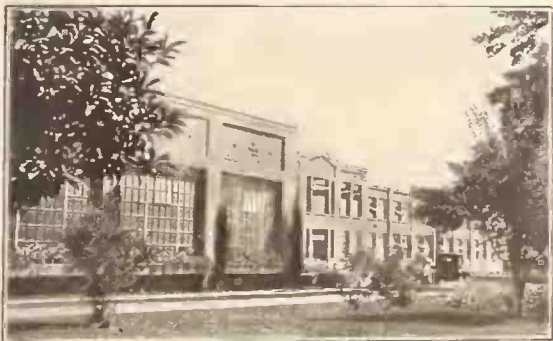
Columbia Graphophone Co.
NEW YORK



MAGNAVOX CO. ENLARGING PLANT

The Prominent Manufacturers Add 32,000 Square Feet to Factory Facilities—Working Day and Night to Keep Pace With Demands

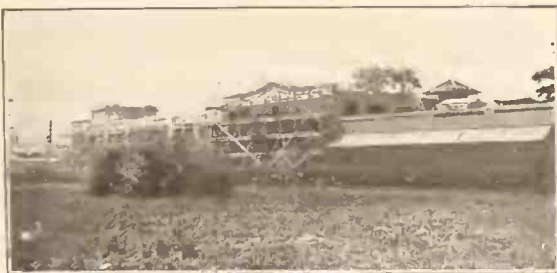
OAKLAND, CAL., December 5.—The Magnavox Co., of this city, has recently added to its already large floor space 32,000 additional square feet to be used for assembling. The present factory is to be used almost in its entirety for a machine shop to produce the many hundreds of parts necessary in the construction of the



Magnavox Plant at Oakland, Cal.

popular Magnavox radio, Magnavox phonograph reproducers and public speaking voice amplifiers of many different types.

The business has grown rapidly until to-day the Magnavox Co. is one of the largest manufacturing plants in the West, with a worldwide distribution. Large quantities of Magnavox instruments have recently been shipped to England, France, Italy, Australia, China, Japan—in fact, the name "Magnavox" has rapidly spread all over the entire world, due in a



Magnavox Plant in Process of Building

great measure to the rapidly increasing popularity of radio telephone reception. During the Spring, when there was a great rush by the public for Magnavox radio, the company, in spite of its best efforts to increase production,

got behind with its orders. However, the new addition, with its greater facilities for producing goods in a more efficient and speedier manner, has eliminated the possibility that this Fall anyone will have to do without Magnavox equipment. Radio is essentially a Winter, Fall and Spring sport, and by having its new addition in shape now the demand for Magnavox equipment, it is hoped, will be kept supplied.

The new addition is made of reinforced concrete and brick, with all the modern conveniences which can be possibly built into a factory building. Well over a thousand people can now be easily accommodated, although even at the present time two shifts are necessary in the production of the many pieces of apparatus made by the company. There is an indication throughout the entire world that this season will show a greater amount of radio business than ever before, even in spite of the so-called craze which took place this Spring. People are now really beginning to realize the actual worth of radio outside of the mere amusement feature and are beginning to look upon radio as practically indispensable.

PROSPERITY IN TEXAS TERRITORY

Thomas E. Swann, Victor Wholesaler of Houston, Tex., Visits Camden on Annual Buying Trip—Southwestern Business Brisk

HOUSTON, TEX., November 29.—Thomas E. Swann, president of the Talking Machine Co. of Texas, Victor wholesaler, recently returned from a short trip to New York. While in the metropolis Mr. Swann visited the Victor Talking Machine Co. on his annual Fall buying trip. The Talking Machine Co. of Texas has been enjoying a fine business, according to Mr. Swann, and the outlook for an exceptionally fine holiday trade is excellent. He also pointed out that the shortage of machines which has been keenly felt in the North and East has also struck the Southwest. Dealers in this section of the country are in somewhat better shape, however, because in the majority of instances they placed early orders for large stocks.

RECORDS FROM "YANKEE PRINCESS"

Three new Brunswick records of song hits of the New York light opera, "The Yankee Princess," will soon be released, according to an announcement by the company. These hits will be played by the Joseph C. Smith Orchestra, exclusive Brunswick artists, and are as follows: "I Still Can Dream," "My Bajadera" and "In the Starlight."

BRUNNER WINNING NEW FRIENDS

Popular Strand Salesman Closing Excellent Business—Well Known in Local Trade

One of the most popular members of the sales staff of the New York organization of the Manufacturers' Phonograph Co. is Walter Brunner, who is well known in Eastern talking machine circles. Mr. Brunner is identified with the sales organization headed by Richard Ar-



Walter Brunner

nault and is one of a corps of experienced men who are developing Strand activities in this territory.

Mr. Brunner has been identified with the talking machine industry for twenty years, having spent the greater part of this time with the New York branch of the Columbia Graphophone Co. He numbers among his friends dealers throughout this territory and his intimate knowledge of the requirements of the local trade has enabled him to attain signal success in his new position.

FOR STATE MUSIC WEEK IN TEXAS

DALLAS, TEX., November 28.—At a meeting of the Dallas Music Industries' Association held at the Oriental Hotel recently the possibility of making the very successful Dallas Music Week a State event was discussed at length and it was decided to get in touch with the National Bureau for the Advancement of Music for advice regarding ways and means.

RECORDING FOR THE TRADE

We have a modern well-equipped laboratory with facilities for producing the highest grade recordings. We Solicit Your Business

Manhattan Recording Laboratories
48 West 39th St. New York

COTTON FLOCKS for RECORD MANUFACTURE || **UNIFORM QUALITY GUARANTEED**

Write for Trial Samples—Supplied Without Charge

CLAREMONT WASTE MFG. CO., Claremont, N. H.

Phonographs

Distributors of the Vocalion and Vocalion Records

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

Vocalion Records Are Playable On All Phonographs.

Voca

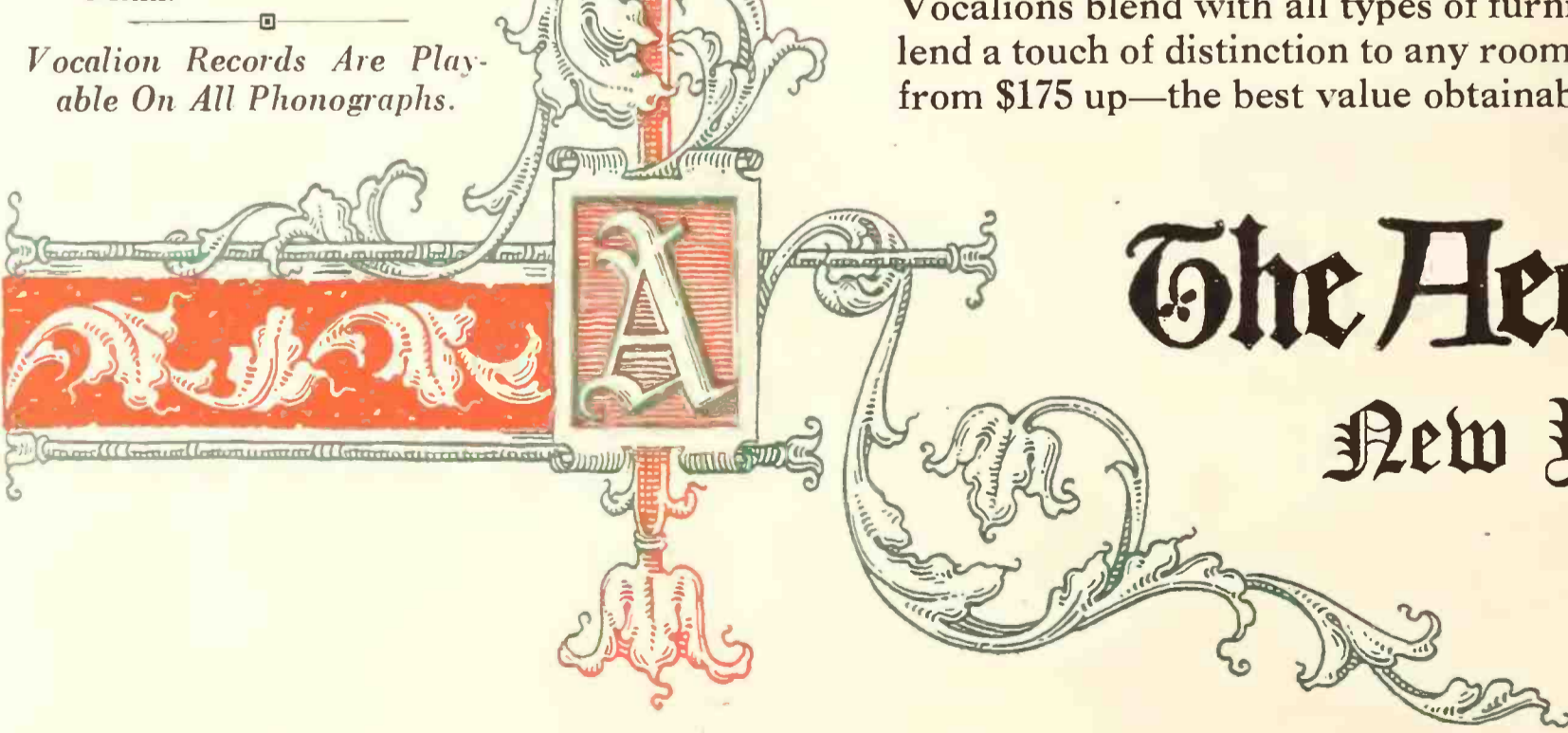


Style 1626

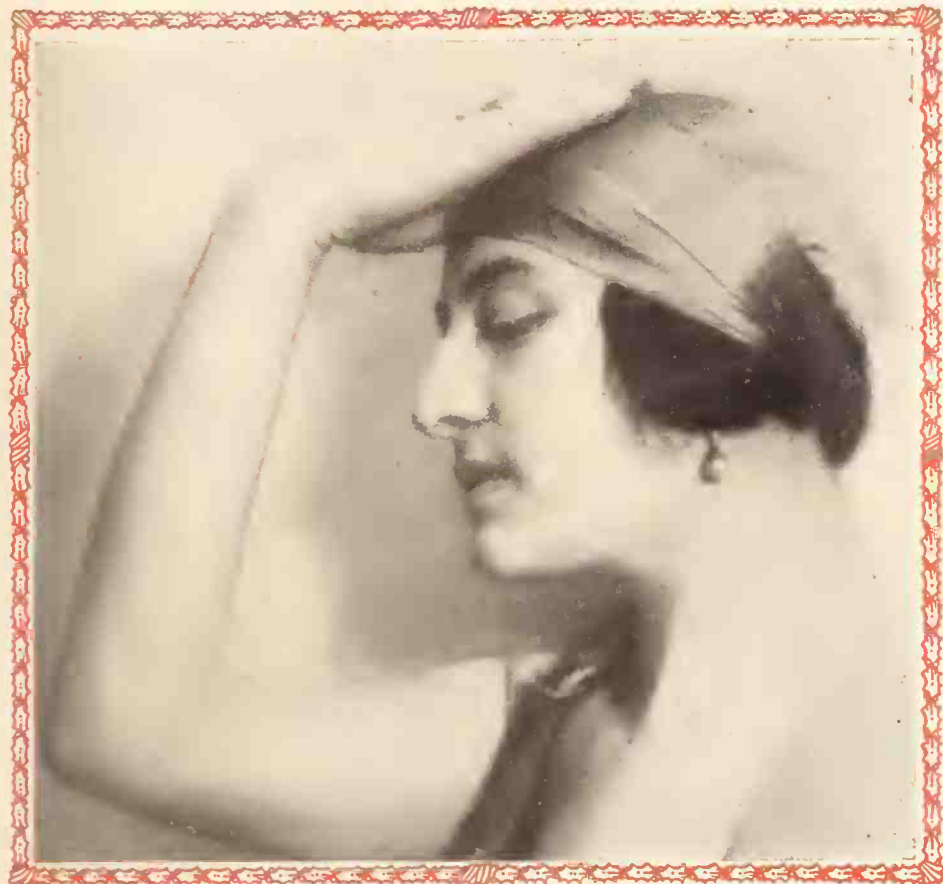
PERIOD Vocalions—the *quality* phonograph for the New Year—the only instrument that has the famous Graduola tone-control. On every Vocalion, expert attention has been given to period detail—every characteristic reproduced with experienced care. The conservative case-designs of Period Vocalions blend with all types of furniture and lend a touch of distinction to any room. Prices from \$175 up—the best value obtainable today.

The Aeolian

New York



Vocalion



Exclusively Vocalion

ROSA RAISA

the great dramatic soprano of the Chicago Opera Company

CRITICS the world over hail Rosa Raisa as the greatest of dramatic sopranos. Her magnificent voice is reproduced exclusively on Vocalion Records.

	No.	Size	Price
Forza del destino—Pace mio Dio.	52013	12	1.75
Otello—Ave Maria.....	52007	12	1.75
Tosca—Vissi d'arte.....	30155	10	1.25
Vespri Siciliani—Bolero.....	30115	10	1.25
Ye Who Have Yearned Alone.....	30134	10	1.25

Company

Chicago

Red Records

*Distributors of
Vocalion Red Records*

MUSICAL PRODUCTS DIS. CO.,
37 E. 18th St., New York City.

A. C. ERISMAN CO.,
174 Tremont St., Boston, Mass.

GIBSON-SNOW CO.,
306 W. Willow St., Syracuse,
N. Y.

SONORA DIST. CO.,
505 Liberty Ave., Pittsburgh,
Pa.

HESSIG-ELLIS DRUG CO.,
Memphis, Tenn.

STREVELL-PATERSON
HARDWARE CO.,
Salt Lake City, Utah.

MOORE-BIRD CO.,
Denver, Colo.

MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles,
Cal.

THE MAGNAVOX CO.,
616 Mission St., San Francisco,
Cal.

Let us give you complete information for 1923 regarding the Vocalion line of phonographs and Vocalion Red Records.



Interesting and Instructive Comparison Between Two Dealers' Methods :: By L. T. Schaefer

Iowa and Illinois Traveler for Brunswick Co.

In a certain town in my territory are two dealers. Number One says:

"We have strikes, people are not working, business is bad and probably by this time some new calamity has occurred," which murders any possible idea in his subconscious mind that, if developed and used, would create sales.

I asked him, "Just what are you doing to get business?" He replied, "No use, I called on Mrs. So and So; her husband is on a strike, etc., and after calling on several others with no better results I gave it up."

I then asked, "How much time do you spend on the outside?" He replied, "Not much, just go out occasionally; people don't seem to want to buy."

Again I asked, "Do you advertise?" He answered, "Oh, yes, a little, but not much; people haven't the money and I feel I am wasting mine under the present conditions."

The above is the frame of mind that man is in and were he before a grand jury of successful business men the foreman would probably say, "Yes, he's guilty, but no use hanging him, he's dead and he doesn't know it."

Now let's see what the other dealer in the same town, possibly a worse location, but alive, is doing.

I walked in. He looked busy, but not too busy to smile and say, "Hello, glad to see you. I've got a machine going out on approval, but if you can wait about half an hour or so I will be back and have several things I wish to see you about," and away he went.

The record girl, she was busy too. I wondered what about, and I asked her. Said she was getting up a list of telephone numbers of people who have not been in the store lately, and as she had some good numbers she knew they would like was preparing to call them up. I suggested that she go ahead and not mind me, and she proceeded, so that by the time Mr. Dealer had returned (about an hour later) she had six people planning to come to the store who had not been in for some time.

Think of that! And some dealers wonder why record business is bad.

She afterward explained that numerous customers would forget to return for more records each month if she would forget them, and figured inasmuch as she received a commission on each record sold, she could earn just that much more each month by retaining all old customers and getting new ones as well, and said the customers seemed to like the idea.

I then spoke to Mr. Dealer again, and he said he would give most anything for a couple of good men as he had all he could handle on the outside and felt that he was not covering

he is getting a fair show. About strikes, etc.—"Yes, business is dull if you let it get that way, but everybody is not on a strike, stores have clerks, offices hire help, business men spend money also, in fact, everyone who is earning a salary is a prospect."

I thought of the other dealer who said business is bad, strikes and bla— bla— bla—, and decided he made it that way, because the other fellow assured and convinced me that you only get what you go after.

SOME ADVERTISING CONSIDERATIONS

Pertinent Excerpts From Instructive Address by Charles W. Myers at Advertising Club

The members of the Advertising Club were favored recently by an address by Charles W. Myers, advertising manager of Morris & Co., the big Chicago packers, on the subject of practical advertising and the value of co-ordinating advertising and selling machinery. Excerpts from the address which might prove of value to talking machine dealers follow:

"Advertising is news and news is information. Its function is to connect with the people the things they need and should possess.

"We live and learn," observed the old adage, but, verily, some of us only live. The big idea back of advertising is proper application. How many of us actually know our own markets?

"Have you found the public slow to be convinced as to the products you are merchandising? Why? Are you sure the public needs what you have to offer; that you are taking proper steps to acquaint them of the fact? All advertising may be good, but perhaps your product requires specialized treatment. An overdose is as ineffective as an underdose.

"It has been aptly said, acquaintance begets friendship, confidence comes from friendship and confidence begets business. Affix the link of advertising and you have the secret of successful selling. It is your responsibility to make advertising stand as the first fundamental in this line-up.

"If your business depends upon local distribution back up your long range campaign with close range methods. Utilize your daily newspapers and such other media as will register results. Use enough space to be specific and definite in describing your products. Simply because we and our associates may know all about our goods is no sign that the public knows us. It is well to even consider that the buyer never heard of us when placing our advertising. It would not take long for this self-same public to forget we ever existed if we ceased to advertise.

"Better times lie just ahead of us. Business is improving generally. We must readjust our vision and our plans to meet new conditions. The foremost authorities of our nation predict a trade revival of great proportions. Our tremendous national resources and stabilized monetary conditions augur well for the future. We should be planning right now to stimulate, encourage and create the business which all of us so urgently require."

DELTA CO. MOVES NEEDLE PLANT

LOWELL, MASS., December 6.—The Delta Co., manufacturer of talking machine needles, of this city, has moved its plant to Westfield, Mass., where it is quartered in the Westfield Power Co.'s building. Additional equipment will be installed and the company with these necessary facilities will be able to largely increase production.

A Brief Dissertation on Qualities Which Presage Failure for One Dealer and Success for the Other

enough territory, thereby losing additional business he did not have time for.

I asked him what he did to get business and he said: "Same old stuff. Advertise in the newspapers, by personal letters, placing machines on approval and not forgetting to visit people I have sold, to give them service and get new prospects." I inquired about the last and he said a booster is the best salesman in the world and he would not know what to do if they would not give him prospects, as he usually depended on about one-fourth of his sales from former customers' tips.

Business, he declared, is not what he wanted it to be, but he is happy to know



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment

Personal Appearance of

Eight Popular Victor Favorites on One Program

A live attraction for live dealers and jobbers

[Bookings now for season 1922-1923

Sample program and particulars upon request

P. W. SIMON, Manager

1674 Broadway

New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



RUDY WIEDOEFT



FRANK BANTA

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



..VICTOR..
DISTRIBUTORS

Again, let us express the
pleasure we derive in
serving You and wish
You a Merry Christmas

C. BRUNO & SON inc.
351-353 FOURTH AVENUE NEW YORK

SOME SALES STIMULATORS

Besides the ordinary advertising and sending out direct-by-mail literature there are many ways in which the dealer can cash in on publicity which is out of the ordinary. For example: A number of dealers have found it profitable to advertise in theatre programs, others garner the elusive sale by advertising in programs for all sorts of entertainments and concerts under community supervision. One field which is greatly neglected is advertising in the menus of restaurants. Roy E. Purdrum, talking machine dealer at 32 State street, Girard, O., has been advertising on the front covers of menus of local restaurants for a considerable time and he has found this a prolific means of sales. An advertisement of this character has a mighty good chance of being read, more so, in fact, than most other types of publicity, the main reason being that the average person, while waiting to be served, usually toys with the menu and reads it over thoroughly. This is also an opportunity for instituting a Christmas drive in co-ordination with the usual holiday campaign in the newspapers.

The various seasons, Spring, Summer, Fall and Winter, offer the live talking machine dealer an opportunity to play up the seasonal appeal in his advertising, making it decidedly stimulating to readers and bringing about the touch which most often develops into sales. Merchants should now have plans completely formulated for the Winter advertising campaign. Winter copy should play up the contrast between cold, blustery outdoors and the

long, warm, comfortable evenings indoors with the music masters as fireside companions.

The Vance Music Co., of Mason City, O., recently secured a fine list of live talking machine and record prospects by advertising extensively the fact that each person visiting the store would receive a gift. The visitors were requested to fill out a card with pertinent information regarding their ownership of a machine, type of music preferred, etc. This opened the way for the sales department to get busy.

In order to bring doubtful prospects to his store a certain dealer transported them to and from the establishment in his automobile. Few refused the temptation of the ride with some good music at the end of it and the formerly reluctant prospects were not only impressed with the service rendered by this establishment, but several sales resulted. Others are at the stage where just a little more effort is necessary to secure the name to the dotted line.

A personal letter to the men of families at this time, stressing the value of a talking machine and records as Christmas gifts, should bring big returns. Man is a sentimentalist where his family is concerned and the appeal should be directed toward this side of the nature of the male of the species.

CLEVER STUNT ANNOUNCES OPENING

The Sterling Piano Co., Brunswick dealer, which has just opened a new store in New Haven, Conn., used a rather unusual publicity stunt in announcing the opening. They had five men attired in bright red uniforms go from house to house and hand out invitations, ringing each door bell and waiting for some one to answer before leaving the invitation to come and see the new store and opening. This stunt brought many to the opening.

SONG SUCCESS IN PUBLICITY DRIVE

Toronto Columbia Dealers Feature "Parade of the Wooden Soldiers"—Publicity Produces Sales and Theatre Co-operates

TORONTO, CAN., December 4.—Columbia dealers in this city participated generally in the dealer contests for three prizes offered by the Allan Theatre for the best dressed windows in connection with the playing of the Edw. B. Marks' hit, "Parade of the Wooden Soldiers." The Allan Theatre, one of the biggest moving picture theatres in Winnipeg, has an arrangement



One of the Prize-winning Windows with the Toronto branch of the Columbia Graphophone Co. to play the selections that are recorded by Columbia at their Symphony Orchestra concerts on Monday nights and the more popular dance records with their thirty-five-piece jazz orchestra Thursday nights.

In connection with this publicity stunt the displays used by the Toronto dealers were responsible for the sale of a large number of "Wooden Soldier" Columbia records. The selection was featured at both concerts at the Allan Theatre and Mr. Stewart, manager of the theatre, donated three prizes for the best dressed window.

To Our Good Friends—To Those Who Know

HALL FIBRE NEEDLES

To all who have helped us make our success and who know the true value of our goods in building up sales of Talking Machines and Records, we heartily and sincerely wish

A Very Merry Christmas

and

A Most Happy and Prosperous

New Year

HALL MANUFACTURING CO.

Successors to B. & H. FIBRE MFG. CO.

33-35 West Kinzie Street

CHICAGO, ILL.

Most Beautiful of all Phonographs



List \$250

Model 16 Renaissance Period Console
MAXIMUM DISCOUNT

Strand Offers the Only Complete Line of True-to-Period Consoles

These direct Strand representatives are ready to serve you

RICHARD H. ARNAULT, 95 Madison Avenue, New York City
 ARTOPHONE CORPORATION, 1103 Olive Street, St. Louis, Mo.
 ARTOPHONE CORPORATION, 317 Kansas City Life Bldg., Kansas City, Mo.
 W. O. CARDELL, Tulsa, Okla.
 CONSOLIDATED TALKING MACHINE CO., 227 W. Washington Street, Chicago, Ill.
 R. L. CHILVERS, 903 New Birks Bldg., Montreal, Que.

OTIS C. DORIAN, 110 Church Street, Toronto, Ont.
 A. C. ERISMAN, 174 Tremont Street, Boston, Mass.
 WALTER L. ECKHARDT, 624 Market Street, Philadelphia, Pa.
 W. S. GRAY, 942 Market Street, San Francisco, Cal.
 J. J. GRIMSEY, 926 Midway Place, Los Angeles, Cal.
 L. D. HEATER, 357 Ankeny Street, Portland, Ore.
 H. J. IVEY, Box 235, Dallas, Texas

IROQUOIS SALES CORP., 210 Franklin Street, Buffalo, N. Y.
 R. J. JAMIESON, 27 Taylor Arcade, Cleveland, O.
 MERVIN E. LYLE, 214 Peachtree Arcade, Atlanta, Ga.
 RICKEN, SEEGER & WIRTS, Globe Bldg., Detroit, Mich.
 SILZER BROS., 1019 Walnut Street, Des Moines, Ia.
 STERLING ROLL & RECORD CO., 137 West Fourth Street, Cincinnati, O.

MANUFACTURERS PHONOGRAPH COMPANY, INC.
 95 Madison Avenue, New York. Geo. W. Lyle, President

Soft shadows play, Flowers sway, Neath the Jap-a-nese Moon,
There in its light, Ev'ry night, Little Jap-a-nese croon,

JAPANESE MOON

ANIPPONESE NOVELTY

HEAR IT NOW!

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

"THE TRUTH ABOUT RADIO"

Under This Title the Manhattan Electrical Supply Co., Inc., Carries a Most Illuminating Campaign in the Leading Papers of the Country

Of particular interest to every dealer and radio enthusiast in the country is the series of page advertisements which have appeared during the past month in the newspapers of the larger cities of the country, as well as supplements in different forms in the national magazines of large circulation above the name of the Manhattan Electrical Supply Co., Inc., the oldest national distributor of radio supplies in the United States, operating several stores in New York, and with offices in Chicago, St. Louis and San Francisco, as well as manufacturer of the Red Seal battery and Manhattan radio sets.

These messages to the public have invariably been captioned, "The Truth About Radio," and they have appeared at the psychological moment to benefit the entire radio industry. We reproduce excerpts from one of these advertisements so capably arranged by C. C. Agate, advertising manager of the company, and it will be noted that the text, which follows, is informative and timely.

"Radio, like the automobile and every other new industry, had to go through growing pains. Scarcely over a year old as a home entertainer, it swept the country off its feet into a mad scramble to 'Get a radio somehow—but get one!'

"The supply of worth-while sets and parts made by worth-while radio manufacturers was soon snapped up. Their output, working day and night, couldn't begin to keep up with what was almost a hysterical demand.

"The story moves fast now:

"Almost over night hundreds of new, inexperienced manufacturers commenced turning out radio sets and equipment. Factories sprang

up like mushrooms. Now, all of these sets were not bad. A few were excellent. But, in the main, most of them had just about as much relation to radio as a sundial has to a fine Swiss watch. They would work after a fashion under ideal conditions and then only for a time.

Radio Was Blamed

"Every squeak and squawk from an inferior radio set loses a friend for radio. You may have formed your impression of radio from hearing some one of those knocked-together sets. But the poorly made receiving set, whether made of inferior parts by an inexperienced manufacturer or made of good parts assembled by a novice, is as different in performance as the first talking machine was different from the Victrola.

Why Radio Is Here to Stay

"It is not surprising that you have condemned radio, if you have heard only a poor receiving set. A poor set will give any one a wrong impression. What you may not know is that it is possible for you to buy a set that will meet your most exacting conditions in range of receiving as well as in price. You are assured of absolute satisfaction when you buy to-day if you simply make certain that the set is made by a company having a reputation for making radio equipment.

Better Broadcasting Than Ever Before

"You know how the recent World Series was broadcasted, play by play, by Grantland Rice, of the Tribune. Not only his voice could be heard clearly, but at times you could hear the voice of the peanut boy or of an overwrought fan above the roar of the crowd. And this Saturday you can hear every play of the Yale-Princeton football game reported by radio. This is simply an indication of the many broadcasting features that you will enjoy if you have a radio set in your home.

"Plans are now being worked out to finality for this Fall's and Winter's broadcasting that

will amaze even the most ardent radio enthusiast. It will be truer than ever before that the home without a radio set is a home with its doors locked against progress.

How to Buy Radio Safely

"There is only one safe rule in getting a radio set for your home. If you are technically trained—not only in the electrical theory, but in applied mechanics—buy separate parts and assemble them if you must. It is unnecessary to warn such men against selecting poorly made parts; technically trained men always buy the best; always select those materials made only by the most reputable manufacturers.

"But if you are not technically trained, don't try to assemble a radio set. Buy a complete set."

"You wouldn't think of trying to build a phonograph or an automobile, even if you could get spare parts. Yet the phonograph and automobile are far less technical and easier to produce than a satisfactory radio receiving set. And a radio set that won't work as you want it to work is money thrown to the winds."

The closing paragraphs of the advertisement tell how to buy radio receiving sets and tell of the various types on the market, describing them in an interesting way. It is strongly emphasized that "it pays to buy only those sets made by reliable manufacturers."

This advertising merits the highest praise because of its constructive character. Moreover, its lucidity enables every reader to understand the points emphasized; in this way the entire radio industry is benefited—hence it is educational and valuable.

NOVEL GUESSING CONTEST

Wayne T. Fidler, of Valparaiso, Ind., has just completed a guessing contest, which assures him several hundred good prospects. He used the Type B Brunswick motor and permitted the public to guess the length of time the motor will run.



New Model "E"

The General Phonograph Mfg. Co.

Model "E" TABLE PHONOGRAPH

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY

Plays All Makes of Records

Superior Tone Quality

Write for our Proposition

The General Phonograph Mfg. Co.

ELYRIA, OHIO

THE IMPORTANCE OF ADVERTISING

The Experience of Emma Calve and Elena Sanz Points a Moral Which Is Well Worthy of Consideration by the Person Sceptical as to the Value of the Publicity Field

One time in Paris Emma Calve and Elena Sanz thought they would try their luck as street singers.

It would be a wonderful experience, they thought, for two opera singers to go out unannounced and astonish the music-loving natives.

After repeated rebuffs they were permitted to enter a court, where they began to sing.

Although they gave the best they had and sang songs that their friends admired, a furious voice inquired, "How long is this howling going to continue?"

As a result of the complaints they were driven out of the courtyard.

That night at the Spanish Embassy they sang the same songs and were overwhelmed with compliments.

Later in the evening they told of their experiences and one of the men present who had been loudest in his praise became the butt of some of his associates because he had confessed still earlier in the evening that he had chased two singers out of a certain courtyard that afternoon.

The two singers, of course, were Calve and Sanz.

This story illustrates what most of us ought to know by this time, and that is the importance of advertising even to products that are meritorious.

There was no question at all of the ability of Calve and Sanz to sing perfectly. In the music world they were known as high-priced artists. When properly advertised and introduced the public was quite willing to pay vast sums to hear them sing.

When, however, these two singers, unannounced and dressed like wanderers, went out into the streets to give their songs away, they received insults for their pains.

The products of many manufacturers are failing to find their way onto store shelves because the makers haven't introduced them to the public by advertising.

Other products that have been on the shelves but which now are unadvertised are being crowded out by advertised products.

The law is: The fit survive and the unfit decline according to their adaptability or inadaptability to environment.

Unadvertised products have a very slim chance in the competitive world, says The Treasure Chest.

COLUMBIA ADVERTISING PRODUCES

The huge, full-page newspaper campaign sponsored by the Columbia Graphophone Co. in behalf of Columbia New Process records has been instrumental in stimulating record sales all over the country. The Galperin Music Co., of Charleston, W. Va., Columbia dealer, reports the receipt of thirty mail orders for New Process records as a result of the advertising over a period of only two days. Similar reports have been received from Columbia branches all over the country. The A. E. Jones Music Co., of Akron, O., stated that its record business was double, attributing this increase to the full pages appearing on New Process records.

DONATED BRUNSWICK TO RED CROSS

PEORIA, ILL., December 4.—The firm of Black, Derges & Marshall, this city, donated to the Red Cross a Brunswick Model No. 210. This machine was used to aid the Red Cross drive here. Everyone who joined the Red Cross received a numbered membership card. The holder of the lucky card was presented with the phonograph at the end of the drive.

LANDAU'S IS A SERVICE CENTER

Store Becomes Box Office for Sale of Theatre Tickets and Post Office Sub-station

WILKES-BARRE, PA., December 3.—Landau's Music & Jewelry Store, Victor dealer, 34 South Main street, this city, has built up a fine business through the ultra quality of its service. The concern has become the central box office for the Grand Opera House, in the heart of the business district. Landau's is also usually designated for advance sales of tickets for concerts in Irem Temple. The store is also a post office sub-station. Thus, shoppers are brought to the store who would otherwise go elsewhere for these services.

GLASS BLOCK STORE REMODELS

The Glass Block Store, of Duluth, Minn., has remodeled its phonograph department, putting in four new booths, with Mr. Howe as salesman in charge of the Brunswick department of the business.

REMODELING TWO STORES

Newman Bros., Sonora Dealers in Jersey City and Newark, Making Extensive Alterations

Newman Bros., Sonora dealers of 92 Monticello avenue, Jersey City, N. J., have just finished putting a new front in their store, which is very attractive and represents quite an outlay of money. The two small show windows they formerly had have been combined into one and the additional space created gives them a splendid window for display purposes. Mr. Newman traced sales of two expensive period models within a week after putting in his first display. Their store is now complete with five booths in the Adam period and finished in ivory.

In addition to this, they are also remodeling their store on Newark avenue, Jersey City. This will also be finished in ivory. Mr. Newman was very enthusiastic over the benefits to be derived from having an establishment which he now says is "in keeping with the merchandise I sell, namely, the Sonora."

HARPONOLA



*The Phonograph
with the
Golden Voice*

THIS machine was established on the right foundation—a scientifically designed horn, reproducing voice and music with full, rich and realistic tone.

It has always carried the most dependable mechanical equipment, thus ensuring service to the user with a minimum of repairs and adjustments for the dealer.

Its organization (the Mersman-Brandts brothers) started with valuable experience and skill in building and finishing fine cabinets.

The Harponola has been manufactured and marketed for a number of years. Its quality is "improving with age." It is today one of the best profit-makers for jobbers and dealers in the entire field.

Write for the Harponola Proposition.

THE HARPONOLA COMPANY

CELINA, OHIO

Edmund Brandts, President



Al and Frank make a spanking fine selling team. We've hitched them up this month in Columbia Record A-3744. Al Jolson, the off-hoss, leads off with "Lost: A Wonderful Girl." Frank Crumit, the nigh one, comes mighty nigh 100% with "If you don't think so you're crazy." If they listen they'll buy.

**Columbia Graphophone Co.
NEW YORK**

CAROLA CO.'S RAPID PROGRESS

Four Hundred Dealers Now Handling Carola Line—Practical Publicity Helping Dealers' Sales—Orders Keep Plant Busy

CLEVELAND, O., December 5.—The Carola Co., of this city, manufacturer of the new Carola phonograph, has been meeting with marked success in the introduction of this instrument to the trade, and recognizing the fact that practical co-operation with the dealer is always worth while, the company has been producing a series of sales helps well calculated to attract attention and bring direct results. One of these helps consists of an artistic cardboard easel display which may be placed in the window, on top of a show case or in demonstration booths. This easel display features an actual phonograph from life, showing the Carola in its natural colors, with an illustration of human interest appeal that has attracted favorable comment.

N. I. Schwartz, head of the Carola Co., states that during the past few months more than 400 dealers have arranged to handle the Carola phonograph and that the company's problem the past few weeks has been one of production rather than selling effort. A sales and publicity campaign behind the Carola has been perfected and developed along interesting and practical lines, with the result that the Carola Co. will start 1923 with an excellent dealer representation throughout the country.

RECORD SALES OF MUTUAL PRODUCTS

October and November are reported as the best two months in the history of the Mutual Phono Parts Mfg. Corp., New York City, all previous sales records having been eclipsed. A. P. Frangipane, secretary of the company, predicted in a recent interview with *The World* that 1923 will witness a renewal of business activity experienced by the talking machine industry in the better years of the past.

EFFECTIVE DIRECT MAIL CAMPAIGN

Series of Blotters and Letters With Human Interest Touch New Brunswick Dealer Help

A complete direct mail campaign plan, which has been successfully used by a Brunswick dealer, was recently described and fully illustrated in a brochure issued by the Brunswick-Balke-Collender Co. The introduction is written in a manner that is easy to understand and brings out very clearly the fact that it pays to build friendly good will; in other words, to cultivate the prospect before "jumping on him" to close a sale.

The campaign is composed of a series of blotters and form letters, which are sent alternately at reasonable intervals. Both the blotters and letters are full of humor and both are illustrated with clever cartoons. The Brunswick Co. is providing the material with which other Brunswick dealers, who desire to do so, can put on the whole plan.

NEW TYPE OF PHONOGRAPH

BRIDGETON, N. J., December 5.—Oberling Smith, president of the Ferracute Machine Co., of this city, who is well known in engineering circles, has invented a new talking machine known as the Autofono. This instrument carries fifty records, playing any one of them regardless of its position in the magazine. A keyboard in which fifteen push buttons control the fifty selections is connected to the instrument by a small cable long enough to reach any distant room desired. Pressure on any two of these buttons will cause the instrument to play the chosen music. The entire machine can be driven electrically by any standard lighting current.

The Brunswick Store has opened in Lockport, Ill., with a complete line of Brunswick machines. The new firm has installed the most modern fixtures for the convenience of patrons.

LEHENDOFF NEW VOCALION ARTIST

Noted Singer of Russian and Jewish Folk Songs to Record for Vocalion Exclusively

The latest addition to the art of making Vocalion records exclusively is Aaron Lehendoff, noted singer of Russian and Jewish folk songs and hailed as the "Al Jolson" of the Jewish stage. Mr. Lehendoff, who was in Moscow during and after the war, had some exciting experiences before coming to this country two years ago and has met with great success since arriving in the United States. His first Vocalion record will be announced later.

SERIES OF OPERA RECITALS

Works of the Season Reviewed and Analyzed by Amy Grant at the Town Hall, New York

Local talking machine dealers and members of their sales staffs who are desirous of brushing up on the details of the grand operas sung during the current season will be interested in the season of opera recitals to be given at the Town Hall, New York, by Amy Grant, during which the works of the season will be reviewed and the text and music analyzed. The first recital took place on November 21, and other recitals will occur on alternate Tuesdays thereafter up to and including April 10.

SYMPHONY RECORDS POPULAR

The sales department of the Columbia Graphophone Co. received recently an interesting photograph from Jorge Metetich, Columbia dealer at Punta Arenas, Chile. The town of Punta Arenas is located a thousand miles off the southern tip of Africa and it is understood that it rains almost twelve months of the year in this place. At the same time, however, the natives seem to have quite a fondness for Columbia symphony series records and, moreover, this enterprising dealer has sold a considerable number of Grafonolas to the music lovers in his section.

A VISITOR FROM BERMUDA

One of the recent visitors at the offices of Collings & Co., Victor distributors, Newark, N. J., was Walter D. Wadson, of the firm of Thomas J. Wadson & Co., Hamilton, Bermuda, well-known Victor dealers of that city. Mr. Wadson had quite a visit with H. A. Lamor, manager of the sales department, whom he had previously met during Mr. Lamor's vacation in Bermuda, and whom he accompanied on his first trip, this year, to the United States, in August.

The League Phonograph Co., formerly located on South Main street, Greenville, S. C., owing to increasing business, has moved to a larger store at 305 North Main street.

Trucks That Are Labor-Savers

The Lea Phonograph and Talking Machine Truck must be used to be appreciated.

With it one man can handle the Edison Chippendale, Victor No. XVII, Cheney No. 6 Queen Anne and other large models. This truck also fits the smaller sizes.

It is only a one-man job to deliver your instrument from the showroom to any apartment floor.

Piano trucks, hoists, covers, straps, movers' supplies. May we send you a circular and prices?

Made only by

Self Lifting Piano Truck Co., Findlay, Ohio

Churches Offer Fine Field for the Sale of Talking Machines and Records :: By Frank D. Parsons

The importance of music in the church was discussed recently at a conference of eminent churchmen from all parts of the United States which was held in the West. In many of our churches music has long played a preeminent part, noted singers and quartets being engaged on the ground that good music has a spiritual force that soothes and attunes the mind so that it is in a more receptive condition for worship.

While the churches in the great cities can afford to pay noted soloists and famous quartets to interpret the religious music of the masters, the churches in the smaller towns and cities have been at a disadvantage, which it is now possible to overcome thanks to the wonderful accomplishments of our great record makers and manufacturers of the talking machine. To-day the choir leaders are able to secure records for Catholic as well as Protestant churches which fit in admirably with their rituals. By means of these records the great singers—even more famous than those engaged by the big churches in the big cities—are heard in a manner to delight and exalt the worshippers.

And not only is the talking machine a source of delight in the church, but it is utilized for Sunday school entertainments and the various activities of the young men's and women's societies of the parish. This has a commercial value to every local dealer, and it is surprising to find that in many towns and cities dealers have not become awake to the great possibilities of sales to churches, Sunday schools and the many clubs connected with the churches. A little co-operation on the part of the dealer—a suggestion as to how funds may be raised through a fair or small bazaar—will point the

way to the purchase of a talking machine and an ample library of records. The churches, Sunday schools, boys' and men's clubs, etc., all have a great advertising potentiality for the dealer who is anxious to expand his business. Indeed no dealer should overlook seeing that a talking machine is utilized by the local

Dealers Can Cash in on Desire of Churches for Music by Offering Suggestions on Plans to Raise Funds

churches, in this way bringing more clearly to the attention of a critical public the wonderful possibilities that prevail through the use of talking machine records as a means of worship and entertainment.

In a small church with which the writer is connected Victor records containing numbers from well-known oratorios sung by famous singers were utilized as part of the program of the church concert and no feature of the evening made a more favorable impression. The perfection of the records and the marvelous beauty of the voices of the singers both in solo and

chorus work was a revelation to those present, and we venture to say that the dealers in the locality where this church is located benefited materially from this concert.

The success of this concert has induced the writer to urge dealers to get closer to the activities of the young people's societies connected with Christian churches of all denominations as well as our Hebrew friends and it will not require much effort on their part to convince them of the wonderful entertaining qualities of a goodly library of records and a first-class talking machine. Dealers should be on the alert for all opportunities that will expand their business and at the same time emphasize the especially high place which the modern talking machine record occupies in the domain of music.

ADDS COMPLETE COLUMBIA LINE

KANKAKEE, ILL., December 2.—The exclusive agency for the Columbia line of Grafonolas and records has been secured by H. A. Rush, proprietor of the Kankakee Music Shop, this city. Mr. Rush has started an intensive advertising and sales drive in the interest of the Columbia line of products.

REMODELING BRIDGETON STORE

BRIDGETON, N. J., December 3.—Extensive alterations are being made to the store of Riggins, Gaskill, Hunt, Inc., to take care of rapidly expanding business. The concern handles a large stock of Victor, Sonora and Cheney machines, as well as pianos and a complete line of musical instruments.

Stimulate Your January Sales

With

SHELTON VIOLET RAYS



Show your customers the Shelton Way to Health.

Speed up your sales volume in January with Shelton Violet Rays, recommended by the Medical Profession for relief of pain and alleviation of chronic ailments.

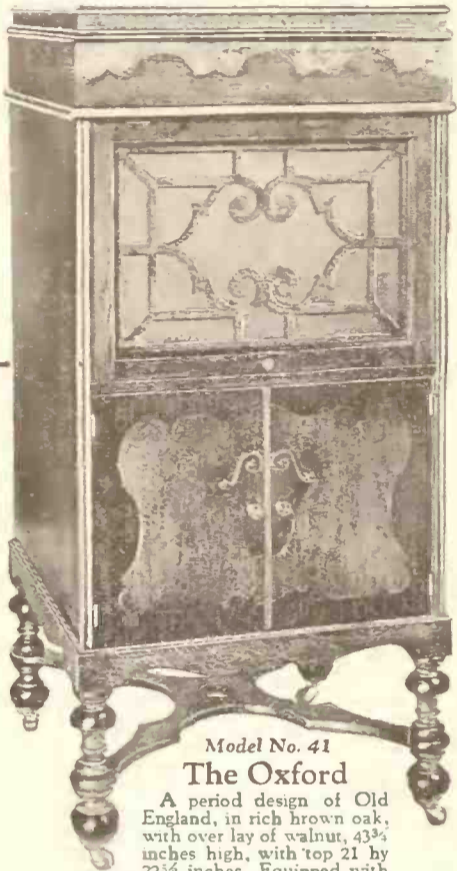
The snap and sparkle of these invigorating Rays will ring your Register bell with renewed Life and Vigor.

Shelton Violet Ray Outfits sell from \$12.50

Send today for attractive Dealer Proposition.

Shelton Electric Company 16 East 42nd St., New York
Makers of Shelton Phonograph Motors

Feature these Beautiful Models of
The **CHENEY**
for Fall and Holiday Trade



Model No. 41

The Oxford

A period design of Old England, in rich brown oak, with over lay of walnut, 43 $\frac{3}{4}$ inches high, with top 21 by 22 $\frac{5}{8}$ inches. Equipped with gold-plated metal parts, automatic stop, steel and jewel needles, two reproducers, counterbalance cover supports, and eight albums.

Retail price, \$200

East of the Rockies



Model No. 117

The Abbottsford

A beautiful mahogany art model in Queen Anne period design, 34 $\frac{1}{2}$ inches high, with top 21 $\frac{1}{2}$ by 42 $\frac{1}{2}$ inches. Equipped with double-spring motor, counterbalance cover, automatic stop, steel and jewel needles, two reproducers, gold-plated metal parts, and six albums.

Retail price \$300

East of the Rockies



Model No. 31

The Westminster

An Early English period design in deep, rich oak, with walnut applique, 42 $\frac{3}{8}$ inches high, with top 20 $\frac{1}{4}$ by 21 inches. Equipped with nickel-plated metal parts, automatic stop, counterbalance cover supports, steel and jewel needles, two reproducers, shelves for records, and compartment for album.

Retail price, \$150

East of the Rockies

**Two-Tone Cabinets
Are Universally Popular**

The models shown on this page—to the minutest detail—exemplify the beauty of cabinets, unusual mechanical precision and perfection of tone which is The Cheney. In interest of design, beauty of finish, and range of price, they satisfy all the varied demands of your trade.

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

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

Ask us for detailed description of these models and prices

THE CHENEY TALKING MACHINE COMPANY · CHICAGO

SOUTH AMERICAN TRADE GAINS

Remarkable Increase Since July Last—Demand Centers on Manufactures

Exports to South America show a remarkable increase with the new fiscal year beginning in July. This is the more remarkable because the fiscal year ending with June showed a reduction of 60 per cent. Every month since the opening of the new fiscal year, according to the National City Bank, has shown a substantial increase in the value of exports despite the fact that most of the merchandise leaving the country is going at lower than 1921 prices.

The value of exports to South America during July, August and September was 36 per cent greater than in the corresponding period a year ago, while exports to other parts decreased.

This increase in our South American trade, the bank points out, is especially interesting in view of the fact that manufactures form the bulk of the materials bought from us.

LARGER STUDIOS FOR ROBICHEK

Decorator of Talking Machines Now Operating in Two Studios—Many Orders Will Keep Firm Busy During the Winter Season

Rudolph Robichek, well known in talking machine circles of metropolitan New York for his work in creating art designs in lacquer work and other exterior decorations on talking machines, has found it necessary, through his increased business, to secure larger quarters. Mr. Robichek, who formerly had a studio at 123 Fifth avenue, has taken a larger one at 156 Fifth avenue and also one at the corner of Twenty-eighth street and Lexington avenue. Headquarters for the company's activities will be at the Lexington avenue address, where most of the work will be done. The studio at 156 Fifth avenue will be used as a workshop, where it is planned to do most of the small pieces, leaving the Lexington avenue studio, which is much larger, for the execution of lacquer work on the larger size talking machines.

Mr. Robichek is keenly enthusiastic at the reception given him by the trade generally. In addition to the work secured from talking machine dealers he has been able to secure several large contracts from manufacturers of talking machines which will keep him extremely busy during the entire Winter.

MICA INDUSTRY OF GUATEMALA

Guatemala, although at present a small producer of mica, may become, as a result of development work now in progress, an important exporter of this mineral, according to a report from Consul Frost. As the United States requires four times the mica it produces, Guatemala should readily find in the United States a market for all that it can export in the future. Today four mines are open and operating, all under American control. A fifth mine will be opened within a month or two, and two more mines are expected to be operating before the end of the year. Present production is at the rate of 600 to 1,000 pounds per month, being about 40 per cent cut mica and 60 per cent rough trimmed, all of which is being shipped to the United States.

GERMER HOLDS MUSIC EXPOSITION

BEARDSTOWN, ILL., December 1.—A. C. Germer, one of the most aggressive music merchants in this city, staged the sixth annual festival for the advancement of music in his store. The event lasted one entire week and, as usual, considerable interest was manifested in the fine display of Columbia Grafonolas, pianos and other musical instruments by the public. The festival received wide publicity in the local newspapers and as a result there was an excellent attendance during the entire week.

T. P. RATCLIFF ENTERS NEW FIELD

Well-known Recording Expert Resigns From Aeolian Co. to Join Bond House

Thomas P. Ratcliff, for some months past in charge of the standard, classical and operatic recordings at the Vocalion record studios, and who has long been a prominent factor in the recording division of the talking machine trade, resigned on December first to assume an important executive position with a bond house. His successor at the Vocalion Studios has not yet been announced.

HARMAN'S "TALKER" BUSINESS SOLD

LIMA, O., December 2.—Arrangements have been concluded by Rowland Bros., owners of a chain of household furnishing stores, to take over the business known as Harman's, this city. The entire stock of Victrolas and records handled by Harman's has been sold to Sol Goldsmith, prominent music dealer of Columbus, O.

FINDS VOCALION TRADE ACTIVE

C. D. McKinnon, District Manager for Wholesale Vocalion Department of Aeolian Co., Finds Satisfying Conditions in the West

Charles D. McKinnon, district manager for the wholesale Vocalion record department of the Aeolian Co., returned recently from a two months' tour of the Middle West, covering the territories under the supervision of the Vocalion Co., of Ohio, distributor in Cleveland; the Lind-Marks Co., Detroit, and the Sonora Co., of Pittsburgh, distributors for that district.

Mr. McKinnon reported that dealers' stocks were in much better shape than they had been earlier in the year and that practically without exception they reported a substantial increase in the demand for Vocalion Red records.

Mr. McKinnon left early this month for Syracuse, where he will spend two weeks co-operating with the Gibson-Snow Co., Vocalion record distributors in New York State, calling on the dealers.

Over 200,000 Phillips Tone Arms Now In Use

Join This Army of Satisfied Users



For Portables

No. 1 Tone Arm and No. 3 Sound Box

Lengths 6½ in. and 8¼ in

Samples \$2.00

Quantity prices on request

A high grade tone arm combination at a low price

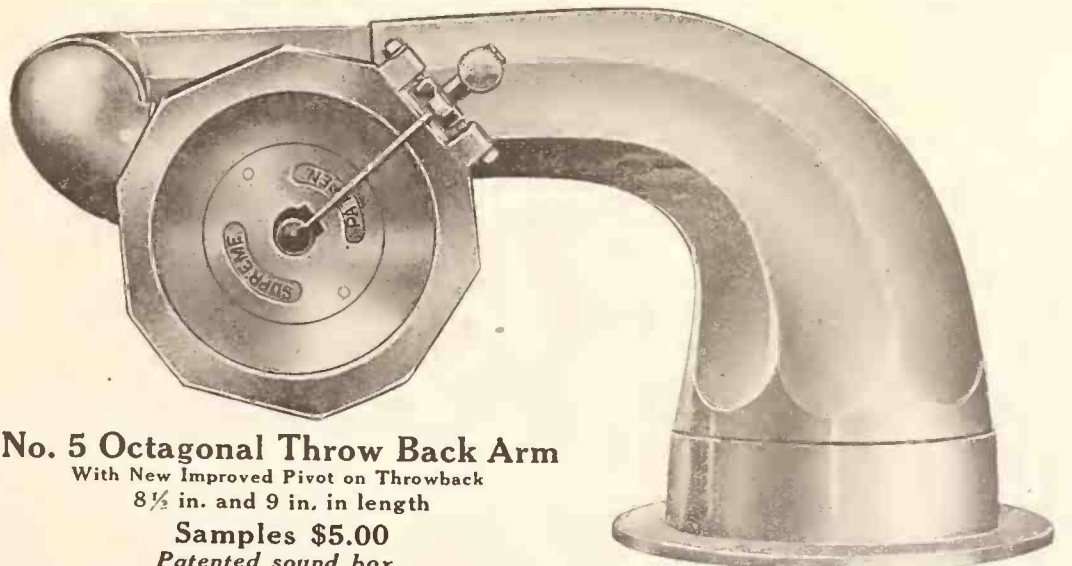


No. 2 Tone Arm No. 3 Sound Box

Length 8¼ in. center to center

Loud, deep tone

Sample \$3.00



No. 5 Octagonal Throw Back Arm

With New Improved Pivot on Throwback
8½ in. and 9 in. in length

Samples \$5.00

Patented sound box.

THE WILLIAM PHILLIPS PHONO PARTS CORP.

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

145 West Forty-fifth St.

Cable Address: "Phonoparts"

New York City

To the Sonora Dealer 1923 Means Prosperity



Pembroke
(Hepplewhite)



Baby Grand

The critical year in the phonograph trade has about passed. Sonora, while the phonograph world was in a chaotic condition, went serenely on with its policy of making better and better phonographs. All through the troubled period Sonoras have sold in good volume and Sonora dealers have weathered the squall, emerging triumphantly during the current season.

The time for self-examination is at hand. 1923 will be a year in which *quality comes first*. Hundreds of dealers, among them some of the largest stores, recognizing the return of quality demand, have added Sonora. More will do so in 1923. Are you going to be one of that far-sighted number and cash in on the rising tide of Sonora sales? Write for particulars of our dealer plan.

Sonora Phonograph Company, Inc.

George E. Brightson, President

NEW YORK: 279 BROADWAY


Canadian Distributors: Sonora Phonograph, Ltd., Toronto

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

The Highest Class Talking Machine in the World

"The Highest Class Talking Machine in the World"

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL



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

State of New York

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

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

State of New Jersey.

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

Arkansas, Louisiana, Tennessee, Mississippi.

Hessig-Ellis Drug Co.,
 Memphis, Tenn.

State of Indiana.

Kiefer-Stewart Co.,
 Indianapolis, Ind.

State of Nebraska and Western Iowa.

Lee Coit Andreesen Hardware Co.,
 Omaha, Nebr.

The New England States.

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

Michigan, Ohio and Kentucky.

C. L. Marshall Co., Inc.,
 514 Griswold St., Detroit, Mich.

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

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

Southeastern Part of Texas.

Southern Drug Company,
 Houston, Texas.

Alabama, Georgia, Florida and North and South Carolina.

Southern Sonora Company,
 310-314 Marietta St., Atlanta, Ga.

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

The Fox-Vliet Drug Company,
 Wichita, Kans.

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

Doerr-Andrews-Doerr,
 Minneapolis, Minn.

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

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

States of Colorado, New Mexico and Wyoming east of Rock Springs.

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

Utah, Western Wyoming and Southern Idaho.

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

Illinois and Eastern Iowa.

Sonora Phonograph Co. of Illinois,
 720 S. Michigan Ave., Chicago, Ill.

Wisconsin, Upper Michigan.

Yahr & Lange Drug Co.,
 Milwaukee, Wis.

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

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

Western Pennsylvania and West Virginia.

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

All of Brooklyn and Long Island.

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

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

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

Greater City Phonograph Co., Inc.,
 311 Sixth Avenue, New York.



There is a burst of music from the Grafonola. You slip your arm around her. She melts into your embrace. "How is it you and I dance so wonderfully together?" she murmurs. "It is because of 'Fate,'" you say, "Ted Lewis and His Band make it irresistible." Back to back with "Fate" is Irving Berlin's "A Dream of Romany," played by Paul Specht and his symphonic harmonists. Oh, man! Stop stopping! A-3738.

Columbia Graphophone Co.
NEW YORK

POSTAL SERVICE FOR CONVENTIONS

Post Office Department Orders Special Attention Given to Mail Addressed to Those Attending Trade Meetings in Strange Cities

WASHINGTON, D. C., December 6.—The use of obsolete or inaccurate mailing lists by business concerns is responsible for a large part of the delay and non-delivery that occurs in the mail of commercial houses and firms, according to an announcement just made by the Post Office Department.

This condition is highly detrimental both to the post office and to the business houses affected, as it greatly adds to the clerical expense of handling the mails and results in a serious economical waste through the loss to business men of advertising matter, catalogs, etc., when delivery is not effected.

The Department urges that business men and commercial concerns make every effort to obtain accurate mailing lists in the first place, including house numbers and street addresses, and then see to it that such lists are kept up to date. It is pointed out that the expense of obtaining and maintaining an up-to-date and correct list is usually far less than the loss suffered in postage and advertising matter through the use of incomplete or incorrect addresses.

It is not competition which is the keynote of success, but co-operation.

A MOST ARTISTIC POSTER

Features President Harding's Record of Two Patriotic Addresses Issued by the Victor Co. for the Benefit of the Red Cross

The Victor Co. has issued a remarkably artistic poster in connection with the records made by President Harding at the White House May 24 and which, as related in The World last month, have been made and are marketed without profit to the Victor Co., the proceeds, as well as the President's royalties, going to the Red Cross.

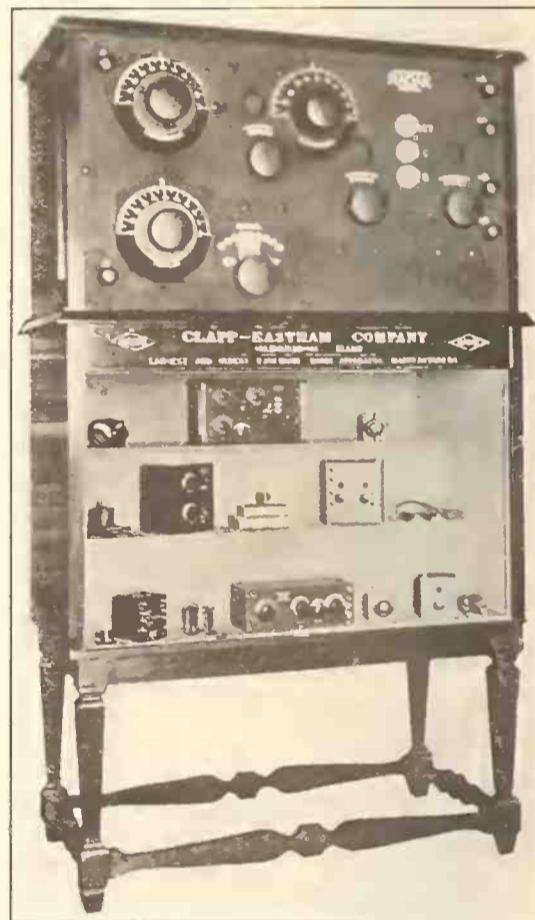
This poster, which is a superb example of the printer's art, features the address made by the President at Hoboken on May 23, 1921, on the return for burial of 5,215 American soldiers, sailors, marines and nurses; as well as the address made by the President at Washington on the occasion of the opening of the International Conference for the Limitation of Armament on November 12, 1921. These historic utterances of the President have been perpetuated for all time on double disc Victor record No. 35718. This poster has deservedly come in for a great deal of praise for its dignity and impressiveness.

The Hecht Co. Music Store, 618 F street, Washington, D. C., is broadcasting a series of Edison radio concerts. These concerts are proving very successful in attracting attention to the Edison line of phonographs.

INTERESTING EXHIBITION FEATURE

Giant Model of the Clapp-Eastham R. Z. Radak Set Will Be Used at New York Radio Show

CAMBRIDGE, MASS., December 8.—The Clapp-Eastham Co., of this city, manufacturer of Radac radio receiving apparatus, has evolved



Clapp-Eastham R. Z. Radak Set

a very interesting feature for exhibit at the various radio shows. It consists of a giant model of the Clapp-Eastham R. Z. Radak set. Its utility feature is found in a hinged back which lets down, providing a desk for the use of the exhibitor. Concealed lights and a gray broadcloth lining contribute much to its attractiveness. It has been shown at the Chicago and Boston shows and will also appear at the forthcoming New York Radio Show.

ROCKFORD FIRM IN NEW HOME

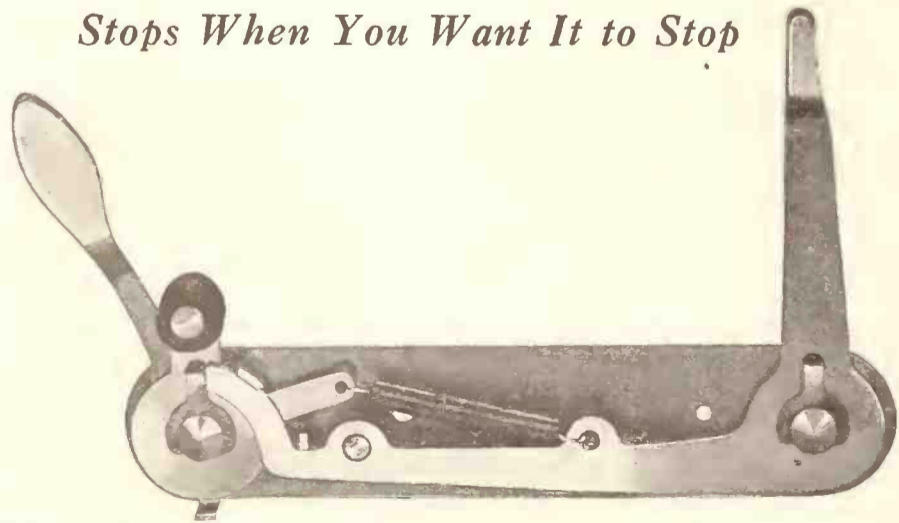
ROCKFORD, ILL., November 29.—The American Beauty Music House, located since August, 1921, at 1012 Charles street, reopened its doors at a new location, 403 Seventh street, last week.

With three salesmen in addition to Manager Gurt E. Swanson, the store will continue to demonstrate the American Beauty phonograph, an all-Rockford product manufactured by the Pierson Co., 204 North Water street, as well as accessories to the machine, records, pianos and other products in the musical line.

Brunswick records are being broadcasted by the Atlanta Journal, of Atlanta, Ga.

Sherburne Automatic Stop

Stops When You Want It to Stop



Manufacturers: Has *your* automatic stop ever helped your dealers make a sale?

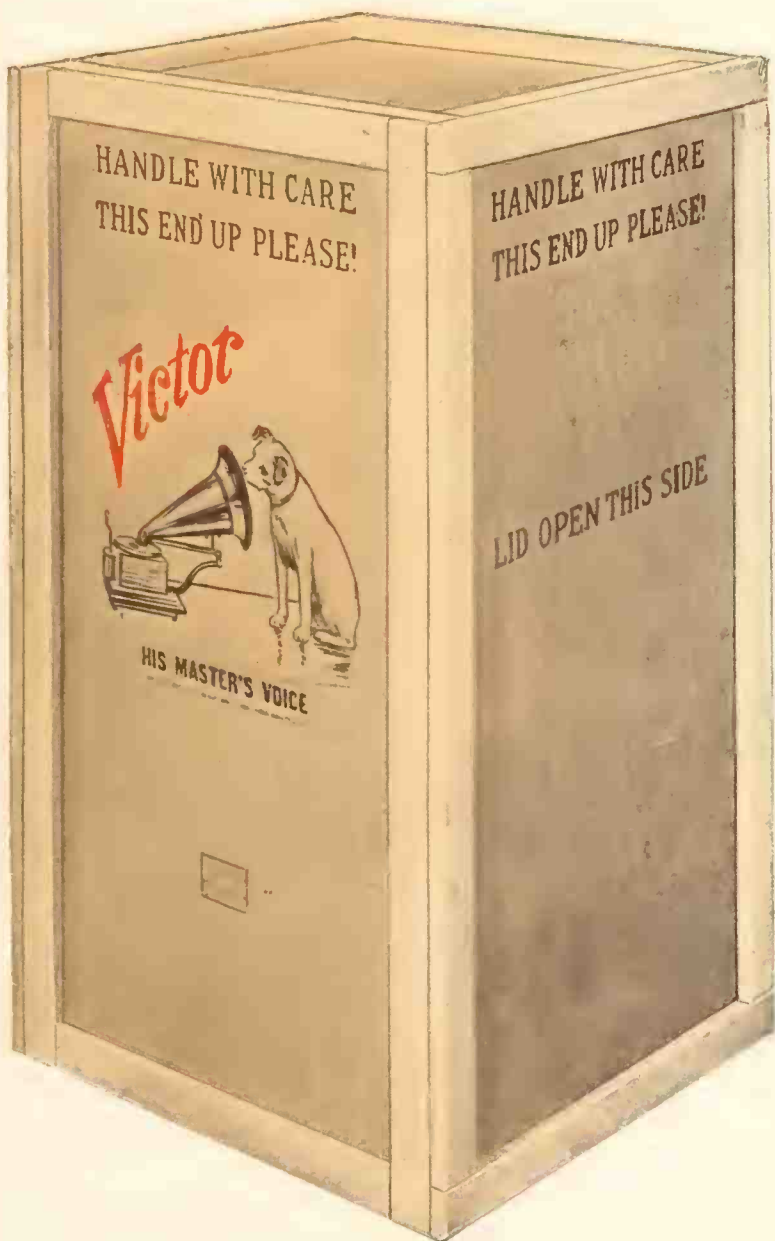
Investigate the Sherburne

Sample sent upon request

SHERBURNE MANUFACTURING COMPANY
948 Penobscot Building
Detroit, Mich.

ATLAS PACKING CASES

Atlas Packing Cases, made from Atlas Plywood Box Shook, are the acknowledged standard of the Talking Machine Industry.



This is an exact reproduction of an "Atlas" Packing Case manufactured, printed and shipped to the Victor Talking Machine Co., Camden, N. J.

The use of "Atlas" Packing Cases indicates the high quality of the contents.

They have been trade-marked as a protection to the particular manufacturers who long ago realized that their use would result in efficiency and economy.

"Atlas" Packing Cases make a better appearance, give greater protection and save freight.

The thoroughly coordinated quantity production of our six mills insures the Talking Machine Industry unusually prompt and sure service.

For years we have made it our business to know the needs of this industry, so that we are authorities on packing cases.

Shipments in Carload Lots Only

ATLAS PLYWOOD CORPORATION

10 HIGH STREET

BOSTON, MASS.

LARGEST MANUFACTURERS OF TALKING MACHINE PACKING CASES

I get so all mud-dled up when ev - er I at - tempt to syn-co-pate,

ALL MUDDLED UP

THE NEW FOX-TUNE

HEAR IT NOW!

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

MISSION MUSIC HOUSE OPENS

Artistic New Quarters at Long Beach, Cal., Formally Opened

LONG BEACH, CAL., December 4.—Several hundred music lovers visited the Mission Music House, 512 Pine avenue, on the official opening day and expressed good wishes to the proprietors, Bedford Finney and H. H. Hoskinson, in their venture. Both men are known locally for their activities in the music world. Flowers were banked about the spacious store, tokens of esteem from friends and business contemporaries.

One of the features of the decorations proved to be the lighting effect near the miniature building of mission design to be used as individual booths for trials of phonograph records. Oil paintings in harmony with the decorative scheme hang on the walls.

Miss Junita Benoist, soloist, entertained with a pleasing program at the opening. Members of church choirs attended in a body.

H. N. McMenimen
Consulting Engineer

Consultation by appointment on every phase of the phonograph industry, including:

Recording, Plating and Pressing

Motor, Tone-Arm and Reproducer Design

Patent and Model Development

Sales Promotion and Advertising Plans

Laboratory:
Scotch Plains, N. J.
Tel. Fanwood 1438

Offices:
2 Rector Street, New York
Tel. Rector 1484

CLASSICS AND OPERAS BROADCASTED

Radio Fans Listen to Finest Music—Metropolitan Artists Participate in Broadcasting of Verdi's "Aida"—Other Concerts

During the past month the trend in radio broadcasting of music has been towards the classics and operas. One of the outstanding concerts of the month was broadcasted by the American Telephone & Telegraph Co. from the Kingsbridge Armory in New York. Verdi's "Aida," announced by the broadcasters as "Metropolitan grand opera in oratorio form," was heard by over a half-million people, it has been estimated. Assisting in the program were some of the foremost Metropolitan artists and the Metropolitan orchestra and chorus. This concert was heard within a radius of 1,000 miles and more than 600,000 receivers within this area were notified of the event and were instructed as to the proper meter wave length for receiving from station WEA F of the American Telephone & Telegraph Co.

Another important concert broadcasted from station WEA F recently was Beethoven's "Seventh Symphony," Strauss' "Don Juan" and other numbers, played by the New York Philharmonic Orchestra, directed by Josef Stransky.

This was the first occasion on which a full Philharmonic program by the New York orchestra had been broadcasted. Microphones had been placed in various sections of the great hall of the College of the City of New York and these were connected with special telephone wires connecting the auditorium with the radio transmitting apparatus. In this way all extraneous noises and induction from power lines was eliminated.

Several of a series of Sunday afternoon concerts, consisting of gems from the lighter operas, have already been broadcasted from the WJZ station in Newark. There will be thirteen of these concerts in all.

STRAWN-TUCKER ADDS VICTOR LINE

LITTLE ROCK, ARK., December 6.—The Strawn-Tucker Furniture Co., of this city, recently secured the agency for the Victor line of talking machines and records. The initial shipment has already been received and the firm is planning an aggressive campaign in the interests of the line. Miss Louise Cornil, formerly with the O. K. Houck Co., of Memphis, Tenn., and later with the Gus Blass Co., of this city, is manager of the new department.

NEW EDISON DISTRIBUTION CENTER

Thomas A. Edison, Inc., has leased a one-story brick building, 100x100, at Freeman avenue and Hamilton street, Long Island City, N. Y., for the purpose of establishing a storage and distributing station for Edison phonographs in the metropolitan district.

E. A. SCHWEIGER OPENS NEW HOME

New Quarters of Old Brooklyn Concern Formally Opened—Rank With Finest in City

E. A. Schweiger, Inc., opened its newly enlarged store at 1525-27 Broadway, near Hancock street, recently. The building is forty by eighty feet and has twenty-six sound-proof booths for record demonstrations. A complete stock of Victrolas and records has been installed.

The business was established in 1904 and has enjoyed a steady growth. Last year patrons of the store increased to such an extent that plans were made to convert 1527 into part of the store and the spacious new home is now ready to serve the Schweiger clientele.

The top floor is used for repairs and storage, the second floor is the Victrola salesroom and the ground floor is devoted to records and booths.

The store was decorated with flowers and flags at the opening. Pocket mirrors were given to women, match boxes to men and Victrola puzzles to children as souvenirs.

The officers of the firm are: E. A. Schweiger, president; Joseph Neustadt, vice-president; Harry Schweiger, treasurer; Richard and Edward Schweiger, secretaries.

NOW \$1.50

To the Consumer

RADIO has had its fling, so we will get back to **PHONOGRAPH SUPPLIES**

The LIDSEEN FIBRE NEEDLE CUTTER

Sharpens the needle without removing it from the tone arm of the machine



Jobbers, line up on this

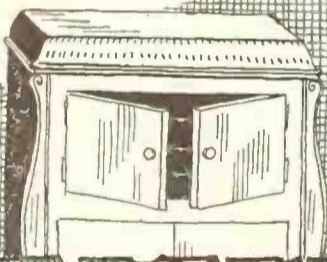
LIDSEEN

832-840 So. Central Ave. CHICAGO

**THE DAWN OF A NEW ERA
IN THE VICTOR RECORD BUSINESS
THE TALKING MACHINE THEATRE IN THE HOME
1923**

**A PROGRAM
for
Every Week of
the Year**

At the Vaudeville
Concert
Opera
New Year's
St. Patrick's
Day
Easter
Decoration
Day
Mother's Day
Fourth of July
Hallowe'en
Thanksgiving
Xmas
and many others



The Modern Way of Playing Your Victrola

*An Evening at the Concert
with World-Renowned Artists*

- No. 1
Victor Record, No. 18927—The Victor Concert Orchestra will play "Semiramide Overture"—Parts 1 and 2.
- No. 2
Victor Record, No. 74442—Alma Gluck, Soprano—assisted by the Male Chorus—will sing "Old Black Joe."
- No. 3
Victor Record, No. 74533—Paderewski—Pianoforte. Minuet in G (Op. 14, No. 1).
- No. 4
Victor Record, No. 66012—John McCormack—Tenor—will sing "Rose of My Heart."
- No. 5
Victor Record, No. 64644—Violin Selection by Mischa Elman—"Souvenir."
- No. 6
Victor Record, No. 64914—"Stein Song"—Sung by Reinald Werrenrath.
- No. 7
Victor Record, No. 64874—"Drink to Me Only With Thine Eyes," by the Flonzaley String Quartet.
- No. 8
Victor Record, No. 88199—Louise Homer, Contralto, will sing "Samson et Dalila," "My Heart at Thy Sweet Voice."
- No. 9
Victor Record, No. 74682—Violin Cello—Solo—by Hans Kindler, "Song Without Words."
- No. 10
Victor Record, No. 96001—Rigoletto Quartet—Act 3—"Fairest Daughter"—Caruso, Sembrich, Scotti, Severina.



We are completing a big Victor year, the best in our history, during which Knickerbocker service has helped many Victor retailers to make it the best in their history.

For 1923 we pledge the same whole-hearted co-operation and the continuance of the many practical selling suggestions which have been such an important factor in the value of Knickerbocker service.

Victor Dealers:

What is more similar to the Victrola than the Theatre? A weekly Victor Record program for the home will help you sell more Victor records. Send for full details.

A Merry Christmas and A Happy New Year To All

Artem Lavoga
President

KNICKERBOCKER TALKING MACHINE CO., Inc.

Metropolitan Victor Wholesalers

138 West 124th Street

NEW YORK CITY

SALT LAKE CITY TRADE PICKING UP

Business Outlook Growing Steadily Better—George S. Glen Honored—L. E. Larsen With Glen Bros.-Roberts Piano Co.—Other News

SALT LAKE CITY, UTAH, December 4.—The talking machine business is better than it was and it looks as if both machines and records will move at a satisfactory pace between now and Christmas. The public seems desirous of getting the latest in talking machines, as it does in most other things, and a new model is bound to attract interest. Some of the new things introduced on the local market recently are likely to be in greater demand than the manufacturers can satisfy, according to leading men in the trade. The industrial situation is still satisfactory and the outlook for bigger things grows better each month. All in all, merchants in any line here have no reason to bother about what the future holds in store, but may put their best efforts into their connections with confidence.

A signal honor to the well-known general musical instrument house of Salt Lake City and Ogden, known, however, by the restricted title of the Glen Bros.-Roberts Piano Co., has been paid by the members of the new Inter-mountain Development League—an organization formed to develop the great resources of the New West—during the past few weeks by the election of George S. Glen, manager of the Ogden store and president of the company, to be the first president of the League. It is really an honor to the whole music trade fraternity of the section. Mr. Glen was recently the subject of a lengthy article in the Ogden Standard-Examiner and also appeared in the Desert News' "Who's Who in Utah."

Wayne Alston, manager of the talking machine department of the Daynes-Beebe Music Co., is mourning the loss of his little daughter, who died rather suddenly last week.

The Glen Bros.-Roberts Piano Co. has appointed L. E. Larsen, an experienced phonograph man of Spokane, Wash., to assist Manager Berry, of the talking machine department. Mr. Larsen will spend the greater part of his time on the outside. This is the first time the firm has had anyone represent them in this department in an official capacity on the outside.

The Ogden Commercial Club and Chamber of Commerce announced a new program recently that should be of invaluable service to merchants. First it was announced that hereafter business men would not accept or consider any advertising proposition that had not previously been approved by the Chamber's secretary. It is claimed that thousands of dollars have been spent by merchants on advertising schemes that have been next to worthless to them. The other "stunt" is the inauguration of a Pay-up Week in which everybody is urged to pay at least part of what he owes his neighbor.

M. P. Perry, of Quincy, Ill., a relative of R. F. Perry, of the phonograph sales department of the Brunswick-Balke-Collender Co., has been appointed manager of the talking machine department of the Keith-O'Brien Department Store Co. He succeeds Manager Moore, who has gone to Los Angeles to take a position with a well-known concern in the sewing machine business.

The Daynes-Beebe Music Co. has presented the Children's Convalescent Home with a talking machine. It is said the little patients think a great deal of it and that "it is the first thing they ask for in the morning and the last thing at night." Doctors and nurses are watching them closely to see what effect the music has on their progress toward recovery, believing it will be highly beneficial.

James L. Hamilton, Brunswick dealer at Greencastle, Ind., is making good use of the radio to tie up with the sale of Brunswick records. He broadcasts the Brunswick record releases on the radio.

OTTO GOLDSMITH CONGRATULATED

On Formal Opening of New Headquarters in New York—Many Attend Reception—Interesting Musical Program Well Received

The Cabinet & Accessories Co., Inc., well-known distributor of talking machine accessories, held a formal opening of its new headquarters, 3 West Sixteenth street, on Tuesday afternoon, November 28. A representative gathering of metropolitan retailers was present as well as representatives of various jobbing and supply houses. Otto Goldsmith, president of the company, was also in receipt of numerous telegrams and telephone messages of congratulation from those who were unable to be present. Mr. Goldsmith, Miriam Goldsmith and their staff of co-workers proved excellent hosts and nothing was omitted to provide for the entertainment and comfort of the guests.

In the large auditorium within the building an excellent program of music was rendered. Representatives from Irving Berlin, Inc., were

present and presented several of the popular hits produced by this well-known music publishing house. Frank Goodman, of Goodman & Rose, Inc., and Billy Newsome, of Waterson, Berlin & Snyder, presented numbers published by their respective houses which received hearty applause. Mr. Bessinger, of Irving Berlin, Inc., made several recordings before the audience on the Homophone which were immediately reproduced with exceptionally good results. Among other numbers on the program which proved very popular was the McCarthy Sisters from Irving Berlin's "Music Box Revue." During the course of the program refreshments were served and each lady received an appropriate souvenir. The affair was a decided success and will be long remembered by the metropolitan trade.

The Consolidated Music Co., of Salt Lake City, has purchased a building at 119 South Main street, where it expects to locate in the near future.

From BARCELONA to TOKIO
The MUSIC MASTER Wins Approval

MUSIC MASTER RADIO AMPLIFIER

Two-thirds the way around the world radio enthusiasts are learning to appreciate the superiority of the Music Master Radio Amplifier.

You ought to see it. Our plan makes both seeing and hearing easy. Any reputable dealer will demonstrate the Music Master in your home.

Send us his name and we will make sure that he has one on hand to show you.

Fourteen inch aperture—
 (Home Model)\$30
 Twenty-one inch—
 (Concert, Dancing, etc.)..... 35

Complete, ready to attach in place of headphones. No tubes or batteries required.

Jobbers and Dealers

Sample Horn shipped to responsible members of the Radio or Phonograph trade with full privilege of return. List prices and full details on request.

"Geraco" is the brand name which absolutely guarantees the merit of every Radio product upon which it is placed.

Complete data, including prices and literature, on request.

GENERAL RADIO CORPORATION
 Walter L. Eckhardt, President
 Makers and Distributors of High-Grade Radio Apparatus
 624-628 Market Street, Philadelphia.
 806 Penn Ave., Pittsburgh.

TRUE TONE AT LAST!
Music Master Horn Conquers Screech, Snarl and Howl and makes listening a joy!

The Geraco Phonograph Attachment makes your Victrola or Columbia into an excellent Radio Speaker. No head-sets needed—interchangeable with sound box.\$10

Distributors for OKEH Records and STRAND Phonographs and GOLD SEAL Record-Repeaters. (in Pennsylvania, Southern New Jersey, Delaware, Maryland, District of Columbia, Virginia and West Virginia).



Ogden's Sectional Phonograph Store Equipment

— STANDARDIZED —

Produced economically in great quantities—sold to you as you need it. Every part accurately made to fit the other. You can keep adding to your equipment as your business grows or knock it down and move it to your new quarters.

Construction and Finish the Best—At Factory Prices.



OGDEN'S SECTIONAL STORE EQUIPMENT.

The complete Store Equipment (as illustrated) consists of RECORD RACKS, for 2,700 10-inch and 12-inch Records —SALES COUNTER with every Dealer convenience for Card Files, Accessory Stock, Bags and Wrapping.

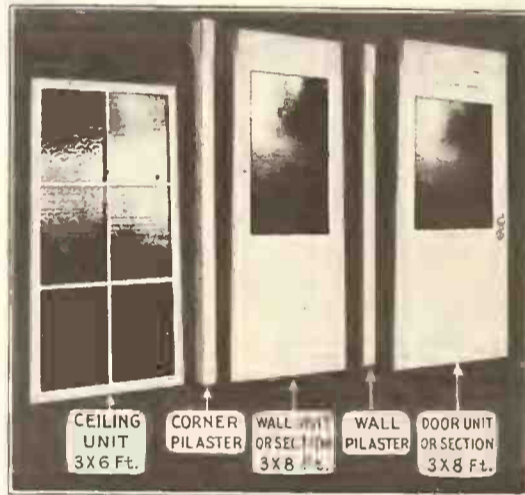
SOUND-PROOF BOOTH, 6 x 9 ft., (Plan No. 5). For Corner of Store, \$315.00. Against Side Wall, \$365.00. Without Wall Contact, \$415.00. (Complete as illustrated.)

ANY MAN AND A BOY for helper without carpentry experience can assemble this room in one hour. There is nothing to do but place Wall and Door Sections in the Pilaster and turn down the clamps. Place Ceiling units in position and Base Rail or Floor Shoe around the bottom and the job is complete, as tight as a drum, at a fraction of the usual cost.

Price of Ogden's Sectional Units

Record rack, No. 1-S, each.....	\$40.00
Paneled ends, each.....	5.00
Record sales counter, No. 1-S, each.....	80.00
Record sales counter, No. 2, each.....	60.00

FINISHES:—GENUINE ENAMEL
White, Old Ivory and Gray



Room units made to fit sound tight



FRONT VIEW OF RECORD SALES COUNTER #1
TOP 30" X 60" 32" WITH CASTORS

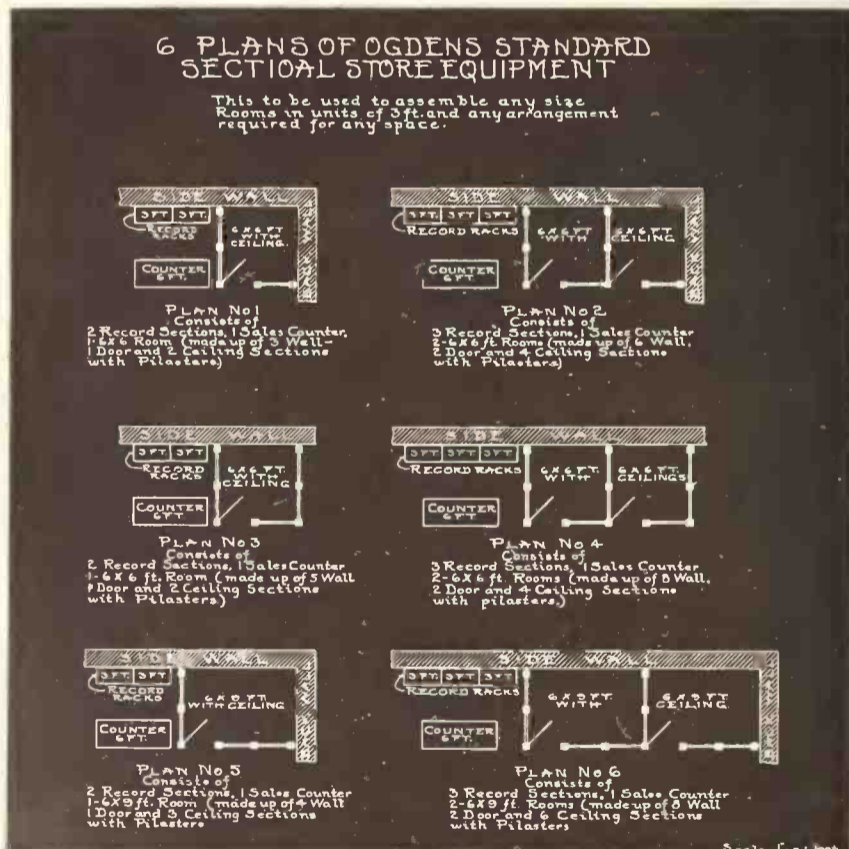
BACK VIEW OF RECORD COUNTER #1
SHOWS 3 DRAWERS WITH ADJUSTABLE COMPARTMENT DIVIDERS, ALSO 3 UPRIGHT COMPARTMENTS AND 2 SHELVES

FRONT AND BACK VIEW OF RECORD COUNTER, showing 3 compartment drawers for Card Files, also 3 Upright Compartments and 2 Shelves, which fill every Dealer requirement.

Materials are rapidly advancing. Make your reservations NOW to protect you against price advances during 1923. By outlining your plans for the future now will give you price protection.

Prices of Complete Equipment

PLAN NO. 1—2 Record Sections, 1 Sales Counter, 1 6x6 ft. Booth..	\$275.00
PLAN NO. 2—3 Record Sections, 1 Sales Counter, 2 6x6 ft. Booths..	425.00
PLAN NO. 3—2 Record Sections, 1 No. 1 Sales Counter, 1 6x6 ft. Booth	305.00
PLAN NO. 4—3 Record Sections, 1 Sales Counter, 2 6x6 ft. Booths..	460.00
PLAN NO. 5—2 Record Sections, 1 Sales Counter, 1 6x9 ft. Booth..	315.00
PLAN NO. 6—3 Record Sections, 1 Sales Counter, 2 6x9 ft. Booths..	475.00



Ogden's Complete Modern Store

Costs less than carpenter work. Everything ready for business the day you get it—Sectional—Unpack and "Set it up Yourself."

NOW IS THE TIME TO IMPROVE YOUR SERVICE

Send us a pencil Sketch of your Store, Showing where you want Record Racks, Customers' Counters and Private Salesrooms and we will quote you a delivery price on Sectional Equipment which you can install any evening and be "Up to Date" next day.

OGDEN SECTIONAL CABINET CO., Lynchburg, Va.

You are busy with Christmas sales of Grafonolas and Records. Your customers are full of Christmas shopping. You and they can easily forget about needles unless you use the Columbia Counter Needle Display Case. It will remind everybody. All you do is accept the money. \$2.50 at your Columbia Branch.

Columbia Graphophone Co.
NEW YORK



THREE NEW SHERBURNE PRODUCTS

Invisible Hinge, Lid Support and Drop Hinge Added to Line—Sherburne Automatic Stop Meeting With Success Throughout Trade

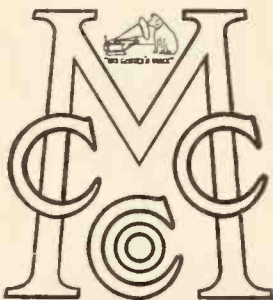
DETROIT, MICH., December 4.—The Sherburne Manufacturing Co., of this city, manufacturer of the Sherburne automatic stop, is now introducing to the trade a new invisible hinge that has been adopted by several well-known manufacturers as part of their equipment. The company is also producing the Sherburne balance lid support and is about ready to offer to the trade a new drop hinge, reinforced so that the door will not sag.

In a recent chat with The World E. Sherburne, head of the company, stated that the favorable reception accorded the Sherburne automatic stop had influenced the company to add these three new products to its line and particular attention has been paid to the development and perfection of each product. During 1923 an intensive sales campaign will be inaugurated in behalf of the Sherburne talking machine products and there is every reason to believe that this campaign will prove a pleasing success.

SONORA MARQUETTE FOR CHURCH

Morgan & Sons, 578 Summit avenue, Jersey City, N. J., sold a Sonora Marquette recently to one of the local churches to be used as a prize at the church carnival for the holder of the ticket bearing the lucky number.

**Victor
Wholesalers**



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

KEEPING TAB ON SCHOOL MUSIC

By FRANK H. WILLIAMS

The alert dealer can easily and effectively hook up the selling of talking machines to families with their use in the local schools—all with the result of considerably stimulating the sale of machines for home use.

The way to do this would be by making a survey of the local schools to see which schools have talking machines and which have not and by then running an advertisement summarizing the results of this survey in some such way as this:

"YOU WANT PHONOGRAPHS IN THE SCHOOL YOUR CHILDREN ATTEND.

"You realize that the presence of a talking machine in the school your children attend will increase their love for good music, have a favorable influence on their characters and help them to become better men and women.

"Consequently, you will be interested in a survey we have made of the local schools to see which schools have phonographs and which have not. If the school your children attend hasn't such a musical instrument start a movement now to get one for that school.

"And, while doing this, GET A TALKING MACHINE FOR YOUR OWN HOME!"

"A phonograph in the home is the greatest aid in the world in bringing up children in the way they ought to go—it means that your children will stay home nights and be glad to do so, and that they will bring their friends to your home so that you can become acquainted with these friends.

"Get a talking machine for YOUR home NOW!"

At the bottom of this ad there could be a list of the schools in your city with a note opposite each school telling about its musical equipment or lack of such equipment.

Such an ad would interest everyone who was interested in the schools and would, therefore, interest the majority of all the people in your city and help you greatly in selling more machines and records.

WILL CONSTRUCT LARGE FACTORY

NEWPORT NEWS, VA., December 6.—The Newport News Home Furnishing Corp. recently secured a permit for the construction of a large factory to cost approximately \$70,000. The new building will be used for manufacturing purposes, doubling the output of talking machine cabinets and other products made by the company.

FILES ARTICLES OF INCORPORATION

Parker's Book & Music Store, Ft. Myers, Fla., has filed articles of incorporation with the Secretary of State. The concern has a capital stock of \$50,000 and will deal in talking machines, musical instruments, books, etc. Officers and directors are J. B. Parker, president and general manager; Santa Armeda, Jr., vice-president; Bessie R. Parker, secretary and treasurer.

The Taylor Music Co., of Duluth, Minn., has just completed putting in a new front in its store.

DEALERS TYING UP WITH ARTISTS

Record Promotion Efforts of Brunswick Dealers Center on Featuring Artists

During the month of December Brunswick dealers are concentrating their record promotion efforts around the two Brunswick exclusive artists, Mario Chamlee, leading tenor of the Metropolitan Opera Co., and Vessalla's Italian Band. The Brunswick window display service is also built around this artist and this band.

In January the Brunswick trade will feature "Chick" Evans Golf Records, and the dealer service material supplied by the Brunswick Co. in this connection includes a blue window streamer which reads, "Mrs. Golf Widow! Give him a set of 'Chick' Evans Golf Records."

EDISON VOTED GREATEST MAN

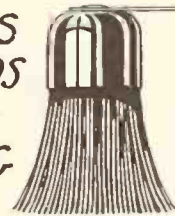
CHICAGO, ILL., December 4.—Thomas A. Edison has been voted the greatest man in history by approximately 750,000 young people of the Methodist Episcopal Church. Announcement of the vote was made by the Epworth Herald, official church organ. Theodore Roosevelt was second, with Shakespeare, Longfellow, Tennyson, Hoover, Dickens, General Pershing, Lloyd George and Volstead following in the order named.

J. M. MARQUIS RE-ENTERS TRADE

J. M. Marquis, Jr., who has been a professional baseball pitcher in the Pacific Coast League, has returned to Shawnee, Okla., to take charge of the Brunswick phonograph department of J. M. Marquis & Co.

The
**TÉGO
BRUSH**

**CLEANS
RECORDS
WHILE
PLAYING**



OVER 10,000
BRUSHES SOLD
IN ROCHESTER, NY
IN LESS THAN
6 MONTHS

THERE MUST BE A REASON

WRITE FOR PRICES
25¢ BRINGS A SAMPLE

TÉGO BRUSHES FIT ALL MACHINES
WHAT LINE DO YOU HANDLE?

THE STURGIS NOVELTY WORKS
218 CENTRAL BLDG. ~ ROCHESTER, N.Y.



This publication offers useful suggestions on building a profitable Radio business.

MAGNAVOX RADIO and the Music and Phonograph Store of tomorrow

THE daily Broadcast Concerts give Radio a musical importance which no Dealer can afford to overlook.

When equipped with Magnavox Radio, the Reproducer Supreme, a wireless receiving set becomes a musical instrument of practically unlimited scope and one which commands an intense, ever-renewed interest.

The Dealer who realizes this swift business development and prepares to grow along with it is building the Music Store of tomorrow in his community.

But a successful Radio Department is no child's play—if it were, success could not offer a financial reward commensurate with the Dealer's hard work and business capacity.

To assist the ambitious Dealer we are publishing THE MAGNAVOX (as illustrated above) for distribution to retail merchants equipped to enter the Radio field.

THE MAGNAVOX is the concrete proof of our facilities for giving Advertising and Sales Service to thousands of Dealers who have already profited through carrying Magnavox products.

In this publication you learn how other Dealers have built a Magnavox Radio business and how we help you travel the same road.

Write today for free copy of THE MAGNAVOX and name of your nearest Magnavox distributor.

The Magnavox advertisement shown at the right reaches the public in more than 7,000,000 copies of popular magazines this month.

In our publication *The Magnavox* we explain in detail just what this National Advertising means to you, and how we assist you to link up with it by means of valuable free Sales Helps.

No Wireless Receiving set complete without it



Make it the **GREATER** Radio Christmas

THIS year, the message of Christmas will flash one inspiration over all lands and to all peoples—no frontier can turn back the swift messenger, Radio, whose steed keeps pace with light.

The gift of all gifts is Magnavox Radio, the Reproducer Supreme: the gift that will mean most to every member of the family, old and young.

Let Magnavox bring you daily the world's news and entertainment—the greatest victory of science, the greatest opportunity of art!

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

ment for use in homes, offices, amateur stations, etc. \$45.00

R-3 Magnavox Radio with 14-inch horn: the ideal instru-

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

2 stage AC-2-C . . \$80.00
3 stage AC-3-C . . 110.00

Magnavox Products can be had from good dealers everywhere. Our interesting new booklet (illustrated in three colors) will be sent on request.

The Magnavox Co., Oakland, California
New York: 370 Seventh Avenue

MAGNAVOX Radio The Reproducer Supreme

VOLUMA RETAIL STORE OPENED

Strand Line and Okeh Records Featured in Attractive Warerooms in Baltimore

BALTIMORE, MD., December 5.—Another attractive talking machine shop has lately been added to those on Howard street. The Voluma Corp., manufacturer of the Voluma reproducer, has opened retail warerooms, which also are serving as the wholesale headquarters of the company, in the Academy of Music building, on Howard street near Franklin. Strand phonographs and Okeh records are carried.



New Voluma Warerooms

Featuring Voluma Reproducers, Strand Phonographs and Okeh Records, James J. Cook at left.

The location of these warerooms, with an entrance into the lobby of the Academy of Music, is entirely advantageous from a sales standpoint and the warerooms are kept open each night until after the intermission period of the show. It has been found that numerous record sales, as well as machine sales, have been made during intermission. A number of Strand models have been equipped with a Voluma reproducer which is causing considerable attention. The Voluma reproducer is a sound box of a different principle from others and is the invention of James J. Cook, of this city. Mr. Cook is to be found at all hours of the day at these headquarters ready to demonstrate his invention. Mr. Cook reports that a number of sales agents have been appointed for the reproducer and that sales are steadily increasing.

R. W. PORTER BACK FROM TRIP

Field Sales Manager of Columbia Graphophone Co. Returns From Six Weeks' Trip—Gives Interesting Report Regarding Business

Robert W. Porter, field sales manager of the Columbia Graphophone Co., returned to the executive offices at New York City recently after a six weeks' visit to all branch offices except those in coast cities.

Mr. Porter states "Business is hopeful, good and full of life; present conditions forecast a most satisfactory Christmas season. Dealers report floor sales 'way ahead of last year. In cases where dealers are aggressively advertising and working outside, their efforts are being well rewarded. The farm territories are beginning to see a flood of money from the sale of crops. In the industrial and labor centers collections are becoming normal and cash sales are picking up. The settlement of the rail, mine and textile difficulties, combined with the billion and a quarter crop increase, together with the virtual shortage of labor in main towns, puts every dealer on his toes for increased business. While embargoes and the shortage of product in some models are causing a little inconvenience there is hope that both these conditions will be eliminated shortly. Most department and furniture stores throughout the country are advertising holiday goods, with the result that many people are visiting the phonograph department. The New Process Columbia record advertising has created a sensation in the industry and is bringing many people to the record department who have not purchased records for a long time."

Mr. Porter plans to remain in the city until the middle of December, when he will visit some of the Columbia Eastern branches.

The Schroeder Hardware Co., of Clinton, Ia., recently opened a talking machine department.

BIGGEST YEAR WILL BE 1923

B. R. Forster, President of Brilliantone Steel Needle Co., Optimistic Regarding the Business Outlook—Reasons for This Belief

Byron R. Forster, president of the Brilliantone Steel Needle Co., reports that November was the best month in the history of the Brilliantone organization, and that 1922 proved a very successful year for Brilliantone business in every way. In referring to 1923 President Forster said: "I expect that 1923 will prove our biggest year. The popularity of Brilliantone needles has steadily increased and they have the happy faculty of when once sold staying sold. This has been the secret of the steady increase of our business. We find that dealers' and distributors' stocks of needles are very low and this fact, together with the generally good business conditions which will undoubtedly continue throughout the coming year, makes the future look very bright indeed."

The new Brilliantone needle box, which is a combined receptacle for 500 needles and a record cleaner as well, is proving very popular and will, undoubtedly, be in great demand during the coming year.

UNICO PRESIDENT ON EXTENDED TRIP

Rayburn Clark Smith, president of the Unit Construction Co., recently left Unit headquarters in Philadelphia for a long trip, visiting the branch offices west of the Mississippi River and in the South. The important business centers of the Western territory, as well as the following branch office cities which will be visited are Chicago, Atlanta, New Orleans, Dallas, San Francisco, Los Angeles, Salt Lake City and Denver. Mr. Smith anticipates an active demand for Unico products in 1923 and the purpose of his trip is to fully co-ordinate the Unico sales and service branches with factory activity.

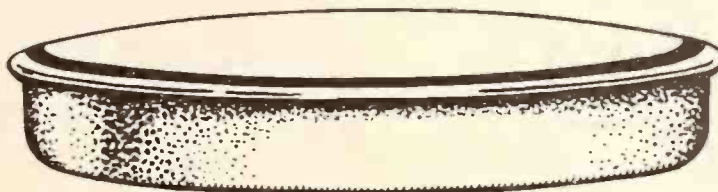
HALF MILLION ALREADY SOLD

The Record Cleaner with a Proven Sales Stimulating Record

NEW—ORIGINAL—PRACTICAL

3½ inches diameter, Circular shape, Photo-Pyro Process Top, with any design and advertising matter, in any color or colors. Will not fade and cannot be removed. The cleaning part furnished in assorted colors of excellent quality plush.

The wonderful advertising possibilities and attractiveness, places these cleaners beyond the line of competition.



Manufactured for jobbers and distributors direct. Write for sample and interesting facts about this little giant business-getter.

PHILADELPHIA BADGE CO.

Patentees and Manufacturers

942 Market Street Philadelphia, Pa., U. S. A.

SOME OF THE WIDEAWAKES WHO HELPED SELL THEM:

- The Aeolian Company, New York City.
- The Brunswick-Balke-Collender Company, Chicago, Illinois.
- Munson-Raynor Corp. Los Angeles, Calif.
- Rudolph Wurlitzer Company, Cincinnati, Ohio.
- Knickerbocker Talking Machine Company, New York City.
- Walter S. Gray, San Francisco, Calif.
- Everybody's Talking Machine Company, Philadelphia, Pa.
- G. T. Williams Company, Inc., Brooklyn, N. Y.
- Blackman Talking Machine Co., New York City.
- Emanuel Blout, New York City.
- C. Bruno & Son, Inc., New York City.
- Musical Instrument Sales Co., New York City.
- The Louis Buehn Company, Inc., Philadelphia, Pa.
- H. A. Weymann & Son, Inc., Philadelphia, Pa.
- Penn Phonograph Co., Inc., Philadelphia, Pa.
- The Talking Machine Company, Philadelphia, Pa.
- Cressey & Allen, Inc., Portland, Maine.
- W. J. Dyer & Bro., St. Paul, Minn.



Old Ideas of Salesmanship Must Give Way to More Recent Conceptions :: By W. Braid White

It is gradually coming to be seen that the old ideas of what constitutes salesmanship must give way to other conceptions more nearly founded upon fact. Old ideas, of course, die hard, and it will no doubt be a long time before the dog-fight conception is totally given up. The music industries in particular have always suffered from a singularly low conception of the position of salesmanship and have lagged behind many others in coming to the perception that business should not be a free for all scramble.

Bit by bit, other industries have come to see that the basis of all business is the process of fair exchange and that, apart from all the advantages legitimately earned by superiority of equipment and service, the basis of exchange is value. What the goods purchased will do for the purchaser. This may be called the psychological theory of value. Call it what we will, however, this basis of value is the only basis on which business ever has been, or ever can be, conducted so as to produce more good than harm in the world. For it rests upon the straightforward, simple idea that the value of an article or of an idea is to be measured solely by what it will do for its owner. All sound salesmanship must be a process of effecting fair exchange between the maker of such an article and its would-be possessor, at a price which fairly represents its value to the owner, and on which the profit is the difference between this value and its value when in idleness. This last, in turn, is equivalent to the cost of producing it, for obviously it should be assumed to be worth the value of the raw

materials plus the labor and incidentals of manufacture. If it should turn out to be a complete failure, then, of course, its value in the maker's hands (idle value) would cease to exist.

This idea of a psychological basis of value is not, of course, new, and in fact it is in prac-

Evolution of Salesmanship Slowly Eliminating Old Theories to Meet Exacting Conditions of Present

tice much utilized by merchants and manufacturers who have never thought of giving a definite name to it. In other words, the idea is gradually gaining ground among thinking business men that all selling must be based upon fair exchange and that fair exchange is most easily effected when the value of the article to its owner, its value as expressed in what it will bring to, or do for, that owner, is clear and obvious to all concerned.

The Place of Price

Truly, price must be considered. But look

at this price matter from another standpoint. The Ford automobile is at its lowest price to-day, while at the same time its output is greater than ever before. Now this simply means that Mr. Ford has had the great wisdom to base all his merchandising upon utility. He discovered what sort of light car would, when stripped to essentials, do the greatest number of obviously useful things for its owner, in respect of running, carrying, getting to places on time and performing the work of road transport at the lowest price and in the least fanciful manner. Having found that out he proceeded to build that sort of a car and no other. For at least fifteen years now he has built nothing else but this (omitting from consideration the other utility product, the farm tractor). The public, he soon found, recognized the utility and were willing to pay the price asked, because that price accurately represented the public belief in the things the car would do for them. In consequence, Mr. Ford was able steadily to increase his output and reduce his price. To-day we have in the Ford car a supreme example of the psychological theory of value in one of its most important aspects, where the application of that theory has reduced prices to the consumer without disturbing the basis of the value or decreasing the profits of the maker. As a matter of fact, it has enormously increased.

Now let us look at this psychological theory of value from the standpoint of our own industry. If one imagines a man coming into the talking machine business from some wholly unrelated line of industry and asked to lay

A Triumph in Tonal Beauty— Visible Charm and Adaptability The EMERSON Louis XV

THIS LOUIS XV is the crowning achievement of the Emerson line. A bigger attraction to the public—offered at a price that fairly compels sales. Like all Emerson phonographs The Emerson Tone—clear, true, full—does absolute justice to the record. The patented round music master horn carries and amplifies tonal beauty just as does the spruce resonator of the famous old "Strads."

From the standpoint of furniture the working out of the console idea, is especially adaptable because only the centre of the top is raised. Console lights on either side need not be moved while playing. Emerson line offers a machine to suit every taste and pocket book.

*Quality for Quality Our Price is Lower
Price for Price Our Quality is Higher*

Emerson value—backed by years of Emerson Advertising, makes The Emerson line—a sales bringing prestige creator for Progressive Merchants.

Write for details of our special franchise

WASMUTH-GOODRICH COMPANY, Peru, Indiana
MANUFACTURERS OF EMERSON PHONOGRAPHS



Emerson Louis XV Model

Under the spell of Oscar Seagle's rich baritone voice, the old-fashioned melodies and beloved ballads of an older generation take on a charm that is irresistible. He sings "Where the Morning Glories twine around the door" and "I wonder how the old folk are at home" with a velvet smoothness of outpouring melody that brings the old memories of home surging back. A-3725 on the December list.

Columbia Graphophone Co.
NEW YORK



out a policy of merchandising, can one suppose him taking any other view than this we have been discussing? He would look at the talking machine, would consider what it does for its owner, would perceive the many wonderful accessories in the way of records, etc., and would at once conclude that the way to merchandise it is to bring to the people everywhere the great message of "what this will do for you." For, when one comes to consider the matter, what else is there to talk about?

The Ford Cycle

The value of a talking machine and a record is precisely measured by what that machine or that record, or the two in combination, will do for the owner of it or them. When, therefore, this idea has once been grasped and the selling price adjusted thereupon, it will be found that the production question becomes relatively simple. If once the merchandising forces can be got to see that the thing they are selling is not a machine at all, but "what the machine will do," sales will begin to increase, output will go up and prices, in consequence, come down. The Ford cycle will once more be gone through.

What We Are Really Selling

It seems that the first need for the talking machine business at this time is a recognition by merchants of this great underlying fact. If merchants did make such a theory the basis of their selling there would be no question of selling one make against another on the score of price. If anyone can imagine a more sinfully idiotic policy than this, we should like to hear; but the fact remains that merchants do commit this crowning enormity and usually because they do not see that they are not in business to help manufacturers cut each other's throats. They are in business to sell, not "machines," but the things that machines will do. Therefore, it is their business to have the manufacturers supply them with a certain variety of styles and types of the mechanical embodiment of the musical service they are selling; for certainly a limited scope of price is convenient. Yet, in fact, even so, there is no real need for bargain price machines. Especially there is no need for machines which look like higher priced ones and are precisely got up to imitate something better than themselves. One can imagine, for instance, the need for a certain variety in price, to suit the peculiarities of

human temperament; but to carry an inferior line of showy looking cases, in the hope of tempting people to believe that they can get something for nothing, is to reverse the whole idea of music salesmanship. It is to substitute lies for truth, dishonesty for honesty, for when I exhibit to a customer a modest cabinet at a modest price and show what this will really do in the way of reproducing music satisfactorily, I am selling the music just as well as if I were doing the demonstrating with the most expensive machine made. But when, on the other hand, I fall into the temptation of trying to sell a cheap, showy case as an imitation of something better, it is obviously impossible for me to demonstrate its musical value, because that value is not there. If it were, the substitute would not be a substitute. It would be an alternative. But in this case it is a substitute, and so when I urge its claims I can only do so by ignoring its musical deficiencies. Should the customer indeed say, "I do not care about the music, the case is what I want," then it might be different. But how many customers in the course of a year are likely to say anything like this?

The real successes in our industry, the successes which all the rest of us quote and by which we all strive to align ourselves and measure our progress, have been built up by this very process, the process of selling music, not mechanics, and of basing the sales policy upon the psychological theory of value, the theory that the price of a thing is rightly measured only by its value to the owner. Let that important fact never be forgotten. All sound merchandising in our industry must be based upon this point and when it is so based, then, and then only, is the sales policy certain to make for success.

Utility and Luxury Values

Let us make one other point clear. Let it not be forgotten that value may be expressed in many different ways. It relates to not one, but many human needs, desires, acquired preferences and so on. For example, the Ford value is a utility value. The Rolls-Royce value is a luxury value. One is expressible in smaller figures than the other, for the world still rates luxury in its estimation above utility, whenever and wherever luxury and utility can be placed side by side. But that is the fault

of human nature and we cannot expect to change it. The psychological theory of value is not affected by these facts. There are kinds and degrees of values and these must somehow be measured. The only practical way of measuring them is in terms of money. Luxury value is purchasable only by those who have much money to give for it. So, luxury value is measured in large figures, although actually it is less useful to the world than utility value.

In our business, however, all our values are utility values, save in the very few cases where special cabinet work is utilized. More and more, perhaps, luxury value will creep in; but generally we may say that we are selling pure utility, pure musical utility; than which no higher kind of value exists, through the figures of its monetary measurement are always moderate. And this is simply another advantage in our favor, for we can sell the finest thing in the world and find it measured upon a moderate monetary basis. If mankind knew how great that value really is they would willingly pay as much for a fine talking machine as for a Rolls-Royce. But they don't, more's the pity.

The Payne Music House, of Greenville, S. C., has secured the Columbia line of machines and records. An extensive sales and publicity campaign is being planned which will feature Columbia sales arguments to excellent advantage.

Ward's Padded Khaki Moving Covers



for Pianos and all Models of Upright and Console Machines

Distributors
BRISTOL & BARBER, INC.
3 E. 14th St. New York City
SHERMAN, CLAY & CO.
741 Mission St. San Francisco, Calif.

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

Oké Records

STRAND, GRANBY and OUTING PHONOGRAPHS

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

Complete Stocks and Prompt Service

IROQUOIS SALES CORPORATION

Wholesale Distributors

210 Franklin Street

BUFFALO, N. Y.


Starr


PHONOGRAPH

"The difference is in the tone"



STYLE X

The Gift That Lives

You are certain to give pleasure if you give all those near and dear to you the privilege of hearing the music they like whenever they wish. You may accomplish this with one gift—the gift of the Starr Phonograph. It is all artists, all instruments. You will find the Starr Singing Throat of Silver Grain Spruce *reanimates* any record and invests it with a rare charm such as you never before enjoyed.

The Starr plays and betters all records. A hearing will convince you. Hear all phonographs and then hear the Starr to experience a new delight. The new Gennett Records also offer you a new musical sensation. Hear both at the Starr Dealer. No obligation whatsoever.

THE STARR PIANO COMPANY, Richmond, Indiana

- | | | | | | |
|------------|-----------|--------------|----------------|------------|---------|
| NEW YORK | BOSTON | CHICAGO | LOS ANGELES | BIRMINGHAM | DETROIT |
| CINCINNATI | CLEVELAND | INDIANAPOLIS | LONDON, CANADA | | |

NEW GRANBY CONSOLE MODEL

"Apartment Baby Grand" in Adam Design Is Going to Be Quite a Favorite

The Granby Phonograph Corp., of Newport News, Va., has just placed on the market a new console model. This newest member of the Granby family is aptly described by the company as the "Apartment Baby Grand" of phonographs and meets a demand for a smaller type console table model. The list price of the new model, \$135, is expected to be another contributing factor towards big sales. It is produced in the Adam period design and is made with the same exacting care which characterizes the entire Granby line. In all respects it is a very compact instrument with high-class equipment and several exclusive features. It has a tone modifier located inside the cabinet just back of the turntable. The cabinet design is attractively executed and the cabinet panels are constructed of five-ply veneer, the same as found in higher-priced instruments. Although this new model has only just been placed on the market O. P. Graffen, New York manager of the company, states that a demand for this new instrument has already been manifested and that it is growing daily.

With the increased facilities at the Granby factory production is being speeded up on this new model and shipments are being made promptly. Many dealers are securing the new console in time for the holiday trade and already report that it is a good seller.

SINGS FOR HOSPITAL PATIENTS

Margaret Young, exclusive Brunswick artist, while in Montclair recently called at the store of Lawlor Denny, Brunswick dealer, just as Mr. Lawlor was delivering a Brunswick to a local hospital. Miss Young offered to go along and sing for the patients of the hospital, which she did to the delight of all of them.

E. L. SAMPTER PROMOTED

Purchasing Agent for General Phonograph Corp. Appointed Sales Manager of A. F. Meisselbach Mfg. Co.—Popular in Company

The A. F. Meisselbach Mfg. Co., Inc., which is a subsidiary of the General Phonograph Corp., announced recently the appointment of E. Lawrence Sampter as sales manager of the company. Mr. Sampter will be in general charge of sales of the famous Meisselbach fishing reel products, and under his direction there is no doubt but that the sales will show a steady increase.

E. Lawrence Sampter has been associated with the General Phonograph Corp. for the past four years, having occupied several important posts, and in addition to his activities as sales manager of the A. F. Meisselbach Mfg. Co. will continue as purchasing agent of the General Phonograph Corp. He has a host of friends in the executive headquarters at 25 West Forty-fifth street, New York, for, although he is busy with his various duties, he manages to indulge in various athletic sports to excellent advantage during the Spring and Summer seasons.

DEATH OF FRANK H. RAYS

YOUNGSTOWN, O., December 6.—Frank H. Rays, who for fifteen years has been vice-president and general manager of the Central Store Co., this city, died at his home here recently. He was one of the organizers of the company in 1904. The store maintains a large talking machine and piano department and Mr. Rays devoted much of his time to furthering the interests of this section.

A music store has been opened in Hardwick, Vt., by Mrs. C. H. Hines. Victor talking machines and musical instruments of all kinds are handled.

FINE HOME FOR STEINWAY STORE

Steinway & Sons' Indianapolis, Ind., Store to Be Unico Equipped Throughout

One of the most important musical developments in the Middle West is under way in Indianapolis. Steinway & Sons, the famous piano makers, have secured a new location on Pennsylvania street which enables them to devote much larger floor space to adequately display their excellent line of pianos and the Brunswick phonograph, which they also represent. A survey of the plans for their new store, as developed by Geo. A. Lyons, of the Unit Construction Co., shows a most excellent store arrangement and beautiful interior. An exceptionally attractive window extends the Steinway greeting to the passer-by and upon entering the store an equally beautiful lobby will carry on the good impression created by the window. Immediately adjoining the lobby will be the talking machine department and office. Probably the most attractive feature in the entire layout is the beautiful Steinway Grand display salon, upon which the Unit Construction Co. has displayed its skill in creating a high-class atmosphere so essential to modern musical merchandising of quality products. Separate Unico piano rooms are also provided for the display and sale of the various kinds of Steinway pianos and all together the opening of the new store about the first of January will be an epochal event in the music history of Indianapolis.

ENLARGE PHONOGRAPH DEPARTMENT

The phonograph department of the S. Davidson & Bros. furniture store of Des Moines, Ia., Brunswick dealers, has been completely remodeled and greatly enlarged. It is now one of the finest departments in the Middle West. The complete line of Brunswick phonographs and records is being featured and artistically displayed.

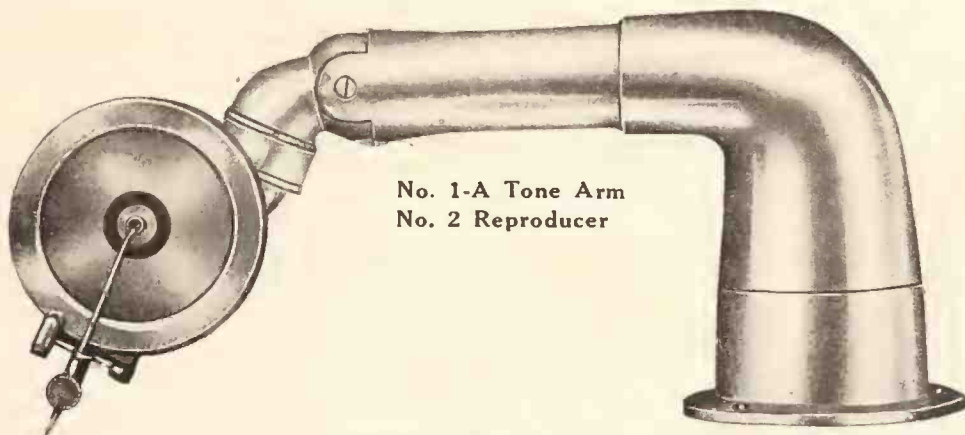
Christmas Greetings

1922 has proved a satisfactory year to most of us in the talking machine trade. Our own October and November business passed all records.

It is our sincere wish that the New Year will bring to you increased business in large measure.

A Merry Christmas and A Happy New Year

1923
We respectfully solicit your 1923 business. Let us quote you.



No. 1-A Tone Arm
No. 2 Reproducer



No. 3 Tone Arm
No. 5 Reproducer

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

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

Bagshaw Sets the Standard

*For
Your
Protection*

EVERY INDUSTRY HAS ITS LEADERS. There are top-notchers in every line. Bagshaw leads in the manufacture of steel phonograph needles.

In an industry which is constantly menaced by offerings of worthless imitations, it is fortunate that there is one manufacturer whose products are high grade and absolutely dependable.

Over twenty-five years ago Bagshaw made the first phonograph needle in America. It set a standard then that has never been reached by other phonograph needles. Now, as then, Bagshaw leads. Bagshaw products are supreme in their field.

Handle Bagshaw products only. They will keep your customers happy and satisfied, because they play records properly. Bagshaw products are the standard of quality. Cash in on their reputation.

W.H. BAGSHAW CO.

FACTORIES: LOWELL, MASS.

SELLING AGENTS

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED

347 FIFTH AVENUE

AT 34th STREET

NEW YORK

SUITE 610

SUPERIOR STEEL
BRILLIANTONE
 REGISTERED TRADE MARK
 NEEDLES

SUPERIOR
BRILLIANTONE
 REGISTERED TRADE MARK
 NEEDLES

S
BRILLIANTONE

BRILLIANTONE

The Last Call!

CHRISTMAS will be here and past before we realize it. With it will go the tremendous holiday trade. With it, also, will go the year's greatest opportunity to sell large quantities of Brilliantone Needles.

Are you prepared with ample stocks of Brilliantone Needles? Can you meet the great last-minute rush? Brilliantone Needles sell freely in all seasons. The holiday season sees the demand at its highest. Naturally our facilities are taxed to their utmost.

If your stocks have become depleted, or for any other reason you are short of Brilliantone Needles, **ORDER NOW**, rather than receive our regrets later.

BRILLIANTONE
 STEEL NEEDLE CO. OF AMERICA, INC.

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

347 FIFTH AVENUE

NEW YORK

Canadian Distributors:
 MUSICAL MERCHANDISE SALES CO.
 79 Wellington Street, W. Toronto

SUPERIOR STEEL
BRILLIANTONE
 REGISTERED TRADE MARK
 NEEDLES

CANTON, O.

Shortage of Machines Handicaps Dealers in Supplying Growing Demand—Consoles Lead in Favor

CANTON, O., December 4.—Inability to get desired merchandise on time and the tendency on the part of the trade to buy now for Christmas are the only two outstanding hindrances to a full and complete optimistic tone in the talking machine industry of this city. A survey this week by the representative of The World disclosed that a number of the prominent dealers have been handicapped by the tardiness in which talking machines and some popular numbers of records have been coming in, due largely to the inability of the manufacturers to make deliveries. There is not a make of talking machine handled by Canton dealers that is being displayed in complete lines. Congestion of the railroads and the advent of cold weather is also seriously interfering with the trade, dealers declare.

More people are frequenting music stores since the first of the month and there is every indication of a big holiday business. People want to buy and have the money, but are hesitating in doing so because they feel that they may be able to buy at lower prices before Christmas. Dealers say there is no chance for machines to come down in price and that they are urging their salesmen to stress immediate buying.

The console models of all makes of machines are gaining in favor and although several manufacturers have on display new upright models the console type machines are in greatest demand. It appears that the machine retailing from \$100 to \$150 is doing the big bulk of the business at this time. Higher priced machines are moving better than in previous months.

Records which have been moving briskly

only at times now seem to be enjoying a steady demand, as the present month's list gives promise of being among the best in recent years.

Edisons Selling Well

November was one of the biggest months of 1922 for the Edison machine, both in the Canton and Massillon stores, officials of the Rhines Edison Shop said this week. "People are beginning to look around for Christmas gifts and they all appear to have money," said an official of the concern. He declared that prospects for the Christmas trade were even brighter than a year ago. Decided improvement also is seen in Edison record sales. The Canton store at Cleveland avenue and Third street, N. W., is undergoing some changes that will give it considerably more floor space. Console models of the Edison priced around \$125 are in special favor, according to Mr. Rutledge, manager.

Promotes Xmas Advertising Campaign

The Victrola department of the William R. Zollinger Co., the large department store, has instituted a Christmas advertising campaign featuring the formation of a Christmas Club, which has already resulted in the sale of a number of machines and the list of prospects is more lengthy than in months.

Mr. Pyle has been getting some good publicity through featuring records of the current month by means of the Magnavox, which protrudes through a window on the fifth floor of the store. The records are distinctly heard for several blocks by the throngs who are surging to and fro in the public square.

Takes on Music Master

The People's Outfitting Co., which recently moved into its new three-story home at Third street and Market avenue, N., announces that it has taken on the Music Master line of talking machines and will feature same on the main floor of the store. Albert Coyle, manager, will look after the new department. A stock has already been installed and later a separate department with booths for record demonstra-

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Isley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

tions will be added to the handsome equipment.

Blames Manufacturer

C. M. Alford, of the Alford & Fryer Co., one of the best-known music dealers in Eastern Ohio, in an interview this week with The World said that the manufacturer alone is to blame for the apathy in the talking machine industry locally. "There are buyers for talking machines, but we have none to show," said Alford. "Just the models in demand are impossible to obtain and when shipments are received they are usually short."

He says the Cheney machine has been selling very well and that the new upright moderately priced model is probably most in demand at this time. Starr machines also are in good demand and if machines were available Christmas business would see many of these machines moved.

Local Radio Activities

Local music dealers, who have installed radio departments, have been informed of Radio Week, to be observed December 23 to 30. Dealers here are enthusiastic over the event and say they will lend any support to successfully put the week across.

Geo. C. Wille Co. Busy

The George C. Wille Co., with stores in Canton and Massillon, is experiencing a big season in talking machines. Were machines available, sales probably would be greater, but there are many models that are not being shown and consequently there has been a decrease in sales. Sheet music sales have been boosted of late by the appearance here of a number of big musical shows. Victor records had a good month in November, and December to date is very encouraging.

Lauder Helps Business

Sir Harry Lauder, notable Scotch comedian, appeared at the City Auditorium this week with his company and music dealers say that his coming stimulated the sale of Victor records and also helped sheet music sales. Lauder played to an audience of more than 8,000. Several dealers put in special window displays featuring Lauder records.

Holiday Business Starts

The music section of the Klein-Heffelman-Zollars Co., large department store, has taken on the aspect of the holiday season and despite the cold weather business has been excellent the past two weeks. Since moving the talking machine department from the fourth to the mezzanine floor, record sales have increased fully one-third, officials of the company declare, and the general outlook is decidedly better.

Bowers Leaves Smith Co.

Samuel Bowers, who for some months has been identified with the A. B. Smith Piano Co., has severed his connection with that firm. The Smith Co. recently closed its Canton store.

Aim high and then work to attain your goal.

STYLUS BARS

(Any Style)

Stylus Bar and Mfg. Co.

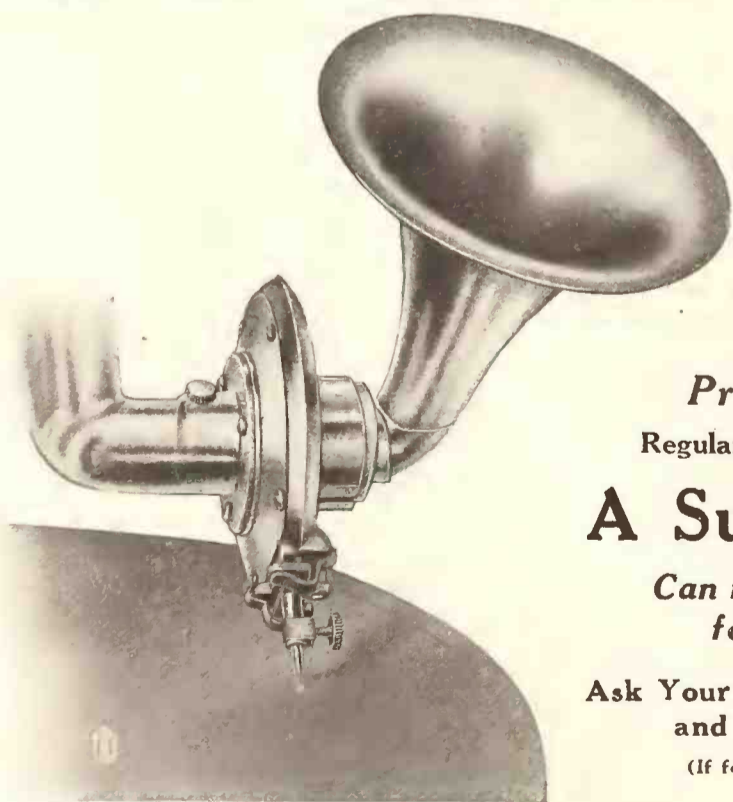
Clague Rd.

Bay Village

OHIO

ADD-A-TONE

The TONE AMPLIFIER



The ultimate in sound reproduction, presenting a clarity and volume of tone obtainable in no other sound box.

Price **\$7.50**

Regular Dealers' Discount

A Sure Seller

Can not be Equaled
for Dancing.

Ask Your Jobber for Samples
and Be Convinced.

(If for Columbia so state)

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

JOBBER: Have Few More Openings.
Write Us for Attractive Proposition.



THE ORSENIKO PERIOD PHONOGRAPH



PERUGIA

A beautiful reproduction of a hand-carved Italian Cabinet.

Made in walnut; finished in a soft, rich mello color. The interior is appropriately decorated by Artists. It has a capacity of 160 records and is equipped with a drawer full width of cabinet.

THE ORSENIKO COMPANY, Inc.

Showroom: 112 West 42nd Street
New York City, N. Y.

Factory: Skillman Ave. and Rawson St.
Long Island City, N. Y.



C. R. JOHNSTONE
VICE-PRES., GEN. MGR.

THE BELL RECORDING CORP.,

BEST RECORDING
EXPERIENCED SPECIALISTS
LOUD AND CLEAR
LAST WORD IN QUALITY

Associated With National Metals Depositing Corporation

9 East 47th Street, New York City

We Specialize in Private Recording

and

General Recording for the Phonograph Trade



ADDATONE WELL RECEIVED BY TRADE

Unique Reproductions Corp. Receiving Many Orders for New Amplifying Device

The Unique Reproductions Corp., New York, manufacturer of an amplifying device known as the Addatone, is very much gratified at the reception accorded this unique and clever device. Orders have been received from every section of the country and talking machine dealers are showing a keen interest in its sales possibilities. Herman Segal, general manager of the company, has been extremely busy during the past month taking care of the large number of orders received.

Several jobbers who have been appointed throughout the country as distributors of the Addatone report that dealers generally are awake to its sales possibilities.

JOHN FIRTH & CO. BANKRUPT

John Firth & Co., Inc., manufacturers of radio products, New York, recently filed a petition of involuntary bankruptcy, estimated liabilities being \$250,000 and assets about \$100,000. Francis L. Kohlman was appointed receiver by Judge Augustus N. Hand. The concern was organized early this year, taking over various wireless patents, machinery, etc., of Col. John Firth, radio engineer.

MAKES SOME RECORD IN SALES

J. H. Rex, manager of the Hall Drug Co., at Fairmount, W. Va., Brunswick dealer, made his seventh Brunswick phonograph sale to members of the Pople family, of this city. Mr. Rex first sold the old folks and then successively sold each of the six married children, completing the circle.

TRADE BOARD TO ENLARGE SCOPE

Increased Budget for the Next Fiscal Year Allows Wider Scope in Enforcing Laws

WASHINGTON, D. C., December 6.—The Budget Bureau has approved an appropriation of \$955,000 to be used by the Federal Trade Commission during the next fiscal year to enforce the laws of unfair competition, administer the Export Trade Act and to prepare economic reports in response to resolutions from Congress and at the direction of the President.

The Federal Trade Commission asked for an appropriation of \$1,000,000, but after a series of conferences the sum mentioned above was agreed upon, which Director General Lord announced he would recommend to Congress.

Practically the entire \$50,000 increase over last year's budget will be utilized to employ additional attorneys, economists and accountants. The Commission, the Budget Bureau was told at the hearing, is handicapped by a shortage of trained men. This shortage has operated, officials of the Commission state, in delaying attention to applications for relief from the business world. On November 1 the Commission had 589 applications for complaints pending. This was an increase of forty over the previous month.

THE FABLE OF THE FOOLISH MERCHANT

There was once a merchant who thought he was wise. He built up a good reputation by advertising and then he said to himself: "People know me now, therefore it would be foolish to continue to spend money for advertising." He stopped and learned to his bitter sorrow that the public is fickle and soon forgets. The sheriff soon put a lock on the door of a broken man. Selah.

"HAPPY SIX" FEATURED AT CONCERT

Exclusive Columbia Artists Give Concert in Lancaster, Pa.

LANCASTER, PA., December 5.—The Keystone Furniture Co., Columbia dealer in this city, recently featured the "Happy Six," an exclusive Columbia organization, in a most effective manner. This enterprising dealer used considerable advertising to advise the public that the "Happy Six" would give a concert in its store on a certain day, and as a result of this publicity a capacity audience attended the concert. Incidentally, a large number of records were sold and the event proved a financial success. As each selection was played by the "Happy Six" Mr. Eaton, of the Keystone Furniture Co., announced the name so that the audience might be conversant with the identity of the number played. Mr. Lawrence, dealer service supervisor of the Philadelphia branch of the Columbia Graphophone Co., was active in taking care of the many details incidental to the concert.

REMODELING BARNETT MUSIC CO.

BARTLESVILLE, OKLA., December 2.—The store of the Barnett Music Co., Brunswick dealer of this city, is undergoing alterations. New booths, furnishings and equipment throughout are being installed. The store when completed will be very artistic and unique in design and will rank among the most attractive in the State. C. B. Barnett, manager, anticipates having a formal opening in the very near future.

Miss Augusta Franzoni, formerly connected with the sales staff of the O. H. Coolidge store, Rutland, Vt., is now in a similar position with the United Talking Machine Co., that city.

NATIONAL METALS DEPOSITING CORPORATION

FACTORY
34 East Sidney Ave., Mt. Vernon, N.Y.
Telephone: Oakwood 8845

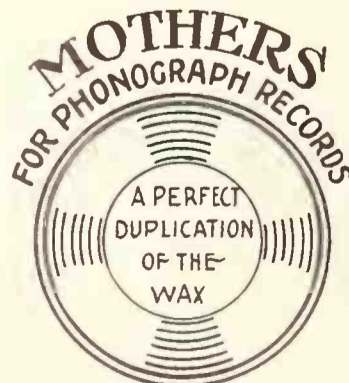
MOUNT VERNON — NEW YORK
MANUFACTURERS OF

LABORATORY
9 East 47th St., New York City
Tel. Vanderbilt 4153



WE DEPOSIT THE
FINEST COPPER
IN THE WORLD

FOR YOUR CONVENIENCE
DELIVER RECORDED WAX
TO OUR LABORATORY



OUR
IMPROVEMENT
ALL STAMPERS
HAVE
HIGHLY POLISHED
MACHINED BACKS



A Christmas Greeting To All Our Friends



JUST a brief word of sincere appreciation to all our friends on our eighth anniversary.

Eight years ago this Christmas we entered this field in a very small way. Today we are proud to be recognized as a national organization.

We feel that our growth is, in a large measure, due to your splendid co-operation. We sincerely appreciate your whole-hearted support and wish you all A Very Merry Christmas and A Happy and Prosperous New Year.

W. H. Stearns
President



General Phonograph Corporation
25 West 45th Street, New York



THE TWIN CITIES

New Exclusive Sonora Shop Opens in St. Paul—Retailers in Various Lines Enjoying Excellent Business—Freight Embargoes Hurt

MINNEAPOLIS and ST. PAUL, MINN., December 6.—An exclusive Sonora shop was opened last week in St. Paul by W. J. Simpson and James Meade, two of the best-known phonograph men in the State capital. The new emporium is located at 20 West Sixth street, in one of the busiest districts here.

Sonora Activities

Sonora sales have broadened greatly owing to the activities of J. E. Date, special representative of the Doerr-Andrews-Doerr Co., Northwestern Sonora distributor. All northern Iowa has been added to the company's territory mainly through the efforts of Mr. Date.

A new account is that of Cassell Middleton, of Marshall, Minn., who has opened a music house in that city and will feature the Sonora line.

A. W. Hunt, the leading music merchant at Butte and a Sonora enthusiast, has placed an Italian renaissance De Luxe period model Sonora in his home, where it gets the admiration of all visitors.

Edison Business Grows

The always popular Edisons retain their position in the Northwest, as evidenced by the growth of business with Laurence H. Lucker, Northwestern distributor. Dakota business has developed much better than had been expected in view of the pessimistic reports from the prophets. The local sales of Edisons in the shops of St. Paul and Minneapolis are highly satisfactory and are reported to be far ahead

of last year's totals. Console models reign as favorites with the more discriminating buyers.

Pathe Sales Gain

"We are just rolling them out now," said Manager Sharer, of the Pathé department of G. Sommers & Co., Northwestern distributor of Pathé phonographs and records, in describing the course of business in his department. "Our Minnesota business has been fine, Montana business has improved greatly, but we are not very active with reference to the Dakotas."

Slow Deliveries Cause Trouble

Freight embargoes are playing the very deuce with the Victrola department of W. J. Dyer & Bro. Four carloads of machines have been held up on delivery and customers are clamoring for the instruments which they have ordered. George A. Mairs is at his wit's end to pacify and placate his numerous patrons throughout the Northwest, who fear that they will lose out.

Eugene F. O'Neill Resigns to Rest

Eugene F. O'Neill, one of the best-known talking machine men in the world, as his operations have extended from Boston to Japan and China, has severed his connection with the Beckwith-O'Neill Co. He will rest in California for the Winter before engaging again in active business.

Vocalions in Demand

Shortage of the popular \$125 and \$160 Vocalions is reported by Manager Munson, of the Stone Piano Co., Northwestern dis-

tributor of this rapidly growing line. With the Vocalion Red Records the Vocalion line makes a fine business combination that takes well with the rural music merchants.

Fine Brunswick Business

Edward L. Kern, director of the Brunswick-Balke-Collender Co. for the Northwest, states that nearly all the instruments received go out about as soon as they come. Not having to depend upon the East for instruments Mr. Kern has been able to obtain regular deliveries in carload lots. Console types lead the van in popularity at this time.

The exclusive Brunswick concert sale put on in St. Paul by Cardozo was a fine success, attracting general attention by its novelty and giving the Brunswick instruments additional prestige in the State capital.

NEW POST FOR CHAS. H. TRACY

Resigns From Aeolian Co. to Become General Manager of Knabe Studios, Baltimore

Charles H. Tracy, for the past six years connected with the wholesale Vocalion department of the Aeolian Co. in charge of the sales staff, resigned that position early this month to become general manager of the recently opened Knabe Studios at 309 North Charles street, Baltimore. Mr. Tracy has had long experience in the piano field and having some years ago sold Knabe pianos in Baltimore is well fitted to fill his new post in that city.

Mr. Tracy on leaving the Aeolian Co. carries with him the best wishes of his associates and the company's officials and himself expressed regret that he found it necessary to sever such pleasant relationships.

Fear is an enemy of progress and success.

AT this time of the year when a spirit of good will and good fellowship predominates, we consider it only fitting that we thank the trade for their support and patronage during 1922 and express the wish that 1923 will bring unlimited happiness and prosperity.

"Empire" is closing the best year in its history and Empire tone arms, sound boxes and attachments have won many new friends and additional prestige during 1922. For this tangible indication of the industry's recognition of Empire quality, we are deeply appreciative.

EMPIRE PHONO PARTS, CO.

W. J. McNAMARA, President

1362 East Third Street

CLEVELAND, OHIO





"I gave up Jim-my Rog-ers. Who owns two ga-ra-g-es. All for the love of Mike,—

The Love of Mike

A ComicWaltz Song With a Contagious Laugh

HEAR IT NOW!

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

INTRODUCES THE WORLD RECORD

Hon. Noel Pemberton Billing, of the World Record, Ltd., London, Eng., Plans to Interest American Capital in New Record

An important visitor to New York this month was the Hon. Noel Pemberton Billing, of London, chairman of the Board of Directors of the firm of World Record, Ltd., who came here for the purpose of interesting the American talking machine industry in his new record. This record has many features which are a radical departure from the methods now used in the manufacture of records. Entire symphonies can be recorded on a single record as well as the complete act of an opera or any selections which are of more than ordinary length. This unique record, which plays for fully thirty minutes, was introduced in England some months ago, where it is gaining popularity in the talking machine trade.

In a chat with *The World* Mr. Billing stated that American manufacturers of talking machine records have shown considerable interest in the World record and they seem to feel that it has tremendous possibilities here in this country. "We are particularly anxious to introduce this record in this country, but we wish to do so on as high a plane as possible and we are, therefore, taking every measure to place this record with the talking machine trade here in as satisfactory a manner as we can," said Mr. Billing. "Our plan is for manufacturing and recording to be done in this country by a company formed of American interests. However, the World Record, Ltd., is willing and ready to offer to persons interested an attractive proposition, backed by our company to the end of producing the World record in this country. We plan to start an intensive campaign that will introduce the World record in every section of the country

and we confidently expect that the American trade will receive our record in an enthusiastic manner."

TO-FIND DUTY ON RECORD HOLDERS

Government to Appeal Decision of General Appraisers Fixing Duty on Paper Containers for Talking Machine Records at 15 Per Cent

WASHINGTON, D. C., December 4.—The Treasury Department in Washington has directed the Assistant Attorney-General at New York to file an appeal with the United States Court of Customs Appeals for a review of the decision of the United States Board of General Appraisers wherein the board held that certain Kraft paper containers exclusively employed in holding phonograph disc records, classified as manufactures of paper, dutiable at the rate of 25 per cent ad valorem under Paragraph 332 of the Underwood-Simmons Tariff Act, were properly dutiable at 15 per cent ad valorem under that act, as paper envelopes.

F. N. WYATT ENTERS NEW FIELD

DETROIT, MICH., December 4.—A. A. Fair, sales manager of the Jewett Radio & Phonograph Co., this city, announced recently that Fred N. Wyatt, Ohio representative of the company, had resigned from the Jewett sales staff in order to enter the automobile business. Mr. Wyatt had attained signal success as a Jewett representative and had established a number of important accounts. He numbers among his friends many dealers throughout Ohio territory who will be glad to know that he was successful in securing a franchise for the popular Hupmobile.

Quick turnover and small profit are to be preferred to large profit and slow turnover.

BIG ORDER FOR CABINETS

Wabash Cabinet Co. to Make \$1,000,000 Worth of Cabinets for Eastern Concern

WABASH, IND., December 5.—Following negotiations covering several months, officials of the Wabash Cabinet Co. reported that they have received a contract for \$1,000,000 worth of new model talking machines from a company in the East.

At present the Wabash Cabinet Co. is working on a large order for the Eastern concern. This order soon will be filled, however, and work will have been started on the new order. The contract calls for the delivery of several thousand machines each month. The cabinets will be made at the local plant and the machines assembled here, with practically a carload a day shipped direct to retailers.

T. F. Vaughn, president of the cabinet company, announced that the firm is completing the purchase of thousands of dollars of lumber veneer, which will be used for the cabinets. The motors and other supplies for the machines will be supplied from the phonograph factory.

OKEH RECORD IN DAILIES

DETROIT, MICH., December 5.—The Pier Music Shop, of this city, recently featured the Okeh laughing record to excellent advantage and under the heading of "Keeping Up Spirits," in the "Town Talk" column of the *Detroit News*, there appeared the following article: "Ha, ha, ha, ha, he, he, he, ho, ho, ho!" Explosive laughter, uncontained, and endless, issues in a perpetual stream from a horn attached to the exterior of a Jefferson avenue music shop. The mirth is canned and is run off from a phonograph record. Passers-by, hearing it, are forced to laugh, too."



WE EXTEND TO ALL
OUR SINCERE WISH FOR

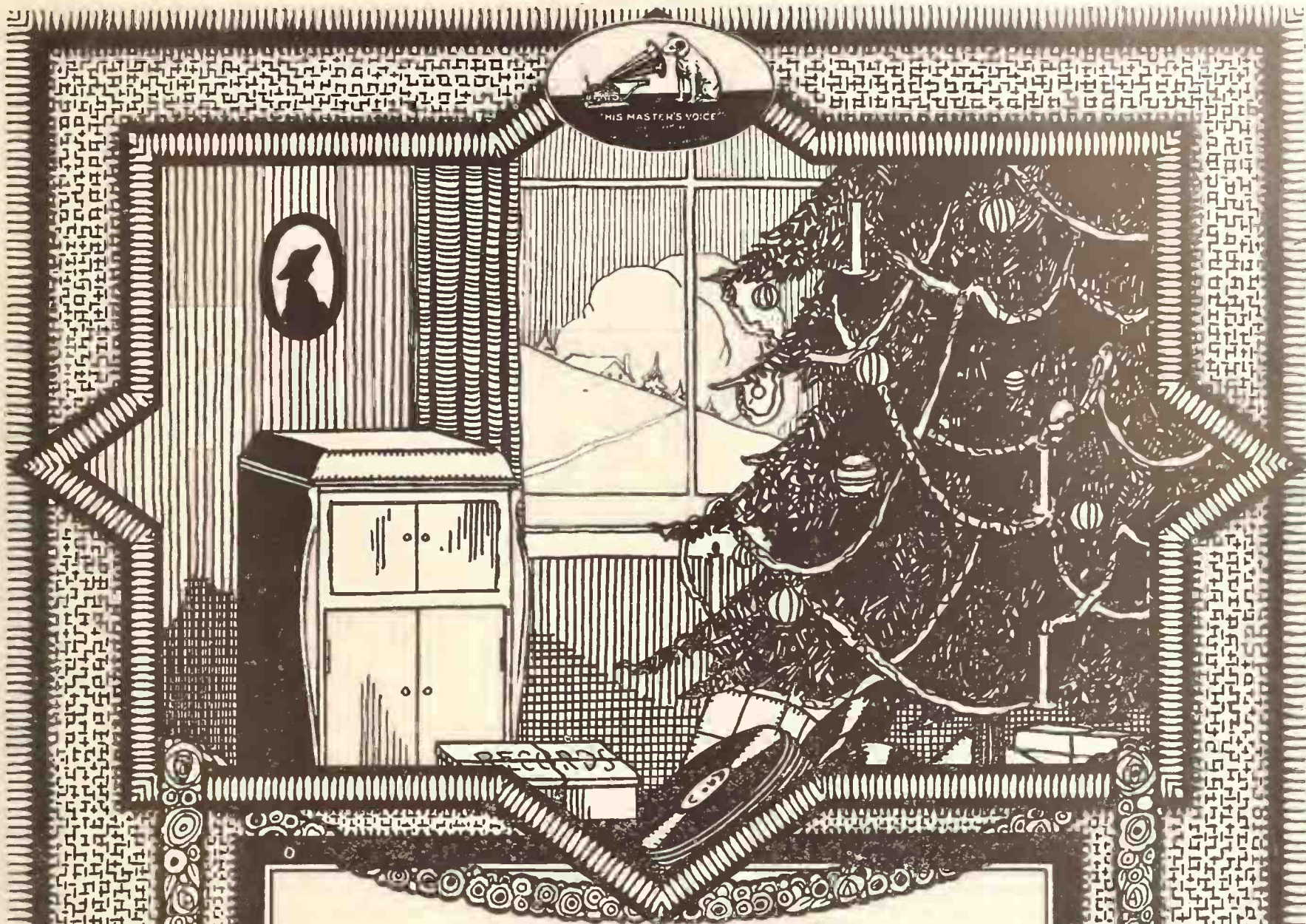
and A Joyous Christmas
A Prosperous New Year

Artistic Decorative Work
by Expert Artists

Write Us for Prices

120-122 Lexington Avenue
NEW YORK CITY

Rudolph Sobichek
Works of Art
120 Lexington Ave.
Tel. Madison Square 7035



In extending our sincere wishes for a Merry Christmas and a Happy and Prosperous New Year, we want to voice our appreciation to our dealers for the substantial amount of business placed with us during 1922. We in turn have endeavored to reciprocate in providing the maximum of service.

We are not content to only *wish* you a Prosperous New Year, but are planning dealer service for 1923 of a scope which we believe has never before been attained. Three experienced service men will be added to our staff and a well-planned publicity campaign will be entered into from which our dealers will reap the benefits.

Victor Dealers who are not receiving our sales literature are invited to send us their names.

COHEN & HUGHES, Inc.

Victor Wholesalers


BALTIMORE, MD.

WASHINGTON, D. C.



T.M.W.

“Everybody's
Runnin' Wild”
 With **“LOOSE FEET”**
 “You can't go wrong
 With any FEIST song”
 The Two New Hits for The New Year



NEW ORLEANS

Dealers Prepare for Record-breaking Holiday Business—Shortage of Machines the Only Cloud on the Horizon—Month's News

NEW ORLEANS, LA., December 4.—The little cold snap of the past week has filled the downtown shopping district, packed the aisles of the music stores and departments and has given a tone of encouragement to business, which, during the month of November, according to most reports, was not up to normal. Shortages are already being felt by the jobbers and wholesalers of talking machines, though most of the retailers, at least in the city, are well stocked and are prepared for a record-breaking season. Christmas displays are already occupying half and full-page ads in all papers. Two of the papers are getting out special editions for the shoppers, telling them just where they can get what they are looking for. It is understood that the talking machine trade fills a number of pages in each one of these editions.

Edison Consoles Scarce

A shortage in console models is also holding the Edison dealers in check. The new London models and the \$350 Chippendale model are sold as fast as they can be shipped from the factory. November business was double the October business, according to one of the officials. Dealers from all sections have increased their orders for both records and machines.

Record Sales the Feature

Record sales seemed to be the feature in the Victor dealers' November business. The mid-month release on November 18 was a great stimulus to trade, according to John A. Hofheinz, Victor manager of Philip Werlein, particularly the record, "I Wish I Could Shimmy Like My Sister Kate," a song written by a local negro orchestra leader. That seemed to have broken all records here and it is re-

ported that even old "blasé" New York has taken up the air played by "The Virginians."

Mr. Hofheinz reports that he is sold out on the No. 210 and No. 230 models, the two new flat-top consoles. Victor dealers are also looking forward to the appearance of the "Famous Victor Eight," who will play here for the first time on January 18.

A Columbia Sales Conference

The district sales conference of the Columbia Graphophone Co. was held here during the past month and was attended by salesmen from the Atlanta and Dallas districts. Robert Porter, field sales manager, was on hand, and spoke to the men on "Sales Plans." A definite and uniform sales plan was worked out at the conference.

R. R. Sparrow, manager of the Southern district, announced a new agent at Elizabeth, La., the Elizabeth Mercantile Co. The Columbia agent at Monroe, La., the Monroe Furniture Co., has just laid plans for a big sales campaign. Also the Jones-O'Neil Furniture Co., in Beaumont, has started on a big campaign. Twenty-seven thousand dollars has been set aside for advertising, bonuses and prizes to the best salesmen. The O'Neil Co. had a large and exclusive display at the South-East Texas Fair which started off the Columbia in that territory.

Mr. Sparrow has just returned from a trip through Mississippi and reports business at Jackson and Vicksburg good, but at Meridian subnormal. In the Southern district, however, said Mr. Sparrow, sales are limited only by a shortage of stock.

New Edison Agencies

The wholesale department of the Edison Co.

announces two new agencies, the Munholland-Danwitz Furniture Co., at Monroe, La., and W. C. Munn, at Houston, Texas. W. W. Twigg, manager of the department, is away in the Eastern territory on business.

Among the visitors at the Edison office this past week were A. H. Jones, dealer at McComb City, La., and H. B. McInnis, Lumberton, Miss.

At the Harris-Loeb Piano Co. the Brunswick talking machine has been holding its own with the rest. An increase in business has been noted within the past two weeks. Record sales have been satisfactory.

Special Room for School Children

The D. H. Holmes Co. has fitted out a room for school children and teachers where they may come and play the Columbia educational records. The yearly memory contests that are held in the public schools have made this a very popular place.

Manager Riche, of the talking machine department of Holmes, reports a good business. Aeolian-Vocalion machines have been fair sellers, as have the Columbia. Record sales have been very good.

"It looks as though the Christmas season has begun at last," was the comment of Ralph Young, sales manager of the Victrola department at Grunewald's. "And though buyers were very late in starting, it appears as though it is going to be a banner season."

While November was better than October at Maison Blanche, business still seems to be off, according to J. D. Moore, sales manager. He is preparing to lure them to Maison Blanche, however, during the next month with page and half-page ads.

The one bright feature about the music business at Maison Blanche has been the record business. "Red Seal records have been going like hot cakes," said Mr. Moore. On the other hand, a dark spot in the department is the loss of Miss Eunice Hardy. She is to be married in the early part of December. Mr. Moore regrets losing her as she was one of the most competent, efficient and reliable salesladies in the department.

A Strong Werlein Campaign

Philip Werlein, Ltd., are waging their Christmas advertising campaign in newspapers, street cars and billboards. They have adopted the slogan: "Ask Santa Claus to bring you a Victrola." Mr. Rosenbaum says that the high-class \$350 machines have been very excellent sellers, and along with them the Red Seal records. Mr. Rosenbaum has laid in a good stock of machines and does not expect to run short until the end of the season. The portable and \$100 machines are already being bought for Christmas presents.

Manager Frank Allen, at Dwyer's, has also been careful to lay in a good stock of machines and he does not anticipate being worried by shortages. December, said Mr. Allen, is always the big month at Dwyer's, and every man is in training for a big month.



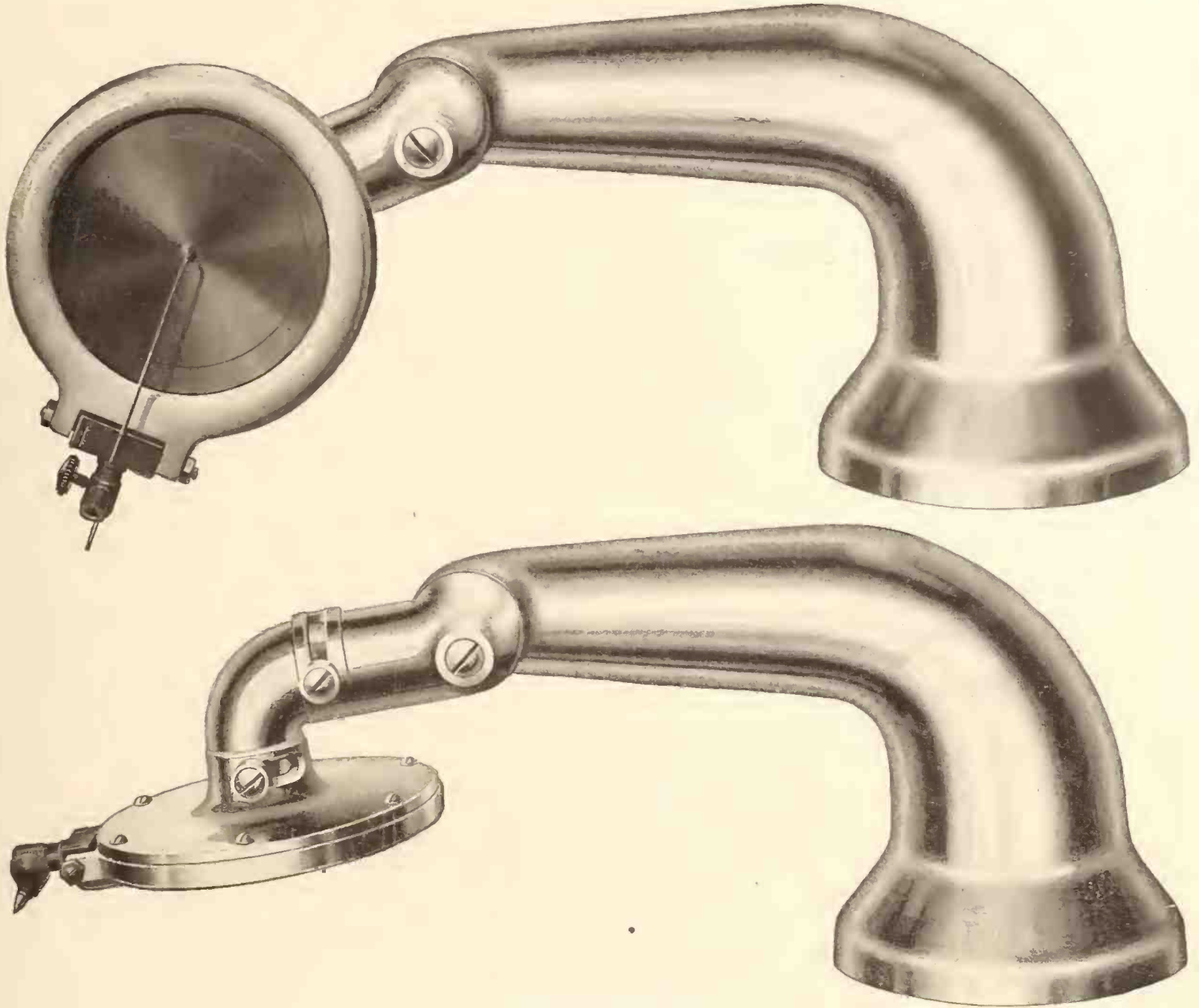
RADIO CABINETS

Especially suitable to completely and conveniently house radio sets. Furnished in Mahogany or Oak; with or without horn, casters or Formica panel. Size 43 inches high, 18 wide, 22 deep. Full details and prices on request.

CURTIS N. ANDREWS
 BUFFALO, N. Y.

Another New Jewel Creation

The Jewel Tone Arm No. 4



Exclusive Features

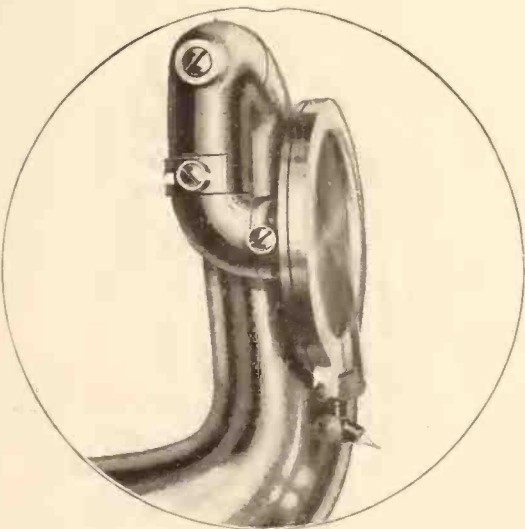
Plays Edison and Pathe Records in actual Edison position and with a fibre needle.

Made in 8½", 9½", 10½".

When thrown back on tone arm in Edison position, the reproducer lies flat, so dome cannot touch it when closed.

Finished in nickel or gold plate.

Note; Handsome Bell Base without flange showing.



Shows reproducer thrown back on tone arm in Edison position.



Equipped with or without Mute; Mica or Nom-y-Ka Diaphragm.



150-160 Whiting Street

CHICAGO, U. S. A.

SAN FRANCISCO

Second Annual Music Week Goes Over Strong—Talking Machine Dealers Play Important Part—Place Large Holiday Orders

SAN FRANCISCO, CAL., December 4.—The second annual Music Week was held in San Francisco November 6 to 12 and the interest shown by the public proved beyond any possibility of a doubt that this city is deserving of its reputation as a city of music lovers. Hundreds of music programs, big and small, were arranged for the week and practically everybody connected with the music trade, commercially and professionally, co-operated in making the festival a success. The talking machine dealers showed their accustomed progressive spirit by providing for phonograph record concerts in connection with other programs.

Most of the dealers have ordered goods in

carload lots for the holidays. The local wholesale distributors say that not for years has there been manifest such a spirit of confidence in the trade. The purchasing power of the people has practically become reconstructed now and there is no reason to fear carrying ample stocks of standard merchandise.

Finals of Music Memory Contest

The finals of the San Francisco Memory Contest were held at Loew's Warfield Theatre on Saturday, November 18, and sixty children made perfect scores, a most remarkable showing. One of the perfect scores was made by a public school pupil only ten years of age. Two Victrolas and a Duo-Art piano, furnished

by Sherman, Clay & Co., were used in the final tests. Miss Donazela Cross, who represented the talking machine dealers in the Memory Contest, is lecturing this week, twice a day, in the Oakland public schools for the purpose of preparing the pupils to understand the numbers which will be played by the San Francisco Symphony Orchestra at a special children's concert which will be given in Oakland shortly.

Meeting of School Superintendents

The county school superintendents, the district superintendents and the music supervisors of the State all are holding conventions at the Hotel Oakland, Oakland, Cal., this week and one of the principal speakers in behalf of musical education is Mrs. R. E. Greenwood, of the educational department of Sherman, Clay & Co.

Health Records Are Popular

Robert M. Bird, wholesale manager of the talking machine department of Sherman, Clay & Co., reports most satisfactory results from the distribution of a new colored poster calling attention to the Victor Health Records. The demand for these health records continues to grow rapidly, a fact which would seem to indicate that music is a valuable stimulus to physical development.

Business Best in Years

Clark Wise & Co. say business in the last sixty days has been the best in years with this house. Victor goods are in splendid demand and they have done exceptionally well with the new Hallet & Davis phonographs, especially on the console types.

Period and Console Types in Demand

Manager Compton, of the Phonograph Shop, says seventy-five per cent of the call is for machines of the period and console type of Sonora machines. The flat-top machine seems to meet the favor of all classes of customers.

The California Phonograph Co., San Francisco, is one of the latest talking machine houses to take on the Sonora line.

Ben R. Scott, manager of the phonograph department of the Nathan-Dohrmann Co., says that the customers of this store call almost exclusively for flat-top machines. He sees no possibility of the demand for jazz records waning in the near future.

Fine New Wurlitzer Department

The new ground-floor talking machine department of the Wurlitzer Co. is a marvel of artistic excellence and practical convenience. Every facility for handling customers efficiently has been perfected. The quick-sale or self-selling feature will mean a decided increase in the volume of record sales. The record booths and demonstration rooms are all decorated in French gray and the show windows are most luxurious and dignified, being of a modified French design.

Takes On Brunswick Line

The Redlick-Newman Co., one of the largest house-furnishing concerns in the city, at Mission and Seventeenth streets, has taken on the Brunswick line of phonographs and records.

More Columbia Dealers

P. S. Kantner, manager of the San Francisco branch of the Columbia Graphophone Co., has just been on a business-boosting trip through the Sacramento Valley. He is most optimistic for the holidays. Among the new Columbia dealers reported are the Redewill Piano Co., Turlock, and the Dietz Drug Store, Manteca.

Columbia records recording the marvelous violin playing of Toscha Seidel, the young Russian virtuoso who is making a great recital tour of the country, are in fine demand since the artist's recent successful concert in San Francisco.

Victor Co. President a Visitor

E. R. Johnson, president of the Victor Talking Machine Co., was a visitor in San Francisco this month and among the attentions shown him, one of the most enjoyable was a banquet tendered him by Leon Douglass at the Bohemian Club. Many notable guests were present.

BANNER 50c RECORDS

*75c quality for 50c?
How is it possible?*

Both dealers and the public who have played BANNER 50c RECORDS often wonder at the 50c price.

How is it possible? A logical explanation—rapid turnover, plus a wide elimination of jobbers' profits and superfluous overhead—manufacturer direct to dealer.

It is the natural outcome of the consumer demand for reduced price, but with a maintenance of the finest 75c record quality.

That's important. BANNER gives you a 75c record quality.

That is why it is producing remarkable results for hundreds of dealers. Their turnover is rapid. Their profits are assured.

*We shall be glad to discuss with you
our exclusive dealer proposition*

PLAZA MUSIC COMPANY
18 West 20th Street NEW YORK

Warning! When you give Columbia Record A-3737 to a customer to try put the leg irons on your clerks. Eddie Elkins' Orchestra has packed so much rhythm and contagion into "Silver Swanee" and "Carolina in the Morning" that they will turn your shop into a dance hall.

**Columbia Graphophone Co.
NEW YORK**



At present there is somewhat of a shortage of Fischer phonographs in this territory, says L. F. Goelzlin, the local distributor. He expects, however, to have a carload of machines in this week. The demand for Marvel records has been heavy of late.

A Visitor From India

William Lancater, of Misqueth, Ltd., Rangoon, India, has been sojourning in San Francisco for some weeks studying American business methods. His firm is one of the largest phonograph concerns in the Orient.

Quarters Are Remodeled

The Christophe Music Store, 2390 Mission street, San Francisco, has been enlarged and remodeled in order to provide for a better display of talking machine merchandise. The concern is a successful Sonora agency in the Mission district.

VAN VEEN EQUIPMENT IN NEW STORE

New Remick Establishment Has Handsome Interior and Exterior—Brunswick Products Featured—Formal Opening Attracts Crowds

Jerome H. Remick & Co. opened officially last week its new store at 2555 Broadway, New York City, which ranks among the most modern and attractive music shops in the city. The entire equipment, both interior, window and entrance, was installed by Van Veen & Co., Inc., New York City. It consists of five hearing rooms approximating six feet by nine feet each in size, twenty-five feet of sheet music racks and a twenty-five foot counter, showcases for musical instruments and also record racks of substantial capacity. The entire interior treatment is in a two-tone effect, gray and white, and includes wainscoting. The installation also called for a new store front and window equipment, the window measuring twenty feet wide by sixteen feet deep. The window interior was attractively constructed of highly figured walnut, giving a remarkably rich appearance. The vestibule has a domed ceiling effect and is constructed of brown stucco and walnut. The opening attracted many visitors. The Brunswick line of phonographs and records is carried.

UNIT CO. FAVORS DEALERS

An example of the fair deal policy which has been held paramount by the Unit Construction Co. in its dealings is found in the recent price protection announcement. An increase in price, effective December 15, was announced in a recent trade letter. This announcement gave Unico customers a six weeks' opportunity to secure 1922 prices on Unico equipment. This price protection has been extended on a liberal plan, which is of unusual service to the dealer.

The Eight Famous Victor Artists recently appeared in Milford, Mass., at a concert under the auspices of Reynold's Music Store.

A. H. CURRY ON VISIT TO DALLAS

Vice-president of Phonograph Division of Thomas A. Edison, Inc., Visits Former Home

A. H. Curry, vice-president in charge of the phonograph division of Thomas A. Edison, Inc., made a trip the latter part of November to his former home in Dallas, Tex. While there he attended to his wholesale and retail interests in the Texas region and on his return reported that conditions have shown a material improvement in the Southern section and that the outlook for the holiday season and for the coming year is very fine.

VISITORS TO EDISON LABORATORIES

Among the recent visitors to the Edison laboratories at Orange, N. J., were M. M. Blackman, of the Blackman Talking Machine Co., Kansas City, and Fred Keeney and F. H. Silliman, of Pardee, Ellenberger Co., Boston.

APPOINTED CITY TICKET OFFICE

Landau's of Wilkes-Barre, Pa., Adds to Its Activities—Many Visitors Attracted by Its Central Location and Excellent Facilities

Wilkes-Barre, Pa., December 5.—Landau's music and jewelry store in this city, Victor dealer, has been made the central city box office for the Grand Opera House, and seats for all attractions appearing at this theatre will be on sale at the store. Landau's is usually designated for the advance sale of seats for concerts and for attractions presented at Irem Temple and with the sale of seats for the Grand Opera House will practically be a central city box office for both places. During the year Landau's store has also been made a sub-station of the local post office, and a separate department is maintained by the firm for the maintenance of the post office activities.

Far-sightedness is a business asset of value.



When You Know This Price—You'll Act!

WE can't give you the price on this beautiful machine here, but we can assure you that it will surprise you. A card or letter will bring you the price. You'll want it right away when you know it. Finished in antique brown mahogany. Spruce horn; swinging hinged grill; thrush throat universal tone arm; extra heavy double-spring precision-made motor; exposed parts gold-plated; 75-record patented filing system; perfect tone control—this is a beautiful machine, a nationally known make, worth very, very much more than the almost ridiculously low price we are asking for it. Write today and find out what a wonderful bargain this is.

The UDELLWORKS

Twenty-eighth Street and Barnes Avenue, Indianapolis

We Congratulate Jewett Dealers

As the year 1922—by far the most prosperous in our history—draws to a close, we take pleasure in publicly congratulating Jewett dealers and distributors on what we know has been for them also a highly successful season.

Our 1922 production, totaling an increase of more than 150% over last year's, is now, except for current stock, in the hands of the public.

We acknowledge the obligation under which we rest toward the great host of Jewett Dealers and Distributors who contributed to this gratifying achievement, and we pledge ourselves to a continuance of the basic Jewett policies which made it possible.

We will continue to put into Jewett Radio and Phonographs the same merits of modern design and painstaking workmanship which make them today "The Finest Reproductive Equipment Money Can Buy," and therefore an adequate medium for skilled and conscientious salesmanship.

JEWETT RADIO & PHONOGRAPH COMPANY
DETROIT, MICHIGAN

STEWART SALES COMPANY, 18 W. Georgia Street
INDIANAPOLIS, INDIANA
Distributors for Indiana and Kentucky

JEWETT

RADIO AND PHONOGRAPHS

COHEN & HUGHES STAFF CHANGES

Leslie Lore Succeeds F. S. Harris, Retired, as Manager in Washington—Other Additions to Staffs in Baltimore and Washington

BALTIMORE, Md., December 4.—Cohen & Hughes, Inc., Victor distributor, with headquarters in this city and Washington, D. C., has announced several important changes in the staff of the organization in both cities.

F. S. Harris, who has been, for many years, manager of the Washington house, tendered his resignation in order to embark in the retail Victor business for himself in a residential suburb adjoining the capital. Leslie Lore, who was formerly assistant to Mr. Harris, will succeed him as manager.

James A. Stafford, formerly in charge of the Victor Idea Shop in Camden, N. J., has joined the Cohen & Hughes organization as assistant sales manager in Washington. Mr. Stafford has had wide merchandising experience.

The Baltimore staff has been augmented through the appointment of James Robinson to the sales organization. Mr. Robinson is an experienced talking machine man, having spent two years each in the Vocalion, Columbia and Edison organizations.

In January Walter Son will assume the important post of sales manager of the organization with headquarters in Baltimore. Mr. Son is also thoroughly experienced and well qualified for his new duties. It is expected that this staff will be still further augmented by the first of the year.

I. Son Cohen, president of the company, is optimistic over general business conditions for 1923 and he stated that very extensive plans were being made for the coming year. A large publicity campaign is planned which will redound to the benefit of the dealer, and many other sales helps for the retailers have also been prepared. Among other literature a

series of attractive folders has been printed leaving space for announcement purposes. It is planned to place in this space such timely news and announcements as may be received from the factory for the benefit of the dealer. The mailing facilities of the organization will allow these communications to be sent out to the dealer the same day that they are received from the factory.

FORMAL OPENING IN FT. WAYNE

Duesler Phonograph Shop Now Has Most Attractive Quarters in That City

FT. WAYNE, IND., December 4.—The Duesler Phonograph Shop, at 208 West Ferry street, this city, of which B. J. Duesler is manager, on Friday and Saturday of last week held the formal opening of the remodeled quarters of the company which features Columbia and Brunswick phonographs and records, as well as the Gulbransen player-pianos and U. S. music rolls.

The home of the company has been remodeled and redecorated throughout, new booths installed for demonstration purposes and enlarged space provided for the more attractive display of merchandise.

BIG DEMAND FOR UDELL CABINETS

Indianapolis Plant Rushed With Orders During the Past Ninety Days

The Udell Works, of Indianapolis, makers of music roll and record cabinets, have been rushed with business during the last ninety days. In a chat with The World Tom Griffith, sales manager of the Udell organization, stated that not only has business been of an excellent volume this Fall, but that the outlook is splendid for next year, including the Spring season.

TWO NEW SONORA AGENCIES

Baldwin Piano Co., Chicago, Appointed Sonora Dealer—John Church Co., Cincinnati, Also Takes on Sonora Line—Both Live Firms

It was announced recently by the sales department of the Sonora Phonograph Co., New York, that the Baldwin Piano Co., of Chicago, one of the leading retail houses in this city, had secured the Sonora agency. The company is doing so well with this line that telegraphic orders have already been received asking for immediate shipments of merchandise.

Another well-known house which recently secured the Sonora agency was the John Church Co., of Cincinnati, O. This is one of the oldest and best-known retail music houses in the Middle West.

RECORDS WELL-KNOWN HYMNS

Columbia Co. Announces Two Popular Christian Science Hymns—Miss Nevada Van Der Veer, Nationally Known Soloist, the Artist

The Columbia Graphophone Co. announced recently that Miss Nevada Van Der Veer, nationally known as a soloist and for some time the soloist in the First Church of Christ Scientist, New York, has recorded two Christian Science records which were released a few days ago. The numbers featured on these records are "Oh, Gentle Presence," one of the best-known and best-loved poems of Miss Mary Baker Eddy, and "How Beautiful on the Mountains." Both of these hymns have appeared in the Christian Science Hymnal for many years and Miss Van Der Veer's splendid contralto voice reproduced them to excellent advantage.

The C. O. Hart Claxtonola Parlors, 1304 First avenue, Seattle, Wash., have added the Vocalion record line.

W. B. Andrews Co.
Syracuse, N. Y.

A Merry Christmas

VICTOR Dealers appreciate that our service to them has materially helped in the conducting of a successful year of VICTOR merchandising.

For the New Year we, as VICTOR wholesalers, are prepared to help make 1923 a bigger, better year for all.

A Prosperous New Year



**"75% of buying is done through the eye."
Make Columbia Records look like Christmas and they will sell faster. Use Columbia Christmas Gift Envelopes—three cents each. At your Columbia Branch.**

**Columbia Graphophone Co.
NEW YORK**

DENVER

Holiday Demand Making Itself Felt—Expect Machine Shortage—Freight Delays Hurt Business

DENVER, COL., December 4.—Talking machines are beginning to move for the holiday trade, according to local dealers. As usual, December is always a big month, but some worry is expressed that the required number of machines will not be here by the arrival of December 25. Inability to keep up with the demand at the factory end and slow freight shipments are causes for the worry. For a number of the local dealers the month of November went ahead of the same period a year ago and for others the month's business did not come up to that of October.

Little Things Oft Attract

When Russell Gates, Sixteenth street dealer in the Brunswick and Columbia phonographs, wanted to call the attention of the passers-by to the fact that by paying one dollar down they could buy one of the phonographs he handles, Mr. Gates placed a revolving disc made of glass under which reposed a dollar bill and on top of which a small steel ball was attracting a feather in its revolutions. Actual

business could be traced to this window trim. Quite a few machines were sold during the month to be delivered Christmas. Records have picked up in volume of sales and one thing that has brought people into the store are large sign cards in the window calling attention to some special number.

Business Picking Up on Broadway

Three music houses on Broadway, the leading business street in South Denver, report business picking up. The Ness Music Co., at 65 South Broadway, reports the Sonora as gaining ground daily in Denver sales. The company handles the Sonora as its main line, but also has the Columbia. The Carl Schultz Piano Co., on South Broadway, reports business with the Edison and Starr a little quiet for November. However, Mr. Schultz is looking for a good holiday trade.

Buys Own Building

The Laman & Johnson Music Co. got tired of having its rent boosted and bought a building for its use, moving about a week ago from 35 South Broadway to 64 South Broadway. The building was completely remodeled and is a decidedly attractive music house for South Denver. Besides the main sales and show room, where Victrolas and pianos are displayed, there are four well-furnished demonstration booths for the Victrolas and a large space set aside for records. At the rear of the store is a well-equipped workshop. In pianos the only new

ones handled are those made by Behr Bros. Business has opened up in fine shape in the new location. A window machine, electrically operated, pours forth music that he who runs may hear and as the store is open evenings many come in at that time, attracted by the window machine music, and as a result many records are sold. Mrs. Helen Witwer is the capable talking machine demonstrator and is in charge of the record department.

Reports Two Good Months

C. A. Delzell, manager of the Columbia Stores Co., wholesale distributors for the Columbia Grafonola in Colorado and other Western States, reports October and November as two good months with a large volume of business. Dealers who anticipated a big December will have a big volume of sales to record when the end of December comes. Shipments were pretty well cleaned up the latter part of October. "There has been a tremendous increase in the sale of records and these are coming through in fine shape," said Mr. Delzell. The New Process record, abolishing surface noises, has made a hit and Mr. Delzell has a pile of letters on his desk from dealers throughout the territory telling of the increased sales since the New Process record had been received. The Andrews Music Co., of Trinidad, Col., has held a big campaign for the sale of Columbia machines. The stock was sold out and the company had to place new orders through the Denver wholesale house.

Hitting On All Four

H. W. Sanders, manager of the talking machine department of the Denver Music Co., is much pleased with the business done during the month of November. He handles four makes, the Victor, Sonora, Columbia and Brunswick, and in the sale of these instruments he finds he has been hitting on all four. Two favored Sonora models are the Marquette and the Queen Anne, says Mr. Sanders.

Shipments Very Slow

Norman D. Tharp, buyer for the Edison department, wholesale and retail, of the Denver Dry Goods Co., says November business has fallen off in his territory and that the month's business did not equal that of October. Slow freight shipments make promises for the delivery of machines for the holidays a precarious business. The popularity of the new console models put out by the Edison Co. has swamped the factories. A change is noted over last year's business in that people either want to buy a \$100 phonograph or a real expensive model, there apparently being no happy medium. The one spot in this territory where they are doing business and a lot of it is Casper, Wyo., the Edison dealer there reporting a tremendous business. Northern Colorado farmers, whose crops were destroyed by hail this Fall, are not buying many machines and in New Mexico business is quiet. In Denver, Colorado Springs, Durango and Trinidad business is on the increase. The Hausman Drug Co., which formerly handled another agency,

JAZZ
JAZZ

**The Only Needle of Its Kind
in the World**

Will Appeal to Most of the Trade Throughout
the United States and Foreign Countries

JOBBERs—Act at once and secure jobbing
proposition while your territory is still open.

WALL KANE NEEDLE MFG. CO.
3922 Fourteenth Ave. BROOKLYN, N. Y.

JAZZ

Your Feet Won't Keep Still When You Hear—

“SILVER STARS”

Percy Wenrich's New Fox Trot Hit—Hear It Once—Remember It Always



Sil - ver stars a - bove, ——— Tell me of your love, ———

has discontinued it and has become thoroughly Edisonized, taking over the Edison agency for Trinidad, which was formerly held by the Trinidad Furniture Co.

Little Bit Ahead

Business for November was a little bit ahead of November, 1921, says J. H. Thompson, manager of the phonograph department of the Charles E. Wells Co. This is due, he says, to the better facilities to handle the trade, the department being in its new quarters on the lower floor with numerous booths for demonstration purposes. Larger instruments seem to be going well. The Brunswick and Victor machines are handled and a special drive has been made on the "York," put out by the Brunswick Co. The new branch store at Casper, Wyo., is doing a good business.

Club Plan Brings Results

H. V. Huntoon, manager of the Victor department of the Knight-Campbell Music Co., says the Christmas club plan has gone over big.

Some very good-sized deals have been consummated, a period model at \$750 having been sold this week with many flat-top models ordered. It is hard to keep in stock the record, "Three o'Clock in the Morning," so heavy is the demand for this number.

November Best Ever

"The best November we have ever had," says J. H. Blinn, manager of the phonograph department of the Baldwin Piano Co. He has figures to back up his statement in his sales of Columbias and Sonoras, with Sonoras leading, the period models being the most favored type. The sale of records has also gone big, says Mr. Blinn.

The Place to Sell

Oscar Frazier, manager of the talking machine department of the Darrow Music Co., believes the store is the place to sell the instrument and not in the kitchen. In other words, he does not have salesmen out making a house-to-house canvass for business. He be-

lieves in spending money in newspaper advertising and bringing people into the store in that way. At present a big campaign is being successfully prosecuted by the company through the newspapers. A third girl has been added to the department, Miss Alfreda Wilson. The store has been pushing the sale of Wallace reducing records to excellent advantage. A good holiday business in Brunswicks and Columbias is expected.

The Sonora Music Co., on Welton street, anticipates a good holiday business in Sonora sales.

Miss Nell Finn, formerly in charge of the sheet music department at the Kress store and with the organization until sheet music was abandoned, has taken a position as saleswoman with the Charles E. Wells Music Co. She specializes in popular music.

NYACCO SALES INCREASING

Max Willinger Makes Optimistic Business Report—Manufacturers Making Important Plans and Placing Orders for New Year

Max Willinger, president of the New York Album & Card Co., New York City, reports that the demands for Nyacco albums are good from all sections of the country from both dealers and manufacturers. Mr. Willinger recently returned from a trip through the Middle West, calling upon a number of talking machine manufacturers relative to 1923 album equipment. It is encouraging to know that Mr. Willinger found many manufacturers preparing for a big year and planning increased production for 1923. He has already signed substantial business for the coming year, many manufacturers taking advantage of the present Nyacco album prices made possible by the substantial purchase of raw materials when prices were lower.

Mr. Willinger points out that the present buying activity on the part of the general public is an indication that there is no longer any fear of dropping prices, but that confidence has returned in price stability.

HARRY A. BEACH OPTIMISTIC

Harry A. Beach, vice-president of the Unit Construction Co., has been a frequent visitor in New York City recently. The metropolitan district, as well as New York State and New England, come under the direct supervision of Mr. Beach and he reports wonderful progress in the territory within the past several months. Better still, in many respects, he sees ahead a period of steadily increasing prosperity in the talking machine industry.

A. D. and C. H. Rowlands, who recently purchased the furniture and talking machine business of F. E. Harmon, Lima, O., have discontinued handling talking machines.

Newest Model

Latest Improvements

The Modernola

Most Modern of Phonographs

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

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

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



STEGER

*the finest reproducing
Phonograph in the World*



Model
506
\$200



Model
502
\$125



Model
503
\$135



Model
509
\$175

HAPPY is the home that possesses a Steger Phonograph at Christmas time—as well as at every other season of the year. For the incomparable Steger is a magic entertainer that brings never-ending enjoyment and fun to every member of the family.

The Steger plays all makes of disc records *correctly* with such sparkling vivacity that the listener may readily imagine himself in the presence of the living artist.

Its many exclusive features, the wonderful Steger tone-arm, the scientifically-designed sound-amplifying chamber of even-grained spruce and the unique get-at-able record file, have won universal recognition for the Steger as the finest reproducing phonograph.

Sell the Steger!

From a sales standpoint, the artistic Steger offers substantial possibilities to the active dealer. It is backed by an effective merchandising plan that adds immeasurably to the value of Steger representation.

Desirable Territory Open

Write to-day for the Steger proposition and our latest style brochure, if you want satisfied customers and attractive profits.

Phonograph Division
STEGER & SONS
Piano Manufacturing Company
 Established by John V. Steger, 1879
 Steger Building, - - CHICAGO, ILL.
 Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.
"If it's a Steger—it's the most valuable Piano in the world."



Model
505
\$165



Model
504
\$150



Model
501
\$100



Model
510
\$200



Model
500
\$50

BUFFALO

*The Volume of Business Surprises
Even Most Optimistic — Artists
Help Record Sales—Recent News*

BUFFALO, N. Y., December 4.—Christmas business that exceeds the fondest expectations of the optimists is now assured to the talking machine trade of Buffalo and western New York. Holiday buyers came early and in large numbers and Christmas eve will find the great majority of retailers in this district with the smallest stocks which they have had in many, many months. Three months ago no dealer in the district would have ventured to predict business on the scale which developed late in November and early in December. An attitude of pessimistic apprehension gave way to a real battle for machines. This is true of practically all the standard lines. Many purchasers, unable to find just what they wanted in one line, went to other stores and after a little shopping found something to their liking. Out of the shortage of instruments has developed a general prosperity that promises to make it a real merry Christmas for the trade in Buffalo and vicinity.

Shortage of Victor Machines

C. N. Andrews, Victor wholesaler here, declares business has gone far beyond the best expectations of the trade. Carload shipments of instruments were distributed as rapidly as they were received and there was a better supply of all models than had been expected, but still not enough to meet the huge demand that developed after November 15. A similar shortage is reported by the Buffalo Talking Machine Co., Victor wholesaler, which does a very extensive business in this territory.

Anniversary Ads Result in Sales

Charles Hoffman, of the Hoffman Piano Co., Sonora and Brunswick dealer, recently celebrated the twentieth anniversary of this house. An anniversary advertising campaign was instituted which to date has resulted in many sales of various types of instruments.

Columbia Activities

The Columbia national advertising of the New Process records caused a reaction in this section that was tremendous. Local dealers have taken steps to tie up with this publicity by running newspaper ads in conjunction with those of the company and also by installing attractive window displays featuring a cut of the ad. The stock of the local branch is being rapidly depleted. Carload sales are being shipped from the factory direct to dealers.

Van and Schenck, exclusive Columbia artists, were recent players at Shea's vaudeville house, where they were received by an enthusiastic house each night. Dealers made capital of their appearance by featuring them in window

displays. As a result the demand for their records has taken a decided spurt.

The following Columbia dealers were recent visitors to the local branch: Mr. Besden, of Markson Bros., Syracuse; Gus. Markson, of Auburn; A. J. Goldstein, of Niagara Falls; Mr. Martin, of Fredonia; Samuel Saeli, of Jamestown, and W. R. Marsh, of Nunda.

"Three o'Clock in the Morning" is still holding its tremendous popularity and is selling better than ever. Others meeting with special favor are Paul Specht's dance record of Tosti's "Good-bye," "Tomorrow," by Ted Lewis, and "Why Should I Cry Over You," by Eddie Elkins.

Victor Artists Boost Record Sales

Elmwood Music Hall was taxed to capacity for the concert of Mme. Amelita Galli-Curci, of the New York and Chicago Grand Opera companies and Victor artist. Floor, galleries and stage were filled, while other admirers of the soprano stood throughout the performance. Dealers in Victor records say that the concert has stimulated the sale of Galli-Curci's records to a surprising degree.

John McCormack, one of the most popular Victor artists, recently gave a concert to one of the most enthusiastic audiences ever receiving an artist in Buffalo.

The Boston Symphony Orchestra, also Victor artists, appeared in concert here not long ago and they were received by an enthusiastic audience.

Fire Damages Edwards Store

E. W. Edwards & Sons, one of the largest department stores in Buffalo, carrying a large line of Edison talking machines, suffered fire loss estimated at about \$3,000 recently. The blaze was soon under control and the Edison department was not damaged.

Dealers Interested in Community Service

A number of dealers in talking machines in Olean are taking an active part in the newly formed committee of Olean Community Service, an organization formed for the purpose of developing a number of musical projects in that city.

Brief Items of Interest

The Danielson Music House, of Jamestown, N. Y., suffered an \$18,000 fire loss to its stock in the \$500,000 fire that recently swept the business section of Jamestown.

Chester E. Campbell has been made assistant manager of the Gould Bros. Music Store, Niagara Falls. He is well known in the music trades, having been former manager of the Rudolph Wurlitzer store in that city.

H. J. Stone, president of the H. J. Stone Furniture Co., Niagara Falls, handling talking machines, has announced the purchase by his company of the property adjoining the City Market, having a frontage of ninety feet on Pine avenue, now occupied by eight business concerns.

Vigorous Action Against Moving Instruments

One of the dealers in musical instruments

in Buffalo has taken advantage of the clause in the New York sales law against removing instruments bought on the instalment plan by adopting a vigorous method of action against persons who violate this clause.

A grand larceny warrant is signed by the collector when he finds that the instrument has been moved and the purchaser is soon located by the police. It is very rarely that an agreement is not reached satisfactory to both parties.

It is found that most of those served with warrants agree to make their payments and are more prompt than ever in this respect. In nearly all cases the police have located the instrument which has been moved.

CHICAGO ORCHESTRA WITH OKEH

Guyon's Paradise Dance Orchestra to Make Okeh Records Exclusively—One of the Most Popular Orchestras in Chicago

The General Phonograph Corp., New York, announced recently that arrangements had been completed whereby Guyon's Paradise Dance Orchestra, of Chicago, would make Okeh records exclusively. This organization visited the Okeh recording laboratories a fortnight ago and made several records which will be released very shortly. Guyon's Paradise Orchestra is one of the most popular dance organizations in Chicago and is well known to dance devotees in the northwest section of that city. Guyon's Paradise is probably the best advertised dance hall in Chicago, catering to a high-class clientele that is steadily increasing.

RECENT PATHE DEVELOPMENTS

Old Pathé Business Taken Over by Pathé Frères Phonograph & Radio Corp.—General Stimulation in Trade Reported

The taking over of the business of the old Pathé Frères Phonograph Co. by the Pathé Frères Phonograph & Radio Corp. was accomplished without a moment's interruption in the steady continuance of both production and business. The new company, as previously announced, is officered by men well familiar with the Pathé business.

Eugene A. Widmann, president of the company, and H. T. Leeming, general manager, together with their associates, are planning big things for the coming year and predict that the famous red rooster will crow louder than ever during 1923. The demands for both machines and the Pathé and Pathé Actuelle records have considerably increased and dealers from all localities report good business. The new radio developments of the company are progressing promisingly and it is expected will shortly be ready for the market.

The Webber Music Co. has opened a store on Third street, Red Wing, Minn.



Wishing the Trade A Merry Christmas and A Happy New Year

We take this opportunity to express our appreciation of the large amount of business placed with us which has made possible our exceptional growth.

During 1923 the same high-grade workmanship which has distinguished our business in the past will be continued. We also enter the new year with a greatly increased staff of experienced artists and facilities five times greater.

No connection with any other firm in this line

MOHAWK WORKS of ART, Inc.

ARTISTIC DECORATING ON PHONOGRAPHS

160 FIFTH AVENUE

Mohawk Building

NEW YORK

TOLEDO

Big Gains in Business Despite Shortage—Green Expands Facilities—Orchestras Help Trade

TOLEDO, O., December 4.—Aggressive merchants are recording very substantial gains. These gains reach as high as 100 per cent over twelve months ago. Such showings have not been accomplished, however, with old sales methods or with limited salesforces. New ideas have been injected and salesmen have been added. Punch and hard work along with liberal advertising expenditures have put the month well over the top. This holds good with the doers—the go-get-'em type.

Although the holiday season brings with it an unusual opportunity for business it does not guarantee to any talking machine merchant a large volume or an increased demand. That is entirely up to him and is the very thing which makes the game worth while and adds zest to the task.

The employment problem is better than before the war. There is much less complaining about the lack of work than for a long time. Folks are, however, buying with discretion; they are not rushing to stores to be served, but are deliberate, critical and must be shown. They are demanding their full money's worth and getting it.

Machine Shortage Growing

At the Toledo Talking Machine Co. sales for the past month are above the same period a year ago. The shortage of a number of Victor models which has been growing more acute as the advance holiday demand increases is being made still worse on account of the transportation problem. Machines due in ten days are taking sixteen to twenty days to arrive.

Therefore, merchants are having their volume curtailed in many instances. In others orders are piling up which will necessitate extra expense when the machines do arrive in order that customers may be served promptly.

Benson Orchestra Big Attraction

Benson's Orchestra, under the direction of Roy Bargy, widely known Toledoan, recently drew one of the largest crowds that ever entered the Coliseum. While the dancers were mainly young folks, all future prospects for records and talking machines, there were people from nearly every station in life. Moreover, a large number of admirers came from surrounding towns to dance. Among the dealers present were: J. H. Halleck, of Crane's Music Store, Bowling Green, O., and a party of six—Wm. G. McClure and party, Napoleon, O.; C. F. Beckman and party, Ottawa, O.; Fred Meier and party, Monroe, Mich., and others. The orchestra created widespread interest in its records and stimulated demand for practically every dealer.

Then again the announcement of the five special Victor records to go on sale December 15, which in the middle of the largest record month of the year, will no doubt result in a large sale. Advance interest is keen. There are three vocal and two fox-trot records in the lot. Window streamers featuring these records will be furnished as usual, Chas. H. Womeldorff states.

J. W. Greene Co. to Expand

The J. W. Greene Co. is announcing a remodeling and enlargement of its business. The third floor of the present building, which was formerly given over to lodge purposes, has been leased for a term of years. This expansion will give them much additional floor space and provide a fine enlarged talking machine department, E. A. Kopf says. Rooms will be apportioned for Brunswicks, Cheney's and Victrolas. These will be known as talking machine studios. Particular attention will be

given to art model console types and the more costly machines will be exploited in a home-like atmosphere, and trade able to purchase the best will be solicited in an original manner. The improvement will permit of a certain exclusive elegance which most women admire and will help to stamp the store as a woman's music department store. A special feature will be a concert hall with a seating capacity of 500. The work on this enlargement will start immediately after the turn of the new year.

Interest in Radio

Furthermore, radio developments are being followed with much interest here. The Zenith radio outfit is now being exploited through a direct mail campaign; this instrument is able to pick up programs broadcasted from great distances. It is believed that once the proper air regulations are in effect, with the present fine programs available, radio will forge ahead in an astonishing manner.

Victor record certificates are being widely distributed. These Christmas gift orders are counted upon to produce a good record volume. They are a request to deliver records of certain value to a certain person and to charge the amount to a given customer. In the past they have turned in a good volume of business.

To Bring Oriole Orchestra to Toledo

The J. W. Greene Co. will bring the Oriole Terrace Brunswick Orchestra to Toledo for an evening of dancing January 25. The band created such a favorable impression during its recent local engagement—which was in cooperation with other dealers and the Grotto,—that the Greene Co. decided to negotiate for a return engagement under its own auspices.

Spratt Bros., Fostoria, O., music dealers, will open a Toledo store in Superior street shortly. Brunswick phonographs are to be featured.

Holds Successful Clearance Sale

Frank H. Frazelle, through his recent sale
(Continued on page 82)



Victor
"HIS MASTER'S VOICE"
REC. U. S. PAT. OFF.
TRADE MARK INDUSTRIAL REGISTERED

WE THANK YOU

In wishing the VICTOR trade a MERRY CHRISTMAS and a HAPPY and JOYOUS NEW YEAR, it is with a feeling of sincere appreciation and thanks for the co-operation accorded us during 1922.

The year now closing is proving the greatest VICTOR year in history, and the VICTOR dealers' recognition of VICTOR supremacy has been a paramount factor in this remarkable tribute to VICTOR ideals.

THE TOLEDO TALKING MACHINE CO
Wholesale Victor Exclusively
TOLEDO, OHIO

THE BRUNSWICK SHOP
60 WASHINGTON ST.,
SALEM, MASS.
F. B. ODELL, PROP.

Salem, Mass., November 13, 1922.

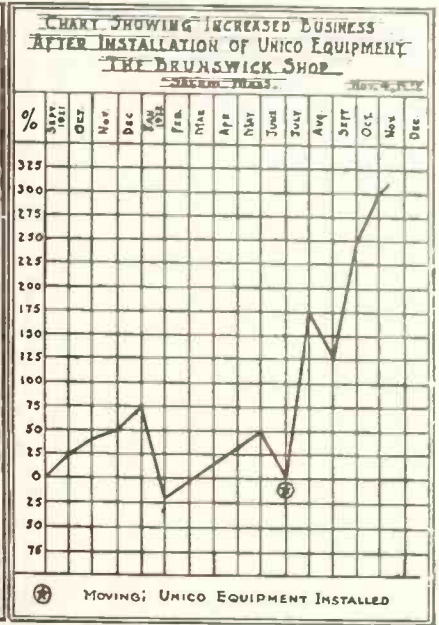
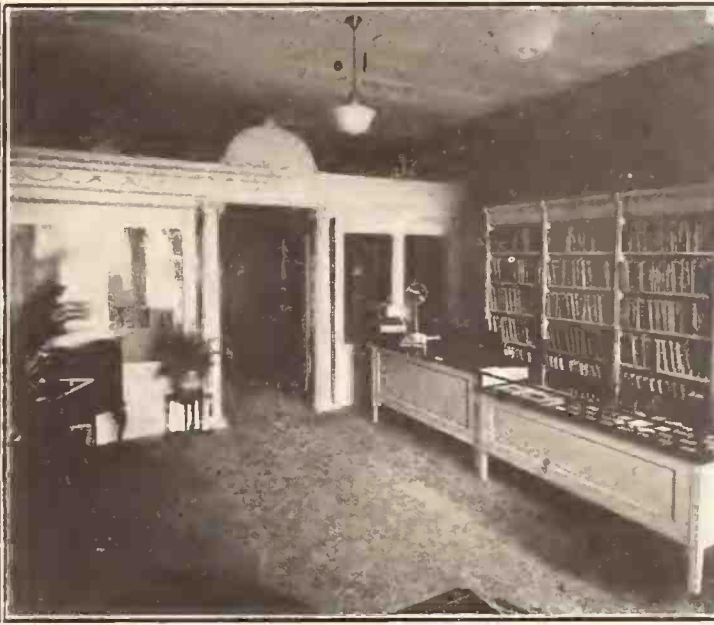
UNIT Construction Company,
3024 & Grays Ave.,
Philadelphia, Penn.

Gentlemen:

On July 21, 1922, we installed a complete Unico store for our new Brunswick Music Shop, 64 Washington St., this city. From that time our business increased 28 great shops, and by September had it was necessary for us to add two more rooms to give the service to our customers. We have now a six room installation, complete, with all Unico racks and counters and maintained from the finest material, and we believe it is the finest store north of Boston.

We are ready at all times to recommend your equipment to any dealer who wants to have an up-to-date efficient music shop. We are taking more than double the business that we did a year ago, and most of this is due to the fact of our installation of the Unico equipment.

Very truly yours,
The Brunswick Shop
Francis B. Odell
Charles Odell



The Brunswick Shop (Odell Bros.) Salem, Mass.

The Significance of 300%

Graphic Proof of what Unico Service accomplished for one dealer—there are hundreds of similar instances

Yes, you may say, but my problem is different.

Is it, tho? Let's see.

You want to get your share of the increased demand for musical merchandise—then take an inventory of *how* you are going to get it.

Your first thought is probably advertising—good, that's necessary to get the prospect into your store. But does your advertising stop at the front door?

That's what it does if your store is not attractive and definitely planned to intensify and "cash in" on the good impression your outside advertising creates.

Attractive store atmosphere is a definite part of the advertising effort of the progressive dealer. It appeals directly to the *interested* prospect and therefore is of exceptional merit.

Unlike newspaper, billboard or other similar mediums, the advertising of "Store Atmosphere" is not continuing expense. An adequate initial investment is the complete cost.

Unico Service will create an attractive store atmosphere for you and it will be *permanent advertising* of the most economical character.

Now is the time to take advantage of the Unico System and all the benefits of the Unico Service.

Profit by Unico Service—NOW

Winter time is record time. Take full advantage of it, prepare for maximum sales.

Unico Audition Rooms, Racks, Counters, decorative treatments, etc., to equip your store. Unico Sales Helps, Self-Service Units, Display Fixtures, Sales Stimulators, etc., to promote increased sales.

*Consult our nearest branch today!
There's a double advantage—lower cost—increased profit.*

UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, *President*

NEW YORK, N. Y.
299 Madison Ave.

58th Street and Grays Avenue, Philadelphia, Pa.

CHICAGO, ILL.
30 N. Michigan Blvd.

DALLAS, TEX.
209 Dallas Bank Bldg.
SAN FRANCISCO, CAL.
942 Market St.

NEW ORLEANS, I.A.
506 Marine Bank Bldg.
LOS ANGELES, CAL.
926 Midway Place.

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

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





Atmosphere, tuneful melody, syncopated harmony and a good line of chatter are all in full bloom in Blossom Seely's two songs of way-down-south on Columbia Record A-3731. When you let your customers hear "Mississippi Choo Choo" and "Way Down Yonder in New Orleans" they'll say "Wrap it up."

Columbia Graphophone Co.
NEW YORK

THE TRADE HAPPENINGS OF TOLEDO (Continued from page 80)

to close out trade-ins and old instruments, was able to record a very substantial total. He is also co-operating with the Sonora factory local advertising campaign in an effort to interest new buyers. Vocalion records are dealt in here.

Lion Store Needs More Room

At the rooms in the Lion Store Victrola sales totals are far ahead of last year. The advance holiday demand exceeds any similar period, A. J. Pete reports. The need here at the present time is for more demonstration rooms. It is now necessary to often take customers into the offices of executives in order to provide listening accommodations.

The Benson Orchestra rendered an afternoon concert program at the Victrola rooms during their recent local appearance and several hundred persons crowded into the department to enjoy the music.

Best Selling Records

"Three o'Clock in the Morning," in both the Whiteman and McCormack renditions, continues to outsell other selections. Popular dance numbers in greatest demand are "When the Leaves Come Tumbling Down," "Suez," "I Found a Four-leaf Clover" and "I'll Build a Stairway to Paradise."

The 1923 outlook here is extremely bright. Prospects are numerous and as soon as the machine shortage clears volume will go ahead

still more steadily, the management feels certain.

At the LaSalle & Koch Co.'s Victrola Shop sales are going forward consistently. On account of the conservative policy of this high-grade store loud advertising or too liberal terms are not employed. People are buying in waves, big days are followed by quiet ones, R. O. Danforth reports. The machine shortages, while being felt, is not acute at this store.

Building Up Record Sales

A simple sales effort which is making sales is that all salespeople are instructed to ask customers who purchase needles or other supplies, "Wouldn't you like to hear a new record?" People will usually stop to listen to one record, even if in a hurry, whereas if asked to listen to the new discs they generally say no.

L. T. Rae Now in Control

A. G. Maxwell, of the firm Rae & Maxwell, has disposed of his interests in the concern to his partner, L. T. Rae. The house deals in Columbias, Aeolians and Jewetts. The firm style will not be changed for the present. Mr. Maxwell will maintain headquarters at the store, but will devote his time to building a repair and inspection service for all makes of machines. Already several large users have signed for the service.

Activity at Grinnell Bros.

At Grinnell Bros. holiday preparations are at their height. Thanksgiving festivities produced a fine record business and Christmas savings

checks will add materially to the demand. The only discouraging sign on the horizon is the inability to secure sufficient merchandise. The talking machine shortage is bad enough, but on top of this is the freight delay, and goods ordered weeks ago have not been received. The future here never looked brighter and the new year gives promise of being a real profit-producing year, Manager R. C. Elwell declares.

Working for Christmas Sales

The Home Furniture Co. is conducting an aggressive holiday campaign to promote Columbia and Brunswick lines. The demand is good and several models are entirely sold out, Miss Helen Canfield states. The instalment plan upon which this house does business is a big factor in closing sales with the working class.

The Nugent Furniture Co. launched a Christmas drive the first week in December for Columbia sales. Instalment terms are offered and deliveries will be made Christmas eve for all who desire the service.

The Goosman Piano Co. has inaugurated an intensive campaign for inquiries. Newspaper ads have a coupon attached which may be filled out and mailed to the store for information. This plan has worked well because many persons expect to buy soon and therefore desire information about machines. The inquiries are followed up by personal calls from salesmen, C. E. Colber, sales manager, states. Columbia, Vocalion, Granby, Fischer and Bush & Lane phonographs are dealt in here.

J. H. Heinsman, sales manager of the C. L. Marshall Co., Detroit, Sonora distributor, was a Toledo visitor the past week.

Talking machine merchants are very optimistic about the new year and are laying plans for an increased business.

SELLS FOUR MACHINES AT ONE TIME

MARTINSVILLE, IND., December 5.—Harry Cure, of Cure & Son, of this city, Brunswick dealers, recently sold four \$200 Brunswick machines to one man in Indiana, who is giving them to his relatives as Christmas gifts. Mr. Cure is using this sale as the basis of an intensive publicity campaign whereby he hopes to sell not only one Brunswick phonograph, but from two to four at a time to wealthy music lovers in this territory.



Model 11 in mahogany only

THE H. LAUTER COMPANY, INDIANAPOLIS, INDIANA

Manufacturers of EMERSON AND PATHE CABINETS
ALSO LAUTER CONSOLE TALKING MACHINES

**Quality
Talking
Machines**

\$35.00
and up

Recording Wax

Wax and Novelty Co.

(F. W. MATTHEWS)

167 and 169 Bloomfield Ave.

Phone Bloomfield 5149 BLOOMFIELD, N. J.

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., December 2.—November has been a month that the trade is not likely soon to forget, this because of splendid business, and it is all the more to be held in remembrance because of the business in these same periods a year ago and two years ago. Everywhere the December business is expected to be even better, so that it is not surprising that the whole twelve months of 1922 are expected to make a most creditable showing. As was to be expected, a shortage of goods has already manifested itself. Those who predicted this situation several months ago were laughed at in some quarters, for the word shortage has been refused recognition these past few years as the holiday season approached. Time was when the word was almost the bugbear of the business and it had to be heeded else woe to the dealer. These past few years the word has failed to frighten the trade and there were those this year, following their experience of the immediate past, who are now regretting their inaction in not ordering early and largely. To go back to where the writer started, this is going to be a joyous Christmas because of what has led up to it viewed in a commercial way, and the Boston correspondent congratulates the trade for the turn in the tide and hopes that everyone will possess the jubilant spirit that the season warrants.

Boylston Street Merchants' Ad Drive

The extensive newspaper campaign that was launched by the Boylston Street Retail Merchants' Association at a dinner at the Hotel Brunswick a few months ago has borne good fruit and for several successive weeks the Sunday papers have carried full-page pencil drawings of this thoroughfare shown from various angles and in different blocks. "Each window seems to try to outshine that of its neighbor," says an article in the latest issue of the Sunday Herald. In the list of members of the Association one notes the Henry F. Miller Co., which was one of the earliest members; A. M. Hume Music Co., the Barite Talking Machine Co. and the Mason & Hamlin Co., the latter an active factor in the music trade of Boston, though not actually identified with the talking machine end.

Association Holds Luncheon

The New England Music Trade Association held another of its enjoyable luncheons at the

Engineers' Club on November 21, with William L. Nutting, the new president, presiding, and with Carveth Wells, F. R. G. S., as the guest of honor.

After the luncheon President Nutting gave a brief outline of what he proposed to do during the coming year for the Association and asked the co-operation of the members in bringing about a settlement of the various problems. Among his suggestions was that of a two-day convention to be held in the Spring.

The return of Burton R. Miller to the industry as president of the Henry F. Miller Piano Co. was made the occasion of a brief reception to Mr. Miller, who expressed his pleasure at being again in the field.

Mr. Wells gave his famous talk on "My Six Years in the Jungle of Malay." He told weird tales of strange fish and animals and spent some time in describing Malay music and the instruments used to produce it, playing several selections in illustration.

Big Increases in Victor Trade

One learns of splendid Victor business in the territory served by M. Steinert & Sons in a conversation with Kenneth Reed, wholesale Victor manager for this widely known Boston house. Mr. Reed waxes especially enthusiastic over the November business, which was the biggest month in volume ever done by the Steinert house since it has been handling the Victor line. And what is better, Mr. Reed is looking for an even larger business for December. Attention in a pleasant and informing conversation was called to such places as Lowell, Fall River, Brockton and Pawtucket, three of these it will be recalled being textile centers, in all of which cities business has been distinctly good—and better. Mr. Reed told of one dealer in Brockton whose November business was 100 per cent bigger than that of November of 1921, and of a dealer in Pawtucket who did a 175 per cent larger business than a year ago. Right here in Boston there is one store which sold thirty-nine Victrolas in a single day and another disposed of thirty-two machines. Mr. Reed further says that out of a large consignment of goods received from the Victor factory a few days ago every one was out of the Arch street storehouse three days later. Mr. Reed says he hears a good deal about a shortage in goods, but he feels quite

confident that, thanks to the foresight of the Steinert house, all its dealers will be reasonably well supplied.

Records by European Artists Well Received

Dealers who are served by the Eastern Talking Machine Co. are most enthusiastic over the new list of Victor records by European artists and there appears to be no reason why the large supply of these eight foreign artists, together with the several orchestras included in the list, should not be among the season's best sellers. One can scarcely conceive of a music lover, once hearing one of these records, not wanting the whole catalog, or at least several out of it. Only a few of these artists, as a study of the catalog will soon show, have ever been in this country, which adds to the novelty of possessing such recordings. The Eastern has laid in a large stock of these records in anticipation of an immediate appreciation on the part of the public. As the trade knows, or should know, these recordings are made through an arrangement with the Gramophone Co., Ltd., of London, England.

Now Sonora Co. of New England

The Music Supply & Equipment Co., with which Joseph E. Burke, has long been popularly identified and located at 221 Columbus avenue, has been supplanted by the Sonora Phonograph Co. of New England and will continue its offices at this same address. Mr. Burke continues his close relations with this new concern as he similarly did with the other one, and the new company will continue to serve identically the same territory. For the present John G. Pringle, who is assistant to the sales manager with the parent Sonora Co. in New York, is in Boston completing some of the details incident to the change of name. Mr. Burke reports a very big demand for Sonoras and large invoices being received at this end are eagerly taken by dealers carrying this line. The situation confronting this house is one of oversold.

Run on Hallet & Davis Phonographs

R. O. Ainslie, who is devoting much of his attention to the promotion of the Hallet & Davis talking machine line, says that he is having difficulty in securing enough goods to supply the trade; that the Hallet & Davis dealers, through the New England territory, have taken so many orders that it is a question if these

(Continued on page 84)

Greetings

The VICTOR industry is to be congratulated upon the closing of the greatest VICTOR year in history, and it is in a spirit of appreciation and thanks that we extend our greetings to the trade for a Yuletide of joy and New Year of prosperity and happiness.

Charles H. Ditson & Co.
New York

Oliver Ditson Co.
Boston, Mass.

I don't know why I should cry o-ver you, sigh o-ver you, e-ven be blue,

The Big Waltz Ballad Hit

Why Should I Cry Over You

It's Another "I'm Sorry I Made You Cry"

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

HEAR IT NOW!

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

can be filled before the end of the year. Very shortly it is the plan of the company to put out new two models, to be known as J and L, to be of the Hepplewhite design, and of the console type. The sample which has been submitted to the Hallet & Davis officials for their approval is of great beauty and attractiveness.

Strand Consoles Move Quickly

Arthur C. Erisman, whose establishment at the corner of Tremont and Avery streets is a well-known rendezvous in the trade, having sent out cards to the dealers announcing the arrival of the entire line of Strand console machines, numbering six different models, held an opening at the warerooms a week ago, and 265 dealers took the opportunity of giving these machines a careful inspection. The result is that Mr. Erisman is oversold on every type. At this opening Mr. Erisman, who is one of the most enterprising men in the talking machine trade, presented his guests with souvenirs, two of them, one a sterling silver Redipoint pencil, the other a little reminder book in brown leather, both very handy articles. Mr. Erisman is most enthusiastic over the Strand line with which he is having the most pronounced success throughout his territory, in which he has several good men traveling, Messrs. Mason, Chamber-

lain and Blakeborough. And they are doing well with the Vocalion records, too.

Sees a Record-breaking Month

Manager Herbert Shoemaker, of the Eastern Talking Machine Co., is justifiably jubilant over the November business of his house, which was of large proportions in both machines and records. Already in the latter line the advance orders for December are so large as to warrant a business for the last month of the year that will surpass any month in the history of the business—even November. When December 31 arrives it looks as though the Eastern might have something decidedly worth while to talk about.

Much Talking Machine Advertising

These are the days when the daily papers carry many advertisements of the various houses handling all kinds of machines. The Shepard Stores are calling attention to the Victor and Brunswick lines, featuring the console type. M. Steinert & Sons in most attractive displays are calling attention to the Victor line. The A. M. Hume Music Co. presents the Cheney for consideration. The Houghton & Dutton Co. shows the console Victrola. The Iver Johnson Co. features the Victor. Our old friend, the Pathé, is being offered by one fur-

niture house. The Columbia, too, comes in for a big share of attention in newspaper advertisements and the same is true of the Sonora, Vocalion and Edison lines. The Avona is a machine that the Jordan Marsh Co. has been calling special attention to of late in its newspaper displays.

Business Good With Columbia

Manager Fred E. Mann, of the Columbia, when approached to-day said: "You catch us in a most happy frame of mind, for business is going splendidly. November was a whale of a month, and was 100 per cent better than the best month of this year, and 200 per cent better than the best month of last year." He is looking for a very big year in 1923. He is telling of the large volume of sales made by individual dealers in the New England field which far surpasses anything the best of them had ever done. Mr. Mann is going over to New York early in December for a conference with the official Columbia staff.

Vocalion Hall in Fine Shape

Manager Birdsall, of the Vocalion Hall, is on the job early and late, and now that the establishment at 190 Boylston street has been all refitted and rearranged the facilities are of the best for handling the business in Brunswick, Edison and Victor lines. The window display at this place is always most attractively arranged and holds the attention of a large proportion of those passing by.

Big Shipments of Brunswicks

The demand for Brunswick goods continues unabated. Lately an invoice of machines filling several cars arrived in town and it was only a short time before every machine was distributed among Brunswick dealers. There has been no effort made just lately to take on any new accounts as Harry Spencer, head of Kraft, Bates & Spencer, Inc., feels that it would be unwise since the present dealers are demanding such large quantities of goods, and they must be accorded every courtesy.

Attend Eddie Cantor Show

On the evening of November 22 sixty-five of the Columbia dealers with members of their sales forces attended a performance at the Shubert Theatre to enjoy Eddie Cantor in

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAPHS AND RECORDS

America's Leading Dance Orchestras Exclusively Brunswick

Isham Jones	Joseph C. Smith
Carl Fenton	Arnold Johnson
Gene Rodemich	Bennie Krueger
Oriole Terrace Orchestra	

These are the musical organizations that have made Brunswick Dance Records the standard of the world, and created a new vogue in dance music.

That they interpret the catchy dance music of the hour to suit the taste of the millions of dance lovers is evidenced by the ever-increasing demand for their recordings.

These orchestras contain many of the most sought after musicians in the country, and each group has its own personal following of enthusiastic admirers.

KRAFT, BATES & SPENCER, Inc.
1265 Boylston St. Boston, Mass.
New England Distributors

Steel Needles Motrolas Record Brushes Khaki Covers



May You Have A Merry Christmas
and A Prosperous
New Year
with

**"LONG QUALITY" CABINETS
and "PEERLESS" ALBUMS**

L. W. HOUGH

New England Representative

20 SUDBURY STREET BOSTON, MASS.

"Make It Snappy." In view of the fact that Eddie is a Columbia artist he was quite at home and he seized the opportunity of letting the audience know just what aggregation was in the house and that he was one of those who made records for the Columbia. It is of interest in this connection to mention that just before the Harvard football team went to New Haven for the game with Yale they had their pictures taken with Eddie in black face sitting in the foreground. Eddie was at the Country Club the night before and had entertained the boys in fine shape. Incidental to the Harvard team's visit to New Haven a pleasant feature was the entertainment furnished the boys by Roy Ward, the Columbia dealer in that city.

Opens New Quarters in Franklin

Kenneth Reed, wholesale manager for the Victor department of M. Steinert & Sons Co., went down to Franklin a few days ago for the opening of the new store operated there by George L. Kerr. Mr. Kerr has been a dealer in Franklin for twelve years and lately he leased additional space adjoining his store and made many changes, so that now he has one of the finest talking machine shops in that part of the State. There was a concert both afternoon and evening, in which G. F. Baldelli, of the Steinert's Arch street store, played a prominent part. Talented boy, this Baldelli. There was a big crowd attending this opening.

Frank K. Dolbeer a Visitor

Frank K. Dolbeer, manager of the traveling department of the Victor Co., was a Boston visitor for several days toward the end of November and visited the jobbers and dealers. While here A. M. Hume, of the Boylston street store bearing his name, tendered him a luncheon at the Engineers' Club.

Dallas, Tex., Dealer in Town

Fred Erisman, who has been located in Dallas, Tex., for several years, was a welcome caller in Boston a short time ago, coming here primarily to visit his brother, Arthur C. Erisman, who handles the Strand machine and Vocalion records for the New England field. Fred Erisman, who has the Columbia line in Dallas, has been able to build up a good trade in his territory. He met a number of his old friends while in town.

E. P. Johnson, Jr., Recovering

The many friends of E. P. Johnson, who covers the western Massachusetts, Rhode Island and northern Connecticut territory for the Eastern, will be glad to learn that his young son, E. P. Jr., is well on the road to recovery after a serious illness. Mr. Johnson's home is in Brookline.

With the Travelers

James A. Frye, traveling representative for the Victor, is spending a week in Maine, visiting the principal points where there are Victor representatives.

Kenneth Reed, wholesale manager of the Steinert's Victor department, took a few days
(Continued on page 86)

EASTERN SERVICE
NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS

A NOTHER year has passed—
At the events of which have again demonstrated the unchallenged supremacy of Victor merchandise.

The high quality of Eastern service has been carefully maintained and has been of genuine service to New England Victor dealers.

In extending our sincere wishes for a Merry Christmas and a bright and prosperous New Year, we again pledge to the New England trade our full co-operation throughout the year to come.

85 ESSEX ST. **THE EASTERN TALKING MACHINE CO.** BOSTON MASS. VICTOR DISTRIBUTORS

Glid — ing — O'er the la — goon, — Thru the night of dream-y splen-dor-watt-ed a — long;

In The Land of Smiling Waters

You can't go wrong With any FEIST song

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 85)

Okeh Records

will increase your holiday trade

Now is the time for quick turn-over and increased profits. The public is buying—and buying strong. By offering the earliest releases of all the popular song and dance hits, together with beautiful recordings of all the appropriate Christmas music, Okeh Records assure a bigger share of the biggest business season of the year.

We offer you our heartiest co-operation and the convenience of our efficient Service. We are ready to fill your orders immediately.

Write for our dealer proposition

BAY STATE MUSIC CORPORATION
142 Berkeley Street BOSTON, MASS.

off from business following Thanksgiving day and hied himself to the Cape to do a little shooting. As he has changed his firearms he'll probably bring back more game than on his previous shooting trip.

O. W. Ray Expected

Oscar W. Ray, manager of the wholesale Vocalion record department of the Aeolian Co., was expected to visit Boston the early part of December to look over the New England field. He made his headquarters with Arthur C. Erisman. Mr. Ray has many friends here who are always glad to see him.

News Gleanings

J. G. Shaughnessy, of the United Music Stores, of Portland, Me., was a welcome visitor to Boston lately. Jack, as the trade familiarly knows him, has an army of friends in Boston, where he was long associated with Arthur C. Erisman before going to Portland.

Robert Steinert, of M. Steinert & Sons, was one of those who went down to New Haven for the Harvard-Yale game, though he himself is a Dartmouth man.

H. L. Pratt, manager of the branch service division of the executive offices of the Columbia, was in Boston several days the end of the month, having come over here with his wife and two children to spend Thanksgiving at his old home.

Miss Anna M. Walsh, who has been in charge of the statistical department of the Boston offices of the Columbia Co. has left for California, where she plans to spend the Winter with a sister. Miss Walsh goes West in the hope of benefiting her health.

Peter McInery, supervisor of the dealers' service department of the Columbia Co., is going up to Spencer early in December for the opening of the new and enlarged store of M. Lamoreaux & Sons, which is an exclusive Columbia store.

Stephen Colahan, New England manager of the Cheney line, has been spending considerable time of late visiting the dealers in his territory and he has signed up with several large concerns to carry this line, beginning with the new year.

Speaking of the Strand's New England popularity, Arthur C. Erisman said the other day that in the month of October fifty-six new accounts were opened.

SELL STEWART PHONO CO. ASSETS

J. W. Kingsbury Takes Over All Assets of Bankrupt Concern in Binghamton, N. Y.—Plans to Continue Business, It is Said

BINGHAMTON, N. Y., December 6.—John W. Kingsbury, former proprietor of the Lewis House, purchased the assets of the defunct Stewart Phonograph Co. for \$12,000 at the public auction conducted recently by Trustee William H. Riley. This includes the real estate on Spring Forest avenue, certain patents and other assets, with the exception of cash and accounts receivable. Liens totaling \$20,879.94 against the bankrupt estate are also assumed by Mr. Kingsbury.

Despite the seemingly large sales figure the creditors of the concern, outside of the Federal and State Governments, will receive nothing. The claims of the two Governments, of preferred nature, aggregate between \$6,000 and \$10,000, according to Trustee Riley, and after these have been satisfied and the expenses of administration added in, there will be nothing left for the ordinary creditors.

The patents were sold to Mr. Kingsbury, but without any guarantee. It is up to the new purchaser to argue out the matter with the Banfield Co. of Canada, which claims ownership and voiced opposition to the sale.

It is understood that the business will be continued by a new concern, headed by Mr. Kingsbury.

KERR'S VICTROLA SHOP OPENS

Formal Opening of Woonsocket, R. I., Firm Marked by Concerts

WOONSOCKET, R. I., December 7.—The formal opening of Kerr's Victrola Shop, this city, recently, was marked by concerts in the afternoon and evening which were attended by large and appreciative audiences. Representatives of the Victor Co. from Camden, N. J., and from several Victor wholesalers were present. Mr. Kerr was pleasantly surprised by a gift of a large potted chrysanthemum from one of the Boston wholesale Victrola houses. The affair was a musical success of high order. The warehouse is exceedingly attractive and modern arrangement makes it a convenient place to shop.

"Perfection" Edison Attachments and "Perfection" Reproducers

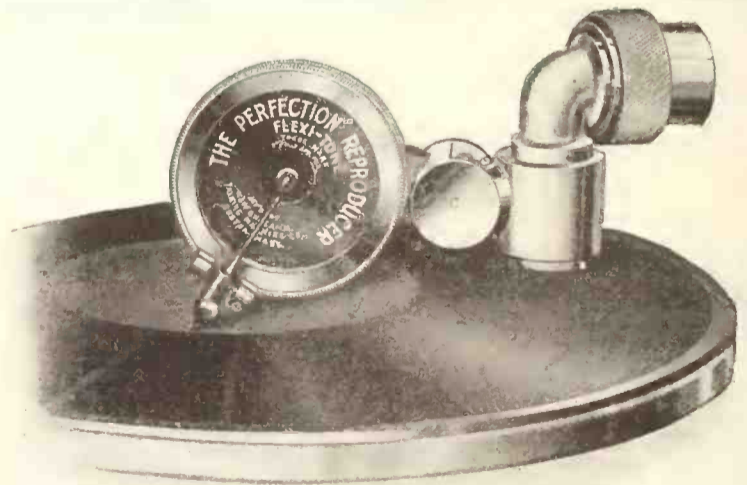
The "Perfection" Flexi-Tone Edison Attachment (No. 4 and No. 7) as illustrated, attached to all types of Edison Disc Machines, makes the most perfect attachment available for playing all makes of lateral cut records requiring steel, tungstone or fibre needles. Only first quality mica diaphragms used in "Perfection" reproducers, giving clear, natural tone. The horizontal ball-joint and direct uplift construction give freedom of movement so that attachment may be used with or without lever, giving excellent results.

Retail price, \$9.00 Gold. \$8.00 Nickel.

The "Perfection" Pur-I-Tone Edison Attachment (No. 6 Universal) plays all makes of records on New Edison Disc Machine. Retail price, \$10.00 Gold. \$9.00 Nickel.

The "Perfection" Edison Attachment (No. 4 and No. 2) plays all makes lateral cut records on New Edison Disc Machine. Retail price, \$7.00 Gold or Nickel.

NOTE—Special Discounts to Dealers, also Quantity Prices on Request



New England Talking Machine Co. 16-18 Beach St., Boston, Mass.

The Season is Open

NOW IS THE TIME TO GET
YOUR EQUIPMENT FOR
THE HOLIDAY BUSINESS

Medium sized padded cover	- - - -	\$6.00
Large sized padded cover	- - - -	\$6.50
Extra large padded cover	- - - -	\$7.35
Console type cover	- - - -	\$8.00



170 Harrison Avenue, BOSTON

Stools, Covers and Piano-Benches

EDWARD N. LUCAS

Middle West Representative

4352 Kenmore Avenue

CHICAGO, ILL.

AKRON, O.

*Expect Record Holiday Business
—Resumption of Local Industries Exerts Influence on Trade*

AKRON, O., December 4.—Provided the manufacturers make promised deliveries of many models that have been absent from sales floors, Akron music stores will experience the biggest business volume in recent years during December. A survey the past week disclosed that all stores are busy dealing with holiday buyers and that sales are on the increase with the near approach of Christmas.

Industrially Akron continues to improve. Accounts which have been on the books since the eventful rubber slump of several months ago have been collected and again rubber workers are able to pay as they go. Thousands of dollars in "lost" accounts have been cleaned up by merchants the past three months. Music dealers say they expect fully sixty per cent of the Christmas talking machine business to be cash. Few prospects are asking for credit.

Higher priced machines are moving best, although there has been a big call for the \$100 and \$125 machines. Console models are moving much better and would probably represent

the greatest volume of business were dealers able to obtain sufficient stocks.

Considerable business is reported in the farm districts near Akron. Practically all stores have men out in the rural districts and now that farmers have their crops harvested they are giving more time and thought to the Winter entertainment in the home.

Jerome Dauby New Chamber Head

Jerome Dauby, secretary and general manager of the M. O'Neil Co., operating one of Akron's largest department stores and who for years has supervised the buying of the music and talking machine departments of the big store, at a meeting recently was named head of the Akron Chamber of Commerce. He has been active in the Retail Merchants' Association for several years.

Form Mutual Protective Association

Formation of a Mutual Protective Association and apprehension and prosecution of shoplifters, check forgers and dishonest employees will be a part of the 1923 program of the Akron Retail Merchants' Association, with which 90 per cent of Akron music dealers are affiliated.

Lauder Aids Community Fund Drive

Through the efforts of Edward Poling, of the Windsor, Poling Co., Harry Lauder, celebrated Scotch comedian, who offered a concert here at the Armory two weeks ago, opened the community chest drive with a spirited talk which was heard by 200 business men and chest

workers. Lauder's visit here helped sales of his own records materially.

Opens Alliance Branch

Announcement has been made that the store of T. W. Cope & Son, effective immediately, will represent the well-known music firm of Alford & Fryar, Canton, O., in the Alliance district. The new department is now open and the following well-known makes of pianos are being shown: Mehlin & Sons, Bond, Packard, Chase Bros., Hackley and Hallet & Davis. Only pianos will be featured in the department at present, but later it is planned to add a line of talking machines and records.

East Liverpool Merchants Complain

Retail business in the East Liverpool district, despite the fact that the Christmas shopping season is at hand, is off approximately 40 per cent, it was disclosed following a recent survey. Street cars have not been operated in the upper Ohio Valley since May 1 last and more than 17,000 general ware potters left their posts October 1 when manufacturing potters refused to grant them a 7 per cent wage increase.

Joins Warren Firm

Russell Jastatt, former Edison phonograph salesman with the George E. Buss store at New Philadelphia, O., has resigned to accept a similar position with the J. W. Stewart Co. at Warren, O., which store was only recently opened. He left this week to assume his new duties.

Garver's Anniversary Sale

Sales exceeded all expectations at the fifty-sixth anniversary sale of the Garver Bros. Co. at Strasburg, O., known as the world's largest country store. It was of ten days' duration and price concessions were made in every department, including the music sections.

BANNER RECORDS FOR THE HOLIDAYS

Plaza Music Co. Makes Special Release of Appropriate Selections for That Season—Early Ordering Advised to Prevent Delays

The Plaza Music Co., manufacturer of Banner records, has released some appropriate selections for the holiday season. These not only comprise sacred and secular songs, but include several titles with particular appeal to children.

The sales department of the above company had an unexpected rush of orders during late November and early in December which made necessary arrangements for larger production and distribution. The pressing plant of the company will work overtime until after the holiday season. Owing to the prevalence of congestion in shipments during the holiday season it has been suggested that the trade anticipate its requirements well in advance.

The Griggs Music Co., Moline, Ill., has secured more spacious quarters at 1413 Sixth avenue, which it will occupy shortly.

BLUE BELLE



THE ONLY PHONOGRAPH
NEEDLE TAPERED
LIKE AN ARTIST'S
FINGERS

THE NEWEST IN NEEDLES BLUE BELLE

THE NEEDLE THAT LENDS BEAUTY TO YOUR RECORD AND REPRODUCES A PERFECT TONE
IT MINIMIZES SURFACE NOISE

THE NEEDLE GIVING DEALERS A HANDSOME PROFIT—YOUR TRADE WILL BE ASKING FOR IT
BE READY TO SERVE THEM

Packed 100 Needles to a Package. 100 Packages to a Carton
Extra Loud, Loud, Medium and Half Tones—Price, \$4.50 per Carton

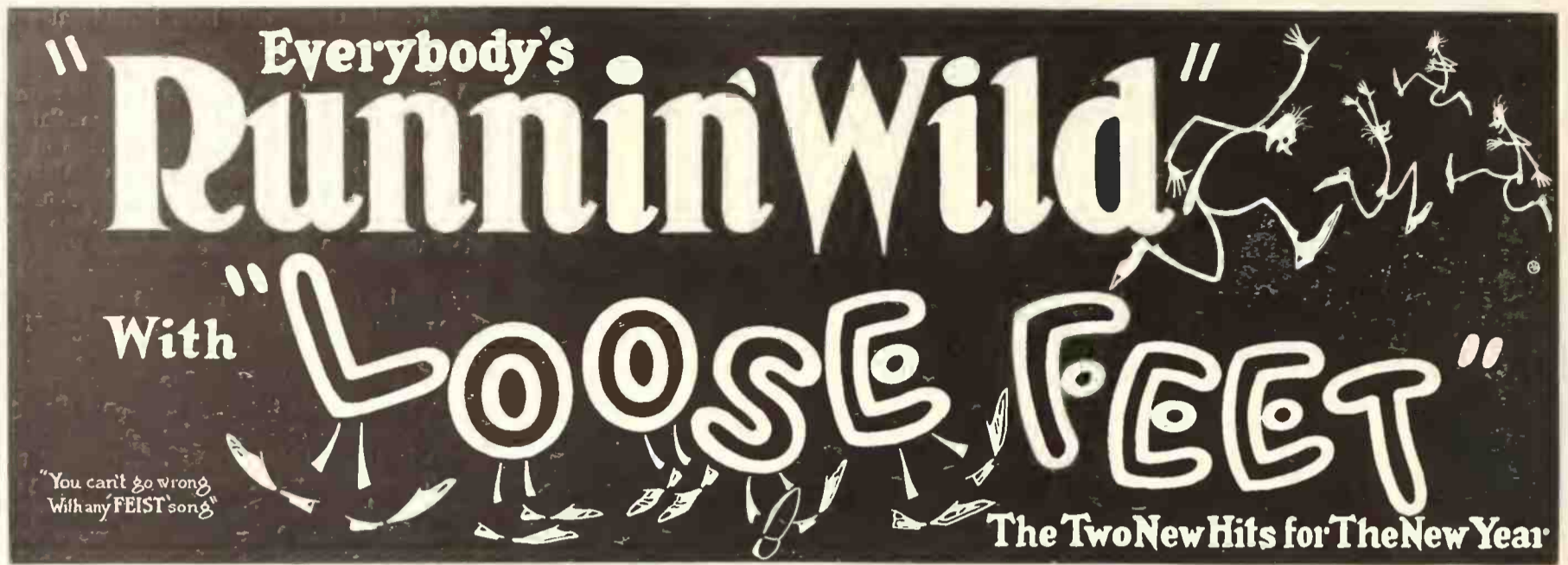
SAMUEL ESHBORN

65 FIFTH AVENUE

NEW YORK

The Service House for Talking Machine Repair Parts and Supplies

“Everybody’s
Runnin’ Wild”
 With **“LOOSE FEET”**
 “You can’t go wrong
 With any FEIST songs”
 The Two New Hits for The New Year



KANSAS CITY

Demand for Machines and Records Increases Steadily as Holidays Approach—Machine and Record Shortage Growing—The News

KANSAS CITY, MO., December 4.—Judging from reports the trade situation in the Kansas City territory just at this time is comparable with that in other sections with a shortage of machines, and in some cases records, which is growing more serious as the holidays approach and a demand that is growing steadily. Among the machines the console or flat top models seem to be the favorites.

The Victor-Arnold Music Co. reports that the first six months of its handling the Cheney phonograph has been most encouraging. The firm has not attempted anything spectacular in the way of sales campaigns, but has steadily worked to call the attention of the public to the quality of the instrument. The result has been a sales volume very much larger than was anticipated when it took up the work. In connection with the Cheney the firm has handled the Vocalion records with equally gratifying results. Recently it has added to its line the Artophone console model, which has proved very popular. The new console model S, at \$125, has made its appearance at the Kimball Kansas City branch and the sales force is enthusiastic about it.

Manager M. M. Blackman, of the Edison Co., is radiating good cheer and optimism. He reports that the new Edison models have been so enthusiastically received that there have been twice as many orders booked as they have been able to deliver. The difficulty is that the factory has not been able to meet the demand despite the fact that it was expected that the demand would be large and the factory increased its facilities something like 25 per cent.

This is confirmed by a statement made by R. R. Karch, vice-president of the company, who is making a tour throughout the West. He has been recently in the North and comes down here through Iowa and Nebraska. He reports that in these States, as well as farther North, business has so improved on account of the splendid crops that there are very large demands, where a year ago there was practically none.

Mr. Blackman, who is running the retail Edison Shop in Kansas City as well as attending to the jobbing department of the business in Kansas City territory, is having a splendid business this Fall. One of the elements of his success, he thinks, is the line of advertisements he is putting out. They are written like a personal letter—signed personally by Mr. Blackman. He says he attempts to make them just

like personal talks and that he finds that the people read them and talk about what is in them. Of course, that means sales.

The Brunswick dealer at Pawhuska, Okla., L. J. Briscoe, recently completed a musical census of that city and reports the sales of an unusual number of phonographs as well as compiling a large prospect list.

Phil R. Schul, of the Schul Music Co., Wichita, has erected a new building and is now equipping it with attractive fixtures and everything that enters into the making of an up-to-date, beautifully furnished music store. A complete line of Brunswick phonographs and records will be handled by Mr. Schul.

The Topeka Music Co. has opened a new store at 633 Kansas avenue, Topeka, with a complete line of Brunswick phonographs and records. Mr. Mortiboy is manager of the new establishment.

Aside from Brunswick connections in Topeka and Wichita the Kansas City branch of the Brunswick Co. has recently established a number of other new accounts throughout the States of Missouri and Oklahoma.

The Artophone Corp., in the Kansas City Life Building, has recently added the entire line of the Strand phonographs, including the most exclusive period models, in its shop. One of the Strand products which has had a most unusually heavy sale since the Artophone people have added it is the Consolette.

The J. W. Jenkins’ Sons Music Co. has arranged a most attractive Victrola Shop in association with Mr. Jeffries, of the Crestwood Jewelry Shop, at Fifty-fifth and Brookside. Two separate booths have been arranged to display the Victor models. Comfort and beauty were both under consideration in planning the rooms. Divans and attractive chairs are placed there for the convenience of music lovers and pretty little lamps set it off to advantage. The neighborhood is very desirable and the J. W. Jenkins’ Sons Music Co. has priority in the territory.

E. R. Smith, Columbia branch salesman for the western part of Missouri, has won a great reputation as a salesman. Just inquire at Noel, Mo., for further information.

The Joplin Furniture Co., exclusive Columbia dealer in Joplin, Mo., appreciate the value of tying up with Columbia artists, and when Florence Macbeth appeared in Joplin on November 13 advantage was taken to arrange a special window display, the distribution of Mac-

beth circulars, the printing of the program with its ad and by covering with its entire list of record customers through a special letter.

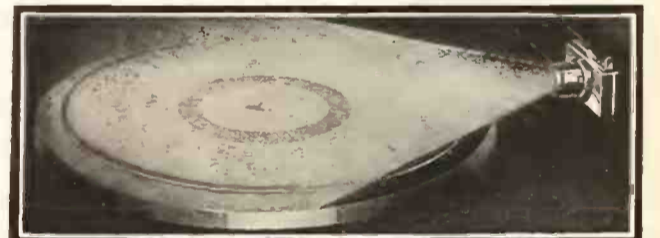
SECURES VICTOR AGENCY

ROCKFORD, ILL., December 6.—Arrangements have been completed by which the Haddorff Music House, one of the best-known concerns in the northern section of the State, has taken on the agency for the Victor line of talking machines and records.

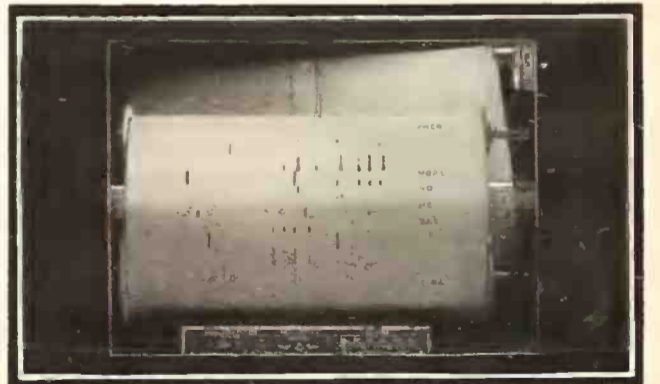
Hangen’s Music House, 47 South Sixth street, Reading, Pa., has been enlarged and remodeled.



Should be on Every



Phonograph and Player Piano



Beautifully finished in Nickel or Gold

It applies perfectly to every phonograph and player piano, no instrument is complete without it.
 For phonographs this light makes cumbersome operations easy and simple in darkest corners where phonographs are usually placed. It prevents scratching of records and makes setting of automatic stop positive and simple.
 For player pianos it is indispensable, gives an abundance of illumination for singing or inserting music rolls.
 Easily and quickly attached, comes complete ready for use, no electricity or wiring necessary.
 RECORD FLASHERS last indefinitely and are fully guaranteed. Batteries last from 6 to 12 months in service. Renewals can be had at 75 cents.

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

Special Discounts to Dealers and Manufacturers
 Write for descriptive circular

Standard Accessory Corporation
 Sole Manufacturers and Patentees
 1015 Third St. Milwaukee, Wis.

PHONOMOTOR PRODUCTS, PHONOSTOPS and NEEDLE CLIPPERS
 ALWAYS THE BEST
 PHONOMOTOR COMPANY 121 WEST AVENUE, ROCHESTER, N. Y.



The
**FLETCHER UNIVERSAL
 TONE ARM and REPRODUCER**

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

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

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

FLETCHER REPRODUCER

Scientifically

Constructed



Gives Perfect
 Reproduction
 of Voice
 or Instrument

ACTUAL SIZE

Volume and
 Perfect Detail

Dealers, Send for
 Prices and Terms



Reproducer
 and Connection
 for
NEW EDISON
 Plays all Records

Carried in Stock for Victor and Columbia

THE FLETCHER "STRAIGHT"

Design Patented November 29th, 1921



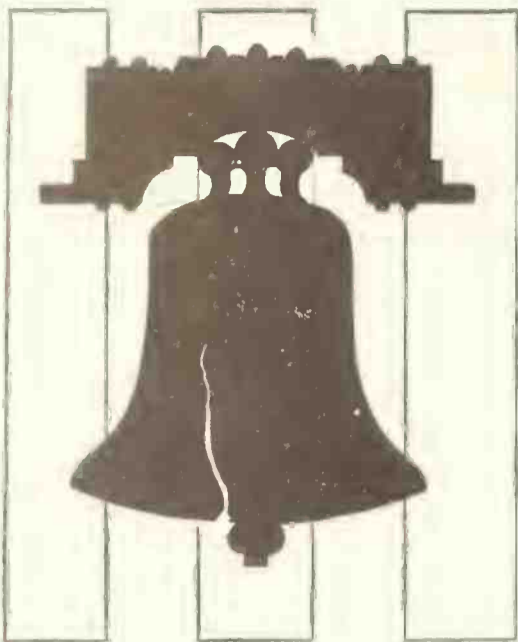
STRAIGHT INSIDE—Taper Outside
BALL BEARINGS THROUGHOUT
NEW DESIGN NEW CONSTRUCTION

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



FLETCHER-WICKES COMPANY
 6 EAST LAKE ST. CHICAGO

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



They're the Chimes of Lib - er - ty, — Chimes that ring for you and me, —

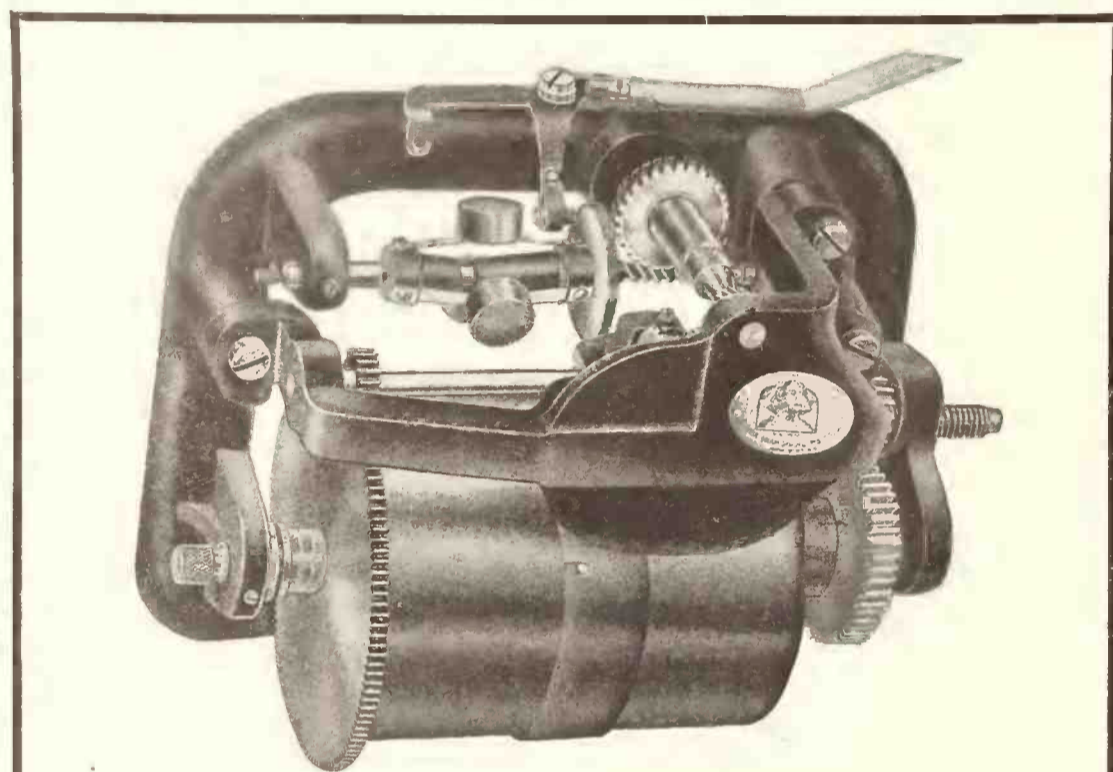
Edwin Franko Goldman's Inspirational Success

The Chimes of Liberty

As Triumphantly Played by
"THE GOLDMAN BAND"

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

**HEAR
IT NOW!**



A motor designed to stand the strain of hard usage

CONSTRUCTED by Engineers with
the highest Engineering Skill.

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

Write for Prices



Sphinx Gramophone Motors Inc.

21 East 40th St.
NEW YORK CITY

IN POSSESSION OF NEW QUARTERS

Mohawk Works of Art, Inc., Now Enjoys Splendid Facilities for Artistic Decorative Work

The Mohawk Works of Art, Inc., which specializes in artistic decorating on talking machines, has taken possession of its new quarters. Located in the same building, at 160 Fifth avenue, the new studios of the company are on the top floor, which provides a maximum of light and also six times the facilities. Accordingly the staff of decorating artists has been materially increased. M. E. Estrin, head of the organization, has been very careful, however, in the selection of artists and none but thoroughly experienced decorators are employed. The new quarters provide a large reception and display room, an attractive private office for Mr. Estrin, a varnishing room, two large decorating studios and a finishing room.

This enterprising concern, although starting in a modest manner in July of this year, has made rapid progress with the field still fertile before it. While the orders for decorating work were originally from local metropolitan dealers, orders are now being received from all over the country and outside of the United States as well. A number of manufacturers have also placed orders for special decorations. A new policy has been lately inaugurated by this company, which is being accepted by a large number of dealers. An offer has been made whereby dealers placing orders for \$150 worth of work or more will be entitled to a window display for these models, including a background and special decorations in Japanese design. This display will be loaned for a period of two weeks.

Mr. Estrin reports that the special decorating of phonographs has become very popular and predicts that in 1923 this idea will have still further growth. He also predicts generally good business throughout the coming year and states that the policy of the company will be, as in the past, to extend every co-operation to the dealer and manufacturer not only in producing work in accordance with its designs, but in providing exclusive designs where desired. The company is preparing its first catalog, which will be ready for the trade about February 1. This catalog will attractively portray some of the original effects to be obtained in the Mohawk studios.

ORDER BRUNSWICK FOR ROUMANIA

Mr. and Mrs. M. A. Younkman, of the Brunswick Shop, of Tulsa, Okla., ordered a Brunswick phonograph shipped to their daughter in Roumania. The instrument was shipped from the New York Brunswick branch office.

Slashing prices breeds suspicion on the part of the thinking public.

IN PITTSBURGH

*Yuletide Spirit Makes Itself Felt in Talking Machine Trade
Circles—Slow Rail Deliveries a Disturbing Element—The News*

PITTSBURGH, PA., December 9.—What will in all probability be one of the best seasons for the sale of talking machines and records in the Pittsburgh district is under way, and practically all dealers are unanimous in affirming the proposition that "business is good and sales are larger than we had anticipated."

The spirit of Yuletide is in the air and the past two weeks have been very busy ones with the trade. The one uncertain element is the fact that some lines of talking machines are hard to get, due to the inability of the railroads to "function" properly. Some of the downtown talking machine dealers are of the opinion that in certain high-grade lines of well-known makes such as the Victor, Cheney, Sonora, Brunswick, Edison and Columbia, there will be a shortage.

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, in reviewing the situation, said: "Our business is showing a marked increase over the corresponding period a year ago and if we were able to get our orders of Edison phonographs from the factory on time, it would be most desirable. The railroad situation has certainly played havoc with the prompt receipt of Edison merchandise. From what the various dealers, whom we serve, tell us, it is my candid opinion that the coming holiday season will be a very satisfactory one."

Edison Tone-Tests Bring Business

Mr. Buehn stated that the series of tone-tests which closed a few days ago in the Pittsburgh zone was a decided success. The artists were the Fleming Sisters Trio and Joseph Phillips, the noted singer.

The various Edison dealers who held the tone-tests were as follows: Amsler-Hilliard Drug Co., Coraopolis, Pa.; Home Furniture Co., Braddock, Pa.; Plodinec Furniture Co., Woodlawn, Pa.; Findt Music Co., Steubenville, O.; Webber Music Co., Lisbon, O.; J. M. Burns & Son, Waynesburg, Pa.; G. W. P. Jones Music Co., Washington, Pa.; L. H. Fullerton, Burgettstown, Pa.; Carney & Co., Parkersburg, West Va.; Marietta Furniture Co., Marietta, O.; Furbee Furniture Co., Mannington, West Va.; H. P. Rodewig & Co., Bellaire, O.; M. J. Commons & Sons, Patton, Pa., and Imhoff Music Co., Clarion, Pa.

Local Carola Representatives

The Carola cabinet phonograph is being handled by Boggs & Buhl, Campbells', Kaufmann's, Kaufmann & Baer Co., the Rosenbaum Co., and the Johnson Music Co.

T. A. Shortell, manager of the Victor department of the S. Hamilton Co., stated that business conditions were improving and that all indications pointed to a very satisfactory volume of sales for the holiday season. The higher-priced lines of Victrolas, Mr. Shortell stated, were in good demand.

John Henk, manager of the Columbia Music Co., Columbia and Edison dealer, stated that trade conditions were good and that he anticipated a very brisk holiday season. He said: "From what I can see at present, it appears as though talking machines and records will be popular this year as Christmas gifts. One of the sales we made a few days ago for a holiday gift was a \$500 machine with a large number of records. The sales of records are keeping up well."

Long Service Rewarded

John Murray, who for many years was in charge of the talking machine department of Spear & Co., in whose employ he has been for the past twenty-five years, was tendered a testimonial dinner at the Lincoln Club recently in honor of his quarter of a century affiliation

with the firm. Officials of the firm presented him with \$1,000 and the employes gave him a solid gold watch and chain.

Chauncey R. Parsons, manager of the talking machine department of the Rosenbaum Co., is sending out to his clients a handsome circular devoted to explaining the merits of the new Sonora period model, Queen Anne. Sales of Victor records, Mr. Parsons said, were very brisk.

L. A. O'Neill With Horne & Co.

L. A. O'Neill, who was connected with the Buehn Phonograph Co. for several years, latterly as manager of their retail store, is now connected with the talking machine department of the Joseph Horne Co. A. R. Meyer is

manager of the department, which is one of the largest and most complete in the city. Mr. Meyer is looking forward to the usual huge volume of sales that his department records in the holiday season.

Among the new additions to the list of Sonora dealers here are the Fullerton Music Co., of Burgettstown, Pa., and the McDonald Furniture Co., of McDonald, Pa.

With the Brunswick Dealers

Brunswick dealers in the Pittsburgh district are receiving their phonographs, records and supplies from the Cleveland, O., offices, according to a notice sent out recently. Ernest Hart is located at the Pittsburgh offices. J. E. Hornberger has been appointed traveling representative and will cover Pittsburgh and Allegheny County. Mr. Hart will continue his active interest in the trade and confer with the dealers in this territory from time to time. Mr. Hart stated that sales have been good and that every effort has been made to meet the demands of the various Brunswick dealers in

(Continued on page 92)

THE SAFETY CINEMA

A Profitable Sales Asset

for
The Talking Machine Dealer

Talking machine dealers can place the Safety Cinema into many homes during the holidays.

It will attract many new people into your store—which means more business—and more profits.

Models
\$40.00
TO
\$250.00



The Safety Cinema is the simplest projector on the market. Absolutely safe—approved for use without booth by the National Board of Fire Underwriters. Connects direct to ordinary electric light socket.

The Safety Cinema has a strong selling appeal to homes, churches, schools, clubs and community centers—the very type of prospects that now claim your attention. You are equipped through experience and facilities to turn this new field into dollars of profit.

Our film libraries place more than 1,200 different subjects at the command of Safety Cinema owners on a rental basis—all on Safety Standard non-inflammable film. Many notable stars as well as the leading religious and educational films. Film rentals may also yield the dealer a profit with no investment.

We offer dealers a very attractive proposition. It will pay you to investigate. Write us today.

United Projector & Film Corp.

69 W. Mohawk Street, Buffalo, N. Y.

Safety Standard Film Libraries in Twelve Principal Cities





Here they are! All the old familiar songs that have been sung by the sons of Old Eli from time immemorial. Yale Boola; Whoop It Up; Good-night, Harvard; Bingo Eli Yale; Down the Field; Wake, Freshmen, Wake; Amici; Brave Mother Yale; Bright College Years; supervised by S. P. Friedman, Yale '05, and gloriously sung by the Shannon Four. A-3723.

Every college undergrad and alumnus and their sisters, mothers, brothers, cousins and aunts will want this record.

Columbia Graphophone Co.
NEW YORK

NEWS FROM PITTSBURGH TERRITORY (Continued from page 91)

the Pittsburgh district. Among the new Brunswick dealers are the Hardwick Music Co., Uniontown, Pa., and the Pioneer Music Co., of Homer City, Pa.

Campaign on New Columbia Records

The Columbia Graphophone Co. has been conducting an extensive advertising campaign in the Pittsburgh district, featuring the new surface records. This has been of great help to the Columbia dealers, who highly appreciate the work of their "big brother" distributor. S. H. Nichols, the well-known Columbia manager, stated that he was highly pleased with the huge increase in sales of the Columbia machines and Columbia records and was convinced that the coming Christmas season would be a very lucrative one for retailer and distributor alike.

William Hampe, manager of the Rudolph Wurlitzer Co., stated that sales of Victrolas

and Victor records were far above his expectations.

Paul S. Mechling, manager of the Dawson Bros. talking machine department, which is now located at 955 Liberty avenue (second floor), reports the sale of Starr phonographs and Genett records as very brisk.

Strong Demand for Victrolas

Fred Drake, manager of the retail Victor department of the W. F. Frederick Piano Co., is very optimistic over the turn that business has taken and is confident that the holiday sales of Victrolas and Victor records will eclipse all previous seasons. High-grade Victrolas, Mr. Drake stated, were in strong demand.

H. H. Fler, manager of the retail Victor department of the C. C. Mellor Co., said: "Our business in the Victor line is showing up remarkably well and the only disturbing factor is the fact that we will not be able to secure sufficient Victrolas of certain styles to meet the demand of our patrons."

SONORA JOBBER IN NEW ENGLAND

Sonora Phonograph Co. of New England Takes Over Business of M S & E—Jos. H. Burke in Charge of Important Sales Department

The Sonora Phonograph Co., New York, announced this week that arrangements had been completed whereby the Sonora Phonograph Co. of New England had been formed to take over the business of the M S & E, Sonora jobber at Boston, Mass. The officers of this new jobbing company are as follows: President, Geo. E. Brightson; vice-president, S. O. Martin; vice-president and general manager, John T. Pringle; secretary and treasurer, A. C. Valeur, and sales manager, Jos. H. Burke.

The business will be conducted as heretofore at 221 Columbus avenue, Boston, Mass., and Mr. Burke will be in charge of sales, as he was with the M S & E. Plans are being made to give Sonora dealers in New England maximum co-operation in developing their 1923 business.



ST50
H37W40D23



ST53
H37W40D23

A New Model in the Natural Voice Line

To the models already manufactured to meet the needs of the trade we have added this new style.

The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of
Cabinets Without
Equipment.

Write for Prices

It will pay you to investigate
our proposition.



ST9
H50W23D24

The New Style No. 9 is a worthy addition to this complete line

Natural Voice Phonograph Co.
ONEIDA, NEW YORK

OTTO HEINEMAN'S TWENTIETH ANNIVERSARY IN INDUSTRY

President of General Phonograph Corp. Associated With Phonograph Trade for Two Decades—
Brief History of His Remarkable Accomplishments and Phenomenal Success Here and Abroad

While Thursday, November 30, was generally observed as Thanksgiving Day throughout the nation, it carried with it just a little more significance to Otto Heineman, president of the General Phonograph Corp., New York, for it marked Mr. Heineman's twentieth anniversary as a member of the talking machine industry. Congratulatory telegrams and letters from his business and personal friends throughout the country and in Europe were received by Mr. Heineman at his home and the day was generally marked by festivities appropriate to the importance of the event.

Mr. Heineman's association with the phonograph industry dates back to November 30, 1902, when in company with two other young men, Max Straus and H. Zunz, a talking machine store was opened in Berlin with the impressive capital of \$500 in cash. The business grew slowly, but all of the partners were ambitious and they managed to scrape together about \$4,000, with which they purchased the business of Carl Lindstrom A. G., of Berlin. The \$4,000 was used as a cash payment, with the balance to be paid over a long period of years.

From this modest beginning there were founded two corporations of world-wide fame, for the General Phonograph Corp., with its factories and offices in different parts of this country and Canada, and Carl Lindstrom, A.G., of Berlin, with its factories and offices throughout the world, are the direct results of the small phonograph store in Berlin. Mr. Heineman and Mr. Straus have both reaped well-deserved rewards for their indomitable energy and pluck, but unfortunately Mr. Zunz, who was a brother of Mrs. Heineman, and an executive of exceptional brilliancy, died in 1906, shortly after the three partners had purchased the Lindstrom business.

In 1914 Mr. Heineman arrived in America for the purpose of studying general industrial conditions for the Lindstrom organization, of which he was a managing director, but when the war broke out he was unable to return to Europe. He thereupon decided to embark in the phonograph business in this country and founded the Otto Heineman Phonograph Supply Co., which took possession of a one-room office at 45 Broadway, New York. During the year Mr. Heineman became acquainted with A. G. Bean, of the Garford Mfg. Co., Elyria, O., who is now a member of the directorate of the General Phonograph Corp., and he and Mr. Bean discussed plans for the production of talking machine motors on a large scale. This had never been attempted here before, but Mr. Heineman with keen foresight and intuition realized that the time was ripe for the introduction of phonographs on a larger scale than ever before. He appreciated the fact that motors represented the most vital part of phono-

graph equipment and he thereupon decided to enter the motor manufacturing business on an impressive scale.

With this vision as a foundation the Otto Heineman Phonograph Supply Co. in the short period of three years won recognition as the largest independent motor manufacturer in the world. Aside from the phenomenal success of his company Mr. Heineman was a direct factor in the establishment of a great many talking



Otto Heineman

machine factories, which for the first time were able to secure motors in unlimited quantities.

In 1918 Mr. Heineman introduced the Okeh record which, at the present time, is the most popular independent record on the market. From the first day that this record was introduced Mr. Heineman had implicit faith in its ultimate success and although the problems that were encountered were numerous and extremely difficult, Okeh records increased in prestige and popularity year after year and for 1922 phenomenal sales totals have been attained.

In 1919 the Otto Heineman Phonograph Supply Co. had increased its activities to such an extent that a new corporate name was deemed advisable and it was decided to name the company the General Phonograph Corp. Mr. Heineman was elected president of the company and has held that office ever since. Under his direction the manufacturing facilities have steadily increased and in addition to Heineman motors, tone arms and sound boxes, the company's products also include Meisselbach motors, tone arms and sound boxes, True

Tone needles, fishing reels, insulating materials, etc.

Without doubt the most important factor in the tremendous success of the General Phonograph Corp. was the consummation of arrangements in 1920 by Mr. Heineman and Mr. Straus, managing director of Carl Lindstrom, whereby the General Phonograph Corp. and the Lindstrom organization entered upon a working agreement as to their record repertoires. By the terms of this agreement the General Phonograph Corp. secured for a long period of years all the record matrices made by the Lindstrom organization in any part of the world. This deal has enabled the General Phonograph Corp. to secure original recordings in every known language, as Lindstrom recordings have been made and are still being made in every part of the world. These foreign language recordings, making a direct appeal to millions of music lovers in this country, have been linked up with the Okeh library in a way that has given this record repertoire world-wide fame and prestige.

It is a distinct tribute to Mr. Heineman's personality that notwithstanding the exceptional responsibilities which he has shouldered in a business way he has always found time to pay close attention to the personal and social welfare of his organization. At all of the social festivities in the executive offices Mr. Heineman is an important figure, joining with the members of his staff in promoting goodwill and good fellowship throughout the organization.

O. BRIGGS WITH CLAUDE P. STREET

Former Member of Lawrence & Briggs Joins the Claude P. Street Piano Co.

NASHVILLE, TENN., December 7.—Othello Briggs is now associated with the Claude P. Street Piano Co., which will hereafter carry in stock the new Edison phonograph. Mr. Briggs has been intimately connected with the talking machine business for the past twelve years. He was until recently a member of the firm of Lawrence & Briggs. Mr. Briggs has always been closely associated with music and musicians in Nashville, having been prominent as a singer in several of the Nashville choirs.

He is without a doubt a most valuable addition to the phonograph department of the Claude P. Street Piano Co.

GIVES AWAY PHONOGRAPH AT FAIR

TULSA, OKLA., December 6.—The Brunswick Shop, this city, recently gave away a Brunswick model No. 200 in its booth the last day of the Tulsa County Fair. The result was that about 1,500 names of families in the city of Tulsa who did not have a phonograph were obtained. Several nice sales from prospects, developed in this manner, have been made and the probabilities of many future sales from this source are excellent.

W. W. KIMBALL CO. SERVICE

Okeh Records
Records of Quality

Wherever you are, our reliable and friendly service will benefit you.

W. W. KIMBALL CO., Wholesale Distributors
306 So. Wabash Ave. Kimball Bldg. Chicago

This means an all-around attention to the dealer's selling problems every month in the year. We have the records—latest "hits" and best sellers. Tell us your needs.

"DECA-DISC"

AUTOMATIC PHONOGRAPH

"PLAYS TEN RECORDS CONTINUOUSLY"

"DECA-DISC" enables you to place ten records at one time in the machine, press a button, sit down and enjoy a musical program of your own selection without any interruption.

"DECA-DISC" will also play a series of ten records, or any less number, continuously, which makes it a very desirable machine, when continuous music is desired. Ideal for Dancing, Entertaining and Dinner Parties.



MODEL A

"DECA-DISC" IS MORE
SIMPLE TO OPERATE
THAN THE ORDINARY
TYPE OF PHONOGRAPH

The "Deca-Disc" Phonograph is the first practical machine of this kind ever made for home use.

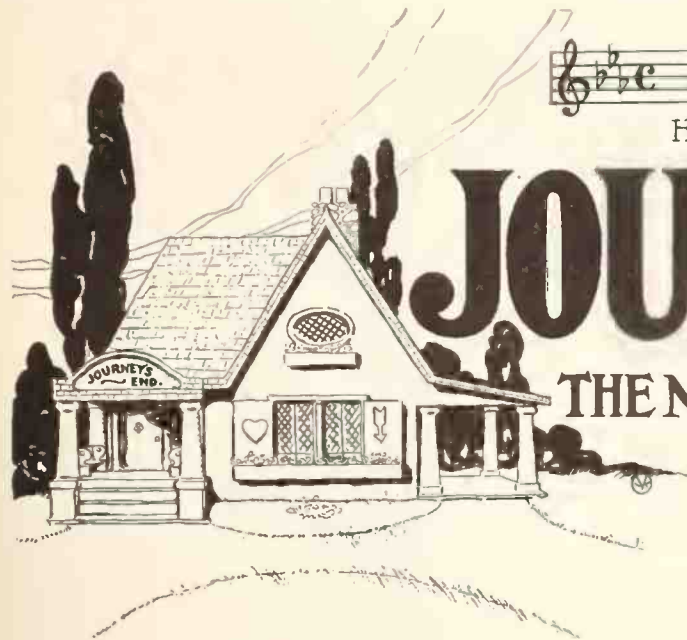
The simplicity of its mechanical construction, together with the rich quality of tone, has made a tremendous appeal to the public.

NOTE—We also build a Nickel-in-the-Slot Machine. Send for Circular of Model E.

MANUFACTURED BY

DECA-DISC PHONOGRAPH CO.

WAYNESBORO, PENNA.



Home Sweet Home, We'll call it Jour-ney's End.

JOURNEYS' END

THE BIG SONG HIT
from
"UP SHE GOES"
THE BIG SHOW HIT

THE NEW "ALICE BLUE GOWN" by the same Writers-

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



JAMES J. DAVIN JOINS ORMES, INC.

Well-known Victor Wholesale Man Appointed Sales Manager of Ormes, Inc.—Ideally Qualified for New Post—Assumes New Duties on January 2—Popular in Trade

C. L. Price, vice-president and general manager of Ormes, Inc., 15 West Thirty-seventh street, New York, Victor wholesaler, announced this week the appointment of James J. Davin as sales manager of the company. Mr. Davin, who will assume his new duties on January 2, 1923, has resigned as secretary of the Reincke-Ellis Co., Chicago, Ill.

This announcement by Mr. Price will undoubtedly be welcomed enthusiastically by Victor dealers in the metropolitan territory, as James J. Davin is one of the most popular members of the Victor trade in the East. He has been identified with the Victor industry since 1914 and during the past nine years has won the esteem and friendship of every member of the Victor trade throughout the country.

In 1914 Mr. Davin became identified with the New York Talking Machine Co., Victor wholesaler, and was a member of that company's staff until three years ago, when he joined the forces of the Reincke-Ellis Co. While associated with this Victor jobber Mr. Davin made a specialty of familiarizing himself with every detail of the Victor dealers' problems and requirements and gradually became recognized as one of the best posted men in the Victor wholesale trade. There was no problem, large or small, that escaped his attention and he was ready and willing at all times to give the

benefit of his service and experience to any Victor retailer who could use it. He also made a detailed study of the possibilities of record sales development and frequently spent a week or more at the establishment of a dealer in order to demonstrate the practical value and efficiency of his plans and ideas.

As sales manager of Ormes, Inc., Mr. Davin



James J. Davin

will have unlimited opportunities to utilize his exceptional training in the Victor wholesale field. Ormes, Inc., has made phenomenal progress during the past few years under Mr. Price's able direction and the present sales organization is working to splendid advantage with the Victor retailers in this territory. Mr. Price and Mr. Davin should make a working team capable of accomplishing excellent results and both Ormes, Inc., and Mr. Davin are to be congratulated upon the consummation of arrangements whereby J. J. Davin re-enters the Eastern Victor field.

During his stay in Chicago Mr. Davin won many new friends and his only reason for leaving the Reincke-Ellis organization is the desire of his family to return to their old home in the East.

WILL SPEND WINTER IN FLORIDA

Mr. Butler, Sr., of the Butler Music Co., Brunswick dealer, Marion, Ind., will leave shortly to spend the Winter in Florida. He will drive down in his automobile. He has extensive orange groves there.

Disinterestedness of salesmen is one of the big factors in causing lost sales.

AVOID PROSAIC ADVERTISING

Talking Machine Advertising Should Not Be Too Practical—Results of Unfair Competition Can Be Minimized Through Advertising

Why do people buy talking machines and records? There is only one answer and that is, because they want music. This is not theory, but fact. No one spends several hundred dollars simply to get a graceful and useless piece of furniture. The desire for a talking machine is prompted by the love for musical entertainment as has been emphasized by The World many times. Now, music is not a matter-of-fact thing and for that reason should not be treated in a too practical manner.

Although this fact is universally known a large percentage of talking machine advertising appearing in the daily papers is "pricy" to a harmful degree. In most instances there is nothing to spur prospective buyers to action nor is there anything to awaken a desire for a talking machine in people who had not thought of buying one. Advertising that features price and relegates to the background the real selling points of the instrument is unproductive of results. Of course this only applies to standard makes of instruments.

There are many fly-by-night dealers who obtain a large stock of cheaply constructed talking machines, lacking both in artistry of design and reproducing qualities, who have nothing in their favor but price, and this is the kind of competition that legitimate dealers can overcome, not by slashing prices until there is no profit, but by showing the public through advertising that the quality instrument, fairly priced, is the cheapest in the end because of superior reproducing qualities and sturdy construction. Certainly no legitimate dealer can afford to compete in price with the dealer who is selling junk. Of course there are a certain class of people who will buy this sort of merchandise, but the legitimate dealer is better off without this trade.

BRUNSWICK EXHIBIT AT TEXAS FAIR

J. R. Reed Music Co. Wins Second Place for Best Exhibit at Central Texas State Fair

AUSTIN, TEX., December 4.—The J. R. Reed Music Co., Brunswick dealer of this city, was awarded second place for the best exhibit at the Central Texas State Fair. The exhibit, in addition to a full line of Brunswick phonographs, featured many of the latest Brunswick record hits. The exhibit occupied a space of fifty feet long by fifteen feet wide. It was by far the most popular spot at the fair and resulted in bringing much good business and many good prospects to this popular talking machine firm.

PERRY B. WHITSIT Co.

WHITSIT co-operation and service to the Victor dealer has been enhanced by the exceptional facilities afforded us in our new home. Visit us on your next trip to Columbus.

COLUMBUS OHIO

VICTOR DISTRIBUTORS

CLEVELAND

Cleveland Music Trade Association Plans Co-operative Move to Stimulate Public Interest in Music—The Activities of the Month

CLEVELAND, O., December 6.—Joining of forces in the music industry, so that by united effort public interest in music may be stimulated, is a probability for the immediate future in Cleveland as a result of plans proposed at the last meeting of the Cleveland Music Trade Association. At this meeting J. Powell Jones, director of music in the Cleveland public schools, offered suggestions to this end. Primarily a piano organization, the Cleveland Music Trade Association has talking machine factors among its membership. Some of these are identified with the Northern Ohio Talking Machine Dealers' Association.

The proposal for the co-operative move was made by Edward B. Lyons, general manager of the Eclipse Musical Co., Victor wholesaler, and backed by Grant Smith, Euclid Music Co.; George R. Madson, Cheney Phonograph Sales Co.; J. L. Du Breuil, Brunswick-Balke-Collender Co.; H. R. Valentine, the B. Dreher's Sons Co., and others in the talking machine branch of the music industry.

President C. H. Randolph, of the Cleveland Music Trade Association, and Rexford C. Hyre, assistant secretary of that body, will prepare a program for action at the next meeting. This program, however, will aim to have all branches of the music trades—pianos, talking machines, musical instruments and the like—retain their identity in present organizations if they exist, the whole move being one toward co-operation in things musical, without the disadvantage of meetings or discussions wherein only one branch may be interested.

One step that may be considered in this direction was the special meeting called by President Louis Meier, of L. Meier & Sons, and

Secretary Dan E. Baumbaugh, the May Co. talking machine department, of the Talking Machine Dealers' Association of Northern Ohio, for the purpose of considering immediate problems in the industry and also to consider reorganization, wherein all dealers in all makes of instruments will be members. With the accomplishment of this purpose it is probable that the membership of the talking machine organization can be better than doubled. It is not unlikely that committees will be appointed to carry out this thought after the holiday rush business has come to an end.

Getting Enough Machines the Problem

Meanwhile, the big problem of dealers here is not on how to close new business for the remaining few weeks of the year, but how to get the merchandise. In fact, it is the opinion of jobbers in Victor, Brunswick, Columbia, Edison, Cheney, Vocalion and all the other leading makes of machines catering to this territory that the extent of business depends now solely upon the ability to deliver the goods. At this time wholesalers despair of meeting all of the demand; in fact, in some instances adequate deliveries cannot be promised until after the first of the year. Credit must be given to the jobbing interests for doing their best at this time, but the fact remains that only those retailers who anticipated requirements months ago are in a position to do the best business now. This is a logical development.

Co-operating With the Retailer

The co-operation of wholesale interests with the retail element is well illustrated in the recent accomplishments of the Cleveland district branch of the Brunswick, under direction of District Manager J. L. Du Breuil. The ar-

rival of the new Tudor model of the Brunswick was featured in a unique exhibit, an instrument and pictures of dealers' stores, being used in the lobby of the Stillman Theatre. The exhibit was prepared by Service Manager E. F. Hughes. At the same time the first of thirty billboards made its appearance in Playhouse Square, illuminating to the people of Cleveland the fact that Brunswick is an excellent instrument.

Ted Lewis and Band Have Busy Time

Equally interesting is the work of the Columbia branch, under direction of Branch Manager S. S. Larmon. For example, while the Ted Lewis Jazz Band was in town the co-operation of the Studebaker Corp. was enlisted, and the members of this Columbia feature were taken to local hospitals to perform in person for disabled war veterans and other invalids, while later they broadcasted, via the Union Trust Co. station, music to all receiving stations in Ohio. Likewise, the band was recorded by the Bradley Feature Films and was seen in action at some fifty local theatres during their stay here. Columbia dealers gained in record and machine sales in consequence of these stunts.

L. Meier & Sons Celebrate

What many old timers in the business believe to be the biggest individual accomplishment by a dealer has been the twenty-fifth anniversary celebration by L. Meier & Sons which lasted for twenty-five days.

A tremendous number of new people were enrolled in the company's mailing roster, and, according to Louis Meier, head of the firm, November really marked the start of the Christmas business, and at that it was far ahead of any previous year's holiday trade.

The Meier Co. started business in a tiny store three blocks from its present main store on Clark avenue. In the last two years two more stores have been added. The Meier family personally operates the business. Associated with Mr. Meier are his sons, Louis and Leonard, and his daughter, Lillian, the latter in charge of one of the new stores.

Rosa Ponselle Sings for Orphans

The local Columbia branch organization is credited with still another unusual tie-up for Columbia dealers in providing entertainment for 300 orphans when Rosa Ponselle appeared at Public Hall. Again the Studebaker, and the Overland organization as well, provided cars for the little folks to ride in to the performance. There was enough human interest in the event to break it into the local daily public prints—and Ponselle record stock rose rapidly in the estimation of dealers and Columbia followers alike.

Many New Stores and Departments

One of the best indications of confidence in the future of the industry in this section, shared in by jobbers and retailers alike, is the unusual number of new establishments opened during November and the expansion of others.

Featuring the Brunswick and Columbia instruments the Alhambra Music Co. has opened its new quarters, about twice the size of the old location, in the Euclid and East 105th district. In keeping with the spirit of the uptown White Way a large electric Brunswick sign has been erected. An exclusive Brunswick establishment is the Glenville Phonograph Co., St. Clair and East 105th, which featured the acquisition of more space with an opening in which an orchestra and local musical talent appeared. At Naples, N. Y., K. D. Bolster has been added to the Brunswick list in this territory, and another new East End dealer is the Hoedl Music House, heads of which are musicians with a wide following in local musical circles.

Among new Vocalion dealers added by the Vocalion Co. of Ohio are the Metzger Bros. and the Kenmore Drug Co., at Akron. More new accounts have been added by the C. W. Marshall Co. in the interest of Sonora, and like improvement is reported by R. J. Jamieson for

(Continued on page 98)

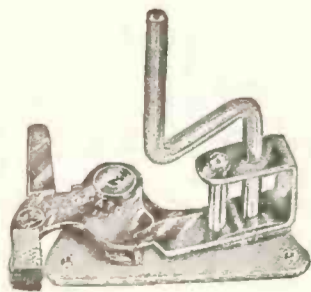
KEEP YOUR NAME BEFORE YOUR CUSTOMERS



Your name imprinted on Simplex and K-E Record Cleaners at no additional cost. A really efficient cleaner and a good way to advertise your business.

Ask us to submit designs.

K-E AUTOMATIC STOPS



The K-E is still the best Automatic Stop made Because it:

- Avoids motor strain
- Is not attached to Tone Arm
- Low installation cost
- No extra parts
- Operates all Records.

Send 50c. for sample

Kirkman Engineering Corporation
484-490 BROOME ST. NEW YORK



An Acknowledgment

It is with pride and pleasure that we acknowledge the support and patronage extended to us the past year by the Victor retailers. During 1923 the Eclipse organization will leave nothing undone to earn and justify the continuation of this invaluable loyalty and confidence.

It is our earnest wish that a Merry Christmas be enjoyed by every Victor retailer coupled with a New Year of prosperity and happiness.

THE ECLIPSE MUSICAL CO.

Exclusive Victor Wholesalers

CLEVELAND, OHIO

VAN VEEN & COMPANY, Inc.

EXTEND

Holiday Greetings

During 1922, an increasing number of talking machine dealers beautified and added to their wareroom equipment. We speak our appreciation of the large part of this business placed with Van Veen & Co., Inc.

We urge that you make your plans for 1923 improvement now, and assure you that the "Merit Built In" which distinguishes Van Veen products will continue to be our guide for 1923.

VAN VEEN & COMPANY, Inc., 413-417 E. 109th St., New York City

Offices and Warerooms

Phone: 7758 Harlem

TRADE HAPPENINGS IN CLEVELAND

(Continued from page 96)

Strand, following a tour during the last few weeks through the Ohio territory.

In addition to the Brunswick, with which the department opened a few months ago, the Halle Bros. Co. now includes the Victor. Already one of the finest musical departments in the Cleveland section, nothing in the way of sensationalism accompanied this introduction. An unique plan is being used to stimulate record business by Norman H. Cook, department manager. In the programs of the weekly concerts of the Cleveland Orchestra advertising is carried featuring the pieces played by the company and usually a marked increase in demand for records of these pieces follows through the week.

To care for the holiday trade primarily, but also to be a permanent feature, the Buescher Co. is preparing to add several more hearing rooms in its new Playhouse Square store and has completed the construction of a large electric sign that adds to the illumination of Cleveland's own White Way.

An Attractive Granby Souvenir

A novelty that finds its inception in the H. B. Bruck & Sons Co., and which is proving to be the best salesman, in the opinion of H. B. Bruck himself, is a miniature Granby cabinet, with clock, that serves the purpose of a humidifier. These are given away with each purchase of a Granby instrument and much new business can be traced to them, the Bruck people assert. The idea has proved so good

that C. H. Kennedy, district representative of Granby, is planning to have the factory develop it in other localities.

New Euclid Music Co. Store

The fourth store of the Euclid Music Co., East Ninth street and Prospect avenue, was opened with a radio concert in which several bands played for downtown crowds and broadcasted the music to all parts of the State. In connection with this event the Euclid Co. added the Brunswick to the Victor, Cheney and other leading lines.

Another new exclusive Edison Shoppe has been opened by F. W. Rose in the St. Clair-East 105th district, and still more Brunswick dealers include Kuhn Bros., Buffalo, and the Pioneer Music Co., at Indiana, Pa.

Old Columbia dealer in new quarters is the Dunn's Music Store, in East 105th street, and among the first of Columbia dealers to order more than 150 instruments for their Christmas trade are Frank Cerne and the Werner Music Store, both of Cleveland.

W. F. Cooper, of the mechanical department of the phonograph division of Brunswick, has come to the Cleveland district, and, with J. L. Du Breuil, district manager, has been covering the territory, including the country adjacent to Buffalo and Pittsburgh, giving practical advice to Brunswick dealers. Brunswick dealers of Cleveland also had the opportunity of meeting Claire Dux during her recent visit to this city.

New Victor Store Opened

Among the new Victor establishments in this vicinity is the Mitchell Hardware Co., Conneaut, for the opening of which Miss Marjorie

Barnhardt, exponent of health records, was loaned by Howard J. Shartle, general manager, the Cleveland Talking Machine Co., Victor wholesaler. A big crowd blocked the street during the performance given by Miss Barnhardt.

During the last six months the business of the Vocalion Co. has been doubled, in the opinion of C. D. McKinnon, of that company. Many new accounts, including dealers in Youngstown, Alliance, Canton, Lisbon and Columbus, have been added in the last few weeks.

Kollie's Music House Celebrates

The second anniversary of the establishment of Kollie's Music House was celebrated December 1. From a store that was strictly of the neighborhood variety, with a small stock of instruments and equally small stock of records, this is now one of the recognized musical instrument places on the West Side of town. The firm now is featuring the Brunswick lines, although pianos, players, rolls and musical instruments of the so-called small variety likewise make it an imposing establishment. The work of developing the strictly residential neighborhood in which it is located has been done personally by J. P. Kollie and his sons, Paul, Julian and Leo, all three aggressive men.

The Music Shop, Racine, Wis., is combining the ordinary Christmas Club and the Brunswick Thrift Bank and is getting good results. The prospect signs up for a Christmas delivery and pays \$2 per week until that time and then a regular contract is filled out.

OKeh Records

Complete stock of records in all languages
Let us show you how to build up your record business

THE RECORD SALES COMPANY

1965 E. 66th Street

CLEVELAND, OHIO



REAPING IN DECEMBER

During 1922 we have shown our faith in the Victor Product by placing larger orders for immediate delivery than ever before. During the summer and fall we accumulated as large a stock of Victrolas as possible, disregarding depressed business conditions and refusal of dealers to buy except on a "hand to mouth" basis. We figured that a "bird in the hand" was going to be worth "two in the bush." We knew the factory could not manufacture enough goods for the holidays during the last few months, so we piled them up as fast as we could get them, discounted every bill as usual, and were charged by many with being foolishly optimistic.

In September, in our printed advertisements and announcements to the trade, we said:

"The Danger Ahead is in the supply of Victor goods not meeting the demand.

"Supplementing the largest and most complete stock of Victrolas that we have ever had at this time of year, we have placed additional orders with the factory for the largest quantity of goods ever ordered by us for the fall and holiday season. Blackman Dealers are going to be in an enviable position if they will cooperate with us.

"Place an order NOW for estimated requirements of all Victrolas for delivery during September, October, November and December."

We said frankly that we could not guarantee delivery, but also that we would, therefore, permit an adjustment of advance orders, according to current needs and even permit cancellations. Continuing, we said:

"The moral obligation on our part is always highly respected and dealers who cooperate with us by placing advance orders are entitled to first consideration."

During October and November our shipments against advance orders seriously depleted our stock. On December 1st the factory still owed us a larger quantity of goods, long overdue, than ever before.

Blackman Dealers, who cooperated with us, as requested, are going to realize that Blackman Dependability by comparison is more of a fact than a hope.

If you are not a Blackman Dealer—ask us about the Blackman Policy—the dividends are high and the premium low.

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

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., DEC. 8, 1922.

THESE words are of necessity written some time before the appearance of this paper, and consequently it is a little difficult to speak correctly about general conditions in the retail and wholesale elements in the talking machine industry during the Christmas season. One thing, however, is certain; and that is that retail merchants throughout the Mid-West are doing very well indeed. The lessons which they learned last year and during the first six months of this one have shown them that the people with whom they deal are just as much interested in music as they ever were and that what has been lacking has not been public interest half so much as it has been salesmanship. In other words, the merchants who have perceived this truth and have set to work to apply it have reaped no small reward. There is only one trouble with the talking machine business, and that is that its surface alone has been scratched. There is only one trouble with talking machine merchants—some of them, at any rate—and that is that they do not know how to do anything better than scratch surfaces. Now surface scratching is all very well so far as it goes, but it does not go far. To scratch the surface of sales is not very difficult, but no one has the right to cry that the field has been ploughed when it has really only been harrowed. We are doing in this business of ours much better than at this time last year most of us thought we should ever do again; but still we are not really reaching into the great regions under the surface. How many merchants are really trying to find ways of reaching the musicians, the music-lovers, the amateurs, the opera-going class, the music-loving foreigners of a dozen different races; and all the rest of the prospect-bearing soil which our great communities contain in such rich quantities? How many merchants are still content to sell a few machines when people come in, and a few records when people who see the monthly bulletins ask for them? But that is surface scratching. Now what we need, and all we need, is some ploughing.

Plough
Instead of
Harrow

THE most interesting of recent facts disclosed by inquiry and investigation inside the trade is the fact that the public is deserting some of its old standbys and going off more and more after new favorites. The console machine is not merely one of these new favorites—it is the principal favorite. There is today a general demand by merchants for consoles at moderate prices, and we sincerely hope that this laudable desire will be helped along by the manufacturers. That is to say, we believe that the console machine in all probability represents the direction in which the majority of talking machine construction will eventually go. It is good-looking, it can be made to fit into any sort of surroundings without seeming to be out of place, and in general it has an air of adequate appropriateness. It is not enough, however, that there should be a temporary demand for console machines. We believe that the trade ought to begin to turn itself towards the day when the console will be the prime factor in our trade. But when this day comes the universal console ought to be something more than an upright turned on its side. Much can be done in the way of mechanical and artistic improvement over the upright and we want to see the console of the future new inside as well as out.

The
Console
Boom

EVERYONE will admire and no one will be jealous of the enterprise displayed by the Aeolian Company in securing records of the voice of Frank Bacon. Ever since the play in which he made his last and greatest success began to grow in public favor, the lamented comedian had his name on everyone's lips. He was a remarkable man in a great many ways. The homely wit, simplicity and beauty of "Lightnin'" found its way to the hearts of the people in a most extraordinary manner. The country now possesses a permanent record of a remarkable actor and lovable character who was es-

Bacon's
Voice
Remains

pecially endeared to the Middle-West and whose loss will not quickly or easily be made up.

WE take genuine interest in the publication known as "Steger Magazine" which from time to time issues from the offices in the Steger Building on our Four Corners and proceeds to enlighten the rest of the world and us on the doings of that remarkable little community of workers which centers both in that building and in the corporate town of Steger, where Steger phonographs and pianos come from. It is quite an astonishing little magazine, too. Published primarily, as is evident, for the entertainment of the staff, and filled with news about them and their doings, it contains always pithy articles from good writers on all sorts of subjects, by no means of the dry "business" character. Of all things dry in the world, the driest (no jokes intended) is the average "business" article, save perhaps the average "inspirational talk." Some day all makers of "inspirational talks" will be shot at sunrise; then we shall all be happy. But "Steger Magazine" is not that kind of a magazine. It inspires without being inspirational; which reminds us of one Charles E. Byrne, chief (we suspect) conspirator and principal egger-on of Editor Sherwin Murphy. Now friend Byrne is a scholar as well as a business man and will thoroughly appreciate what we are after when, with a slight paraphrase to make it fit, we say of him what Quintilian said in one of his essays on oratory: "*ita editori bene dixisse finis est.*" Gents who desire to have the translation may obtain the same by applying to C. E. B., Steger Building, Wabash and Jackson. We might mention that there is a useful little story in the current Steger Magazine on needle pressures and reproducer weights. Some folks will appreciate the information there conveyed and find it of practical and personal benefit.

Steger
Magazine
and C. E. B.

WE are in receipt from the Chicago Talking Machine Co. of a new list of records now available in this country, made by artists who have so far not appeared in the U. S. A. We are glad to see this, for among our most cherished possessions are catalogues of European record manufacturers and some of the productions of the same. We are, therefore, in a position to say that there is a wealth of wonderful music made abroad not yet available to American consumers through ordinary channels. It is most interesting to learn that, for instance, Andre Chemet's exquisite violin playing is now to be had by American purchasers. Here is a remarkably large and fruitful field for cultivation. May there be many more of these welcome and timely bulletins month by month.

Congratula-
tions to
Victor!

Well,
Well,
Sir Harry!

IT is a far cry from Chaliapin and Chemet to Sir Harry Lauder, whose guid Scots name the fowk wi' a be ca'in Louder. In fact (to drop our ancestral, on one side, Scots), Sir Harry is not Louder but Lorder or rather Lorrnder, and we have been having him in Chicago. The fact that he is a Victor artist naturally gives us a chance to boost Bonnie Scotland again and also brings this paragraph right in place after the glorification we have been doing of the eminent European high-brows. Now the writer of these more or less witty lines is sometimes subjected to the accusation of being high-brow. But he admits that it is hard, not to say impossible, to withstand the charms of Tobermory. "Well, "theer's ither Scots i' Chicagey forbye me" and they all went around to the theatre and whooped it up for the little comedian with the bow legs, and then went off to the Victor shops and bought Lauder records till the Victor dealers had to order Lauder, Lauder order (it rhymes), fast and furiously. All of which leads to the terse remark, considerable tie-up; or may we say "quelque rapprochement!" Which is what we used to say in that dear Patee. Meanwhile, Merry Christmas to all our readers, and that means the trade at large!

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., December 9.—Time and again we have heard the expression that competition is the life of trade and we have always found this to be true. That being the case, we are ready to say without blushing that Chicago is to-day the liveliest center of competitive activity.

Each year at the beginning of the holiday season we like to give out some statement regarding business. If it is good business we give the reason, and if business is bad we also tell why. In the majority of cases dealers were wont to complain that business had fallen off to some extent for various reasons, such as, for example, the condition of the weather and that consequently the Christmas spirit was lacking. This year nothing at all, whether good weather or bad, sun or rain, Christmas feeling or what not is causing the dealer to sit down and play the waiting game as of yore. The dealer has real competition to meet this year and he knows it; consequently he is out after business. He knows that it is there and he also knows that if he does not get it someone else will. Therefore, he is up and at it.

Now, to get back to competition. As we said before, there is keener competition this year than we have ever seen. This is making business good. During other seasons in the past, when business was good it was not due to such keen competition. In fact, competition was practically nil. Selling was practically order-taking. Today there is no order-taking. Selling counts and selling is being done.

Financial statements indicate that business in general is exceptionally good. The bankers

show by their statistics that savings deposits are larger than ever before in history. Commercial men by their statements show that the factories are working at top notch. Labor statisticians show that there are one hundred jobs for every ninety-six workers. This latter statement is significant, meaning that in Illinois there is a shortage of labor. It also shows that manufacturing plants are working to capacity with practically full forces, the difficulty being that for the time being there are not enough workers to go around. This, in a nutshell, is the situation in this territory. Just what prevails in other sections of the country we do not know, but we believe from rumors we have heard that other sections of the United States are affected in a similar way.

We are not trying to imply that there is a boom throughout the country. What we are trying to point out is that we are going through a readjustment period which is stimulating business and bringing us back to normalcy. Manufacturers and dealers in musical instruments, however, must not take it for granted that we have completely readjusted ourselves. We have not; for the simple reason that the music industry is always one of the last to be affected by any boom. As a general rule we get our share of generally increased business from three to six months after the balance of commerce reaches its normal period. There are still some things to be considered before we have weathered the storm and have come safely into port and we must, therefore, keep a weather eye out for submerged reefs.

We know from past experience that when we get too cocksure of ourselves something always happens and it is, therefore, best that we continue our conservativeness for a while longer.

From reports around the street we gather that the portable and console machines are having exceptionally good sale. High quality consoles selling at popular prices are going very strong this season. We have had quite a stimulus in console business during the past year or so and from all we can learn around the city we can expect still greater activity in consoles for 1923. Some of the companies are putting out some mighty good little instruments of the console type which will be offered to the trade at prices hitherto unheard of. The designs will be of the straight-line character, devoid of all fancy work, but construction will be exceptionally good and so will the equipment. The same applies to portables. They are getting smaller and better. At present there are quite a number of companies contemplating the manufacture of portables during the coming year and from all appearances we may expect many newcomers on the market before long. As regards these portables, it might be well to say here that their manufacturers are breaking away from the "seasonal" idea and are doing everything they can to make portables an all-year proposition.

Baldwin Takes Sonora

The Sunday editions of the various daily papers in Chicago recently carried imposing (Continued on page 102)

THE ORO-TONE

This Arm is adjustable in length from 8 to 9½ inches, and adjustable in height up to ½ inch.

Extremely sensitive ball bearing swing or arc.



THE ORO-TONE O-1 CONCERT REPRODUCER

Produces a deep, rich tone quality with great carrying power and splendid definition.

MAY WE SEND SAMPLE ON APPROVAL AND QUOTE PRICES?

THE ORO-TONE O-G CONCERT ARM
With Angle Throw Back Improvement

The Last Word in Scientific Tone Arm Reproducer Construction

If you are in the market for a tone arm combination that has splendid eye value, that is perfect in operation, that produces a powerful, deep rich tone quality, that will give continuous service free from complaints, you will be interested in a personal inspection and demonstration of this concert equipment which we are offering at a price that we believe will appeal to you in connection with quality first standards.

DESCRIPTION

No. 16, base; No. 15, large elbow; No. 5, adjustable length extension; No. 6-9, floating throw-back elbow; M, height adjustment screw; L, single ball bearing; S, fixed stud in large elbow; E, stop screw for swing or arc of arm, also hold base to large elbow; C, length adjustment screw; H, assembly screw for No. 4 telescoping extension and 6-9 throw-back elbow; I, hard fibre washer to insure perfect joint alignment and prevent shake or rattle; G, lock screw to prevent assembly screw (H) from working loose.

THE ORO-TONE COMPANY

1010 George St., Chicago, Ill.

Manufactured in Canada under the trade name of ORO-TONE-BANFIELD by W. H. Banfield & Sons, Ltd., Toronto.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 101)

announcements that the Sonora line has been taken on by the Baldwin Piano Co. The latter company definitely closed arrangements with the Sonora Phonograph Co. of Illinois late last month. The local Baldwin sales forces seem to be very enthusiastic about Sonora possibilities and are looking forward to a very active selling season.

The Baldwin Co. has planned a comprehensive advertising campaign in the interests of Sonora and this will carry on for the next three months. The advertising copy in the daily papers just referred to carries illustrations showing Sonora Baby Grand, Queen Anne, Lafayette, Marquette and Pembroke models. The text matter tells how the Baldwin Co. "watched the phenomenal growth of the Sonora industries, marveled at the Sonora's ever-increasing popularity and felt the public's insistent demand for this superb instrument."

Snappy Kimball House Magazine

The December issue of "The Musical Herald," which is a professional paper published by the W. W. Kimball Co. for its dealers, is more imposing than ever before and contains excellent articles and beautiful illustrations. Much credit must go to Miss E. Manning for the obviously great amount of time and effort that must have gone into its preparation. In addition to several excellent articles on topics of particular professional interest, there is one devoted to the factory of the Kimball Piano Co. which will interest music dealers. Incidentally, we can say that Kimball dealers all over the country read this little magazine assiduously.

Hoot Mon! Harry Lauder's in Town

Chicago Victor dealers and especially those doing business in the downtown section took advantage of the appearance of Sir Harry Lauder at the Studebaker Theatre during the week starting November 27. Some of the dealers devoted entire windows to Lauder displays

and had not only his picture, but his entire list of twenty-nine Victor records on display. The Victor dealers made up their minds that they were going to sell Lauder, and they did it with very satisfactory results.

Bennett Twins and the Okeh

The Bennett twins from Al Jolson's show, "Bombo," while going through the Loop the



Consolidated T. M. Co. Window other day noticed the window decorations of the Consolidated Talking Machine Co. and stopped to compliment the sales department on the display. The young ladies are person-



The Bennett Sisters ally acquainted with several members of the sales force and spent some time discussing the new song, "Stop Your Kiddin'," which was

dedicated to them by the Mills Publishing Co. and which will appear on Okeh records.

Both young ladies are Okeh enthusiasts and before leaving the Consolidated headquarters they consented to pose for a photograph. The Consolidated sales force then took a large Okeh record display card from the show window and the twins posed with it between them. As can be seen from the face of the card the publicity is directed towards Vincent Lopez and his Pennsylvania Hotel orchestra, who play exclusively for Okeh. The purpose of the window display was to popularize the Pennsylvania Hotel orchestra and it was put in by C. M. Rickoff, retail sales manager of the Consolidated Co. The window is laid out so as to show the public exactly what instruments are used during recording and they are placed just as they would be in the recording room while recording is going on. The instruments were taken from the stock of the Consolidated Co.'s small goods department. Mr. Rickoff is a newcomer with the Consolidated Co.'s retail sales force and was formerly with the Grand Furniture Co., of Racine, Wis.

Besides handling the Okeh and Edison records and a full line of small goods the Consolidated Co.'s retail branch handles Edison and Brunswick phonographs and records, Columbia Grafonolas and records and Strand talking machines.

Now With the Consolidated Co.

S. A. Burrell, who for the past fourteen years was connected with the Columbia Co.'s Chicago branch as credit manager, is now associated with the Consolidated Talking Machine Co. as manager of its credit department. Mr. Burrell is one of the most experienced talking machine credit men in this section of the country and is personally known to many dealers.

Tie-up With Brunswick Artists

The appearance of the three Brox sisters, exclusive Brunswick artists, with the "Music



"Built by tone specialists"



Magnola Style Louis XVI

IN ITS SEVENTH YEAR OF STEADY SUCCESS

4 Cabinet Styles:

Mahogany, Walnut and Oak Finishes.

Patented Tone-Deflecting System:

Unsurpassed Workmanship.

Vertical Record Filing:

Mechanical and Acoustic Equipment Beyond Criticism.

Write for our Revised Wholesale Prices

Magnola Talking Machine Company

OTTO SCHULZ, President

711 Milwaukee Avenue

Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 102)

Box Revue," which recently arrived in this city from New York, and is now playing in the Colonial Theatre, is proving profitable to local Brunswick dealers who have tied up with the show. Increased sales of records made by these three popular artists are reported by the dealers who are featuring them in window displays and advertising.

Strand Going Big in Chicago

The Strand line of talking machines is gaining increased popularity throughout the Chicago trade and many new accounts have been opened by the Consolidated Talking Machine Co., which represents this well-known line of instruments. E. A. Fearn, head of the Consolidated Co., gives out the information that the new \$100 and \$175 models have met with favor from the Chicago trade and that the two-toned wood effects in walnut and mahogany have created much admiration. Mr. Fearn has returned from a three-day trip to the Kansas territory.

Whiteman Appears Here

One of the biggest turning-outs that Chicago has ever seen happened at the Bal Fantastic, Chicago's big annual charity ball held at the Trianon, December 5. The Trianon is Chicago's big new dancing palace at Cottage Grove avenue and Sixty-second street. The feature of the occasion was none other than Paul Whiteman and his orchestra, exclusive Victor artists, and it is said that this engagement, which lasted for six days, netted Mr. Whiteman and his organization \$25,000. There were thousands of delighted Chicagoans who attended during the stay and the Victor dealers for miles around knew that such would be the case. The result was a tie-up which moved more Whiteman Victor records than ever before.

Gala Victor Day in Chicago

December 1 surely was a gala day in Chicago so far as Victor dealers were concerned. The day was made possible by the splendid Victor December supplement records, which

contained a special list of symphonies and famous artists. These records brought many new and old faces to the Victor stores as they were with few exceptions made by artists and musical organizations who have not appeared in this country heretofore, but will be the means of bringing to music lovers many artists whom they might not otherwise have had an opportunity to hear. Eminent violinists such as Thibaud and Chemet were among the artists whose records appeared for the first time. There were also four exceptionally fine new records by Chaliapin.

The Victor dealers were also supplied with a great quantity of eight-page booklets and hangers featuring these records and they lost no time in sending these out to all customers and prospects.

Kimball Hall Broadcasts Organ Music

What is said to be the first radio organ recital ever attempted in this section was carried out recently by Hugh Porter and Franz Wagner at Kimball Hall from the Kimball concert organ. The concert was relayed to KYW station and thence broadcasted. Four numbers were played in two groups during the hour. The first group consisted of Dickinson's Berceuse and Wagner's Pilgrim Chorus; the second of the Military March by Elgar and the D Major Aria of Bach. This last number was for solo 'cello with organ.

It is said that the organ furnished splendid music over the radio and that the reproduction was exceptionally clear. Similar concerts are planned two or three times each week.

Local Orchestra With Okeh

The Chicago Orchestra, one of Chicago's greatest dance orchestras, which plays at Guyon's Paradise, has just returned to Chicago from New York, where the men went to record exclusively for the General Phonograph Corp. The records they made for the Okeh include "Silver Swanee," "Lost, a Wonderful Girl," "Lovin' Sam," "I'm Through," "Isle of Sweet-

hearts" and "Hawaii." The Chicago Orchestra is one of the most popular musical organizations that have ever been introduced to Chicago's patrons of the dance and when announcement was made at Guyon's Paradise that this orchestra's records would soon be released by Okeh there was much enthusiasm shown by the dancers.

Unico President a Visitor

Rayburn Clark Smith, president of the Unit Construction Co., was a visitor to the Chicago trade during the past week. Mr. Smith was on his way to Denver and the Coast for the purpose of making a general survey of business conditions. From Chicago he made a side trip to Minneapolis, where he visited the Foster & Waldo establishment, which is being refitted by the Unit Construction Co. Mr. Smith anticipates returning to headquarters in the East about Christmastime.

Fire Imperils Consolidated Co.

Fire which practically destroyed the Franklin Hotel at 2 o'clock Sunday afternoon, November 26, damaged several adjacent buildings, among which was that occupied by the Consolidated Talking Machine Co. The Franklin Hotel is located at 29 North Franklin street, just around the corner from the Consolidated Co.'s building at 227 West Washington street. The rear of the first and second floors of the Consolidated Co.'s building was scorched up to quite an extent and the goods in the basement and the first and second floors were somewhat damaged by smoke and water.

New Record Shipping Device

The Unyversal Utylyty Unyts Co., of this city, manufacturer of the Unyversal automatic record container and automatic record holder, has just perfected a new type of record shipping device called the "Saftee-Shipper," which is made both single-faced and double-faced of corrugated straw board. It is compressed or cut out slightly larger than the size of the

(Continued on page 104)

VITANOLA

The Phonograph of Marvelous Tone

1923 Greetings

Vitanola is Splendidly Equipped for the New Year



No. 43—List \$125.00

Write us for DEALER'S price

Now, in our immense Saginaw, Michigan, plant, we have co-ordinated all Vitanola activities, including the moving of our general offices to Saginaw from Chicago; and it works out to your advantage as well as our own.

In Saginaw we have always had and—now that all Vitanolas will be made here—will have in increasing degree the benefit of skilled labor at a fair price. The men who work in our Saginaw plant, many of them, have been with us since our beginning. They own homes, and are skilled artisans who work because they like to create something worth while, not merely because they are compelled to hold a job.

In this big modern factory, then, under one roof we shall continue to produce the VITANOLA with the thought in mind that to-day the American public wants phonographs as badly as ever, BUT the quality and the price must both meet rigid competition. At the same time the dealer's interest must be protected.

Write to us to-day, and find out what all this means for you. DEALERS who know have said to us

"It is Easier to sell Vitanola Than to Compete With It"

Vitanola Talking Machine Co.
Saginaw, W. S. Michigan

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 103)

records and the company states it takes the lateral pressure of any blow or weight from the record's sides, also allowing the resilient, straw board corrugations and packing to absorb the blows or weights struck against the records while in transit.

It is planned to produce two sizes of the "Saftee-Shipper," one of which will carry from one to three records and the other from three to ten records. The company is making a special sales drive in behalf of this shipping device, stating that no supplementary wrapping is needed, and that it is fully approved by the postal authorities.

Frank Bacon's Voice Preserved

On Sunday night, November 19, Frank Bacon passed away in Chicago. For over a year Frank Bacon and his cast in "Lightnin'" had showed continuously at the Blackstone Theatre in Chicago. The run of "Lightnin'" has broken all records of continuous performances at this theatre.

Frank Bacon, according to many of the old-time theatregoers of this section, was the greatest American actor since the days of Thomas Jefferson, and some even assert that he was superior to Jefferson. His passing away affected the Chicago theatregoers as greatly, perhaps, as would a national calamity. He had made many friends here and was loved by all who had seen him.

Although this great man has passed out to the Great Beyond his voice will continue on into posterity. This is made possible by the foresightedness of the Aeolian Co., which is said to have been the only company that ever recorded Frank Bacon's voice. The Aeolian Co. recorded Bacon's famous "Bee Story," as well as the narration of the "Reno divorce court." Both these interesting stories appear on Vocalion record No. 14224. Another Aeolian record, 14245, contains Bacon's story of "Me and Grant" and "Lightnin' Bill Jones' escape from the Indians." When news of Frank

Bacon's death was made known to the public H. B. Levy, manager of the Aeolian Co.'s big branch, lost no time in organizing his dealers for the purpose of putting in mourning windows in honor of the celebrated actor. Frank Bacon's funeral was held from the stage of the Blackstone Theatre and there were very few Vocalion dealers in town who did not display the Bacon Vocalion records as well as the picture of the great actor.

Sterling Devices Creditors' Meeting

The Sterling Devices Co. held a creditors' meeting on November 16, to which all creditors were invited. It was brought out that the total indebtedness is \$20,318.52, against tangible assets of \$20,502.51. It appears that the assets consist largely of dyes and special material which would bring at a forced sale only a few cents on the dollar, whereas by finishing the material on hand and disposing of all completed Sterling products there can be had sufficient profit to pay off all indebtedness in full, provided, of course, that sufficient time is allowed by the creditors.

It was therefore resolved by the creditors that Sterling Devices be granted one year's extension on their indebtedness. From present indications all creditors will agree to this resolution and the company will continue the business of manufacturing Sterling Devices, Sterling Edison Attachments and Sterling Radio head-sets, as heretofore.

Steger's Talk on Needle Pressure

Those who have paid attention to the requirements of a tone arm know that the pressure of the needle point on the record has much to do with the playing and life of the record. Talking machines with the round jewel point needle must have a heavy reproducer in order to make the ball point follow the grooves of the record, whereas the machine which has a diamond-pointed needle must have a lighter pressure. Instruments which use fibre, steel or brass needles play best when carrying a medium weight on the needle point. In order to effect the best results inventors have time after time brought out various ideas for assuring proper weight. In the Autumn number of the "Steger Magazine," house organ of the Steger & Sons Piano Manufacturing Co., there is an interesting editorial concerning the method utilized in assuring proper weight on records played on the Steger talking machines. The editorial in part reads: "The Steger phonograph has gone the ordinary 'talking machine' one better, because the patented Steger weight-regulating device incorporated in the Steger tone arm controls the pressure with which the reproducer lights on the record. This feature is exclusive to the Steger and not only prolongs the life of the records, but permits the playing of all makes of records with the exact pressure on the needle point, just as they would be played on the phonograph that they were originally intended for, thereby insuring correct reproduction of every tone and bit of sound.

"The weight of the reproducer is adjusted by means of a small lever on the elbow of the tone arm. This lever is set by pulling out the knob and inserting it in the proper slot. There are no parts to change."

Sonora Ad Campaign

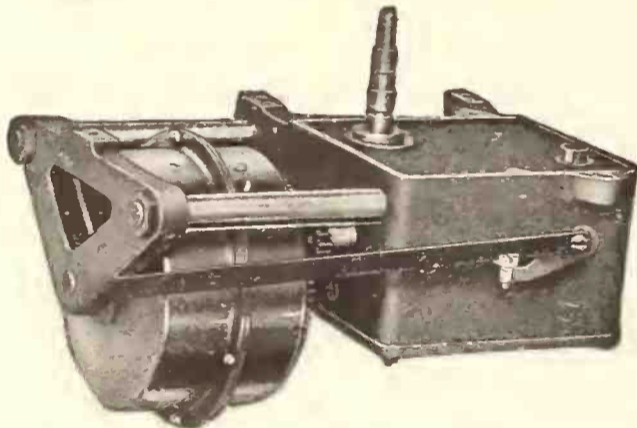
The Sonora Phonograph Co., Inc., of Illinois, recently inaugurated an extensive advertising campaign in the local newspapers and L. Golder, sales manager, is busy putting things in shape for the rapidly expanding business. The present advertising campaign will be augmented in the near future if the present plans are put in effect. Business with this concern, due in great measure to its fine publicity, is of excellent and growing volume.

Generation-old Litigation Dismissed

One of the most interesting lawsuits in the annals of Illinois courts has just been dismissed.

(Continued on page 106)

BEAU BRUMMEL In Squeaky Shoes!!



AN EXQUISITE CABINET WITH A CRUDE MOTOR

A thing may be durable and yet most objectionable.

Not so long ago, all motors were noisy. The coffee-mill-like winding sounds and the mechanical sounds of the motor were the accustomed though annoying prelude to an operatic air.

Today, instruments equipped with our enclosed, automatically lubricated motors avoid this objectionable defect. Not a sound—No intrusion of mechanics into the artist's offering, they are musical instruments—not machines.

Also, manufacturers were accustomed to bear a certain amount of bother and expense due to motor troubles after their instruments were sold.

Most of the makers of fine Phonographs now use our equipment, their motor troubles are forgotten, their costs as well as their overhead expense are reduced, and their cabinet work, no matter how exquisite, is matched in refinement and quality by the mechanism inside.

Let us send samples for trial at our expense to your Mechanical Department. See for yourself just what we offer at less money than you are doubtless now paying.

Let Us Furnish You Samples

United Manufacturing and Distributing Company

536 Lake Shore Drive

CHICAGO

WARNING!

Infringement Notice

THE trade and the public generally are notified of the issue by the United States Patent Office on November 14, 1922, of Letters Patent No. 1,435,660 for Educational Appliance. This patent was granted to Wallace Institute and covers, broadly, the invention of the popular Wallace Records and Charts. All forms of appliances comprising a phonograph record having instructions for physical exercises recorded thereon combined with any sort of an indicator or chart illustrative of such exercises infringe this patent.

Dealers who sell and all who use records and charts of the character above described, unless they be the Wallace Records and Charts, are liable to Wallace Institute for infringement of its patent. This is true whether the records and charts are made by the dealers or some one else.

All dealers are now called upon to cease the sale of infringing devices under penalty of suit for injunction and accounting for profits and damages.

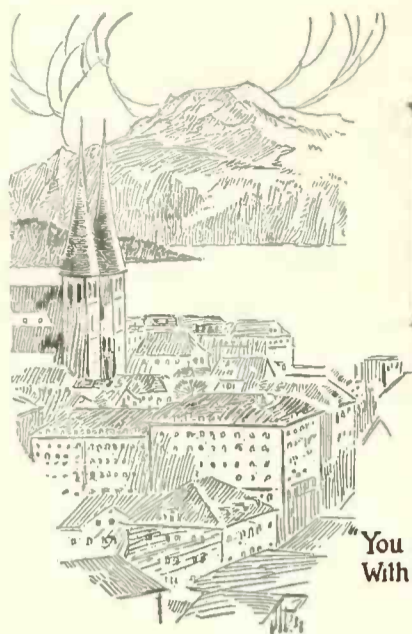
Further Notice also is given that Wallace Institute possesses proprietary rights in and to the trade-mark "Reducing" when applied to talking machine records, evidenced by Certificate of Registration No. 160,758 issued by the United States Patent Office, October 24, 1922.

Dealers selling records under this trade-mark, except they be the Wallace "Reducing" Records, also render themselves liable for infringement thereof.

Violation of the rights above specified will not be countenanced, and warning is given that all infringements will be vigorously prosecuted.

WALLACE INSTITUTE

Chicago, December 1st, 1922.



LONDON'S NEWEST WALTZ HIT! LOVELY LUCERNE

As Beautiful as "Valse Septembre" and by the same Writer



When falls the calm of e-ven-tide, There comes a vis-ion glow-ing,-

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

It is said to have been the oldest pending litigation in the Supreme court of Illinois. It seems that twenty-seven years ago the estate of one Frederick Atwood filed a suit for \$500.00 against the W. W. Kimball Co. Three times the suit was taken to the Appellate Court during the litigation, of which the total cost is by now in the neighborhood of \$5,000.00. The case recently came up again, when it was discovered that neither of the litigants knew anything concerning the circumstances in the case, for in the interim attorneys for both sides had died.

Announces Record Candies

W. P. White, who was formerly connected with the sales force of the Chicago Talking Machine Co., has started out on a new venture which he believes will make a hit with the talking machine trade. During his long experience in talking machines he has made a careful investigation of all things practical for sale by the talking machine man. He decided that high-grade bon-bons were in constant demand at all seasons of the year and after coming to this conclusion figured out a way whereby the talking machine man could cash in on this extensive trade. He therefore brought out a round metal candy box, the lid of which simulates a talking machine record. They are in various colors, red boxes with red center labels for Victor dealers, blue boxes and labels

for Columbia and green boxes and labels for Brunswick dealers. Facsimiles of the various record labels are enameled right into the lid of the box. The box is packed with high-grade candy, with room also for the counter cards supplied by the various talking machine companies to their retail dealers.

Sophie Tucker Welcomed

One of the warmest receptions that was ever given a vaudeville artist by Chicago theatre-goers was tendered to Sophie Tucker on her appearance at the Palace Theatre during the weeks of December 4 and 11. Miss Tucker pleased her audience with many new songs and requests for her old favorites were many.

Miss Tucker is one of the most attractive singing artists who have ever appeared in Chicago and has the distinction of holding down the Palace Theatre for two consecutive weeks and playing to packed houses. Needless to say, a great amount of publicity was given to the Okeh records, for Miss Tucker is an exclusive Okeh artist who certainly knows how to boost and is not at all backward in doing so.

Tonofone's Fifth Birthday

November marked the fifth anniversary of Tonofone's introduction to the trade, for five years ago this month the first Tonofone needles were offered to the trade. As an actual fact, however, Tonofone came into being about seven years ago, but before it made its debut

to the trade the inventors spent two years in trying out and perfecting it. It was, we are told, the first needle of its kind to be put on the market. Its originality was based on the fact that it was a two-piece affair, having a brass shank, to the end of which was swaged a fine, resilient, non-scratching, flexible point. The purpose of the needle was mainly to give the talking machine owners a needle that was really semi-permanent and which at the same time would not cut up or scratch the surface of the record. In this we have reason to believe that Tonofone has been successful, as numerous testimonials are on hand from all parts of the world attesting to Tonofone's merit. Now to get back to the original story. November does do things for Tonofone. It marks its fifth anniversary, as has been before stated, and at the same time it heralds the introduction of Tonofone's little sister. The new needle will be known as the loud Tonofone and the inventors of this needle claim all the good points of the original Tonofone with the addition of loudness. In this particular instance the Tonofone Co. claims that the new Tonofone needle will give an intensity of sound fairly comparable with what is given out by a full-tone steel needle.

Oro-Tone Broadside

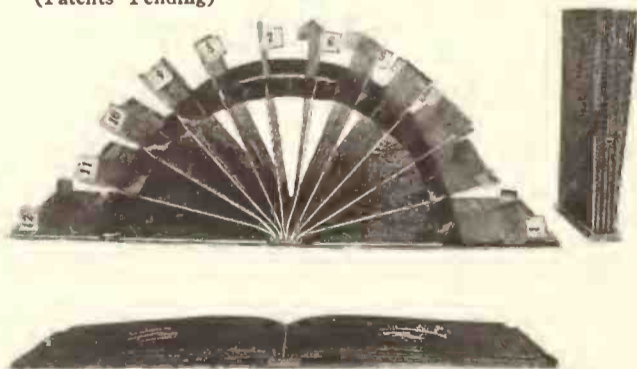
The Oro-Tone Co. has started on a publicity campaign by means of which it intends to reach every possible user of tone-arms and Edison attachments. The tone of the broadside is directed to their O-G arm and O-F concert reproducer. A feature of this Oro-Tone equipment is its adjustability as to length and height, this being controlled by set-screws. This particular arm embodies the improved angle throw-back principle, which permits the reproducer to clear the tone-arm when thrown back, regardless of whether it be in position for playing hill-and-dale or lateral-cut records.

The broadside shows a handsome cutaway illustration of the Oro-Tone tone-arm and small arrows point to the various features. These arrows are keyed and a reference table is printed directly beneath the illustration. The small thumb-nail, mechanical diagram printed immediately under this larger illustration shows, by means of a combined photograph

THE PHONOGRAPH WORLD'S PROFIT PULMOTOR "ABILITY" AT LAST

(Patents Pending)

1. Access-ABILITY
2. Dur-ABILITY
3. Find-ABILITY
4. Index-ABILITY
5. Label-ABILITY
6. Place-ABILITY
7. Port-ABILITY
8. Profit-ABILITY
9. Replace-ABILITY
10. Sale-ABILITY
11. Vis-ABILITY
12. Work-ABILITY



Not for one—but—for *all*—all 12—automatically, instantly, all the time—anywhere. The three-fingered—one-handed—miracle.

Anywhere—much more accessible, safe and convenient in but one-half the area. Infinitely more accessible, closed, than any "album"—open—anywhere.

THE AUTOMATIC-ALBUM

Just as marvelous an automatic cabinet fixture, as it is a transportable album. Optional at will.

UNYVERSAL UTYLYTY UNYTS CO.

6111 Winthrop Avenue

CHICAGO, U. S. A.

N. B.—Universal, Unit-Backed, Regular Albums, Flat-Opening, Uncut, Unpunched, Full Stock Strength, Leaves.

A Better Fibre Needle Cutter for Less Money
RETAIL PRICE \$1.00

The ALTO



Manufactured by
ALTO MFG. CO.

1801-1803 Cornelia Ave., CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 106)

and pen drawing, exactly how the throw-back works. It is most illuminating.

Another Beautiful Store

One of the most elaborate retail stores which has been opened in Chicago in the past few weeks is the A. Schlessinger store at 623 West North avenue. This new place of business occupies practically an entire building and boasts of the greatest number both of talking machine and piano demonstrating booths, record and roll hearing rooms contained in any store on the northwest side of the city. On the first floor are something like eighteen talking machine booths and on the second floor a dozen piano booths. The furnishings and fixtures are very elaborate and up-to-date. The Schlessinger store handles the Victor and Columbia lines of talking machines and records, as well as a complete line of Okeh and Odeon records.

Tie Up With Opera

Now, with the coming on of the opera season in Chicago, retail dealers here have lost no time in calling the attention of the public to the fact that excerpts from all the operas being offered this season can also be had on records. This publicity is instrumental in causing quite a run on classical records in Chicago. Those dealers here who carry lines of records embracing the operas now being given at the Auditorium are getting the lion's share of the business.

Many of the "opera windows" seen throughout Chicago are taking advantage of mechanical attractions, such as for example small reproductions of the interior of a theatre, with the scenery being constantly changed. Many of these little mechanical theatres show the proscenium-arch, orchestra-pit and drop-curtain. The curtain is automatic and each time it rises a new stage set is seen, together with little paper cut-outs representing the various characters seen in operas such as "Lohengrin," "L'Africaine," "Carmen," etc.

Thomas Head in Town

E. D. Hall, president and general manager of the Thomas Mfg. Co., Dayton, O., paid a visit to the Thomas Mfg. Co.'s Chicago office in the Republic Building during the past week, making a survey of the Chicago trade, which he found very satisfactory. From the standpoint of their own activities Mr. Hall stated that the Thomas Mfg. Co. was up and at it and doing everything it could to keep up with orders.

Brunswick Wholesale Stock Low

A. J. Kendrick, general sales manager of the phonograph division of the Brunswick-Balke-Collender Co., gives out the statement this month that the talking machine division is working at top speed in an effort to catch up with the demand for Brunswick machines. The stockroom is practically cleaned out of all models and of the entire big line there are only seven models of which the Brunswick Co. has a reasonable stock.

The trade has been in a more satisfactory condition this year, according to Mr. Kendrick's views, inasmuch as dealers are now doing their December buying early, whereas last year they waited until almost December before doing their buying for the month. In previous years it has been customary for dealers to anticipate their wants months in advance, but owing to unsettled conditions for the past several months dealers in all lines of merchandise have been extremely conservative. Just now, however, matters are much more satisfactory in this respect—a gratifying development.

Jewel Activities

The Jewel Phonoparts Co., of Chicago, has announced three new tone arms, the first of which, Model No. 3, was formally announced to the trade during November. Model No. 4 will go through in December and the third model is scheduled for introduction in January.

Many new and important features are to be found in these new tone arms, one being that for Edison record playing the reproducer turns

to face the record in the well-known Edison position. In other words, the reproducer faces the record horizontally when playing Edison re-creations.

Another feature in the construction of this tone arm is that it also permits the reproducer to be thrown back, but in such a position that there is absolutely no danger of its being injured should the lid of the talking machine be let down. These new tone-arms, as well as all others of Jewel make, are produced in eight and one-half, nine and one-half and ten and one-half inch lengths. The reason for this, according to the Jewel Co., is because constant surveys of the trade teach that manufacturers are apt frequently to change their models in order to make them consistent with variations in price standards.

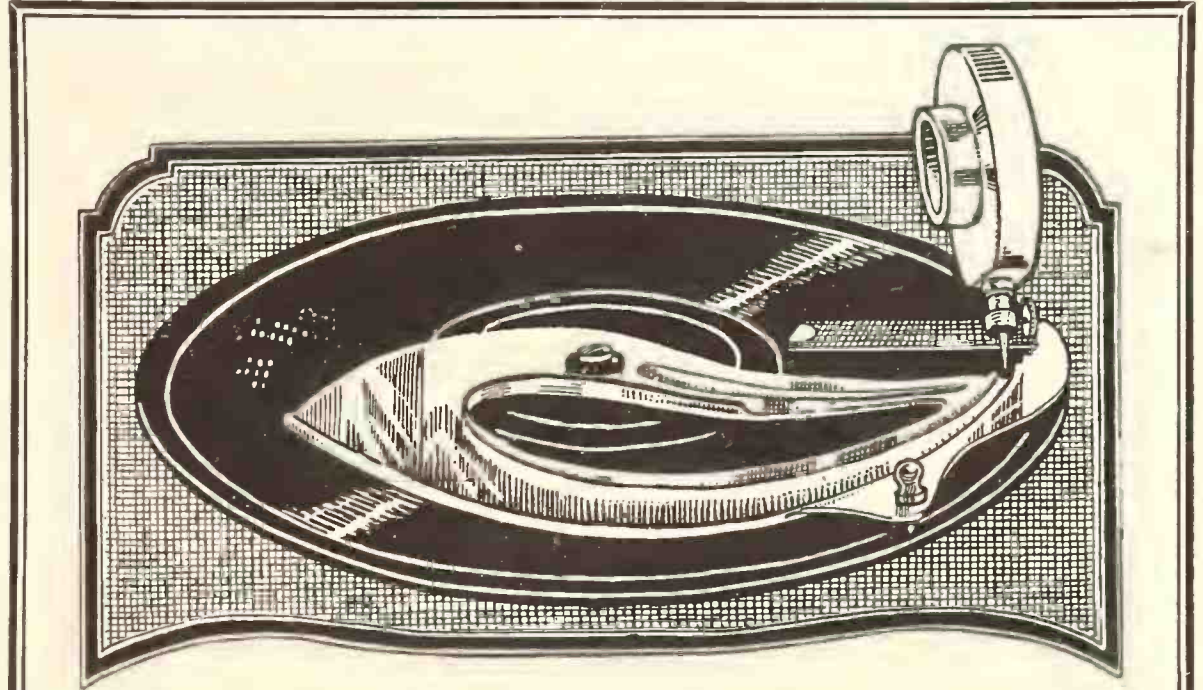
One of the pleasing features of the new No. 4 tone arm is that the base is fashioned in bell shape. When mounted on its base the outer edge of the bell comes down just close enough to the motor board to avoid touching it. This

new design completely hides the flange, but at the same time gives plenty of lateral action. The Jewel Co. has not changed its regulation pivot action being convinced of its absolute freedom.

The Jewel No. 5 arm, which will be introduced in January, will be the Jewel De Luxe model. This arm is very scientifically constructed and the weight of the reproducer while playing the record may be changed by simply turning a set-screw. The weight is controlled by simple spring tension. This arm is also adjustable as regards length from seven and a half inches to eleven and a half inches. The length is also controlled by a set-screw. The No. 5 arm, like Nos. 3 and 4, permits the reproducer to be swung horizontally over the face of the record.

Last, and most important of all, is the fact that the new Jewel reproducers permit the use of a fibre needle in playing an Edison record. This in itself, according to the views of A. B. Cornell, sales director of the Jewel Co., marks

(Continued on page 108)



A Xmas Gift De Luxe

THE IMPROVED GEER REPEATER

Finished exquisitely in guaranteed genuine gold plate and packed at your option in beautiful Xmas boxes of holly and poinsettia design—retailing at only \$1.50—the regular price. Place your orders now to be sure of prompt delivery and cash in on this ideal Xmas Gift.

Old Price \$2.50

New Price \$1.50

WALBERT MFG. CO.

925-41 Wrightwood Ave.

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

a new epoch in scientific reproducer construction. Never before, according to Mr. Cornell, has there been offered to the trade a reproducer which will play Edison re-creations in true Edison position with a fibre needle. Heretofore, the fibre needle has been limited, according to Mr. Cornell, to lateral-cut records, whereas to-day Jewel ingenuity enables the playing in a most effective way of hill-and-dale records by said fibre needle.

New Krasco Lubricant

W. E. Lent, vice-president and production manager of the Krasco Mfg. Co., has just brought out a new spring lubricant which he believes will fill a long-felt want and will go a great way toward eliminating spring breakage. According to Mr. Lent, who is said to be one of the best-versed men in talking machine motor production, a large percentage of spring breakage is due entirely to the lubricant in which the springs are packed. The new preparation has been tried successfully in Krasco motors for the past year or more and according to officials of the company is fulfilling all expectations. Its consistency is such that it avoids any impacting and gumming up of springs—an important consideration.

St. Louisian Visits Chicago

A. E. Hoeger, representing the talking machine division of the Shapleigh Hardware Co., St. Louis, was in Chicago recently calling on many talking machine dealers here. Mr. Hoeger was exhibiting samples of the Shapleigh machines, which are known as Harmographs, including a new portable. The Harmograph portable is handsomely put up and is said to contain many patented features in sound chamber, tone modulator and record compartment. The finishes are in dark fumed oak, mahogany and black fabrikoid and are said to be water, sun and dust proof.

Now With Jewel Phonoparts Co.

R. C. Grows, who is well known in advertising circles of Chicago and who was formerly



Repair Parts

For All and Every Motor That Was Ever Manufactured



We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

SUCCESSORS TO:
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretino Co.

Manufacturers of

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.



TRADE MARK
"CONSOLA"
CABLE ADDRESS
"CONSOLA"

227-229 W. WASHINGTON ST., CHICAGO, ILL.
Branch: 2987 Gratiot Ave., Detroit, Mich.

connected with Conover-Mooney Co., one of Chicago's largest advertising concerns, is now associated with the Jewel Phonoparts Co. In his new position Mr. Grows will not only act as advertising manager, but will also assist A. B. Cornell, sales director. Following out his work as an advertising man for the past four or five years Mr. Grows has had close contact with the talking machine industry and has gained quite a wide experience in this line.

In his new position this experience enables him to be of great assistance to Mr. Cornell.

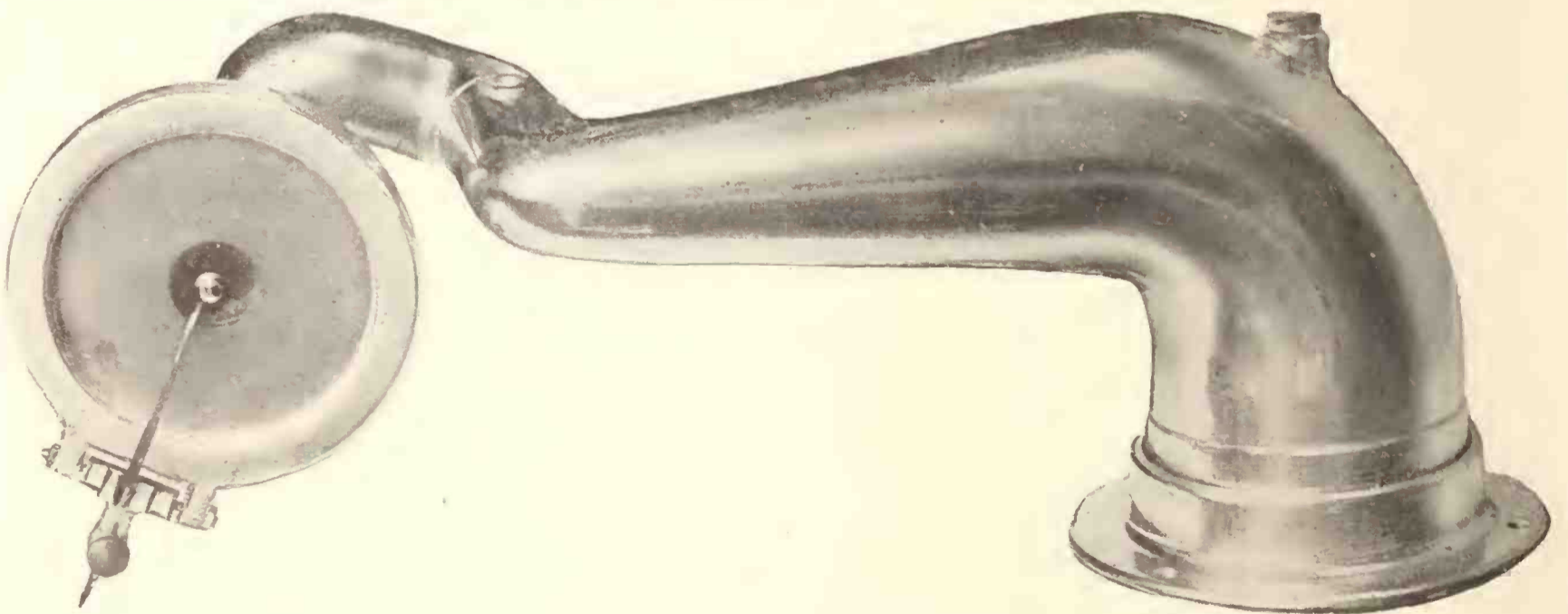
Christmas Boxes Go Big

The beautiful Christmas boxes in which the Walbert Mfg. Co. is now packing its well-known Geer repeater have met with an exceptionally warm reception from the trade. The announcement of this new package, which was made several weeks ago, came at a time when dealers were preparing for the holiday

DO YOU WANT:

POSSESSES. ACTUAL TESTS HAVE PROVEN THAT IT HAS NO EQUAL. IMPROVEMENT IS GOING TO INSURE YOUR SUCCESS IN THE PHONOGRAPH FIELD.

The BEST tone, the GREATEST volume, the CLEAREST enunciation, the ARM that will bring out ALL THAT IS IN THE RECORD? Then you want the BLOOD Arm. IT HAS REAL IMPROVEMENTS THAT NO OTHER ARM



KEEP AHEAD OF THE CROWD by dealing with a concern that has set the HIGHEST STANDARD EVER ATTAINED IN TONE ARMS. SUCH A CONCERN IS ALWAYS STRIVING FOR BETTERMENT. HONEST EFFORT COUPLED WITH A SCIENTIFIC KNOWLEDGE OF SOUND TRANSMISSION IS BOUND TO PRODUCE RESULTS. OUR BUSINESS TODAY IS PROOF OF THIS FACT. GET IN LINE. WE CAN TAKE CARE OF YOU.

Free Samples for Test

BLOOD TONE ARM CO.

326 River St., Chicago

“Everybody’s
Runnin’ Wild”
 With **“LOOSE FEET”**
 “You can’t go wrong
 With any FEIST song”
 The Two New Hits for The New Year

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 108)

business. The boxes are highly artistic and are printed in holly wreath and poinsettia design. The repeaters themselves are finished in a guaranteed genuine gold-plate and retail at the regular price.

Among Department Stores

A trip through the department stores and retail music establishments will give one an excellent idea of the large amount of music business they are doing and the grasp that the Christmas spirit has on the public this year. The Christmas trade started in November and has steadily increased. Practically all the talking machine departments report an increased business over last year by a large margin. In many instances the sales forces of these departments have been doubled in order to take care of this increased demand.

This early stimulation has no doubt been brought about by holiday advertising, window

displays appropriate for Christmas trade and the spreading of holly in general. In this way the music trade has created a large holiday demand that has been stimulated early enough for the trade to take care of, so that the bulk of Christmas business would not come the last week before the holidays. Of course, there will always be a few who will wait until the last minute, but the trade has very successfully stimulated the Christmas buying spirit early this year by getting a good start.

Rothschild & Co., who handle all the standard makes of talking machines, have increased their department and hired twenty more salespeople to take care of the business. As a matter of fact, this department has been successful all year, doubling last year’s business. They have advertised continuously all Summer and have done an exceptionally large business.

Through the efforts of W. B. Papineau, man-

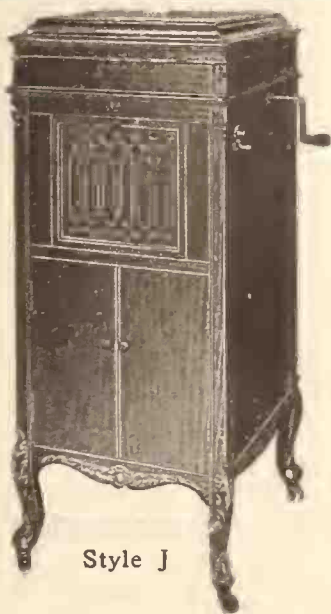
ager of the music department of The Fair, several improvements have been made to enhance the department and more space has been secured, thereby giving ample room for displays. This department has also made preparations to take care of the demand that has been stimulated. Of course, along with talking machines there is also a very large demand for records.

T. W. Hindley, manager of the Vocalion Salon of Mandel Bros., reports a large demand for the higher priced console models. He attributes this demand to the period furniture which is now in vogue.

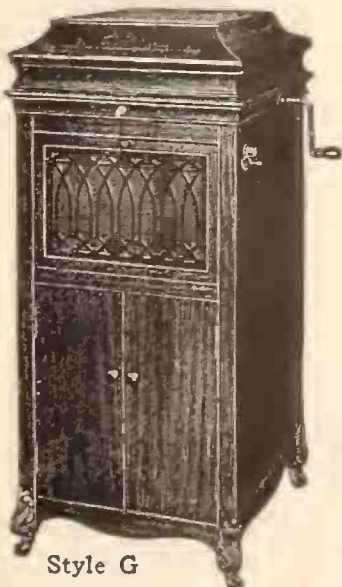
Marshall Field & Co., who handle the Cheney talking machine, are also going in for the higher grade models of the Cheney.

It is predicted that all records will be broken in the sale of talking machines and records for the holiday trade. At least from present

(Continued on page 110)



Style J



Style G

KIMBALL PHONOGRAPHS

The Greatest Phonograph Value

The dealer who sells the Kimball will not only have ready sales but satisfied customers and is building future business. Compare the Kimball in Construction or visible beauty, or in TONE or accurate reproduction and there is none to excel. Exclusive features appeal to buyers.

Console and Upright Types;
 Variety of designs;
 Wide range of prices;
 Reliable guarantee.

Ask about Territory and Agency Terms.

W. W. KIMBALL CO.

Established 1857

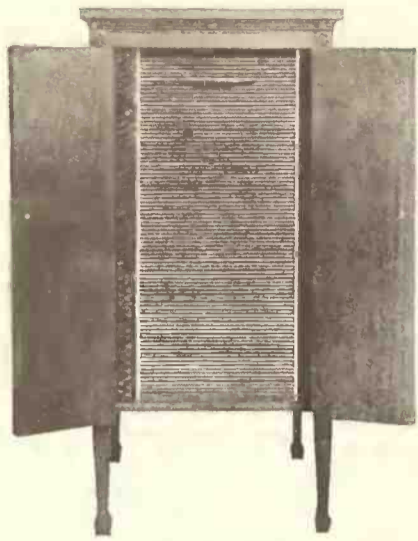
Kimball Hall 306 So. Wabash Avenue CHICAGO

Manufacturers of Phonographs, Pianos, Player Pianos, Pipe Organs, Distributors of Okeh Records.

Kimball Phonographs Play ALL Records



Console Model Style S



Style 70
Capacity 100 Records

Cut on left shows filing system built in beautiful cabinet finished in Mahogany, Fumed or Golden Oak. Files your records horizontally and prevents warping.

Circular and Prices on Request

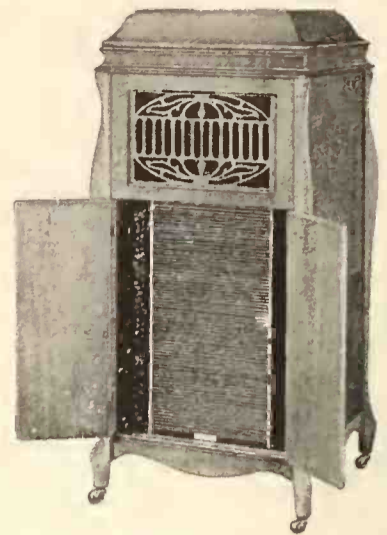


Style 16
Carries 10 Records

Excel Phonograph Mfg. Co.

400-412 W. Erie Street
CHICAGO

Cut on right shows our 50 inch Phonograph equipment with Adams Improved record filing system made in five sizes. Sold with or without filing system. Sold in Walnut, Mahogany, Fumed or Golden Oak finishes.



Style 5
Large 3-Spring Motor
Powerful Reproducer

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

LOUD!!!

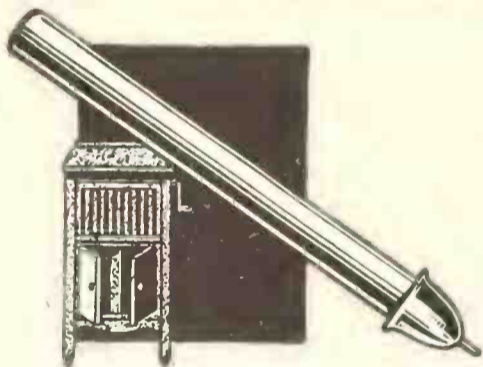
For Dancing and Band Records

MEDIUM!!!

(The Original Tonofone)

For Voice and Instrumental Records

BOTH ARE



Sufficient volume is now attainable with a quality only TONOFONE can give by the new loud Tonofone. And at the same price and same construction, but LOUD.

TONOFONE alone gives out all that is in the record. This is because of its famous flexible resilient non-scratching point—an exclusive feature of

"Tonofone"

the best needle value ever offered the trade.

Write for samples and particulars—free.

THE TONOFONE COMPANY

110 So. Wabash Ave., CHICAGO, ILL.

Inventors and Sole Makers

indications it looks as though the end of 1922 will not only close with exceptionally large business in the music trade, but that 1923 will be a very bright year.

Important Trade Notice

Wallace Institute announces a statement given out for publication that it has filed suit against three different concerns alleging infringement of U. S. patent number 143560 issued November 14, 1922, and owned by the Institute. This patent, the Institute alleges, covers any combination of phonograph record embodying instructions for physical exercises with an indicator or chart illustrating the same.

Death of Columbia Dealer

Wm. A. Kaun, proprietor of the Wm. A. Kaun Music Co., 19 Wisconsin street, Milwaukee, Wis., Columbia dealer, died recently at his home after a long illness. Mr. Kaun was well known in the talking machine trade in the West as he had built up a successful and growing retail establishment. Mr. Kaun was a brother of Hugo Kaun, prominent German composer and musician.

G. W. Hopkins Presides at Meeting

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., presided over a sales meeting held at the Chicago branch recently at which new merchandising plans and sales helps for dealers were discussed. Mr. Hopkins was delighted to find that the holiday business closed by the Chicago branch was bigger than had been anticipated. The results from the New Process record advertising have been most gratifying, and the dealers are enthusiastic over the value of this campaign.

Announce the Univernier

The Walbert Mfg. Co., of this city, maker of the Geer repeater, has just come out with a new little attachment for radio sets to which it has given the trade name "Univernier." The purpose of this little instrument is to make possible a very fine adjustment for selectivity. This requirement, according to the Walbert Co., is met very nicely by the Univernier, which combines in one single unit the function of an ordinary knob with the means of obtaining most delicate adjustment. The device consists

of a large-sized knob of Bakelite composition, with a self-contained mechanism so arranged that each single rotation of the knob moves the condenser plates or rotor balls to which the knob may be connected only one-twelfth of their distance. In other words, the ratio is twelve to one. When the knob is grasped and pressed towards the panel of the instrument to which it is attached a light spring tension permits ordinary coarse adjustment and increases the ratio one to one. An indicator attached to the knob rotates with the shaft and always shows the true position of the instrument. This little piece of mechanism may be slipped over the shaft of any variometer, variable condenser, coupler, potentiometer or rheostat.

Announce New United Motor

Lynn D. Rudolph, president and general manager of the United Mfg. & Distributing Co., has just announced that the United Co. will place a new two-spring motor on the market early in January.

This new United motor will be of the enclosed lubrication type and will be manufactured to fill demands of the trade for small motors such as used in portable and small cabinet talking machines.

The new United motor will be distributed in two types which will be known as United 2-A and United 2-B. The 2-A is particularly adapt-

"Superflake" Graphite Spring Lubricant

For PHONOGRAPH MOTORS

A carefully prepared lubricant containing GRAPHITE of the finest quality

Will not get hard, become rancid or leak

PACKED IN TUBES, CANS and BARRELS for JOBBERS, DEALERS and MANUFACTURERS

SPECIAL GRAPHITE for RECORD MANUFACTURERS

Superior Flake Graphite Co.

General Offices: 76 West Monroe St., CHICAGO
Department J Warehouse in Chicago

ROTOMETER

Don't Guess How Fast Your Turntable Is Traveling



Use the Lakeside Rotometer and Know

Full Size, Gun Metal Finish—A device for testing the speed of your turn-table is as indispensable on your phonograph as the speedometer on your automobile.
Every Owner of a Phonograph Should Own One. Retail Price \$1.25, write for discounts.

LAKESIDE SUPPLY COMPANY,

339 So. Wabash Ave., Chicago, Ill.
Phone: Harrison 3840

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

able for the portable instruments and the 2-B is for the small cabinet instruments.

These new types are very compactly built and reasonably low priced. They will carry all of the features of the regular United line.

A survey of the trade indicates that the manufacturers of high-grade talking machines will devote a lot of attention to the portable and small cabinet business this year and the addition of the new small United motor is intended to meet such demands.

Columbia Artists in Chicago

The week of November 26 to December 3 was a gala one for Chicago Columbia dealers, as

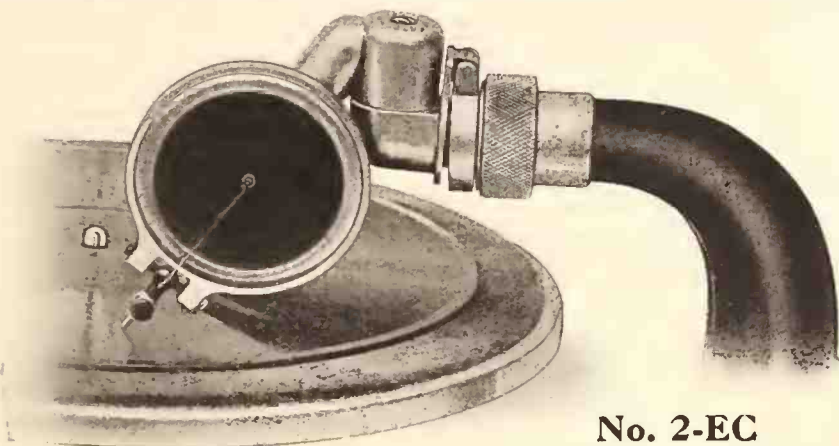
no less than six exclusive Columbia artists entertained Chicago theatregoers during that week. Al Jolson has been playing to capacity houses at the Apollo in "Bombo"; Ted Lewis has been scoring an emphatic hit in the "Greenwich Village Follies" at the Great Northern; Nora Bayes has been heading at the Garrick in Shubert vaudeville, while Duci de Kerekjarto, famous Hungarian violinist, achieved phenomenal success at the Palace. Frank Westphal and his orchestra entertain nightly at the Rainbo Gardens, and Paul Biese and his new orchestra are featured at the Pantheon Theatre. Dealers made the most of the opportunity.

PETITION AGAINST HIAWATHA CO.

An involuntary petition in bankruptcy has been filed against the Hiawatha Phonograph Co., Geneva, Ill., on behalf of creditors. Liabilities and assets have not been listed.

DEALER DIRECTS ORCHESTRA

Mr. Webber, of the Webber Music Co., Brunswick dealer at Red Wing, Minn., is director of the Red Wing Symphony Orchestra at that city. Mr. Webber is well known as a leader in local musical activities.



No. 2-EC

Edison Concert Equipment

THE above illustration shows the latest improved Oro-Tone attachment for playing all disc records on the Edison Phonograph. It gives a deep, rich, glowing tone quality and operates with the raising and lowering lever in the same way as the regular Edison reproducer.

Where tests have been made between Oro-Tone equipment and others before audiences who were not informed which reproducer was being used, the choice invariably was in favor of the Oro-Tone.

This is supreme proof of its quality.

Why Users Recommend Oro-Tone Equipment

1. It gives a marvelous tone quality.
2. It is built substantially of best materials.
3. The finishes harmonize with Edison finishes.
4. It permits playing all disc records.
5. It is easy to operate.
6. It operates with raising and lowering lever.
7. The sound box is unquestionably superior.
8. Our special needle box increases convenience.
9. With our E-VR needle it practically eliminates all surface noises.
10. Every attachment is guaranteed for period of 2 YEARS.

Hundreds of our dealers have told us that they have been able to close many sales on machines where the customer hesitated until shown that with Oro-Tone equipment all disc records could be played. You will find, just as these others have found, that with Oro-Tone equipment, you have an unbeatable argument that quickly boosts sales.



Safety Point Needles

Our velvet running safety point needles for Edison and Pathe records practically eliminate all surface noises. You will marvel at the soft, rich, pure tone quality. Each needle mounted on fancy card and enclosed in transparent envelope.

- No. E-VR—For Edison 65c
- No. P-VR—For Pathe 65c

Usual Discount to Dealers



products are guaranteed to be mechanically correct and perfect in operation and are shipped subject to your return if not entirely satisfactory.

List Prices

Packed in Regular Boxes

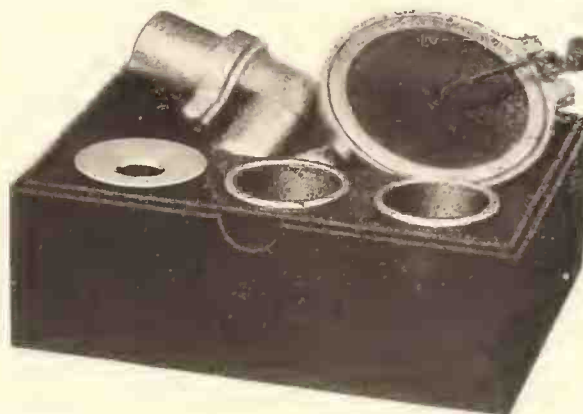
- No. 2-EC—
- Nickel \$7.00
- Gold 9.00
- Oxidized 9.00

Usual Discount to Dealers



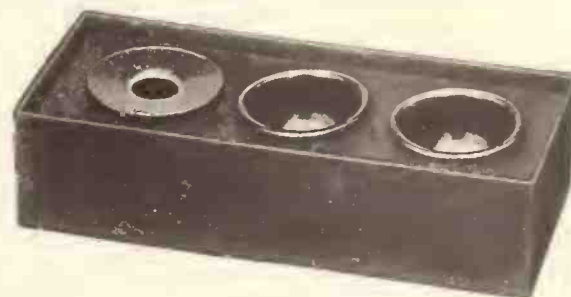
1000-1010 George Street

ASK YOUR JOBBER FOR ORO-TONE EQUIPMENT



The Oro-Tone Needle Case

To hold needles and the Oro-Tone attachment when not in use, we have designed this beautiful, substantial box. Below also is a similar box for needles only. Made in rich maroon color with gun metal finish needle cups. Very substantial.



- You will find a big demand for these cases. Many customers who already own attachments want one or both.
- Case with space for attachment 35c
- Case for needles only 25c

Usual Discount to Dealers

Also Manufacturers of Highest Grade WIRELESS EQUIPMENT

CHICAGO, ILLINOIS

MILWAUKEE

Dealers Expect Record Holiday Business Despite Keen Competition—Rural Trade Again in Evidence—Changes of the Month

MILWAUKEE, Wis., December 11.—Despite the fact that competition in the sale of talking machines is perhaps the keenest ever known, the volume of business being transacted by dealers in Milwaukee is mounting to a point where most stores already are expressing the belief that they will top the best previous year's business. It might almost be said that the fact that competition is so keen is responsible for this state of affairs, rather than that the condition exists in spite of the competition, for with every salesman working might and main to sell instruments, the largest part of the public that has ever been approached along this line is subject to solicitation.

The active state of retail business is reflected by the rush orders that are now being received by the territorial distributors and jobbers in the Milwaukee market which, as a rule, extends over all of Wisconsin and in addition, the upper peninsula of Michigan. It is true that dealers bought conservatively during the late Summer and Fall for holiday needs, but even so, their orders were far larger than last year and two years ago. With rush orders now coming in a wave, it is easy to see that the needs placed earlier were far too conservative.

Manufacturers' Advertising Helps

Much favorable comment is heard in the local jobber and dealer trade over the unusually effective manner in which manufacturers are supporting the efforts of dealers. While all of the big and long-established concerns have always done notable promotion work to help dealers, it is the appearance of full-page newspaper displays like that announcing the new Columbia record, or that revealing the entire

Brunswick line, published a few days ago, which have brought to more general attention the manufacturers' enhanced efforts.

Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor distributor, says he cannot help being enthusiastic over the turn which affairs have taken. While Victor business all year has been satisfactory, the strong revival of demand in the past three to six weeks has served to overthrow the most hopeful expectations in regard to holiday business. The big problem now is to get Victrolas and Victor records into the hands of dealers to make prompt Christmas deliveries possible.

The Brunswick, to use the vernacular, is "going forward like a house afire," and the Milwaukee branch of the Brunswick-Balke-Coller Co. is one of the busiest places imaginable. Full-page advertisements in colors, published in Milwaukee for the last two Sundays, have helped unquestionably to make Brunswick dealer business even more active than before, for there has been without doubt a most favorable reaction from the appeal contained in these broadsides which present the entire Brunswick line in a striking way and pound Brunswick prestige even through the most unimaginative mind.

Rural Trade Again a Factor

S. R. Christopherson, sales manager of the Sonora department of the Yahr & Lange Drug Co., said that, while city dealers are establishing new volume records for business this Fall and Winter, it is the greatly improved demand from the smaller cities and villages of Wisconsin and Upper Michigan that stands out as the most conspicuous feature of business. The rural communities have been slow buyers for

more than two years, but, as expressed in the requisitions for new stock being made by small-town dealers, the farmer is once more a prominent factor. Mr. Christopherson, like President Fred E. Yahr, of the company, is pardonably proud of many fine letters which are being received from new and old dealers, complimenting the house upon the splendid support it is giving the men in the field through special co-operative methods recently developed.

Death of Wm. A. Kaun Causes Regret

While it is the new type of Columbia record that is a distinct feature in this territory at present, the Columbia Grafonola is also experiencing a decided increase in business as the holidays come nearer. Milwaukee dealers in the Columbia report the demand much in excess of the same time last year and the impetus is becoming stronger daily.

Genuine sorrow was occasioned in the general music trade and among Columbia dealers by the death, on November 27, of William A. Kaun, head of the Wm. A. Kaun Music Co., 90 Wisconsin street, one of the oldest and best-known Columbia dealers in the city. Mr. Kaun was only forty-five years old and prominent in the artistic music circle as well as in the music trade of this city.

New Department Opened

A large talking machine department is a feature of the new store building opened November 24 by Branta & Rechlicz, furniture and music, at 581-585 Lincoln avenue. This is a new departure for this concern. The management is in charge of W. L. Przbylski, formerly with the Lincoln Avenue Music Store, and one of the best informed talking machine salesmen on the South Side.

Fine New Victor Department

One of the finest Victor departments in any Milwaukee music store is that in the new branch house of the Rudolph Wurlitzer Co., at 421 Broadway. The Wurlitzer Co. recently purchased a four-story building, remodeled it completely and early in November moved from

The

CAPITOL

Music--Light--Beauty

Fit for the Drawing Room of a King

Sold from Manufacturer to Dealer direct.

In Illinois alone 19 dealers adopted our new "Sales and Financing" plan during the month of September.

One Dealer, in a City of 43,000 population, had over 500 people in his store the first night he put the CAPITOL on display in his window.

Operated by a "Tru-time"
Efficiency Motor.

Plays all makes
of records.

Priced \$135.00 to \$250.00—Six Models

Made and Distributed by
BURNS-POLLOCK ELEC. MFG. CO.
INDIANA HARBOR, IND.

Established 1907

DIMENSIONS
HEIGHT 27"
DIAMETER OF SHADE 20"
SPREAD OF FEET 16"

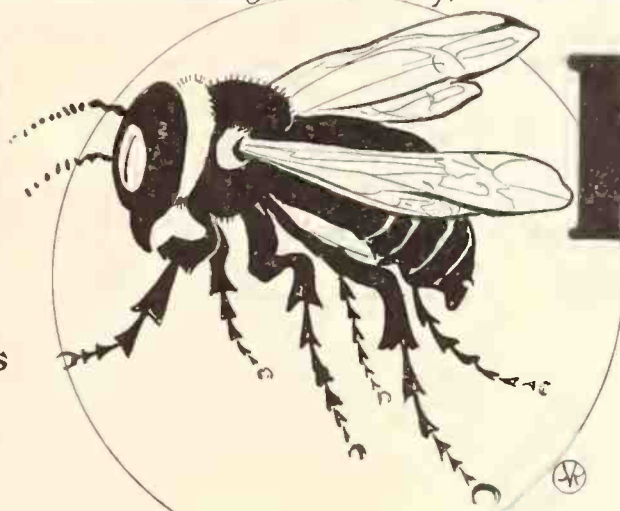


Sales Office:
Room 300, Republic Bldg.
CHICAGO, ILL.



BEE'S

A Busy Bee Fox Trot
by Ray Lopez and Ted Lewis



KNEES

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

525 Grand avenue, where it has been functioning with great success for the past five years. L. J. Kinnel, local manager, was assisted by Raymond Wurlitzer and John Kimberley, manager at Chicago, during the formal opening.

Addresses Wisconsin Teachers

Frances E. Clark, formerly in charge of music in the Milwaukee public schools, and now director of the educational department of the Victor Talking Machine Co., made her annual impressive visit "back home" during the mass convention of the Wisconsin Teachers' Association at the Milwaukee Auditorium recently. Mrs. Clark is in demand by Badger teachers every year at their meeting, and her talks before the music section are hailed as one of the most interesting and beneficial features of the entire convention. This year the music section also was favored by a talk on "Greater Values from the Phonograph," by Mrs. Nellie I. Sharpe, of the Columbia Graphophone Co., New York.

Benson Orchestra Scores a Hit

The demand for popular Victor records was stimulated to a very fine degree by the recent appearance of the Benson Orchestra of Chicago, Roy Barge, director, for a week's engagement at the Milwaukee Athletic Club. So successful was the engagement that the Club has contracted for a return visit during the week of December 19-24.

Figures issued recently by the Department of Commerce at Washington giving Wisconsin seventh rank in the production of talking machines and records were received with great interest. The report gives a total of nine established companies in Wisconsin, illustrating the formidable array which this industry presents in the Badger State.

Death of Rudolph Olschewski

Rudolph Olschewski, superintendent of the Badger Cabinet Co., at Plymouth, Wis., died November 22 of tumor of the brain. He was fifty-two years of age and prior to going to

Plymouth was associated in an executive capacity with the production department of the Wisconsin Cabinet & Panel Co., of New London, Wis., one of the largest woodworking plants of the Thomas A. Edison industries.

Miss Wolff Earns Plaudits

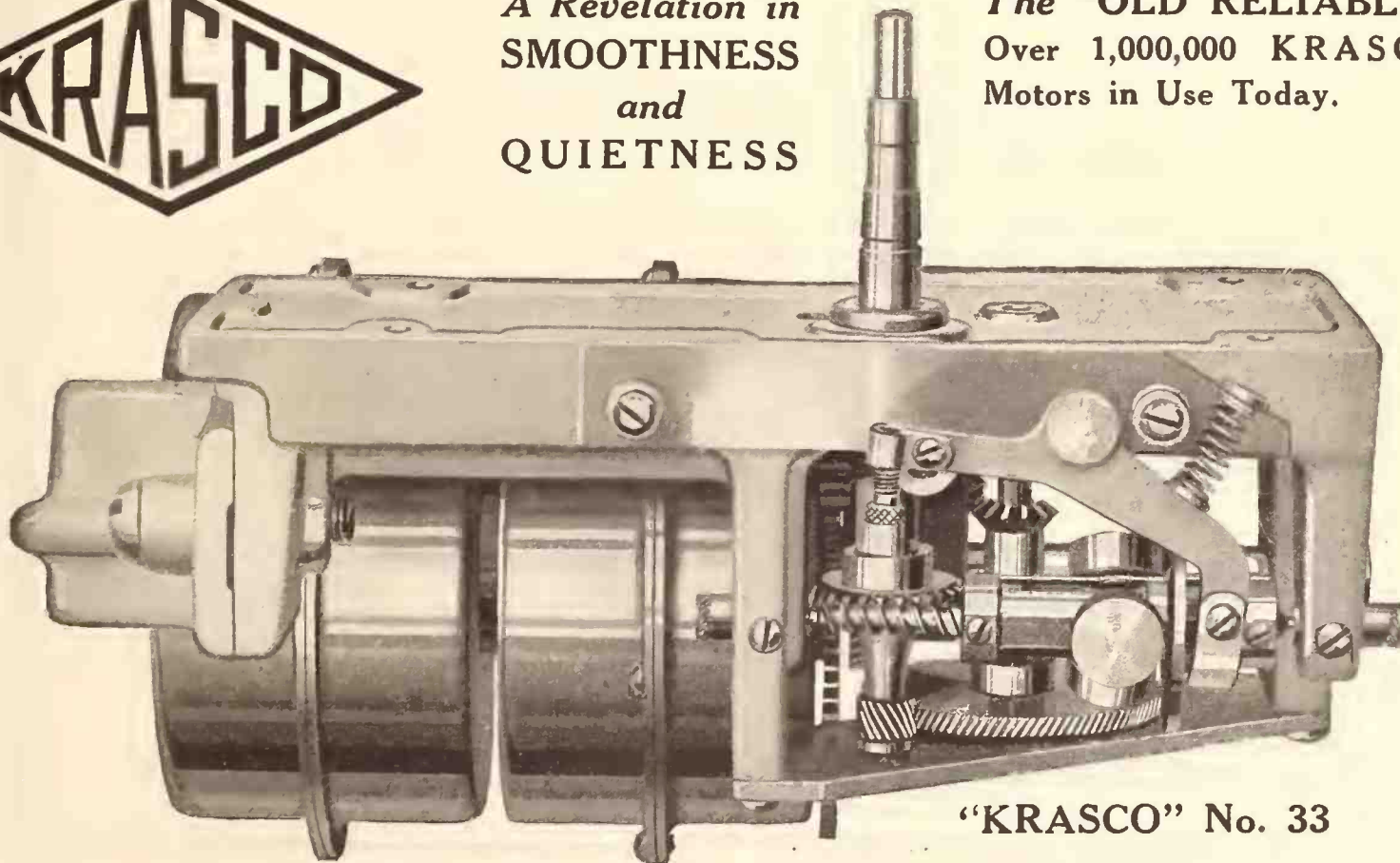
Miss Julia Wolff, manager of the talking machine department of Edmund Gram, Inc., is hearing well-earned plaudits over the splendid record made by her staff this year in merchandising the Cheney, Vocalion and Brunswick. Business in records has been especially active and sales so far in 1922 have exceeded those of any complete year on record.

The Flanner-Hafsoos Music House, specializing in the sale of the New Edison in its talking machine division, is now generally accepted as the largest "consumer" of this line among Milwaukee retail music stores. The Edison department has again undergone enlargement to accommodate more display stock and provide more adequate demonstration facilities.



*A Revelation in
SMOOTHNESS
and
QUIETNESS*

*The "OLD RELIABLE"
Over 1,000,000 KRASCO
Motors in Use Today.*



"KRASCO" No. 33

No matter what your motor requirements are KRASCO will fill the bill. If your trade wants reliable motors to play from four to ten ten-inch Records at one winding KRASCO will do it. Write for literature on KRASCO MOTORS. Types 2, 3, 4, 22, 33 and 41.

KRASCO MANUFACTURING COMPANY

451 East Ohio Street

CHICAGO, ILL.

Eastern Branch, 120 West 42nd Street, New York

The Talking Machine World Produces Results

The letter reproduced below emphasizes the tremendous drawing power of The Talking Machine World as an advertising medium. Hundreds of similar letters (all of them unsolicited) have been received from our advertisers.

THE OGDEN SECTIONAL FILING SYSTEM LOCATES
ANY RECORD IN FOUR SECONDS

Ogden Sectional Cabinet Company, Inc.

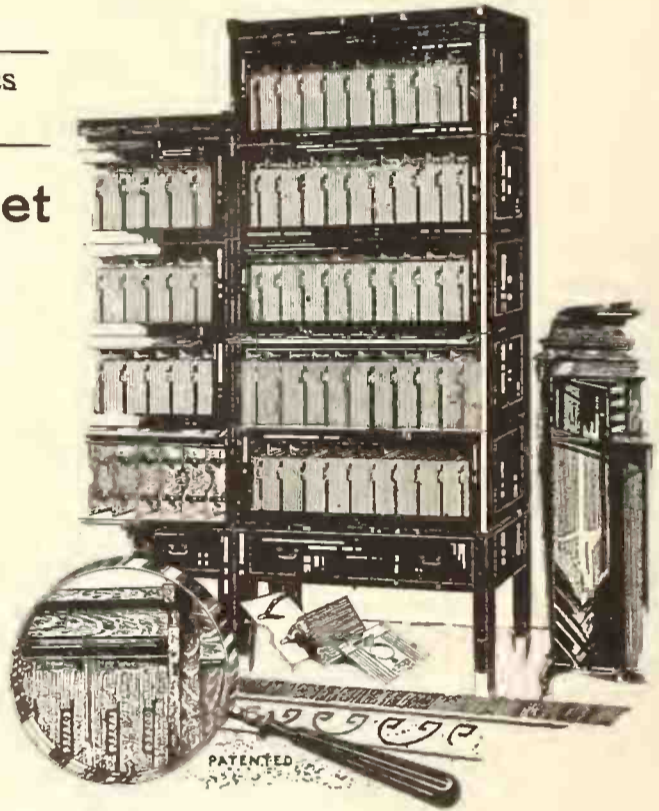
Saves Time
Saves Money
Saves Space
Cuts Out Dead Stock
Increases Sales
Fits Your Needs
Shows the Selling Value
of Every Record.

Our Sales System keeps track of what you sell and what you need—a perfect automatic inventory and re-order system, showing profitable and slow sellers.

700-702 Salem Street

LYNCHBURG,
VIRGINIA

Nov. 10, 1922.



Talking Machine World,
373 Fourth Ave.,
New York, N. Y.

Gentlemen:--

We have been continuously advertising in THE TALKING MACHINE WORLD, we believe, for at least eight, and possibly nine years. While we have given advertising to other publications it has only resulted in convincing us that our advertising in THE TALKING MACHINE WORLD has always been placed in the best publication. So, therefore, for a long time past THE TALKING MACHINE WORLD has received practically our entire advertising appropriation.

As a direct result of our advertising in your columns we have received orders from all over this country, and also from remote parts of the world, which we know directly resulted from our advertising in THE WORLD. We know this because the orders were sent with "WORLD" clippings attached.

Our cabinets have been introduced to the world through "WORLD" advertising. When any magazine or trade paper brings orders and inquiries from South America, the Islands of the Pacific, Southern and Eastern Asia, as well as Australia and New Zealand, it must truly be a world-wide trade journal.

Yours very truly,

OGDEN SECTIONAL CABINET CO.

The Ogden "Visible Tab Indexes" and "Sales System Envelopes" Locate any Record Instantly and Shows Its "Selling Value"

We maintain copy and art departments that will be pleased to submit an advertising plan adapted to your individual proposition. Let us send you a copy suggestion.

TALKING MACHINE WORLD, 373 Fourth Ave., New York

Published by Edward Lyman Bill, Inc.



DUMBELL

A **STUMBLING** FoxTrot Full of **TRICKS**
by **ZEZ CONFREY**—

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

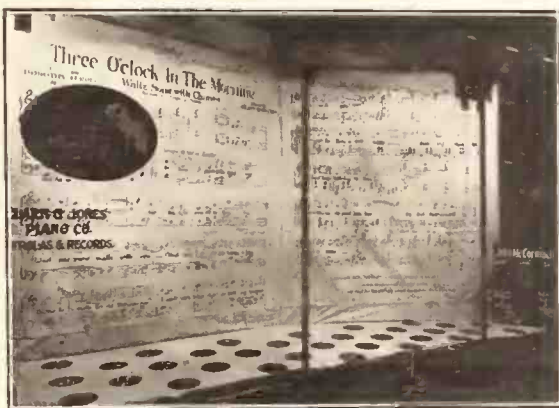
UNUSUAL DISPLAY BOOSTS SALES

Giant Reproduction of Sheet Music Aids Clark & Jones Piano Co. to Dispose of Many Records of the Number Featured

BIRMINGHAM, ALA., December 7.—A sheet of music ten or twelve feet high behind a plate-glass window is so unusual and so easy to read that scarcely anyone who passes will fail to stop and read it. This is the novel idea employed by the Clark & Jones Piano Co., of this city, to run the sales of a single record up to more than 500 a week. The display has been patented by them. Each year they use it only once, featuring a popular number, reaping the benefit of this unique display through increased sales.

A talking machine, which does not show in the accompanying picture, is always used in connection with the giant sheet of music. Not only does the display attract attention because of its unusualness, but it also affords an easy,

effective aid to the observant to learn the words of the song being advertised. All through any day the window was so arranged people were seen to stop, take out their note books and



An Original and Effective Window pencils and copy down the words to the song, which was "Three o'clock in the Morning" this year. Most of those who did not copy the words stood about and hummed them along

with John McCormack, Victor artist, whose record of this number is featured and was played constantly for the benefit of passers-by.

According to Robert P. McDavid, manager of the talking machine department of the Clark & Jones Piano Co., several large publishing houses of sheet music have opened negotiations with them regarding the purchasing of the national rights on their patents to this display.

T. F. CLARK ENTERS FIELD

PORT HENRY, N. Y., December 8.—J. T. Breadner, a member of the Phonograph Supply & Repair Shop, this city, has disposed of his share in the business to T. F. Clark, who is now personally managing the business. It is planned to greatly increase the stock and to enlarge the repair department. Springs and repair parts for all makes of talking machines are carried in stock and while the business is comparatively new steady growth has been enjoyed.

Greetings

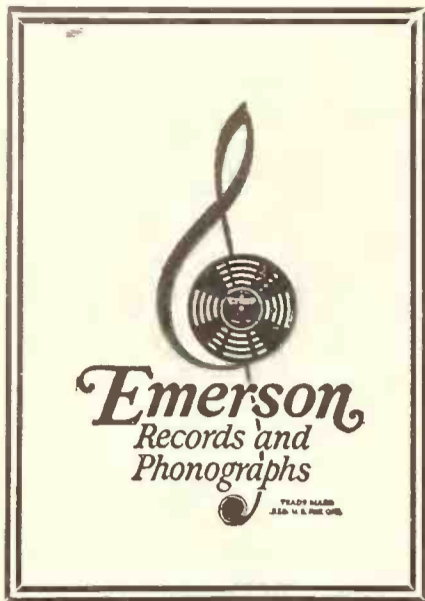
The Bristol & Barber Co., Inc., *OKeh* Distributors, esteem it a privilege and pleasure to extend Christmas and New Year Greetings to the *OKeh* Dealers.

The past year has been a phenomenal one for *OKeh* Records, but 1923 promises to even outdistance the year now closing in sales volume and prestige.

For this expression of loyalty and confidence we are appreciative and thankful

BRISTOL & BARBER CO., Inc.

3 EAST 14th STREET, NEW YORK



January Releases *Emerson Records*

Retail Price 75 Cents

THIS list of January releases is a typical Emerson selection of the LIVE HITS ready for our dealers "simultaneously with the publishing of the music."

We believe that this list will prove to be the most remarkable selection of popular numbers brought out in many months. It is so strong that it is very difficult to emphasize any particular numbers.

These releases, together with the December Emerson list, gives Emerson dealers all the top sellers right up to the minute.

Emerson January Releases on Sale December 10th

LATEST DANCE HITS

- 10556 { Lady of the Evening ("Music Box Revue")
—Fox-trot Glantz Dance Orch.
Pack Up Your Sins ("Music Box Revue")
Fox-trot Emerson Dance Orch.
- 10557 { Stop Your Kiddin'—Fox-trot,
Original Memphis Five
Burning Sands—Fox-trot . . . Biltmore Dance Orch.
- 10558 { Bee's Knees—Fox-trot . . . Original Memphis Five
Rose of the Rio Grande—Fox-trot,
Sam Lanin's Roseland Dance Orch.
- 10559 { Carry Me Back to My Old Carolina Home—
Fox-trot (Vocal Chorus, Arthur Hall),
Jos. Samuels and His Orch.
- 10560 { A Picture Without a Frame—Fox-trot,
Biltmore Dance Orch.
Who Cares?—Fox-trot . . . Emerson Dance Orch.
I'm Through Shedding Tears—Fox-trot,
Jos. Samuels and His Orch.
- 10561 { Lost, A Wonderful Girl—Fox-trot,
Glantz Dance Orch.
Nellie Kelly, I Love You—Waltz—Vocal
Chorus Emerson Dance Orch.

- 10562 { A Kiss in the Dark ("Orange Blossoms")—
Waltz Glantz Dance Orch.
Who Did You Fool, After All?—Fox-trot,
Sam Lanin's Roseland Dance Orch.
- 10566 { Shake It and Break It—Fox-trot,
Sam Lanin's Roseland Dance Orch.
Aunt Hagar's Blues—Fox-trot,
Sam Lanin's Roseland Dance Orch.

POPULAR VOCAL RECORDS

- 10563 { Blue—Duet—Orch. Accomp.,
Irving and Jack Kaufman
Lovin' Sam—Baritone Solo—Orch. Accomp.,
Arthur Fields
- 10564 { Open Up Your Arms, My Alabamy—Duet
—Orch. Accomp. . . Irving and Jack Kaufman
Till My Luck Comes Rolling Home ("Little
Nellie Kelly")—Baritone Solo—Orch.
Accomp. Arthur Fields
- 10565 { Porcelain Maid—Tenor Solo—Orch. Accomp.,
Irving Kaufman
Crinoline Days—Tenor Solo—Orch. Accomp.,
Irving Kaufman

Emerson Records are the equal musically, artistically and mechanically of any records retailing at the same price, viz., 75 cents each. The dealer realizes a net profit 20% greater than on any other records retailing at this price.

Mail us the attached coupon with your selection of these big sellers for the month and demonstrate for yourself the quality of these new Emerson Records. We will send you full details of the new Emerson plans for the distribution of our records and give you information as to how you make extra profits on every *Emerson Record* you sell.

Emerson Phonograph Company
105-111 West 20th Street New York, N. Y.

COUPON

Emerson Phonograph Co., Inc.,
105 West 20th St.,
New York City.

Please ship us at once the following new Emerson Records and give us details of your new dealer extra profit plan.

- 10556 Lady of the Evening
Pack Up Your Sins
- 10559 Carry Me Back to My Old Carolina Home
A Picture Without a Frame
- 10549 Homesick
Carolina in the Morning
- 10551 Love Sends a Little Gift of Roses
Tomorrow
- 10552 Blue
Sister Kate
- 10554 Lovin' Sam
My Old Plantation Home
- 10564 Open Up Your Arms, My Alabamy
Till My Luck Comes Rolling Home
- 10565 Porcelain Maid
Crinoline Days
- 10550 Three O'Clock in the Morning
For the Sake of Auld Lang Syne
- 10555 Nellie Kelly, I Love You
Carolina in the Morning

Firm
Street
City State.....

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., December 6.—The Quaker City certainly is preparing to "make it a musical Christmas" according to the reports of many of the talking machine dealers of Philadelphia, who assert that the anticipated holiday rush is now well under way and that judging from present indications the volume of their business during the next few weeks will undoubtedly break all previous records.

While these golden expectations are doing a great deal to spread the real Yuletide spirit among the dealers themselves, nevertheless they are proceeding under a distinct handicap since the prevailing shortage of stock becomes more and more acute each week. Consequently most of the distributors and dealers are taking every possible means and opportunity to secure the talking machines they need and it is no longer an unusual sight to see a caravan of auto trucks draw up to the stores of local distributors after having made long trips of possibly several hundred miles in order to obtain machines direct from the factories.

Christmas Buying Evident

"Our business is fine," said George Witney, manager for C. J. Heppe & Son, in discussing prevailing conditions, "and it is remarkable how many people are buying, or planning to buy, a talking machine for Christmas. The only thing that is marring our satisfaction is the scarcity of machines as we are selling them as fast as we can get them and, moreover, we are having great difficulty in filling the orders for Victrolas that we are receiving daily and almost hourly from our dealers."

New Edison Re-creation Release Plan

A distinct innovation in the policy of the Girard Phonograph Co., distributors for the New Edison phonographs and re-creations, in regards to the sale of the Edison records in this territory, was announced to-day by Arthur Rhinow, one of the officials of the Girard Phonograph Co.

"In the future, in fact, from this date on, we intend to abolish the practice of having a special sales date for the Edison re-creations," said Mr. Rhinow, in telling of this radical departure in the sale of phonograph records that has been inaugurated by the Girard Phonograph Co. "This simply means that our dealers will be allowed to put the Edison re-creations on sale as soon as they are received at the stores of our different dealers throughout this territory. In the past it was always our practice to instruct our dealers to wait until a certain date each month before they could place on sale the new Edison re-creations that had been distributed by us as soon as they were issued from the factory. Consequently in the future our dealers will be allowed to put the new re-creations on sale just as soon as they receive them from us instead of being obliged to wait a week or more until the twentieth day of that month, on which date we have been accustomed to release them.

"Under this new arrangement our dealers will be able to put three or four new re-creations before their customers every week at least instead of having to place twelve new numbers before their patrons only once a month. In this way we believe that the dealers will give their customers an incentive to visit their stores more often—once a week, probably—to hear the latest records."

Featuring New Columbia Records

Miller & Kades, the progressive Columbia dealers of Harrisburg, Pa., are boosting Columbia new process records to the sky and cashing in. They have flags, three feet by five feet, flying from all the windows, in red and white, bearing the inscription: "New Process

Columbia Records on Sale Here." The record sales have been greatly stimulated in this way.

Merrill Winner a Proud Daddy

Merrill Winner, of Winner Bros., the well-known Columbia dealers of Williamsport, Pa., is receiving congratulations from his many friends in the trade as he recently became the proud father of a nine-pound baby girl.

Mr. Robbins, head of the Robbins Music Co., a prominent Columbia dealer of Trenton, N. J., was a visitor at the Philadelphia branch of the Columbia Co. recently.

W. B. Hill, of Pottsville, Pa., and N. M. Stokes, of Milford, Del., both well-known Co-

lumbia dealers, also visited the offices of the local Columbia branch recently.

Big Demand for Brunswicks

O. F. Jester, manager of the local branch of the Brunswick-Balke-Collender Co., at 1002 Arch street, returned from a trip to Allentown, Easton, Bangor and Bethlehem with the statement that the demands for machines made by the Brunswick dealers in these cities had almost overwhelmed him. He told the dealers that he was making every possible effort to obtain the desired Brunswick machines but that it was impossible to make any immediate

(Continued on page 118)

MERRY XMAS

H.A. WEYMANN & SON INC.
 1108 CHESTNUT ST. PHILADELPHIA PA.
Victor Wholesalers

TMW

A Merry Christmas

May it be merry in the satisfaction of a years work well done.

A Prosperous New Year

Appreciating your patronage of the past we offer you our service for 1923 confident that our merchandising experience and resources will make it a prosperous one for you.

The Talking Machine Co.

Victor Wholesalers

"LET PHIL FILL 'EM"

1025 Arch Street

Philadelphia, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 117)

deliveries as carloads of Brunswick phonographs had been on the road to this city for several months but were being held up by freight embargoes.

Mr. Jester asserts that the \$150 York model of the Brunswick machine was so far oversold that the factory can only put out a small percentage of the orders for this model before Christmas.

H. Royer Smith Takes on the Edison

H. Royer Smith, the progressive talking machine dealer located at Tenth and Walnut streets, who has handled the Victor machines exclusively up to the present time, is one of the Philadelphia dealers who have taken over the New Edison line also. Mr. Smith, who is secretary of the Victor Dealers' Association, is widely known throughout the trade in this vicinity.

Sales Limited Only by Supplies

F. B. Reinecke, manager and secretary of Louis Buehn Co., Victor distributor, reports that the volume of their business is being limited solely by the number of machines obtainable for immediate delivery.

Penn Co. Breaking Records

T. W. Barnhill, manager of the Penn Phonograph Co., declares that according to present

indications the business transacted by this widely known Victor distributing house during this month probably will break all records for the holiday season in past years.

Planning Smoker for Dealers

Robert McCarthy, manager of Gimbel's phonograph department, has been appointed as chairman of the committee to arrange for a smoker for the Philadelphia Victor Dealers' Association, to be held the latter part of this month, probably at the Manufacturers' Club. The members of this committee include George Witney, of Heppes', and H. Royer Smith.

Rogers Reports Vocalion Progress

Excellent business is reported by B. H. Rogers, head of the Lincoln Business Bureau, 1011 Race street. Mr. Rogers says that the demand for Vocalion records so far exceeds the available supply that he is obliged to distribute them on the most equitable basis possible. The new list of Vocalion records contains a number of popular hits that are helping to increase the record sales of many dealers throughout this territory.

Opens Many New Accounts

Everybody's Talking Machine Co., 810 Arch street, wholesaler of talking machine parts, reports the continuance of good business and the

opening of a number of new accounts. The new catalog has been mailed to the trade. Many commendatory letters are being received at headquarters on this piece of literature. This covers the complete lines of repair materials for talking machines and accessories which this firm handles. The catalog has attracted many favorable comments from members of the trade.

Weymann Reports General Activity

H. W. Weymann, of H. A. Weymann & Son, Inc., reports good business in all departments, which includes Victor merchandise, Q R S music rolls and Weymann Keystone State musical instruments. November business was exceptionally good and it is expected that December business will equal, if not surpass, December, 1921.

Start Comprehensive Sales Campaign

The Philadelphia Badge Co., of this city, manufacturer of the well-known round record cleaners bearing the dealer's imprint and advertisement of the line carried, has entered into a comprehensive sales campaign. Although the record brush business began as a small part of the general output it has already reached large proportions and these brushes are being used all over the country by retailers as advertising novelties. A somewhat more expensive brush has also been made, using bristles instead of cloth, which, judging from the demand, will be a big favorite.

Louis Buehn Reviews Situation

Louis Buehn, president of the Louis Buehn Co., Victor wholesaler, of this city, reported great activity among Victor retailers throughout the territory and the present shortage of Victor merchandise, Mr. Buehn pointed out, was a distinct tribute to the supremacy of Victor products. The demand for Victrolas in the Quaker City has been exceptional despite several mark-down sales being offered in the city by dealers in other lines. The great demand manifested this Fall is better visualized when it is remembered that practically every distributor had accumulated large stocks during the Summer months in preparation for it. The current supply as well as accumulated stocks are practically exhausted. Mr. Buehn called attention to the wide variety of Victrola models available this Fall and how the retailer was able to supply his trade with portables, table models, a wide range of uprights as well as both curved

(Continued on page 120)

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

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.



Appreciating the confidence shown and the
loyal support given during the year
The Louis Buehn Co.
of Philadelphia
wishes all its friends
A Merry Christmas and a happy New Year
Louis Buehn
President

Accomplishment

It is with just pride that we point to a year of accomplishments that has made for the Zimmerman-Bitter organization a legion of friends.

They testify with complete satisfaction to all concerned that the work done by our expert personnel has materially helped to attain success for the retail establishment.

Our Wish to All Is for A Joyous Christmas

and

A Prosperous New Year

Hearing Rooms
Record Racks
Service Counters

Zimmerman-Bitter Construction Co.

Display Cases
Musical Instrument
Cases, etc.

OFFICES — FACTORY — WAREHOUSES

325-327 East 94th Street

Phone Lenox 2960

NEW YORK, N. Y.

TRADE NEWS FROM THE QUAKER CITY

(Continued from page 118)

and flat top horizontal types—every one a Victor product and worthy of the famous trade-mark. Visit Talking Machine Co.

Among recent visitors at the headquarters of the Talking Machine Co., Victor distributors, was Howard I. James, a Victor retailer of Lebanon, Pa. Mr. James is an ardent Victor enthusiast and a hustler. Accordingly, he finds business very good. He purchased a period model Victrola, Adam No. 1, for which he sent a special truck to this city. This model will be displayed attractively in his window for the holiday season.

A. J. Heath in Ill Health

Ill health has unfortunately kept A. J. Heath from undertaking his new duties with the General Radio Corp., of this city, as per the announcement emanating from this well-known talking machine and radio distributing house a few weeks ago. Mr. Heath's doctor has ordered him to discontinue all activities until in better health. Walter L. Eckhardt, president of the company, states: "It is very unfortunate that Mr. Heath's health prevents him from entering actively into the work at this time, but it is probably only deferred for a short period until he is in better health."

NEW GENNETT RECORD CATALOG

New Volume Listing All Records Up to January 1, 1923, Just Issued—Carefully Classified and Interestingly Arranged

The Starr Piano Co. has just issued the new 1923 catalog of Gennett records listing all records issued up to January 1. The catalog is a most ambitious work, replete with portraits of prominent recording artists and so classified as to simplify the finding of any particular recorded selection. Special sections of the catalog are given over to the listing of special music and the Gennett foreign records, which represent a most substantial assortment of operatic and other numbers.

The center pages of the catalog are devoted to the listing of the Green Label Gennett records by such artists as Henry Moeller, Edith Gaile, Scipione Guidi, Joseph Holmann and Helen Clark, and interest is added to the pages through the presentation of the portraits of the several artists in connection with the numbers they have recorded.

For the convenience of the machine owner a special section is set aside for Gennett advance records by well-known dance orchestras. The entire volume makes an impressive showing and gives some idea of the steady growth of the Gennett catalog.

DEATH OF HARRY A. VOLZ

Brother-in-law of Jerome C. Harris Passes Away Recently

Jerome C. Harris, secretary of C. Bruno & Son, Inc., New York, was recently called upon to attend the funeral of his brother-in-law, Harry A. Volz, who passed away on November 4 at the home of Mr. Harris' mother. Mr. Harris is particularly grieved at his loss, inasmuch as he and Mr. Volz were almost inseparable companions.

USES BLOTTERS TO ADVANTAGE

SAN FRANCISCO, CAL., December 5.—The Remick Song and Gift Shop, of this city, Columbia dealer, recently used a blotter in a unique way and incidentally featured the name of a popular selection effectively. The blotter, which was printed in three colors, was artistically designed and had for a caption, "Don't Bring Me Kewpies When It's Records That I Need." Besides being a clever piece of publicity, the blotter carried a monthly calendar page which added to its utility value. Specific mention was made of the Columbia New Process records and 8,000 of these blotters were mailed to the names on the store's lists. They created a most favorable impression among those who received them.

PUBLICITY PRODUCES RESULTS

GASTONIA, N. C., December 5.—Geo. L. Rawlings, secretary of the Winget Jewelry Co., of this city, progressive Columbia dealer, is enthusiastic regarding the results received from the campaign sponsored by the Columbia Co. in behalf of New Process records. The direct results of the campaign are very satisfactory and in addition to selling a large number of these records to his old clients, Mr. Rawlings has been successful in adding many new customers to his lists.

MME. SCHUMANN-HEINK RECOVERING

Mme. Ernestine Schumann-Heink, famous Victor artist, is recovering from bronchial pneumonia at her home in Garden City, L. I. Announcement has been made by her managers, Haensel & Jones, of 33 West Forty-second street, New York, that a concert which she was to have given in Fort Wayne, Ind., and other engagements to sing in Springfield, Grand Rapids and Cleveland, have been canceled.

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.

COLUMBUS

*Morehouse-Martens Co. Opens
Foreign Offices—Victor Sales
School Here—Enjoy Fine Trade*

COLUMBUS, O., December 6.—Announcing the establishment of foreign offices in London, Paris, Barcelona, Chemnitz, Berlin, Milan, Yokohama and Shanghai, the Morehouse-Martens Co., one of the leading department stores and talking machine dealers not only in Columbus, but in Central Ohio, conducted an International Merchandise Exhibit during the early part of November.

An invitation was extended to many clubs, including the Cosmopolitan Club of the Ohio State University, to tour the store in a body and observe the quaint novelties. Decorations, featuring flags and emblems of the countries whose merchandise was represented, were used.

In the music department of this firm the music of six different countries was featured. Young women dressed in the attire characteristic of a particular nationality played the music of that country on a Victrola. These numbers were either the national anthems or popular folk songs.

The Victor business of the Z. L. White Co. has been very good, according to F. J. Connor, manager of that department. However, Mr. Connor does not feel the same way about the record business. "The volume in record sales is not yet what it should be, but we hope to make it as good as our machine business before this year is out," he said.

Miss Marie Smith, of the record department of the Z. L. White Co., has been unusually successful in selling the health records. When customers come into the store she not only calls their attention to this set of records, but takes them into the booth and demonstrates the exercises before them.

Due to the increase in business, Mr. Connor has added Miss Cleo Kerns to his force in the department. Miss Kerns was connected for some time with another talking machine house and Mr. Connor feels that her experience in this line will be helpful.

A large demand for the York model of the Brunswick machines is reported by the F. G. & A. Howald Furniture Co., Brunswick dealers. This is a \$150 machine and is so well liked by the patrons of this firm that it has actually been oversold. It is, of course, the popular console type that has recently been put on the

market. The more expensive machines, ranging in price from \$300 to \$1,000, are also selling well in this store.

Many of the Victor dealers responded to the invitation to attend the salesmanship school conducted by F. A. Delano, of the Victor Talking Machine Co. The classes were conducted at the Hotel Deshler and came to a close on Thursday evening, November 23. Dealers as well as salespeople were in attendance. Of those interviewed, everyone stated that he was greatly benefited by this school. The Perry B. Whitsit Co., wholesaler of Victrolas and Victor records, under whose auspices the school was held in this city, gave a banquet at the Hotel Deshler on Thursday evening. This dinner was one of the most delightful events that has ever taken place here. Mr. Delano and the visiting dealers were the guests of the Perry B. Whitsit Co. on this occasion.

When the Eight Famous Victor Artists recently appeared in Newark, O., many of their

ardent admirers were forced to forego the pleasure of hearing them on account of other affairs. On account of this fact the Auditorium management has announced that this popular organization has been secured for a return engagement and they will appear at the Auditorium Theatre soon. It was also announced that the program, which will be given out later, will be entirely new.

Mrs. Esther Reynolds Beaver, educational director of the Perry B. Whitsit Co., has been traveling considerably since her return from California late this Summer. In the past week she visited schools in Circleville, O., and neighboring towns where she conducted music appreciation classes. These classes are part of the program to stimulate interest in music.

Visitors at the Perry B. Whitsit Co. recently included G. M. Rice, Wilmington, O.; O. P. Sell, Delaware; O. A. Rider, Nelsonville; L. Phillips, Mt. Gilead; W. W. Rock, Urbana, and Carl F. Seitz, Circleville, O.

SALES PLAN PROVES SUCCESS

Knickerbocker T. M. Co. Awakens Interest in Unique Idea for Developing Record Sales—Victor Dealers Using Plan to Excellent Advantage—Other Fine Dealer Helps

The plan for increasing sales of Victor records, recently announced by Abram Davega, president of the Knickerbocker Talking Machine Co., Victor wholesaler, New York, is being put into effect by a number of Victor dealers with appreciable results. This plan, which was announced in detail in the last issue of *The World*, provides for the grouping of records for an appropriate evening's entertainment.

At the last meeting of the Knickerbocker dealers there was distributed, in program form, "An Evening at Vaudeville," in which were listed ten carefully selected Victor recordings for a program of this character. The programs are printed in quantities with space for the dealer's imprint. Since then there has been printed a similar program entitled "An Evening at the Concert." There are also prepared, and in the course of preparation, other groupings such as Christmas, New Year's, Easter, An Evening in Ireland, and other countries, etc. It is planned to ultimately have fifty-two programs prepared, a different program for each week in the year. Dealers are finding that this plan is showing customers a novel way to get increased pleasure from their Victrolas and consequently having its effect in the increased sales of records. There has been prepared for

dealers using this plan an attractive window strip with the request to "Come Inside and Be Shown the Modern Way to Play Your Victrola. More Pleasure and Entertainment."

An instruction sheet for Victrola owners, enabling them to properly classify their records, has also been printed. This card contains twenty columns under a corresponding number of classifications, such as dance, novelty, children's records, concert, vocal, sacred, humorous, men's, operatic, violin, etc. The inability of some Victrola owners to provide records for all these classifications is also expected to have the desired effect of increased record purchases. The well-known adage that "Variety is the spice of life" is particularly appropriate in record selections and a knowledge of the general catalog proves that the Victrola brings into the home practically every popular form of entertainment from vaudeville to grand opera.

Another window strip which is to be found in a large number of Victor dealers' windows and which was prepared by the Knickerbocker Talking Machine Co., calls attention to the "Laughing Specialty," Victor record No. 62576.

Mr. and Mrs. Max Landay, of Landay Bros., Inc., have given up their residence in Edgemere, Long Island, and now reside on Riverside Drive, New York City.

Witzmann-Stuber, Inc., have opened a new music store at 99 North Second street, Memphis, Tenn. Talking machines and musical instruments are featured.



COLUMBUS

Sends Its Greetings

Victor ideals and aims have evidenced their supremacy during the past twelve months emphatically and convincingly.

We deeply appreciate the whole-hearted co-operation extended to us by the Victor retailers in 1922, and it is our earnest wish that 1923 will prove a year of prosperity, joy and contentment.

Perry B. Whitsit Co. *Victor* Distributors Columbus, Ohio.



2 for \$1.00 or 55 Cents Each

The New Pathe Actuelle Record—All 10 Inch Double Disc and Play with Steel Needles on Any Phonograph

PARTIAL LIST

OF CLASSICAL AND OPERATIC DOUBLE FACED RECORDS BY WORLD FAMOUS ARTISTS

- 025004 { Silver Threads Among the Gold (Tenor).....Craig Campbell
We've Been Chums for Fifty Years (Tenor).....Craig Campbell
- 025046 { Afterwards (Baritone)Percy Hemus
Marguerite (Baritone)Percy Hemus
- 025084 { Don Giovanni, "Nella bionda" (Basso) (In Italian).....A. Didur
Figaro, "Non pui andrai" (Basso) (In Italian).....A. Didur
- 025083 { Falstaff, "Dal labbro" (Tenor) (In Italian).....Tito Schipa
Sonnambula, "Prendi l'anel" (Tenor) (In Italian).....Tito Schipa
- 025082 { Melody in F (Piano Solo).....Rudolph Ganz
Menuet in G (Piano Solo).....Rudolph Ganz
- 025050 { The Palms (Baritone).....Percy Hemus
The Resurrection (Baritone).....Percy Hemus
- 025062 { Schön Rosmarin (Violin Solo).....Alex. Debruille
The Walnut Tree (Violin Solo).....Alex. Debruille
- 025063 { Santa Lucia (Daylight Is Waning) (Neapolitan Folk Song) (Tenor)Tito Schipa
Marechiaro (Neapolitan Song) (Tenor with Orch.) (In Italian).....Tito Schipa
- 025064 { La Tosca, "Cantabile di Scarpia" (Baritone with Orch.) (In Italian).....Luigi Montesanto
Zaza, "Zaza piccola zingara" (Baritone with Orch.) (In Italian).....Luigi Montesanto
- 025065 { Shepherd's Hey (Piano Solo)Rudolph Ganz
Country Gardens No. 22 (Piano Solo).....Rudolph Ganz
- 025066 { Sonnambula, "vi ravviso" (Basso with Orch.) (In Italian).....Adamo Didur
Tales of Hoffman, "Coppelius Song" (Basso with Orch.) (In French).....Adamo Didur
- 025067 { Barber of Seville, "Una voce poco fa" (Sop. with Orch.) (In Italian).....Helen Yorke
Lucia di Lammermoor, "Mad Scene" (Sop. with Orch.) (In Italian).....Helen Yorke
- 025068 { The Two Grenadiers (Les Deux Grenadiers) (Bar. with Or.) (In Fr.).....Gustave Huberdeau
Elegie (Melodie) (Bar. with Orch.-Violin Obbligato) (In French).....Gustave Huberdeau
- 025069 { Chanson Provencale (Soprano with Orch.) (In French).....Grace Hoffman
The Fairy Pipers (Soprano with Piano and Flute Acc.).....Grace Hoffman
- 025070 { Elegie (Soprano with Orch.) (In French).....Yvonne Gall
Jocelyn, "Berceuse" (Soprano with Orch.) (In French).....Yvonne Gall
- 025071 { Le pere la victoire (Baritone with Orch.) (In French).....Auguste Bouilliez
Hymne des Mamelis, "Fratelli d'Italia" (Bar. with Orch.) (In Ital.) Auguste Bouilliez
- 025072 { "Ernani Involami, Ernani" (Soprano with Orch.) (In Italian).....Claudia Muzio
Mme. Butterfly, "Mme. Butterfly's Entrance" (Sop. with Or.) (In Ital.).....Claudia Muzio
- 025073 { Die Walküre, "Ho-Yo-To-Ho!" Brunnhilde's Battle Cry (Mezzo-Soprano
with Orch.) (In German)Eleanora de Cisneros
Tristan und Isolde, "Wacht-Lied" (Mezzo-Sop. with Or.) (In Ger.).....Eleanora de Cisneros
- 025074 { La Tosca, "Vissi d'arte" (Prayer of Tosca) (Sop. with Orch.) (In Ital.).....Anna Fitzlu
Lucia di Lammermoor, "Sextette" (Sextette with Orch.) (In Italian),
Milan Grand Opera Sextette
- 025075 { Witches Dance (Piano Solo).....Ethel Leginska
Gavotte (No. 2) (Cello with Piano Acc.).....Cornelius Van Vliet
- 025076 { Cavalleria Rusticana, "Voila sapete" (Sop. with Orch.) (In Ital.).....Mme. Olga Carrara
La Boheme, "Mi chiamano Mimì" (Sop. with Orch.) (In Italian).....Mme. Olga Carrara
- 025077 { Tommy, Lad! (Baritone with Orch.).....David Bispham
Marching Through Georgia (Baritone with Orch. and Chorus Acc.).....David Bispham
- 025078 { Eili, Eili (Orthodox Version) (Cello with Piano Acc.).....Hans Kronold
Kol Nidre (Day of Atonement) (Cello with Piano Acc.).....Hans Kronold
- 025079 { The Little Gray Dove (Soprano with Violin, Flute and Piano Acc.).....Grace Hoffman
The Fairy Pipers (Soprano with Piano and Flute Acc.).....Grace Hoffman
- 025080 { Liebesfreud (Piano Solo).....Rudolph Ganz
Rosamonde, "Ballet Music" (Piano Solo).....Rudolph Ganz
- 025081 { Comin' Thro' the Rye.....Grace Hoffman
The Wind's in the South.....Grace Hoffman
- 025085 { At Dawning (I Love You) (Soprano with Orch.).....Yvonne Gall
Annie Laurie (Soprano with Orch.).....Yvonne Gall
- 025086 { El Contrabandista (Piano Solo).....Joseph Lhevinne
Ecosaises (Piano Solo)Joseph Lhevinne
- 025087 { Il Trovatore "D'amor sull 'ali rosee" (In Italian).....Claudia Muzio
Tosca, "Vissi d'arte" (Prayer of Tosca) (In Italian).....Claudia Muzio
- 027038 { Bourrée in B Minor (Piano Solo).....Rudolph Ganz
Valse in E Minor (Piano Solo).....Rudolph Ganz
- 027039 { Mephistopheles, "Ballota del mondo" (Ballad of the World) (Basso
with Orch.) (In Italian)Adamo Didur
Si tu le voulais (Had You Wished) (Basso with Orch.) (In Polish).....Adamo Didur
- 027319 { In the Sweet Bye and Bye (Contralto with Orch.).....Margarethe Matzenauer
Home, Sweet Home (Contralto with Orch.).....Margarethe Matzenauer
- 025095 { I'll Sing Thee Songs of Araby.....Eleanora de Cisneros
JuanitaEleanora de Cisneros
- 025096 { Love Sends a Little Gift of Roses.....Alex. Debruille
Mignon, "Gavotte".....Alex. Debruille
- 025097 { Comin' Thro' the Rye (Soprano).....Yvonne Gall
Good-Bye! (Soprano)Yvonne Gall
- 025092 { Mephistopheles, "Whistle Song" (Basso) (In Italian).....Adamo Didur
Faust, "Le Veau d'or" (Basso) (In French).....Adamo Didur
- 025093 { Invitation to the Valse.....New Symphony Orchestra (Arthur Rodanzky, Conductor)
American FantaleNew Symphony Orchestra (Arthur Rodanzky, Conductor)
- 025094 { Bonnie, Sweet Bessie (Tenor).....Craig Campbell
Believe Me, If All Those Endearing Young Charms (Tenor).....Craig Campbell

New German Catalogue Now Ready

New Italian Catalogue Now Ready

All The Broadway Hits---Dance and Vocal---First and Best

Dealers— Write Us To-day

Pathe Phonograph & Radio Corp.
20 Grand Avenue
Brooklyn N. Y.

Better Records — At Any Price — Cannot Be Made

GENNETT RECORD FOR VAUDEVILLE

Starr Piano Co. Makes Special Record for Lane and Harper, Vaudeville Headliners

A special record has been made at the laboratories of the Starr Piano Co., Richmond, Ind., for the use of Lane and Harper, vaudeville artists, in their telephone act. Lane and Harper are at present making the Keith circuit and their attractive skit, in which the record plays an important part, is being well received. The



Lane and Harper Make Record

accompanying illustration shows Lane and Harper at the telephone, listening to the record. The talking machine is concealed and by cleverly timing his talk the replies of the telephone operator to the actor, reproduced by the talking machine, are heard by the audience.

SONORA JOBBING CHANGE JANUARY 1

On January 1 the Sonora Phonograph Co., New York, will take over the States of Ohio, Michigan and Kentucky from C. L. Marshall & Co., of Detroit, and distribute direct from the home office in New York under the personal direction and supervision of Frank J. Coupe, vice-president and sales manager, until permanent arrangements are made. Special representatives of the company will cover the field in the interests of Sonora dealers and the Sonora Phonograph Co. until a new distributor has been selected for this territory.

INTERESTING THE CHILDREN

The Griswold, Richmond & Glock Co., Victor dealer, Meriden, Conn., is interesting parents in Victor products through the children by means of children's classes, when educational records are played and the kiddies play games to music.

OVERCOMES UNUSUAL OBSTACLES

Modernola Co. Completes Successful Year Despite Previous Handicaps—Those Responsible for the Work—Optimistic Outlook

JOHNSTOWN, PA., December 7.—The year just closing has been a successful one in every way for the Modernola Co., of this city. A great deal of credit is due this house for the manner in which it overcame the unusual misfortunes which befell it in the past and successfully completed a year which has been a difficult one for the trade in general.

Organized about five years ago this company set out to manufacture "something different" in the line of phonographs for which it adopted the name Modernola. The warm reception which this new line received made imperative the building of a larger factory to fill the orders. It is remembered that four months after the occupation of the new plant it was burned to the ground and the company was temporarily put out of business. Stunned by the disaster, but not discouraged, it rebuilt the factory, this reconstruction period occupying practically the balance of 1921. This was almost equivalent to starting business all over again at the beginning of the present year. At this time also the management of the company was materially changed and an aggressive campaign entered into. A. Ohlson became general manager and Edward E. Hohmann, sales manager.

In a recent interview with The World Mr. Hohmann said: "The obstacles to be surmounted seemed almost impossible, but we finally got things going and are completing a very successful year. I also suggested to the company the addition of a portable model to the line which was placed on the market during the early part of the year. This portable model also opened the way for sales of the larger machine. It is a mistaken theory that the sales of the portable are confined to Summer months. The sale of our portable model for the month of November was the largest in the history of the company and it is expected that December will surpass the November record.

"Other officers of the company to whom credit is due for the success of the organization are: President F. B. Kinzey, of the Thomas-Kinzey Lumber Co.; Vice-president C. B. Thomas, of the Thomas Department Store; Secretary-treasurer D. M. S. McFeaters, treasurer of the Johnstown Trust Co.

"We look forward to 1923 as a year that will mark still another step forward in the history of this company."

ACHIEVES SUCCESS AS SOLOIST

Miss Jane Neilson Winning Considerable Popularity—Has Appeared as Soloist With Prominent Organizations in Important Concerts

LANCASTER, PA., December 5.—Miss Jane Neilson, of this city, well-known soprano, has appeared at a number of important concerts this year and invariably has won the enthusiastic praise of newspaper critics. She has been a soloist with Conway's Band, the Philadelphia Orchestra, the Fairmount Park Orchestra and



Miss Jane Neilson

has also appeared at the Hotel Ambassador, Atlantic City, N. J.

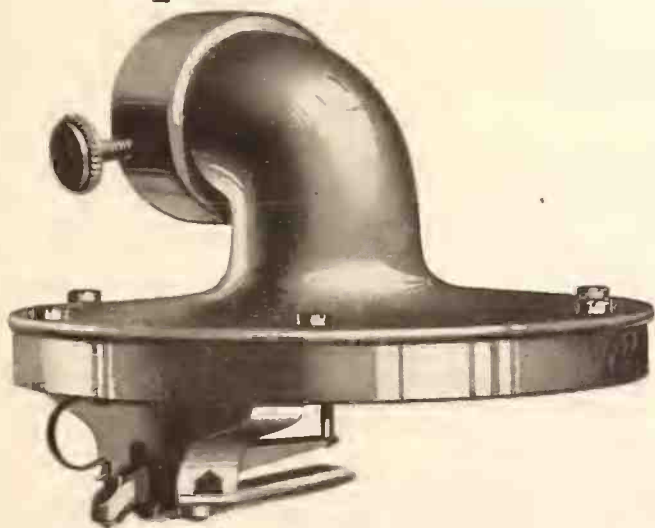
Miss Neilson's fame and prestige have traveled outside of the State limits and there is every indication that next season she will find it difficult to take care of her many engagements. Miss Neilson possesses a voice of exceptional clarity and sweetness and it has been suggested that she make test records at the earliest possible moment, as it is generally believed that these records will prove very satisfactory.

BRUNSWICK LINE FOR WATKIN CO.

The Will A. Watkin Co., old-established music house of Dallas, Tex., has added the Brunswick phonograph in its talking machine department. R. B. Barton and L. T. Barton have been added to the sales staff of the company.

A recent visitor to the Victor Co. was French Nestor, Victor jobber of Jacksonville, Fla.

Unqualified Dealer Endorsement East and West



CLARAVOX
CLEAR VOICE

Instantly Attached

Diamond Pointed

Youngstown

OHIO

Just two months ago our first announcement of the CLARAVOX Reproducer brought inquiries from talking machine dealers everywhere who desired demonstration of the remarkable tone qualities of this wonderful product.

To-day the CLARAVOX is recognized in the trade as the first product of its kind that has proven out.

As a large Western dealer describes it, "The only thing we have seen that is right," and, quoting from the letter of a prominent Eastern dealer, "Very good and quite to our liking."

Remember "The CLARAVOX" is not just another reproducer, but rather a device scientifically correct which faithfully reproduces on other talking machines those most exceptional Edison Re-creation Records.

The CLARAVOX opens a new field for you—a field that offers unlimited possibilities for profit.

Order your CLARAVOX to-day and hear the most wonderful music you have ever listened to from talking machines.

THE CLARAVOX CO.

Okeh Records

The Records of Quality

*—and a service unaffected
by seasonal conditions*

Your biggest season is on! Every day, from now on, will bring increased demands for Okeh Records of every description and character.

Serious thought should be given to your present stock. Is it thoroughly up-to-date and complete in all sections? From the latest and liveliest hits to the older, yet ever-popular Yuletide carols and sacred music? If not, check up and find out just which and how many Okeh Records you are in need of—no matter which they may be—and then call on us. The real, full meaning of Consolidated Service will be demonstrated immediately.

We will more than convince you that the sudden rush and demand created by the seasonal conditions does not affect the smooth efficiency and promptness of our Service any more than does the casual, smaller order requested on the average day or season of the entire year. Consolidated Service is never hindered by insufficient stocks—at any time. It is at its best during all seasons and in all emergencies.

Why? Because we have on hand at all times, a full and complete line of Okeh Records that is never allowed to deplete.

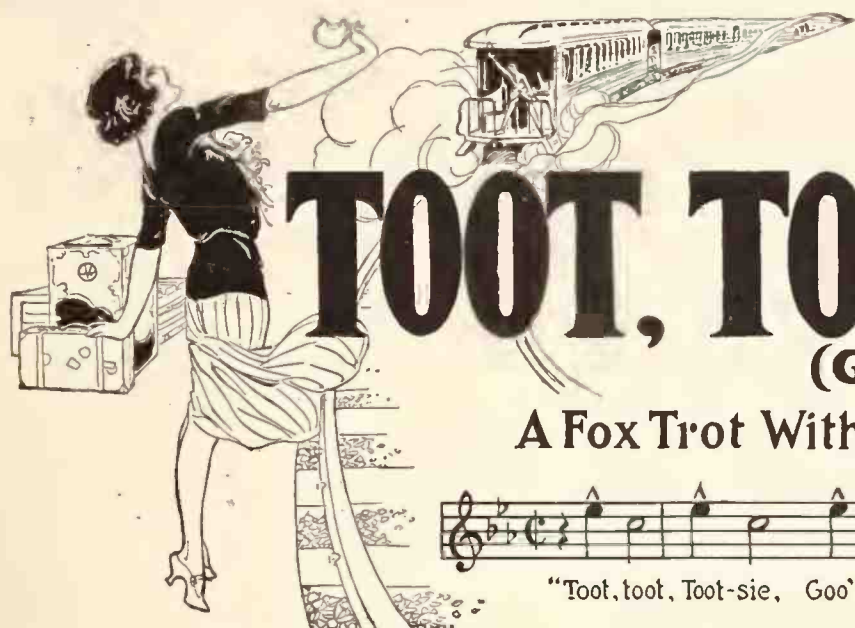
It is not yet too late to become a dealer in Okeh Records. You can still cash in on the holiday business. Write—right now—for information regarding our unusually profitable sales plan.

Consolidated Talking Machine Co.

227 W. Washington Street

Chicago, Ill.

Branch: 2957 Gratiot Avenue, Detroit, Mich.



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

TOOT, TOOT, TOOTSIE

(GOO' BYE)

A Fox Trot With a Tootsie Wootsie Rhythm



"Toot, toot, Toot-sie, Goo' Bye!"

Toot, toot, Toot-sie, don't cry,

MODEL HOUSE SELLS GRAFONOLAS

Schwartz Bros. Use Timely Publicity—Sell-by-Truck Plan Proves Success

NORWICH, CONN., December 6.—Schwartz Bros., of this city, Columbia dealers, who recently opened one of the most handsome stores in New England, had a model house built on a truck chassis and used this to display and sell Columbia Grafonolas to prospects in outlying



The Schwartz Bros. Truck Operating districts. This idea was conceived by L. H. Webber, manager of the Grafonola department, and it is proving a signal success. Four men accompanied the model house throughout the suburban towns and supplied the Grafonola message to those who were unable to visit the Schwartz warerooms.

The capacity of this model house is six Grafonolas with an adequate supply of Columbia records. The model house has not only produced sales, but has caused considerable comment all along the road, representing a splendid adaptation of the sell-by-truck plan.

The music business located for the past several years on State street, Meriden, Conn., and known as the Pathé Studio, is now located in the new Central Building.

RECEIVES CARLOAD ORDERS

Player-Tone T. M. Co. Closing Splendid Business—Consoles Prove Popular With Trade

PITTSBURGH, PA., December 6.—I. Goldsmith, president of the Player-Tone Talking Machine Co., of this city, states that business since October 1 has shown a tremendous increase and that the factories turning out Player-Tone products are working to capacity to take care of the requirements of the dealers. Mr. Goldsmith is receiving carload orders from all parts of the country and judging from all indications the dealers are moving this stock as fast as it is received.

In a chat with The World Mr. Goldsmith stated that a noticeable feature of this activity was the demand for consoles, and the several new models introduced by the Player-Tone Talking Machine Co. this season have been given a cordial reception by the trade. For 1923 Mr. Goldsmith has important plans under way whereby new models will be added to the Player-Tone line and an intensive sales campaign will be inaugurated in behalf of the entire Player-Tone line.

EDISON DISPLAYS FOR THRIFT WEEK

Window Arrangements Hooking Up With Annual Thrift Celebration in January Offered to the Edison Dealers for Local Use

Thos. A. Edison, Inc., in the January Edison Instruction Sheet, which covers the window displays arranged for the use of the retailers, recognizes the element of timeliness by hooking up the prepared displays with the annual Thrift Week campaign, which begins on January 17, Benjamin Franklin's birthday. Two impressive arrangements are offered to the dealers, both of them urging the inclusion of the New Edison in the budget plan for next year as a step thoroughly in keeping with the thrift spirit.

HOLIDAY WINDOW ATTRACTS NOTICE

Gulick-McFarland Co., of Burlington, Ia., Brings Music to the Fore in Attractively Conceived Holiday Window

BURLINGTON, IA., December 7.—A window display which fairly breathes the holiday spirit and which is attracting considerable attention in this city is that of the Gulick-McFarland Co., prepared by Leland G. Selzer, manager of the music department. The concern handles a complete line of talking machines and other musical instruments and these were featured in an excellent window display, a description of which follows:

A solid background of cotton was the basis, then there was a fireplace in one corner (made to look like white brick), with red light and logs to give the effect of fire. To the right was placed a decorated Xmas tree, next to this a player-piano. Around the tree were records and toys and other small gifts. To the left of the fireplace was placed a large Brunswick with a dummy of Santa Claus standing beside it, with his hands resting on it just as he had delivered it.

In the front corner of the window was placed an apparatus of Mr. Selzer's own invention. A large circular wheel was covered at different places with differently colored tissue paper. Fastened to this was a baby buggy wheel and to it a sewing machine motor. Behind this was a light with a tin reflector. When evening comes lights are turned on, the motor starts and a dozen different colors, changing all the time, is the result. The display has been in three days and so far has resulted in the sale of two Brunswicks.

The firm will move into a new building in February and will equip the music department with the latest improvements. A wonderful Brunswick business is being enjoyed and the sales volume is growing satisfactorily.

IMPORTED

HOMOKORD RECORDS

We have purchased the entire stock of the Hegeman-Stewart Corp., consisting of HOMOKORD RECORDS, GERMAN and STANDARD selections.

—NOW OFFERED AT ATTRACTIVE PRICES—

Special discounts to quantity buyers—Ask for catalog and prices

FAVORITE MFG. CO., 105 East 12th St., New York City

Cable Address Reg'd
"Fillasse-Phila."

Send for Samples and Special Quantity Quotations

Long Distance Phone
Baring 0535

IMICO INDIA RUBY MICA DIAPHRAGMS

International Mica Co.

GENERAL OFFICES AND FACTORY: 37th and BRANDYWINE STS., WEST PHILADELPHIA, PA.

LOCAL DEALERS HOLD MEETING

Leo Feist Day Observed at Meeting of Talking Machine Men, Inc.—Dr. Miller Reese Hutchinson Makes Interesting Address—Hugo S. Radt Gives Timely Talk on Banking—Other Practical Subjects Discussed

The December meeting of the Talking Machine Men, Inc., held at the Café Boulevard on Wednesday, December 6, was one of the most interesting meetings held recently, although, owing to the fact that December is the busiest month of the year, many of the dealers

found it impossible to attend. Several interesting addresses were on the program and the dealers present thoroughly appreciated the practical value of the meeting.

Irwin Kurtz, president of the association, made several preliminary announcements, one of them being to the effect that it was practically certain that the Board of Education of the City of New York would adopt the plan sponsored by Mr. Kurtz and the Talking Machine Men, Inc., whereby the local talking machine dealers would have an opportunity to co-operate with the different schools through the medium of music memory tests. The Talk-

ing Machine Men, Inc., has a number of important and original plans to introduce in connection with this idea which will make it an invaluable aid in the development of record business.

Mr. Kurtz read an interesting letter from Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., pointing out that the week of December 3 to 9 was being observed as American Education Week, and emphasizing the tremendous possibilities that are awaiting progressive dealers who appreciate and understand the unlimited scope of the educational records that are in the catalogs. Mr. Kurtz also read a telegram of good wishes from Otto Heineman, president of the General Phonograph Corp., New York, who expressed keen regret at his inability to be present at the meeting.

The December meeting, from a musical angle, was designated as "Leo Feist" day and representatives from this well-known publishing house were present to entertain the members and to feature the latest Feist hits. Theodore Morse, professional manager of Leo Feist, Inc., was given an enthusiastic reception by the dealers, and in a brief talk pointed out the splendid co-operation and help that his organization is extending to the talking machine dealers. Mr. Morse introduced Messrs. Miller and Steiner, who favored the audience with three of the latest Feist hits, "When the Leaves Come Tumbling Down," "I'm Mighty Sweet on My Sweet Sweetie" and "Toot, Toot, Tootsie."

Abram Davega, president of the Knickerbocker Talking Machine Co., New York, Victor wholesaler, advised the dealers that timely and interesting literature had been prepared to carry out the idea sponsored by his company under the caption, "The Theatre in the Home." This plan provides for the merchandising of Victrolas and Victor records along decidedly original lines.

It had been planned to present at this meeting the new thirty-minute record invented by the Hon. Noel Pemberton Billing, well-known inventor from Great Britain, who sailed for home last week. Mr. Billing, before sailing, made arrangements with Dr. Miller Reese Hutchinson, prominent New York inventor, whereby he would represent Mr. Billing's interests in this country, and it had been planned to demonstrate these new records at Wednesday's meeting. However, through a slip-up in the arrangements, the records did not appear, but Dr. Hutchinson favored the dealers with a brief description of the technical phases of this new record, which is named the "World," and stated that he would be present at the meeting in January to demonstrate the record.

Through the courtesy of Byron R. Forster, president of the Brilliantone Steel Needle Co., the members of the Talking Machine Men, Inc., and their guests were favored with a practical and informative address by Hugo S. Radt, assistant cashier of the Capital National Bank. Mr. Radt, who was formerly identified with the talking machine industry for six years, is also well known in banking circles and he was, therefore, able to give the dealers some valuable pointers as to the desirability of establishing personal and close relations with the banks. Mr. Radt stated that in making loans and in conducting the banking business generally, bankers were guided by three cardinal requisites: character, ability and capital, and he then proceeded to give details as to the importance of these qualifications.

An Open Letter To Phonograph Dealers

YOUR BUSINESS
demands that before
placing your 1923 orders for
needles, you receive samples
and prices from us.

We offer you a needle of
exceptional tone at a price
that will please you.

DO NOT DELAY

SEND FOR INFORMATION NOW

The Delta Company

Drawer 520

WESTFIELD, MASSACHUSETTS

ANNOUNCES IMPORTANT COLUMBIA CHANGES IN LONDON

President and General Manager H. L. Willson, Who Has Just Returned From London, Tells of Sale of the Stock Interests of the English Company to Prominent Financial House

H. L. Willson, president and general manager of the Columbia Graphophone Co., who arrived in New York Saturday, November 25, on the S.S. "Mauretania," after a three weeks' stay abroad, announced upon his return that the company had disposed of its stock interests in the Columbia Graphophone Co., Ltd., manufacturing and marketing Columbia products in Great Britain. The purchaser of the Columbia Co.'s stock interest was the Constructive Finance Co., Ltd., of London, one of the most powerful and influential concerns in Great Britain, which is backed by a prominent group of English financiers and industrial managers. The disposition of the stock interests carries with it a perpetual working agreement highly satisfactory to the American company.

The new owners are planning to continue the Columbia business as heretofore under the name

of the Columbia Graphophone Co., Ltd., and Louis Sterling will continue with the new organization, occupying the post of managing director. Sir George Croydon-Marks will con-



H. L. Willson

tinue as chairman of the board of directors, the same post that he held in the past.

The new owners of the Columbia Graphophone Co., Ltd., will institute important plans for the development and expansion of the company, thereby continuing to give Columbia products in Great Britain the support to which they are entitled. One of the interesting features of the working agreement between the two companies is the consummation of arrangements whereby additional strength will be given to the foreign language repertoires of the Columbia Co. in this country.

Upon his return to New York Mr. Willson was congratulated by the Columbia directorate on the consummation of this deal, which is one of the most important transactions announced in talking machine circles this year. Mr. Willson's accomplishment is all the more remarkable in view of the fact that he was away from his desk only twenty days, having sailed for Great Britain on the "Olympic" on November 4 and returning November 24.

A. C. VALEUR'S NEW ACTIVITIES

Secretary-Treasurer of Sonora Phonograph Co. Now Associated With Canadian Company—Well Known and Popular in the Trade

It was announced this week at the headquarters of the Sonora Phonograph Co., New York, that A. C. Valeur, director and secretary-treasurer of the Sonora Phonograph Co., Inc., had made arrangements to sever his connections with the parent company and transfer his activities to the Sonora Phonograph, Ltd., of Toronto, the Canadian distributor of Sonora products. Mr. Valeur helped organize the Canadian company and is its present secretary and treasurer, assuming on January 1 the additional duties and responsibilities of managing director.

Mr. Valeur visited Toronto during the recent fair and was so impressed with the future prospects of Canada and so pleased with the general character of the Canadian trade, as a whole, that he arranged for his permanent residence in Canada. Mr. Valeur has had a wide experience in the phonograph industry, principally in the managerial end, and leaves for his new field of endeavor with the best wishes of his many friends.

IN CHARGE OF THE PURCHASING

Miss E. F. Solow Takes Important Post With Emerson Phonograph Co.

Miss E. F. Solow, who for the past several years has been a member of the staff of the Emerson Phonograph Co., has been appointed manager of the purchasing department of that organization. Miss Solow will be in charge of production, printing and other details relating to the manufacture of Emerson records. The Emerson Co. has issued some very effective Christmas material for dealers' use, including hangers, streamers and catalogs carrying holly borders and other designs lending to the Christmas atmosphere.

Stephen's Music House, Victor dealer, Fayette and Elm streets, Morristown, Pa., has been entirely remodeled and extensive improvements have been made, adding greatly to the attractiveness of the establishment. The concern has enjoyed a steady growth in business.

Radio and phonograph combined in the LYRADION—your customers will prefer this line



Lyradion Italian Renaissance

Combination radio and phonograph. A beautiful hand-carved cabinet in polychrome finish for large homes and clubs. Wired for Westinghouse "set" or complete with Lyradion 5 stage non-regenerative set. All instruments and batteries completely housed.

Radio enthusiasts are expressing their preference for the Lyradion line of attractively housed radio sets in no uncertain terms. While the lady of the house has tolerated the old method of placing batteries and sets on the library table and floors as a matter of necessity in the past, she is now demanding the attractive Lyradion combination radio and phonograph completely housing instruments and batteries and offering dual and perpetual entertainment features. Besides these attractive cabinets harmonize with the furnishings of the modest as well as the most luxurious home surroundings.

The wonderful Seabrook amplifying horn used on all models is responsible for the remarkable reproducing qualities of Lyradion instruments. This horn employs entirely new principles of sound reproduction which are fully protected by basic U. S. patents.

Lyradion cabinets can be furnished wired complete for Westinghouse two-stage R. C. sets or with Lyradion five-stage non-regenerative receiving sets.

Territory is being rapidly allotted—dealers or jobbers should write or wire immediately for proposition.

Lyradion Manufacturing Co.
Mishawaka, Indiana

KENTON W. MIX, Director

Mr. Edison Man:—

Don't Say

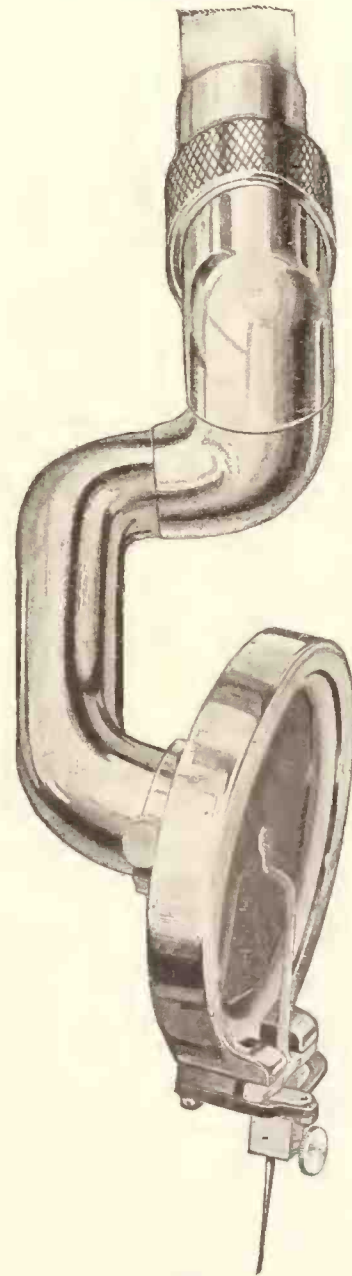
"KAN'T," say "KENT"

Write for catalog of complete line

The KENT No. 1

With "S" Sound Box

Has given complete satisfaction for years



Reg. U. S. Pat. Off.

F. C. KENT CO.

Irvington, N. J.

FINE HOLIDAY TRADE EXPECTED IN BROOKLYN

Drop in Business Due to Curtailed Advertising and Sales Campaigns Causes Resumption of These Activities—Dealers Ordering Heavily in Anticipation of Holiday Rush—Many New Stores Opened—Important Changes in the Trade—Happenings of General Interest

Talking machine dealers in Brooklyn and Long Island report that the month of November and the first week in December showed a slight gain over the same period last year. This, however, has been unsatisfactory, as a larger total business was expected and for some unaccountable reason retail buying, although having a good start in the first week of November, fell off considerably. Dealers who are not enjoying an increased business can explain this to some extent by the fact that their sales campaigns were curtailed immediately at the beginning of the month of November, when on the contrary they should have been increased. During the months of September and October these sales drives were on in full swing and showed excellent results in greatly increased sales. However, most dealers have realized that an intensive effort should be made and kept up and in consequence every live dealer has again taken up intensive sales work with the result that the first week in December began to show a decided spurt in sales in both machines and records. This policy should bring about a large volume of holiday sales.

Wholesalers who cater to this territory report that dealers have been buying large quantities of machines and records in anticipation of the holiday rush. Most of the large dealer demands they have been able to supply, but there is an acute shortage of certain types or models which they claim they will be unable to fill in time to deliver to the dealer during Christmas week. Everybody connected with the wholesale distribution of talking machines is keenly interested in dealers' activities at this time and they are making every effort to impress on dealers the absolute necessity of keeping up intensive sales drives in order to keep business up to par.

The Price-cutting Evil

Unfortunately there is still a wave of price-cutting going on in this section, but it is prac-

ticed by two or three local stores only and these same stores are being sharply criticized for their actions. No doubt this offering of standard make machines at cut prices has materially affected the business done by the legitimate dealer who is trying to sell his merchandise at the regular list price. This entirely unnecessary method of doing business, especially at this time of the year, must be frowned on as it is being done without any excuse whatsoever. The legitimate dealers who are adhering strictly to legitimate methods should be commended for their courage in keeping their business on the highest plane possible and no doubt they will in the end be amply repaid for their attitude, as price-cutting only tends to create a bad impression. It must ultimately place the houses which resort to these tactics

in a most undesirable light throughout the trade.

Tisch Music Store in Fine Quarters

An important event in talking machine circles in Brooklyn this month was the formal opening of the Tisch Music Store, located at Polk avenue, near Twenty-fifth street, in the Jackson Heights section. Adam B. Tisch, proprietor, is receiving the praises of a large number of friends in the opening of this new store, as it represents the ultimate step in the commendable progress he has made in the talking machine retail field. Mr. Tisch started in business as a talking machine dealer some years ago back in his own home, where he devoted two of the rooms of his house to the display of talking machine models. After a period Mr. Tisch's business grew to such proportions that he was compelled to procure larger quarters near his home, resulting in the opening of the present store. The general arrangement and equipment of the store represents the very latest in retail store construction and is, no doubt, one of the best equipped and most beautiful stores in all metropolitan New York.

On the day of the opening of the store Mr. Tisch secured the services of a troupe of Hawaiian musicians who entertained the visitors with Hawaiian melodies and also rendered some of the latest hits in dance music recently released by the Victor Co. Charles Mason, of the New York Talking Machine Co., and other representatives of the Victor wholesale trade were present and assisted in the opening.

Vorbach Bros. Open New Store

Another new store recently opened in this section is that of Vorbach Bros., 413 Fulton street, Jamaica, L. I. Vorbach Bros., proprietors of the store, also conduct another establishment on Jamaica avenue, in the Richmond Hill section of Brooklyn, and are well known in talking machine retail circles. The new store is one of the finest retail establishments in this city. Eight sound-proof booths have been installed and also one large sound-proof room which will be devoted to the demonstration of talking machines. Record racks have been erected conveniently near the private hearing rooms and also easily accessible to customers coming in for a record, as they are placed close to the entrance of the store. On the day of the opening an orchestra rendered selections and appropriate souvenirs were dis-

May Your Christmas Be a Merry One
and The New Year Be Not Only
Happy, But Most
Successful.

This Is Our Wish To Our
Dealers and Other Friends.

**AMERICAN
TALKING MACHINE CO.**
BROOKLYN, N.Y.
VICTOR WHOLESALERS

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

THE more experience you have as a Phonograph Dealer the more you will appreciate the service we are prepared to render as Distributors of Sonora Phonographs in this territory.

We invite correspondence or calls from Dealers who have come to recognize the distinct value of the Sonora line.

Why not find out for yourself what Sonora is doing for other Dealers under conditions more or less like your own?

Any communication from you will have our prompt and careful attention.

LONG ISLAND PHONOGRAPH CO. INC.
150 Montague Street, Brooklyn

tributed to all those present. The company features the Sonora line and Lee Coupe, who was responsible for their taking on the Sonora, attended the opening and helped materially in the arrangements for the opening day.

Shortage of Sonora Machines

The Long Island Phonograph Co., Sonora wholesaler for this territory, reports that the demand for Sonora machines during the past month has been unprecedented. Orders for machines have been coming in from all sections of the territory and the question of getting machines enough to meet this demand has become serious. Although shipments have been coming in from the factory with more or less regularity it will be impossible, according to officials of the company, to give dealers all they have ordered. However, steps are being taken that will insure every dealer getting a fair share of the goods received, so that all will be able to have some machines in stock to sell during the holidays.

C. W. Keith, treasurer of the company, as well as J. J. Schratweiser, sales manager, are now back at their desks after a trip which took them to Pittsburgh, Buffalo and to the Sonora factory in Saginaw, Mich. Much fruitful work was accomplished on this trip, especially at the factory, where a closer contact was established which resulted in expediting shipments of machines to headquarters in Brooklyn.

R. H. Keith was away this month, spending some time at the Pittsburgh wholesale Sonora branch and from there journeyed on to the factory in Saginaw to confer with officials there on plans for holiday and New Year business. Mr. Keith was accompanied by Frank Coupe, sales manager of the Sonora Co.

Dissolve Partnership

The Lynnbrook Music Shop, 20 Atlantic avenue, Lynnbrook, L. I., has just dissolved a partnership which existed between J. O. Benton and his brother, Robert, and from now on J. O. Benton will be sole proprietor of the company. Robert Benton, the owner of large real estate interests on Long Island, will devote his time to this business. James Benton was the original active member of the concern and will continue the business as heretofore under the same name and at the same location. This talking machine business has been developed to one of quite large proportions, enjoying the patronage of a very fine clientele.

Delivering Large Orders

The American Talking Machine Co., Victor wholesaler for this territory, has been kept very busy this past month delivering large orders for machines and records to dealers in all sections of the territory. New shipments of machines are being received from the factory and as soon as they arrive they are immediately despatched to dealers. The record business, stated R. H. Morris, general manager of the company, has been a healthy and normal one. New records for December enjoyed wide popularity with dealers everywhere. Machine sales have been reported to be fair and there is no doubt, Mr. Morris declares, holiday business will be greater than ever before. Chas. Offerman, representative of this company for Long Island, is spending considerable time with dealers, helping them put their stores and stocks in shape for holiday business.

Good Business Practice

To prove that it is worth while to cultivate the friendship of talking machine customers the Neapolitan Talking Machine Co., which con-

VICTROLAS

Greetings

The continued emphatic public appreciation of the Victor Talking Machine Co.'s products gives an appropriate setting to the season's greetings we extend to our many friends and the Victor Industry as a whole.

VICTOR RECORDS




G.T. WILLIAMS CO. Inc.

272 Flatbush Avenue Extension Brooklyn, N. Y.

ducts a retail store at 311 Court street, recently made a sale of three No. 17 Victor machines through the friendship of one customer. This customer came into the store looking for a medium size Victrola, but good salesmanship brought about a sale of a large, expensive instrument. A few days later this man returned to the store accompanied by three of his friends who were so pleased with this machine that they each purchased one for their own home. James Lanzaro, genial proprietor of the store, is the man responsible for these satisfactory sales, and he stated that incidents like this have happened to him before, proving conclusively that it pays to make friends with every customer the retail merchant sells. In addition to the sale of these machines each purchaser selected a large list of records, which brought up the total to a considerable figure and no doubt will help materially in putting Mr. Lanzaro's yearly business over the top by a very comfortable margin.

E. A. Schweiger, Inc., Enlarges

E. A. Schweiger, Inc., which conducts a retail store at 1525-27 Broadway, opened to the public this month a new addition to their store which has completely changed the old establishment into thoroughly modern quarters. An adjoining store has been added, the dividing wall having been torn out, turning the two stores into one large, spacious showroom. This progressive house is well known throughout metropolitan talking machine circles, as it has conducted a successful Victor retail business at this location for many years past. This addition certainly reflects the progress made and with these added facilities no doubt growth will continue. With every modern convenience known to retail selling installed they will be able to offer talking machine buyers a superior service that is bound to reflect in total sales.

New Sonora Accounts

Among the new dealers recently established by the Long Island Phonograph Co., Sonora wholesaler, is the store of Sarokin Bros., at 125 Church avenue. This dealer, on receipt of his first order of Sonora machines, sold to a customer an Intermezzo model and a Marquette model as well, resulting in the placing of an additional order for machines double the size of the original one. Other new dealers to take on the Sonora include the Zion Music Co., of 179 Tompkins avenue; R. Petraglia, at 871 Liberty avenue; A. L. Young, 2124 Fulton street, and P. Hirschlein, Carlton avenue, Islip, L. I.

All these dealers have taken on the complete Sonora line and are planning to feature it during the holiday season.

Nassau Radio Co. Institutes Drive

The Nassau Radio Co., manufacturer of radio products, is about to launch a campaign designed to interest the talking machine dealer in the possibilities of radio in talking machine retail stores. Ruckgaber Bros., who conduct this company, are well known as talking machine dealers, operating a retail store at 60 Court street. They have in mind at the present time the marketing of a Loop-Tuner antenna which is designed for use with the ordinary tube receiving set and which does away with the outside antenna commonly used. These plans are being perfected and will be announced to the trade very shortly.

A VISITOR FROM CHICAGO

A recent visitor to the executive offices of the Sonora Phonograph Co. was A. R. Rodway, president and general manager of the Sonora Phonograph Co. of Illinois, which was recently appointed as a Sonora jobber in Chicago. Mr. Rodway visited New York for the sole purpose of pleading with the Sonora executives to give him additional merchandise to take care of the requirements of Sonora dealers in his territory. Although the Sonora Phonograph Co. of Illinois has been established only a few months it has already won recognition as one of the most successful wholesale houses in Chicago.

A lease for a term of years has been closed on the store at 95 Summer street, Boston, Mass., by the Barite Talking Machine Co.



No. 35861—Holly Wreath, natural prepared, each \$1.25; lasting for 25 years; cost is \$.05 per year. XMAS CATALOG No. 35 with illustrations in colors of Artificial Flowers, Plants, Vines, Baskets, Trees, Holly and Poinsettias mailed FREE FOR THE ASKING.

FRANK NETSCHERT, Inc.
61 BARCLAY ST. NEW YORK, N. Y.

MOTORS

(Swiss)

DOUBLE SPRING

Suitable for Portable Phonographs

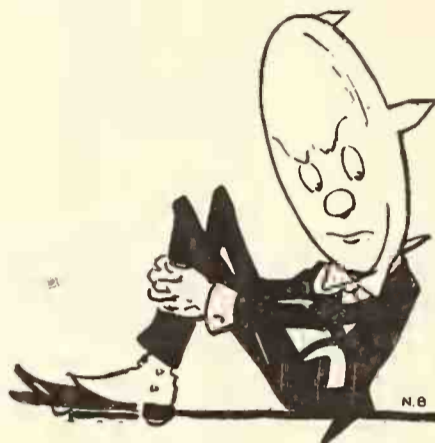
Stock On Hand, Ready For Delivery

Sample \$3.75—Write for One

MERMOD & CO., 874 Broadway N. Y.

Made of High Grade
Hardened Steel
Specially Treated
to Give
Frictionless Surface

Reg. U. S. Pat. Off.
No. 995758 which will
be strictly enforced



Extra Heavy
Size—1 1/8 in.



3/8 in.



1/4 in.



3/8 in.



1/2 in.



3/8 in.

Furniture Footwear Easy Movement

A furniture footwear device must give easy movement over any floor, covered or uncovered. Unless it does it means weakened furniture. No device ever made gives ease of movement under all conditions as effectively as

DOMES of SILENCE

"Better than Casters"

In addition this, simple slide has the added important qualities, which ordinary devices do not possess:

- Economy*
- Simplicity*
- Silence*
- Invisibility*
- Adaptability*—Suitable for covered and uncovered floors alike.
- Service*— Long wear.

Gives protection to furniture, floors and rugs and are the perfect footwear for furniture—

DOMES of SILENCE Division

Henry W. Peabody & Co.
17 State Street, New York City

In All Your Talking Machine Orders,

Specify DOMES of SILENCE

"Better than Casters"

P-207

*What we say above about Furniture applies also
to Phonographs*

Van and Schenck, those inimitable vaudeville songsters, have two top liners this month that are as good as a trip to the circus. "All for the Love of Mike" and "You can have him, I don't want him, didn't love him anyhow blues." Two humdingers on one record, A-3735.

Columbia Graphophone Co.
NEW YORK



C I N C I N N A T I

Demand for Machines, Records, Accessories Far Exceeds Expectations—Expect Record Month's Business—All Jobbers Active

CINCINNATI, O., December 6.—The pre-holiday trade in talking machines and records—in all accessories, in fact, even down to needles—has exceeded the predictions of even the enthusiastic optimists. This month—December—threatens (what a welcome threat!) to be one of the most profitable in years. The public has money. If you need evidence of that fact, all you need to do is to enter any store—music or otherwise—and look over the floor. You probably will be surprised.

There seems to be a great deal of early shopping among the people who desire musical goods. All retailers are going to have their hands full in supplying the trade that is coming

to them, and for the time being, at least, the policy of carrying a short and safe stock is thrown into the discard.

November, as a business month, might be called a prophecy. Its promise, already being fulfilled, was excellent. Indeed, November, 1922, was one of the best Novembers ever experienced by a great many local dealers.

Wholesalers in All Lines Active

At the Cincinnati branch of the Columbia Co. business already is booming and orders are coming in which insure, even this early, a splendid month of business for December. The Columbia branch is making every effort to supply its many dealers in this district fully and

promptly and thinks that it will be able to do so though trade is exceptionally heavy.

The Ohio Talking Machine Co., wholesaler of Victor goods, supplying virtually every account in Cincinnati, as well as numerous houses in Indiana, Kentucky and West Virginia, also is rushed. A. H. Bates, president of the company, said: "Our holiday business is going to be fine, I am sure. November was a remarkable start toward this big month, and although our stock is huge, we feel that business will be so great that we will be pressed before Christmas."

The New Edison Co., wholesaler for all Edison dealers in this district, also reports a fine trade for November and sees a correspondingly greater trade for December. Manager Oelman said: "Our November trade was a big opening for the holiday business. It was the best November in a very long time, and December is going to fall under the same classification. Our stock is adequate, but we do not expect to have much of it left at the end of December, and we shall take about all of the shipments we can get. The new Edison consoles are very popular, as is our new upright model. These are moderate-priced machines, and are going exceptionally well."

S. Reis, manager of the Brunswick products, said: "Brunswick business for November was exceptional and leads us to believe that December is going to be a banner month. We surely are busy here. Orders are coming in with great rapidity and we are going to have trouble supplying the demand during next month."

November Totals Reach High Mark

Retail business at the Otto Grau Piano Co., dealer in Victor, Aeolian and Brunswick products, reached a high mark during November. "November was remarkable," said J. F. Van Court, "but December, unless all signs fail, is going to be one of the best holiday months we ever have had."

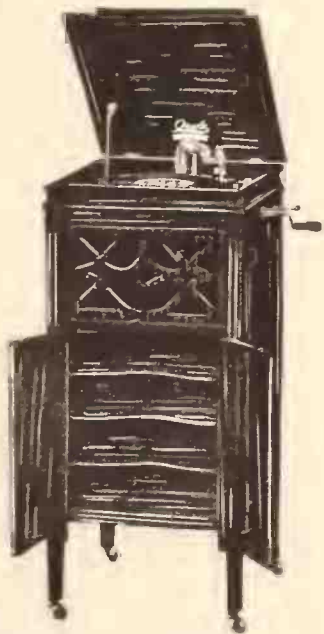
Widener's Grafonola Shop, which deals in Columbia, Granby and Victor lines, also reports a fine month and expectation of a much better one to come. Morris Fantel, manager of the Grafonola Shop, declares that this is one of the best Autumns the trade has seen, and that when December is over there will have been some records made by the retailers, as well as by the artists.

Window Displays Bring Business

The Chubb-Steinberg Music Shop continues to do one of the best retail businesses in the city. Howard L. Chubb is untiring in his efforts to arrange attractive display windows, and his originality always draws a considerable number of people to his store. Moreover, Mr. Chubb is the only dealer in the city who always sees that a good record is being played in his windows, so that no persons can pass without hearing this tantalizing music. Radio sets, says Mr. Chubb, who has a well-supplied radio department, are going good for gifts to the younger boys and girls—and some of the older ones as well.

LAST CALL

Model 75, Sample \$27.50



Mahogany 41 x 17 x 19; durable double spring motor, and Universal tonearm.

A Fair Discount Will Be Given in Quantities.

Terms: Strictly Net Cash.

Send in your orders very promptly, we do not expect to have these models on hand for any length of time.

Puritone and Truetone needles at 25 cents per M, in lots of 10 M or up.

Phonograph accessories and repair parts at very low prices.

Fulton Talking Machine Co.

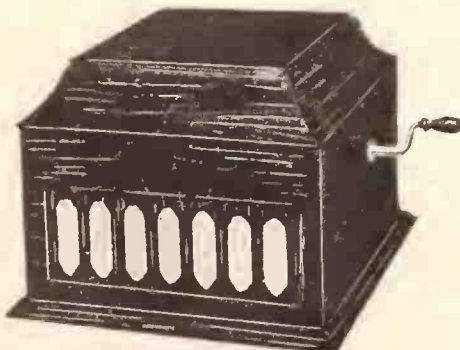
Just a limited supply of our three models, which must go at **Startling Sacrifice Prices**

Model 35, Sample \$12.50



Mahogany, 16x16x10, Double Spring, Universal Tone Arm, Back Casting and Metal Horn

Model 50, Sample \$15.00



Mahogany and Oak, 13 x 17 1/4 x 19 1/4; double spring motor, and Universal Tonearm.

253-255 Third Ave., New York City
Between 20th and 21st Streets

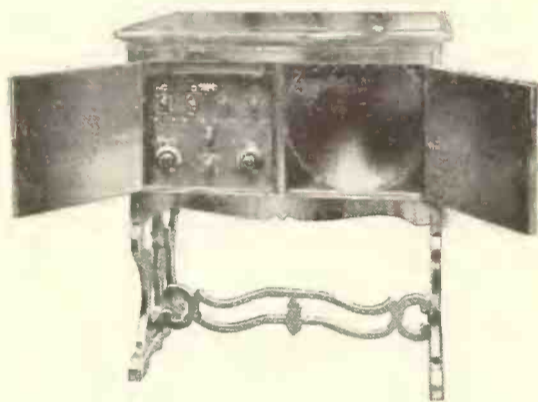
CROSLEY

Radio Apparatus

Better—Cost Less

A Four Tube Receiving Set

\$55



CROSLEY MODEL XXV

A Console Model of great beauty. Consists of a four-tube panel incorporating the same units as the Model X. This cabinet is arranged to take the Model R-3 Magnavox that can be quickly installed and hooked up to the set, but the Magnavox is not furnished at the price. Cabinet also contains space for "A" Battery and "B" Battery and battery charger if desired. It is guaranteed to bring in broadcasting stations up to one thousand miles or more, loud enough to be heard all over the room. This beautiful instrument, without phones, batteries or tubes, sells for.....\$150.00

CROSLEY EXPERIMENTAL UNITS

are designed to help the experimenter by furnishing audion detectors, vario-meters, condensers, audio frequency units and their combinations in individual cabinets. These units can be hooked up by simple binding post connections. Adapted for use with either 6-volt or 1½-volt batteries.

Write for Catalog of these Units



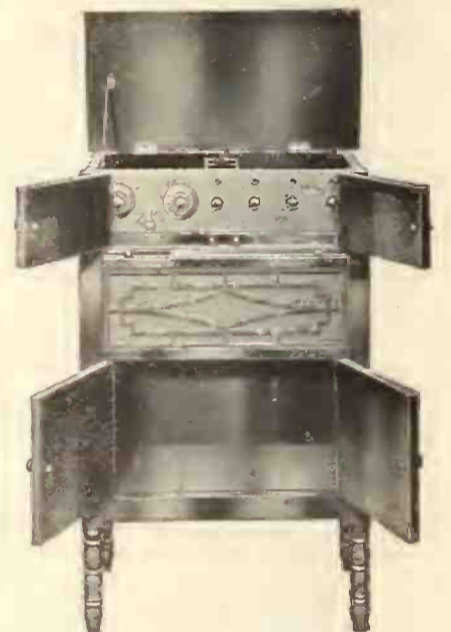
CROSLEY MODEL X. This four-tube set is the most popular on the market to-day. It consists of one stage of Tuned Radio Frequency Amplification, Audion Detector and two stages of Audio Frequency Amplification. The Crosley Model X is built on scientific principles and is the acme of simplicity and efficiency. Especially is the Tuned Radio Frequency Amplification popular. With this set, listeners in Florida have heard broadcasting from Winnipeg, San Francisco and Honolulu. We cannot be too emphatic in recommending this set to everyone. Without phones, batteries or tubes, only.....\$55.00

- CROSLEY RECEIVER MODEL VIII (three tubes) ..\$48.00
- CROSLEY RECEIVER MODEL VI (two tubes).....\$28.00
- CROSLEY HARKO SENIOR MODEL V (one tube) .\$.15.00

Talking Machine JOBBERs and DEALERS

You are the logical men to handle Radio Apparatus as we explained on this page last month. This will be a *Radio Year* and you will greatly increase your profits by supplying Crosley—Better—Cost Less—Radio Apparatus.

The Instruments shown on this page are the height of simplicity and efficiency as well as beautiful pieces of furniture. Nothing better on the market at anywhere near their price. We are prepared to fill any sized order immediately. Write to-day for catalog.



CROSLEY MODEL XX

A Beautiful Cabinet Model incorporating the Model X Receiver. Has all the splendid qualities of the Model X and in addition it has compartments for batteries and a large amplifying chamber. Price without phones, batteries or tubes....\$100.00

CROSLEY CABINET MODEL XV. Same as the above but without battery compartment and designed to rest on a table. Price.....\$70.00

CROSLEY PARTS are the last word in simplicity and efficiency. We make everything necessary for the building of any type of set and our prices are lower than anything on the market.

Write for Our PARTS Catalog

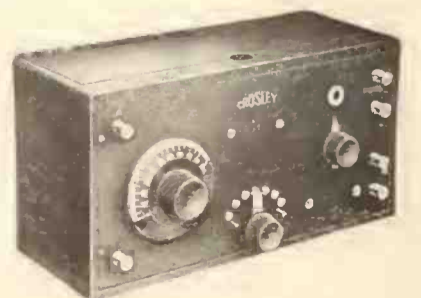


CROSLEY CRYSTAL RECEIVER MODEL I

A complete crystal receiving set equipped with antenna, phones and necessary hardware, ready to install. Has a range up to 30 miles and will bring in local broadcasting loud and clear. Price..... \$25.00

HARKO SENIOR MODEL V

This is a one-tube set of exceptional merit, and consists of Tuner and Audion Detector, mounted in a mahogany finished cabinet. This set has a range of several hundred miles, and, under favorable conditions, listeners in Denver have heard Schenectady and Newark. Price without tubes, batteries or phones.....\$15.00



Liberal Discounts to Jobbers and Dealers

CROSLEY MANUFACTURING COMPANY

1226 ALFRED STREET, CINCINNATI, OHIO

IMPORTANT BIG PUBLICITY CAMPAIGN FOR RADIO WEEK

Through the co-operation of the editors of the various publications devoted to radio, considerable publicity has been given the past

throughout the country. Readers of The Talking Machine World who may be interested in securing these cards for the purpose of using



Artistic Poster for Radio Week

month to "National Radio Week," which is scheduled to take place during the week of December 23 to December 30. A handsome three-color postal-card has been designed and millions of these cards have been distributed

them in this radio publicity campaign can secure a reasonable quantity by communicating with the headquarters of National Radio Week, 326 Broadway, New York. The interest manifested indicates that the event will be a success.

ATLANTA

Christmas Rush Is On—Urban and Rural Dwellers Offer Fine Opportunities for Live Dealers

ATLANTA, GA., December 6.—With the passing of Thanksgiving there is every evidence that Christmas shopping has started in earnest. The Atlanta dealers report that machine sales are good and that, in addition, deposits have been made on scores of machines, the actual sale to be completed between now and December 25.

Conditions throughout the Southeast are very much better than they have been during the past two years. With cotton selling at about 25 cents, the farmers, even with their short crops, are a great deal better off than seemed possible in mid-Summer.

In the cities work is plentiful, especially in the building trades. Most all the Southern cities are establishing new high records for building construction. Talking machine dealers are optimistic, their chief worry being the shortage of popular-priced product, especially in the console designs.

M. E. Lyle, Atlanta, reports such a steadily increasing demand for Strand consoles that he has been required to carry about three times the usual Atlanta stock.

The many friends of Herbert Brown, manager of the Victrola department of Cable Piano Co., will regret to learn that he is in a local hospital, where he recently underwent an operation for appendicitis.

Loveman-Joseph-Loeb Co., at Birmingham, has obtained the Victor franchise and has already received an initial stock. The talking machine department is in charge of D. G. Green.

E. E. Forbes & Son, of Birmingham, have become jobbers for Paramount records. Mr. Forbes reports a large demand, especially for the jazz numbers by colored artists.

"Bob" McDavid, secretary of Clark & Jones, Birmingham, was a Thanksgiving visitor to Atlanta, coming over to attend the Auburn-Tech football game.

The Southern Sonora Co. is planning to move into its fine new location on Peachtree street about the middle of December.

John A. Cunningham, of Jacksonville, Fla.,

Columbia dealer, has just finished with a very successful Grafonola sale, one hundred and three Grafonolas being sold in two weeks.

F. Miller, Columbia salesman out of the Atlanta branch, has recently been transferred, at his request, from the Tennessee territory to the south Georgia territory. Mr. Miller has a host of friends in his new territory and we are sure his splendid success will continue.

The following firms have recently been added to the Atlanta Columbia branch's list of dealers: Payne's For Music, Greenville, S. C.; Chalifoux Music Co., Birmingham, Ala.; Morgan Furniture Co., Albany, Ala.; United Phonograph Co., Charleston, S. C.; Eugene Brown, Manchester, S. C., and West Furniture Co., Marshall, N. C.

Salesmen of the Brunswick Co.—M. B. Duke, Ralph Hooke and H. Kaliski—were at the branch office in conference with district man-

ager, phonograph division, Wm. F. Standke, the latter part of November, preparatory to covering their respective territories before the holidays.

Congratulations have been extended to C. R. Mordecai, of the firm of Mordecai & Smith, Brunswick dealers, at Savannah, Ga., upon his marriage the latter part of November. Mr. Mordecai and his young bride are spending their honeymoon on a trip to New York City.

Columbia period design Grafonola, Type P-35 electric, was viewed by many thousand people recently at the "Home Electrical," which is the only home erected in the South fully equipped with electrical devices. This popular Columbia model received many favorable comments. People all over the South saw it and a number of sales were made by Columbia dealers as a result of the exhibition.

The Cochran Furniture Co., new Columbia dealer, reports a very nice volume of business for the past two or three weeks on Grafonolas and records. The company is very much pleased with its new line and says that it expects to do even a greater business in the next three or four weeks.

The Mason Furniture Co., Columbia dealer, of Huntsville, Ala., recently sold an \$800 period design Columbia Grafonola to a very prominent citizen of that city.

The Sterchi Furniture Co.'s Brunswick department is showing new life and with T. M. and C. V. Jones, brothers, experienced music salesmen in charge of the music department, this store and department is in position to give Brunswick phonograph and record buyers first-class service.

Ludden & Bates Music Co., Brunswick dealer, has found a considerable demand for the Brunswick records of the "Sacred Harp" singers which is not surprising, as Atlanta is the headquarters of the "Sacred Harp" singers.

The Ukrainian Chorus, exclusive Brunswick artists, appeared at the Auditorium Wednesday, November 29, and presented a splendid musical program. This concert was thoroughly enjoyed by the large audience and as a result Brunswick dealers in Atlanta and vicinity are having many calls for the Ukrainian Chorus records.

Nate Bernstein, talking machine dealer of Monticello, N. Y., recently announced his temporary retirement from business owing to deafness. Mr. Bernstein will re-enter the trade following treatment for his affliction.

"We Serve the South"



Okéh Records for the holiday season

Now that your business season of the year is at hand, sales should be quickened, profits increased, and new customers made and kept.

Okéh Records help you to do all this by offering a complete line of those records that are always popular at this time of the year; from an early release on the newest songs and dances, to Christmas carols and sacred hymns.

We carry at all times a complete stock and are prepared to fill your orders immediately.

Wholesale Phonograph Division

J. K. POLK FURNITURE CO., Inc.

Offices and Show Rooms:

294 Decatur Street

ATLANTA, GA.

Inquiries
from
Dealers
Solicited



5

EXCLUSIVE FEATURES

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

Order these "best sellers" NOW

7178
Parade of the Wooden Soldiers (Intro.: "Bum-mel-Petrus") — Medley Fox-trot (Jessel-Kersten) Coreyonic Orchestra

Suez—Fox-trot (F. Grofe-P. De Rose). Coreyonic Orchestra

7183
Carolina in the Morning—Fox-trot (W. Donaldson) Coreyonic Orchestra

Paderewski's Minuet—Fox-trot...Coreyonic Orchestra

7186
Homesick—Fox-trot (I. Berlin). Orpheum Melody Masters

Down Old Virginia Way—Waltz (A. Oleman - G. Gillette). Symphonia Dance Orch.

7182
Lovin' Sam, the Sheik of Alabam' (J. Yellen-M. Ager)—Contralto Solo—Orchestra Acc., Vaughn De Leath

Where the Bamboo Babies Grow (L. Brown-W. Donaldson)—Contralto Solo—Orchestra Acc., Vaughn De Leath

7185
The Wicked, Dirty Fives Blues—Fox-trot (L. Fowler). Original Memphis Five

Stop Your Kiddin'—Fox-trot (F. Grofe-J. McHugh). Original Memphis Five

Improvements which make profits bigger

better than standard ~ 65¢

- ¶ Think of the importance of *virtual* noiselessness!
- ¶ Think of the importance of strength beyond the dreams of yesterday!
- ¶ Think of the importance of records, better than standard, at ten cents *lower* price—*without impairing your profits!*
- ¶ Think of records made by a new process—*neither laminated nor paper*—which open possibilities heretofore beyond reach.
- ¶ You can sell these Globe Records.
- ¶ You can make a lot of money on them.
- ¶ And don't forget that they increase business.

GLOBE RECORD DISTRIBUTING CORPORATION
30 Church Street, New York City

GLEANINGS *from the* WORLD *of* MUSIC

THE PAST YEAR AND THE FUTURE IN MUSIC PUBLISHING

1922 Has Been Close to Normal With Many of the Publishers, With the Usual Quota of Hits Developing—Optimism Regarding Next Year Shown in the Campaigns Planned

The condition of the music publisher, particularly in the popular end of the business, reflects somewhat on the activity of sales in records. Therefore, a general résumé of the situation in the popular music publishing field is appropriate at this time—practically the close of the year.

There is, of course, nothing stable or permanent in the popular sheet music industry. Therefore, a report on general trade conditions must needs be confined to the amount of salable works which have been issued throughout the course of the past twelve months. There, seemingly, was no dearth in hits. The usual quota of compositions of meritorious and popular caliber has been published and there were at least five or six big outstanding successes.

Probably the most remarkable song and dance success of the past season was "Three o'Clock in the Morning," which is still quite active and which has had a very substantial sale over a ten months' period. There was hardly anything remarkable among the other issues outside of the success of "The Sheik" and "The Kashmiri Song," both of which were linked up with the motion picture entitled "The Sheik." It should also be reported that the year saw the unusual feature of having a particularly popular number during the months of July and August, namely, "Stumbling," which tended to keep what are sometimes termed dull months a little more active than usual.

Following the opening of the Fall musical shows there seems to be the usual quota of numbers with popular appeal. However, it is somewhat early to describe any of them as national successes. Probably "Journey's End," from the new show, "Up She Goes," and "Little Nellie Kelly," from the George M. Cohan show of the same name, are the features in that department of the publishing world.

It should be stated that despite a reduction in the volume of sales of popular numbers the popular music publishers as a whole have not

been depressed by this situation. They have admitted that after all the meritorious numbers have had very substantial sales, some of them reaching huge figures. Therefore, their appropriations for the exploitation of works which seem to have possibilities have not been lessened, and, indeed, the majority of publishers are even spending more money than was the case for several years past.

The outlook for the coming year is, indeed, gratifying. Most of the publishing houses have a program that calls for much additional activity and enlarged appropriations for publicity. There has been issued during the past four or five weeks a substantial number of new songs, many of them of great merit and several which have shown indications of creating unusual sales. The publishers are looking forward to a most healthy new year and are making plans accordingly. This additional energy and effort, together with publications of no mean caliber, will, as stated at the outset, be reflected in future sales of popular records.

"DON" LINDEN WITH LEO FEIST

Joins Staff of Leo Feist, Ltd., Toronto, Ont.—Firm Secures Exclusive Sales Rights to "Century" Catalog in Dominion of Canada

TORONTO, ONT., December 9.—Donald S. Linden, familiarly known by his wide circle of friends as "Don" Linden, has joined the staff of Leo Feist, Ltd., this city, in the capacity of manager of the professional department. This important announcement comes almost simultaneously with the news that this firm has acquired the exclusive selling rights in Canada for the "Century" catalog.

The Century catalog comprises some 1,500 of the world's standard compositions. The Century edition music is published by the Century Music Publishing Co., New York, and will retail in Canada at fifteen cents per copy. When dealers know the extent of the advertising behind the Century catalog and the energetic way in which Leo Feist, Ltd., are sure to push this new line in Canada they will realize what is involved in handling Century music. The publisher will run a series of advertisements in national publications featuring this interesting catalog.

"UP SHE GOES" HAS AUSPICIOUS OPENING IN NEW YORK

William A. Brady's First Attempt at Musical Comedy Well Received—Joseph McCarthy and Harry Tierney Collaborate on the Score, Which Is Being Published by Leo Feist, Inc.

With the opening of the new musical show, "Up She Goes," in the Playhouse, New York City, William A. Brady produced his first musical comedy. This production is a musical version of Frank Craven's comedy, "Too Many Cooks." The lyrics are by Joseph McCarthy and the music is by Harry Tierney, both of musical comedy fame. There is an excellent and well-selected company, which includes Richard ("Skeets") Gallagher, Donald Brian, Gloria Foy and others.

Practically every paper in New York City in its review gave the new offering a particularly enthusiastic send-off. The New York Sun says: "A spontaneous, breezy and tuneful

show and is well worth a trip. Its only short-coming is the loss of some of the humor of the original—which loss is probably not missed so much when Harry Tierney can supply good tunes to take its place. A superabundance of gay, lilting tunes composed by Harry Tierney, who furnished the music for 'Irene,' are at hand." The Mail, World, Globe, Herald, Times and Tribune and other papers are equally favorable in their comments.

The songs which are mentioned as coming popular successes are "Journey's End," "Lady Luck," "Nearing the Day," "Ty-up," "Let's Kiss" and "Settle Down and Travel." Leo Feist, Inc., is the publisher.

4 Reasons for "MARTHA" being a big hit ~

1.

A simple melody-beautifully arranged-combined with a consistent lyric.

M
A

2.

Hundreds of acts and singers being constantly added to great throng now singing "MARTHA"

MARTHA

3.

Now being played by every orchestra in the country.

T
H
A


4.

The best singing fox-trot now before the public.

READY SOON FOR ALL TALKING MACHINES ORDER NOW

PUBLISHED BY J.W. JENKINS SONS MUSIC CO. KANSAS CITY, MO

“Everybody’s
Runnin’ Wild”
 With **“LOOSE FEET”**
 “You can’t go wrong
 With any FEIST song”
 The Two New Hits for The New Year



LEO FEIST, INC., IS CLOSING A MOST SUCCESSFUL YEAR

Excellent Catalog Combined With Energy and Perseverance of Staff Brings Most Satisfactory Results—Some of the Year’s Hits in Popular and Production Field

The noted music publishing house of Leo Feist, Inc., is bringing to a close one of the most successful years in the history of that establishment. This is a remarkable tribute to its meritorious catalog of the past year, the energy and perseverance of the co-workers in the Feist organization and the public response to the Feist slogan “You Can’t Go Wrong With Any ‘Feist’ Song.”

The record is impressive, too, considering the fact that 1922 in music publishing and retail circles has not been considered an overly active year when popular music is under consideration. Any member of the Feist staff would naturally credit, and justly so, the past season’s success of that company to the quality of the songs published, but that would not by any means fully explain the year’s record. They would also contend that to make songs national hits they must be exploited through the orchestras and professional channels and that this work must be supplemented by appropriate advertising in various channels, which naturally calls for substantial expenditures.

Early this year the Feist organization decided that no matter what the outlook during any period in the course of the year it would continue to exploit its catalog on the same scale that was prevalent during what was considered more prosperous seasons. The year’s results certainly justify the early plans.

Among the Feist songs that have been acknowledged national successes during the course of the past twelve months are: “Virginia Blues,” “Georgia,” “Wake Up, Little Girl,” “Stumbling,” “Hot Lips,” “Tricks,” “All for the Love of Mike,” “Swanee River Moon,” “Three o’Clock

in the Morning,” “Lovely Lucerne,” “Why Should I Cry Over You?” “Coal Black Mammy,” “Toot, Toot, Tootsie,” “When the Leaves Come Tumbling Down.” The five latter songs are among the numbers the various Feist departments are still actively interested in. In addition to the above, the company has issued the “Feist Dance Folio No. 4,” and the “Good Old-timer’s Song Folio,” both of which have had, and are still having, large sales.

The plans of the Feist organization for the year 1923 call for a continuance of the methods and arrangements which were found so successful during the past twelve months. The entire Feist organization with its numerous branches has employed its full quota of workers and will continue its activities without change. All the other arrangements of the departments will

PHONOGRAPH REPLACES THE LUTE

U. S. Consul Reports That Chinese Show Distinct Favor for More Modern Instrument

WASHINGTON, D. C., December 7.—Foreign music is growing popular with the foreign educated Chinese, who are constantly increasing in number, says Consul Heintzleman, Hankow, in a report to the Department of Commerce. They cultivate this taste while they study in the schools and colleges conducted under the auspices of the various foreign governments and mission societies. Piano, organ and phonograph music are equally in favor with them. Phonographs which are comparatively cheaper in price are very popular in China and nearly every foreign family and wealthy Chinese family in

practically in every instance be carried out along the same general lines of the past year.

Among the songs announced for the coming season are “Dumbbells,” by Zez Confrey; “Vamp Me,” by Byron Gay; “Japanese Moon,” “Flower of Araby,” “All Muddled Up,” “Apple Sauce,” “Peggy, Dear” and “I’ll Give You Back Your Kisses.”

In reviewing some of the activities of the Feist company during the past year no mention was made of the musical shows for which it publishes the music. “Blossom Time” and “Tangerine” of last season’s fame are continuing to draw crowds; the former resumed its New York run and has a road show playing throughout the country. Early this Summer the new show, “Sue, Dear,” opened successfully, and more recently the new William A. Brady production, “Up She Goes,” for which Joseph McCarthy and Harry Tierney supplied the songs, made its debut. Another musical comedy, called “The Little Kangaroo,” will also have its New York premiere at an early date.

the treaty ports which has come under foreign influence possess one.

While phonographs have a limited sale among the natives, due to their price, it would seem that an instrument of moderate price would have a wide distribution if it were properly advertised and marketed. Chinese records should be sold with any machine intended for the Chinese. In order to bring American musical instruments to the attention of the Chinese it would seem necessary to work through one of the long-established foreign firms at Hankow.

The gramophone has been made an integral part of the educational facilities of the public schools of Stockport, England, on the theory that only by hearing good music can a love for it be developed in the students.



Vamp me and make me hap-py. Vamp me and make it snap-py. All that I want is love;—

Vamp Me
*The New Fox-Step
 by the Writer of ‘The Vamp’.*

“You can’t go wrong
 With any FEIST song”





Haunting Blues



*The Outstanding "Blues"
Hit of the Season*

Waterson, Berlin & Snyder Co.
STRAND THEATRE BLDG NEW YORK

"RUNNIN' WILD" WITH "LOOSE FEET" GETTING RESULTS

Latest Feist Numbers Prove Overnight "Natural" Hits With the Leading Orchestras—Quick Arrangements Made to Record Them on Records and Rolls—An Unusual Occurrence

The orchestras to-day put the great majority of songs through preliminary tests in order to find their possibilities. This is done in co-operation with the leading publishing houses and applies to all numbers with the exception of what are strictly ballads or selections that have other points of individuality that would make such early trials valueless.

However, the fact that one or two orchestras show favor or get enthusiastic over a new issue in its original form is no guarantee of its popularity and the public's approval. In instances, and they are rare indeed, where practically all of the orchestras who have had a chance to render the number, accept it as the unusual and what is termed a "natural" hit, there is left little doubt as to its ultimate popular appeal.

Bearing this in mind it was quite surprising to find that practically overnight, early in December, not one, but two numbers from one catalog won this remarkable prominence and favor from all of the leading orchestras in the metropolitan district. The numbers are from the catalog of Leo Feist, Inc., and are entitled "Runnin' Wild" and "Loose Feet." Further substantiation of the possibilities of these new publications was noted when several of the leading talking machine record companies requested piano copies or an original manuscript, from which they could immediately make their own orchestrations, following the methods pursued by most of the orchestras who, in a like manner, had their own orchestrations made.

Following the footsteps of "Three o'Clock in the Morning," "Stumbling," "Hot Lips" and other Feist successes of this year, these two additions to that catalog mark one of the most

successful years in the history of that publishing firm.

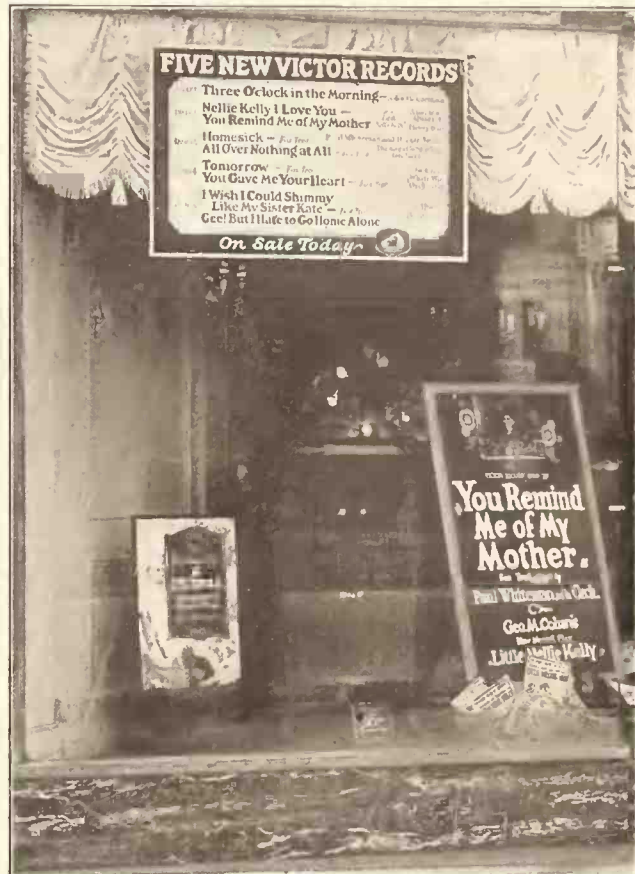
The overnight success of "Runnin' Wild" and "Loose Feet" encouraged the Feist organization to increase substantially the usual appropriation for exploitation. A campaign was immediately planned and is now under way to give these two issues some of the most unusual publicity ever inaugurated in behalf of such a limited number of songs. The professional and the band and orchestra departments, as well as the numerous branch offices, with their entire staffs, have got enthusiastically behind the program and "Runnin' Wild," with "Loose Feet," will, undoubtedly, be heard everywhere. The two titles will be linked up in a manner that will probably mark a new precedent.

The fact that Leo Feist, Inc., has given the trade some of the most remarkable successes of the past year will induce the industry to co-operate upon the same scale as arranged by the Feist forces. In this, we are sure, considering the size, energy and scope of this company and its activities, they undoubtedly will be justified.

"LITTLE NELLIE KELLY" WINDOW

A. H. Mayers, of 1983 Broadway, New York, is responsible for the attractive window here reproduced featuring the Victor Talking Machine Co.'s releases from the George M. Cohan successful musical hit, "Little Nellie Kelly," the score of which is published by M. Witmark & Sons. These active sellers on the Victor records include "You Remind Me of My Mother," played by Paul Whiteman and

his orchestra, and "Nellie Kelly, I Love You," sung by the American Quartet, the latter backed by "You Remind Me of My Mother," sung by Henry Burr. Inasmuch as this display was featured simultaneously with the



Attractive Window Display by A. H. Mayers

opening of the show in New York, the tie-up proved extremely effective from a record sales standpoint. The fact that Mr. Cohan is the producer as well as the author of the book, lyrics and composer of the music is remarkable.

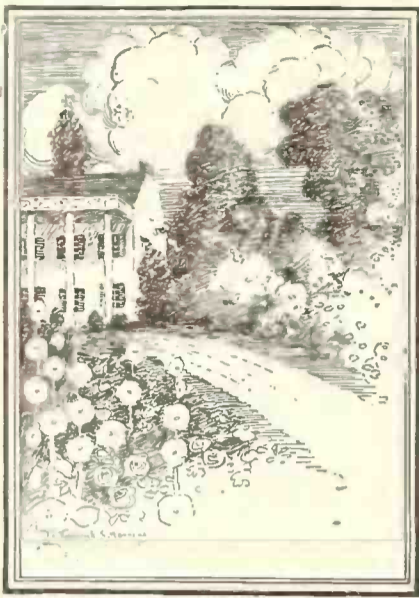


I GAVE YOU UP JUST BEFORE YOU THREW ME DOWN



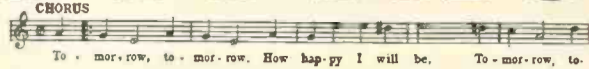
Being played and sung everywhere
Released soon on all records and rolls

WATERSON, BERLIN & SNYDER CO.
STRAND THEATRE BLDG NEW YORK



I'LL BE IN MY DIXIE HOME AGAIN

TO-MORROW



As featured by

Eddie Cantor in *"Make it Snappy"*

THE OUTSTANDING HIT OF THE SEASON

Waterson, Berlin & Snyder Co.
STRAND THEATRE BLDG NEW YORK

HEMPEL SCORES IN RECITAL

Famous Edison Artist Delights Large Audience at Carnegie Hall—Sings Also With New York Symphony Orchestra

Mme. Frieda Hempel, famous soprano and Edison artist, gave one of her always delightful song recitals at Carnegie Hall on Tuesday evening, November 28. An immense audience was aroused to great enthusiasm by the interesting program presented and the splendid quality of her singing. Mme. Hempel is unquestionably one of the greatest concert artists now before the public, which realizes that it is always sure of receiving a great musical treat when it goes to hear this singer. Coenraad V. Bos was accompanist and displayed his usual skill, while Louis P. Fritze, flutist, was a delightful aid in Mme. Hempel's singing of Gretry's aria, "La Fauvette avec ses petits," from *Zemire et Azor*.

Mme. Hempel was also heard on Sunday afternoon, December 10, with the New York Symphony Orchestra, under Walter Damrosch, and received a very stirring manifestation from the public of its appreciation of her ability as an artist and as a woman.

HUGO ERNST NOW CONVALESCING

The many friends in the trade of Hugo Ernst, vice-president and general manager of Paul Whiteman, Inc., New York, will learn with regret that this popular member of the talking machine trade was operated on for appendicitis a few weeks ago at the Polyclinic Hospital. Owing to the fact that he had been exceptionally busy for several months, Mr. Ernst had neglected to heed the warnings of his doctor and was taken suddenly ill while at his home. He was rushed to the hospital, where for a while his condition was considered dangerous, but it is understood that he is now convalescing and will be back at his desk in the near future.

CARUSO'S LARGE RECORD ROYALTIES

Review of Pierre V. R. Key's Biography of Caruso Shows Large Earnings of Tenor From Records Made for the Victor Co.

In the course of an interesting review of Pierre V. R. Key's "Enrico Caruso: a Biography," in the *New York World*, it is stated that:

"The sum of \$1,825,000 in talking machine royalties had been paid to Caruso during the life of his contracts . . . to January, 1920, an average of a little more than \$125,000 a year. But for the year from January, 1921, to 1922, the royalties received by the Caruso estate reached the sum of \$400,000. Thus a total of \$2,225,000 has been earned through this medium."

"DAILY DOZEN" IN POPULAR REVUE

Dealers Should Tie Up With Health Builders Product When "Passing Show of 1922" Reaches Their City—Great Send-off for "Daily Dozen"—An Aid to Increased Sales

Dealers outside of New York City who carry the Health Builder sets of Walter Camp's "Daily Dozen" on talking machine records will now have an opportunity to take advantage of the favorable publicity given them in the "Passing Show of 1922." As was reported in detail in last month's *World*, this popular revue includes an act entitled "At Camp's" in which the entire chorus does the "Daily Dozen." After a long run at the Winter Garden in New York this show is now routed for a number of other large cities. It is announced from the stage that everybody ought to do these exercises in their own homes through the use of talking machine records. R. B. Wheelan, president of Health Builders, Inc., points to the advantages of the dealer tying up with this unusual publicity in arousing public interest to the buying point.

CREDIT CONDITIONS IMPROVE

Chief Improvement in Business Lies in Credit Situation, Says J. H. Tregoe, Executive Manager, National Association of Credit Men

The chief improvement in business conditions is in the credit situation, according to J. H. Tregoe, executive manager of the National Association of Credit Men, in his December letter to the members of the organization. He adds that there has been a severe shaking down with the result that credit is now very comfortable and ready for service when the time arrives for its prudent use.

Failures, Mr. Tregoe continues, are very far below the number and amount involved of the same period last year. Collections, however, are not all regular and show no marked improvement. In his letter he also points out that the disparity in the purchasing power of the farmer is probably one-third less than what it was in 1913. The purchasing power of the laborer is probably one-third more than it was in 1913, which is too wide a spread for expectations of stable business to materialize.

Mr. Tregoe summarizes the favorable factors toward a business revival as follows: Improved conditions in the fuel supply; the trade volume as reflected by carloadings, bank clearances and other indices of business; the general belief that an inflation would be easy to accomplish just now; increased buying power of the wage earner generally; increased price of cotton and tobacco; increased buying of railroad equipment; the ease in the credit situation.

Arrayed against those favorable factors are five unfavorable ones which he names as follows: The low buying power of the farmer generally reflected in the disparity of the price of farm products and of manufactured products; the car shortage; pessimistic talk; unsettled economic conditions in Europe; the danger of not holding fast to sound economic sense. However, the outlook is brighter than in some time.



AN ABSOLUTE NOVELTY

WALTZING the BLUES

by *Clarence Gaskill* Writer of "Kentucky Blues"
M. WITMARK & SONS · WITMARK BUILDING · NEW YORK

THE NEW DANCE SENSATION

FATE

ORIENTAL FOX TROT

PLAYED WITH GREAT SUCCESS BY **TED LEWIS** in **THE GREENWICH VILLAGE FOLLIES**

M. WITMARK & SONS - Publishers - Witmark Building - NEW YORK



PROPER DISPLAYS INCREASE THE SALE OF SHEET MUSIC

The Use of Wall Racks, in Which Sheet Music Can Be Displayed Most Efficiently, Results in Larger Sales—Publishers Designing Title Pages With This Method of Display in Mind

There seems to be a move among dealers to get more sales through popular issues. A great number of dealers are using wall racks for the display of some of the more successful of popular numbers. The use of such displays, in addition to attracting attention, more often than not acts as a silent salesman.

The results obtained through the wall racks in which each title is shown off advantageously are encouraging. There are other advantages, such as simplifying the placing of, say, fifty popular titles before practically every customer.

Naturally, there are moments in every active retail establishment when the normal quota of clerks finds the clientele larger than can be accommodated advantageously. Taking into consideration that most stores, naturally, desire to give service and co-operation to every visitor, the racks at such periods serve a purpose of immeasurable value.

There is hardly any retail establishment that cannot find space available for such purposes. The racks come in small sections and can either be hung from the wall or set on the floor. In some cases dealers have placed them against the back part of the window near the door. This serves the purpose of allotting space for the display of current hits and brings such issues to the mind of every visitor to the store at the time of his or her departure, if not before.

Besides the current issues that can be displayed in this manner the slots in the rack will readily hold most of the dance folios and publications of that type, including, for instance, "The Most Popular Series." They have been found adaptable also for the display of orchestrations, in fact, Ben Kline, of the Phoenix-

Kline Music Co., Syracuse, N. Y., impressively brought out that fact at the last convention of the National Association of Sheet Music Dealers.

All of which brings to mind the availability of the designs of title pages for such display purposes. A good many publishers are producing their numbers in a form that easily shows the complete title when inserted in such racks. However, there are still many numbers issued, the titles of which, when placed in such receptacles, do not show enough of the title to acquaint the customer with it without removal. Wherever possible the title page should be made to conform to such display. Naturally, it would hardly be possible to design all title pages in that manner. The publishers of anything but the black and white editions put great value upon the illustration that goes with the title of the song. Most of them have made a study of that feature and naturally it must be taken into consideration in arranging the title proper.

Another point that seems particularly pertinent is the gain or loss in the change of design of a title page following its first introduction to the trade and public. This latter is a question that has never been settled. It has been said on various occasions that dealers have placed before customers, upon request for a certain title, a newly designed covering which brought forth exclamations of surprise. How often that happens has never been figured and whether there is any appreciable loss in sales by the change has yet to be proved. The thought is worthy of some consideration and a word from dealers who have the direct contact might prove important.

BUY HOMOKORD RECORD STOCK

Favorite Manufacturing Co. Takes Over Entire Stock of the Hegeman-Stewart Co., Including Records, Machines and Accessories

The Favorite Mfg. Co., 105 East Twelfth street, New York City, one of the largest manufacturers and distributors of parts and accessories for talking machines, recently purchased the entire stock of the Hegeman-Stewart Corp., consisting of a catalog of Homokord records of imported German and standard selections.

The catalog comprises works of every description and is very complete. Some of the German selections are particularly in demand and the new American distributors will endeavor to keep it up-to-date.

Carl Kronenberger, president of the Favorite Mfg. Co., has forwarded announcements of this new acquisition to the trade and plans a sales campaign on the numbers.

VISITORS TO COLUMBIA CO.

Among the recent visitors at the executive offices of the Columbia Graphophone Co. were R. H. Woodford, manager of the company's Cincinnati branch, and Fred R. Erisman, manager of the Dallas branch. Both of these visitors spoke enthusiastically of the business conditions in their respective territories.

THE HOUSE OF NEVER-WIN

Mr. Mean-to has a comrade,
And his name is Didn't Do;
Have you ever chanced to meet them?
Did they ever call on you?
These two fellows live together
In the house of Never-win
And I'm told that it is haunted
By the ghost of Might-Have-Been.

SENSATIONAL FROM THE START

Carry Me Back To My Carolina Home

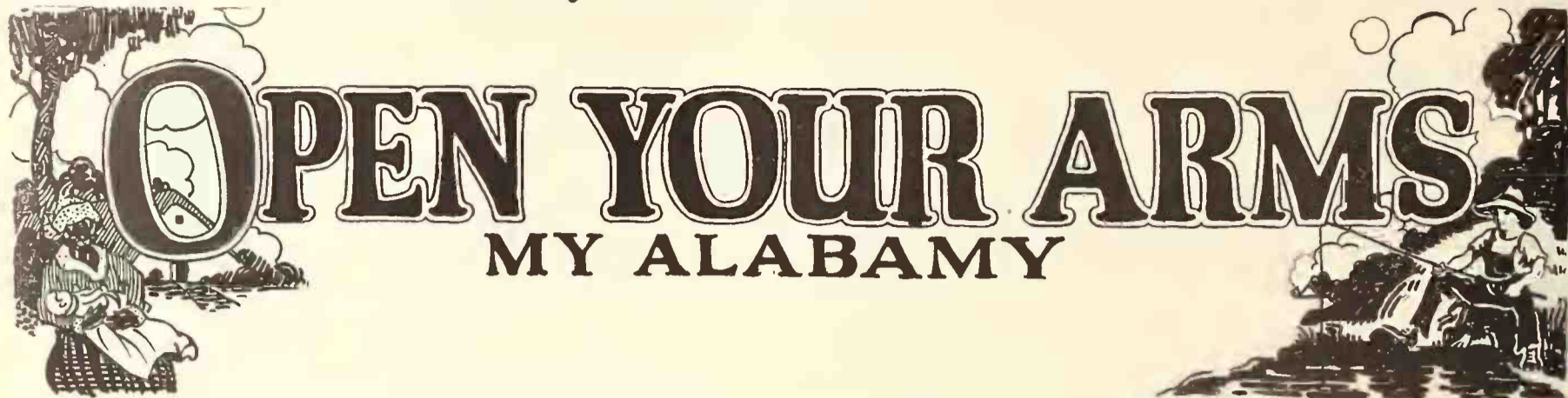
A FASCINATING FOX TROT

by **BENNY DAVIS** and **ABNER SILVER** Writers of **ANGEL CHILD--SAY IT WHILE DANCING**

M. Witmark & Sons · Witmark Building · New York



The New Hit by the Writers of "TUCKY HOME"



SOON TO BE RELEASED BY ALL MECHANICAL COMPANIES

IRVING BERLIN, Inc.

1607 Broadway, New York City

BERLIN RELEASES ON RECORDS

"Music Box Revue" Song Hits on Record Lists of Leading Companies

Several of the larger talking machine record and player roll manufacturing organizations have included the leading numbers from Irving Berlin's new "Music Box Revue" in their January releases. The most prominent of these numbers, however, will be included in the special bulletins after the middle of December. The songs that are most prominent in this musical show are: "Crinoline Days," "Lady of the Evening," "Will She Come From the East," "Pack Up Your Sins" (And Go to the Devil), "Porcelain Maid," "The Little Red Lacquer Cage," and "Bring on the Pepper."

NEW COLUMBIA RECORD ADS

Second Series of Ads Featuring New Recording Process Now Ready

The advertising department of the Columbia Graphophone Co., New York City, has recently announced that the second series of Columbia new process recording advertisements is now ready to be distributed to the leading newspapers of the country. These advertisements are the second of a series which are scheduled to appear in national mediums during the Winter months.

It was stated that the first advertisements announcing this new process of recording were received with much enthusiasm by the trade generally. Columbia dealers everywhere report that Columbia records took a decided spurt following this announcement, which will help materially to increase the record demand in all parts of the country.

The window is the eye of the store.

FIGHTING FOR MILEAGE BOOKS

National Council of Traveling Salesmen's Associations Files Brief With Interstate Commerce Commission Urging Issuance of Interchangeable Mileage Books as Per Law

WASHINGTON, D. C., November 28.—Charging that the carriers have produced no evidence that would show a possible injury by reason of the issuance of interchangeable mileage or scrip coupon tickets, the National Council of Traveling Salesmen's Associations, through its attorney, Samuel Blumberg, has filed a brief with the Interstate Commerce Commission asking it to order the issuance of such tickets, in accordance with the bill passed by Congress shortly before the session adjourned.

The traveling men's brief summarizes the testimony which was given by their representatives during the hearings held before the commission and reviews the testimony of the carriers. "The commercial travelers who have appeared in these proceedings believe that the evidence presented clearly establishes the fact that there is a demand from the merchants and salesmen of the country for the issuance of an interchangeable mileage book at a reduced rate," it is declared in the brief. "That, in their opinion, the book, if issued with reasonable rules and regulations that will not retard its sale, and yet will at the same time sufficiently protect the carriers against abuses; will result in a great stimulation of business which will bring added revenues to the carriers and generally benefit the business of the country."

A rate of 33 1/3 per cent below normal passenger rates is asked by the travelers.

Elaine Bernstein, daughter of Louis Bernstein, head of the music publishing firm of Shapiro, Bernstein & Co., Inc., was married to Eugene Bohn on the evening of November 16.

CELEBRATES FORTIETH ANNIVERSARY

Will A. Watkin Co., of Dallas, Tex., Passes Fortieth Milestone

DALLAS, TEX., December 10.—The Will A. Watkin Co., of this city, recently celebrated its fortieth anniversary with a complimentary concert at the City Temple by Daisy Jean, Belgian 'cellist.

The concern is one of the first music establishments to be opened in Dallas and has been in business continuously since it began. The present officers are: Will A. Watkin, president; A. Ragland, vice-president, and Robert N. Watkin, secretary.

GOLDMAN BAND IN CENTRAL PARK

The annual season of mid-Summer evening concerts given by the Goldman Band, under the direction and management of Edwin Franko Goldman, for the past five years, will be transferred next Summer to special quarters in Central Park, owing to the building plans of Columbia University, which will utilize the former grounds given over to these concerts for their new buildings.

During the past season this band played to more than a million music lovers and marked the highest point of attendance since the inception of the series.

The Goldman Band of seventy pieces will begin its season on June 4 and will continue for twelve weeks, until August 26. The band concert nights will be Mondays, Wednesdays, Fridays, Saturdays and Sundays. In all there will be sixty concerts.

Joe Mittenhal, Inc., recently published a song entitled "To Have and to Hold," which is being exploited in conjunction with the Paramount photoplay of the same name.

The Catchiest "Tune" in Years

YOU KNOW YOU BELONG TO SOMEBODY ELSE

SO WHY DON'T YOU LEAVE ME ALONE

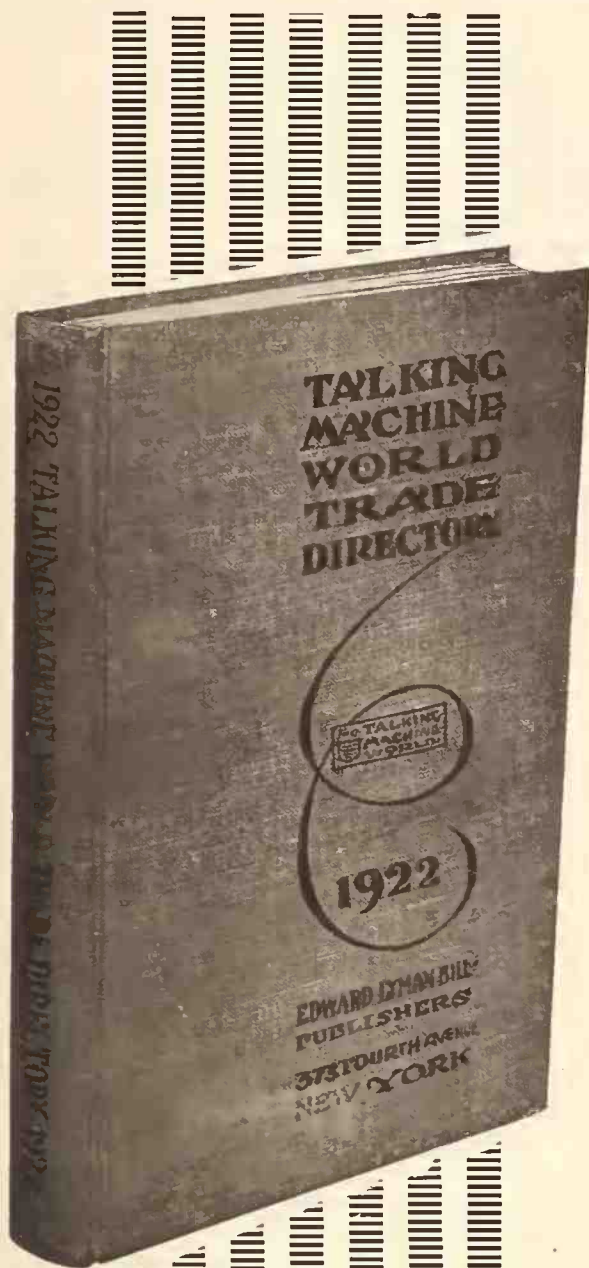
Being Featured by Orchestras Everywhere

BOTH AS A WALTZ AND FOX TROT

IRVING BERLIN, Inc.

1607 Broadway, New York City





AN IDEAL ADVERTISING MEDIUM FOR YOUR USE—RATES FOR ADVERTISING SECTION IN 1923 EDITION WILL BE SENT ON REQUEST.

NOTICE

The 1922 Edition of the *Talking Machine World Trade Directory* demonstrated beyond a doubt the great need and demand for a complete, accurate, classified directory of the American talking machine industry.

1922 also proved that the *Talking Machine World Trade Directory* successfully fulfilled the purpose for which it was issued.

We are now, therefore, diligently at work compiling, editing and classifying the 1923 edition of the *Talking Machine World Trade Directory*.

Every concern that is in any way connected with the manufacturing or wholesale divisions of the talking machine industry should be properly listed therein. Such listing is absolutely free. However, it is a listing worth thousands of dollars to any concern seeking an outlet for its products in the talking machine field, because the *Talking Machine World Trade Directory* has established itself as the handbook of the trade and the standard reference guide of the great industry it covers.

USE THIS
COUPON NOW



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

Gentlemen:

Please send me DATA SHEETS for the 1923 Talking Machine World Trade Directory.

Name

Firm

Street

City and State.....

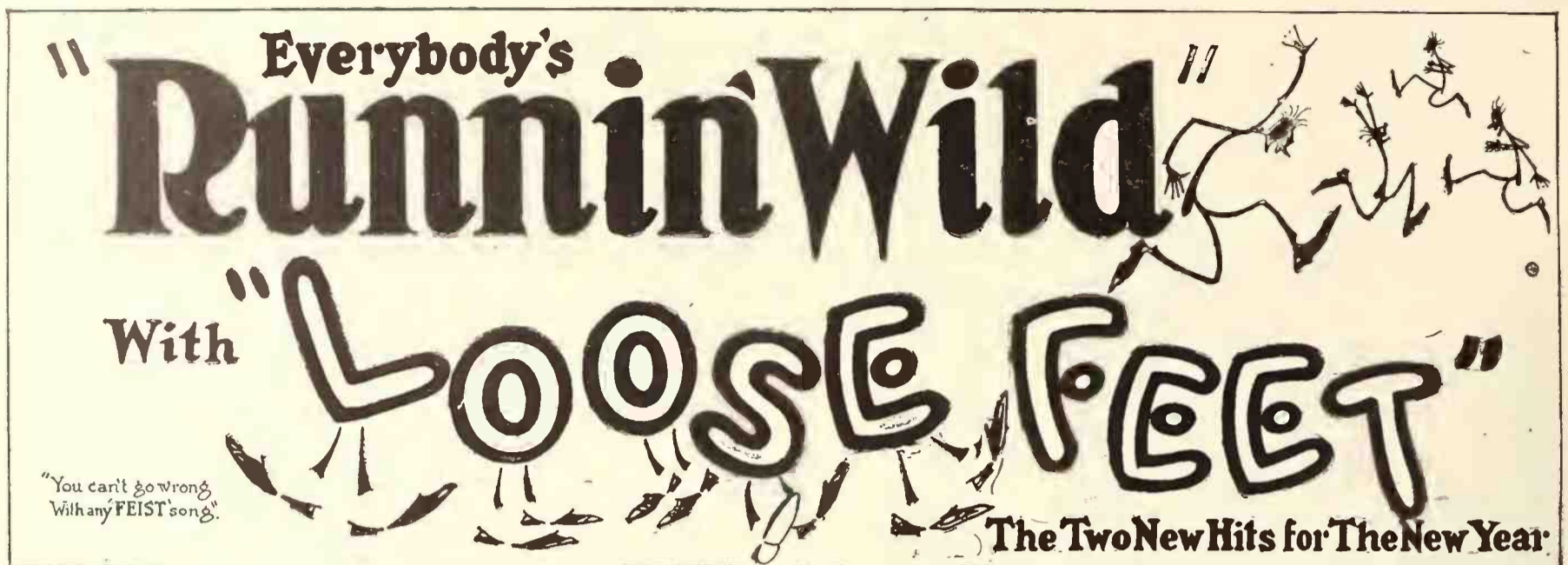
Everybody's

Runnin' Wild

With "LOOSE FEET"

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

The Two New Hits for The New Year



INDIANAPOLIS

Dealers in Keen Competition for Holiday Trade—Ayes Store Celebrates Fiftieth Anniversary—Kiefer-Stewart Co. Elects

INDIANAPOLIS, IND., December 5.—Every conceivable sort of terms are being offered to prospective purchasers of phonographs by the dealers in Indianapolis in their bid for the Christmas trade. Keen competition such as the last few weeks has developed is stimulating trade to a marked degree, but nevertheless there are mutterings of dissatisfaction here and there even among those who are taking full advantage of the instalment plan. Some are accepting the small payment down plan as being the best means of developing business, others use the plan reluctantly as one being

forced on them, while a few dealers flatly refuse to advertise any other plan of merchandising than that which they have always accepted as the most desirable.

Helping Out in Holiday Rush

Walter E. Kipp, who recently sold his interest in the Kipp Phonograph Co., Edison distributor, to the Phonograph Corp. of Indiana, is taking an active part in the business of the retail store only during the holiday season, he says. Although he retains his interest in the retail store he proposes to leave the management to W. O. Hopkins. Mr. Kipp's plans

include a period of rest, after which he will take up some line of business which he will decide on in the meantime.

F. R. Follis, of the talking machine department of L. S. Ayres & Co., reports that his business for the month of November equaled the total business he had anticipated for both November and December.

Feature Wallace Reducing Records

Mr. Follis promoted the sale of Wallace reducing records one week by having classes for the benefit of customers every morning and afternoon during the week. Miss Vivian Daniels, of Chicago, conducted the classes, which attracted much attention among the shoppers at the store and afforded copy for a feature writer on one of the local newspapers.

Celebrate Golden Anniversary

One of the main features of the retail trade of the city during the month was the "Golden Anniversary" celebration and sale which was staged in elaborate fashion by the Ayres store. Each department of the store was given a quota to be met during the week of the sale. Mr. Follis won a prize for the showing of his department in having the largest increase over its quota of any department during the last day of the sale.

Kiefer-Stewart Drug Co. Elects

G. Barrett Moxley, former vice-president of the Kiefer-Stewart Drug Co., Sonora distributor, this city, was elected president at the annual meeting of the stockholders and directors to succeed the late William Scott. A. Kiefer Mayer was made first vice-president; Edward L. Mayer, second vice-president; Michael P. Lynch, third vice-president, and J. Edward Stiltz, secretary-treasurer. The new board of directors is as follows: Charles Mayer, chairman; Thomas A. Alford, Frederick G. Beckman, A. Kiefer Mayer, Oscar Maurer, G. Barrett Moxley, Bert O. Leary, Ellsworth L. Olcott and J. Edward Stiltz.

Start Ten Days' Sales Campaign

The Edison Shop inaugurated a new merchandising policy the latter part of November by advertising that "50 cents down secures your Edison for Christmas morning." A ten-days' sale campaign was opened with a full-page ad in the newspapers setting forth conditions of the sale. This full-page was followed by half-page and quarter-page ads on the same proposition.

A New Baldwin Co. Manager

J. J. Carr, formerly with the Wilbur Templin general music store at Elkhart, has been appointed manager of the Baldwin Piano Co. store at Muncie.

New Edison Models Popular

J. M. Van der Voort, assistant manager of the Phonograph Corp. of Indiana, says that the new models of Edison machines have made such a hit among dealers throughout the State that it is impossible to keep pace with orders.

The Schneider Music Co., of Vincennes, has taken on the Edison line. The company also

The Public Is Buying VIOLIN SPRUCE REPRODUCERS

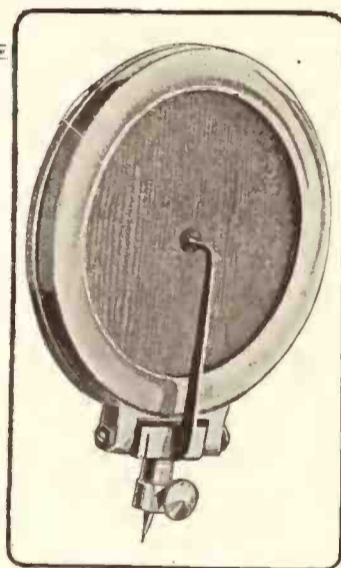
Foresighted dealers who prepared to meet the demand are making nice profits right now.

The Violin Spruce Reproducer is accepted as *the perfect reproducer* by artists, manufacturers and dealers who have tested it.

Don't delay! The sooner you stock up—the sooner your profits begin, because we have proved that phonograph owners are waiting for this notable improvement. Get set now so that you will be ready for the big Christmas Gift trade.

Write To-day for Detailed
Information and Discounts

THE DIAPHRAGM COMPANY
5005 Euclid Avenue, CLEVELAND, OHIO



VIOLIN SPRUCE
REPRODUCER

Fits any good phonograph.
Eliminates all metallic sounds.
Reproduces voice perfectly.
Individualizes all instruments.
Improves by use, like a violin.
Not affected by dampness.

Retails for
\$7.50



Violin Spruce Diaphragm

carries Victors and Brunswicks. J. C. Huff, of Tell City, has taken on the Edison as an exclusive line.

Shortage of Brunswicks

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., says he has found it impossible to obtain Brunswick machines in sufficient quantities to supply the demand. This condition, which is prevalent in Indiana and adjoining States, says C. A. Moore, general salesman for the Brunswick Chicago branch, will be corrected after the first of the year when the entire output of the factory is to be diverted to Chicago for distribution in Indiana, Illinois, Iowa, Michigan and Wisconsin.

Mr. Moore recently was transferred from the Davenport, Iowa, territory to the Central Indiana territory to succeed Charles Saylor, who has accepted a position with the Brunswick Shop in Indianapolis.

With the Brunswick Dealers

The Butler Music Co., of Marion, has taken on the Brunswick line. The proprietor, J. Edwin Butler, is president of the National Association of Music Merchants.

The James E. Hamilton Music Store, of Greencastle, is doing some valuable publicity work for the Brunswick by broadcasting the records.

The name of the Lotts Department Store, Brunswick dealer at Anderson, was changed December 1 to the Warner Furniture Co.

New equipment is being placed in the store of J. E. Nash & Son, Brunswick dealers at Franklin.

Mr. Herdman, of the Indianapolis Baldwin store, recently employed Miss Daniels, of Chicago, to demonstrate the use of the Wallace reducing records. The demonstration was on a platform in a show window.

Celebrate Pearson Anniversary

The forty-ninth anniversary sale of the Pearson Piano Co. has proved successful so far as the phonograph department is concerned, H. A. Brown, manager, says. He reports brisk demand for Victor, Edison, Vocalion and Cheney. He is featuring just now on billboards the Vocalion machines and red records.

Business Good at Widener's

"Business is very fine," says W. G. Wilson, manager of Widener's Grafonola shop, "and we anticipate having the best Christmas trade in the history of the store." Mr. Wilson says the Columbia machines are selling well. He is featuring now his new special machine, "Widener's Premier." He also has added a stock of Vocalion records for sale with the Columbia.

Window Display of Gennett Records

T. H. Bracken, manager of the Starr Piano Co. store, put in a window display that attracted a great deal of attention during the last two weeks of November. It showed the materials that enter into the manufacture of Gennett records and the appearance of the record at various stages of its manufacture.

Mr. Bracken reports that he is shy on Starr phonographs and therefore is finding it difficult to meet the demand. November, however, proved to be the biggest month for record sales that the Indianapolis district, including central Indiana, has experienced.

Demonstrates Victor Health Records

Miss Minnie Springer, manager of the Victor department of the Taylor Carpet Co., featured the Victor health records in November. She employed two pupils of a local gymnastic school to demonstrate the exercises in the show window. The publicity was valuable chiefly through the comment it provoked, she reports, although sales of the records as well as sales of machines were stimulated somewhat as a result.

Kimball Machines in Demand

The sale of Kimball machines is particularly brisk now in the better models, according to C. F. Kahn, of the Capital Paper Co., distributor. He reports that the Phoenix Furniture Co., of Indianapolis, conducted a successful campaign by means of circulars during the latter part of November and early in December.

R. M. McNeely, piano dealer of Ellettsville, has taken on the agency for Kimball's in that territory.

Takes Charge of Phonograph Department

M. H. Zeigler, general sales manager of the Mooney-Mueller-Ward Co., Pathé distributor, has assumed charge of the phonograph department. Business is normal for this time of the year, he reports, with the Actuelle records selling well. He anticipates that the company will go after new business with renewed vigor after the first of the year.

Period models are much in demand, says C. H. Becherer, manager of the Sonora department of Chas. Mayer & Co. He says he is making no effort to promote sales by special offers, but is relying solely on the merits of the machine to win trade.

OPENS FINE VICTOR DEPARTMENT

SALEM, MASS., December 8.—The opening of the new Victrola department of the J. L. Lougee Co. recently was marked by concerts

Our A A A Quality
India Ruby Mica
DIAPHRAGMS
Are, without doubt, the finest Diaphragms manufactured.
Samples and Prices on Request
WILLIAM BRAND & CO.
27 East 22nd Street New York City
Telephone, Ashland 7868

during the afternoon and evening, which were well attended by the many patrons of the store and their friends. This department is now considerably enlarged and much more attractively arranged than formerly. All models of the Victrola are displayed.

The Adams Music Co., Canton, O., was considerably damaged in a recent fire.



AND THEY'RE LAUGHING YET
WITH THE OKEH LAUGHING RECORD ODEON

Dealers say they will not accept substitutes but must have the genuine OKEH Laughing Record.

Even Old Man Grump laughs with it!

Better get your order in quick—it's a hit! There's a run on it!

CHRISTMAS OKEH records—Sacred and Standard.



Telegraph for Special HOLIDAY OFFER on Strand Phonographs and Okeh Records.

STRAND CONSOLE MODEL 6

You can give bigger value for the dollar with the STRAND.

The STRAND line of console—true to period—phonographs will outsell other lines because of the elegance of the design—the finish—the tone quality—and a real motor.

*Most Attractive Dealer Proposition—Long Discounts—
Some Good Territory Still Open
Sterling Service—Nuf Ced!*

THE STERLING ROLL AND RECORD COMPANY
137 West Fourth Street CINCINNATI, O., U. S. A.

NEW PATHE LOUD SPEAKER READY

Initial Product of the Pathé Frères Phonograph & Radio Corp. Possesses Many Interesting Features—Eliminates the Horn

The plans of the Pathé Frères Phonograph & Radio Corp. to enter the radio field have now taken tangible form in the announcement that the Pathé loud speaker is ready for the market. This newest product of the Pathé Co. has been long in process of development by Pathé engineers. It was the desire of the Pathé Co. to perfect it not only in its electrical and mechanical details, but in the quality of its sound reproduction as well. The Pathé Co., in the production of phonographs, has always given particular attention to tonal quality. This same care has been exercised by the new company and the Pathé loud speaker was not placed upon the market until it was worthy to bear the trade-mark of the famous red rooster.

H. T. Leeming, general manager of the

Pathé Frères Phonograph & Radio Corp., described the loud speaker as something entirely new in contrast to all other loud speakers. He points out the sound waves are given in a direct manner from the diaphragm and not from the sides of a metallic horn, thus eliminating any metallic sound. In this respect it is somewhat similar to the Actuelle reproducer. Also, it is claimed there can be no prolonged sound after the original ceases. It is stated that the electromagnetic unit of the instrument is exceptionally efficient, converting into mechanical energy a larger part of the applied electrical energy than other speakers of its class. The use of an external battery is claimed to be unnecessary with the Pathé loud speaker and the operator can vary volume and quality of sound to suit his particular desires and requirements through the means of a knurled thumb-screw adjustment which governs the armature. Although light in weight and extremely compact, the Pathé loud speaker is ruggedly constructed and is not easily damaged. A peculiar property of the diaphragm is that although it may be punc-

tured in several places it will continue to give clear sound and should the new diaphragm be desired at any time it will always be obtainable and easily installed at a low cost.

A Pathé official, in describing the loud speaker, spoke as follows: "The fact that the instrument is a loud speaker does not mean that it can be connected in the place of head telephones on an inefficient receiving outfit and give a volume of sound that will fill a room, any more than a large steam whistle can be successfully operated from a low pressure of steam. The receiver must do its part by supplying the energy. To use the Pathé loud speaker it is only necessary to employ a receiver fitted with a two-stage amplifier and a B battery from 45 to 110 volt. The two terminals on the speaker are wired to the telephone binding posts without the use of an auxiliary source of power of any kind. If considerable volume is desired the plate voltage of the amplifier should be increased.

"To get the most out of a Pathé loud speaker the use of a three-stage audio frequency amplifier with a plate battery of 90 to 135 volts is recommended. Such an instrument can be connected to any receiving outfit having a vacuum tube or even a crystal detector and the loud speaker will fill a large room or hall with sound. This arrangement has the advantage over the use of a two-stage amplifier and an instrument requiring a battery to excite its field in that the power consumption is no greater, the volume of sound is, and the three-step amplifier is available for use with ear telephones for the reception of distant signals. The likelihood of leaving a storage battery connected all night is much less when it is employed to light a tube than to energize a magnet which gives no visible indication as to whether the power is on or off."

The thorough experience of Pathé engineers in sound reproduction and the manufacturing facilities found in the large Pathé factory in Brooklyn bespeak the stability and future of this newest loud speaker. Careful laboratory tests and inspection will insure the quality of each loud speaker sent out. Its general attractiveness and moderate price, together with the intensive sales campaign planned and the efficient organization behind it will, undoubtedly, place the Pathé loud speaker in the foremost rank during 1923.

DISPOSES OF EIGHTEEN MACHINES

CHATTANOOGA, TENN., December 7.—R. L. Stulce, Columbia dealer in this city, received a carload of Grafonolas at 5 o'clock one evening and started his campaign that very night. The next



Stulce's Carload Campaign

day he sold eighteen Grafonolas. Elaborate and complete preparations were made for this campaign and practically every type of publicity was used, including newspaper notices, display signs, advertising fliers, photographs of the car while being unloaded and sidewalk displays of the Grafonolas. It is interesting to note that not one of the eighteen Grafonolas sold on the first day went out on a small payment, but the majority of the sales were for cash.

"One handle handles it"

Outing

Creator of Christmas Cheer



MOVABLE MUSIC

ALL YEAR 'ROUND RUN OF SALES

Size: 8 in. x 14 in. x 15 in.

Patent Pending

MORE CONVENIENT than TABLE Machines.
TONE Quality EQUAL to LARGE Machines.
Finish Same as Any Large Phonograph.

A Wonderful GIFT

Outing

TALKING MACHINE CO., Inc.

Oak and

Mahogany Finishes

A. J. COTE, President

MT. KISCO, N. Y.

Dealers in Mexico and Cuba should send orders and inquiries to

R. C. ACKERMAN

291 East 162nd Street New York, N. Y.

Foreign Export—CHIPMAN LIMITED

8-10 Bridge Street New York City

Cable Address, CHIPMUNK, New York

JOBBERS:

GENERAL PHONOGRAPH CORP.
New York Distributing Division
15 West 18th Street
New York, N. Y.

CABINET & ACCESSORIES CO.,
145 East 34th St.,
New York, N. Y.

BRISTOL & BARBER
3 East 14th St.
New York, N. Y.

A. C. ERISMAN CO.,
174 Tremont St.,
Boston, Mass.

GEO. C. ULRICH & CO.
56 Estey Bldg.,
Philadelphia, Pa.

ART EMBROIDERY CO.
Louisville, Ky.

IROQUOIS SALES CO.
210 Franklin St.,
Buffalo, N. Y.

UTICA'S GIFT & JEWELRY SHOP
Utica, N. Y.

DAVENPORT PHONO. & ACCESS. CO.,
217 Brady St.,
Davenport, Ia.

VOCALION CO. OF OHIO
Cleveland, O.

BURNHAM, STOEPEL & CO.
101 East Larned St.,
Detroit, Mich.

WALTER S. GRAY CO.
942 Market St.,
San Francisco, Cal.

STEWART T. M. CO.,
Indianapolis, Ind.

J. K. POLK FURN. CO.
294 Decatur St.,
Atlanta, Ga.

M. & M. DISTRIBUTING CORP.,
5 So. Wabash Ave.,
Chicago, Ill.

STERLING ROLL & RECORD CO.
137 W. 4th Street,
Cincinnati, O.

RICHMOND SPORT & SPECIALTY SHOP
(Newton Corp.)
616 E. Broad St.
Richmond, Va.

WARNING!

Be sure you buy metal disc blanks having the trade mark, KODISK, the only Metal Recording disc legally protected by U. S. Patent No. 1,421,045 issued June 27, 1922. This patent covers every basic principle of sound recording on a metal disc with a steel needle on any phonograph and is your protection as well as our protection against unfair competition.

KODISK can be bought from our authorized distributors and every KODISK bears our registered trade mark, KODISK, and the number of our patent and the date it was issued. We will protect our rights by prosecuting all infringers. You are liable if you sell merchandise not properly protected by granted Government Patents.

**Protect Yourself From Liability to Expensive
and Troublesome Lawsuits**

**BUY RECORD BLANKS MARKED
KODISK**

“Snapshots of Your Voice”

a silvery disc made of a special metal on which you can record any sound clearly and distinctly on any phonograph, using the sound box and a KODISK steel needle as a recorder and reproducer.

The record blank KODISK is the greatest profit producing gem on the talking machine market—simple and attractive, an article which meets a long-felt want and which sells itself. The greatest merchants in the country are selling and featuring “KODISK” because they recognize its power to create new customers and profits. KODISK record blanks should be your feature number. TAKE ADVANTAGE of its quick selling qualities.

**DON'T BE THE INNOCENT BYSTANDER. BUY discs marked
“KODISK” AND BE PROTECTED AGAINST INFERIOR QUALITY
AND UNLAWFUL MANUFACTURE.**

We have a splendid proposition for progressive, well-equipped jobbers. Some choice territory still open. Write or wire TODAY for details.

Prices and Samples on Request.

Get the facts. Get KODISK. Get the Profits.

METAL RECORDING DISC CO.

Manufacturers

Fisk Building, 57th St. and Broadway

NEW YORK

DISTRIBUTORS

Donald Fether, Downey, Cal.; (Distributor for Pacific Coast). Phonovations Co., Inc., 37 E. 18th St., New York City; (Distributor for New York State). Fox Philadelphia Co., 723 No. 26th St., Philadelphia, Pa.; (Distributor for Eastern Pennsylvania). M. & M. Distributing Corp., 1308 Mollers Bldg., 5 So. Wabash Ave., Chicago, Ill.; (Distributor for Illinois). Iver Johnson Sporting Goods Co., 155 Washington St., Boston, Mass.; (Boston distributor). Rosen Talking Machine Co., 11 School St., Boston, Mass.; (Boston distributor). S. & F. Distributing Corp., 72 James St., North, Hamilton, Ont., Canada.; (Distributor for Canada.)



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

COAL BLACK MAMMY

Europe's Latest and Biggest Fox Trot Tune

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

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

LOUIS UNGER IN NEW POST

Traveling Representative of Brilliantone Steel Needle Co. Made Treasurer and General Manager of Reflexo Products, Inc.

A happening of interest to the entire trade is found in the announcement of the resignation of Louis Unger, general traveling representative of the Brilliantone Steel Needle Co., which important position he has occupied for the past five years, and his appointment as treasurer and general manager of Reflexo Products, Inc., New York. Mr. Unger is a widely experienced needle and talking machine man. Ten years ago he entered the field in the retail business of his uncle, Sol Lazarus, and later joined the staff of the Brilliantone organization. His former retail experience has been of particular benefit in giving him an intimate understanding of the problems of the dealer and the five years spent in the Brilliantone organization have given him a remarkable knowledge of the needle business. Mr. Unger during that time formed many strong friendships throughout the trade from coast to coast and throughout the Dominion of Canada, which he also covered.

Mr. Unger succeeds B. R. Forster, who recently resigned as treasurer of Reflexo Products, Inc., and he will have full charge of its destinies. Reflexo Products, Inc., was previously allied with the Brilliantone Co. under the management of B. R. Forster, but is now an entirely separate organization under Mr. Unger's direction, and attractive offices have been secured on the sixteenth floor at 347 Fifth avenue. Reflexo Products, Inc., is sole distributor of W. H. Bagshaw Gilt Edge and Reflexo Blue Steel needles, just as the Brilliantone Co. is the sole Bagshaw agent for the staple steel product. Mr. Unger has already enthusiastically taken up his new duties and is making

plans for the extension of the business in 1923.

In an interview with a representative of The World Mr. Unger stated: "We are planning big things for the coming year. All indications point towards a big year and this, coupled with the quality of and demand for Reflexo products,



Louis Unger

gives great promise. The Reflexo Blue Steel needles are selling very well as is also the Gilt Edge needle, which is and always will be a Brilliantone steel needle plated. I am planning to make 1923 the biggest year in the history of the Reflexo organization."

SONORA STYLES FOR 1923

Artistic New Models to Make Their Debut—
The Entire Line Will Be Representative of
This Celebrated Firm—Preparing Publicity

The Sonora Phonograph Co., New York, announced to its trade this week that it had decided upon its 1923 line. In preparing the Sonora line for the coming year, the company decided to have it embody a representative group of instruments that would give the dealer an opportunity to take advantage of every sales possibility. With this idea in mind, certain models appearing in the 1922 line will be replaced by new ones, among which are the four instruments known as the "Melodie," "Barcarolle," "Serenade" and "Marlborough" and which will be featured by the company during the next twelve months through the medium of the same high-grade publicity that has characterized Sonora activities for so many years. Attractive catalogs are now being prepared for the trade.

The complete 1923 Sonora line with retail list prices is as follows: "Portable," \$60; uprights: "Melodie," \$75; "Etude," \$115; "Barcarolle," \$150; "Baby Grand," \$200, and "Elite," \$265. The standard line of Sonora period models for 1923 will be the following: "Marquette," \$125; "Serenade," \$150; "Pembroke," \$175; "Marlborough," \$185; "Canterbury," \$225; "Queen Anne," \$275; "Louis XV," \$325.

The instruments in the de luxe period model line will be as follows: "Bardini," "Italian Renaissance" (polychrome and antique); "English Renaissance" (polychrome and antique); "Louis XV," "Gothic" (polychrome and antique); "Traymore," "Jacobean" (polychrome and antique); "Chippendale," "Adam," "Sheraton," "William and Mary" and "Colonial."

Good will of customers is vital to success.

Premium Departments, Jobbers, Chain Stores, Large Dealers

We Make Records Under Your Special Label

Our plant is complete under one roof.
Recording, plating, pressing, label printing.

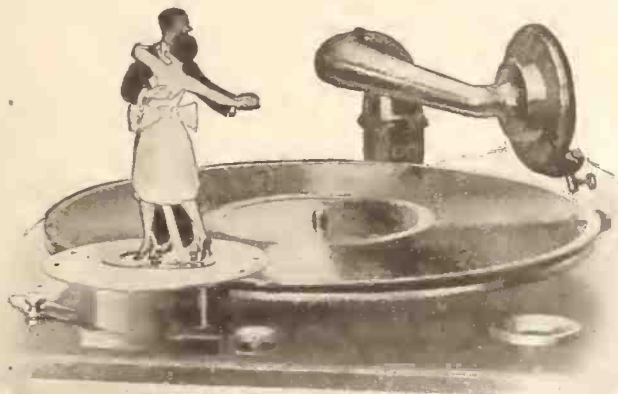
We can furnish you a complete printed catalogue under your trade mark or label—including Standards, Vocal, Late Dance Numbers, Hawaiian, Sacred, Operatic, and Popular Songs of the day.

Quantity to Suit—Quality the Best—Quick Service—Write or Wire

**Fletcher Record Co., Inc., 156 Meadow St., LONG ISLAND CITY
NEW YORK**

Phonograph Toys for Christmas

My, how they'll sell! Stock up—get your order in today. Nothing like them for loosening up the purse-strings of Christmas shoppers.



THE MAGNETIC DANCERS

This fascinating little couple will fox-trot, waltz or two-step in a most realistic manner. They reverse and glide just as a couple would in a ballroom.
Retail Price, \$1.00

Display them in your windows and watch the crowds gather. These fun-makers say to passers-by: "Stop, look, listen—and loosen!"

The profits in this Christmas toy business mount up. You'll be surprised. Get that order in today.

Usual discounts to the trade.

National Company

Cambridge, 39 BOSTON, MASS.



SHIMANDY

is Rastus's sister. She successfully portrays the colored belle in her most ecstatic moment. Neatly dressed in silk with a large plumed hat.
Retail Price, \$1.65



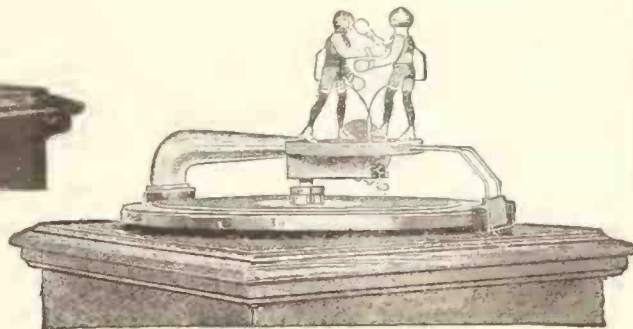
RAGTIME RASTUS

Ragtime Rastus is an automatic dancing ducky who faithfully imitates the old time plantation dancer. He clogs, jigs and shuffles in 100 different ways, keeping perfect time to the music. Delights the children, pleases the grown-ups. Attractively hand painted in four colors.
Retail Price, \$1.25



THE FIGHTING ROOSTERS

The dancing family is not complete without two Fighting Roosters. These little birds go at it in a most realistic fashion. Hand painted in colors with real feathers in tail and wings.
Retail Price, \$1.65



THE BOXERS

These little boxers are very realistic and create lots of fun. Put on a lively record and these little men will box away with remarkable speed and accuracy. Attractively hand painted in three colors.
Retail Price, \$1.50

ARTHUR H. CUSHMAN WITH EMERSON

Well-known Sales Executive Appointed Sales Director of Emerson Phonograph Co.—Splendidly Equipped for This New Post

B. Abrams, president of the Emerson Phonograph Co., New York, announced recently the



Arthur H. Cushman

appointment of Arthur H. Cushman as director of sales. Mr. Cushman assumed his new duties the first of December, although, strictly speaking, the word "new" should hardly be used,

for Mr. Cushman was for a number of years an important factor in the development and growth of Emerson business under the old regime.

Mr. Cushman is well known to talking machine jobbers and dealers throughout the country, as he joined the Emerson organization several years ago and in the capacity of general sales manager built up an exceptionally capable and efficient sales staff. He studied the requirements of the jobbers and dealers in order to give them practical service and co-operation, and gained an intimate knowledge of the record business that was reflected in the growth of the Emerson sales.

More recently Mr. Cushman was associated with the Health Builders, manufacturers of the Walter Camp Daily Dozen, and in rejoining the Emerson organization he brings with him an invaluable knowledge of merchandising conditions that will be placed at the disposal of Emerson dealers.

David Goodman, who has been a member of the Emerson sales staff for quite some time, has been promoted to the position of assistant sales manager and will work in close co-operation with Mr. Cushman.

BIG DRIVE ON "GYPSY BLUES"

Nearly 500 Victor records of "Gypsy Blues" were disposed of by the Elyea Co., of Atlanta, Ga., in a drive on this number which consisted merely of placing special stuffers in the envelopes to customers which contained the monthly record supplement.

SUCCESSFUL OPENING IN BROOKLYN

A. Lesser Features Concert and Music Memory Contest at Opening of New Victor Store at 631 Sutter Avenue in Our Sister Borough

A. Lesser held the formal opening of his handsome new talking machine store at 631 Sutter avenue, Brooklyn, N. Y., on December 5, and attracted a large and interested crowd through the medium of some excellent advertising and the featuring of a concert by an Hawaiian quintet.

Mr. Lesser, who handles the Victor line, conducted a very successful music memory contest among the school children in his district, the final examination being held on the night of the opening. The first prize, a gold medal, was won by Anna Schamack, of Public School No. 149, the second prize by Elizabeth Schamack, of the same school, and the third prize by Calmer Fleicig, also of school 149, which is awarded the school banner. The second school banner went to school No. 173. An interesting feature of the opening program was the playing by the school orchestra from No. 149.

Repair Parts and Main Springs

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

WRITE FOR CATALOG

PLEASING SOUND PHONO. CO.

204 E. 113th St. New York, N. Y.

PHONOMOTOR PRODUCTS, PHONOSTOPS and NEEDLE CLIPPERS ALWAYS THE BEST

PHONOMOTOR COMPANY

121 WEST AVENUE, ROCHESTER, N. Y.

OPTIMISTIC FORECAST OF BUSINESS FOR 1923

A. H. Curry, Vice-president of Thomas A. Edison, Inc., Phonograph Division, Makes Interesting Analysis of Business With His House During Past Year—Message of Cheer

A. H. Curry, vice-president in charge of the phonograph division of Thos. A. Edison, Inc., talked in a highly optimistic vein regarding the trade outlook for 1923 when interviewed by The World recently.

He said there seemed no doubt but that the general improvement in Edison business, which has been manifest each month for some months past, predicates an excellent year in 1923, not only for the Edison Co., but for the Edison jobbers and dealers. He estimated that the increase at the factory end would be about 100 per cent over that for 1922; that the jobbers' business would increase about 75 per cent over that for the year, and that the dealers' business would increase on the average of 50 per cent over last year. For some years past the Edison Co. has kept a record of the ratio which has existed between the factory sales to jobbers and the jobber sales to dealers and the percentages enumerated above are based upon this table. The differences in the percentages of increase are, of course, due to the fact that the dealer is first to accomplish liquidation, the jobber next and the factory last.

Liquidation with the Edison retail trade has been practically completed and January 1, 1923, will see the smallest amount of stock on the floor of Edison retailers that has ever been the case. All of this, Mr. Curry feels, will cause a great deal of enthusiasm in so far as selling efforts during the forthcoming year are concerned.

Mr. Curry further feels that the retail dealers will see fit to carry a somewhat larger inventory of instruments than has been the case during the so-called period of depression. Where, in 1921 and the first half of 1922, twenty-five phonographs was quite a stock for the dealer to carry who was selling only from ten to fifteen per month, it is probable that the same dealer will be glad to stock fifty phonographs when he is turning over from sixty to seventy-five per month.

With liquidation accomplished and with the floor stocks at a low ebb the new year will start off on the basis where the dealers will

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS CASTINGS TONE ARMS REPRODUCERS	Grey Iron and Brass for	TURNTABLES MOTOR FRAMES TONE ARMS HORNS and THROATS	Stylus Bars Screw Machine Parts Talking Machine Hardware
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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

purchase on a basis of actual needs and the jobbers will do likewise. That is a condition for which the Edison organization has been strenuously working for the last year and which the whole trade has hoped would obtain at an early date. Of the 50 per cent increase which Mr. Curry anticipates in the retail business of Edison dealers, he figures that one-half will be



A. H. Curry

due to the new models which were introduced in 1922 and the consequent broadening of the Edison market and that the other half will be due to the general business improvement and increased prosperity of the nation.

He said that the introduction of the new Edison models had already been responsible for increasing the demand for certain of the older styles which had remained in inventory with the jobber until the latter part of the current year. This was a more or less unexpected reflex demand.

The new system of releasing records which the Edison Co. will employ starting in February next year, Mr. Curry believes, will go a long way toward enabling the retail merchant to operate his record department at a continuous profit. It will give the dealer a chance to always have something new to show those who drop in at his store and will in itself be a stimulus to local residents making frequent visits.

Mr. Curry feels that prices will remain stable during the coming year as there is nothing now to indicate any likelihood of a further reduction, due to the fact that there are no over-supplies of raw materials and labor costs do not show any tendency to drop for at least another year.

Surveys made by the Edison Co. indicate that 50 per cent of the potential buyers of phonographs are financially capable of buying or have the space to devote to console models and that as a consequence the total percentage for the industry should normally run something like 25 per cent console and 75 per cent upright models. However, Mr. Curry believes that energetic salesmanship is likely to cause many people to buy console models who should not logically do so and that as a consequence the ratio is more likely to run fifty-fifty.

Terms, Mr. Curry believes, will be definitely shortened during the coming year, chiefly because the purchasing public will be better able to pay for whatever it may be buying. The retail trade has always extended terms when times were bad in order to maintain volume, but when general business is good it has been generally found that a year is sufficient time for the average instalment sale and fifteen to twenty months about the maximum that should be allowed.

Mr. Curry doubts that there will be any radical changes in either phonographs or records and that the industry will proceed on a basis of refining what has already been established as its basic products. He does not feel that radio will prove a serious competitor of the phonograph and in general foresees an excellent year for all dealers who work vigorously and who operate their respective businesses with firm confidence.

PERFECTING UNIQUE INVENTION

Miss Mary Hallock, well-known pianist and Columbia artist, has been visiting Pittsburgh in connection with the perfection of her invention relative to the use of light and color in conjunction with the player-piano and organ. The first organ to be perfected has been ordered by Pierre Dupont, well-known financier, and will be installed within the next sixty days in his mansion. In addition to her musical and engineering activities, Miss Hallock has been visiting Columbia dealers in Pittsburgh.

MOTORS

Ready for Delivery

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

MERMOD & CO., 874 Broadway
N. Y.

Make Yourself A Christmas Present, Mr. Music Merchant

When you are making up your Christmas list this year don't forget YOURSELF. And if you haven't one already resolve, right now, to present YOUR store with a Small Goods Department.

You won't have to WISH yourself a Prosperous New Year—you'll be guaranteeing it in advance! For a Small Goods Department means

Increased Sales! And Most of Them Cash! Small Investment! Rapid Turnover! Liberal Profits!

Not to mention the number of new customers attracted to your store by the appeal of this interesting and highly salable merchandise.

The First Step Is to Send TO-DAY for These Two Free Books

To All Our Friends in the Music Trade

We extend sincere and hearty wishes for a Merry Xmas and a Happy, Prosperous New Year.

Catalog No. 22—Everything in Musical Merchandise is pictured and described in this catalog. Nearly 3,000 different Instruments and Accessories in all, quoted at retail prices.

Trade Price List No. 5—A confidential book for music merchants, giving net wholesale prices on our entire line.


The Fred. Gretsch Mfg. Co.

Musical Instrument Makers Since 1883

60 Broadway

BROOKLYN, N. Y.

WHOLESALE DISTRIBUTOR



EMANUEL BLOUT
VICTOR EXCLUSIVELY
2799 BROADWAY, AT 106TH ST.
NEW YORK

Greetings to the Trade

The year now closing is decidedly a "Victor" year, thanks to the efforts and activities of the Victor retailers.

It is with a sincere appreciation of the co-operation and patronage accorded us by the Victor dealers that we extend hearty greetings for a Merry Christmas and a 1923 of prosperity and happiness.

EDUCATIONAL WORK IN COLUMBUS

Miss Streeter, of Victor Educational Department, Addresses Teachers, Parents and Music Lovers While in That City—Retailers Enjoying Healthy Volume of Holiday Business

COLUMBUS, O., December 11.—One of the features of the month was the recent visit to this city of Miss Margaret M. Streeter, of the Educational Department of the Victor Talking Machine Co., who delivered a number of addresses before local clubs and gatherings of teachers and music lovers on the question of carrying on education work through the medium of the talking machine and the importance of training children properly along musical lines.

It happened that Miss Streeter visited Columbus at a very opportune time, as the week of December 4 was known as Education Week in this city. In observing this week a special meeting of the Franklin County Parent Teacher Association Council was called for Thursday afternoon, December 7. Miss Streeter was invited to address this body. Because her audience on this occasion was composed of presidents of parent-teachers' associations and principals of public schools, Miss Streeter spoke on music appreciation from a different angle.

She commended the authorities of the State

of Ohio for the appointment of Mrs. Nelle Sharp to the office of State Music Supervisor.

"Ohio is now in the class of a few other progressive States in the field of music. It was my pleasure to meet with Mrs. Sharp the other day and I was amazed at the splendid musical innovations Mrs. Sharp has already inaugurated. You are going to have fine results from the public schools in the rural and urban districts. I hope that you mothers and teachers will co-operate with Mrs. Sharp in her work which is needed in Ohio as in many other States in the Union," Miss Streeter said.

Dealers in this city are enjoying a healthy business in both records and machines. E. M. Levy, manager of the Victrola department of the Otto B. Heaton Co., 168 North High street, reports that a very good volume of business was done by this firm in the past month. Of course, with the approach of the holiday season a much larger volume of sales is anticipated. The smaller machines, particularly the new flat top, hundred-dollar consoles, have been very much in demand.

Leslie I. King, manager of the talking machine department of the Morehouse-Martens Co., High and Town streets, has added a number of new people to his sales force. They are Miss Bell Mathews, Miss Violet Hines, Miss Ethel Hoyt and B. C. Lynn. The type of work delegated to Miss Hoyt will take her out of the store. She will visit the homes of prospective customers. The other salespeople will do their selling in the store.

Every talking machine dealer, whether he conducts an exclusive talking machine business or carries that line of goods along with other lines as in department stores, has featured the talking machine records in attractive window displays in the past week. Practically all window displays were arranged so as to suggest a Christmas atmosphere. Among the firms whose window displays are unusually well arranged are the Morehouse-Martens Co., featuring both the Victrola and Brunswick talking machines; the C. C. Baker Co., who carry Victrolas and Columbias; Heaton's Music Store, the Elite Music Store, Spence Music Store, Robert L. Seeds Co., who carry the Columbia and Cheney phonographs, and the Stewart Bros. Furniture Co., Victor dealers.

PERU REVISES CUSTOMS TARIFF

The customs tariff on many commodities, including talking machines and pianos, has been revised by Peru, according to advices received by the Department of Commerce from Attache Dunn, located at Lima, Peru. The increased duties average 22 per cent.

Work on the fine new building of Adolph Winters, prominent music dealer of Richmond, Cal., is being rushed to completion and the large stock of Victrolas, records, pianos, etc., will soon be housed in the new quarters.

DON'T BE AN UNDERTAKER

That's the position of a piano man when only selling pianos. He's like the undertaker who only gets his man once.



More Piano and Phonograph dealers have added Musical Merchandise Departments in 1922 than at any other time in the history of the Music Trade.

Every one of these dealers unanimously proclaims success with their adventure—no dull days—and the quick turnover of their new department more than pays all their overhead expenses.

A bigger year is ahead of you than can possibly be anticipated if you can supply your trade with the right kind of merchandise!

The policy of the house of Durro is: SUPPLYING DEPENDABLE NATIONAL- LY ADVERTISED MERCHANDISE OF QUALITY.

This is one reason that all merchants find it easy to sell such instruments as

Durro Violins, Bows, Strings
S. S. Stewart Guitars, Banjos,
Ukuleles, Etc.

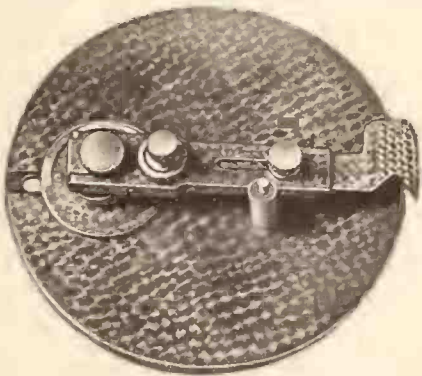
Duss Band Harmonicas
Lester and Monarch Accordions
Abbott Saxophones and Band
Instruments

Dealers can assure their success for the next year in no better way than stocking this guaranteed merchandise.



BUEGELEISEN & JACOBSON
5-7-9 Union Square
NEW YORK

A NEW Repeating Device



A new Repeating Device. Wonderfully simple. Overcomes and eliminates objections to other repeaters. Will not mar or scratch the record. Made of metal—will last a lifetime. Adjustable for 10-inch or 12-inch records.

THE RAPID REPEATER

Repeats any record instantly—no breach between ending and starting, thus providing continuous music. Here is a sturdily built repeater that sells for almost the same price as celluloid or other flimsily made machines. Fully Guaranteed.

RETAIL PRICE **\$2.00**

Send for sample and discounts. Agencies now being established. Write for our attractive proposition.

THE RAPID REPEATER CO.
266 Van Alst Avenue LONG ISLAND CITY, N. Y.

Ar - a - by, I'll soon be there, — My land, it gave me life and love.

FLOWER of ARABY

AN ARABIAN LOVE SONG

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

MADE IN THE U.S.A.

BALTIMORE

Business Jumps From Fifty to Three Hundred Per Cent Over Last Year's Figures—Department Stores Dig for Business—The News

BALTIMORE, MD., December 8.—The talking machine business has been exceptionally good since Fall trade started in and a number of the jobbers report last month as the best November in the history of their business, increases over the corresponding month of 1921 being placed as high as 300 per cent and the lowest 50 per cent. The only question now confronting the jobbers is that of being able to fill orders on their books for the holiday trade. Few of the jobbers expect to be able to do this unless the factories make unusually heavy shipments and present freight conditions improve.

Naturally the retail stores have also had a considerably better business both last month and so far in December and this notwithstanding the fact that the department stores this year are all making extensive drives in their talking machine departments.

One of the disturbing factors in the present trade situation is the advertising of machines of standard make at cut prices by one of the

large department stores, which, in addition to price inducement, is offering free records.

In addition, the same store also advertises the Eltinola No. 100 phonograph at \$29.75. Other makes of phonographs advertised at cut-rate prices in other department stores are the Player-tone, \$59.95; the Arietta, \$79.75; the Supreme, \$69.50; the Vitanola, \$95.00; the Supertone, \$69.50; the Ellbronola, \$79, and the Pathé, \$95.00.

A concerted effort on the part of talking machine shops, department stores and furniture houses to make this a talking machine Christmas is being made in the way of extensive advertising in the daily papers. Large and attractive displays are also being featured in the show windows of all shops and stores, which is backed up by attractive advertising in the daily papers.

Pollack's furniture store is featuring the Granby in a Christmas club proposition. The Caulfield Piano Co., on Eutaw street, is making

an extensive drive on the Edison machine and reports big business. The E. Paul Hamilton Co., on North Howard street, reports excellent trade in and big demand for the Cheney, while the demand for other well-known makes is equally good.

Manager Roberts, of E. F. Droop & Sons Co., says business so far this year, even without all the holiday trade, is away ahead of last year's record.

Manager Shaw, of the Brunswick agency, says that business of this branch last month more than doubled that of any month in the history of the agency here. Two new Brunswick accounts opened this month are N. Davis & Sons, of Pocomoke City, Md., exclusive dealers, and R. W. Norman Co., of Salisbury, N. C.

Mr. Shaw has just returned from Norfolk, Va., where he went to attend the opening of the Sprinkle Piano Co.'s store on December 9.

A canvass of the retail shops shows conclusively that practically all dealers are very optimistic as to the outlook for the Christmas trade and unless there is a big slump in the business between now and Christmas the holiday trade this year will, no doubt, be greater than any in the history of the business, with the possible exception of the wartime trade, which, of course, was of abnormal volume.

FINE YEAR FOR FRED. GRETSCH

December Will Close Biggest Month in History of Fred. Gretsch Mfg. Co.

"An exceptional year in every respect," is the way E. E. Strong, sales manager of the Fred. Gretsch Mfg. Co., importer and wholesaler of musical merchandise, Brooklyn, N. Y., described 1922. "December will close as the biggest month in the history of the Fred. Gretsch Mfg. Co., with November a very close second. December was a record month not only in the number of instruments, but in dollars and cents as well. In addition to the large amount of increased business from our old dealers we opened many new accounts during 1922. These new dealers report much success in the handling of musical merchandise. One specific instance was a dealer in Hempstead, L. I., who, although only opened a few months, has just made his fifth sale of a saxophone and for spot cash, too. The continued great popularity of musical merchandise, together with the large number of dealers who have added, or are contemplating adding musical merchandise departments, would indicate a very prosperous year for 1923."

Walter Gretsch, whose return from European markets was announced last month, reports somewhat chaotic conditions in the continental manufacturing industries, but a manifested disposition on the part of all to remedy this condition as quickly as possible is in evidence and these efforts will, no doubt, clear the situation somewhat in the not far distant future.

*A Home
Delight to
Ear and Eye*

*The Ideal
Holiday Gift
to the Home*

*Happy
Profits
To You
and a
Busy
New Year*

Is the modern
Christmas Wish
of
The MODERNOLA CO.
Johnstown, Pa.



Is the Phonograph Dealer Missing His Opportunity in Radio?



Every Phonograph Dealer has undoubtedly thought of the question: To whom does the major portion of the Radio business belong?

Without question, the Phonograph Dealer—by virtue of his organization, facilities and experience—is far better equipped to handle higher grade radio instruments than any other class of trade. It is only for him to grasp his opportunity—NOW.

Though the radio art is comparatively new, the public has already awakened to the realization that, for the best enjoyment of broadcasting, quality wireless apparatus is a foremost essential. The radio-buying public is therefore insisting not only upon wireless equipment that is scientifically correct in every detail of construction, but that, in addition, has an attractive appeal from the standpoint of neat appearance and as a suitable acquisition for the finely furnished home.

The Quality of Bestone Wireless Apparatus

Bestone Wireless Apparatus embraces a Radio line that achieves superiority by reason of elegant design, scientific accuracy, simplicity, as well as unusual volume and clarity of tone. The Bestone line will appeal to those who recognize Radio as a practical art and to those who seek the manifold diversions as made possible by popular broadcasting.

Prices of Bestone Sets range from \$22.50 to \$125.00.

Send for Illustrated Catalog—and complete Sales Proposition

HENRY HYMAN & CO, Inc.
Manufacturers

Executive Office:
476 BROADWAY, NEW YORK

Branch:
212-216 W. AUSTIN AVE., CHICAGO

DETROIT

Brisk and Growing Trade Leads to Holiday Optimism—Stores in Gala Attire—Gift Appeal in Ads

DETROIT, MICH., December 8.—The talking machine business in this city is exceptionally brisk and dealers report that they expect to close one of the best years in history. Pre-holiday buying has set in already to a very marked degree. Interest in the consoles offered by the various makers is running high and sales of these models are expected to set a record in themselves. Uprights and table models are also evoking a share of attention that is proportionate with a well-established model.

With the coming of colder weather, interest in radio has taken a big spurt and dealers handling radio outfits and combination talking machines and radio cabinets report that they

are receiving a great many inquiries daily in regard to these instruments.

Practically all of the music stores of the city are garbed in their holiday attire, or are busily being decked out at this writing. Advertising of many firms in the city stresses the value of talking machines and records for Christmas gifts.

Comment is being caused by the action of a number of the dealers of the city in offering machines of a reputable make, together with a number of selections, at excessively low terms. Dealers who are not a party to such offers, but who handle the same makes of phonographs, are inclined to the opinion that such a policy is an undesirable one.

Charles W. Smith, manager of the Detroit Music Co., which handles Columbia Grafonolas and records, in addition to pianos, reports that business has been fairly brisk. The new process Columbia records have made a big hit with his patrons, he says.

The J. L. Hudson Music Store, carrying Victorolas, Brunswicks and Cheney phonographs,

reports that sales for November were almost on a par with the biggest month in its history.

The Edison Shop, as the name suggests, handles only the Edison phonograph and is enjoying a very brisk business. An interesting case came to light recently at the Edison Shop, with the sale of one of these machines to a customer. The buyer proved to be the tenth member of a family which had purchased Edison phonographs, since the first member of the family had made his original purchase some two years previous. Edison still continues to be the first in Detroit with the latest popular dance hits. One of the most popular records is a piano number of "Three o'Clock in the Morning," by Ernest Stevens.

The Brunswick Shop, exclusive Brunswick dealer, bids fair to be away up at the top of the list of Brunswick dealers, for whom 1922 has been a most successful year. J. Francis Quinn, general manager of the Shop, has an exceptionally high-powered sales force. The Brunswick organization is making a strenuous bid for supremacy here and in Michigan in general. Some of the very best accounts possible to attain, both in Detroit and throughout the State, have been secured by the Brunswick-Balke-Collender Co.

H. A. Barnard, of the Barnard Music Co., Jackson, Mich., was a visitor to the Detroit Brunswick Shop on December 7, where he renewed friendships with the members of that firm and gave a brief statement of business conditions in Jackson. Mr. Barnard is an exclusive Brunswick dealer, having handled that line for the past three years. Business conditions in Jackson are not as good as they are in Detroit, owing to the fact that the industrial revival there has been slower in getting under way. Jackson is not only a manufacturing center, but is also a railroad center and the recent troubles in the rail shops have hindered the revival of business conditions to quite an extent.

DUR-A-TONE RECORD CO. FORMED

New Newark, N. J., Concern Organized by G. Howlett Davis—Will Make Talking Machine Records by New Process

G. Howlett Davis, president of the Standard Music Roll Co., Orange, N. J., recently organized a new company for the purpose of manufacturing a new talking machine record which embodies some exclusive patented ideas. The record is formed of laminations of flexible fibrous material with a thin veneer of shellac. It is said that it can be produced at a much lower price than the present records. The new firm will operate under the name Dur-A-Tone Record Co., with offices at 15 Park Place, Newark, N. J.

USES WINDOWS TO ADVANTAGE

NIAGARA FALLS, ONT., December 4.—P. C. McNally, of this city, Columbia dealer, has been using a series of attractive windows featuring



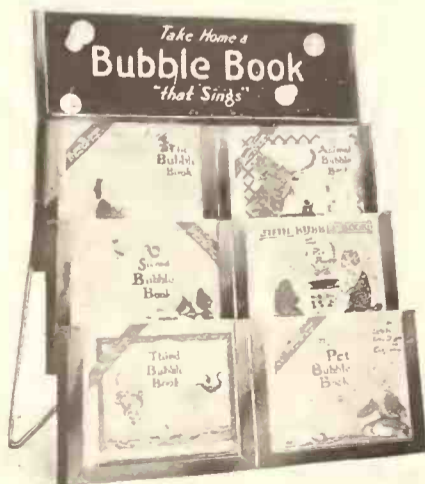
An Attractive Columbia Window
Columbia Grafonolas and records. These windows have been instrumental in stimulating Columbia business materially and Mr. McNally is coupling his publicity ideas with aggressive salesmanship. The accompanying illustration shows a recent window prepared by Mr. McNally which was the subject of considerable attention from passers-by.

Last Minute Money— in BUBBLE BOOKS

Don't overlook the money that's waiting for you in last-minute Bubble Book Sales.

There are going to be hundreds of people right in your neighborhood who—just about three days before Christmas—will suddenly decide they need some more gifts for little folks.

Don't let them wonder what to get, but have your Bubble Book stand right out in plain sight where they can't miss it. Tell them again what everyone who has ever bought Bubble Books knows: That a Bubble Book Christmas is the merriest ever—that Bubble Books are enjoyed, not once, but over and over again—that they are the ideal indoor amusement for children.



BUBBLE BOOKS "that Sing"

By RALPH MAYHEW
and BURGESS JOHNSON

Illustrated by Rhoda Chase

When you sell one you sell a habit
and when you sell a habit, you're
building business.

HARPER & BROTHERS, BUBBLE BOOK DIVISION
Established 1817 Franklin Square New York, N. Y.

Announcing a New Complete Line LONG CONSOLES

Due to heavy demand, necessitating large cuttings, we have been able to reduce our manufacturing costs. We pass this saving to our customers—more than 10 per cent below former prices:

Please note that while Consoles 601, 602, 603, 608 and 610 are regularly fitted to take care of Victrola VI, these same cabinets can be fitted to take care of Victrola IV, and, when taking the reduction in price of Consoles into consideration, it enables the dealer to sell an up-to-the-minute standard outfit at a very moderate price.

Long Consoles are covered by basic patents and infringements will be prosecuted.

Long Consoles are distinctive in design and have the divided top.

Long Cabinets are regarded by the trade as the Standard of Quality.

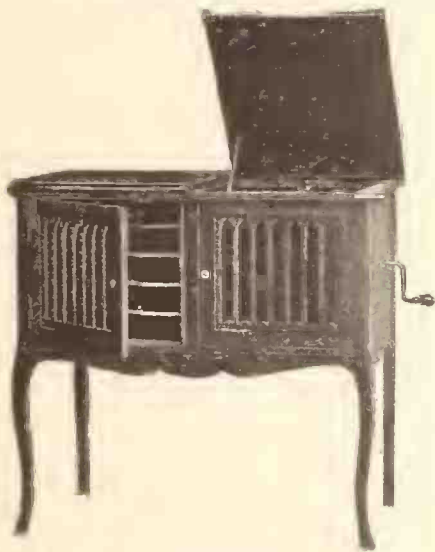
Deliveries can be made at once.

Made in dark red mahogany only.

Order now for Fall and Holiday requirements.

Write to-day for catalog of full line.

All of the Long Consoles illustrated on this page, except Style 606, are also ideally adapted for use with the Columbia Grafonola A-2.



Style 601
Price \$27.00



Style 606
For Victrola IV only
\$20.00

Specifications:

Made in dark red mahogany only.
One piece top, 19½ inches long;
34 inches high; 21½ inches deep.



Style 603
Price \$29.00

New LONG Radio and Talking Machine Cabinet

Specifications for all models except 606. Made in dark mahogany only. Two-piece top, 36 inches long, 34 inches high and 22 inches deep.



Style 608
Price \$30.00



Style 650
Price \$33.00

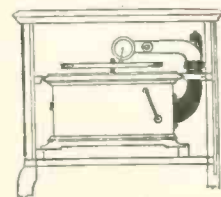


Style 610
Price \$28.00

Greetings

IT is a pleasure to wish the trade a MERRY CHRISTMAS and a Happy and Prosperous NEW YEAR.

LONG combination Radio and talking machine cabinet for Victrola VI. Radio chamber will accommodate receiving set 7 inches or less in height; room available for dry batteries. Head-sets or loud speaker may be attached to radio terminals. Cabinet shown equipped with Westinghouse Aeriola, Sr., and Baldwin loud speaker.



The Geo. A. Long Cabinet Company
HANOVER, PA.

LOS ANGELES

Start Big Brunswick Publicity Drive—W. S. Gray at Strand Conclave—Vocalion Concert—Association Dance—Other News

LOS ANGELES, CAL., December 4.—Although reports indicate that business is excellent with all the talking machine departments, sales, big as they were in the aggregate for the month of November, did not show the heavy increase over the preceding months as was anticipated. Perhaps September and October, following close on the heels of a wonderful Summer business, were so unusual that a temporary high-water mark was reached. However, November was really very good and, as the saying goes, there were "no kicks coming." Again, if we turn to the wholesalers and jobbers, reports are simply astounding—business swamped all past records and was almost overwhelming and out-of-hand. The reason for this is easily seen, of course, namely, that the dealers were stocking up in anticipation of a monster December holiday trade.

Big Brunswick Guns of Publicity

The Brunswick dealers of Los Angeles started some big half-page newspaper advertisements in all the morning and afternoon papers on November 27 which will continue until Christmas. G. H. Barnes, president of the Barnes Music Co., was appointed chairman of the committee of advertising managers who prepared the copy and he and his conferees have done an excellent job. The Brunswick Co. shared in the expense which was borne jointly with the leading Brunswick dealers of Los Angeles and Hollywood, both exclusive and combination dealers.

Parmelee-Dohrmann Pleased

The talking machine department of the Parmelee-Dohrmann Co. has just celebrated the first anniversary of the opening of its department. Extensive alterations, enlargements

and improvements have also been made throughout the main store, which bears the enviable reputation of being one of the highest class concerns in the Southland. The Cheney phonograph and Vocalion records are carried exclusively and the department is under the management of Mrs. H. P. Howard.

Gray Visits Strand Convention

Walter S. Gray, president of the Walter S. Gray Co., jobber of phonograph accessories and distributor of the Strand phonograph, attended the convention of Strand phonograph distributors at Salem, Ind., last month. He returned via Los Angeles and reported that the convention, which was attended by twenty-three distributors, was a very great success and that, in addition to learning about the new Strand sales plans for 1923, two new models were shown. Mr. Gray was especially pleased with the showing of the Los Angeles branch, which was opened in June under the local management of J. J. Grimsey. Sales indicate an increase of 100 per cent over last year.

Wiley B. Allen Shows Big Increase

E. P. Tucker, general manager of the Wiley B. Allen Co.'s southern California division, reports a splendid business during the month of November in the Brunswick and Victor department of the Los Angeles store. He declares that all previous sales totals have been beaten in this department, of which W. Bell is manager. Mr. Tucker also spoke very highly of the steady increase of sales in the record department, which is in charge of Freda Stephan.

Cecil B. De Mille Buys Victrola

W. H. Richardson, president of Richardson's, Inc., has always specialized in Victrola sales to members of the motion picture world and re-

cently sold a Victrola XIV to the famous producer, Cecil de Mille. The instrument was purchased for use on Mr. de Mille's private yacht and some alterations had to be made when it was finally installed in its new home. Mr. Richardson also sold a \$375 console model to Helene Chadwick, Paramount star, last week.

Vocalion Artist in Concert

John Charles Thomas, gifted baritone, appeared in concert at the Philharmonic Auditorium in the latter part of last month and was accorded a great reception. Incidentally this was the first concert to be given under the direction of the Fitzgerald Concert Bureau, and Merle Armitage made a point of giving complimentary tickets to the Thomas concert to all the salesladies of the various Vocalion record departments, believing that they had in sales talks to customers given a considerable amount of publicity to the concert.

Association Gives Dance

Members of nearly all the various talking machine departments attended the dance given by the Music Trades Association of Southern California on November 16 at the Goldberg Bosley School of Dancing. A good time was enjoyed by all and many compliments were paid to the excellent orchestra which was provided by Dick Schattinger, piano salesman of Hamburger's Music Salons. J. W. Boothe, general manager of Barker Bros. music department, was chairman of the entertainment committee and arranged for the evening's gaiety. President Tucker, H. N. Briggs, A. C. Danz, Irving Andrews, H. T. McCallon, Harley Long and J. Patten were among those present. Mrs. H. P. Howard, of the Parmelee-Dohrmann Co., and Mrs. Dear, of Barker Bros., and Miss Hallenbeck, of the Broadway Department Store, acted as hostesses during the evening.

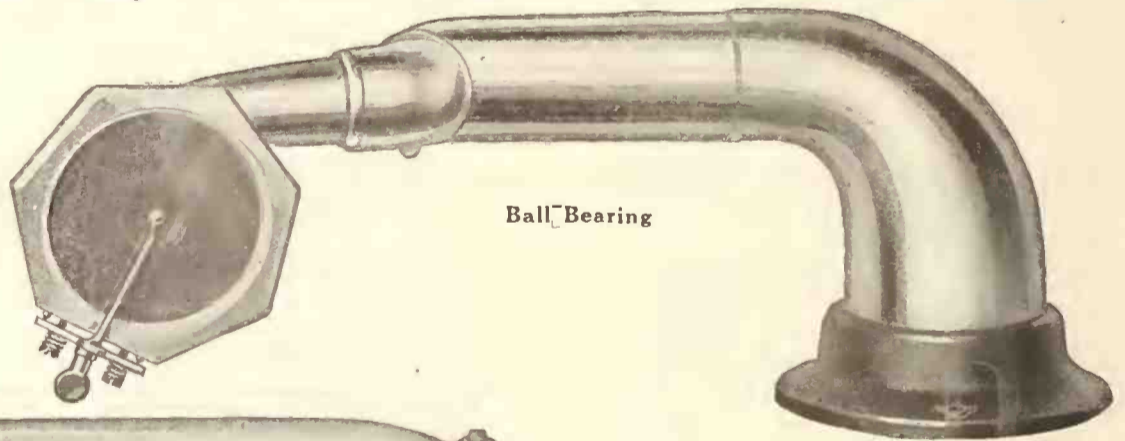
Barker Bros. Report Increase

Barker Bros. report a wonderful increase of sales in the Sonora and Victor department during the month of November. J. W. Boothe, general manager, states that he is fearful of a shortage of stock for December business, which

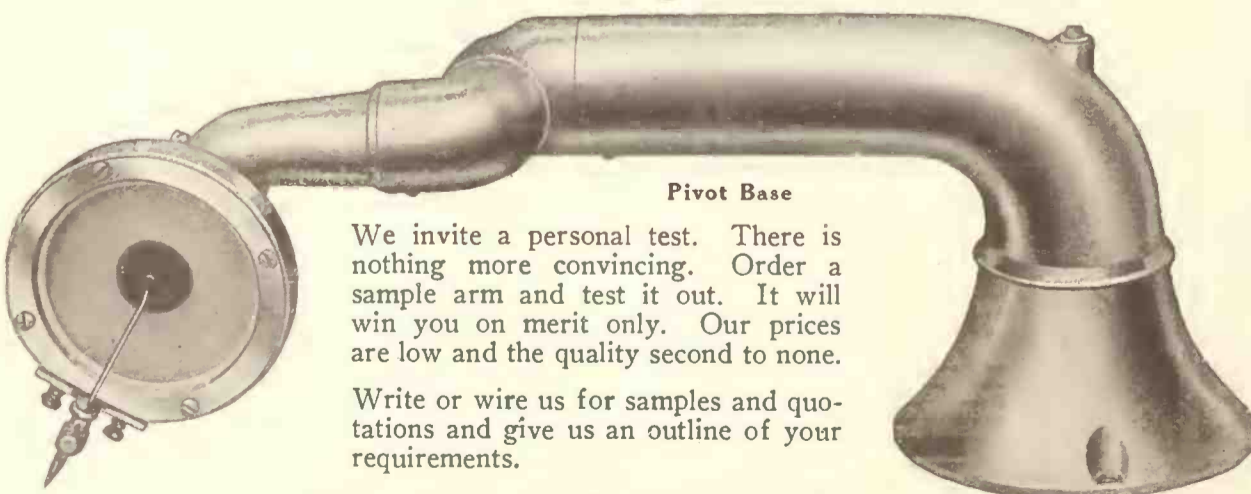
THE EMPIRE UNIVERSAL TONE ARMS

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

Send for sample of our new
Tone Arm for Portable
Machines.



Ball Bearing



Pivot Base

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

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

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

Established in 1914

Manufacturers of High-Grade Tone Arms and Reproducers

W. J. McNAMARA, President

Cable Address "Emphono"

is always proportionately so much larger than any other month—or probably than two or three months combined. The record sales counter has been enlarged and arrangements have been made to install at least a dozen additional record demonstration rooms for the Victor and Vocalion record departments in order that the great holiday rush can be taken care of. These extra booths will be temporary only and will be taken down after Christmas, the regular space being adequate for ordinary times.

Pasadena House Enlarges

Long's Music House, of Pasadena, has recently undergone extensive alterations and improvements. The entire store was renovated, in fact,

and a large mezzanine floor has been added. Fifteen phonograph and record rooms are now available for the sale of Brunswick phonographs and Brunswick records. A reception was held by Mr. and Mrs. Harley Long on the occasion of the formal opening of the store, which was attended by a very large crowd who extended congratulations to their host and hostess.

Edison Dealer Builds

Carl G. Strock, Edison dealer of Santa Ana, has just completed important changes in his Edison department and built additional space for its enlargement. It presents a very attractive appearance and includes six demonstration rooms for records and three phonograph sales rooms.

MAGNAVOX CO. AIDS DEALERS

Issuing First Number of House Organ, the "Magnavox"—Preparing Educational Dealer Campaign on Radio—Fine Sales Reported

W. R. Davis, sales manager of the Magnavox Co., manufacturer of the Magnavox amplifying horn for use in conjunction with radio receiving sets and also for the amplification of music from the ordinary talking machine, reports that sales for this popular horn have kept the factory extremely busy during the past six months. Distributors throughout the country report that sales have been far beyond expectations and that all indications point to a very prosperous Winter for everybody concerned.

This month the Magnavox advertising department is issuing to the trade the first number of the "Magnavox," a house organ designed to help the dealer merchandise Magnavox products. This organ is a high-class one in every respect and is filled with constructive ideas and suggestions that are bound to materially assist the dealer in building up a profitable business on a substantial and lasting basis.

In a chat with The World Mr. Davis was

keenly enthusiastic about the possibilities of radio with the talking machine dealer. "However," he stated, "the talking machine dealer and, in fact, every dealer who is now handling radio, or contemplating doing so, is sadly deficient in his knowledge of the technical side of these instruments, and, to overcome this, the Magnavox Co. is preparing a campaign designed to give the dealer a thorough education in the most important technical requirements of radio to enable him to merchandise in an intelligent manner. To back up the dealer we are preparing for 1923 a national advertising campaign that is bound to create a large demand for Magnavox products, and we hope that by co-operating with the dealer by direct contact with him we will be able to fit him so he can capitalize on the demand created by this aggressive campaign."

BOOSTS HEALTH RECORD SALES

The May Co., Victor dealer of Cleveland, has established a special room in which customers may try the Victor health records. Demonstrations and instructions are also given to those interested in these records. This policy is resulting in increased business.

INTRODUCE NEW RAPID REPEATER

Cleverly Constructed Repeater Being Made by the Rapid Repeater Co., of Long Island City—Adjustable for Different Width Records

A new device for repeating phonograph records has recently been placed on the market by the Rapid Repeater Co., of 2662 Van Alst avenue, Long Island City, N. Y. It is a unique, cleverly constructed repeater and has caused considerable favorable comment throughout the trade.

The "Rapid Repeater," which lists at \$2, is made entirely of metal and consists of two



The New "Rapid Repeater"

parts, the metal base and the foot lever. A commendable feature of this new device is the speed with which the needle is set back to the starting point after completing the last note. There is absolutely no break or pause and the operation is instantaneous. Hence the name, "Rapid Repeater."

Another distinguishing feature is that it is adjustable for the different width records, that is, ten inches narrow, ten inches wide or twelve inches. It cannot mar or scratch the record as the foot lever which shifts the tone arm is slightly elevated. Descriptive literature has been prepared and territory is being allotted to dealers and jobbers.

Announcing the New Granby Short Console
An Adam Period Design



"As Mellow as Southern Moonlight"

A Sterling Value—
The List Price is **\$135**

Granby Responds to the Demand!

There is an unmistakable demand for a short console—and we have responded by bringing out this new and interesting model. It's a

Granby
PHONOGRAPH

Comes in rich Walnut and Brown Mahogany. Has 5-ply veneered cabinet. Equal to the veneers in higher priced instruments. Finished back and sides as well as in front. Construction guaranteed.

And note these new Granby list prices:

	Was	Now		Was	Now
Sheraton Upright	\$140	\$120	Adam Console	\$275	\$200
Early Virginian Upright	200	175	Louis XVI Console	325	250
Louis XVI Upright	275	235	Queen Anne Console	375	250
Early Virginian Console	225	175			

Granby Uprights, \$100 up; Consoles, \$135 up

And with the fat, liberal Granby discounts the profits to you are worth going after. Write and ask for our attractive dealer proposition.

Granby Phonograph Corporation

Offices and Factory: **NEWPORT NEWS, VIRGINIA**

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

HAPPENINGS IN THE DOMINION OF CANADA

MONTREAL DEALERS ANTICIPATE BRISK HOLIDAY TRADE

Decrease in Unemployment and Increase in Inquiries Basic Reasons for Optimism—Need for Education in Radio Field—Trade Changes and Activities of the Month

MONTREAL, CAN., December 8.—The majority of dealers here anticipate a good holiday trade. For the first time in many months unemployment is decreasing, which is a bright spot on the horizon. They also report improved collections, more inquiries and have generally an optimistic feeling that has been lacking for a long time.

Dealers, wholesalers and manufacturers should take a little of their time in educating their patrons in the science of radio. The general fervor of the recent rush has abated and now the buying public wants to learn as much as it can; how to operate the sets they now have in order to get the best results, etc.

Gauvin & Courchesne, His Master's Voice dealers, Quebec City, ran considerable newspaper copy featuring the personal appearance in that city of Galli Curci. They report a heavy sale of her records.

The Vincent Lopez Orchestra recently played a week's engagement at the Princess Theatre and made a big hit.

New firms registering in Montreal include Radio Victrola Optic Co.

William Lee, Ltd., is doing some heavy advertising exploiting Columbia Grafonolas and Columbia records.

C. W. Lindsay, Ltd., Columbia and Sonora dealer, recently gave over its handsome show windows to a display of Sonora console models, each particular type being labeled with the style number and price in plain figures.

W. W. O'Hara, Ltd., is featuring a Columbia Grafonola Club.

C. Robitaille, Quebec City, has increased his stock of His Master's Voice products, both in machines and records.

Showing the comparison between the old-

time Victrola and the present-day console model, J. J. Flynn recently had on view in his show window one of the first Victrolas made. The display attracted considerable attention.

Among the communications read before the City Council the past month was a protest against cotton advertising signs, announcing sales, bankruptcies and failures, on the grounds that they disfigure the appearance of the streets, that they suggest local business being in bad shape and that they constitute a serious fire menace owing to the inflammable material used.

Extensive improvements are being made to the plant of the Berliner Gramophone Co., Ltd., this city, resulting, it is expected, in an increase of efficiency.

The Victrola department of this plant is especially busy. As carload after carload of these instruments arrives and is unloaded, gangs of men are there to open, carefully inspect, repack and reship, which means that a constant stream of Victrolas is entering and leaving the building at the same time. "We expected a big rush on Victrolas and prepared for it," said C. G. J. White, of the company, "but it has gone beyond our expectations."

Ruthven McDonald, the well-known baritone of Toronto, spent a week in Montreal at the recording laboratories of the Compo Co., Ltd., singing for Apex records under the personal supervision of H. S. Berliner.

Very attractive Brilliantone display cases put out by the Musical Merchandise Sales Co. can now be seen in nearly every talking machine store in Montreal and dealers report increased needle business from the fact that their needles are now displayed in such a manner that they attract attention.

IMPROVED BUSINESS IN WINNIPEG

Optimism Prevails Throughout Trade—Many Changes and Alterations During the Month—News of Other Activities

WINNIPEG, MAN., December 8.—G. R. Dring, of Calgary, who travels Alberta and British Columbia for the Musical Merchandise Sales Co., Toronto, said that business was exceptionally good and that all the dealers were optimistic.

Carle A. Brodie, of the Blue Bird Song Shop, Brunswick dealer, has moved to more commodious premises further west on Jasper avenue.

Robinson & Co., large department store, announce the reopening of their talking machine department.

George C. Gower, of Child & Gower Piano Co., Ltd., Regina, Sask., is being congratulated on his marriage, the latter part of November, to Miss Ella Neilly.

Alterations are being made in the Willis & Knabe showrooms, Calgary, Alta. This applies especially to the phonograph department.

The appearance in Winnipeg of Edward Johnson, the Canadian tenor, was taken advantage of by His Master's Voice, Victor dealers, to push his records and large sales of his records are reported.

E. C. Scythes, of the Scythes-Vocalion Co., Ltd., was a recent visitor to Edmonton. Tom Robinson, of the Robinson Piano & Music Co., who has at last secured a fine store opposite the MacDonald Hotel, is his agent here. Mr. Robinson reports an extraordinary demand for the English catalog of the Vocalion records.

Business for the Matthew's Music House, Ltd., Calgary, Alta., has been improving rapidly during the last week or ten days. This firm, in addition to the Brunswick line, handles a big line of pianos. Shelley Higgin has been added to the sales staff.

W. A. Dietrich, sales manager of the Starr Co. of Canada, Ltd., London, was a recent business visitor to Edmonton, Alta. Following out a new scheme of distribution he has appointed Revillion as his wholesale distributor in Edmonton and district.

Gordon H. Bender, representative for Sonora Phonographs, Ltd., was a business visitor here during the past month.

Louis Graveure, Columbia artist, and Reinald Werrenrath, Victor artist, appeared in recital in Winnipeg lately and drew capacity houses.

W. F. Evans, Ltd., Vancouver, B. C., announces that its Brunswick Christmas Club has got away to a good start, a fine response being given to a unique co-operative plan.

TALK SING CO. FILES PETITION

The Talk Sing Co., 140 South Dearborn street, Chicago, Ill., manufacturer of talking machine devices and novelties, has filed a petition in bankruptcy, listing liabilities of \$2,100.

TALKING MACHINE DEALERS IN TORONTO VERY ACTIVE

Combination Phonograph and Table Lamp Placed on Market by Local Concern—Toronto Music Men Participate in Fair—Sonora Phonograph, Ltd., Moves—Other News

TORONTO, ONT., December 8.—A new Canadian invention has just been placed on the market in the form of a combination phonograph and table lamp, which is being manufactured in Toronto by Crescent Electrics, Ltd. Thomas J. Strachan, head of the firm, is the inventor.

Fred Ball, of Orme, Ltd., Ottawa, was the "silent booster" at the luncheon of the Canadian Association of Specialty Salesmen which was held at the Russell Hotel, Ottawa, on October 7. One of his prizes was a miniature Victrola in bronze.

The town of Oakville, Ont., where so many Toronto business men now reside and which is the home of quite a group of members of the Toronto music industries, had a great fair this Fall. In addition to the usual fair entries there was a historical pageant on an ambitious scale, which was enjoyed by thousands of visitors. It was under the directorship of R. H. Murray, manager of His Master's Voice, Ltd.

Sonora Phonographs, Ltd., has moved from 172 John street to premises in the Otto Higel Co. building at the corner of King and Bathurst streets to adequately handle growing business.

George W. Lyle, New York, president of the Manufacturers' Phonograph Co., Inc., of that city, paid a flying visit to Toronto recently. Mr. Lyle spent a day with Otis C. Dorian, who has the sales representation of the Strand line of phonographs in the West.

Simplicity characterized the special Thanks-

giving window feature in the Yonge street store of R. S. Williams & Sons Co., Ltd., Toronto, during Thanksgiving week. A baby Edison console phonograph occupied the center of an arch on which were neatly arranged several Edison re-creations.

Geo. W. Lyle, who is quite familiar with the trade in Canada through long experience, having visited the different centers on various occasions, was greatly surprised and, incidentally, not the less pleased, with the amount of Canadian business being booked for the Strand line. When in Toronto Mr. Lyle remarked upon the very satisfactory improvement in business in the United States, the return to activity being remarkably rapid.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

PHONOMOTOR PRODUCTS, PHONOSTOPS and NEEDLE CLIPPERS
ALWAYS THE BEST
PHONOMOTOR COMPANY 121 WEST AVENUE, ROCHESTER, N. Y.

REPAIRS
TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM
Conducted by Andrew H. Dodin

Repairing an Old Cylinder Machine
Austin, Minn., Nov. 26, 1922.

A. H. Dodin,

Talking Machine World.

Dear Sir:—I have an Edison Standard model cylinder two and four-minute machine in my shop for repair, and find it a difficult problem. There is a loss of power when belt is put on mandrel wheel with feed in contact with worm, although not any too much feed pressure, as it is just enough to feed over. A new feed nut has been put on. Do you think it can be that the new feed nut and the old worm do not work together? The worm doesn't seem to be at all worn. Sleeve for mandrel shaft was tight, but I have ground it down or opened it up with emery cloth, so it seems to turn free now and does not seem too tight or too loose.

Every gear seems to work free but no results seem to develop. The slide rod for the reproducer frame is well oiled, but there seems to be too much load somewhere. Could it be possible that the wrong feed nut has been put on, for instance, one belonging to a Fire-side or some other model?

It is a machine built originally for both two and four-minute records and not one with an attachment put on it, but I cannot get it to play a record through before the speed dies down.

Please give me some light on the matter if you can think of what the trouble might be. Give me an outline of the procedure to follow and I will try again before giving it up.

Answer: Having read of what you have done to this machine there seems to be little left to go over. I would see that the machine had the proper main spring, that there was not too much graphite in the cage (which would prevent proper pull). Also be sure that the belt is not too tight.

If, as you say, you have gone over all the gearings, make sure that the mandrel shaft is not tight in the pivot bearings, and you will have nothing left to attend to with the exception of the feed nut.

The feed nut has been the cause of most of the troubles in the cylinder machines, and it is very hard for me to judge your trouble in this case, particularly when you are not positive whether you are using the correct feed nut on the machine. On the other hand, the feed screw on the shaft may be bruised or worn in such a way that the feed nut will not feed and will cause the machine to stop.

Your trouble undoubtedly lies in the use of an improper main spring and the proper feed nut.

No Book on Machine Repairing
Chicago, Ill., Nov. 24, 1922.

A. H. Dodin,

Talking Machine World.

Dear Sir:—While reading The Talking Machine World I noticed that you are giving advice on repairing of talking machines. I would like to ask you if there is any book published on that subject or that line.

I sometimes do repair some machines but I'm not very good at it, therefore I'm asking about the books. Do you think I could buy one somewhere?—L. J. Schiffner.

Answer:—I do not know of any book published which deals exclusively with the repairing of talking machines. Up to date, the repairman has had to depend on the booklets and catalogs issued by the various talking machine companies. These booklets just give the reader an accurate description and diagram of the particular motor or sound box made by the com-

pany issuing same. What to do when anything happens that is not described in the booklet is left for the repairman to figure out for himself. I am sure that it would be a good idea for someone to write up a book on the repair question, and I hope it will not be long before such a book will appear for the benefit of all repairmen in the industry.

GENERAL RADIO CORP. DOING WELL

Enjoys Three Hundred Per Cent Increase in Three Months—Demand Growing Steadily—Confident of New Year's Prosperity

PHILADELPHIA, PA., December 8.—The General Radio Corp., of this city, distributor of Strand phonographs, Okeh records, the Music Master Horn and RCA and Geraco radio products, reports that it has found the past year a particularly good one. It is stated that in the last

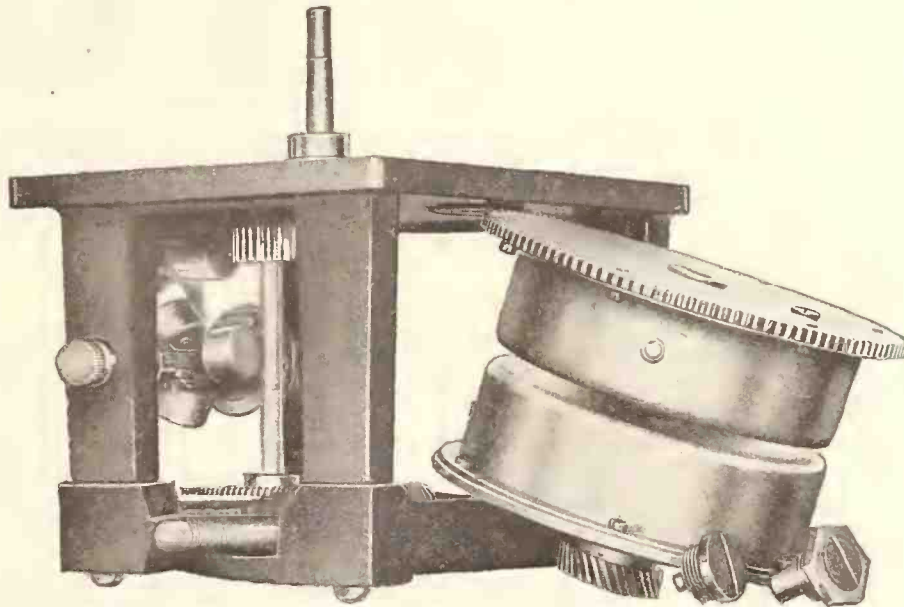
MICA DIAPHRAGMS
Absolutely Guaranteed Perfect
We get the best India Mica directly.
We supply the largest Phonograph Manufacturers.
Ask for our quotations and samples before placing your order.
American Mica Works
47 West St. New York

three months business has increased over 300 per cent and orders are still coming heavily. Walter L. Eckhardt, president of the company, and his co-workers are confident that 1923 will be a big year in every respect and undoubtedly surpass the past year in volume of business.

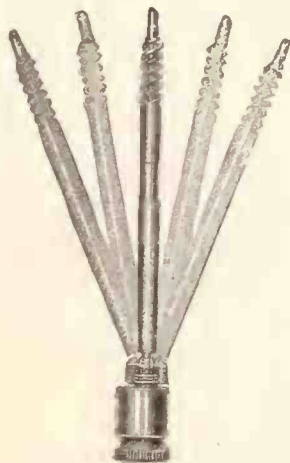
The Castner-Knott Dry Goods Co., Nashville, Tenn., Victor dealer, recently used eight pages of newspaper advertising to announce a sale.

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.

STRAND ORGANIZATION IS EFFICIENT AND EXPERIENCED

Manufacturers Phonograph Co. Has Developed Capable and Aggressive Sales Staff—Strand Representatives Well Equipped to Give Dealers Practical Service

As announced in the November issue of *The Talking Machine World* the Manufacturers' Phonograph Co., New York, maker of the well-known Strand phonograph, celebrated last month its first anniversary. This anniversary was fittingly commemorated by important sales meetings at the Strand factories in Salem, Ind., where Geo. W. Lyle, president of the company, conferred with the members of his sales staff relative to 1922 accomplishments and 1923 plans.

A considerable measure of the phenomenal success attained by the Strand phonograph may be attributed to the splendid sales organization developed by Mr. Lyle. He has appointed representatives in the leading trade centers whose experience and qualifications have enabled them to co-operate to excellent advantage with Strand dealers. They have advanced practical sales suggestions that have stimulated business for the dealers and it is gratifying to note that without exception all of these Strand representatives are closing in 1922 a year far beyond their highest expectations.

In the accompanying illustration there are presented the photographs of some of the representatives who have contributed so much to the success of the Manufacturers' Phonograph Co. and the Strand line. Practically all these "live-wire" representatives are well known in the talking machine trade and they have won the esteem and friendship of the dealers in their territories through the co-operation they have extended.

E. A. Fearn, president of the Consolidated Talking Machine Co., Chicago, Ill., is one of the most successful wholesale men in the Middle West. His company has expanded rapidly and his Strand activities have been an outstanding feature in the Chicago trade the past

year, having established many important dealer accounts.

Walter L. Eckhardt, head of the General Radio Corp., Philadelphia, is one of the veterans of the talking machine trade. A thoroughly capable and efficient wholesale executive, Mr. Eckhardt includes among his friends practically every successful dealer in Philadelphia territory. His intimate knowledge of every detail of re-

the leading independent, wholesale distributor on the Pacific Coast, and has built up a successful business, founded on confidence and experience.

Arthur C. Erisman, head of the Grafonola Co. of New England, Boston Mass., dates back his talking machine experience to 1900, and since that time has been an important factor in the New England trade. His recognition of the requirements of New England dealers has enabled him to give the Strand line remarkably efficient and productive representation in this important territory.

M. E. Lyle, head of his own company at



Some of the Strand Wholesale Representatives

tail merchandising has enabled him to place the Strand in the front ranks of the Philadelphia talking machine field.

Walter S. Gray, head of Walter S. Gray & Co., San Francisco, Cal., is another member of the talking machine trade entitled to the term "veteran." He is generally recognized as

Atlanta, Ga., is another "old time" executive who, although a young man in point of years, has spent practically his entire business life in the talking machine field. In a particularly difficult territory Mr. Lyle has made remarkable progress, opening up Strand dealers in practically every important trade center in his section of the South.

As vice-president of the Artophone Corp., St. Louis and Kansas City, Mo., H. S. Schiele is identified with one of the most progressive wholesale concerns in the industry. The Artophone sales organization is an enthusiastic Strand booster, and this line is making rapid headway throughout every section in the St. Louis territory.

Geo. C. Silzer, of Silzer Bros., with headquarters in Des Moines and covering the important States of Nebraska, Iowa, Minnesota, North Dakota and South Dakota, was formerly associated with Harger & Blish, of Des Moines, and is recognized throughout his territory as an exceptionally capable phonograph man.

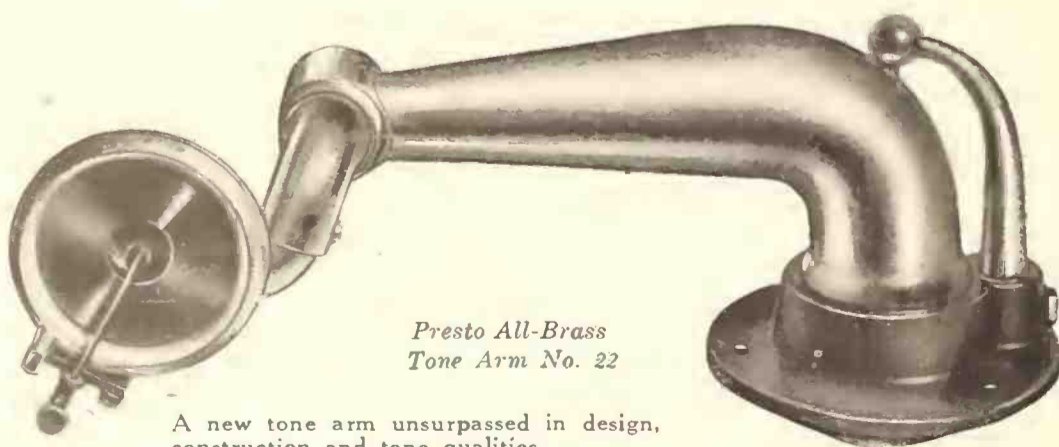
Stephen W. Wirts, who is associated with Ricken, Seeger & Wirts, of Detroit, is a keen admirer of the Strand line, devoting a considerable part of his time to the development of Strand business in Detroit.

O. C. Dorian, head of the Manufacturers' Sales Co., of Toronto, is another veteran of the phonograph industry, having been identified with the Columbia organization for many years. Mr. Dorian is familiar with every angle of the Canadian trade and through his efforts the Strand line is fast winning the recognition it deserves in Canada.

R. H. Arnault, who represents the Strand line in New York, one of the most important territories in the country, combines an invaluable sales experience with a topnotch technical knowledge that is unusual. Mr. Arnault's ex-

MAKE THIS YOUR NEW EQUIPMENT

All-Brass Throw-Back Balanced



*Presto All-Brass
Tone Arm No. 22*

A new tone arm unsurpassed in design, construction and tone qualities. In general this arm will be pronounced at once a highly finished and attractive product with the important distinctive features of all-brass, throw-back construction and superior tone qualities.

Made in lateral and universal types. The standard hub makes this arm available for all standard sound boxes—the qualities of our own rubber-hub sound box make it unexcelled.

PRESTO PHONO PARTS CORPORATION
124-132 Pearl Street Brooklyn, N. Y.

perience in this industry dates back some ten years, and during the past year he has not only developed a splendid Strand business in this territory, but has won the personal friendship and esteem of the dealers everywhere.

H. J. Ivey, Strand representative at Dallas, has been identified with the phonograph industry for fifteen years, spending practically all of this time in the Middle West and Southwest. Texas dealers are receiving excellent service from him, as he is familiar with their needs and requirements.

Wm. Ogden Cardell, with headquarters at Tulsa, Okla., has traveled throughout that territory for one wholesale furniture house for nearly fifteen years. There is hardly a dealer in that territory whom he does not know by his first name and this friendship is reflected in the ever-increasing Strand sales totals throughout Oklahoma.

B. F. Clare, head of the Iroquois Sales Corp. in Buffalo, is devoting considerable time to the development of Strand activities in this part of New York State. The results of his efforts are evidenced in the many new Strand accounts that have been opened recently.

Richard L. Chilvers, Strand representative at Montreal, has been identified with the Canadian phonograph industry for thirteen years and as a Strand representative in this territory is meeting with splendid success.

L. D. Heater, with headquarters at Portland, Ore., has established a general wholesale business in the Northwest and is steadily expanding. Mr. Heater is opening up new Strand accounts with regularity, giving them excellent service and co-operation.

R. J. Jamieson, whose headquarters are located at Cleveland, O., has been identified with the Ohio wholesale talking machine trade for many years, and is generally recognized as one of the most indefatigable workers in that territory. He is a great believer in personal contact, visiting the dealers at frequent intervals and keeping in close touch with their requirements.

Ben L. Brown, manager of the Sterling Roll & Record Co., Cincinnati, O., is a graduate of the Columbia organization, with which he was identified for fifteen years. Mr. Brown is a capable, experienced sales executive, whose enthusiasm regarding the Strand product is being reflected in the success his organization is attaining.

H. H. Kaliski, representing the Strand in New Orleans, La., and the surrounding territory, has to his credit a detailed knowledge of conditions in the South that has enabled him to give the Strand exceptionally fine representation in this important section.

OUR INSTRUMENTS IN BIRMINGHAM

American Player-pianos and Talking Machines in High Favor in English City

WASHINGTON, D. C., December 4.—American player-pianos and graphophones hold high favor in Birmingham, England, according to a report from Consul J. F. Jewell, and are bought whenever obtainable. While there is little evidence of direct importation into this territory there is considerable business carried on with what would appear to be articles of certain American firms who have factories located in Great Britain. These instruments are of very high merit and appeal to a good class market. Although the sale of German pianos is increasing they are now very largely bought from agents in London as it has been found that individual compliance with the full requirements of direct importation from that country are irksome and involved.

DAVIS PHONOGRAPH CO. BUYS FACTORY

CHICAGO, ILL., December 11.—The Davis Phonograph Co. of this city recently concluded arrangements for the purchase of the three-story factory building at 314-324 West Forty-third street, owned by Harry Diamond. The purchase price was \$95,000.

OTTO HEINEMAN TO EUROPE

President of General Phonograph Corp. Will Sail December 16—Recently Returned From Western Trip—Found Conditions Excellent

Otto Heineman, president of the General Phonograph Corp., New York, accompanied by Mrs. Heineman, will sail on the S.S. "Majestic" December 16 for a short stay abroad. Mr. and Mrs. Heineman are planning to spend the Christmas holidays in Europe, returning to New York shortly after the first of the year.

A few days ago Mr. Heineman returned to his desk from a flying trip through the Middle West during the course of which he visited Chicago and St. Louis. At the former city he held a conference with S. A. Ribolla, general manager of the General Phonograph Corp. of Illinois, and was delighted to find that this organization was closing a business far beyond all expectations. The outlook for 1923 is very encouraging and Okeh records throughout the Middle West are gaining in popularity by leaps and bounds.

W. PHILLIPS ENDS WESTERN TRIP

President of Wm. Phillips Phono Parts Corp. Finds Manufacturers Active—Firm Starts Marketing of Two New Tone-arms

William Phillips, president of the Wm. Phillips Phono Parts Corp., returned to New York last week after a very successful trip through the West. Mr. Phillips reported much activity among the manufacturers and decided confidence in the outlook for the industry for 1923 in evidence everywhere.

The Wm. Phillips Phono Parts Corp. is placing on the market, at this time, two new tone-arms, which are variations of the well-known Nos. 1 and 2 tone-arms of the Phillips line. This will permit models Nos. 1 and 2 to be obtained in the throw-back type as well as in the regular straight type as heretofore.

CREATING CONSUMER DEMAND

FOR THE

Encore Record Re-player

THIS ADVT. READ BY OVER



3,250,000 People

On its first appearance in the SATURDAY EVENING POST and COUNTRY GENTLEMAN issues of December 9th

This is the first of a series of advertisements which will attract customers to your store during 1923. You will have many calls for the

Encore Record Re-player

so be sure to have it in stock.

Besides one on display in your window, or demonstration, will sell it and many more.

PERFECTED BEYOND CRITICISM—PRACTICALLY EVERY DEALER IN THE METROPOLITAN DISTRICT SELLS THEM—LIBERAL DISCOUNTS

THE **Encore**
RECORD RE-PLAYER



HOW often have you wished that your favorite dance record would play on and on when you felt like dancing all night! How often have you wished to hear that dreamy song or that snappy new hit over and over again without bothering to reset the needle. With the ENCORE Record Re-player you can play any record as often as you like without missing a single step or single note or word. It is the only all metal pocket size adjustable re-player. Fits any phonograph that uses a needle. Will not injure records or needle. Lasts a lifetime. Carry it in your pocket when you go to parties or visit friends. Makes an ideal Christmas present.

\$15,000 will be spent in advertising to the consumer during the first six months of 1923.

New Models Gold Finished
Same Price \$1.00

Order direct or from one of the 30 Wholesale Distributors

ZENITH MANUFACTURING CO., 290-292 Chestnut St., NEWARK, N. J.

Manufacturers of the Famous Cirola Portable

Widdicomb

PHONOGRAPH
The Aristocrat of Phonographs

A two-fold appeal to good taste

—unusual tonal beauty and
faithfulness of reproduction
—exquisite cabinet work in
popular period styles.

MANY successful phonograph merchants have found that the two-fold appeal of the Widdicomb is building them a steadily increasing patronage and prestige among discriminating buyers. If you are genuinely interested in increasing your business among the best class of trade, write us today for complete catalog and full particulars regarding the Widdicomb franchise.

THE WIDDICOMB FURNITURE COMPANY
Grand Rapids, Michigan

Fine Furniture Designers Since 1865

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



Queen Anne Model 6—finished in Red or Antique Mahogany or Walnut. Equipped with albums for records, automatic stop and patented tone control.



Adam Model 12—finished in Red or Antique Mahogany or Walnut. Equipped with albums for records, automatic stop and patented tone control.

Widdicomb Phonographs in Period Styles are faithful interpretations of the best designs of the old masters of the art of wood fashioning. They are the handcraft of an organization which for three generations has enjoyed a reputation for leadership as designers of fine furniture. Widdicomb Phonographs play all records. New prices on the various models range from \$10 to \$260.

THE ATTITUDE OF THE DEALER TOWARD ADVERTISING

L. C. Lincoln, Advertising Manager of the Sonora Phonograph Co., Writes a Most Interesting Article on a Subject That Is Vital to Progressive Members of the Industry

In a recent issue of the "Sonora Bell," the house organ that is published monthly by the Sonora Phonograph Co., L. C. Lincoln, advertising manager of the company, contributes an interesting article under the heading of "The Attitude of the Dealer Towards Advertising." In this article Mr. Lincoln states as follows:

"A recent investigation by the Bureau of Business Research of the New York University on the attitude of the retailer toward the manufacturer's advertising brought out some very interesting information. Most of this was not unknown to the Sonora Advertising Department, nevertheless it is a good thing to have one's opinions, which naturally are based on past experience, corroborated by others equally experienced.

"Few merchants probably realize that the advertising departments of manufacturers are always interested and desirous of receiving their opinions and views. Each merchant's ideas could not, of course, be put into actual practice, but those of the greater number are invariably used when contributed. The sending of questionnaires to merchants is not always satisfactory because merchants frequently have personal reasons for not wishing to present certain information to manufacturers. It is for this reason that the New York University Bureau of Business Research sent out questionnaires direct to the manufacturers themselves in the hope that many of them had made personal investigations on the subject and by gathering in as many reports as possible valuable information would be acquired.

"According to the 219 prominent manufacturers reporting on the subject, the dealers' preference for the media used by manufacturers is in the order following: (1) Daily newspapers, (2) Sunday newspapers, (3) Weekly magazines, (4) Monthly magazines, (5) Women's magazines, (6) Car cards, (7) Outdoor signs, (8) Direct mail. This is just about the way the Sonora advertising department decided a year ago and its 1922 advertising was planned accordingly.

"Sonora general publicity originally was through weekly and monthly magazines, outdoor signs and a small showing in the newspapers. Changing conditions, however, have caused changed opinions, and during 1922 the greater proportion of Sonora publicity has been directed into the newspapers. Outdoor advertising is still used extensively, but is gradually passing out in favor of newspapers.

"This investigation also brought out that only 25 per cent of the dealers are keenly interested in the manufacturers' advertising, 50 per cent mildly, 20 per cent not interested and 5 per cent antagonistic. It is encouraging to note, however, that more than 96 per cent stated that the interest in the manufacturers' advertising is increasing.

"I do not believe that these percentages would apply to the phonograph trade, as I fail to see such a lack of interest by dealers in the advertising of a manufacturer of any but the most unheard-of makes of phonographs. Some make

the very best possible use of the catalogs, lithographs, signs, electros, etc., sent to them, but there are others who do not even open the wrappers of the material they receive and it lies around until a general housecleaning occurs. Even a small proportion of dealers making no use of advertising material sent to them reacts unfavorably on all other dealers, the public and the manufacturer.

"These dealers usually believe that the use and display of advertising material does not assist them in making sales. Some make the assertion boldly; others do not express their opinions, but actions speak louder than words. Waste in some kinds of advertising is impossible to overcome, but unless the advertisers, many of whom are experienced in spending millions of dollars annually, are all wrong and the dealers who do not believe in advertising are right, then such dealers should at least make proper use of all available dealer helps. And it is a self-evident fact that the man who spends vast sums of money for advertising year after year is more likely to know why he is doing it than the man who not only will spend nothing, but refuses to make use of advertising material supplied free of charge.

"Practically all advertising appropriations are based upon a certain proportion of the sales, and as advertising material costs money—some of it much money—waste in advertising, failing to influence its proportion of sales, adds to the cost of the product. In other words, productive advertising makes possible lower and stabilized prices, but wasteful advertising prevents lower prices and often fails to prevent increased prices."

CORLEY CO. SUFFERS FIRE LOSS

About \$150,000 Damage Done to Company's Stock and Building in Richmond by Fire Which Starts in Basement—Temporary Quarters Secured by Company to Handle Business

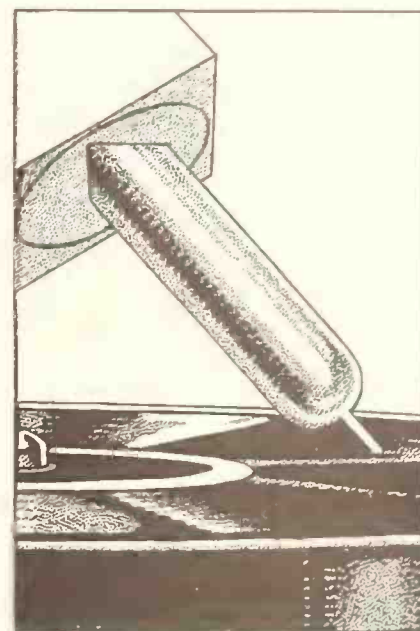
RICHMOND, VA., December 4.—The Corley Co., Inc., prominent piano and music merchant of this city and also Victor talking machine wholesaler for this district, suffered a loss estimated at \$150,000 as a result of a fire which broke out in the basement of the company's building at 213 East Broad street here late last month and completely destroyed approximately 200,000 records, together with other stock in the basement, as well as causing considerable loss through smoke and water to goods on the upper floors.

The fire gave the firemen a stubborn fight, practically all the apparatus in the city being called to the scene, and although the flames were confined to the basement of the Corley building, it was nearly four hours before the blaze was under control. The store runs from Broad to Grace street and the length of the basement proved a handicap in getting at the flames, which greatly retarded efficient operations by the firemen.

According to officers of the company, about twenty rare violins, several of them worth close to \$1,500, were destroyed in the fire.

The Corley Co. immediately opened a temporary office at Third and Grace streets, to be occupied until such time as the burned structure can be repaired. Additional stock was ordered from manufacturers and it is hoped that there will be little interruption of business as a result of the fire. A temporary store has also been opened to take care of the new stock as it arrives and business is being continued as heretofore.

The officers of the Corley Co. are John G. Corley, president; Frank W. Corley, vice-president and general manager; Horace C. Lukhart, secretary, and G. William Greener, treasurer and assistant general manager.



Now for 1923 Profits With **Sonora** Semi-Permanent NEEDLES

Sonora Semi-permanent needles, well displayed, sell themselves. Not to have them on hand is to miss an unsolicited sale and many a good aggregate profit every month.

For dancing with the record-repeater, Sonora semi-permanent needles are a necessity. For all kinds of playing they are a saving—in money, time and record-life.

It takes but a moment to show why these needles, with the long, uniform point, do not injure and score the record grooves as the ordinary tapered needle does.

Start the year right, with every advantage. Stock and display Sonora semi-permanent needles.

Sonora Phonograph Company, Inc.

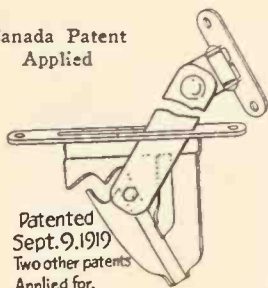
GEORGE E. BRIGHTSON
President

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto

SECOND YEAR SUCCESSFUL LEADER

Canada Patent Applied



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

flexible and bent.

Samples on request.

The Most Dependable and Inexpensive Lid Support on the Market

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

STAR MACHINE & NOVELTY CO.

81 MILL STREET

BLOOMFIELD, N. J.

G. L. LAING CO., Canadian Distributor
41 Richmond St., East, Toronto, Ont.

S A I N T L O U I S

Advertising Guns Rout Pre-holiday Lethargy Caused by Mild Weather—Lehman's Fiftieth Anniversary—Victor Sales School

St. Louis, Mo., December 5.—The Christmas rush for talking machines did not open as early as last year, for which blame was placed on the exceptionally mild weather which continued well up into December, encouraging outdoor interests prejudicial to the talking machine. Although some of the dealers professed entire satisfaction with November business there was a note of strenuousness in the early December advertising which gave support to the stories of backwardness. The broadsides of advertising had their effect, however, in reminding the people that the time had come for turning attention to the talking machine as a Christmas and early Winter proposition.

Special sales appeared to mark the opening of the holiday campaign in the talking machine trade here, one concern offering models of machines in its line at absolute cost, and another offering machines with standard equipment at very low prices.

The new T.-D. Music Box of Trorlicht-Duncker, at 415 North Sixth street, featured Brunswicks in its first Christmas announcement, picturing and pricing the York, Colonial and Cambridge.

Sonora Line for Aeolian Co.

The Aeolian Co. of Missouri recently took on the Sonora line. It is the intention to sell the Sonora with the Aeolian-Vocalion. J. E. Maunder, manager of the St. Louis office of the C. D. Smith Drug Co., of St. Joseph, Mo., distributor of the Sonora line in this section of the country, closed the deal with Mr. Chrisler. Mr. Maunder reports having opened six Sonora agencies in the city of St. Louis in 1922. The Sonora dealers in this section are all having a very large call for Sonora instruments. Mr. Maunder just recently returned from a trip to the western part of the State and reports a very large volume of business.

Lehman's Golden Anniversary

The Lehman Music House, 309 Collinsville avenue, East St. Louis, which was recently remodeled and equipped with new talking machine booths by the Unit Construction Co., had a formal reopening the last week in No-

vember which was also made the fiftieth anniversary of the founding of the business by Gustav Lehman, father of Fred Lehman, present head of the house, and also of Phil Lehman, head of the Lehman Piano Co., St. Louis. Numerous talking machine men from St. Louis and from the factories attended.

Vandervoort's auditorium was crowded for the monthly appearance of Gene Rodemich's orchestra, coincident with the December release of Brunswick records. The new fox-trot, "Homesick," was featured.

The only thing that Paul Gold, manager of the retail department of the Silverstone Music Co., complains about is the shortage of machines. At first it was only consoles, but now it has got down to the smaller machines, under \$200 in price. It has come to such a pass that he needs nearly everything. One reason is that November was a banner month at Silverstone's. One salesman tripled his previous record and the rest did almost as well. And December started off well.

O. A. Reynolds, who travels for the Silverstone Music Co. in Illinois and Kentucky, has returned from a three months' trip on which he opened eight new accounts in addition to making good sales to his old customers.

An Attractive Edison Shop

It is the talk in southern Illinois and over in Kentucky that the Edison Shop of Wahl & Son at Paducah, Ky., is about the last word in niftiness, as talking machine shops go. The booths are built in bungalow fashion.

The Silverstone Music Co. has taken on two additional outside salesmen, Oliver Scott and W. B. Goodenough, who have not before been in this line of business.

Mr. Montgomery, of the Chicago office of the Unit Construction Co., was here in the early part of December.

Doing Well With Radio

The feature of the Kieselhorst Piano Co.'s radio exhibit at the Better Homes Show at the Coliseum was a Zenith set of gold and glass which revealed its inner workings. It was surrounded by a crowd all the time. E. A. Kieselhorst, president of the company, says radio

sales are running away from the talking machine sales. Prices range from \$240 to \$1,000 and cash is paid when the installation is made.

C. C. Sturdy, of the talking machine department of the P. A. Starck Piano Co., Chicago, who had been here for a couple of weeks, left for home the first week in December.

Manager Hosier, of the Scruggs, Vandervoort & Barney talking machine department, says the Christmas business is getting a later start this year than last, but he expects it to make up for lost time.

Thomas Husselton, Victor factory representative, was here for more than a week in late November and early December.

Victor Salesmanship Class a Success

The nineteenth Victor salesmanship class held by F. A. Delano under the auspices of the Koerber-Brenner Co., has just closed and everyone is saying that it is the biggest thing that has ever happened to Victor people of St. Louis, and the few people who found it impossible to leave their business at this time of the year are daily receiving such enthusiastic reports of the conference that they are hoping for another one some time.

The conference continued for four days, sessions from 9 a. m. to 5 p. m. being held in the Claridge Hotel. On Monday night a large part of the class attended the Geraldine Farrar concert at the Odeon Theatre.

On Tuesday night the class and St. Louis Victor dealers and salespeople were guests of the Skouras Bros., managers of the New Grand Central Theatre, to hear the Benson Orchestra.

Members of the Victor Eight met members of the class during the noon hour Wednesday and autographed records for them. At night the class attended the concert given by them and had the pleasure of meeting them during intermission.

The conference closed with a dinner-dance given by Koerber-Brenner Co. to the members of the class in the ballroom of the Claridge Hotel. Roy Bargy and his Benson Orchestra gave a half-hour program during the dinner. Later Mr. Delano, to the delight of all, was prevailed upon to sing. His selections were "Mandalay" and "Banjo Song," Miss Blanche Rosebrugh accompanying. Mr. Delano was followed by the genial Mr. Husselton, who sang several numbers.

For dancing during the evening, Roy Sauer and his Victor Garden Orchestra played. Mr. Sauer is a Victor dealer from Collinsville. The following people attended: T. La Rue Husselton, R. K. Brandenberger, H. C. Lauth, Miss G. Airy, J. Munie, Miss E. Heumann, Miss Margaret Luthy, Fred C. Lehman, N. Corea, W. D. Wiley, Miss Orpha Hopkins, Miss Grace Maxey, Mrs. Gertrude Gladding, Leonard Truesdale, J. E. Rice, W. G. Bicket, L. F. Parrish, J. W. Strain, R. L. Smith, A. Klocke, Geo. Cheatle, Miss Jessie Smith, W. H. Crawford, B. V. Grossman, A. W. Hosier, E. C. Rauth, F. L. Norris, T. E. Maetten, Tom Cummins, J. A. Kieselhorst, Mrs. Goldie Jones, Miss Ruth Clark, Miss Blanche Rosebrugh, Miss Ione Maupin, J. N. Meyer, Miss Katherine Murphy, Wm. Sullivan, Steve Parridy, Wm. J. Scully, H. J. Bly, J. Glaser, Miss Marion Burr, Willis Davis, H. L. Tanner, Clifford Porth, W. A. Todd, Mrs. Celeste Turner, Miss Beatrice Boyer, Wm. Bauer, Jr., H. R. Goette, A. Crossman, A. Crosson, Miss H. Hatfield, Miss Lillian Allen, Oran C. McRae.

CLOSING A SATISFACTORY YEAR

"Nineteen Twenty-two was a big year for the sales of K. E. automatic stops," stated Thomas Kirkman, president of the Kirkman Engineering Corp., New York City. "The demand for K. E. and Simplex record cleaners was also better than in 1921. Business is continuing good and most orders for the stops specify immediate delivery. We believe that the coming year will undoubtedly even surpass our 1922 record."

A reliable combination—

Okeh Records

The Records of Quality

and Independent Service

You can always rely upon Okeh Records for early releases on all the popular song and dance hits, and a well-balanced monthly release; to sell as fast as they are released; to make satisfied, friendly customers.

You can rely upon Independent Service to be operating at its best, for your interests, at all times; to have on hand continually a complete line of Okeh Records; to be able to fill your most urgent wants immediately.

If you are not already an Okeh dealer it will pay you to investigate our unique sales plan.

INDEPENDENT JOBBING COMPANY
122 East Centre Street, N. GOLDSBORO, N. C.

Everybody's
Runnin' Wild
 With **"LOOSE FEET"**
 "You can't go wrong
 With any FEIST song"
 The Two New Hits for The New Year

CELEBRATE ANNIVERSARY OF AEOLIAN CO. PRESIDENT

Henry B. Tremaine, Honored by Aeolian Co. Representatives Throughout the World on Twenty-fifth Anniversary of His Assumption of the Presidency of That Company

During the week of November 20 to 25, inclusive, the Aeolian Co. and its representatives throughout the world participated in the celebration of International Duo-Art Week in commemoration of the twenty-fifth anniversary of the regime of Henry B. Tremaine as president of the Aeolian Co., during which period the development of the company as a factor in the musical instrument industry of the world has been most pronounced.

The celebration was in the hands of a general committee of one hundred, made up of prominent lights in musical and industrial circles throughout the world, and special programs of music were arranged for each day of the week, from Monday, which was "International Music

Day," to Saturday, celebrated as "Popular Music Day." The programs were carried out simultaneously by Aeolian Co. representatives throughout the world.

During the week Mr. Tremaine was presented with a solid gold cup by a hundred or more Aeolian Co. representatives, and with a silver cup by the officers and directors of the Aeolian Co. He also received messages of congratulation from all parts of the globe, Norway, South Africa, and even Japan, Java and the Dutch East Indies.

A noteworthy feature of the week was the message received by Mr. Tremaine from the Vatican notifying him of his appointment as a Chevalier in the Order of St. Gregory the

Great. The cable announcing the appointment was signed by Cardinal Gasparri.

Mr. Tremaine has already been decorated with the Cross of the Legion of Honor by the French Government and has seven royal appointments from the courts of Europe for his achievements in the field of music.

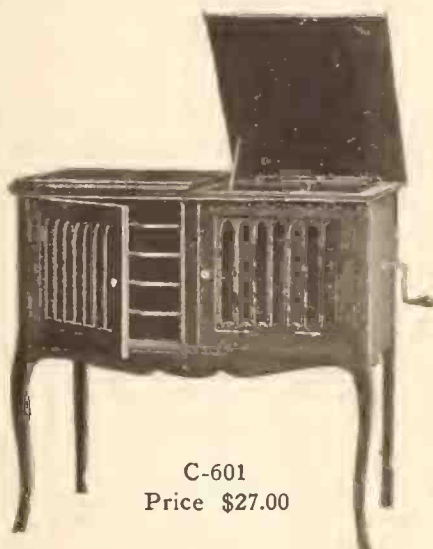
Although the celebration was devoted chiefly to the exploitation of reproducing pianos upon which the business of the Aeolian Co. was founded primarily, the fact that a majority of the company's representatives handle and feature Vocalion phonographs and Vocalion Red records gave to those products a prominent place in the celebration.

Even the radio was enlisted to assure the success of the program, Mr. Tremaine broadcasting a message from Station WJZ on Tuesday evening and one of the chief concerts being broadcasted from that station. This pleased a big army of Aeolian Co. admirers.

Columbia A-2 Grafonola and The Long Console

Here is your chance, Mr. Dealer, to cash in again on all the Columbia A-2 Model Grafonolas that you have sold. Every owner can make a handsome console out of his A-2 Grafonola in a jiffy with one of these Long Console cabinets.

The A-2 Grafonola slips easily into one compartment of the Long Console, through the back, no bother, no trouble. Cash in on this easy way to make another sale.



C-601
Price \$27.00

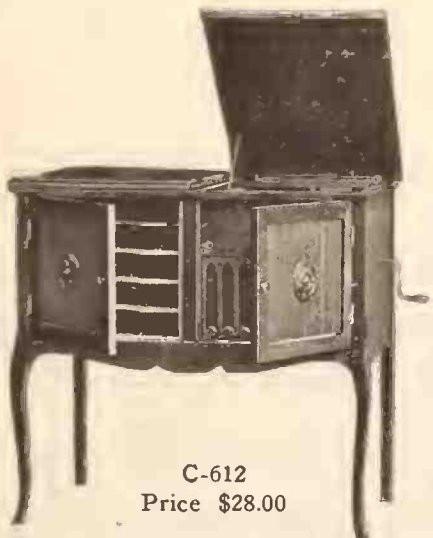
Specifications:
Made in dark red Mahogany only. Two-piece top. 36 inches long, 34 inches high, 22 inches deep.



C-603
Price \$29.00

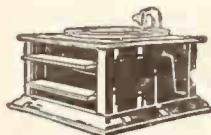


C-611
Price \$30.00

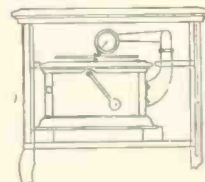


C-612
Price \$28.00

Greetings
IT is a pleasure to wish the trade a MERRY XMAS and a Happy and Prosperous NEW YEAR.



Columbia A-2 Grafonola



The Geo. A. Long Cabinet Co.
HANOVER, PA.



The "Cielo e Mar," from the opera *La Gioconda*, is the finest of all Ponchielli's beautiful arias. In the long curving phrases of this rapturous song of moonlight and love Puccini, the pupil of Ponchielli, found the inspiration for his greatest work.

Charles Hackett's singing of this famous aria makes the most delightful record of this selection ever produced. 98040 in the December list.

**Columbia Graphophone Co.
NEW YORK**

COURT DISMISSES COUNTER-CLAIM

Interesting Decision Handed Down in Repeater Litigation—Arguments on Original Suit to Be Heard Shortly in U. S. District Court

Judge Rellstab in the District Court of the United States, District of New Jersey, handed down an interesting decision on December 5, whereby the counter-claim in the suit of Edmund S. Geer and the Walbert Manufacturing Co. vs. the Zenith Manufacturing Co. was dismissed. In this suit Mr. Geer filed a plea for an injunction, accounting and damages against the Zenith Manufacturing Co., of Newark, on the grounds that this company had infringed the Geer record repeater patents. In its answer the Zenith Mfg. Co. maintained that the Walbert Mfg. Co. and the Gold Seal Co., manufacturing Geer and Gold Seal repeaters, were infringing the Leisenring patents which the Zenith Mfg. Co. owned. In handing down his decision dismissing the counter-claim Judge

Rellstab called attention to the fact that the defendant had acquired its alleged rights to the cause of action stated in its counter-claim between the time of the commencement of the plaintiff's action and the filing of the defendant's counter-claim.

Arguments on the original suit filed by Mr. Geer and the Walbert Mfg. Co. against the Zenith Mfg. Co. will be heard soon.

SETS PACE IN GRAFONOLA SALES

HARRISBURG, PA., December 11.—Twenty-eight Columbia Grafonolas sold each day is the record established by William F. McDaniel, manager of the Grafonola department of Miller Kades, exclusive Columbia dealer, of this city. Two canvassers, one closer and two trucks are the accessories used to bring about this most excellent record. Community clubs of twenty-five members in surrounding communities are formed, meaning the sale of twenty-five machines and 250 ten-inch records to each.

LUDWIG BAUMANN & CO.'S NEW HOME

Prominent New York Furniture House Has Elaborate Talking Machine Department on First Floor of New Building

Ludwig Baumann & Co., one of the largest retail furniture houses in New York City, have just moved into their new building which has just been completed at 500 Eighth avenue. This company has carried on a talking machine business in conjunction with their furniture business for some years past, and has been very successful, especially with the sales of higher-priced machines. This department has been given a very desirable location on the first floor of the new store where modern equipment has been installed, including twelve booths for the hearing of records, as well as a modern counter and record racks. This construction was installed by the Unit Construction Co., well known in the talking machine trade for its installations. Henry Conn, who supervises the activities of this department, is very enthusiastic about prospects for future talking machine business, and predicts a continued growth of this business that will more than warrant the expenditure entailed in giving the talking machine department this new equipment and such a desirable location in the store.

FELT

We are prepared as never before to give prompt delivery.



Turntable Felt

The name of a special product made by the American Felt Company for the Talking Machine Trade.

It possesses features which distinguish it from Felts made by this company for other purposes.

Only our special Turntable Felt is good enough for leading Talking Machine Manufacturers, who use it exclusively.

American Felt Company

TRADE MARK



BOSTON
100 Summer St.

NEW YORK
114 East 13th St.

CHICAGO
325 So. Market St.

NEW FACTORY IN INDIANAPOLIS

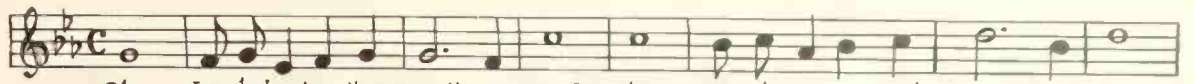
International Dayton Products Co. Opens Branch in That City for Manufacture of Organola—Instrument Has Unusual Features

INDIANAPOLIS, IND., December 9.—The International Dayton Products Co., of Dayton, O., has opened a factory branch in this city. The offices are in the Occidental Building. N. J. Matheny, of Dayton, is in charge as manager. The branch selling organization is known as the Indianapolis Organola Co.

The Dayton company has been manufacturing and selling the Organola for some time past, according to Mr. Matheny. The instrument is sold as a modification of the talking machine, the feature of the construction being twenty-seven fiber organ pipes arranged in five octaves.

In the Organola the tone arm, similar to the tone arm of other recording instruments, connects with a sound chamber in which Mr. Matheny explains, the sound waves are distributed in uniform, even lengths to the organ pipes.

THE TRAIL TO LONG AGO DECEMBER RECORDS VICTOR BRUNSWICK EDISON PATHE OKEH **WHEN YOU LONG FOR A PAL WHO WOULD CARE**
ORDER FROM YOUR JOBBER Published by McKinley Music Co. Chicago-New York



Oh, La-dy Luck, won't you smile on me? I've wait-ed so long and pa-tient-ly,

LADY LUCK

A GEM SONG FROM THE NEW MUSICAL COMEDY

"UP SHE GOES" by the writers of "IRENE"

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

IMPORTANT RADIO PATENT SUITS

Radio Corporation Files Suit on Vacuum Tube Patents—Action to Be Tried Early in Year—Outcome of Interest to Industry

A patent action of considerable importance to the radio industry has been started in the United States District Court, Southern District of New York, by the Radio Corporation of America, against A. H. Grebe & Co. and the J. H. Bunnell Co., as joint defendants. The complaint alleges infringements of five specific patents concerning the vacuum tube.

The first of two suits instituted against the Grebe and Bunnell companies involves the two DeForest patents, 841,387 and 879,532. The former covers the vacuum tube as a so-called audion amplifier and the latter covers the well known "grid" structure of the modern "triode" or three element vacuum tube. This suit is the more important of the two. The two De-

Forest patents were transferred to the American Telephone and Telegraph Co. by Dr. Lee De Forest, of the De Forest Co. The title of these patents has been given to the Radio Corporation of America, together with the right to sue under them for the purpose of this suit and other specific suits.

An interesting feature of the situation created by this action is the position of the seventeen licensees of the Armstrong regenerative patent. These manufacturers were the original licensees and at the time the Westinghouse Electric & Manufacturing Co. took over the Armstrong patent, they did so subject to the licenses and agreements outstanding. The Armstrong licensees have formed a corporation, the directors and officers of which are in each case representatives or owners of Armstrong licenses. It is said that this corporation will co-operate with the Grebe Co. in the defense of the action.

The second suit involves comparatively

minor patents which are alleged to be infringed. The action will probably be tried some time early in the new year, and the outcome will be of keen interest to the entire radio industry.

NEW MANAGER OF WIDENER'S, INC.

NEWARK, N. J., December 11.—L. A. Dexter, for several years connected with the outside sales staff of Widener's, Inc., Columbia dealer, of this city, and more recently in charge of the Hartford, Conn., branch of the concern, has been made manager of the local store. George Turner, who has been with the staff of the New York store for the last three years, has been made assistant.

The Gruett Drug Co., of Merrill, Wis., has secured the franchise for Columbia Grafonolas and records in that city. A complete stock has already been installed.

HAVE YOU THOUGHT

That it is absolutely impossible to secure real satisfaction from your Talking Machine unless you use a Good Needle? Why not then secure only the best and

Always Insist on Getting

DE LUXE NEEDLES

Sample Needles Gladly Furnished

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles
ANSONIA, CONN.



Full Tone

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

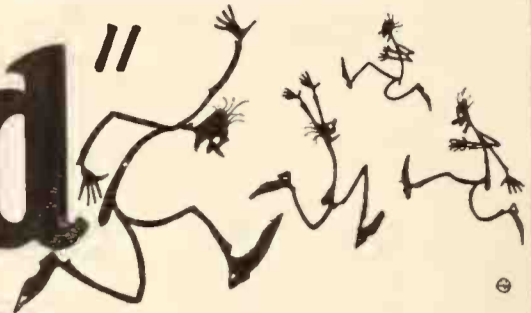
PLAYS 100-200 RECORDS



Medium Tone

Three for 30 cents (40 cents in Canada)
LIBERAL TRADE DISCOUNTS

“Everybody’s
Runnin’ Wild”
 With **“LOOSE FEET”**
 “You can’t go wrong
 With any FEIST song”
 The Two New Hits for The New Year



CLOSES LARGE RADIO BUSINESS

E. E. Bucher, Sales Manager of Radio Corporation of America, Books Large Orders—Jobbers and Dealers Keenly Interested in Sales Possibilities of Radio—Lyon & Healy Closing an Excellent RCA Pre-holiday Business

E. E. Bucher, sales manager of the Radio Corporation of America, manufacturer of RCA products, returned to his desk in the Woolworth Building a fortnight ago after a four and one-half weeks' trip, which included a visit to thirty-two trade centers in the Middle West. Mr. Bucher's trip was decidedly interesting and profitable, as he secured orders for RCA products totaling over three-quarters of a million dollars.

In many of the cities that he visited Mr. Bucher was the guest of honor at dinners given by the Rotary Clubs, Chambers of Commerce and other civic organizations, which evinced a keen interest in the progress and development of the Radiola. Mr. Bucher gave demonstrations of RCA products at all of these banquets, and invariably the merchants in attendance were amazed at the phenomenal results that he attained.

In a chat with *The World* Mr. Bucher stated that the results of his trip were far beyond all expectations, and that wherever he visited there was a feeling of confidence and optimism regarding the outlook for radio that

was most encouraging. In the leading trade centers Mr. Bucher found that the successful electrical jobbers were running as high as 40 per cent of their total business in radio, and



E. E. Bucher at His Desk

that special attention was being given to the development of radio sales.

In Chicago Mr. Bucher conferred with Marquette Healy, president of Lyon & Healy, RCA distributors, and was delighted to find that this famous house was closing a splendid wholesale radio business. Mr. Bucher demonstrated the

new Radiola Grand to Mr. Healy, who was so pleased with its many qualities that he placed large orders for immediate deliveries. Whenever he visited Mr. Bucher offered the jobbers and dealers every possible form of co-operation and in many cases this co-operation proved of practical value to the merchants handling RCA products.

BIG DEMAND FOR “TALKER” TOYS

National Co. Enjoys Exceptional Demand for Novelties During Year

BOSTON, Mass., December 11.—The National Co., manufacturer of talking machine toys, has found 1922 an exceptional year. W. A. Ready, president and general manager of the company, stated to a representative of *The World*: “We are happy to say that this year's business has far exceeded that of last year despite the fact that we found the first three months of this year exceptionally quiet. Our Fall business has been far ahead of any Fall business since the boom year of 1919. The “Magnetic Dancers” have proved far more popular than we anticipated and at the same time the sales on the “Rastus Family” have been increased and have far exceeded our expectations. If sales are any indication of the general trend of conditions in the phonograph industries, then, certainly, there is prosperity in store for everyone during the coming year.”

A. E. SATHERLEY IN NEW POST

Appointed Manager of New York Recording Laboratories in Gotham—Succeeds A. J. Baum—Has Had Wide Experience

A. E. Satherley, who for the past twelve years has been connected with the New York Recording Laboratories and its subsidiary organizations, and who in the past has made his headquarters at the factory of the company, Port Washington, Wis., has been appointed manager of the New York recording rooms of the company, succeeding A. J. Baum.

Mr. Satherley will have associated with him Al Hausman, who was a member of the Columbia Graphophone Co.'s recording staff for a period of years, and Charles Prince, who will act as musical director. The New York offices of the company, 1140 Broadway, have undergone a reorganization and plans to extend the activities of these offices have been arranged. Under the new arrangement recording, plating and pressing of records will be at one source.

DOING EDUCATIONAL WORK

Miss Donzella Cross, special representative of the Victor educational department of Sherman, Clay & Co., has returned to Los Angeles after several months' absence in San Francisco, where she was engaged in the same work for the northern part of the territory.

REGINA

PHONOGRAPH DE LUXE

The instrument of incomparable tone, that plays any record better than you have ever heard it played before.

Complete line of table, upright and console models.

Prices to the Trade Range from

\$8.50 to \$125.00

Cabinets of beautiful design and finish, improved motor equipment.

Dealers write us: The Reginas now in homes are making lots of friends; people come in and ask for them. Watch us increase our sales.

Cash in on the Regina; now is the time. Also Regina Music Boxes with or without phono. attachment.

Regina Hexaphones and Mandolin orchestrions.

Regina tune discs and parts for any instrument ever manufactured by the Regina Co.

Send for particulars on territory arrangements.


MUSICAL INSTRUMENT SPECIALTY CO.

Manufacturers

RAHWAY

NEW JERSEY

“Everybody’s
Runnin’ Wild”
 With **“LOOSE FEET”**
 “You can’t go wrong
 With any FEIST song”
 The Two New Hits for The New Year



PORTLAND, ORE.

*Many Changes in Trade—Hold Edison Tone Test—Starr Co. Moves
 Offices—Seiberling & Lucas to Move—Other Trade Activities*

PORTLAND, ORE., December 8.—The first Edison tone test of the season was held recently in the Municipal Auditorium when the Dann Trio and Harvey Hindermyer, tenor, were presented under the auspices of the Reed-French Piano Co. of this city. The artists presented a very interesting program that served to demonstrate most impressively the reproducing qualities of the Edison to an enthusiastic audience.

Harry Marshall, district manager for Oregon of the Edison company, entertained with a dinner for the artists during their visit, inviting all Portland Edison dealers to meet them.

The Starr Piano Co. has moved its offices and warerooms from 320 Blake-McFall Building to 22 North Tenth street, near Burnside. Charles Soule, wholesale representative, says: “We made the move primarily to have a more convenient location for our shipping purposes and to be in a more accessible location for our dealers. Our motto is ‘service’ and in our new location on the main floor we are able to make a shipment at any hour of the day, where before we were at the mercy of the elevator man supplied by the building, who did not work after hours under any circumstances.” Mr. Soule announces good business in Starr phonographs and says the Gennett record business is going ahead by “leaps and bounds.”

The Seiberling & Lucas Music Co., for the past eight years at 125 Fourth street, will move on the first of the year to 151 Fourth street, where they have secured a ten-year lease on the four-story Greenfield Building, formerly occupied by the Graves Music Co. The building is rein-

forced concrete and will be remodeled and made modern in every way to suit the needs of the music company, who expect to have the finest and most complete music house in the city.

Ernest Stitts, formerly with the Wyckoff-Verriender Co., of Pasadena, Cal., has been added to the sales force of the Meier & Frank phonograph department.

How to keep physically fit by the use of the phonograph was demonstrated in a splendid way by Charlotte Chesley, “champion” health record sales girl of the phonograph department of Meier & Frank Co. Miss Chesley and a corps of attractive and athletic assistants recently held full sway in one of the main windows on Sixth street, going through all the exercises to the strains of the Wallace reducing records, all guaranteed to keep one “young,” “slender” and “beautiful.” Placards announcing the benefit to be derived from such exercises were displayed and interested crowds were in attendance all day watching these attractive, healthy-looking maidens.

M. Davis, district manager of the Brunswick-Balke-Collender Co., has been so busy keeping up with his out-of-town business and supplying orders of his Portland dealers that he is harder to get in touch with than the President of the United States. However, Brunswick dealers in the city, viz., Wiley B. Allen, Edwards Furniture Co., Powers Furniture Co., and others, all report excellent business and say the new model “York” is a “knockout.”

G. F. Johnson, of the G. F. Johnson Piano

Co., reports excellent business in the Cheney phonograph. Mr. Johnson reports advance sales for Christmas very good and anticipates that a record will be set by the end of the month.

Arthur Stein, manager of the Victrola department of Sherman, Clay & Co., reports November business far beyond last year and believes the December sales will be far in excess of business done during the holiday season of last year. Vancouver Barracks were furnished last month with two beautiful electric Victrolas 300, by this department, one to the headquarters company and one to Company F. School marches have also gone strong during last month, according to Mr. Stein, who says that the Music Week activities and the coming music memory contest are partly responsible for the added interest.

“Everything in Talking Machines” is the motto of the Hyatt Talking Machine Co., dealers in Brunswick, Columbia, Victor and Edison phonographs, and from reports received business in all lines is more than good and getting better all the time.

E. B. Hyatt, president of the Oregon Music Dealers’ Association, extended invitations to dealers of the Association and their friends to attend a dance to be given December 16.

Elmer Hunt, wholesale manager of Sherman, Clay & Co., announces the change of the Victor account from the Owl Drug Co., of Astoria, Ore., John T. Ray, proprietor, to the Astoria Drug Co., Inc., consisting of P. Paulsen, G. A. Hellberg and F. O. Berg, who bought out the interest of Mr. Ray, who retired.

A complete music store is being installed at Tillamook, Ore., by J. E. Berry, who will carry the Victor line.

H. L. Stoner, who for the past year has been connected with the G. F. Johnson Piano Co., has gone to San Francisco and joined the forces of Kohler & Chase.

OLYMPIC RECORDS

10 Inch Double Disc
 LIST PRICE 50 CENTS

Latest Popular Hits

DANCE

- 1410 { Cowbells (Fox-trot)Broadway Melody Makers
 I Wish I Could Shimmy (Like My Sister Kate) (Fox-trot),
 Southern Five
- 1411 { Suez (Fox-trot)Broadway Melody Makers
 Carolina in the Morning (Fox-trot),
 Broadway Melody Makers
- 1412 { Cock a Doodle-Do (Fox-trot).....Novelty Syncopaters
 To-morrow (Fox-trot), Vocal Chorus...Novelty Syncopaters
- 1413 { Homesick (Fox-trot).....Broadway Melody Makers
 Lovin’ Sam (Fox-trot).....Broadway Melody Makers
- 1414 { ChicagoNovelty Syncopaters
 You Gave Me Your Heart (Fox-trot), Vocal Chorus,
 Novelty Syncopaters
- 1415 { Away Down South (Fox-trot).....Melody Dance Players
 Toot, Toot, Tootsie (Fox-trot).....Melody Dance Players

POPULAR VOCAL RECORDS

- 1510 { Three o’Clock in the Morning (Tenor Solo), Orch. Acc.,
 Jack Duffy
 - { Yankee Doodle Blues (Tenor Solo), Orch. Acc....Arthur Hall
 - { Nelly Kelly, I Love You (Tenor Solo), Orch. Acc.,
 Billy Edwards
 - 1511 { All Over Nothing at All (Tenor Solo), Orch. Acc.,
 Benny Davis and the Indiana Syncopaters
 - { Who’ll Take My Place When I’m Gone? (Tenor Solo),
 Orch. Acc.Jack Duffy
 - 1512 { Homesick (Tenor Solo), Orch. Acc.,
 Benny Davis and the Indiana Syncopaters
- CHRISTMAS RECORD**
- 1610 { A Visit From St. Nicholas (Christmas Story for
 Children)Victor Fletcher
 - { Santa Claus Hides in the Talking Machine (Christmas
 Story for Children)Victor Fletcher



Complete catalogue of Operatic, Standard, Instrumental Records on request

FLETCHER RECORD COMPANY, Inc., 156 Meadow Street, LONG ISLAND CITY NEW YORK



I get so blue thru and thru when the leaves come a tum-ble-ing down from the trees,

The Big Boston Fox Trot Hit

When The Leaves Come Tumbling Down

HEAR IT NOW!

You can't go wrong
With any FEIST Song

OKEH JOBBER DOUBLES SPACE

New York Okeh Wholesaler Leases Additional Floor Space—Sales Steadily Increasing—Plan Increased Service During New Year

In order to handle its fast-growing business, the New York wholesale distributing division of the General Phonograph Corp., distributor of Okeh records in this territory, has leased the second floor of the building at 15 West Eighteenth street, New York. The company has maintained offices at this address for the past year, occupying the main floor, but sales increased so steadily that it was found necessary to secure additional space to handle the requirements of the trade which could not be done most efficiently before.

E. B. Shiddell, general manager of the New York distributing division, is enthusiastic regarding the sales possibilities for Okeh records in this territory, particularly as sales for the past few months have shown a tremendous increase over any period in the history of the organization. With the lease of the second floor there is available more than twice the space formerly occupied, and 1923 service to Okeh dealers will therefore be augmented to a considerable degree.

WEYMANN & SON SUFFER FIRE LOSS

PHILADELPHIA, PA., December 13.—H. A. Weymann & Son, Inc., Victor wholesalers, suffered a loss estimated at \$50,000 by fire which broke out in the company's building yesterday. It is stated that there will be no interruption in business.

BUSINESS TO BE A THIRD BETTER

Talking Machine Business May Be Expected to Register a Substantial Gain in 1923, Says Ralph L. Freeman, Director of Distribution, Victor Talking Machine Co.

Ralph L. Freeman, Director of Distribution of the Victor Talking Machine Co., said when interviewed by *The World*:

"Of course, the most important development affecting our industry in 1922 has been the gen-

eral improvement in fundamental conditions. In the trade itself the liquidation of inventories of goods that could not stand the strain of a competitive market, the correction of past mistakes

in buying, the balancing of stocks and the elimination of irresponsible manufacturers mark mile posts on the road of progress.

"As to next year our feeling is that general conditions will be a full third better than in 1922, that the talking machine business will be larger in at least that degree and that standard trade-marked products will enjoy the preference they merit. Our production schedules up to May already in our factories are based on this expectation.

"We believe there already is a noticeable change in demand favoring records of selections of a higher class than those that had such a considerable vogue in the recent past and that this promises to be a feature of next year's business."

PAUL WHITEMAN OPENS TRIANON

Paul Whiteman and His Orchestra Open Trianon and Are Paid \$25,000 for One Week

CHICAGO, ILL., December 11.—Chicago, for the first time in its musical history, turned out en masse during the week of December 4 to welcome a twentieth century musical organization. The welcome was for none other than Paul Whiteman and his orchestra, who played one week at the new Trianon ballroom.

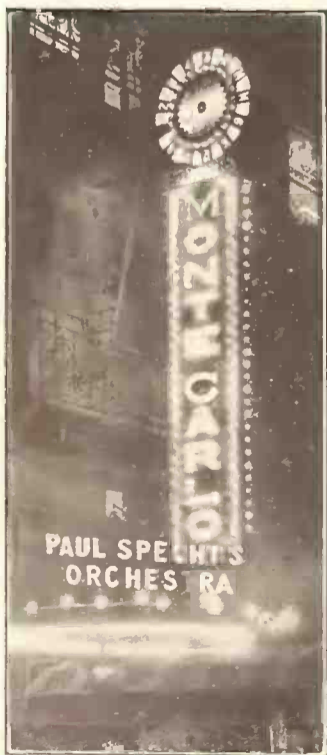
Paul Whiteman and his orchestra, as everyone knows, are exclusive Victor artists and for the week's showing this organization was paid \$25,000. This amount goes on record as being the largest sum ever paid a dance orchestra.

Thousands of people who have visited the Trianon during Mr. Whiteman's stay here are



Ralph L. Freeman

eral improvement in fundamental conditions. In the trade itself the liquidation of inventories of goods that could not stand the strain of a competitive market, the correction of past mistakes



New York's Newest and Most Exclusive Rendezvous.

Holiday Greetings to Columbia Dealers

from the

PAUL SPECHT ORCHESTRAS

Offices: 1591 Broadway, New York Phone: Bryant 3845

PLAYING

Rhythmic Symphonic Syncopation All Over the World for Keith Vaudeville—
In the Finest Hotels, Cafes, Clubs and Ball Rooms—

For Columbia Records in America and England—

With Buescher Instruments.

QUALITY—SERVICE—GENTLEMEN

now in a position to appreciate what a truly great organization he conducts. They are also in a position to appreciate how faithfully his records portray his art.

The Trianon is said to be the most beautiful ballroom in the world and cost more than a million dollars to erect, the best architectural and decorative thoughts in the country being drafted for its construction. On the night of its formal opening Chicago's society danced for charity and the occasion was known as the "Bal Fantastique." It was given for the benefit of the Illinois Home and Aid Society and the entire building, its operating forces and orchestra were donated to the cause.

On the occasion of Paul Whiteman's appearance here Ferdinand A. Buescher designed, made and fitted out completely the entire orchestra with a set of Buescher gold instruments said to cost about \$10,000.

BUSINESS WILL COME TO WORKERS

Geo. W. Hopkins, Vice-president and General Sales Manager of Columbia Graphophone Co., Tells Why Next Year's Prospects Are Bright—Stresses Salesmanship

In discussing the developments of the year in the talking machine trade and the prospects



George W. Hopkins

for business for the coming year George W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co., said to The World:

"Elimination of nondescript phonographs, which, like the mule, have no pride of ancestry or hope of posterity, means increasing business for those manufacturers who are building the industry.

"Business will come, however, only to those who will work.

"Storekeepers will take a back seat for merchandisers or salesmen out of retail stores.

"The go-getter type of merchant will find 1923 a happy and prosperous year.

"Quality merchandise will win the business if backed by an aggressive sales policy.

"The salesman who will be welcome in your store will be the man who conveys, not displays knowledge. At 12:01 o'clock January 1, 1923, we will be ready to go."

OKEH BETROTHALS NUMEROUS

There has been an epidemic of betrothals this week at the executive offices of the General Phonograph Corp., 25 West Forty-fifth street. Among the young ladies who are wearing handsome diamond rings are Miss Elsa Schumacher, secretary to W. G. Pilgrim, treasurer of the company, and Miss Beatrice Demhoff, of the billing department. Miss Schumacher is the "veteran" of the secretarial and clerical force at the General Phonograph Corp.'s executive offices, as she has been identified with the company since its inception.

TWO OKEH DINNERS TO STAFFS

Otto Heineman Host to Members of Executive Staff—Employees of Offices Dined

Otto Heineman, president of the General Phonograph Corp., was the host at a dinner given to the members of his executive staff at his home in the Hotel Majestic on Tuesday evening. All of the executives and heads of the departments at the executive offices, together with the executives in the recording division and the distributing division, were present, and Mr. Heineman, as usual, was a host par excellence.

On Thursday evening, December 14, all of the employees of the executive office, recording division, distributing division, Newark factory, together with all of the executives, were the guests of the company at a dinner and dance given at the "Maisonette" on West Forty-fifth street. This was the usual Christmas party given by the company and this year it was held somewhat earlier owing to the fact that Mr. Heineman sails for Europe on Saturday.

DEATH OF JOHN WANAMAKER

Famous Merchant Prince Dies at Age of Eighty-four—World Renowned as Merchandising Wizard—Passing Deeply Regretted

John Wanamaker, head of the famous New York and Philadelphia retail establishments bearing his name, died at his home on Tuesday, after an illness of several months. Mr. Wanamaker, who was eighty-four years of age at the time of his death, was recognized internationally as one of the greatest retail merchants the world has ever known.

Many years ago Mr. Wanamaker realized the tremendous sales possibilities of the talking machine and established talking machine departments in the New York and Philadelphia stores that have won recognition as model talking machine departments. For a number of years the house of John Wanamaker was a Victor distributor and in recent years it has carried several lines of talking machines with the Victor as a leader.

Okeh



Records

Get on the Okeh Band Wagon

There is still time to cash in on the tremendous demand for Okeh records, and thereby roll up a big holiday business.

Our prompt service on shipments will be maintained right up to the last minute.

Dealers everywhere are cashing in now. You ought to get your share of the extra profits there are in supplying your trade with Okeh and Odeon records.

Write, wire or 'phone today for our dealer offer.

GENERAL RADIO CORPORATION

Walter L. Eckhardt, President

624-628 Market St., PHILA.

806 Penn Ave., PITTSBURGH

Distributors for Radio Corporation of America. Complete stock of Westinghouse, General Electric and wireless specialty apparatus.

Also distributors for Strand Phonographs. Handsomely designed, perfectly toned.



To our friends who attended our housewarming —
to those who were unable to do so—in
fact to the entire industry
— we wish

**A Merry Christmas
and
A Happy New Year**

OTTO GOLDSMITH, *President*

The CABINET and ACCESSORIES CO., Inc.

Distributors of Phonographs, Cabinets and Accessories

3 West 16th Street

NEW YORK

TELEPHONE WATKINS 2777-2778

A FEW SALT LAKE CITY BRIEFLETS

SALT LAKE CITY, UTAH, December 9.—Although merchants in many lines are complaining right now the music dealers, with scarcely an exception, seem to be enjoying a good business. There is nothing in the nature of a boom, perhaps, but the turnover is ample in volume and steady.

Stone & Co., 44 West Second South street, have announced through the press their intention of closing out here and moving to New York, where they will continue as wholesalers and manufacturers. Since this decision was made, however, Mr. Stone states that the local store may be continued by the company as a branch.

Music merchants, as well as others, are much interested in the announcement that "Steel City," a new community, is to be founded between Provo and Springville. It is an outgrowth of the new steel industry in the State.

Fred A. Bain, of the John Elliott Clark Co., Victor wholesaler, says his company cannot get shipments fast enough to supply the demands

of his trade. The Style 210 Victrola appears to be the big favorite.

The Glen Bros.-Roberts Co. made a big hit with a recent window display of John McCormack's record of "Three o'Clock in the Morning," resulting in many sales of sheet music, records, rolls and everything. The display was made up of a huge clock with hands pointing to 3 a. m. The face was transparent and through it were seen the shadows of couples dancing.

A recent visitor was William Schonian, Jr., of the Schonian Furniture Co., Duchesne, who reported that the turkey industry was helping that section.

Miss Beth Erickson, of the Educational Department of the John Elliott Clark Co., has returned from a three weeks' tour of Montana during which she met and addressed Boards of Education and groups of teachers and students. She reported her trip to be most successful.

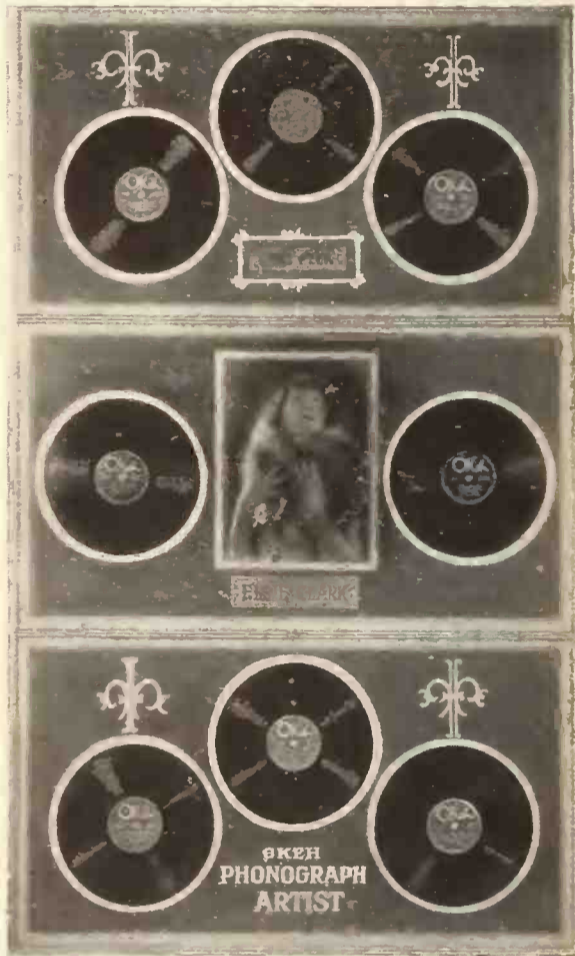
The Daynes-Beebe Music Co. gave each employe a big fat turkey for Thanksgiving in recognition of the loyalty and hard work of the staff during its recent big sale.

OKEH ARTIST'S PUBLICITY

Miss Elsie Clark Uses Unique Publicity—Lobby Sign Attracts Considerable Attention

The accompanying illustration represents a unique idea worked out by Miss Elsie Clark, well-known vaudeville star and Okeh artist, in conjunction with her manager. Miss Clark is well known to vaudeville-goers throughout the country, and the lobby sign that is shown herewith was designed to impress upon the public that Miss Clark makes Okeh records.

Miss Clark's manager, Mr. Story, paid particular attention to the quality of the sign, and



Miss Clark's Unique Okeh Theatre Sign the frame is made of wood, handsomely gilded and carved with a green plush background, the borders, designs and lettering being finished in gold. The records are applied by means of screw bolts, making the entire device interchangeable. This sign serves a double purpose, for it not only informs the public that Miss Clark is appearing at the particular theatre featuring the sign, but represents splendid publicity for her Okeh records.

NEW 12-INCH GOLD SEAL REPEATER

EVERY DEALER WHO HAS SOLD THE GOLD SEAL 10-INCH REPEATER CAN DUPLICATE HIS SALES AND PROFITS WITH THE NEW

GOLD SEAL REPEATER

The only 12-inch Repeater on the Market, and it sells for \$1.00 (dealer's discount 40%)

DISTRIBUTORS OF GOLD SEAL REPEATERS

- Baltimore, Md....Cohen & Hughes.
- Boston, Mass. ..Lansing Sales Co.
F. C. Henderson & Co.
Iver Johnson.
Eastern Talking Machine Co.
Sherman Sales Co.
- Buffalo, N. Y....Buffalo Talking Machine Co.
C. N. Andrews.
- Burlington, Vt. .American Phonograph Co.
- Chicago, Ill.....Lyon & Healy.
Walbert Mfg. Co.
- Cincinnati, O.....Sterling Roll & Record Co.
Ohio Talking Machine Co.
- Cleveland, O.....Cleveland Talking Machine Co.
- Columbus, O.....Perry B. Whitsit.
- Detroit, Mich.....Grinnell Bros.

- Elmira, N. Y....Elmira Arms Co.
- El Paso, Tex....W. G. Walz Co.
- Jackson, Fla....French Nestor Co.
- Kansas City, Mo.J. W. Jenkins' Sons Music Co.
- Los Angeles, Cal..Munson-Raynor Co.
- Mobile, Ala.....Wm. H. Reynolds.
- Newark, N. J....Collings & Co.
- New York, N. Y..Blackman Talking Machine Co.
Emanuel Blout.
C. Bruno & Son, Inc.
Silas E. Pearsall Co.
Greater City Phonograph Co.
Bristol & Barber.
Plaza Music Co.
Cabinet & Accessories Co., Inc.
S. B. Davega.

- Philadelphia, Pa..H. A. Weymann & Son, Inc.
Penn Phonograph Co.
The Talking Machine Co.
A. J. Heath Co.
Louis Buehn Co.
General Radio Corp.
- Pittsburgh, Pa....Standard Talking Machine Co.
W. F. Frederick Piano Co.
- Rochester, N. Y. E. J. Chapman.
- St. Louis, Mo....Artophone Corp.
- St. Paul, Minn....W. J. Dyer & Bro.
- Syracuse, N. Y...W. D. Andrews.
- Toledo, O.....Toledo Talking Machine Co.
- Washington, D. C.Cohen & Hughes.
E. F. Droop & Sons Co.

GOLD SEAL CO., Inc., 105 West 40th Street, New York City

JUST OUT!

New Arion Records which will bring the German trade in flocks to your store. Something Germans wanted, but could not get before.

THE FIRST TWO RECORDS

STAHL'S ORIGINAL GERMAN DANCE BAND
Recorded exclusively for Arion.

German Dance Music as it should be played. Nothing like it ever made before. Every German will want one.

Bogaroscher
505 Bogaroscher Walzer
Lieblings Polka

506 Ujgeler Walzer
Suzi heb dich Polka

2 Stahl Dance Records
will appear every month.

The Greatest German Hit Ever Produced!

A laugh every second—the funniest record ever made.

Facsimile of large chart given free with Record. Ernst Balle and Arion Quartet.

12-inch, \$1.25

504 Geh'n wier mal rüber zu Schmidt
O, du lieber Augustin

502 Vereinspraesidents
Geburtstag (mit Schnitzelbank) Schnadahüpfel.

ARION RECORD IMPORT

1501 Germantown Avenue

Philadelphia, Pa.

Importers of Polyphon Records

NEUESTER SCHLAGER

GEHEN WIER MAL RÜBER ZU SCHMIDT SEINER FRAU

Arion Record No 504 Price \$1.25
12-inch
von Ernst Balle mit Arion Vocal Quartet

ANNOUNCES THE RADIOLA FOUR

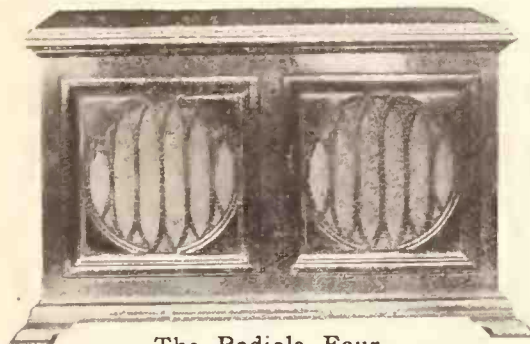
Radio Corp. of America Adds Handsome Instrument to Line—Will Be Advertised Extensively—Self-contained With Many Important Features That Will Interest Trade

The Radio Corporation of America, New York, manufacturer of RCA products, has just announced the addition to its line of the Radiola 4, and in all probability this instrument will be used as the keynote of the company's publicity and merchandising campaign during 1923. Deliveries of the Radiola 4 will be made subsequent to January 1, although it is possible that a small quantity of instruments will be ready around Christmas.

In referring to this new instrument, E. E. Bucher, sales manager of the company, terms it as a radio instrument for the "woman in the home." The Radiola 4, which has a number of distinctive features, will retail at \$275. It is a self-contained instrument, operated by dry battery tubes, a new type of tube being used termed the Radiotron 199A, which, it is stated, is much superior to anything used heretofore.

The Radiola 4 has a self-contained loud speaker, and with the exception of the outside antennae, is a complete unit. Tests have proven

that with an indoor loop this instrument is capable of receiving broadcasting within a distance of fifty miles, and with the average outdoor antennae the receiving distance is approximately 1,000 miles. It is equipped with a two-wave length range, and has other technical features which will undoubtedly make it one of



The Radiola Four

the most popular radio instruments of the present day.

The Radiola 4 lends itself admirably to high-grade publicity, as it is contained in a handsomely finished mahogany cabinet and has unlimited sales possibilities. This instrument has been in course of perfection the past year, and jobbers and dealers who have visited the RCA offices during the past few weeks are keenly enthusiastic regarding the future of the Radiola 4.

The Radiola Grand, retailing at \$350, is another RCA product that will be advertised extensively during the coming year, and this instrument, in combination with the Radiola 4, will give the Radio Corp. of America two products of timely appeal to the talking machine merchant.

PLAN TO MARKET NEW NEEDLE

PHILADELPHIA, PA., December 11.—The United Music Stores, of this city, have been engaged for some time in experimental work in connection with a new Black and White needle

which they intend to place on the market about the first of the year. An advertising and sales drive is being planned in the interest of this new product. These needles are especially adapted to records which reproduce one's own voice, according to Oscar Kerns, general manager, and this quality will be featured in the campaign.

DEMONSTRATES HEALTH RECORDS

J. C. Roush, of Standard Talking Machine Co., Arranges Interesting Program for Rotary Club Which Is Keenly Appreciated

PITTSBURGH, PA., December 11.—The Standard Talking Machine Co. conducted an interesting demonstration of the Victor Health Records before the Rotary Club of Pittsburgh at a meeting of that body on Wednesday of last week, the demonstration being arranged by J. C. Roush, president of the company, whose turn it was to provide the program for the club. A woman demonstrator gave an exhibition of the value of the records following a brief health talk, and the 150 members present were much interested in the various setting up and reducing exercises. The Standard Co. has furnished a corps of woman demonstrators to its dealers from the time the Victor Health Records were first introduced.

SALESMAN WANTED

Salesman traveling established territory, calling on talking machine and drug trades, can make large additional income through large initial commission and commission on repeat orders. No bulky samples required. Greatest line of semi-permanent needles on the market. Made by one of oldest, time-tried and proven concerns affiliated with phonograph industry from its inception. When replying state territory covered and period of time traveled. Address "Box 1241," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

FOR SALE

A well established music house in city of 50,000 in Michigan, handling nationally known instruments, phonographs a specialty. Best of reasons for selling. Possession at once for holiday trade. Address "Box 1225," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

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.

SITUATION WANTED—Am I Your Man?

8 years' experience manager retail and commercial traveler wholesale phonograph and record field, prominent lines. At present employed. Desire change where future prospects are brighter. Prefer wholesale. Highest references. 28 years old. Address "Box 1228," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Experienced talking machine salesman to act as assistant to sales manager and travel occasionally. Must be familiar with office details. Address Cohen & Hughes, Inc., Victor Distributors, Washington, D. C.

WANTED—Commission salesmen in different sections of country to sell a self-recording disc made of metal for which there is a great demand. An excellent item as a side-line. Address "Box 1229," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Experienced talking machine salesman to act as assistant to sales manager and travel occasionally. Must be familiar with office details. Address Cohen & Hughes, Inc., Victor Distributors, Washington, D. C.

WANTED—Position as traveler for phonograph manufacturer. Ohio preferred. Extensive experience in the phonograph line. Salary or commission. Address "Box 1232," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Position as manager of phonograph department. Experienced. I am a good salesman and closer and can train sales force to do their best. Victor and Brunswick experience. Also ten years selling pianos and players. Salary and commission. Indiana or Ohio preferred. Address "Box 1233," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Salesman calling on phonograph dealers to carry repeating device as side line. New repeater which is unquestionably the most popular one offered for sale. Send for sample and commission proposition. The Rapid Repeater Co., 226 Van Alst Ave., Long Island City, N. Y.

POSITION WANTED—American, 18 years' experience in talking machine laboratory. I can handle the work from the wax through to the finished stamper or matrix. Wish to hear from any company in need of an experienced man and capable of supervising. Address "Box 1221," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Live wire salesman wants to manage music store near Philadelphia. Prefer store handling Edisons and pianos. Excellent record. Address "Box 1230," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—By man of wide experience and acquaintance in wholesaling of phonographs, records and radio. Can act as district manager or handle entire outputs. Address "Box 1237," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Manufacturers or Jobbers. Can you use a man of aggressive personality, experienced in phonograph and record sales development, enjoying wide, friendly acquaintance and an excellent standing throughout entire New York State territory. If so, please communicate at once with "Box 1239," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

"RECORDION" PHONOGRAPH

of standard value—past and present—five upright—three console—1923 models. Offering the greatest dealer's opportunity.

At Your Service

COLUMBIA MANTEL CO.

175-177 Powers St. BROOKLYN, N. Y.

Real merit wins—The "Recordion" has it.

SPRINGS

VICTOR

1 1/4"x.022x18' 6" marine ends.....	No. 3014	\$.58
1 1/4"x.022x17' marine ends.....	No. 3014	.55
1 1/4"x.022x17' bent arbor.....	No. 5362	.57
1 1/4"x.022x13' bent arbor.....	No. 5423	.50
1 1/4"x.022x9' bent arbor.....	No. 5427	.42
1 1/4"x.022x9' bent each end.....	No. 6546	.42
1"x.020x13' 6" marine ends.....	No. 2141	.32
1"x.020x15' marine ends.....	No. 3335	.35
1"x.020x15' bent arbor.....	No. 5394	.38
1"x.020x15' bent each end.....	No. 6546	.43
7/8"x.020x9' marine ends.....	No. 988	.29

COLUMBIA

1"x.028x10' Universal.....	No. 2951	.33
1"x.028x11' Universal.....	No. 2951	.35
1"x.030x11' hook ends.....		.45
1"x11' for motor No. 1.....		.35

HEINEMAN

1"x.025x12' motors.....	No. 33 & 77	.33
1 3/16"x.026x19', also Pathé.....		.75
1 3/16"x.026x17'.....	No. 4	.59

MEISSELBACH

7/8"x10' motors.....	No. 9 & 10	.29
1"x9' motors.....	No. 11 & 12	.29
1"x16' motors.....	No. 16, 17 & 19	.49

SAAL-SILVERTONE

1"x.027x10', rectangular hole.....	No. 144	.42
1"x.027x13', rectangular hole.....	No. 145	.48
1"x.027x16', rectangular hole.....	No. 146	.58

BRUNSWICK

1"x.025x12', rect'glar hole, regular...No. 201	.45
1"x.025x18', rect'glar hole, regular...No. 401	.65
1"x.025x16', rect'glar hole.....	.58

KRASBERG

1"x12' motor 2A, pear-shape and rect. holes.	.49
1"x16' motor 3 and 4 on outer end.....	.60

EDISON DISC

1 1/2"x.028x25', regular size disc motors.....	1.47
1"x.032x11', Standard.....	.55
1 5/16", Home.....	.70
1 5/16"x18' type A 150, old style disc.....	1.28
1" Amberola 30-50-75.....	.56

SMALL MOTORS

7/8"x.023x10', marine ends, Hein. Col., etc....	.29
3/4"x.025x10', marine ends, Hein. Col., etc....	.27
5/8"x.020x9', marine ends.....	.21
1/2"x.020x9', marine ends.....	.18
Victor Gov. springs, No. 1729.....per 100	.95
Victor Gov. spring screws, No. 3304.....per 100	.92
Victor Gov. balls, n/style, No. 3302.....each	.07
Victor Gov. spring screw washer.....per 100	.72
Columbia Gov. springs, No. 3510.....per 100	.95
Columbia Gov. spring screws, No. 439.....per 100	.92
Columbia Gov. spring screw washers.....per 100	.72
Columbia Gov. ball, lead, flat and spring...	.08
Columbia Gov. ball, new style & spring...	.08
Turntable felts, all wool, green, 10", round.	.15
Turntable felts, all wool, green, 12", round.	.18

Terms, 2% cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N. J.

AVAILABLE JANUARY 1ST

Well-known and thoroughly competent sales executive will be open for engagement January 1st. Familiar with every phase of the wholesale merchandising of talking machines and has just "put over" difficult sales proposition. New connection must afford plenty of opportunity for growth and advancement, with compensation commensurate with success achieved. Address "Box L. R.," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

500

AMPLIFYING HORNS

AT A BARGAIN

These horns with castiron necks and high-quality woodwork were made by one of the largest manufacturers of reed products in the country. Measurements: 10 inches high, 15 inch front, 17 inches from centre of casting. Small quantities \$1.50 per horn, large quantities at an exceptionally low price.

FAVORITE MFG. CO., 105 E. 12th St.

Telephone: Stuyvesant 1666

WANTED—Salesmen that have been or are calling on electric or radio trade. See Mr. Rice, 6311 N. Clark St., Chicago, Ill.

FOR SALE

A well established needle business. Has been on the market for a number of years and is a going concern. Wide distribution among dealers throughout the country and well advertised. Trade name and good will rank high. Offers exceptional opportunity to secure a profitable business already organized. If interested address for full particulars "Box 1235," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

EXCEPTIONAL OPPORTUNITY

Manufacturer of first-class mica, with up-to-date plant, and owning mica mines, wants to enter into connection with capable and energetic man or firm who is acquainted with the leading phonograph manufacturers, and who could secure large orders on mica diaphragms for phonographs. Address "Box 1240," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

EXPERIENCED SALES EXECUTIVE

An experienced sales executive is open for a position with a standard, high-grade phonograph manufacturer who desires to secure New York representation. Is thoroughly familiar with the retail situation in Greater New York, knowing the dealers throughout the territory, and is in a position to give excellent representation to any manufacturer of high-grade quality machines. Please send full details regarding proposition to "Box 1238," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SALESMAN WANTED

We need an experienced talking machine salesman to represent prominent wholesale talking machine house in prescribed territory. To travel by car from residence to be established in territory. Address in strictest confidence, giving qualifications, etc., "Box 1236," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED

BACK ISSUES OF TALKING MACHINE WORLD. Desire to buy following back numbers: January, February and March, 1905; February and May, 1906; August, September, October and December, 1913. Address "Box 1231," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED

A jobber to handle output of a new phonograph needle factory which has a producing capacity up to 20 million needles weekly. Details on request. Write Drawer 520, Westfield, Mass.

SALESMEN WANTED

For territory not already closed. If you call on the music trade we have an attractive proposition for you. Small samples. Ready sellers. Excellent repeat business. Good commissions. Must furnish good references. For particulars address "Box 1234," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

Revival of Trade Coming Rather Slowly, Although Exports Increase—Change in Cabinets Has Little Serious Effect on Business—Interesting Annual Report of the Gramophone Co., Ltd., Shows Greatly Increased Profits—Talking Machine Helps in Elections—What the New Record Lists Have to Offer—Recording African Dialects for Study Purposes—The Question of Radio and Its Development—Plans Being Made for Convention of Federation of British Music Industries—Success of the Newspaper Propaganda—General News Happenings of the Month

LONDON, E. C., December 2.—Seasonable greetings to my readers; may they be not too dry during the festive period ahead!

Following closely upon your election in the U. S. A., the English parliamentary reference to the people has in a sense resulted in a repudiation of the Lloyd Georgian policy. The Conservative Party has secured a working majority over all other parties; in a word, we are under a new Government. Its policy is to be defensive, rather than offensive. That being a representation of vox populi, it must be accepted with every hope of a good result, which time alone can verdict definitely.

Apart from what must be expected by the turmoil of an election, it cannot be said that there has been any really serious disorganization of business; on the contrary, as far as the music trade is concerned, little or no trade effect can be registered. A steady sales progress has been felt for some time through every department of the gramophone business.

Machine trade is really good and on the record side some manufacturers have been compelled to run night shifts to keep pace with orders from jobbers and dealers. Though this period represents the Summer of our content, as it were, it is nevertheless pleasantly surprising that a semi-luxury trade such as ours should move along so satisfactorily considering the instability everywhere in evidence. Take our national trade. The latest returns show little indication of that effective revival so necessary to the resuscitation of industries generally and the absorption of the mass of unemployed. Compared with September, imports for October rose by over £9,000,000, re-exports increased by nearly £2,000,000 and exports declined to the tune of £2,112,256. A not very cheering schedule! The cost of food values has risen two points and worse still, unemployment, according to latest figures at time of writing, is again on the increase. Yet is the gramophone trade (if not actually prosperous) doing a very satisfactory turnover! Well might folks ask—will it last? Much may be expected of the new Government, but to my way of thinking, 'twere too soon to bank upon any radical improvement of the economic position, at least for some considerable time to come. Its policy has got to be proved, to pass the period of incubation and upon fruition only will it be possible to estimate the value of the new Government's direction of the country's interests. All one can say at the moment is that given a settlement of the Near Eastern troubles, the prospect of concentration upon steps to promote trade and thereby

alleviate unemployment, should result gradually in the stabilization of industries at home and abroad.

Financial Report of the Gramophone Co., Ltd.

The report for the year ended June 30 last shows a decided improvement in the trading and in the financial position of the "His Master's Voice" Co. The latter part of last year and beginning of this shares were quoted at as low as 15/-, but rose in gradual stages to 30/-. They are now quoted (time of writing) at 25/- ex-dividend. Compared with only £26,119 last year, the present fiscal year's trading has leaped up to £140,307. This permits of a declared dividend of 15 per cent, less tax, against 6 per cent last year. Comparative figures for 1922 and 1921 are interesting:

	1922.	1921.
Profit	£140,307	£26,119
Brought in	83,453	40,064
War contingencies fund transferred.....	46,048
Dividend equalization fund transferred.....	50,000
Available total	£223,760	£162,231
Debenture charges	£22,800	£22,800
Income and Corporation taxes.....	23,102
Directors' fees and tax	6,303	5,978
Preference dividend	5,000	5,000
Ordinary dividend, less tax—rate.....	15 p.c.	6 p.c.
Ordinary dividend, less tax—amount.....	112,500	45,000
Carried forward	54,055	83,453

The directors state that in recommending 15 per cent for the past year they consider that so large a distribution in proportion to the profits earned is justified only by the arrangement made as to preferential dividend at the time of the increase of capital in 1920, and by the sound cash position as shown in the accounts. The company's total assets, as shown by the balance sheet (irrespective of patents,

(Continued on page 174)



"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, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-laghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, 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. Haarbarger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

FROM OUR LONDON HEADQUARTERS—Continued from page 173)

trade-marks and good-will), and of the foreign branches and factories, at June 30, 1922, amounted to £1,938,243, leaving, after deduction of liabilities and debenture stock, net tangible assets of £1,544,939, compared with £1,495,493 at June 30, 1921. The whole of the stock has been written down to market values at the date of the balance sheet. Since the end of the financial year, it is stated, sales have shown steady and substantial increase. On the Continent, however, abnormal conditions still prevail and in spite of increased sales unsatisfactory exchange and general restrictions to commerce continue to render trading unprofitable.

The Gramophone and Electioneering

What an opportunity missed! Over 1,500 candidates for parliament and less than half a dozen made use of gramophone records to acquaint electors with their views. True, a little more costly than cold print. But more telling and to an increased degree if the usual election address be told to the accompaniment of a live song hit or popular musical composition. As it was, very few new ideas were adopted. One candidate made a tour of his constituency accompanied by a man with a bell, the vigorous ringing of which soon collected a crowd. The Conservative candidate for Peckham made gramophone records of several short speeches and by means of a Stentorphone on a van was able to visit every street and address folk in several places at the same time. This proved very successful. Even more successful was the plan of C. L. Nordon, who recorded his election address and afterward had the discs distributed among all voters in possession of a gramophone. Other similar cases could be cited, but taking all things into consideration the valuable publicity channel of the gramophone failed to attain the recognition it deserved.

Miscellaneous News Paragraphs

Severe trade depression last year resulted in 4,840 business failures, over double the figures for 1920, and involving liabilities of £21,887,000! This considered, the comparatively few failures throughout the musical instrument trade can only be characterized as remarkable.

As from commencement of New Year, the Rex Gramophone Co. will be located at 59 Chiswell street, London, E. C.

P. B. in the States

News reached me last month (just too late for inclusion in my November report) that Noel Pemberton Billing, popularly known as "P. B.," was planning a visit to New York. He was due to return November 11, but owing to pressure of business was compelled to postpone departure for a week or so.

As previously stated in these columns, P. B. is the inventor of a special system of recording by means of which as much as 20 minutes of music can be encompassed on one side of a

twelve-inch disc. The application of a speed control device permits the playing of this new record on any machine—even a single-spring one. These products have recently been marketed here by World Record, Ltd., to good advantage.

In conversation, Secretary Gendle informs me that though all difficulties have been overcome, the demand is great enough to cause a little embarrassment. Everybody wants to hear, see and investigate the possibilities of the new product. With regard to Pemberton Billing's U. S. A. plans, Secretary Gendle could give no definite information apart from the fact that arrangements were being consummated for the manufacture and marketing there of both the record and the controller. Just what these arrangements are we shall know in due course.

New Zonophone Records

Seasonable titles are beginning to make a somewhat profuse appearance. Most of the companies have catered to the Xmas demand by the issue of special lists. The Zonophone people are, of course, to the fore, and among special issues from the ordinary supplementary list for November is twelve-inch record A-267, bearing "Gesù Bambino" (the Infant Jesus) and "Nazareth." Both are sympathetically sung by Leonard Hubbard, who possesses a baritone voice of pleasing timbre.

Ten-inch celebrity record G. D. 58 carries a couple of good songs by Sir Harry Lauder. Mackenzie Murdock's "Home o' Mine"—a beautiful composition—though in contrast to Sir Harry's usual style, is nevertheless most pleasingly handled. With this is coupled "It's a Fine Thing to Sing"—a humorous ditty of the usual Lauder rollicking kind and very well sung. A very dramatic rendering of "Sympathy" and "Thank God for a Garden" is given by Cecil Sherwood on disc 2265, which should merit a wide suffrage. On 2266 Olive Fox and Clarkson Rose, in duet, tell us of the comical doings of "A Thousand Years Ago" in contrast to the present period and this, in company with "Our Own Little Home, Sweet Home," goes to the completion of a good record. Two well played and recorded piano solos—"Wun Lung To" and "Theres' a Good Time a-Coming"—are down to the credit of the composer-artist, Melville Gideon on record 2270. A couple of rousing accordion solos on 2267 by Peter Leatham will doubtless meet with a ready sale among those who favor this type of record.

Analysis of Voice Sounds

The London University College is undertaking an investigation into the speech sounds of African languages, which will be studied in their phonetic structure and recorded. The material will be available to those institutions that desire to teach such languages.

The phonetic laboratory contains ingenious

appliances for recording and analyzing sounds. But there are other instruments for one to practice making sounds, the oldest and simplest being an adaptation of the Bunsen burner to respond to the human voice. At a certain height the flame will only respond—by flickering—to the vowel "a." It will not respond to a nasalized "a" nor to a mere blow.

Another instrument is a revolving disc which shows a band of light to correspond with the vowel produced by the speaker.

There is also a phonoscope, invented by M. Lioret, of Paris, for the son of the King of Spain, in which the speaker can see what letter he has spoken. Thus the peculiarities of a language are studied through a native.

The "H. M. V." Window Display Scheme

Bulletin No. 1, just issued, deals with new ideas for enlivening gramophone and record sales by attractive window displays. Five inexpensive window schemes are illustrated and explained, with information as to where the necessary materials used may be obtained. Each idea centers around a particular model of "His Master's Voice," because the secret of good display is to stick to one idea. Thus are the company's agents directed along the road of progressive trade.

Wireless News

The Broadcasting Co. is still (at time of writing) an unknown quantity. Until its registration, it does not exist, officially, at any rate. The six big electrical and radio firms were supposed to have agreed on all conditions with the Postmaster General and day by day we are told that everything is ripe for "almost immediate registration." And so we go on hoping. Meantime those gramophone and other firms which have planned manufacture of receiving apparatus are still like Bonar Law—in the unhappy state of not knowing where they are! They know that under the proposals of the so-called "Big Six," who represent the so far non-existent Broadcasting Co., there would be an entry fee to membership of £50 or more, in addition to royalties of, as example, 7/6 per crystal set, £2 5/- per three-valve set, but they protest against this as likely to restrict freedom of trade and wish an inquiry into the patent situation. The trade section of the Radio Association is holding meetings of "outside" firms and dealers to safeguard their interests and take action in opposition to the levies demanded. In consequence of what is considered by many firms as arbitrary conditions of license to manufacture, progress and initiative is in many quarters at an entire standstill. By the time these lines appear, the situation may show a complete change.

Good News From J. E. Hough, Ltd.

Information to hand confirms that this house is about as busy as it well can be. All departments working at high pressure, I am told, which, of course, is only to be expected con-

EDISON BELL**WINNER**
TRADE MARK
GRAMOPHONE RECORDSCABLE
"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 174)

**Hornless, Table Grand, Upright
and Horizontal Cabinet Grands**

Actual Manufacturers Export a specialty

REX GRAMOPHONE COMPANY

59 Chiswell Street, LONDON, E. C., England
Cable Address "Lyrecodisc, London"

sidering the many directions in which this firm caters to retail wants. Another list of up-to-date titles has been issued on the little five and a half inch D/S Bell record, which retails at the nominal figure of 1/3. The standard of the ten-inch D/S Winner record is well maintained throughout the new program just announced. Of outstanding merit is Part I and II of "Freedom," Hubert Bath's stirring composition which figured this year as the test piece at the Crystal Palace band contest. It is magnificently rendered on Winner record 3723 by Foden's Prize Brass Band.

Regular series of "Velvet Face" records continue to make appearance from the factories of Messrs Hough. Programs are confined to exclusively high-class music and songs by special artists.

To assist sales, the firm has marketed a new display rack for records. It is of steel wire with hinged support at back and will hold twelve records with display cards. Dealers should welcome this compact yet highly effective window or showroom sales device.

Arrangements have been made for the 1923 convention of the Federation of British Music Industries, to be held in Buxton beginning on May 22 at the Palace Hotel. It would be difficult to find a more suitable place than Buxton. It is in the very center of England and should meet the convenience of the greatest possible number of the music trades.

At a meeting of the Consultative Committee held in the Federation offices on November 1 Colonel Tatton explained what was being done in regard to newspaper propaganda and told the members of the committee that there were now about eighty-three newspapers which were printing the Federation articles week by week.

He also referred to a series of short paragraphs which were now being sent out week by week and to a new series of monthly reviews of new gramophone records.

A New Idea in Cabinet Gramophones

A very interesting development of the cabinet type of gramophone has been evolved by the Bestone organization here. It consists of a corner cabinet with half front sides of equal depth to the front facet, which gives space for doors to the amplifying chamber and record cupboard under. The construction and equipment of this instrument are entirely unique, resulting in a really wonderful record reproduction.

USE AND CARE OF THE PHONOGRAPH**W. A. Willson, of Columbia Co., Has Interesting Views on Timely Subject—Importance of Giving Phonograph in School Proper Care**

W. A. Willson, manager of the Educational Department of the Columbia Graphophone Co., has some interesting views on the use and care of the phonograph in the school. In a recent chat regarding this important subject Mr. Willson commented as follows:

"At the present time dealers are selling many phonographs to the public schools. The dealer should always advise the teacher regarding the care and use of the instrument. A piano, to insure satisfaction, must be tuned at least once a year. A phonograph is a more delicately constructed instrument than a piano and requires attention and care. In the schoolroom the phonograph is often left standing for months during the Summer without any use, at which time the lubricant which has been applied to the delicate machinery hardens and when again used will retard the action. Certain parts, at times, become loose and interfere with a proper tone production. If the teacher is advised that the instrument should be gone over at least once each year there will be greater satisfaction to all concerned.

"To illustrate how little teachers in general know of the mechanism of an instrument we will cite this incident: A representative of a phonograph company was told by the teacher that the instrument in her classroom was of

practically no account to the school. She said that she had used it very little and that the records made a very unpleasant sound. Being interested the representative called at the schoolroom and found the phonograph in fine condition, but the speed regulator pushed over to the highest speed limit. On examination he found only one type of needle—the very loudest toned. The records were then inspected and it was found in every case that they had been very badly worn. The representative put on a record which had been made especially for schoolroom use, put in a soft-toned needle and adjusted the speed. The result was entirely satisfactory.

"Teachers are customers and are most eager to have the phonograph as a means to bring best music into the experiences of their pupils. They do not know of the possibilities or limitations of the instrument. They need advice concerning types of needles, how to regulate speed and what types of records to use. This is a matter of service on the part of every dealer who sells a phonograph."

STARTING THE DAY'S WORK RIGHT**A Philosophic Dissertation on the Point of View to Be Maintained by the Man Who Starts to Business Worthy of Consideration**

The individual who feels an instinctive dislike to tackling the day's work as he starts to business should find out what's wrong. If he forces himself to go through the paces he will hold down a job, perhaps, but will he make a success of it? The chances are all against it. The really efficient worker is the one whose mind and body are attuned to his tasks, who doesn't let his work get ahead of him, or "on his nerves," and who does it happily, interestedly and enthusiastically. He never makes the mistake of thinking that smiles were made for leisure hours only, but carries them to business with him. Watch out for him. He's the man to get ahead.—Telephone Review.

Shapiro, Bernstein & Co., Inc., recently released a new folio carrying ten popular pieces for the saxophone. It is known as the "Gem Saxophone Folio No. 1." The numbers include those most popular in the company's catalog.

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



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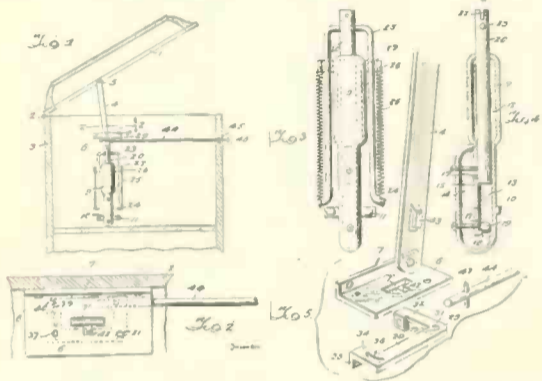
THE MUSIC TRADE REVIEW
373 FOURTH AVENUE NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., December 8.—Drop-cover Check. Harold A. Arnold, Lenor, Kan. Patent No. 1,425,568.

The present invention relates to a drop-cover check and has for its principal object to provide a cover supporting and checking means for retaining in open position, and checking or controlling the closing action of a top or cover for talking machines, music boxes and similar cabinets.

Figure 1 is a vertical section through a cabinet and cover therefor showing the invention attached thereto. Fig. 2 is an enlarged horizontal

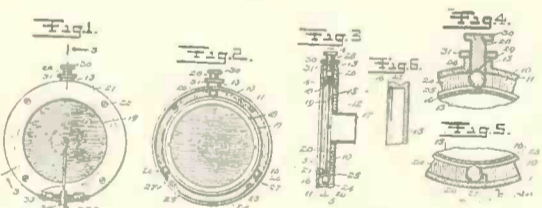


section taken on the line 2—2 of Fig. 1, looking in the direction of the arrow. Fig. 3 is an elevation of the cylinder and associated elements. Fig. 4 is a vertical section through the cylinder, and Fig. 5 is a disassembled perspective of the catch mechanism.

Diaphragm Frame Mounting for Reproducers. David H. Wilson, Philadelphia, Pa. Patent No. 1,425,566.

This invention relates more particularly to diaphragm frame mounting for reproducers and the objects are to improve and simplify the general construction of devices of this character and to provide an improved mounting for a diaphragm frame which will afford the frame absolute freedom of motion and vibration.

Figure 1 is a face view of a reproducer constructed in accordance with this invention. Fig. 2 is a view similar to Fig. 1, but with the front ring of the casing removed. Fig. 3 is a section on the line 3—3 of Fig. 1. Fig. 4 is an enlarged



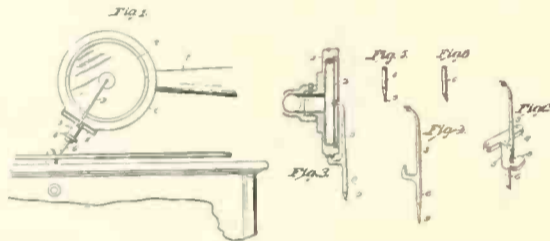
detailed section through the line 4—4 of Fig. 3. Fig. 5 is an enlarged detailed section on the line 5—5 of Fig. 3. Fig. 6 is a detailed section on the line 6—6 of Fig. 4.

Phonographic Apparatus. Charles C. Guernsey, East Barrington, N. H. Patent No. 1,427,734.

The primary object of the present invention is to form the sound-vibration transmitting elements or devices of a sound-reproducing apparatus of a novel material possessing properties which will result in vibrations being more accurately transmitted than heretofore so that the recorded sounds will be reproduced with a maximum degree of accuracy and without the attendance of any harsh or discordant sounds or noises which is a well-recognized fault of the greater majority of phonographs and similar sound-reproducing apparatuses. As a rule, rather than otherwise, the sound-vibration transmitting elements of sound-reproducing apparatuses are constructed of metal, so that the reproduction of recorded sounds is accompanied by discordant metallic noises, particularly in the reproduction of the higher notes and of band music. It is true, it has been proposed

to form the styli of such apparatus from various non-metallic materials as, for example, ivory, wood, bone treated by various processes, etc., but even by the use of such expedients uniformly good results cannot always be obtained. Likewise, it has been proposed to form the diaphragm of such an apparatus from various kinds of material to counteract the metallic sounds attending the use of a metallic needle, but without any great degree of success. As stated, therefore, it is the object of the present invention to form this and other sound-vibration transmitting elements or parts from a material which will insure a uniformly accurate reproduction of the recorded sounds because of a more perfect transmission of the vibrations produced in the travel of the stylus point in the record groove.

Figure 1 is a side elevation illustrating one type of reproducing apparatus, all or a part of the elements of which may be produced in accordance with the present invention. Fig. 2 is a perspective view illustrating the vibration

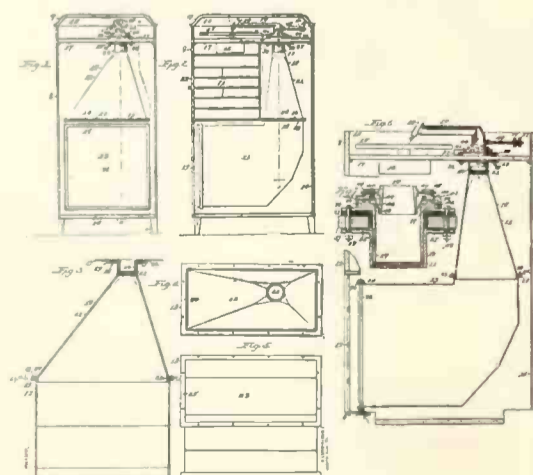


transmitting arm, the needle vise by which it is carried, and the needle, all or a part of which elements may be produced in accordance with the present invention. Fig. 3 is a vertical sectional view through another type of reproducing apparatus. Fig. 4 is a perspective view of a portion of said apparatus, and Fig. 5 and 6 are perspective views illustrating different types of styli produced in accordance with the invention.

Phonograph. Joseph Hoffay, New York. Patent No. 1,425,966.

This invention relates to phonographs, particularly of the built-in horn type, and one of the main objects thereof is to provide means for preventing the escape of sound waves at any point between the sound box and the outer end of the horn while at the same time allowing full freedom of movement to the tone arm during reproduction.

Figure 1 is a vertical section through a phonograph embodying several features, as on the line 1—1 of Fig. 2. Fig. 2 is a similar section taken on the line 2—2 of Fig. 1. Fig. 3 is an enlarged section, fragmentarily, through the horn which is employed, as on the line 3—3 of Fig. 2. Fig. 4 is a bottom plan view of the upper horn member, as on the line 4—4 of Fig. 3. Fig. 5 is a top plan view of the lower



horn member, as on the line 5—5 of Fig. 3. Fig. 6 is a fragmentary view similar to Fig. 2, enlarged, and showing the horn in sections as well as the tone arm, and Fig. 7 is an enlarged section taken on the line 7—7 of Fig. 6, show-

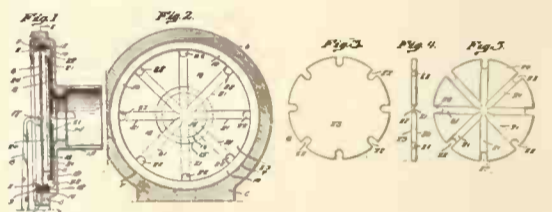
ing the manner of mounting the tone arm and of suspending the horn.

Sound Box. Harry J. Durborow, Philadelphia, Pa. Patent No. 1,426,970.

One object of this invention is to provide an improved sound box for talking machines, which will be instrumental in more accurately reproducing sound than devices previously used for this purpose.

Another object of the present invention is to distribute and equalize the impulse caused by the connection of the stylus bar to the diaphragm prior to the passage of the sound waves through the tone conducting portion of the machine.

Figure 1 is an enlarged fragmentary section taken centrally through a sound box made in accordance with the invention, the stylus bar being shown in outside view. Fig. 2 is a section taken on the line 2—2 of Fig. 1. Fig. 3 is



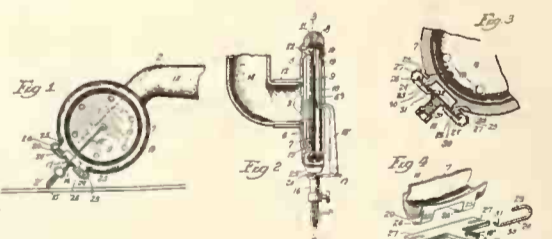
a front face view of a member which forms a part of the invention in the construction illustrated. Fig. 4 is an edge view of said member, and Fig. 5 is a rear view of said member.

Sound Box. Elmer Fletcher, Chicago, Ill., assignor to the Fletcher-Wickes Co., same place. Patent No. 1,427,198.

The invention relates to sound boxes for phonographs or recorders. One object of the invention is to provide an improved sound box in which provision is made for deflecting the sound between the diaphragm and the tone-arm or sound-outlet, so that the sound will be diffused and amplified, but also mellowed, to eliminate the sharp metallic noises or sounds.

Another object of the invention is to provide an improved connection between the needle-support and the sound box, which is simple in construction and efficient in operation.

In the drawings: Fig. 1 is a side elevation of a phonograph embodying the invention. Fig. 2 is a section taken on line 2—2 of Fig. 1. Fig. 3 is a section taken on line 3—3 of Fig. 2. Fig. 4 is a detail perspective showing the parts of the improved pivotal connection between the needle support and the sound box.



Sound Amplifier for Phonographs and Method of Making the Same. Charles J. Dodge, Brooklyn, N. Y. Patent No. 1,429,937.

This invention relates to sound amplifiers for phonographs and the method of making the same. One object of the invention is to simplify the construction of the throat and horn of the phonograph as a matter of facilitating the manufacture of these parts and of making them more uniform. Another object is to provide a throat and horn of homogeneous construction; that is, a construction in which both of these parts are formed of a single piece of material. It has been found that the acoustic qualities of the amplifier are much better where the throat and horn are homogeneous. It is not possible

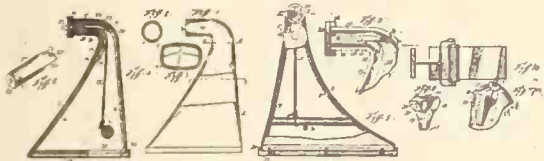
PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 176)

to make these parts from wood and to make them homogeneous, whereas, in the present case, these parts may be made homogeneous and at a cost which is less than the cost of making these of wood in separate parts.

Another object of the invention is to make the amplifier of a moldable material in order to simplify the construction thereof and in order to secure the most advantageous shapes without increasing the cost of manufacture. Another object is to make the amplifier of a moldable composition, which, when set, will have all the tone qualities of wood and in some respects superior thereto. In the present device one is able to obtain the mellow tones usually obtained with wood and to eliminate the irregularities due to the grain of the wood. Where a curved portion of the sound member, such as the throat, is made of wood, the grain is not suitably arranged for all portions thereof, whereas, in the present device, one can obtain the quality ordinarily obtained with wood, but without having a grain structure, so that the sound waves are more uniformly directed.

The invention also includes a novel core or form over which the improved amplifier is adapted to be made.

Figure 1 is a side elevation of an amplifier consisting of the throat and horn, embodying the invention, part thereof being broken away for illustrative purposes. Fig. 2 is a sectional view taken on the line 2-2 of Fig. 1; Fig. 3 is a sectional view taken on the line 3-3 of Fig. 1. Fig. 4 is a vertical sectional view showing the method of making the amplifier on a form or mold. Fig. 5 is a similar view taken



in a plane at right angle to the plane on which Fig. 4 is taken. Fig. 6 is a perspective view of one of the form members. Fig. 7 is a perspective view of one part of one of the form members. Fig. 8 is a perspective view of another form member. Fig. 9 is an elevation of one portion of the form, and Fig. 10 is a plan view showing one method of preparing the material for the form.

Sound Reproducer. Morris S. Rankin, Mount Ephraim, N. J. Patent No. 1,430,185.

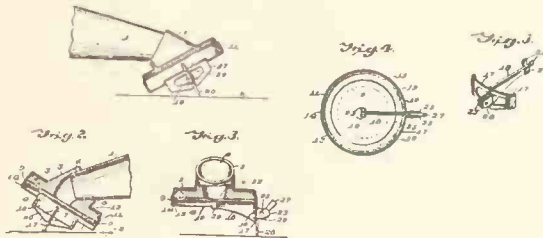
The object of this invention is to provide an improved sound reproducer for talking machines and the like, which in its preferred form can be manufactured at a low cost, and is particularly adapted for use as a part of toy devices of this character.

Another object is to provide an improved mounting for the stylus bar, whereby the same is separated from the sound-box casing by a non-conducting or sound-insulating member, thus preventing the objectionable "scratch" of the needle in the groove of the record from being conveyed to the said casing, as by a continuous metallic path.

A further object is to provide in such a device a diaphragm-retaining gasket having an axially directed extension operative to form the yielding, resilient, sound-insulating support for the stylus bar.

And still another object of the invention is

to provide an improved method of mounting the diaphragm within the sound-box casing; to provide an improved means for holding the stylus in co-operation with the stylus bar of the reproducer; to provide an improved method of attaching one end of the said stylus bar to the diaphragm; to provide an improved manner of supporting said reproducer, and other details of construction and operation fully brought out in the following description: Figure 1 is a side elevation of the reproducer and the adjacent



end portion of an amplifier. Fig. 2 is an enlarged diametrical section of the sound reproducer in its preferred form. Fig. 3 is a transverse section of the same. Fig. 4 is a plan view of the diaphragm free of the reproducer, and Fig. 5 is an enlarged detail perspective view of the folded metal blank from which the stylus bar is formed.

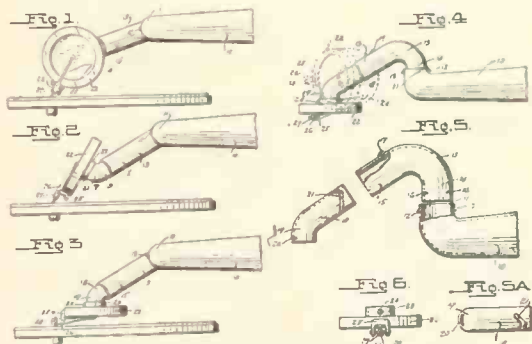
Convertible Tone Arm. Aubrey R. Malone, Franklin, Ky. Patent No. 1,430,395.

The object of this invention is the production of a convertible tone arm which may be used in playing in order to be used with and reproduce three different forms of phonographic records.

A further object is to provide a device of this character in which the tone arm is formed with three parts adjustable with respect to each other so that the tone arm may be turned into three different positions to thereby provide for the reproduction of Victor, Edison or Pathé records, as may be desired, the stylus lever or holder being so designed as to provide for adjustment of the stylus to correspond with the record which is to be placed.

A still further object is to provide for the lengthening or shortening of the tone arm necessary where the tone arm is adjusted for playing different styles of records.

Figure 1 is a side elevation of the improved tone arm and sound box as applied to a Victor record. Fig. 2 is a similar view of the device as applied to a Pathé record; Fig. 3 is a similar view as applied to an Edison record. Fig. 4 is a plan view of the tone arm and sound box, the full lines indicating the position of the sound



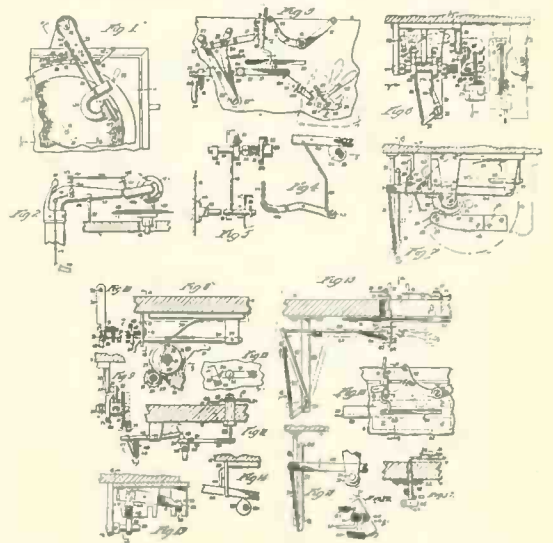
box as applied to a Victor record and the dotted lines as applied to an Edison record and a Pathé record. Fig. 5 is a detailed plan view of the tone arm. Fig. 5a is a top plan view of the connector 18. Fig. 5b is a detailed end elevation of the sound box.

Replaying Device for Talking Machines. Russell B. Howard, Windham, Vt. Patent No. 1,430,450.

The principal objects of this invention are to provide a simple and practical device by which a talking machine, or the like, can be caused to play and replay a record as long as may be desired of different lengths, adjustments being arranged for at both ends of the record; to provide connections on a shaft operated by the motor shaft for initiating the various operations or controlling them; to provide auto-

matic means for throwing said devices in and out of operation; to provide an improved and simplified means for lifting the stylus from the record and lowering it back into operative playing position; to control the mechanism therefor by locating it in the tone arm; to provide a convenient device for swinging the tone arm back from the stopping position to the starting position; to provide means connected with the last-named mechanism for controlling the stopping of the said shaft and for locking the shaft starting connections.

Figure 1 is a plan of a talking machine of one type showing such features of this invention as are applied on the top of the casing. Fig. 2 is a sectional view on the line 2-2 of Fig. 1, showing the tone arm and its connected parts in side elevation. Fig. 3 is a plan on enlarged scale of the mechanism shown in Fig. 1 with the tone arm removed. Fig. 4 is a sectional view on the line 4-4 of Fig. 5, which is an elevation of the mechanism for lifting the sound box. Fig. 6 is a sectional view on the line 6-6 of Fig. 1. Fig. 7 is an end elevation of the parts shown in Fig. 6. Fig. 8 is a sectional

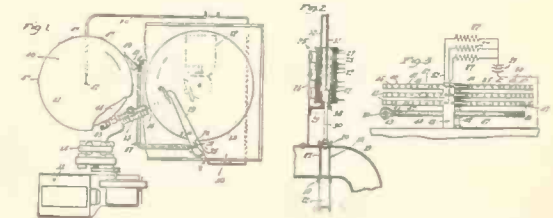


view on the line 8-8 of Fig. 6; Fig. 9 is a side elevation of the clutch mechanism. Fig. 10 is a sectional view on the line 10-10 of Fig. 8, showing the clutch-locking mechanism in plan. Fig. 11 is a sectional view on the line 11-11 of Fig. 7, showing part of the clutch-locking mechanism. Fig. 12 is a plan taken above the cover of the casing showing a part of the locking mechanism. Fig. 13 is a sectional view on the line 13-13 of Fig. 8. Fig. 14 is a sectional view on the line 14-14 of Fig. 13. Fig. 15 is a sectional view on the line 15-15 of Fig. 7. Fig. 16 is a plan taken above the cover of the controlling mechanism, shown in a different position from that in which it appears in Fig. 3. Fig. 17 is a sectional view on the line 17-17 of Fig. 16. Fig. 18 is an end view of the tone arm moving elements, and Fig. 19 is a sectional view on the line 19-19 of Fig. 15.

Automatic Sound Control for Phonographs and the Like. Orlando E. Kellum, Los Angeles, Cal. Patent No. 1,431,119.

This invention relates to an automatic sound control for a phonograph and is particularly adapted for embodiment in connection with a phonograph which is arranged to operate in synchronism with other mechanism, such, for instance, as a kinetograph.

Figure 1 is a plan view of an apparatus embodying a phonograph kinetograph and the



automatic sound control device for the phonograph. Fig. 2 is an enlarged detail sectional view taken as indicated by line 2-2 on Fig. 1, and Fig. 3 is an enlarged side elevation of a portion of the automatic sound control device showing the electric circuits diagrammatically.

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VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18975 Carry Me Back to My Carolina Home, Campbell-Burr 10
A Picture Without a Frame...Peerless Quartet 10
18976 Lovin' Sam...Miss Patricola with The Virginians 10
Away Down East in Maine, Miss Patricola with The Virginians 10
18982 Homesick...Murray Smalle 10
You Tell Her, I Stutter...Murray 10
DANCE RECORDS
18972 A Kiss in the Dark—Medley Waltz, The Serenaders 10
The Waltz is Made for Love—Medley Waltz, The Serenaders 10
18973 All Muddled Up—Fox-trot, Zez Confrey and His Orch. 10
True Blue Sam—Fox-trot, Zez Confrey and His Orch. 10
18977 Sweetheart Lane—Medley Fox-trot, Paul Whiteman and His Orch. 10
The Yankee Princess—Medley Fox-trot, Paul Whiteman and His Orch. 10
18978 Kiss Mama, Kiss Papa—Fox-trot, The Virginians 10
Choo-Choo Blues—Fox-trot...The Virginians 10
18980 The World Is Waiting for the Sunrise—Medley Fox-trot...Benson Orch. of Chicago 10
To-morrow Morning—Fox-trot, Benson Orch. of Chicago 10
18981 I'm Goin' to Plant Myself in My Old Plantation Home—Fox-trot, Zez Confrey and His Orch. 10
Swanee Smiles—Fox-trot, Clyde Doerr and His Orch. 10
18983 Pack Up Your Sins—Fox-trot, Paul Whiteman and His Orch. 10
Crinoline Days—Fox-trot, Paul Whiteman and His Orch. 10
VOCAL AND INSTRUMENTAL RECORDS
55179 Bella, the Belle o' Dunoon...Sir Harry Lauder 12
The Sunshine of a Bonnie Lassie's Smile, Sir Harry Lauder 12
45331 Apple Blossoms...Elsie Baker 10
Cupid's Garden...Olive Kline 10
45332 'Neath the South Sea Moon...Lambert Murphy 10
Japanese Moon...Olive Kline 10
18971 The Hem of His Garment...Rodeheaver 10
Better Each Day...Rodeheaver-Asher 10
18979 'Twas in the Month of May—Katinka, International Novelty Orch. 10
Chinese Billikens...International Novelty Orch. 10
18969 Pianofoage...Bargy 10
Knice and Knifty...Bargy 10
18970 Manisot March...Pryor's Band 10
Kilties March...Pryor's Band 10
RED SEAL RECORDS
LUCREZIA BORI, Soprano—In French
87351 Romeo and Juliet—Juliet's Waltz Song (Romeo et Juliette—Valse)...Gounod 10
EMILIO DE GOGORZA, Baritone
66103 Madoline...Gill-Nelson 10
GIUSEPPE DE LUCA, Baritone—In Italian
74787 I Puritani—Ah, per sempre (To Me Forever Lost)...Bellini 12
GERALDINE FARRAR, Soprano
87350 Songs My Mother Taught Me...Dvorak 10
AMELITA GALLI-CURCI, Soprano—In Italian
74786 Madame Butterfly—Un bel di vedremo (Some Day He'll Come)...Puccini 12
JASCHA HEIFETZ, Violinist
(Piano accompaniment, Sam Chotzinoff)
66110 Spanish Dance...Granados-Kreisler 10
MARIA JERITZA, Soprano—In Italian
66111 Tosca—Vissi d'arte (Love and Music)...Puccini 10
FRITZ KREISLER, Violinist
(Piano accompaniment, Carl Lamson)
66104 Aucassin and Nicolette...Kreisler 10
MENGELBERG AND N. Y. PHILHARMONIC ORCHESTRA
74780 Les Préludes—Part I...Liszt 12
74781 Les Préludes—Part II...Liszt 12
JOHN McCORMACK, Tenor
66112 Mother in Ireland...Griffen-Kahn-Lyman 10
IGNACE JAN PADEREWSKI, Pianist
74788 Hungarian Rhapsody, No. 10...Liszt 12
PHILADELPHIA ORCHESTRA
LEOPOLD STOKOWSKI, Conductor
66106 March of the Caucasian Chief...Ippolitow-Iwanow 10
SERGEI RACHMANINOFF, Pianist
66105 Waltz and Elfin Dance...Grieg 10
COLUMBIA RECORDS
SYMPHONY RECORDS
79971 Manon Lescaut, "In quelle trine morbide" (In These Soft, Silken Curtains)...Puccini—Soprano Solo...Rosa Ponselle 10
98040 La Gioconda, "Cielo e Mar" (Heaven and Ocean)...Tenor Solo, Charles Hackett 12
A3733 Robin Adair, Scotch Air (Keppel)—Soprano Solo...Florence Macbeth 10
When I Was Seventeen, Swedish Folk-song—Soprano Solo...Florence Macbeth 10
A3732 Homing (Del Riego)—Contralto Solo, Carmela Ponselle 10
Oh, Promise Me (De Koven)—Contralto Solo, Carmela Ponselle 10
A3725 Where the Morning Glories Twine Around the Door (Von Tilzer)—Baritone Solo, Oscar Seagle 10
I Wonder How the Old Folks Are at Home (Vandersloot)—Baritone Solo...Oscar Seagle 10
A6224 Soldiers' Chorus (from "Faust"), (Gounod)—Metropolitan Opera House Orch. 12
Tannhauser March (Wagner)—Metropolitan Opera House Orch. 12
A6223 Canzonetta (from "Concerto in D Major," Op. 35), (Tchaikowsky)—Violin Solo, Sascha Jacobsen 12
Spanish Dance (Op. 21), (Sarasate)—Violin Solo...Sascha Jacobsen 12
A3473 Choo Choo Blues (Barr)—Fox-trot, Frank Westphal and His Orch. 10
That Barkin' Dog (Woof, Woof!) (Intro.: "Walking the Dog")...Medley Fox-trot...Frank Westphal and His Orch. 10
A3741 I Found a Four-leaf Clover (from "George White's Scandals"), (Gershwin)—Fox-trot, The Happy Six 10
Time Will Tell (Intro.: "Oh, How I've Missed You, Mary," from "Sally, Irene and Mary"), (Klages-Coots)—Medley Fox-trot, The Happy Six 10

- A3738 Fate (Gay)—Fox-trot, Ted Lewis and His Band 10
A Dream of Ronany (Baskette and Denny)—Fox-trot, Paul Specht and His Hotel Astor Orch. 10
A3745 Sixty Seconds Ev'ry Minute (I Think of You) (Intro.: "Sweetheart Lane"), (Hirsch)—Medley Fox-trot...The Columbians 10
To-Morrow Morning (Young and Squires)—Fox-trot...Eddie Elkins' Orch. 10
A3724 Three O'Clock in the Morning (Robledo)—Waltz...Prince's Dance Orch. 10
La Golondrina—Waltz...Prince's Dance Orch. 10
A3729 Four O'Clock Blues (Dunn and Horsley)—Fox-trot...Johnny Dunn's Original Jazz Hounds 10
Hawaiian Blues (Bradford-Brassfield)—Fox-trot...Johnny Dunn's Original Jazz Hounds 10
A3744 Lost (A Wonderful Girl) (Hanley)—Comedian, Al Jolson 10
If You Don't Think So, You're Crazy (Turk and Robinson)—Tenor Solo...Frank Crumit 10
A3742 You Need Someone, Someone Needs You (from "Queen o' Hearts"), (Gensler)—Comedienne...Nora Bayes 10
Mammy's Carbon Copy (from "Queen o' Hearts"), (Richman, Dugan and Davis)—Comedienne...Nora Bayes 10
A3734 My Buddy (Donaldson)—Tenor Solo, Edwin Dale 10
For the Sake of Auld Lang Syne (Ball)—Tenor Solo...Edwin Dale 10
A3726 I Know I Have Another Building—Male Quartet...Fisk University Jubilee Singers 10
I Want to Be Ready—Male Quartet, Fisk University Jubilee Singers 10
A3723 Yale Songs, Medley No. 1: "Yale Boola," "Whoop It Up," "Good-night, Harvard," "Bingo Eli Yale," "Down the Field" (Hirsch, Friedman, Moore, Porter, Friedman)—Male Quartet...Shannon Four 10
Yale Songs, Medley No. 2: "Wake, Freshmen, Wake," "Anici," "Brave Mother Yale," "Bright College Years" (Shepard-Wilhelm)—Male Quartet...Shannon Four 10
A3727 Orientale (Cui)—Flute, 'Cello, Harp Trio, Trio de Lutece 10
Simple Aveu (Op. 25), (Moore)—Flute, 'Cello, Harp Trio...Trio de Lutece 10
A3728 Western Stars (Deiro)—Accordion Solo, Guido Deiro 10
Neapolitan Polka (Deiro)—Accordion Solo, Guido Deiro 10
A3739 Maui Girl, Waltz—Ukulele Solo...Frank Ferera 10
Moanalua Hula—Ukulele Solo...Frank Ferera 10
MID-MONTH LIST
DANCE MUSIC
A3740 All Muddled Up (Wenrich)—Fox-trot, Paul Specht and His Hotel Astor Orch. 10
Waltzing the Blues (Gaskill)—Waltz, Paul Specht and His Hotel Astor Orch. 10
A3730 Bees' Knees (Lopez and Lewis)—Fox-trot, Ted Lewis and His Band 10
Lovin' Sam (The Sheik of Alabam') (Ager)—Fox-trot...Ted Lewis and His Band 10
A3737 Silver Swanee (Cantor and Schwartz)—Fox-trot...Eddie Elkins' Orch. 10
Carolina in the Morning (Donaldson)—Fox-trot...Eddie Elkins' Orch. 10
POPULAR SONGS
A3735 All for the Love of Mike (Pease, Nelson and Tobias)—Comedians...Van and Schenck 10
You Can Have Him, I Don't Want Him, Didn't Love Him Anyhow Blues (Dougherty)—Comedians...Van and Schenck 10
A3731 Mississippi Choo-Choo (Frost and Rose)—Comedienne...Blossom Seeley 10
Way Down Yonder in New Orleans (Creamer and Layton)—Comedienne...Blossom Seeley 10
AEOLIAN CO.
VOCALION RECORDS
STANDARD SELECTIONS
30162 Passing By (Edward Purcell)—Baritone, Aeolian Orch. Accomp...Thomas 10
14454 The Sunset Trail of Gold (MacDermid)—Quartet, Orch. Accomp., Criterion Male Quartet 10
Sweet and Low (Barnby)—Quartet, with String Quartet...Criterion Male Quartet 10
WHISTLING SELECTIONS
14453 Song Bird (Applefield-McKee)—Whistling and Vocal Duet, Orch. Accomp., McKee and McNamer 10
Beyond the Clouds (Dyson)—Whistling Solo with Orch. Accomp...McKee 10
INSTRUMENTAL SELECTIONS
60001 Waltz in A Major (Brahms)—Violin Solo—Piano Accomp. by Hamilton...Culbertson 10
Serenade (Drdla)—Violin Solo—Piano Accomp. by Hamilton...Culbertson 10
14467 Vanite (Wiedoeft)—Saxophone Solo with Orch. Accomp...Wiedoeft 10
Waltz Llewellyn (Wiedoeft)—Saxophone Solo with Orch. Accomp...Wiedoeft 10
14469 Barber of Seville (Rossini)—Accordion Solo, Gallarini 10
Morning, Noon and Night (Suppe)—Accordion Solo...Gallarini 10
14471 The Gallant Seventh (Sousa)—March, Lt. Sutherland and His 7th Regt. Band 10
Officer of the Day (Hall)—March, Lt. Sutherland and His 7th Regt. Band 10
SACRED SELECTIONS
14468 Ninety-first Psalm (MacDermid)—Tenor Solo, Orch. Accomp...Hart 10
When They Ring the Golden Bells (De Marbelle)—Baritone Solo, Orch. Accomp...Reardon 10
14470 Shall We Gather at the River (Lowry)—Quartet, Orch. Accomp., Aeolian Mixed Quartet 10
Blest be the Tie that Binds (Nageli)—Quartet, Orch. Accomp...Aeolian Mixed Quartet 10
JEWISH SELECTIONS
14452 Main Veibel Zlate (Rund)—Orch. Accomp., Goldstein 10
Saidole Home from the Country (Rund)—Orch. Accomp...Goldstein 10
POPULAR SONGS
14459 You Tell Her, I Stutter (Rose-Friend)—Tenor-Baritone Duet, Selvin's Orch. Accomp., Jones and Hare 10
When the Leaves Come Tumbling Down (Howard)—Fox-trot Song, Selvin's Orch. Accomp., Kaufman 10

- DANCE SELECTIONS
14455 Sixty Seconds Ev'ry Minute (I Think of You) (Intro.: "Sweetheart Lane," from "Greenwich Village Follies, '22"), (Hirsch)—Fox-trot, The Bar Harbor Society Orch. 10
The Lonely Nest (from "Orange Blossoms"), (Herbert)—Fox-trot, The Bar Harbor Society Orch. 10
14456 Where Is the Man of My Dreams (Intro.: "Argentina," from "Scandals of 1922"), (Gershwin)—Fox-trot...Selvin's Orch. 10
Just as Long as You Have Me (Intro.: "The Twinkle in Your Eye," from "The Gingham Girl"), (Von Tilzer-Fleeson)—Fox-trot, The Biltmore Society Orch. 10
14457 Rose of the Rio Grande (Gorman-Clarke-Leslie) Fox-trot...The Biltmore Society Orch. 10
Don't Bring Me Posies (Intro.: "Bring Back My Honeyman"), (Rose-Handman)—Fox-trot, Selvin's Orch. 10
14458 Teddy Bear (Blues) (Jackson)—Fox-trot, Coleman and His Montmartre Orch. 10
Bees' Knees (Lopez-Lewis)—Fox-trot, Coleman and His Montmartre Orch. 10
14460 Save the Last Waltz for Me (Jolson-Austin)—Waltz, Vocal Chorus by Kaufman, The Bar Harbor Society Orch. 10
Lovely Lucerne (Godin)—Waltz, Yodel Chorus by Kamplain...The Bar Harbor Society Orch. 10
14461 Stop Your Kidding (Mills-Grofe-McHugh)—Fox-trot Blues...The Original Memphis Five 10
That Barking Dog—Woof! Woof! (Austin)—Fox-trot...The Original Memphis Five 10
14462 Pack Up Your Sins (and Go to the Devil) (From "The Music Box Revue"), (Berlin)—Coleman and His Montmartre Orch. 10
Porcelain Maid (From "The Music Box Revue"), (Berlin)—Fox-trot, Coleman and His Montmartre Orch. 10
14463 Old Time Waltzes—Part 5 (Intro.: "On a Sunday Afternoon," "On the Banks of the Wabash," "Smarty! Smarty! Smarty!" "Auld Lang Syne"...Selvin's Orch. 10
Old Time Waltzes—Part 6 (Intro.: "School Days," "Wild Irish Rose," "Sweet Adeline," "Good-night, Ladies"...Selvin's Orch. 10
EDISON DISC RE-CREATIONS
FLASHES
51079 You Tell Her, I Stutter...Jones-Hare 10
He Loves It...Jones and Chorus 10
51080 Kiss Mama, Kiss Papa—Fox-trot, Kaplan's Melodists 10
Jimmy (Intro.: "Time Will Tell," from "Sally, Irene, Mary")—Fox-trot, Knecht's Waldorf-Astoria Dance Orch. 10
51084 Cock-a-Doodle-Do—Fox-trot...Raderman's Orch. 10
The Young Rajah—Fox-trot...Kaplan's Melodists 10
51090 I Came, I Saw, I Fell (from "The Passing Show of 1922")—Fox-trot...Kaplan's Melodists 10
Honeymoon Lane—Fox-trot...Broadway Dance Orch. 10
51091 The Cat and the Canary—Fox-trot, Kaplan's Melodists 10
Somewhere in a Cottage for Two—Fox-trot, Kaplan's Melodists 10
51094 Bees' Knees—Fox-trot...Atlantic Dance Orch. 10
You Are My Rain-Beau (Intro.: "Sixty Seconds Ev'ry Minute I Think of You," from "Greenwich Village Follies")—Medley Fox-trot, Atlantic Dance Orch. 10
51095 Whistling—Fox-trot...Al Burt's Dance Orch. 10
Down in Sweetheart Town—Fox-trot, Broadway Dance Orch. 10
GENERAL LIST
51083 Human Hearts—Fox-trot, Dornberger's Dance Orch. 10
Martha (Just a Plain Old-Fashioned Name)—Fox-trot...Kaplan's Melodists 10
51027 Valse Caprice—Piano Solo...Young 10
Fifth Nocturne (Leybach)—Piano Solo...Young 10
51085 Call Me Back, Pal o' Mine...Spencer-Hart 10
Nellie Kelly, I Love You (from "Little Nellie Kelly")...Hart and Chorus 10
51075 When All Your Castles Come Tumbling Down (from "Molly, Darling")—Fox-trot, Knecht's Waldorf-Astoria Dance Orch. 10
Let Me Dance—Fox-trot...Atlantic Dance Orch. 10
51087 Three o'Clock in the Morning...Spencer-Hart 10
When Knighthood Was in Flower...Murray-Spencer 10
51088 Send Back My Honeyman...Dennis Sisters 10
My Buddy...Scanlan 10
51089 Lonesome Mama Blues—Banjo Solo...Van Eps 10
Frolic of the Coons—Banjo Solo...Van Eps 10
51041 Stack o' Barley—Medley, Accordion Solo...Kimmel 10
Contentment Is Wealth—Medley, Jigs, Accordion Solo...Kimmel 10
51092 Do I Love Her?—Fox-trot...Raderman's Orch. 10
All Muddled Up—Fox-trot, Knecht's Waldorf-Astoria Dance Orch. 10
51093 Somewhere—Fox-trot...Burt's Dance Orch. 10
Sonja—Fox-trot...Broadway Dance Orch. 10
51048 A Country Fiddler Gets New Thrills...Taggart 10
A Country Fiddler at the Telephone...Taggart 10
51050 Song of Persia—Violin Solo...Ball 10
Creole Serenade—Violin Solo...Ball 10
JANUARY, 1923, DISC SUPPLEMENT
51009 Barber of Seville Overture...Creator and His Band 10
Daughter of Love Waltz...National Promenade Band 10
51010 The Arkansas Traveler—Descriptive Scene, Porter-Hare 10
Flanagan's Troubles in a Restaurant—Vaudeville Specialty...Porter 10
51011 Inca Rhythms (Ritmos Incaicos)—Piano Solo, Valderrama 10
Gipsy Mazurka—Piano Solo...Benoist 10
51012 Poppies (A Japanese Romance)—Banjo Solo, Roberts 10
Garden Dance...Imperial Marimba Band 10
Look Down, Dear Eyes...James 10
80732 Who Knows?...James 10
80733 Alice, Where Art Thou?—Transcription, Violin Solo...MacMurray 10
Cradle Song—Violin Solo...Freeman 10
82271 Will You Come Back to Me? (Laddie)...Case 10
(a) Love Is the Wind, (b) The Little Green Leaves...Case 10

EDISON AMBEROL RECORDS

- JANUARY, 1923, BLUE AMBEROL SUPPLEMENT
4631 Limpy Imp...Sodero's Band 10
4632 Smile Through Your Tears...Phillips 10
4633 The Lover and the Bird...Metropolitan Quartet 10
4634 Red Moon—Waltz—Piano Solo...Stevens 10

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I WONDER WHERE MY OLD GAL IS TONIGHT

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ADVANCE RECORD BULLETINS FOR JANUARY—(Continued from page 178)

- 4655 Susie.....Collins and Harlan
- 4656 Forest Whispers.....Reed Orch.
- 4657 Fancies.....James
- 4658 Poppies (A Japanese Romance)—Banjo Solo.
- Roberts
- 4659 Leave Me Your Love When You're Gone.....Freer
- 4660 Rose of Bombay.....Wiedoett's Californians
- BLUE AMBEROL HITS FOR JANUARY, 1923
- 4676 Three o'Clock in the Morning—Waltz—Piano Solo.....Stevens
- 4677 Kiss Mama, Kiss Papa—Fox-trot.Kaplan's Melodists
- 4678 You Tell Her, I Stutter.....Jones-Hare
- 4679 The Fox Waltz—Fox-trot.....Atlantic Dance Orch.
- 4680 I Came, I Saw, I Fell (from "The Passing Show of 1922")—Fox-trot.....Kaplan's Melodists

BRUNSWICK RECORDS

- 15030 Mignon—Connais-tu le pays? (Knowest Thou the Land? (Act I) (Thomas)—Soprano in French.....Florence Easton 10
- Faust—Le Roi de Thule (Ballad of the King of Thule) (Act III) (Gounod)—Soprano in French.....Florence Easton 10
- 50020 Alba Separa Dalla Luce L'Ombra (Day Banishes the Night) (D'Annunzio-Tosti)—Tenor in Italian.....Mario Chamlee 12
- Triste Ritorno! (Home-Coming) (Barthélemy)—Tenor in Italian.....Mario Chamlee 12
- 25014 Semiramide Overture—Part I (Rossini), Vessella's Italian Band 12
- Semiramide Overture—Part II (Rossini), Vessella's Italian Band 12
- 50019 Ballade (Vieuxtemps)—Pianoforte by Paul Frenkel—Violin Solo.....Bronislaw Huberman 12
- Polonaise (Vieuxtemps)—Pianoforte by Paul Frenkel—Violin Solo.....Bronislaw Huberman 12
- 13057 Kashmiri Song (Hope - Woodforde - Finden)—Soprano Solo.....Marie Tiffany 10
- Temple Bells (Hope-Woodforde-Finden)—Soprano Solo.....Marie Tiffany 10
- 25015 Quartet in F Major—Lento (Dvorak), New York String Quartet 12
- Quartet in F Major—Scherzo (Dvorak), New York String Quartet 12
- 35002 Stabat Mater—Cujus animam (Through His Bleeding Side) (Rossini)—Tenor in Latin, Theo Karle 12
- Requiem Mass in C Minor—Ingemisco (Sadly Groaning) (Verdi)—Tenor in Latin, Theo Karle 12
- 2349 To-morrow Morning (Parish-Young-Squires), White Way Male Quartet 10
- Hawaiian Nightingale (Hampton-De Leath)—Tenor and Baritone.Charles Hart-Elliott Shaw 10
- 2348 My Dixie (Mitchell-Pinkard), White Way Male Quartet 10
- The Trail to Long Ago (White-Erickson-Klickman-Keithley)—Tenor Solo.....James Lynch 10
- 2347 Sweet Mandy (Bernard)—Tenor and Baritone.....Al Bernard and Ernest Hare 10
- I'm Done-Done-Done With You (Bernard)—Tenor and Baritone.Al Bernard-Ernest Hare 10
- 20006 March of the Toys—From "Babes in Toyland" (Herbert)...Brunswick Concert Orch. 12
- Naughty Marietta—Intermezzo—"A Dream Melody" (Herbert). Brunswick Concert Orch. 12
- 5174 Ring Out, Wild Bells (Tennyson-Gounod)—Baritone.....John Barclay 10
- Birthday of a King (Neidlinger)—Contralto and Chorus.....Elizabeth Lennox 10
- 2353 Santa Claus Hides in the Phonograph (Alan Brown)—Baritone.....Ernest Hare 10
- Christmas Morning at Clancey's (Irish Comedy)—Baritone.....Steve Porter 10
- 2334 Collection of Hymns—No. 1: "Nearer My God to Thee," "Lead Kindly Light," "Oh Come, All Ye Faithful"—Chimes..Bell Orch. 10
- Collection of Hymns—No. 2: "Beautiful Isle of Somewhere," "All Hail the Power of Jesus' Name," "Silent Night"—Chimes, Brass Choir with Bell Orch. 10
- 2346 Lovin' Sam (Yellen-Ager)—Comedienne, Margaret Young 10
- He Loves It (Leslie-Clarke-Wendling)—Comedienne.....Margaret Young 10
- 2345 Aggravatin' Papa (Turk-Robinson)—Comedienne.....Marion Harris 10
- Hot Lips (Busse-Lange-Davis)—Comedienne, Marion Harris 10
- 2344 Pianoflage—Fox-trot (Bargy)—Piano Solo, Henry Lange 10
- Rufenreddy—Fox-trot (Bargy-Straight)—Piano Solo.....Henry Lange 10
- 20007 Lovely Lucerne—Waltz (Leigh-Godin), Joseph C. Smith and His Orch. 12
- Isle of Sweethearts—Waltz, introducing "When Eyes Meet Eyes, When Lips Meet Lips" (Caesar-Yvain-Edwards), Joseph C. Smith and His Orch. 12
- 2341 Sweetheart Lane—Fox-trot, introducing "You Are My Rain-Beau," from "Greenwich Village Follies" (Caesar-Anderson-Hirsch), Carl Fenton's Orch. 10
- Who Loves You Most After All?—Fox-trot (Billings-Cohen).....Carl Fenton's Orch. 10

- 2340 Some of These Days—Fox-trot (Brooks), Bennie Krueger's Orch. 10
- It's Getting Dark on Old Broadway—Fox-trot, from "Ziegfeld Follies of 1922" (Buck-Stamper-Hirsch).....Bennie Krueger's Orch. 10
- 2339 You Remind Me of My Mother—Fox-trot, introducing "Till My Luck Comes Rolling Along," from "Little Nellie Kelly" (George M. Cohan).....Arnold Johnson and His Orch. 10
- When the Leaves Come Tumbling Down—Fox-trot (Howard) Arnold Johnson and His Orch. 10
- 2337 Toot, Toot, Tootsie!—Fox-trot (Kahn-Erdman-Russo).....Oriole Terrace Orch. 10
- Clover Blossom Blues—Fox-trot (Keyes-Erdman-Meinken).....Oriole Terrace Orch. 10

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- STANDARD VOCALS
- 020848 My Dreams (Weatherly-Tosti).....Charles Cinway
- Until (Teschemacher-Sanderson).....Charles Cinway
- 020849 Rose in the Bud (Barrow-Forster).....Edw. Kendall
- Flow Gently, Sweet Afton (Burns-Spilman), Frank Sterling
- 020850 I Passed by Your Window (Taylor-Brahe), Arthur Wilson
- Vale (D'Arcy-Russell).....Frank Sterling
- HAWAIIAN
- 020834 Flower of Hawaii (Pua O Hawaii)—Hawaiian Guitars.....Native Hawaiian Troupe
- Thru the Night—Hawaiian Guitars, Native Hawaiian Troupe
- NEGRO JUBILEE RECORD
- 020851 Roll, Jordan, Roll—Vocal Chorus, Jim Europe's Singing Serenaders
- Swing Low, Sweet Chariot, Jim Europe's Four Harmony Kings
- OPERATIC
- 025092 Mephistopheles—"Whistle Song" (Boito)—In Italian.....Adamo Didur
- Faust—"Le Veau d'or" (Gounod)—In French, Adamo Didur
- 025093 Invitation to the Valse (Weber), New Symphony Orch.—Arthur Bodanzky, Cond. American Fantasia (Herbert), New Symphony Orch.—Arthur Bodanzky, Cond.
- 025094 Bonnie, Sweet Bessie (Root-Gilbert), Craig Campbell
- Believe Me, If All Those Endearing Young Charms (Moore-Stevenson).....Craig Campbell
- DANCE
- 020855 He May Be Your Man, but He Comes to See Me Sometimes—Fox-trot..Original Memphis Five
- Stop Your Kidding—Fox-trot, Original Memphis Five
- 020864 Gee, But I Hate to Go Home Alone—Fox-trot.....Golden Gate Orch.
- Cow-Bells—Fox-trot.....Golden Gate Orch.
- 020857 Lady of the Evening, from "Music Box Revue"—Fox-trot.....Majestic Dance Orch.
- Pack Up Your Sins and Go to the Devil, from "Music Box Revue"—Fox-trot, Majestic Dance Orch.
- 020858 Lost (A Wonderful Girl)—Fox-trot, Don Parker's Western Melody Boys
- Iovin' Sam—Fox-trot.....Majestic Dance Orch.
- 020859 I'm Through Shedding Tears Over You—Fox-trot.....Don Parker's Western Melody Boys
- Swanee Smiles—Fox-trot, Long Beach Society Serenaders
- 020861 Isle of Sweethearts—Waltz, Max Terr and His Orch.
- A Kiss in the Dark, from "Orange Blossoms"—Waltz.....Hazay Natzy and His Orch. (Jack Green, Director)
- 020862 Sixty Seconds Ev'ry Minute, from "Greenwich Village Follies"—Fox-trot, Hazay Natzy and His Orch. (Jack Green, Director)
- Who Did You Fool After All—Fox-trot, Majestic Dance Orch.
- 020853 Georgia Cabin Door—Fox-trot, Max Terr and His Orch.
- All Muddled Up—Fox-trot, Long Beach Society Serenaders
- POPULAR VOCAL
- 020866 You Remind Me of My Mother, from "Little Nellie Kelly".....Frank Sterling
- Nellie Kelly, I Love You, from "Little Nellie Kelly".....Arthur Wilson
- 020865 You Tell Her—I Stutter, Harry Blake and Robert Judson
- He Loves It.....Harry Blake
- 020867 November Rose.....Frank Sterling
- Mother's Love.....Arthur Wilson
- 020868 A Picture Without a Frame.....Apollo Male Trio
- In a Corner of the World All Our Own, Apollo Male Trio
- 020869 Little Pal of Long Ago.....Charles Cinway
- Lost (A Wonderful Girl).....Charles Cinway
- NEGRO VOCAL RECORD
- 020870 That Da Da Strain—Dance Rhythm, Anna Meyers and Original Memphis Five
- Tain't Nobody's Bizness If I Do—Dance Rhythm..Anna Meyers & Original Memphis Five

- LAUGHING RECORD
- 020856 Some Laughs.....Monroe Silver
- Cohen Talks About the Ladies.....Monroe Silver

OKEH RECORDS

- 4699 The Lass from the County Mayo (Browne)—Tenor, Orch. Accomp.....Griffin 10
- Sweet Inniscarra (Olcott)—Tenor, Orch. Accompaniment.....Griffin 10
- 4700 Hawaiian Hulu Medley—Ukulele Solo.....Ferreira 10
- Maui Waltz—Ukulele Solo.....Ferreira 10
- 4701 Good Lord, I Done Done—Colored Male Quartet.....Excelsior Quartet 10
- I Am the King of the Sea—Colored Male Quartet.....Excelsior Quartet 10
- 4702 Romance (Op. 45), (Grumfeld)—Piano Solo, Eislser 10
- Prelude (Op. 3, No. 2), (Rachmaninoff)—Piano Solo.....Eislser 10
- 4703 McDermott's Hornpipe (McDermott)—Violin Solo, Piano Accomp.....Coleman 10
- Irish Reel Medley (The Pigeon on the Gate)—Violin Solo, Piano Accomp.....Coleman 10
- 4709 Beale Street Blues (Handy)—Fox-trot, Ray Miller, Melody King, and His Black and White Melody Boys 10
- 12th Street Rag (Bowman)—with incidental xylophone by Joe Green—Fox-trot, Rega Dance Orch. 10
- 4689 That Da-Da Strain (Medina-Dowell)—Popular Colored Singer, Mamie Smith and Her Jazz Hounds 10
- Wish That I Could But I Can't Forgive You Blues (Goodman-Rose)—Popular Blues Vocal, Mamie Smith and Her Jazz Hounds 10
- 4690 For the Sake of Auld Lang Syne (Graff-Burns-Ball)—Tenor-Baritone Duet, Orch. Accomp., Jones-Hare 10
- The Trail to Long Ago (White-Erickson-Klickmann-Keithley)—Tenor-Baritone Duet, Orch. Accomp.....Hart-Shaw 10
- 4691 Early in the Morning (Brown-Klages)—Fox-trot.....Markel's Orch. 10
- Blue (Leslie-Clark-Handman)—Fox-trot, Markel's Orch. 10
- 4692 All for the Love of Mike (Pease-Nelson-Tobias)—Tenor, Orch. Accomp.....Jones 10
- Nellie Kelly, I Love You (from the musical play "Little Nellie Kelly"), (Cohan)—Tenor, Orch. Accomp.....Ash 10
- 4693 All Over Nothing at All (Rule)—Fox-trot, The Original Six, George Kelly, Director
- Meet Me Next Sunday (I'll Wait for You), (Snyder)—Fox-trot, The Original Six, George Kelly, Director 10
- 4704 Wagsey Watermelon (Jean)—Baritone, Banjo Accomp.....Hare 10
- Jack and the Beanstalk (Jean)—Baritone, Orch. Accomp.....Hare 10
- 4705 Rocking Horse Parade (Ring-Hager)—Christmas Novelty Record..Hager's Concert Orch. 10
- Grandma's Music Box (Ring-Hager)—Christmas Novelty Record.....Ring & Co. 10
- 4706 Homesick (Berlin)—Fox-trot, Lopez and His Hotel Pennsylvania Orch. 10
- Toot, Toot, Tootsie (Goo' Bye) (Kahn-Erdman-Russo)—Fox-trot, Lopez and His Hotel Pennsylvania Orch. 10
- 4707 Turtle Dove (Leon)—Fox-trot, Lopez and His Hotel Pennsylvania Orch. 10
- Where the Volga Flows (David-Katzman)—Fox-trot.Lopez and His Hotel Pennsylvania Orch. 10
- 4708 You Give Me Your Heart (from the photoplay "Blood and Sand"), (Snyder)—Fox-trot, Natzy's Biltmore Orch., Jack Green, Director
- Zenda (from the photo play "Prisoner of Zenda"), (Breau-Luz)—Fox-trot, Rega Dance Orch. 10
- 4710 Childhood Days (Creamer-Franklin)—Fox-trot, Blue Ribbon Trio 10
- Who Loves You Most After All? (Cohen)—Fox-trot.....Blue Ribbon Trio 10
- 4694 I Wish I Could Shimmy Like My Sister Kate (Piron)—Fox-trot, Okeh Syncopators, Harry Reser, Director
- The Broadway Strut (from the musicale "The Boardwalk"), (Turk-Robinson)—Fox-trot, The Original Six, George Kelly, Director 10
- 4695 Bamboo Isle (from the musical show "Oh, Joy!"), (Kamnetz-Henderson)—Fox-trot, Rega Dance Orch. 10
- Ja-Da Blues (Intro. chorus of "When You're Crazy Over Daddy," from the musical show "Oh, Joy!"), (Vaughn-Kamnetz)—Fox-trot, Rega Dance Orch. 10
- 4696 Just as Long as You Have Me (from the musical comedy "The Gingham Girl"), (Von Tilzer)—Fox-trot.....Markel's Orch. 10
- The Twinkle in Your Eye (from the musical comedy "The Gingham Girl"), (Von Tilzer)—Fox-trot.....Markel's Orch. 10

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ADVANCE RECORD BULLETINS FOR JANUARY—(Continued from page 179)

4697 Time Will Tell (from the musical comedy "Sally, Irene and Mary"), (Coots)—Fox-trot, Markel's Orch. 10
I Found a Four-Leaf Clover (from "George White's Scandals"), (Gershwin)—Fox-trot, Markel's Orch. 10
 4698 Tune in With My Heart (Rogers-Sanders)—Baritone, Orch. Accomp. 10
True Blue Sam (The Traveling Man), (Brown-Donaldson)—Contralto, Orch. Accomp. Stanley 10
 3028 **Der Rosenkavalier, Part I** (Strauss)—Waltz, European Symphony Orch. 12
Der Rosenkavalier, Part II (Strauss)—Waltz, European Symphony Orch. 12
 3029 **Trumpeter of Sakkingen** (God Guard Thee) (Nessler)—Cornet Solo, Orch. Accomp., Silbers 12
Whisperings of the Heart (Thiel)—Cornet Solo, Orch. Accomp. 12
 3030 **Largo** (Mustel)—Pipe Organ Solo. Recorded in Europe. 12
Elegie (Massenet)—Pipe Organ Solo. Recorded in Europe. 12
 3031 **Die Fledermaus** ("The Bat"), (Strauss)—Waltzes. Recorded in Europe, Marek Weber and His Orch. 12
Gypsy Baron (Der Zeigeunerbaron) (Strauss)—Waltzes. Recorded in Europe, Marek Weber and His Orch. 12
 3032 **Gavotte Tendre** (Gaum). Recorded in Europe, Dajos Bela and His Orch. 12
Mattinata (Leoncavallo). Recorded in Europe, Dajos Bela and His Orch. 12
 3033 **Premier Oui** (Herpin)—Hesitation Waltz. Recorded in Europe. Dajos Bela and His Orch. 12
Le Tango Du Revue (Malderen)—Tango. Recorded in Europe. Dajos Bela and His Orch. 12
 5007 **Ein Traum** (A Dream), (Grieg)—Tenor, Orch. Accomp. Sung in German. Recorded in Europe. 12
Der Lenz (The Spring), (Hildach)—Tenor Orch. Accomp. Sung in German. Recorded in Europe. 12
 50307 **La Traviata—S'ist seltam** (The One of Whom I Dreamed) (Verdi)—Soprano, Orch. Accomp. Sung in German. Recorded in Europe. 12
 50603 **Lohengrin—Euch Luetfen** (Ye Wandering Breezes), (Wagner)—Maria Jeritza—Soprano, Orch. Accomp. Sung in German. Recorded in Europe by International Talking Machine Co. 12
 5008 **Symphony in B Minor** (Unfinished Symphony), H-moll-Symphonie (unvollendete), (Schubert). 1st Movement: Allegro moderato—Symphony Orch. Recorded in Europe, Morike and Orch. of German Opera House, Berlin 12
Symphony in B Minor (Unfinished Symphony), H-moll-Symphonie (unvollendete) (Schubert). 1st Movement: Allegro moderato (cont.)—Symphony Orch. Recorded in Europe, Morike and Orch. of German Opera House, Berlin 12
 5009 **Symphony in B Minor** (Unfinished Symphony), H-moll-Symphonie (unvollendete), (Schubert). 1st Movement: Allegro moderato (Finale)—Symphony Orch. Recorded in Europe, Morike and Orch. of German Opera House, Berlin 12
Symphony in B Minor (Unfinished Symphony), H-moll-Symphonie (unvollendete), (Schubert). 2nd Movement: Andante con moto—Symphony Orch. Recorded in Europe, Morike and Orch. of German Opera House, Berlin 12
 5010 **Symphony in B Minor** (Unfinished Symphony), H-moll-Symphonie (unvollendete), (Schubert). 2nd Movement: Andante con moto (cont.)—Symphony Orch. Recorded in Europe, Morike and Orch. of German Opera House, Berlin 12
Symphony in B Minor (Unfinished Symphony), H-moll-Symphonie (unvollendete), (Schubert). 2nd Movement: Andante con moto (Finale)—Symphony Orch. Recorded in Europe, Morike and Orch. of German Opera House, Berlin 12

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10067 **The World Is Waiting for the Sunrise** (Lockhart-Seitz)—Tenor. 12
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President of Aeolian Co. Appointed Chevalier of St. Gregoire le Grand Gasparri

Henry B. Tremaine, president of the Aeolian Co., was signally honored this week in connection with the celebration of his twenty-fifth anniversary as head of that company by being notified of his appointment by the Pope as Chevalier in the Order of St. Gregory the Great. The message from the Pope congratulating Mr. Tremaine was given wide publicity in the daily newspapers.

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 Zimmerman-Bitter Constr. Co. 120

The NEW Scotford Tonearm and Superior Reproducer



A new external shape of grace and beauty—without changing the internal design:



That same angle turn with the solid inclined plane deflecting the sound waves straight downward into amplifying chamber. That same famous Scotford tone—the tone of refinement—genuinely musical. Now in a tonearm of accepted, conventional, popular design. WRITE FOR SAMPLES.

NEW CONSTRUCTION



The long straight tube is of drawn Yellow Brass. Tonearm Base, Main Elbow and Connection Elbow and the Reproducer Frame, Face Ring and Back Plate are cast of TENSO White Brass Alloy—an alloy more than double the tensile strength of cast iron—much stronger, harder and lighter in weight than ordinary white metal alloys. New dies have been produced for casting all parts. The new parts are solidly cast, and are very substantial and durable.



STYLE NO. 1 FINISH
A combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 2 FINISH
A different combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 3 FINISH
All parts Plated in Nickel or Gold

In ordering specify whether Reproducer should have Plain Gilt Plate or "Superior" Name Plate. To obtain Individual Name Plate, customer must furnish Decalcomania Transfer

Samples Will be Submitted on Approval

Style 1 Tonearm long tube and main elbow, Reproducer face ring and back Black Japanned; other parts Plated. Style 2 Tonearm long tube and main elbow Plated, base Black Japanned; Reproducer back Black Japanned, the face ring and frame Plated. Style 3 All parts of Tonearm and Reproducer are Plated.

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

Samples Prepaid at the Above Prices

*Write for Our
Specification Sheet and Quantity Price List*

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets

CHICAGO, ILLINOIS

Two New EDISON Consoles Moderately Priced To Meet a Definite Demand

THE NEW EDISON Baby Console and London Console, recent additions to the Edison group, are among the lowest priced console models.

This is your opportunity to supply the wants of the many who seek a high-grade phonograph in console style—at moderate price.



See Pages 30-31

JOBBERs OF THE NEW EDISON, EDISON RE-CREATION, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS .

CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Denver Dry Goods Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—The Phonograph Co.
Wm. H. Lyons (Amberola only).

INDIANA
Indianapolis—Phonograph Corporation of Indiana

IOWA
Des Moines—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Iver Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW JERSEY
Orange—The Phonograph Corp. of Manhattan.

NEW YORK
Albany—American Phonograph Co.
Syracuse—Frank E. Bolway & Son, Inc., W. D. Andrews Co. (Amberola only).

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buchn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).