

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, February 15, 1923



"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.

The Highest Class Talking Machine in the World



Marquette
\$125



Elite \$265

Enroll Now for a Profitable Year

The big problem for Sonora this year is to make sure of having enough Sonoras to go around.

Therefore the dealer who joins the Sonora family early in the year will be in a better position to anticipate his needs and cash in during the big months.

The story of "sold-out" models in the Sonora line last fall was only a


forerunner of the enormous demand that has already set in for the superb 1923 line of Sonoras.

Think of Sonora quality—of the wonderful Sonora reputation—of the enthusiastic pride of Sonora owners. Then write for full particulars of our dealer-plan.

Sonora Phonograph Company, Inc.

279 BROADWAY, NEW YORK

Canadian Distributors: Sonora Phonograph, Ltd., Toronto

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

The Talking Machine World

Vol. 19. No. 2

New York, February 15, 1923

Price Twenty-five Cents

INCREASES DANCE RECORD SALES

The Young & Chaffee Co., of Grand Rapids. Erects Miniature Ballroom to Stimulate Sales of Dance Records—A Move of Interest

Every talking machine dealer knows that the most popular records he sells are the latest dance hits played by the half dozen or so famous dance orchestras. More of these are sold than of any other class, and therefore a large percentage of the total record sales is from the sales of dance records.

One enterprising firm has hit upon a novel, and effective, method of increasing the sales of these popular records. This firm, the Young & Chaffee Furniture Co., of Grand Rapids, Mich., has built a miniature ballroom for the convenience of its record patrons so that customers may try the tempo of the new records by actually dancing to them. It is a well-known fact that there is considerable variation to the time of different records—especially of those played by different orchestras. The miniature ballroom gives each patron an opportunity to try the time of the dance hits and select those records which they like best. The invitation of this firm reads as follows:

VISIT OUR MINIATURE BALLROOM,

Especially built for the convenience of our patrons. A smooth polished dance floor of miniature size assisting you to select proper dance records that will meet with your individual liking. Come in and glide to Paul Whiteman's wonderful orchestras. They're irresistible.

Nothing is more disappointing to dance record patrons than to purchase half a dozen or more dance records and then in trying them out at home find that the time is too fast or too slow for their liking. Of course, the speed of the turntable may be regulated, but this alters the pitch of the music and dealers usually advise against changing the speed from the number of revolutions designated by the manufacturers. The miniature ballroom safeguards any such dissatisfaction on the part of the purchasers as they can be sure they like the tempo by actual dancing to the records before making their purchases; then it has a salesmaking value, also, as it attracts many new customers for talking machines.

The plan of having a small ballroom in the record department is suggested to other talking machine dealers as a method for increasing the sales of the "best-selling" dance records.

WILL ROGERS ON VICTOR RECORDS

Popular Monologist and Musical Comedy Star Signs Five-year Contract With Victor Co.

Will Rogers, who has won his way into the front rank as an after-dinner speaker, apart from his histrionic ability and his skill as a manipulator of the lariat, has signed a five years' contract with the Victor Talking Machine Co. to make original recordings of his monologs.

Mr. Rogers has won a large measure of favor by the originality of his talks and his ability to satirize the weak spots in organizations as well as in human beings, hence the fact that he will soon be heard through the medium of the Victor record will add immensely to his popularity and give him a national audience.

WISDOM OF OBSERVATION

When in Rome do as the Romans do. In other words, when you are serving a patron who is dignified in bearing be dignified yourself and when a person inclined to jocularity comes in don't forget that this type of prospect will not respond to excessive dignity.

MUST GIVE NOTICE OF SEIZURE

Bill Introduced in the Senate at Albany to Protect Purchasers on Instalments—Legislation of This Kind Is Well Worth Watching

It is interesting to dealers in talking machines and other musical instruments which are sold on instalments to know that Senator Meyer Levy, of the Seventeenth Senatorial District of New York, has introduced a bill in the State Senate at Albany to amend the municipal Court Code of New York City in relation to notice of application for warrant of seizure in action to foreclose lien on chattel.

If passed, this bill would require instalment houses to give notice before they could secure a warrant of seizure of talking machines, pianos or household furniture, upon which part of the money has already been paid.

"My attention," said Mr. Levy, "has been brought to thousands of instances where poor families have purchased household furniture and other goods, paying a large part of the amount due, and, when in default for the remaining sum, the property has been taken from them without any notice or opportunity to offer their defense or adjust their differences with the instalment house.

"If passed, this bill will remedy this evil, as it provides that before the property can be seized a five days' notice must be given to the mortgagor, and during that time an opportunity is presented to raise the sum due on the mortgage, or give them an opportunity to adjust their differences with the instalment house in order to prevent the furniture being seized. Unless the adjustment is made within the five days the instalment house can then apply for a warrant of seizure.

"The law, as in force to-day," added Mr. Levy, "gives instalment houses an absolute right to secure a warrant directing a city marshal to break and enter premises, and remove all property referred to in the mortgage. In many instances investigations have shown that almost the entire sum had been paid, and the default had been due to unfortunate circumstances."

SELLS TWELVE MACHINES TO ASYLUM

A. Gressett Music House Goes Into Byways After Business—Has Placed Many Musical Instruments in County Public Schools

MERIDIAN, MISS., February 3.—M. E. Taylor, manager of the talking machine department of the A. Gressett Music House, Victor dealer of this city, recently closed a deal with the State Asylum for the Insane, located in Meridian. He succeeded in selling them twelve Victrolas, Style 50, which is the portable machine, all to be used in this one asylum. The authorities plan to use them in all the wards and the fact that they are of the portable type makes them easily transported from one ward to another. In addition, Mr. Taylor sold them a Victrola, Style 130, one of the largest upright models in the Victor selection. In the aggregate these sales, including a number of records for each instrument, amounted to almost \$1,500.

Also, Mr. Taylor has been very successful in selling Victrolas to the public schools in and around Meridian. A large number of the Victor school models are in the schools in Meridian, while in the surrounding country at least a portable type has been placed in every school in the county. Mrs. Roe, of the A. Gressett Music House, is devoting considerable of her time to educational work and it is through her efforts that a great many of the school machines are placed—particularly those in the adjacent counties.

OUR EXPORTS OF TALKING MACHINES

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

WASHINGTON, D. C., February 10.—In the summary of exports of the commerce of the United States for the month of November, 1922 (the latest period for which it has been compiled), which has just been issued, the following are the figures on talking machines and records:

Talking machines to the number of 7,367, valued at \$281,291, were exported in November, 1922, as compared with 3,658 talking machines, valued at \$157,723, sent abroad in the same period of 1921. The eleven months' total showed that we exported 49,723 talking machines, valued at \$1,825,702, as against 33,889 talking machines, valued at \$1,584,835, in 1921.

The total exports of records and supplies for November, 1922, were valued at \$107,683, as compared with \$145,679 in November, 1921. The eleven months ending November, 1922, show records and accessories exported valued at \$981,637, and in 1921, \$2,015,467.

The countries to which exports were made in November and the values thereof are as follows: France, \$1,724; United Kingdom, \$8,213; Canada, \$114,827; Central America, \$6,540; Mexico, \$23,106; Cuba, \$4,135; Argentina, \$13,790; other South American countries, \$11,275; China, \$1,671; Japan, \$20,089; Philippine Islands, \$10,907; Australia, \$9,771; Peru, \$6,888; Chile, \$13,593; other countries, \$34,762.

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

CLARK & JONES ADD BRUNSWICK

Prominent Birmingham, Ala., Concern Plans Intensive Drive on This Line During 1923

BIRMINGHAM, ALA., February 1.—The Brunswick line of phonographs and records has been added by the Clark & Jones Piano Co., 1913 Third avenue, this city. This company is one of the best and liveliest dealers in the South and is well equipped to handle the large initial order of phonographs and records placed with the Brunswick Co.

Located in the very center of the retail district, they have a very fine store and occupy eighteen thousand feet of floor space. An intensive merchandising campaign in the interest of this line is planned.

INTRODUCING THE SALESMAN

Letter From Firm Naming Salesman and Stating Time of Call Overcomes Prejudice and Paves the Way for a Cordial Reception

Unless a prospect is really interested in purchasing a talking machine the salesman who makes calls merely because he happens to have a list of names, many of them worthless as far as sales possibilities are concerned, is often likely to get a rebuff instead of a hearing. A plan to overcome the prejudice against the salesman-cavasser which may exist has been tried with considerable success. It consists simply of a brief letter of introduction by the head of the concern to the prospects stating that the representative of the concern will call between certain hours on a certain day. Thus, the prospective customer is prepared for the visit and a cordial reception is extended.

Use of Proper Collection Methods a Vital Necessity of Successful Merchandising

One of the most vital considerations of the talking machine merchant is the question of collection of instalments. This business is essentially an instalment proposition and as such the prosperity and development of the dealer are largely determined by the terms which are extended to customers and the promptness with which the payments are met. In this phase of the talking machine business there also enters the problem of repossessions. The questions which confront the dealer when a customer has become irregular in meeting the obligations set forth in the contract are vital ones. The most important of these are: When should the machine be taken from the non-paying customer? Should any concessions be made and, if so, how far is the merchant justified in going? Is the repossession of instruments profitable to the dealer?

The answer to the first question is a difficult one because local conditions and the relations existing between the customer and the dealer many times exert an influence. It is obvious, of course, that where there is little or no possibility of ever obtaining the money for the machine the sooner the dealer regains possession the better it will be for him. A comparatively new instrument is more easily resold than one which has been used and perhaps mis-handled for eight months or a year.

The second question is the one in which the problem of local conditions enters. It can be best answered by the statement of R. M. White-law, manager of the Ideal Music Co., Newark, N. J., who has given the subject considerable thought and evolved a plan which he is using with a great deal of success. "The repossession of instruments can be accomplished without hard feelings and antagonism," says Mr. White-law. "When a customer becomes several weeks in arrears with payments we send a courteous letter, calling attention to the fact that the account has been overlooked. If this does not bring in the money a personal visit is made to the home of the customer and the matter is threshed out. Often we have found that people are willing to pay and are most anxious to retain the instrument, but because of emergencies which have arisen since the machine was purchased payments cannot be made for some time. Where we find conditions such as this

we explain to the customer how we are situated and if it is impossible to get even a small payment, a fraction of what is due, we have an understanding with the customer by which we repossess the instrument and the patron has the option of reclaiming same within the next six months. It is not necessary when an instrument is reclaimed to pay all back instalments. The customer merely makes the payment agreed upon at the time of purchase and the instrument is delivered with the understanding that payments will be met regularly.

"The beauty of this method is that there are no hard feelings between the customer and the

Tactful Handling of Many Problems Arising from Delinquency in Meeting Payments Will Build Good Will

dealer. In most cases the patron recognizes the fairness of the proceeding and is willing that the dealer hold the machine for six months. Other customers are even eager that the store repossess temporarily because this automatically lifts a load from their minds. They do not worry over meeting these instalments or evading the collection of the account by excuses."

Here is something concrete which the dealer can take advantage of. No further analysis is necessary to make clear the advantage of repossessions along the line quoted above over the enemy-making method of simply backing a truck up to the home of the customer and rudely taking the instrument.

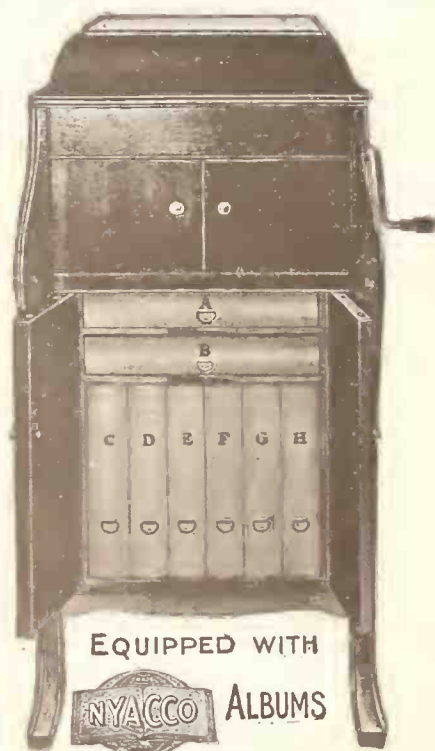
Is the repossession of the machine profitable to the dealer? Emphatically no. Suppose the dealer sells a machine and repossesses it at the expiration of four months. He polishes it up and sells it for very nearly the original sales

price. Here, of course, he makes a few dollars if he is lucky, and there is an immediate profit, but the merchant who is looking to future prosperity will discount this immediate profit because, in the first place, if he succeeded in selling this slightly used instrument the chances are that a new one could have been sold just as well. In the second place, if his methods of regaining possession of the machine were offensive to the customer he can rest assured that he has made an enemy. It is a practical certainty that a person from whom a machine has been taken without regard to feelings will never voluntarily make a purchase from that dealer in the future and one never can tell what the state of the finances of any person, regardless of conditions at present, will be one or two years hence. Furthermore, friends of the antagonistic patron will hear about the matter and the result probably will be that the patronage of several persons will be lost. And it isn't merely the sale of the machine that has been lost, but repossession necessarily eliminates the possibility of future record sales to the person from whom the instrument has been taken.

Take, for example, the man who is employed at a trade and whose work is periodical, being affected by loss of time between jobs, strikes, etc. The chances are that if the dealer is not too hasty and allows the customer of this particular type a little time in an emergency the payments will be made as soon as possible, the debt will be cleared off and the dealer has gained a friend instead of an enemy, and right here there will be no harm in emphasizing the value of good will. While the sale of machines is an important element in the talking machine business, it is by no means the most important. Of equal importance is the steady sale of records and continued patronage depends largely upon good will. Remember, only one machine is sold to a customer, but many records can be sold to each customer when the proper methods are pursued.

There is many a slip 'twixt the demonstration and the name to the contract. Many sales are lost by ill-timed talking while a record is being played on the machine being demonstrated.

THE TALKING MACHINE'S HELPMATE



BIG RECORD SALES

Mean More Albums Sold

Records have sold well in all sections of the country thus far this year, proving that 1923 is going to be a big year for records.

Record Sales Mean Album Sales.

Nyacco albums enable you to offer your trade the best albums, in both appearance and construction. They are BOUND to give satisfaction. Order now at the low prices.

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard St.

CHICAGO
415-417 S. Jefferson St.

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

The Best Interchangeable Leaf Record Album on the Market



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

Victor supremacy is the supremacy of performance



Victrola VI, \$35
Mahogany or oak



Victrola IX
\$75
Mahogany or oak

Wherever music is known, the Victrola is known--and its superiority recognized. That is a consideration of vital importance to every dealer in Victor products.



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



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



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



Victrola No. 280
\$200
Mahogany or walnut



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



"HIS MASTER'S VOICE"

Victrola

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Important: Look for these trade-marks. Under the lid. On the label.
Victor Talking Machine Company
Camden, New Jersey

World Contest Brings Valuable Ideas

B. B. O'Neill, Whose Contribution Appears Below, Wins Talking Machine World Prize for Most Constructive Article Submitted in Contest for Practical Business-building Suggestions—Other Articles Possessing Particular Merit, Reproduced on This Page, Win Awards

The Talking Machine World has received quite a number of contributions in response to its offer of a prize of \$10.00 for the best article from dealer, salesman or traveler, setting forth an original and practical idea, or proved plan, for selling talking machines or records, from which the Contest Editor has selected the contribution of B. B. O'Neill on "Getting People Into the Store" as most worthy of the prize. The other contributions which appear are also of interest and value. The Contest Editor desires to thank all who, despite the demands on their time, sent in articles and suggestions.

GETTING PEOPLE INTO THE STORE

By B. B. O'Neill

The talking machine dealer who would increase his sales must get people into the store. This is the main problem. Once they are in and show interest the rest is up to the salesmen. The people who have time for shopping will come to their dealer when they are in need of records, but where the average merchant loses out is in lack of attention to sales possibilities among those people who work during the day. In every community there are stores, factories and offices filled with men and women who are logical prospects for records and machines, but who seldom buy because no effort is made to interest them.

How to get at these people is the problem. A stunt which I have found effective is to stage noon-day concerts for the benefit of the workers. Large notices were prepared which read as follows: "Employees of the Blank Mfg. Co. are cordially invited to attend noon-day concerts to be held at the Briggs Phonograph Shop, 324 Franklin street, between 12 and 2 o'clock." These invitations were sent to various offices, stores, etc., employing several or more persons and the results were far beyond expectations.

The opportunity of some real recreation during the brief period from work following luncheon was eagerly accepted by many and as a result the store became a popular recreation center during hours when business is usually dull. The programs were carefully prepared and the concerts varied from the operas to entire programs of popular music, thus appealing to lovers of all types of music. Of course, those attending the concerts were all wage earners and most of them had machines in the homes. It was surprising to note how many purchased records after each concert and how many have made other purchases from time to time. This stunt is a real sales producer, to say nothing of building good-will and free publicity that may result in other sales.

REVISING THE PROSPECT LIST

By George Osgood

There are many ways of securing prospects on whom the salesmen of the firm may call, but confining the calls of the salesmen to only those prospective customers who really offer the opportunity of making a sale is another matter. A plan which I have found excellent for eliminating the deadwood from the prospect list, thus insuring less waste time and more sales, as well as a consequent reduction in the cost of making sales, is to go over the list three times each year and, from the reports of the salesmen, strike out the names of persons who have refused to register interest in the line. When these names have been taken from the list a personal letter is written to each of the remainder. The letter calls attention to the merits of our line and requests the prospect, if interested, to answer three questions typed on a penny postal, which is inclosed with the original letter. The questions are as follows:

Have you a talking machine?
What make is it?
Are you interested in music?

From the many cards returned the chances of making sales to each of these prospects can be determined. If a machine is owned we have a record prospect and if the instrument is an old one we have a prospect for a better and more up-to-date model. If there is no machine in the home, but the family is interested in music, we go right after a machine sale. Those who do not return the postal card are followed up personally and their attitudes determined. When this task is done the names on the prospect list are really live opportunities for the salesmen who go in and win according to their ability.

A live prospect list is really an absolute necessity, especially where the salesmen work on a salary and commission basis, because a certain volume of business must be procured to cover this expense and, at the same time, leave a profit for the dealer.

KEEPING IN TOUCH WITH RECORD BUYERS

By James Donaldson

What more opportune time is there than during the month of February for the dealer and his sales people to take a catalog of records and perhaps a few samples of the new numbers and make it his business to call on every individual who has purchased a machine during the holidays. At this time he has an entrée into the home which would be hard to secure at any other time. The visit is made on the ground that the dealer is interested enough in his customer to want to be sure that the machine is working O. K., and that everything connected with the purchase has been satisfactory, giving the dealer a chance to establish a friendly relationship and to show the new customers that he is interested in their getting enjoyment out of their new purchases.

Experience has shown that new customers, especially those who have purchased on the instalment plan and have made a first payment, are a little bit loath to go back to that dealer's store and ask for additional credit or sometimes even making additional cash purchases of records until payments on the instrument have been completed. However, if the talking machine dealer employed the means of a personal call on the customer to solicit new business, this feeling would be entirely evaporated and in consequence additional sales would result.

Dealers in large communities will claim that personal contact at this time of the year does not work satisfactorily to them, but applies more specifically to smaller communities. This, however, is not correct, as the dealer who conscientiously follows up his customers immediately after the holidays has found it a very profitable move no matter in what community he may be located.

The word "service" has probably been more abused than any other word that the dealer has occasion to use. Service is too often limited to that which the customer asks for and expects.

BOOSTING ACCESSORIES SALES

By L. E. Brown

The sale of accessories is an important element in the talking machine business for two reasons. First, because people who have the necessary accessories get increased enjoyment from their instruments, and, second, because of this greater enjoyment these customers are more likely to retain their enthusiasm and add to their record libraries. The most effective way of bringing accessories to the attention of the public in a manner which will result in sales is through the window display.

An effective display consists of everything pertaining to the talking machine and its enjoyment. The instrument, of course, is placed in the most prominent position and the remainder of the exhibit consists of records; record brushes, needles of all kinds, albums, etc. Floor-covering and background material is chosen for its effectiveness in making the various items in the display stand out distinctly. The accessories are placed on the floor in an attractive manner and beside each should be placed a placard describing the use of that particular accessory. A placard for that portion of the exhibit devoted to records contains a list of the various types of music which can be obtained, such as instrumental, vocal, operas, light classics, folk songs, popular songs, dances, etc. In the center near the instrument is a larger placard than the rest with the following message: "For the greatest enjoyment and the most perfect reproduction of music on the talking machine certain accessories are necessary. Some of these are exhibited here. Come into the store and let us demonstrate and explain why."

The novelty of this display attracts attention and arouses interest, the main principles of good advertising. People who enter the store are really interested and sales come easy. The result is a general boom to business in accessories of all kinds and real profits from what is generally looked upon as a side line.

STAGES MID-MONTH CONCERT

E. A. Schweiger, Inc., Holds First of a Series of Mid-month Concerts in Handsome Enlarged Quarters—Large Attendance

The first of a series of mid-month concerts, held in the spacious double three-story building of E. A. Schweiger, Inc., Victor dealer, 1525-27 Broadway, Brooklyn, N. Y., was an undoubted success, both from the standpoint of

attendance and interest developed. It is estimated that there were more than a thousand music lovers present to hear the varied program, which lasted from 7 until 11 o'clock in the evening. Among the artists who entertained were Maine Rountree and his orchestra, who rendered a program of the latest dance music; vocal selections by Billy Waldron, late of the Nora Bayes Co. and now with the Goodman & Rose Music Pub. Co., and several artists from M. Witmark & Sons, music publishers.

Among those present who are prominent in trade circles were Messrs. Barker and Offerman, of the American Talking Machine Co.; Mr. Miller, of the G. T. Williams Co., and J. J. Davin, of Ormes, Inc., all Victor jobbers.

The interest aroused in the latest recordings was evident from the fact that for several hours the booths of the company were filled and the good effects of this concert will no doubt be felt for some time to come. Other concerts scheduled will be of the same high order.

Victor supremacy is the supremacy of performance



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



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

That is why the truly great artists of the present generation in ever-increasing numbers are found among the ranks of famous Victor artists.



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



Victrola No. 210
\$100
Mahogany or walnut



Victrola No. 260
\$150
Mahogany or walnut



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



Victrola

REG U. S. PAT. OFF.

Important: Look for these trade-marks. Under the lid. On the label.
Victor Talking Machine Company
Camden, New Jersey



(Registered in the U. S. Patent Office)

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

J. B. SPILLANE, Editor

RAY BILL, B. B. WILSON, BRAID WHITE, Associate Editors
LEE ROBINSON, Advertising Manager
L. E. BOWERS, Circulation Manager

Trade Representatives: A. F. CARTER, C. CHACE, EDWARD LYMAN BILL, V. D. WALSH,
 E. B. MUNCH, C. R. TIGHE, A. J. NICKLIN

Western Division: Republic Building, 209 So. State Street, Chicago, Ill. Telephone,
 Wabash 5242

Boston: JOHN H. WILSON, 324 Washington Street

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

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NEW YORK, FEBRUARY 15, 1923

FACTS AND FIGURES THAT INCITE OPTIMISM

THE new year is opening up splendidly in a business way. There is a feeling of confidence existent in all lines of industry that bespeaks a great year of accomplishment in the talking machine trade, and to the merchant who aims to sell merchandise and not terms the year holds a goodly proportion of profits.

Nineteen twenty-three will not be an easy period for the retail dealer—he must be constantly up and doing along constructive lines, if he decides to compete successfully with his confreres in other industries for the surplus money which the public desires to spend during 1923. And there is a great deal of surplus money available nowadays judging from the preliminary report of the savings bank division of the American Bankers' Association, which shows an increase in the savings deposits of the country of about \$1,500,000,000 during 1922 and a gain of 2,315,693 in savings accounts as compared with last year.

The total increase of savings reported on deposit on June 30, 1921, was \$16,618,595,000; the amount for the corresponding date in 1922 was \$18,087,493,000. These figures demonstrate most impressively the vast amount of money that has been accumulated by the people of the United States, a large portion of which will be released to those talking machine merchants who go after customers persistently and intelligently.

In this connection it should never be overlooked that unvarying, stabilized conditions are promoted when business is developed not on long time terms, but as closely to a cash basis as is possible. With this policy kept well in mind business can be conducted on healthy, satisfactory lines.

ADEQUATELY COMBATING "GYP" DEALER EVIL

NOW that much of the work of liquidating excess retail stocks has been accomplished by legitimate dealers it might be well for members of the trade to devote some attention to the activities of the private house or "gyp" dealers who have for years been active factors in competition and appear to be increasing rather than decreasing in numbers.

In combating the "gyp" dealer evil the legitimate dealers in most trades have back of them considerable legal power for the

reason that there are in effect a number of ordinances and laws designed to make advertisers in the classified columns of newspapers specify whether or not they are dealers. Violation of these ordinances or laws carries with it a sufficient penalty to discourage the persistent "gyp" provided regular dealers are active enough in their work of prosecution.

What can be accomplished in curbing the "gyp" evil is shown in New York, where the newspapers insist upon listing private house dealers under the heading of "dealers" in the classified columns unless their status as individuals is clearly established. St. Louis recently adopted an ordinance providing for the same course of procedure, and there are other localities where the legitimate dealers have at hand the machinery for protecting themselves provided they make use of it.

The activities of the "gyp" dealers are not simply unethical, but are calculated to shatter confidence in legitimate trade and in the standing of bona-fide instruments that are grossly misrepresented by the unscrupulous. Legitimate dealers should see to it that every effort is made to check the evil in their localities.

POSSIBILITIES OF CO-OPERATIVE PUBLICITY

IT is unfortunate that the members of the retail talking machine trade do not give more thought to the possibilities of co-operative advertising as a means for obtaining a maximum amount of publicity at a minimum expenditure per individual. Dealers frequently declare that they limit their advertising for the reason that they cannot afford the appropriations that will give them worth-while space in metropolitan dailies and feel that rather than use insignificant space they had better confine their publicity to other channels.

On several occasions attempts have been made to organize dealers in various cities for the purpose of carrying on co-operative advertising campaigns for specified periods, the campaigns to be confined to dealers handling one particular line of machines and records. The idea, of course, was to hook up with the advertising of the manufacturer and through co-operation purchase space enough to make a real showing in the newspapers. Somehow or other most of these attempts to provide maximum publicity at minimum cost have not met with any great success.

In St. Louis recently, however, the retailers in the residential sections got together and put over a co-operative advertising campaign on one line that produced most satisfying results. The copy was of general character, emphasizing the chief features of the particular line of products, and carried in one corner the names and addresses of the concerns taking part in the campaign.

Under the circumstances the advertising was of a sort calculated to prove most effective, for the reason that the concerns making the appeal for business were of the neighborhood store type and to a considerable extent at least non-competitive. There are great possibilities for talking machine retailers in other cities to get together for similar campaigns at various periods of the year, finding that the combination gives them greater power in appealing to the buying public while they can capitalize upon the result from the newspaper readers in their own particular localities.

There are, of course, in every city large talking machine dealers in the main business centers who advertise regularly and liberally, but these individuals in most cases are doing business on a much larger scale than the neighborhood store owner. For the dealer in an outlying district to attempt to compete with such advertising would mean an expense that would be out of proportion to results that might be expected. When he divides the cost of the advertising with a dozen or a score of fellow dealers, however, he is getting a full advertising display at a very low cost and the results may be expected to be distinctly satisfactory.

WATCHING INIMICAL LEGISLATIVE MOVES

ONE service that a live organization of talking machine men, manufacturers or retailers, can perform for its membership is that of watching carefully new legislative moves, especially the introduction of new State laws calculated to amend legislation covering conditional sales, chattel mortgages or instalment business.

It happens frequently that a very innocent-looking bill introduced in the State Legislature will have a distinct bearing on the rights and privileges of a dealer handling instalment business in his relations with his customers. Often the Assemblyman or Sen-

ator who introduces the measure has little knowledge of the subject covered in his bill, and is working either for his special interests or as a result of some individual case brought to his attention.

It has been proved on numerous occasions, particularly by piano men, that the time to combat inimical legislation is as soon as possible after the bill has been introduced and before it has had a chance to get support. Delay simply serves to complicate matters and makes the task harder and if the bill finally becomes a law before its pernicious character is realized it is an almost hopeless task to have it amended or repealed.

Until such time as all States have adopted a uniform conditional sales act and follow the lead of New York and other States there always remains the danger of some legislator attempting to make changes in existing laws covering conditional sales, and the objects are not always altruistic.

A local association cannot always afford to retain counsel to keep in constant touch with the activities at the State Capital, but if the members located close to the heart of things will keep the secretary advised, and he is prompt in filing necessary protests in the name of the association, the fact that an organization is interested in the measure soon has its effect upon legislators.

In carrying on a battle of this kind talking machine men will not find themselves alone, for they have on their side furniture, jewelry, clothing and piano dealers, as well as other lines of trade in which instalment selling prevails in a large measure.

SOME DEDUCTIONS FROM CENSUS FIGURES

SOME time ago the Bureau of the Census at Washington issued figures covering the talking machine industry during the year 1921, in comparison with the year 1919, which tended to indicate that during that two-year period the value of the products of the industry had dropped from \$158,500,000 (1919) to \$98,164,000 (1921) or roughly some 38 per cent.

To those of the trade who believe that an industry must show a substantial gain each year or else is losing ground, the Government figures may prove somewhat discouraging, but a close analysis indicates that there is little real cause for worry, for the reason that although there was an expected decrease in the value of cylinder records, the number and value of disc records, which admittedly make up the bulk of the record production, showed a substantial gain. What was lost during the two years, therefore, was represented directly by the cutting down in the production of machines, and it is to be admitted that some reduction or at least some regulation of machine production was inevitable in view of the conditions then prevailing.

Nineteen-nineteen was recognized as one of the peak years in machine production, for not only did the established manufacturers keep up to normal production figures or better, but there were scores of new machine manufacturers and particularly as-

semblers in the field, all putting quantities of machines on the market. Business was good and for a period the market managed to absorb and distribute this great flood of machines. When 1920 came with its problems of liquidation it found the dealers heavily stocked and more inclined to unload and realize cash than to place fresh orders and incur additional obligations with the manufacturers. The result was a material reduction in factory production in most instances and the actual elimination of manufacturers from the field in others.

It cannot be said that the talking machine trade has reached anywhere near the point of absorption so far as machines are concerned despite the decrease in the value of factory products. It was a question of peak production at a time when conditions went bad and buying interest in every line waned. The result is too well known to require further comment.

It is to be expected that the next biennial census figures will show some increase, at least in machine production figures, for 1922 and 1923 in keeping with the improved conditions in the industry. Meanwhile the drop as indicated by the 1921 figures is to be accepted as showing that the trade was again finding its balance, liquidating stocks and getting into a new condition of health in preparation for further advances. The results during the past few months have proved that we are again on the upward path.

THE VALUE OF CONTINUOUS ADVERTISING

THE value of continuously advertised and nationally known products was emphasized at the recent convention of the Association of National Advertisers, held at Atlantic City, at which several publishers pointed out and proved by facts that a very small quantity of advertised products was to be found among the distressed stocks that had to be liquidated through bankruptcy, receiver, or auction sales during the depression of 1921, and that the advertised goods that were inventoried in these stocks were sold with a minimum of sacrifice.

Printers' Ink, in commenting upon this situation, points out that the merchant who confines his buying to stocks of only ready saleable products rarely goes into financial difficulties. The reason for this is that advertised, trade-marked goods have a value which is easily recognizable and is quite generally accepted by the public just as a stamp of the government makes our medium of exchange accepted throughout the land. Unknown or unbranded goods, however, have no hallmark by which their value may be judged.

It goes without saying that every article of merchandise has a certain intrinsic value, but this value in itself possesses but little sales worth. It takes advertising and trade-marking to establish definitely this value and to make it known and appreciated.

There is a lot of sound sense in this conclusion. In order to secure an enduring success the public must be sold, and it can only be sold when the product handled is well advertised.



'PHONE FITZROY 3271-2-3

Mr. Victor Dealer:—

IS IT A VICTOR RECORD SHORT YOU'RE AFTER ?

TRY—

AND

“GET IT”

AT

ORMES, Inc.

15 West 37th Street

New York City

Who's your Victor jobber?



Victrola Exposition Arouses Interest and Opens Up Way to Future Sales :: By W. Bliss Stoddard

That one need not live in a city in order to do things in a novel way, and thereby greatly increase the sale of talking machines and records, has been proved by Spengel's, of Highland, Ill., who recently held a Victrola Exposition that introduced their line to hundreds of people of that town and vicinity in a very attractive manner. The exposition was well advertised in advance, the "teaser" type of announcements being used. Several weeks before it was held there appeared in the papers on several pages a black circle, with the Victor dog on the rim. Inside the circle was printed:

V. E.
What Is It
?

That was all—no name, no hint (unless one recognized the dog) of what was being advertised. This ad was run for a week, until everybody became curious. The following week a quarter-page was taken in the paper, and this same black circle, with the same inscription, was run. Below it, however, was the caption:

The Secret Will Be Out Next Week

Ever since the dog and the circle and the mystic sign "V.E." first appeared in the News-Leader, people have been wondering what it's about.

Well, V.E. is worth wondering about and waiting for. You never saw anything quite like it, and it's going to take place at our store.

But we can't let the whole secret out just yet. You'll have to wait until next week, and then you'll know, if you

READ OUR BIG AD IN NEXT SATURDAY'S PAPER—SPENDEL'S

Since the public knew now who was doing the advertising they, of course, kept close watch on the Spengel ads, and on the following Saturday

the firm took a full-page ad, with the familiar circle in the upper left-hand corner, and in large black letters across the top of the page:

V. E. Stands for VICTROLA EXPOSITION

It starts to-morrow at our Store

A complete showing of Victrolas will be on display—big ones, little ones, in-between ones, the new table-type models, and a wonderful period style, costing as much as a grand piano.

The balance of the ad was taken up with ad-

Methods Used by Merchant to Develop Interest of Public in Line Show Value of Unusual Sales Plans

vertising the different features of the exposition, and it concluded with the following message:

SEE THE VICTROLA EXPOSITION EVERY DAY

You can't see it all at once, so come frequently. It won't cost you a cent and we won't ask you to buy anything. We just want you to come and be informed and entertained.

The store, during the entire week, was the

mecca of all the citizens of the town and many from the country. Those who attended the first day told their friends, and the crowds grew larger every day.

Palms and ferns banked all the pillars, and at intervals throughout the store, on little raised platforms, were demonstration Victrolas. At least one of them was in operation all the time, and frequently the entire half-dozen were going at once. The Victrola Co. sent an expert demonstrator, Miss Golda Airy, who had charge of the machine in the center of the store, and not only played a number of records, but talked very entertainingly of the making of records and machines, and told interesting facts about the artists and the music she demonstrated.

Then there was the "side show," so to speak—one of the first Victrolas ever made, a quaint little instrument with horn attachment; a machine with glass sides, showing how the inner mechanism works and what makes the music; a very elaborate ebony lacquered machine to match a parlor suite, and a beautiful divan, with a machine concealed in one end.

Blanks with the names and addresses of visitors were filled out and at the end of the exposition a gift of twenty-five Victor records in a handsome carrying case was presented to one of those who attended the exposition. All others present received a souvenir, a miniature reproduction of the Victor dog, to be used as a desk weight. Through this means an excellent list of prospects was secured.

George J. Neville has been made manager of the talking machine department of Hillwing & Grimm, El Paso, Tex.



"As Mellow
as Southern
Moonlight"

Meets a Specific Need

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

The "Apartment Baby Grand" of Phonographs

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



The Granby



Adam Period Short Console Phonograph

Reduced List Prices on Other Granbys:

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

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

The List Price: \$135

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

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

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

Granby Phonograph Corporation

Offices and Factory: NEWPORT NEWS, VIRGINIA

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

Peerless Security

Quality As An Ideal

As a manufacturer, I have always felt a keen responsibility to the retailer for the maintenance of the high Peerless Quality.

Never for a moment, in all my years of service to the talking machine industry, have I ever been tempted to cheapen in any way the product of my factory to meet a purely price demand.

So long as quality remains a factor of mercantile success, Peerless will adhere to its infallible policy of giving the utmost value in an album at the minimum price.

Phil Ravis

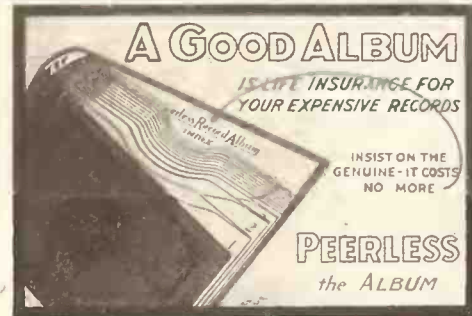


Peerless quality is uniform and dependable. There are no two ways about it.

The number of satisfied customers a dealer has will only increase in direct proportion to his reputation for honest merchandising methods.

Honest Merchandise Builds Reputation and Is the Best Form of Advertising

Get one customer and you get your reputation with many. Bad news travels fast.



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

The American public, weary of being hoodwinked and swindled, is daily pushing aside unnamed and consequently unknown products in favor of genuine trade-marked products.

Peerless, the album, widely known and stocked by leading stores, is both trade-named and trade-marked, for which reason

It Does Make A Difference What Album You Sell



Peerless Carrying Case is not only an exceptionally good case but one you can offer at an attractive price. It will add to your sales, for every record owner is a possible purchaser of this fine case.

Manufacturers of:—

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

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

WALTER S. GRAY
San Francisco
942 Market St.

636-638 BROADWAY
NEW YORK

L. W. HOUGH
Boston
20 Sudbury St.

Start the Customer's Record Library When Sale of a Machine Has Been Consummated

The consummation of the sale of a talking machine is really the start of the business relations between the customer and the dealer. It is natural for a person who has purchased an instrument to continue the relations by purchasing records at the same establishment. How profitable this business intercourse becomes depends to a large extent on the enterprise and tact of the merchant or salesman who come in contact with that person. Many times the dealer is unfortunate enough to lose out on this trade. This is due to many reasons, such as friction, unsatisfactory service, etc. However, the dealer who is alive to his opportunities can make a substantial profit from the sale of records to be delivered with the newly purchased instrument.

A plan for starting machine purchasers with a fairly representative library of records, which is different from the general run in that the purchaser of a machine does not take up the time of the sales people by trying the records in the demonstration booths in the store, is in effect in the Edison Shop, of Newark, N. J., one of the most attractive and artistically appointed establishments of its kind in the State. According to James A. Coyle, manager of the Edison Shop, after the sale of the machine has been completed the efforts of the salesman are centered on implanting in the mind of the new customer the necessity of having a diversified library of records for the full enjoyment of the instrument. This, of course, is not difficult, because the customer naturally realizes that without records the machine is useless and, besides, the patron is anxious to get as much

immediate enjoyment out of the instrument as possible.

"We seldom take up the time of the customer by having him or her listen to a number of records in the store," said Mr. Coyle. "This takes time and when people are out shopping they cannot afford to spend an hour or two in a booth listening to records. Besides, the prolonged demonstration may become tiresome

Selling New Machine Customers Start of Record Libraries Offers Fine Opportunity to Live Dealers

to the customer and sales may be lost because of the abrupt termination of the procedure. We usually ascertain the types of music the customer is most interested in and then we place the matter of selecting the start of the record library in the hands of one of our sales staff. The selections are carefully made and shipment is made with the machine, with the understanding, of course, that those records which do not appeal to the customer may be

returned in three or four days. It is remarkable how few records are returned, and it must be remembered that the time which would otherwise have been taken up with prolonged demonstration is reduced to merely the comparatively brief period of selecting the records. Another important factor which should not be overlooked in this connection is that the customer can hear the records at leisure. Perhaps a half dozen or thereabouts are played at a sitting when the customer is in the mood for music, an important influence on the selection, as the patron is very apt to select records because they appeal at the moment."

In the course of 1922 the sales records of this concern show that only two sales of machines were made without a fair number of records. This is not remarkable by any means, but proves what can be accomplished by a dealer who is thoroughly alive to the opportunities for making sales. Too often the sale of a machine and, perhaps, a few records ends the initial transaction between the customer and the dealer and beyond sending out the monthly record supplements no real strenuous efforts are made toward carrying on what has been started by the purchase of the machine.

Another wide-awake merchant uses practically the same methods as those so profitably employed by the Edison Shop. In this case, however, the number of records allowed to the purchaser of a machine is regulated by the amount of the first payment. The down payment on the instrument must not only cover the records which the customer selects to be sent with the instrument, but it must also be large enough to cover a fair first instalment on the machine. Reduced to figures, this merchant allows the customers to select records to the value of 50 per cent of the first payment. Thus, if \$50 is paid down, \$25 worth of records may be selected. This plan has the advantage of insuring the dealer against loss.

Both of these dealers insist on a fairly large down-payment. They work on the principle that if a customer lacks the funds to meet this obligation, the chances are greatly in favor of future difficulties in collection of instalments.

MARRIED IN "TALKER" STORE

Warren Andrews, Traveling Representative of Oklahoma Talking Machine Co., Is Married in Warerooms of Longmire-Draper Co.

SHAWNEE, OKLA., February 3.—Warren Andrews, traveling representative of the Oklahoma Talking Machine Co., was recently wed to Miss Edna Mae Tripp, who is connected with the record department of the Longmire-Draper Co., Victor dealer of this city. The feature of the ceremony was the fact that the "knot" was tied in the warerooms of the Longmire-Draper Co. Store employees were dispatched for the license and the ceremony was performed in the Victor department. Mr. and Mrs. Andrews will make their home in Oklahoma City.

PUBLICITY FROM THEATRE TIE-UP

CHARLESTON, W. VA., February 3.—Some excellent publicity was recently obtained by the Music Box, Victor dealer of this city, when the moving picture "Remembrance" was exhibited in one of the local theatres. A room was secured on Capitol street and with the aid of a talking machine and an amplifier memory songs were played while the picture was being shown on the screen. Crowds collected and many record sales resulted.

1902-1903-1904-1905-1906-1907-1908-1909-1910

1911-1912-1913-1914-1915-1916-1917-1918

1919-1920-1921-1922

1923

Year by year our Victor business has constantly grown larger and larger.

A desire to do everything possible to "Help the Victor Dealer Sell the Goods" has shown its own results.

Write for our newest plan:

"How to Increase Your Victor Record Business"

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

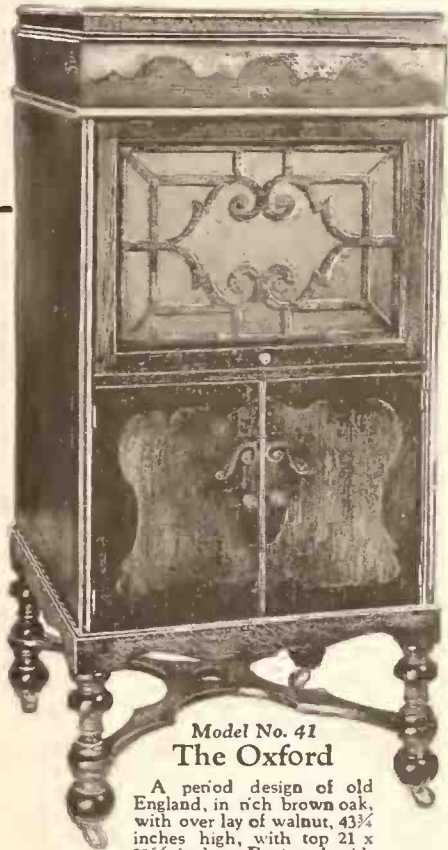
Metropolitan Victor Wholesalers

138 West 124th Street

New York City

The Phonograph of Distinctive Features

The CHENEY



Model No. 41
The Oxford

A period design of old England, in rich brown oak, with over lay of walnut, 43 1/4 inches high, with top 21 x 22 3/4 inches. Equipped with gold-plated metal parts, automatic stop, steel and jewel needles, two reproducers, counterbalance cover supports, and eight albums.

Retail price, \$200
East of the Rockies



Model No. 31
The Westminster

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

Retail price, \$150
East of the Rockies

The most perfect music-reproducing instrument made

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

Consider these five great features:

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

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

Two of our most popular models

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

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

Ask us for detailed description of these models and prices

THE CHENEY TALKING MACHINE COMPANY · CHICAGO
DISTRIBUTORS

CHENEY PHONOGRAPH SALES CO.
1965 E. 66th St. Cleveland, O.
806 Pennsylvania Ave., Pittsburgh
Ohio, W. Va., Western Pa.

CHENEY SALES CORPORATION
1107 Broadway, New York City
Greater New York, Western Conn.,
New Jersey

CHENEY SALES CORPORATION, 1105 Chestnut St., Philadelphia
Eastern Pa., Del., Md., Washington, D. C.

CHENEY SALES COMPANY
Brandeis Bldg., Omaha
Iowa, Nebr., Colo., Wyo.

EDW. G. HOCH & CO.
27-29 Fourth St. N., Minneapolis
Minn., N. D., S. D., Northern Wis., Mont.

RIDDLE PHONOGRAPH CO., 1205 Elm St., Dallas, Tex.
Texas, Southern Okla.

ROLYAT DISTRIBUTING CO.
Provo, Utah
Utah, Southern Idaho

CHENEY PHONOGRAPH CO.
212 Selling Bldg., Portland
Washington and Oregon

MUNSON-RAYNER CORP., 643 S. Olive St., Los Angeles
California, Western Nev., Ariz.

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

MARANISS WITH ORMES, INC.

Important Addition to Sales Staff of This Well-known House Will Cover New Jersey and Northeastern Pennsylvania Territory

Sales Manager J. J. Davin, of Ormes, Inc., has announced the appointment of Herman (Chick) Maraniss to represent the company and call on its many dealers in New Jersey and northeastern Pennsylvania.

Mr. Maraniss, who is a Harvard graduate of the class of 1918 and an ex-lieutenant of field artillery, U. S. A., has, previous to joining the Ormes organization, spent several years in the Middle West in talking machine manufacturers sales promotion work, co-operating with the



Herman "Chick" Maraniss

jobbers in the development of their sales staffs and in their work with their dealers.

The Ormes Co. is to be congratulated on the addition of Mr. Maraniss to its sales force and he will fit in excellently with new plans being worked out for the larger development and perfection of the Ormes Victor dealers' service department.

The Memphis Record Exchange, Memphis, Tenn., has moved from the Arlington Block to attractive new quarters at 196 North Main street.

E. F. O'NEILL WITH BRUNSWICK CO.

"Doc" O'Neill, Formerly of the Beckwith-O'Neill Co., Becomes District Manager of Minneapolis Branch—Widely Experienced

MINNEAPOLIS, MINN., February 6.—E. F. (Doc) O'Neill, who recently severed his connection with the Beckwith-O'Neill Co., of this city, has been appointed district manager of the Brunswick Co., with headquarters at the local branch. Mr. O'Neill had decided to locate permanently on the Coast. His many friends, the call of the North and the call of Brunswick prevailed, and he is now among the many experienced phonograph merchandisers who are at the service of the Brunswick dealers.

Mr. O'Neill has had a wide experience in the phonograph business, having been interested in the development of talking machine sales since the infancy of the business. His bow to the talking machine field was made in Boston, Mass., more than twenty-seven years ago as stenographer to William H. Beck, who organized the Eastern Talking Machine Co. He gained sales experience in spare time while still attending Tuft's College, making sales to skippers and mates along the waterfront. Later he joined forces with the Zonophone Co., of New York, then just organized, traveling from coast to coast for that concern. He also spent a number of years in China and the Orient and had much to do with the development of the talking machine business in that part of the world. Returning from the Orient he became associated with the Victor Co. as assistant traveling manager. In 1914 he married Miss Berresford, of St. Paul, and in 1915 the firm of Beckwith-O'Neill Co. was organized, in conjunction with George C. Beckwith, and as secretary and general manager "Doc" O'Neill gained a wide acquaintance with dealers in the Northwest which will be of value to him in his new connection.

MAKING EXTENDED SOUTHERN TRIP

Charles F. Usher, special representative of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., is making an extensive tour of the Middle West and South, during which he is conferring with Pathé dealers on subjects connected with the trade. His itinerary includes the cities of Detroit, Indianapolis, Springfield, St. Louis, Memphis, New Orleans, Mobile, Montgomery, Birmingham, Atlanta, Savannah and Jacksonville, from the latter city working his way East.

Recording for the Phonograph Trade

The best equipped and efficient—low cost—laboratory in the industry.

Our success in recording for some prominent makes of records assures you a high-class product.

A visit or telephone call will give you the details.

Let us solve your technical problems.

A. J. BAUM, Manager
ARTHUR BERGH, Musical Director
FRED OCHS, Recorder

INDEPENDENT RECORDING LABORATORY, Inc.

102-104 West 38th Street New York

INAUGURATES BIG AD CAMPAIGN

Prominent San Antonio, Tex., Concern Takes on Brunswick Line and Starts Drive

SAN ANTONIO, TEX., February 2.—The Household Furniture Co., of this city, which recently added the entire line of Brunswick phonographs and records, is planning a comprehensive enlargement to its phonograph department in order to handle this branch of the business properly, according to A. J. Walser, manager of the department.

Occupying over twenty-two thousand feet of floor space, the Household Furniture Co. will devote a very large area to the display of the new line. The use of artistically appointed demonstration rooms together with window displays are part of the drive being conducted to bring the Brunswick line to the attention of the large clientele of the company. An extensive campaign has already been started through the newspapers and a mailing list of over fifteen thousand customers, billboards, Brunswick thrift banks and other mediums are being used in the drive.

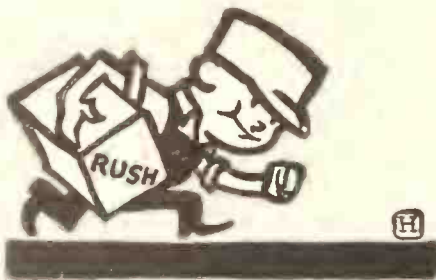
COLLINGS & CO. ISSUE WARNING

Urge Dealers to Examine Packing of Records With Great Care in Order to Avoid Loss of Shipments Packed in Cardboard

The attention of customers of Collings & Co., Victor distributors of Newark, N. J., is being called to the necessity of exercising great care in unpacking shipments of records. Collings & Co. report that a number of dealers have complained that the twelve-inch records ordered were missing from shipments. The company calls attention to the fact that these records, when ordered in quantities of less than twenty-five, are packed in cardboard sheets, which are sealed, and as a result dealers unfamiliar with this method of packing have thrown the record containers aside, believing them to be packing material.

REDUCES FREIGHT RATES

The Santa Fé Railroad recently announced a reduction of about 10 per cent in its rate on forty-six classes of merchandise, including talking machines.



TWO KINDS OF SERVICE
—expected and unexpected.
Both are in force here, the
latter exceeding the former.

Sonora

Greater City Phonograph Co., Inc.

Exclusive Distributors for New York, Staten Island
and the Lower Hudson Valley

311 Sixth Avenue, N. Y.

Telephone Chelsea 9237

The Music Store Staff Discusses Methods of Increasing Sales Volume :: By Frank H. Williams

A Middle Western music store which employs about a dozen people all told has staff meetings every month or so at which all the employes discuss methods of increasing business, handling routine to more advantage and helping along things generally. This store has been exceedingly successful in getting the employes to stand up and talk at these meetings, and, as other employers will realize, this is something decidedly unusual. In fact, these staff meetings are more like family gatherings, at which matters of interest to the family are frankly and fully discussed, than they are like usual formal, stiff and unpleasant store staff meetings.

Recently the employes, under the guidance of the proprietor, discussed at length ways and means which might be used in increasing sales of talking machines and records. Here are some of the points brought out at this meeting:

The Proprietor: "Our sales of talking machines and records the past month were about 10 per cent in advance of what they were during the corresponding month of last year, but it seems to me that we ought to be hanging up more of an increase than that each month. I've been talking to some of the retailers in other lines recently and they tell me that last month was fifteen to thirty per cent better, with them, than the corresponding month of a year ago. I can't see any reason why the business at our store shouldn't be as good as it is in other lines and yet, frankly, I haven't been able to think up any schemes which I consider to be really good for increasing business above the natural point which we can hope to attain next month. And so I'd be delighted if some of you folks could give me some suggestions along

this line at this meeting. Let's hear what you've got to say about the matter, because, of course, an increase in the store's business will be of benefit to all of us in the long run."

The Cashier: "Why wouldn't it be a good idea for each of us to make a list of ten people who haven't been in the store recently and who, we know, are interested in music, and why wouldn't

Employes of a Store Are Often a Valuable Source of Ideas Which the Merchant Can Put to Use With Profit

it then be a good plan to send out records to all of these people and demonstrate the records in their homes? I'm sure that we would make a number of record sales in this way which, otherwise, we would not make."

The Salesman (who has been with the store the greatest length of time): "Of course, if we are to get more business this month than we could naturally expect it will be up to us to go out and get it and not wait for it to come to the store. It seems to me, under these circumstances, that

the cashier's suggestion is a very good one. And I'd also like to suggest that we stage a special contest during the month among the salespeople to see which of us can sell the greatest number of records. Of course, the proprietor wouldn't want to put up a very big prize for the best sales record of the month, but I'm sure that if a prize of \$5 was offered for the best sales record it would make me put forth greater effort to increase my sales volume and I believe that it would stimulate all of us. What do you think of the idea, Mr. Proprietor?"

The Proprietor: "That's a good idea. What would you think of a prize of \$5 for the salesman who makes the best record for the month?"

Chorus: "Fine!"

The Proprietor: "But I would like to suggest that the contest be so arranged that every salesperson would have an equal chance. I think the prize should go to the salesman who, during the present month, makes the greatest percentage of increase in sales over the total volume of his sales during the last month."

The Oldest Salesman: "That's a perfectly fair and just arrangement and I'm sure we'll all agree that it is, and I'm also sure that all of us will work hard to win it."

The Newest Saleswoman: "I've been noticing, since coming to this store, that there are a number of organizations which meet in the hall on the floor above and in other halls in the vicinity at various times during the week. For instance, on Friday mornings the Morning Musical, which is composed of leading women of the city, meets in the hall upstairs. And on

(Continued on page 18)



We Have With Us—

“Is there anyone here who doesn't know Pearsall Service?”

Ask any Pearsall Dealer, he'll tell you.

“Desire to serve, plus ability.”

10 EAST 39th ST.

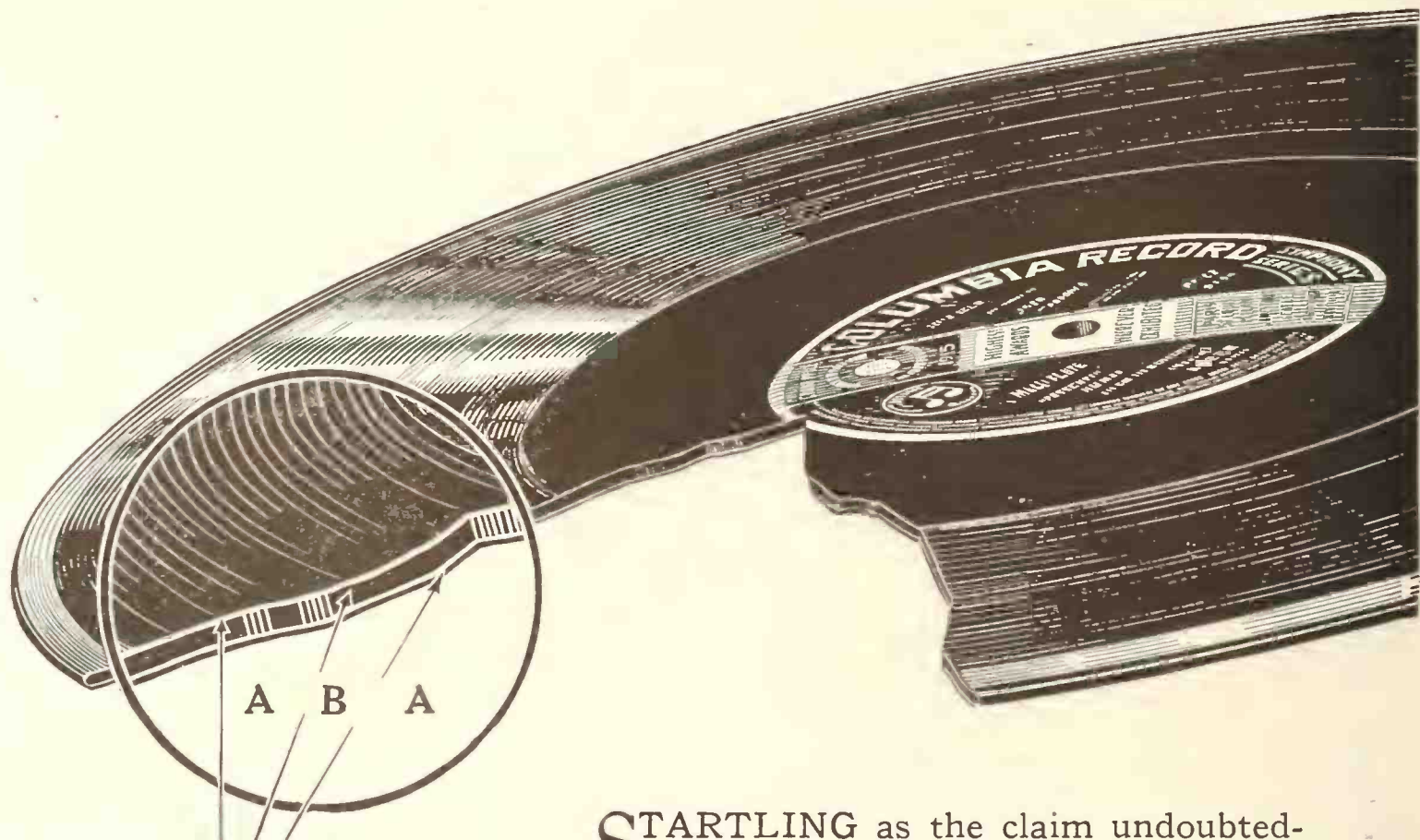
NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

THOMAS F. GREEN, President

Columbia's Astonishing New Quality



This illustrates the laminated construction of Columbia New Process Records

The core or center leaf of Columbia New Process Records (B), because it is absolutely distinct in material from the surfaces, is made of an exceedingly hard and durable substance.

Over this rigid backbone are laid, like a veneer, the two playing surfaces (A) made of our new ultra-fine, ultra-smooth surface fabric.

This laminated construction gives greatly increased strength and longevity plus the most noiseless surface ever perfected.

No other record can ever be like Columbia New Process Records. No one can produce anything even resembling them, for they are fully protected by broad basic patents.

STARTLING as the claim undoubtedly is—that Columbia New Process Records are free from excessive, distracting surface sounds—the fact remains that it is true.

It is that hoped-for thing which the phonograph-loving public has been wistfully wishing for ever since the phonograph became more than a curiosity and a toy—music without annoying scratch or scrape—melody unmarred by the intrusive hiss of needle friction.

Columbia Dealers everywhere report that Columbia New Process Records have created more interest and activity than



Columbia

is its own best salesman



any phonograph feature in a decade. They are reviving interest among phonograph owners who have not played their phonographs for years. They are converting many music lovers who have never owned a phonograph because of ever-present needle noise. They are selling themselves to patrons who heretofore have preferred other makes.

Here is new business for Columbia Dealers from every angle—from competitive fields, from new fields.

Columbia New Process Records need no salesmanship beyond demonstration.

To play them, is to be entirely persuaded that they possess a new quality that is as delightful as it is astonishing.

COLUMBIA GRAPHOPHONE CO.
New York

Columbia Challenges Comparison!

With any other record in any branch of music; vocal, instrumental, orchestral, operatic, old-fashioned melodies, the classics, popular songs or the newest dance hit. We suggest that you listen to the following Columbia New Process Records, which are typical of this product. You will find yourself listening to a richer quality of music than you ever knew could come from a phonograph.

Soldiers' Chorus. From "Faust"	
Tannhauser March. Metropolitan Opera House Orchestra	A-6224
La Gioconda. "Cielo e Mar"	
Charles Hackett	98040
Home, Sweet Home.	
Rosa Ponselle	49935
When Hearts Are Young.	
I Still Can Dream. Fox-Trots.	
Paul Specht and His Orchestra	A-3760
Blue.	
Who Cares? Fox-Trots.	
Eddie Elkins' Orchestra	A-3751
Call Me Back, Pal o' Mine.	
Save the Last Waltz for Me. Waltzes.	
Columbia Dance Orchestra	A-3752
Daddy's Goin' Huntin' To-night.	
Nora Bayes	A-3757
Sophie.	
He Loves It. Eddie Cantor.	A-3754

New Process Records

The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

To the Trade:

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

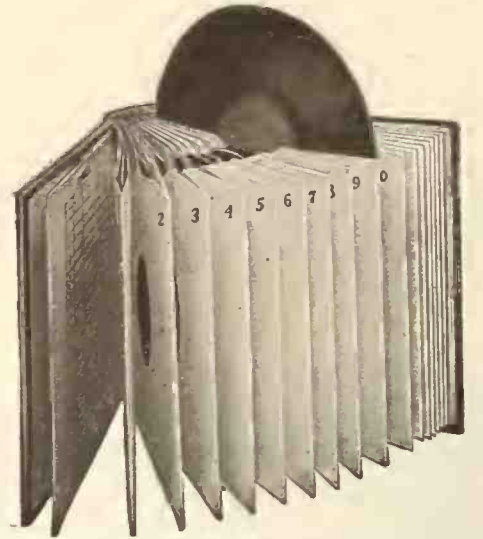
Our large and growing business is due to satisfied customers and repeat orders.

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

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

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

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



THE PERFECT PLAN

STORE STAFF DISCUSSES METHODS (Continued from page 15)

other days during the week the Women's Club League, the Business and Professional Women's Club and other similar organizations hold meetings near this store.

"Now, why wouldn't it be a splendid idea to put on special concerts, just before and just after the meetings, to appeal to these club women? We often have a number of women waiting in our store until the time for the meetings of the various organizations to which they belong and I'm sure we could get more of the members into the store if we'd announce by placards in our show windows that we were putting on special concerts for them before and after their meetings. And, of course, such concerts, by getting the women into the store and by demonstrating new records to them under the best possible conditions, would be sure to bring about a number of sales of records which, otherwise, would not be made, and would also be sure to result in some sales of machines."

The Proprietor: "That's a fine idea and we'll try it out at once. Anything that gets more people into the store and makes them listen to demonstrations of our records is bound to help us greatly, in the long run, in making more sales."

The Driver of the Delivery Truck: "Every now and then when I deliver a machine I have some of the youngsters in the neighborhood come around and ask about it. This indicates, to my mind, that there is a deep interest in music and in talking machines among the folks of the neighborhood. So why wouldn't it be a good idea, after a machine has been delivered, to call

up the family getting the machine, about three or four days after delivery has been made, and ask them if they can tell us which folks in the neighborhood have been most interested in the instrument and which would, therefore, be most likely to be interested in the purchase of a similar machine? I think that very often when people get a new phonograph the neighbors come in to hear it and make comments which enable the folks to know whether the neighbors would be interested in buying machines. Most people who were asked to give the names of prospects in this way would be perfectly willing to do so."

The Proprietor: "Another very good idea. I'll say."

The Second Newest Salesgirl: "There's a candy store—Smith's, you know—just a block from our store which lots of women and girls use as a meeting place at all times of the day and evening. You can never go into that store but that you'll find a lot of women and girls there sitting around in the easy chairs in the alcoves waiting for friends. Of course, the candy store gets a lot of business from these people—much of it business which, otherwise, would probably never have come to the store. So it is very evidently a mighty profitable stunt for the store to have the women use it as a meeting place."

"And just as this stunt is a good thing for Smith's candy store, it strikes me that it would be a mighty good stunt for us. Why couldn't we put in more easy chairs and then advertise that we wanted women and men to use our store as a meeting place? And why couldn't we have concerts going in the part of the store where the folks were sitting all the time they were here? It strikes me this would bring many more people into our store and would interest them in some of our records and so would help sales a lot."

The Proprietor: "For all of these fine ideas I want to thank you and I'm sure they'll help us get more business."

And here's hoping these ideas will help other stores, too.

OUTLOOK PLEASES PEERLESS CO.

Phil Ravis, head of the Peerless Album Co., New York City, stated early this month that January was one of the largest months in point of sales in the history of his company. The Peerless Co. is most gratified with the activity and demand for its albums, record-carrying cases, etc. It is thought that the results obtained in so early a part of the year is an indication of a surprisingly healthy 1923. The various Peerless representatives are all on the road and the reports they send in from all sections of the country show that the present activity is not confined to any particular territory, but is quite general.

The Pathé Shop, of Columbus, O., has been moved from 236 South High street to larger quarters at 718 High street.

DISCUSSES MICA PRODUCTION

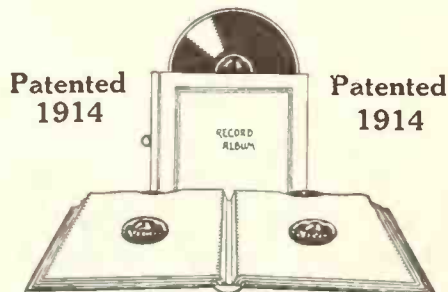
American Mica Producers Must Devise Ways of Reducing Production Costs, Says Oliver Bowles, Technologist, Bureau of Mines

Production of mica with cheap Indian labor makes it almost absolutely necessary for American mica producers to develop more efficient methods, thus reducing costs, according to Oliver Bowles, mineral technologist of the Bureau of Mines. Higher salaries paid to American workmen, due to higher standards of living, make it practically impossible to compete in cost of production with the mine owners in India. However, because of the fact that mining methods in India are crude and inefficient, the American manufacturer has the opportunity of overcoming the advantage of cheap labor by superior methods. The use of more mechanical equipment to increase the production per man will undoubtedly help solve the problem. Developments of deposits in a more systematic manner by large organizations having the best available facilities may also have an important bearing on the continuance of the industry.

CUPID CAPTURES F. G. CORLEY

RICHMOND, VA., February 5.—Frank G. Corley, junior partner in the Corley Co., of this city, Victor distributor and well known in the music field here, succumbed to cupid's dart recently and was married to Miss Mary Robins Taylor, one of the most charming local society girls. Mr. and Mrs. Corley spent their honeymoon in New York and New England.

A Real Money Maker



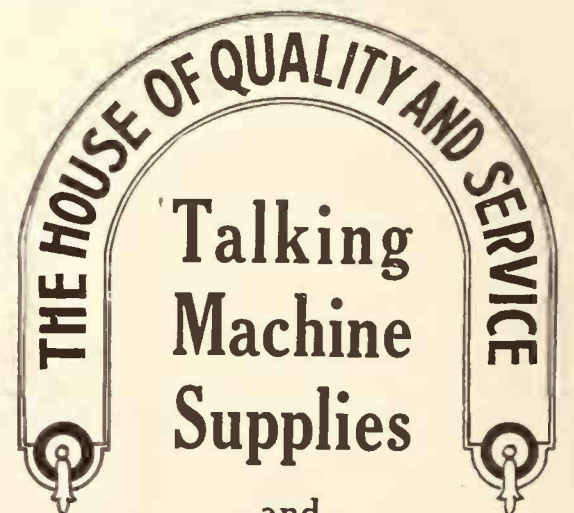
Boston Interchangeable Leaf Album

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

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

Boston Book Company

501-509 Plymouth Court, Chicago, Ill.



and

Repair Parts

SAMUEL ESHBORN

65 Fifth Avenue

New York

NEW DIAMOND PRODUCTS JOBBER

Munson-Raynor Corp., Los Angeles, Appointed Wholesaler for Pacific Coast—Plans More Efficient Middle West Distribution

The Diamond Products Corp., New York, manufacturer of the Diamond Juvenile console talking machine, and which also manufactures Juvenile furniture for demonstration booths, which it sells in conjunction with its Juvenile console machines, has just recently appointed several new jobbers for its products throughout the country. Among the new distributors is the Munson-Raynor Corp., of Los Angeles, Cal., which will represent Diamond products on the entire Pacific Coast. Mr. Raynor, general manager of the company, recently made a visit to the New York offices of the Diamond Products Corp. to discuss plans for 1923 distribution of these products in his territory. Mr. Raynor is very much pleased with the sales possibilities of this little machine and reports that dealers along the entire Pacific Coast have received it with keen enthusiasm, and that 1923 business promises to be much larger than that of last year.

Another product manufactured by the Diamond Products Co. is a record rack which dealers place in private hearing rooms in their stores. The rack is designed to hold several records which the customers can select and play on the machines themselves, thereby eliminating a lot of extra work by record clerks. This device has proved extremely popular with the trade and the company plans to give it wide publicity during the coming year.

J. B. Price, Middle West representative of the company, made a special trip to Chicago late in January to complete arrangements for the distribution of Diamond products throughout the Middle West. It was intimated that a new jobber possibly might be appointed for this territory in order to take care of the dealers' requirements by giving them a quicker and more efficient service by way of quick deliveries from Chicago.

JOIN REGAL SALES ORGANIZATION

W. R. McAllister to Represent Regal Record Co. in Middle West—E. A. Power Covering Southern Territory in Regal Interests

W. R. McAllister, formerly a member of the sales staff of one of the leading player roll manufacturing organizations, has been appointed traveling representative for the Regal Record Co., 18 West Twentieth street, New York City, and will cover Ohio, Michigan and Indiana for that company. E. A. Power has also joined the Regal sales staff and will travel in Southern territory.

A FINE YEAR'S SALES RECORD

Sells One Machine for Each Twenty Persons, Despite Keen Competition

ANAHEIM, CAL., February 3.—A Brunswick dealer, F. W. Schmidt, of this city of six thousand population, sold three hundred Brunswick phonographs in the year ending December 16, 1922. In other words, an average of one instrument for every twenty people in town. Mr. Schmidt succeeded in making these sales despite the fact that there are six other music dealers in town, or less than nine hundred people per dealer.

PEERLESS PHONOGRAPH SHOP SOLD

COLORADO SPRINGS, COLO., February 5.—The Peerless Phonograph Shop, 11 South Tejon street, this city, has been purchased from I. Bloom by M. Krause and Mrs. Angie Point. The new owners have changed the name of the business to the Phonograph Shop. Victor, Brunswick and Columbia machines and records are handled, as well as a line of music rolls and sheet music.

PLANS FEW CHANGES IN REVENUE ACT

Present Congress Decides to Handle Only Revenue Matters of Pressing Importance

WASHINGTON, D. C., February 3.—No general revision of the revenue act will be undertaken during the present session of Congress, it has been decided by the House Ways and Means Committee. Following a general discussion of the various revenue measures which are pending, in the course of which it was pointed out that less than two months remain of the Sixty-seventh Congress, it was decided that only bills of a purely emergency nature or of direct assistance to the Treasury in the administration of fiscal affairs will be reported. It is considered very doubtful whether any general revenue revisions could be given serious consideration even in the Lower House during the remainder of the session.

OPENS NEW GRAFONOLA DEPARTMENT

VICKSBURG, MISS., February 5.—The Feld Furniture Co., of this city, which recently held the formal opening of its new Columbia Grafonola department, gained considerable publicity from this event which has already resulted in several sales of machines and records. In addition, the names of a large number of live prospects were secured which are being followed up.

The Wilkenson Piano House, Spokane, Wash., has disposed of its stock of talking machines and will handle pianos exclusively in the future.

BURGESS-NASH CO.'S LATEST MOVE

Prominent Omaha Establishment Takes on the Brunswick Line in Its Handsome Department

OMAHA, NEB., February 5.—R. S. Pribyl, district manager, phonograph division, the Brunswick-Balke-Collender Co., announces that the Burgess-Nash Co., of this city, has recently added Brunswick phonographs and records to its music department. This company has just completed one of the most beautiful music departments in the Middle West, comprising the entire fifth floor of its new building, which was completed some time ago. It is under the management of A. E. Chiles, who is well known in the music trade, having been formerly branch manager for the A. Hospe Co. at Scottsbluff, Neb. About a year ago he assumed the management of the Burgess-Nash Co.'s piano department and recently was given complete charge of the entire music department of this company, which carries a complete line of pianos and phonographs.

The phonograph department will come under the direct charge of Miss Lois M. Ferrin, who was formerly connected with the Patton Music Co., of this city. She will be assisted by H. A. Groves, formerly traveling representative for the Brunswick Co. in this city.

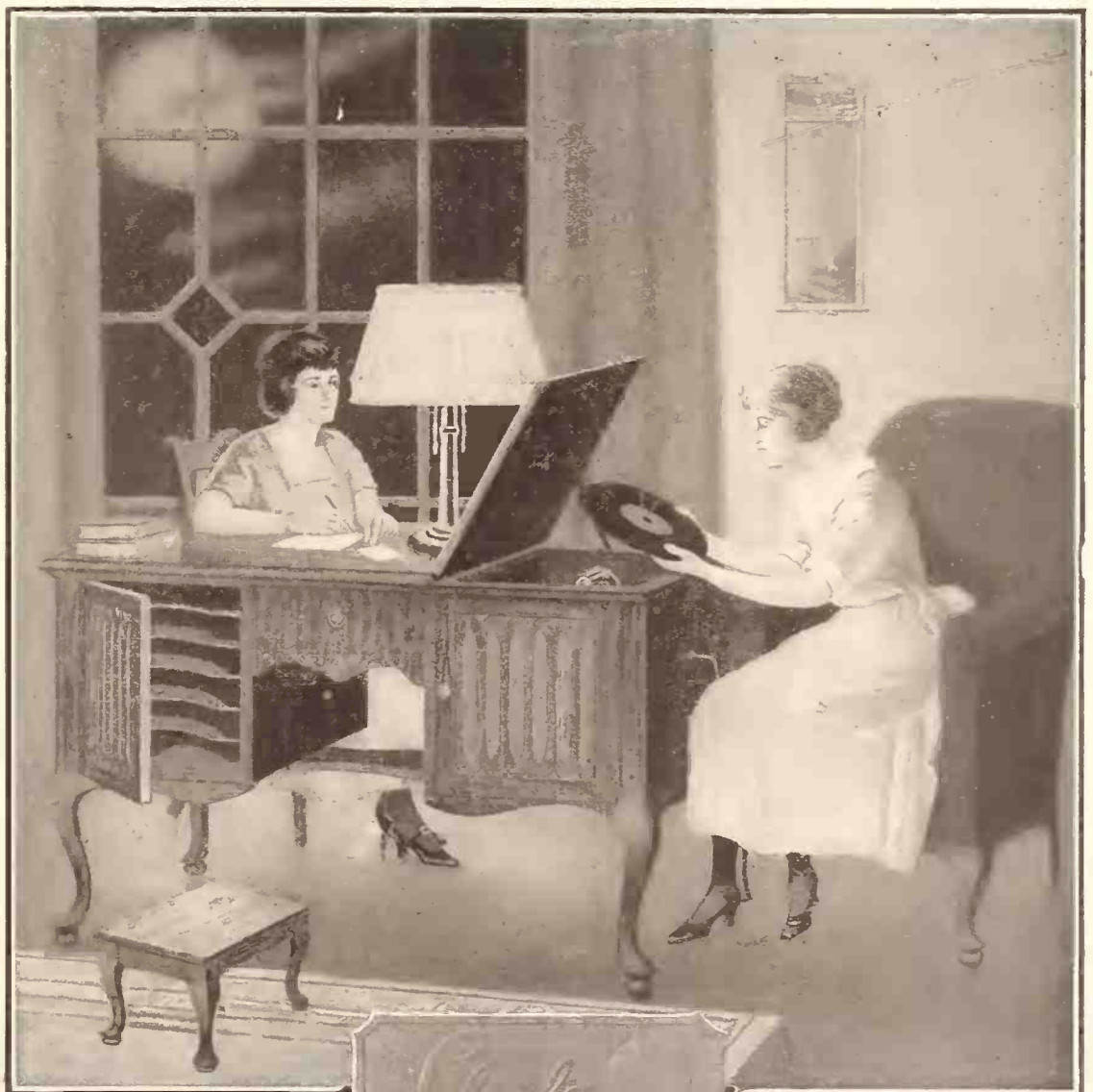
Ed Usoskin, formerly president of Ed Usoskin Litho, Inc., has become associated with the Einson-Freeman Co., Inc., lithographers, New York City, in a sales capacity. Mr. Usoskin is an authority on window advertising.

LIBROLA (Library Table-Phonograph)

You should **\$150.00** (retail price) Model similar to the one below.

Write for illustrations and net prices.

Immediate Shipment



Seaburg Mfg. Co.
Jamestown, N. Y.

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

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



Sonora Sales Insure Profits



Baby Grand
\$200

In every comparison of phonographs, from the dealer's standpoint, there is only one great question that arises—*will it sell?*

Compared to this question prices and discounts are minor matters. A big discount on a dead line is a mighty poor satisfaction. A fair discount on a fast-selling, *quality* line means sound business.

Sonora sells because its reputation for quality has spread far and wide. The man or woman who wants a Sonora does not quibble over the price. Sonora sells so easily that your selling cost and overhead are materially reduced.

And in addition to the fairness of Sonora's discounts, there is the constant co-operation of Sonora's dealer service.



Queen Anne
\$275

**SONORA PHONOGRAPH
COMPANY, Inc.**

NEW YORK: 279 BROADWAY

Canadian Distributors: SONORA PHONOGRAPH, Ltd., Toronto

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

The Highest Class Talking Machine in the World



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

State of New York

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

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

State of New Jersey.

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

State of Indiana.

Kiefer-Stewart Co.,
Indianapolis, Ind.

State of Nebraska and Western Iowa.

Lee Coit Andreesen Hardware Co.,
Omaha, Nebr.

The New England States.

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

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

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

Southeastern Part of Texas.

Southern Drug Company,
Houston, Texas.

Lower Michigan, Ohio and Kentucky.

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

States of 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.

Outside "Service" Women Can Pave Way and Remove Obstacles From Path of Salesmen

During the past few years the appearance of women acting in the capacity of saleswomen has become a comparatively common sight in the talking machine store. The fair sex has not been found wanting in the selling of records and other departments connected with interior selling. It is a fact that women do the bulk of the buying of talking machines and records and, therefore, it seems strange that more women are not employed on the outside. This is not an argument in favor of replacing salesmen with saleswomen, but the woman is in a position to pave the way for the salesman and thus make the road to sales easier and more certain.

A merchant in a mid-Western city has found that a woman on the outside can be of vast benefit to his business in a number of ways. This concern secured the services of a woman for this work exclusively and finds that the experiment is paying big dividends on the investment. This woman devotes her entire time to ascertaining by canvassing whether there is a talking machine in the homes she visits and, if not, whether the people she calls upon are interested. Other valuable information, such as the financial responsibility of the prospects, etc., is easily secured by her, and, as a result, when the salesmen of the firm finally get the prospects she has turned in they may rest assured that the list is a live one and the consummation of a sale rests largely upon their ability to convince the prospective customers that the line of talking machines sold by this concern will best supply their musical and entertainment desires. In short, the plan eliminates much of the hit-or-miss methods which result in so-called

leads for the salesmen to follow up. It saves considerable time because wild-goose chases are reduced to a minimum and for this reason the expense of keeping men on the outside is reduced in proportion.

This wide-awake merchant does not stop with securing live prospects in this manner, however, but the services of this outside representative are utilized in the actual building of good will

How Profits Result From the Employment of a Woman to Render a Unique Form of Outside Missionary Work

for the firm and the sale of records. In fact, she goes out with several carefully selected records each day. These include a fair variety of classical, dance and other types of recordings. Arriving at a home she states that the Blank Phonograph Co. is making a survey of the talking machine field in the community and in addition an inspection of the instrument to see that it is in perfect condition; the inspection and test to be without charge. Of course, this plan gains immediate entrée for the company's

representative and while she tests the instrument by playing several records (first ascertaining the particular type of music favored by the lady of the house) there is an ample opportunity for starting a conversation resulting in the securing of much valuable information concerning friends and acquaintances of the customers who may be in the market for instruments, which is jotted down on a card when the interview and test are terminated and later transferred to the files of the company for future reference. It must be remembered that every owner of a talking machine is a potential buyer of records and whether the company sells any to these prospects depends greatly on its own efforts and initiative after the representative has made her visit and supplied the data for the guidance of the regular sales staff.

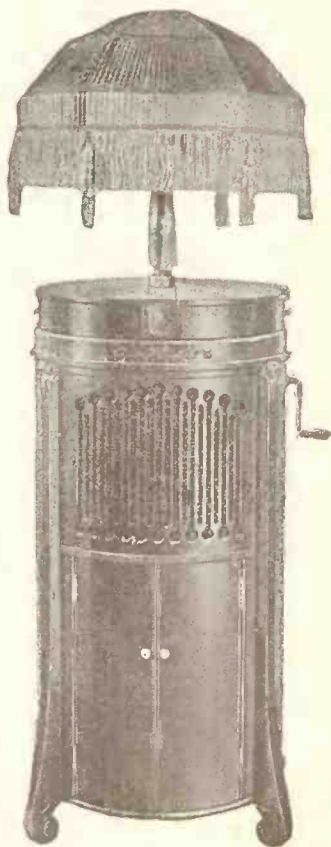
This concern also has a very fine repair department and during the tests if it is found that the instrument does not perform perfectly the representative suggests that a man be sent down from the Blank Phonograph Co. to make the necessary repairs. A card with the company's name, address and phone number is left with the prospective customer and often repair jobs are thrown in the way of the repair department of this concern which could not be secured in any other manner and there can be little doubt that many of these would go to a competitor if special effort had not been made to secure the work.

Another factor which deserves consideration in this plan of having a female representative on the outside is the opportunity for making record sales. As has been stated, the representative carries along a selected supply of records on each trip which are played ostensibly to test the reproducing quality of the instrument. This representative possesses considerable sales ability and, therefore, the matter of playing the music which the lady of the house likes best is merely a subtle manner of calling her attention to the particular record played. She casually mentions before starting the instrument that this is the latest release by (mentioning the artist's name) and any other information which she thinks might influence the owner of the instrument to loosen up the purse strings and purchase one or more records. The sale of records alone nets this concern a neat little profit and the repair work and sales of machines by the regular salesmen as a result of her intensive canvassing make the plan exceedingly profitable for the firm by which she is employed.

It is stunts such as these which result in quick stock turn-over and greater profits and it is most certainly the merchant who can get away from the beaten track in going after business who opens up the way to larger sales than was dreamed possible. The plan mentioned above needs no further elaboration to indicate its possibilities, not only in the making of sales, but also in the cultivation of the field and the elimination of needless expense in weeding out the live prospects from those who offer little or no possibility of ever developing into customers. No one will contest the statement that it is better to visit and sell four live prospects a day than to visit eight or ten and make one or two sales. It is the dealer who can devise plans to reduce his cost of making sales who makes a maximum profit from his business, and cutting down the sales force does not often bring this desirable condition about. On the contrary, curtailing the sales staff, while not reducing the cost of making sales, does reduce the sales volume.

A general music store has been opened at 131 North Commercial street, Inglewood, Cal., by the Inglewood Music Co.

THE MODERNOLA



We announce a substantial reduction of price February 1st.

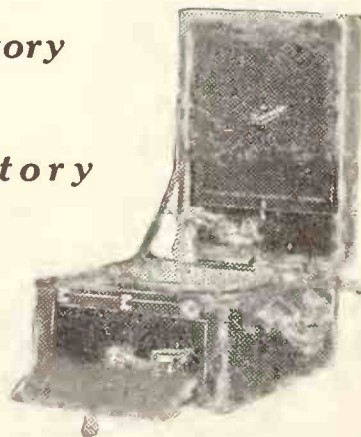
This reduction will make the Modernola a rapid seller. Why not try something different?

Our portable, the Modernolette, has been acknowledged to be the biggest value on the market.

Retails at \$35.00.

Valuable Territory Open.

Write for Territory and Prices.

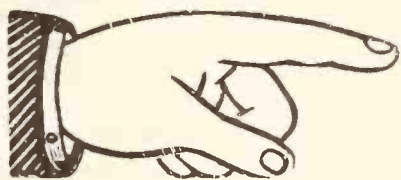


MODERNOLA CO., Johnstown, Pa.

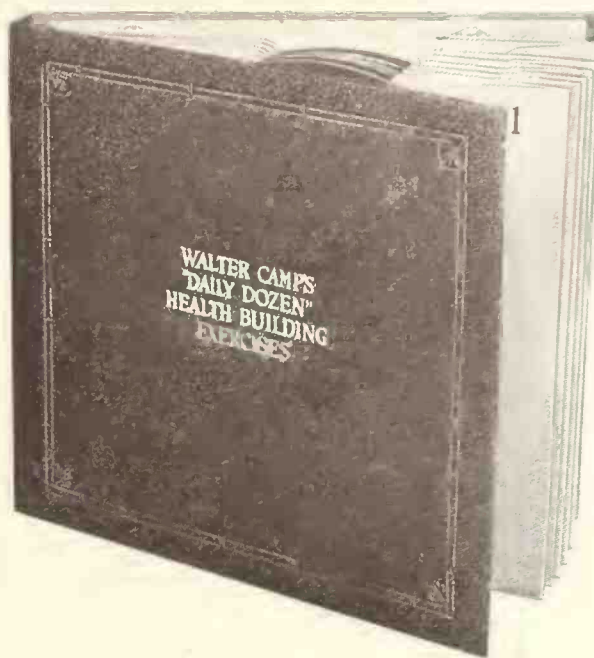
The Modernola Sales Co., Inc.

929 Broadway, New York, N. Y.

This Is It



Walter Camp's "Daily Dozen" Set to Music on Talking Machine Records



Did You Ever Stop to Consider Why

in spite of the competition of other physical culture sets at a lower price, there is a decided demand for Health Builder sets and more Health Builder sets are being sold than ever before?

Health Builder sets are not merely physical culture exercises, but WALTER CAMP'S "DAILY DOZEN." The "Daily Dozen" is nationally acknowledged as the standard of physical culture exercises. That is why customers *insist* on Health Builder sets. In addition to this distinguishing feature, the instructions are clear—the commands inspiring—the music carefully chosen in each case as the best selection for the particular exercise, and the recording and record quality is of the best.

Although the average customer may not analyze as thoroughly as this, he *does* specify Health Builder sets and it means profit to you to supply him. Remember there is a big national advertising campaign that will help bring customers to your store.

If you haven't as yet compared the "Daily Dozen" with other sets send us \$6.00 (list price \$10.00) today for a sample set. Your money cheerfully refunded if you send it back.

HEALTH BUILDERS, Inc.

DEPARTMENT W2

334 FIFTH AVENUE

NEW YORK, N. Y.

Follow Up Gift Talking Machine Sales by Intensive Drive in Interest of Records

In the last issue of *The World* there appeared an article urging the necessity of going out after the record business which should normally result from the widespread giving of talking machines as gifts. This is really a wonderful opportunity for dealers to cash in and those who are wideawake enough to take advantage of the profits which can be had by aggressive action during the first quarter of this year will not regret it. That there are some merchants who have a complete realization of the situation and are doing their utmost to get some of this business is evident from the results of interviews with a number of dealers in the metropolitan district and territory adjacent thereto. Some of the plans used by these merchants to increase their record sales are worthy of mention and other members of the trade may profit by the suggestions set forth.

Several concerns are reaching these new customers by means of a personal letter calling attention to the fact that the opportunity for enjoyment from the new machine which has been purchased is unlimited because of the wide selection of records at the disposal of the customer. Emphasis is also placed on the necessity of adding to the record library steadily for complete enjoyment of the instrument. These letters are brief and to the point and their primary purpose is to keep the patron interested in the new recordings and also to arouse the desire for as complete a library as the customer can afford. The results to date have been excellent wherever this plan has been used. Of course, care must be taken to use the greatest tact in the wording of the communication or the customer will put the thing down in his mind as a purely commercial proposition and the letter will be tossed into the waste basket.

Another dealer who is alive to the new and undeveloped possibilities sent a letter to the purchasers of instruments for Christmas gifts, and, in addition, a special list of records was prepared and sent at the same time. This method has the advantage of not only calling the attention of the prospect to the necessity of starting a record library, but the record

suggestions carefully selected by the dealer gave the patron something on which to work. Naturally, in view of the fact that the talking machine is always interesting, the customers are in a receptive mood to sales promotion ideas such as these and much less effort is necessary now to make substantial record sales than will be the case six months or a year hence. Besides, if the customer is started in the right direction at the present time the possibilities of the talking machine as a means of culture and entertainment will unfold as the record library grows and a habit will have been formed which will

Merchants Who Are Helping Customers to Build Up Record Libraries Are Making Substantial Sales

mean a steady flow of profits to the merchant with whom the talking machine enthusiast does business.

Personal contact is the slogan of another dealer. His plan consists merely of sending several salesmen to the homes of the purchasers of instruments, ostensibly to ascertain if the machine is satisfactory in every way, but really to sell some records. The salesman is supplied with a representative number of records and during the process of "examining" the machine these records are played. Nothing further regarding this plan need be said excepting that sales usually result.

These are only a few of the many plans in use and, no doubt, if the dealers who are making no special effort to get some of this business

make a thorough try at it, using some of the suggestions mentioned above, the results will undoubtedly be gratifying. These plans can be enlarged upon as the dealer sees fit and the results will be commensurate with the effort expended.

PLANS CAMPAIGN OF CO-OPERATION

Talking Machine Men, Inc., Plan Active Participation in Musical Culture in Public Schools—Demonstration of New World Record and Audak—Address by E. B. Marks

Arrangements for active co-operation with the Board of Education of New York City in the promulgation of an ambitious plan to promote music in the public schools of Gotham were completed at the monthly meeting of the Talking Machine Men, Inc., held in the Café Boulevard during the latter part of January. The Board of Education has appropriated \$1,200 for the purchase of records for use in the schools, and as this is inadequate to meet the needs of the many institutions in the city members of the Talking Machine Men, Inc., will make every effort to lend a hand. As part of the program of co-operation the Association is offering prizes of 70,000 buttons and a grand prize of \$100 to winners in the April music memory contests. In addition, individual dealers are contributing banners, etc. The plan also includes gifts of records and machines, according to the desires of individual members, to the schools. Dealers in the vicinity of various schools are also arranging to conduct concerts for the pupils, inviting entire classes to attend these events. Altogether, this plan is one of the most ambitious ever undertaken by the Talking Machine Men, Inc., and vast benefits should accrue to dealers participating in it.

Other features of the meeting included a demonstration of the new World record, the invention of Noel Pemberton Billing, of England, who recently visited this country in behalf of this product. The record plays for a period of twenty minutes and its chief advantages lie in the fact that much more music is contained on a single recording and very frequent changing of records is eliminated.

A demonstration of the new Audak record demonstration equipment, consisting of ear-phones through which the music is heard, excited considerable interest. Through the Audak equipment it is designed to decrease the number of record demonstration booths.

Edward B. Marks, head of the Edward B. Marks Music Co., was the guest of the talking machine men and in a brief address he emphasized the necessity of the dealers getting behind new productions as soon as they are released and not waiting until, through the efforts of the publisher alone, the songs have become popular. Several of the Edward B. Marks Music Co. artists were present and entertained by singing some of the latest productions of the company they represented.

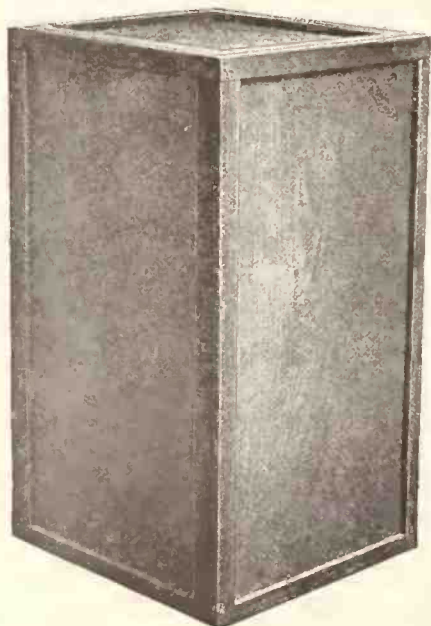
James J. Davin, who has returned to New York from Chicago and is now connected with Ormes, Inc., Victor jobber, as sales manager, was welcomed back to the organization by Irwin Kurtz, president.

E. G. Brown, secretary of the Talking Machine Men, Inc., who is planning to leave in the near future for St. Augustine, Fla., on a vacation trip, was presented with a handsome traveling bag by his friends in the association.

The music store in Bolder, Col., conducted by Roy McAllister has been sold to Gordon Kerr. Edison phonographs are handled.

"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.



Pathe The World Over



The Radio Business Has Come to Stay

The way to get in it, safely and slowly and to learn it, is to start with a few items that everybody wants. Use the coupon below and we will send you pamphlets showing the Pathe Loud Speaker, Variometer, Coupler and Dials.

DEALERS

Clip Coupon and Mail To Us

RADIO

Please send me pamphlet showing cuts of the Pathe Loud Speaker and other radio parts.

Signed

.....

.....

Make Money Selling Pathe Actuelle Needle-Cut Records

Turn your stock over eighteen times a year and have your money in your cash drawer instead of on the shelf at the end of twelve months.

Others are doing it, why not you? Fill in the coupon below and mail it to us.

We have preserved dealers' profit for him.

You can sell two records easier than one on the 55c each, two for \$1.00 basis (59c each, two for \$1.15 in far west) and cut your overhead in half.

RECORDS

Please send me 100 of your latest records — 10 selections, 10 of each number, price 30 cents each net to us.

CHECK

....Dance
Vocal
Instrumental
Operatic
German
Italian

Signed

.....

.....

Pathe Phonograph & Radio Corp., 10-34 GRAND AVENUE
 BROOKLYN, N. Y.

In a corner 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. 10—Your Privileges—And How to Make Them Count

[This is the tenth 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.]

All of us have certain privileges. Some privileges are wise to use—and make the most of. Others are less desirable to exercise. Sometimes it is a good plan to stop and to consider which is which, and which is "t'other."

The late Elbert Hubbard is reported to have remarked once that everybody has the inalienable right—and usually makes use of it—of being a darned fool for five minutes every day. And the more we reflect upon this saying of the sage of East Aurora the more we are bound to recognize the truth of this contention regarding special privilege—even if we differ from him on some other points.

Being wise and self-restrained and efficient for twenty-three hours and fifty-five minutes out of every twenty-four is a dangerous schedule to follow. "A chain is no stronger than its weakest link"—and that darned-fool five-minute link is just long enough to spoil a business deal, a character or a life.

It takes less than five minutes to misrepresent an important fact, or to propose to the wrong woman, or to agree to a dishonorable proposition, or to lose one's temper and undo the careful work of years, or to yield to lust or passion, or to destroy life and happiness itself.

Being a darned fool five minutes a day means a total of 1,825 minutes a year or thirty and five-twelfths hours. That is approximately a day and a quarter per year—and few of us actually limit ourselves to the five minutes. We are so likely to stretch it to ten or twenty minutes or a whole hour. But a day and a quarter a year means time enough to travel a long way in the wrong direction. It means 365 weak links in the calendar of days—and no knowing where the strain may come.

The young chap who exercised his privilege of speeding—"letting her out" once a day to test how the motor was running—had no intention of killing the widowed mother of five little children, as she stepped off the corner curb, but he did it in less time than it takes to tell it.

The girl who loved admiration and a good time had no notion of going too far, but it became easier and easier to go a little nearer the danger line and then—well, one day it was too late to turn back, and the shame and scorn were more than she could bear. So she ended it all, and people said, "We told you so. She has been making a fool of herself for some time!"

And the business man who had been growing more and more intolerant when he was tired and worried snapped out angrily at one of his faithful employes one day, saying a bitter and unjust thing, and the employe, who had in his pocket his written refusal of a fine offer from a competitor firm, went directly to his desk, destroyed the letter in his pocket and wired his acceptance. To-day he has taken most of his former employer's business away from him, for he is now head of the big opposing concern. A few seconds did that!

The man who was trusted to do a small piece of work, seemingly inconsequential, could have slighted it. He could have failed to sterilize his instruments thoroughly—but he didn't. And when a great man was brought in for an emergency operation, a man upon whom the nation depended in the crisis of war—all was well—because the man out of sight had not been a darned fool and said, "Oh, that's good enough for this time. Who'll know the difference or give me any credit."

Only mental two by fours are always looking for personal praise. Big men are too busy doing worth-while things to think of the unimportant matters.

It doesn't pay to be a darned fool even for five little minutes, for those minutes or the acts committed in them can never be recalled. But it does pay big dividends to exercise the special privilege of resisting darned fool impulses and to school and discipline ourselves to poise, self-control and the resulting power. It makes a strong life—a cable without the dangerous and weakening links!

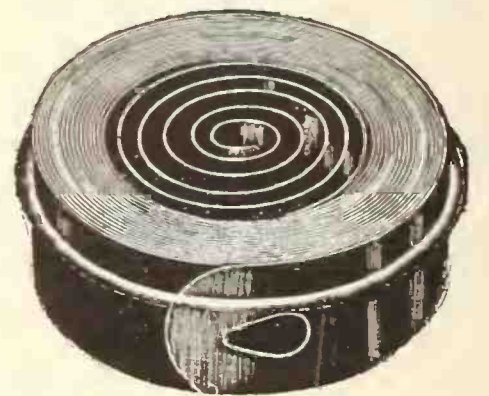
Too many rules in the conduct of a business cause confusion and result in a let-down in efficiency.

VICTOR REPAIR PARTS CATALOG

First Sheets of New Repair Parts Catalog Mailed to Dealers—Valuable for Guidance of Dealers in Ordering Repair Parts

The introductory page and fourteen sheets of a new loose-leaf repair part catalog for the guidance of dealers have been mailed by the Victor Talking Machine Co. The sheets now available show the changes in a number of the instruments manufactured by the Victor Co. The loose-leaf catalog consists of two parts, part one showing the repair part structure of each type instrument as originally made and then showing in detail all subsequent changes. The information is classified according to type and serial number. Part two is an illustrated catalog of each part listed numerically. As other changes are made in the construction of instruments gummed slips describing these changes will be provided dealers for pasting in the catalog, thus making it an easy matter to keep it up-to-date. This catalog will prove of value to dealers when ordering parts.

Main-Springs



For any Phonograph Motor Best Tempered Steel

	Each
$\frac{3}{8}$ inch x 10 feet for all small motors.....	\$.30
1 $\frac{1}{2}$ " x 10 " " Pathe, Columbia, Heilmann.....	.35
1 " " x 10 " " Columbia.....	.40
1 " " x 11 " " Columbia with hooks.....	.50
1 " " x 13 " " Victor, old style.....	.50
1 " " x 15 " " Victor, new style.....	.45
1 $\frac{1}{4}$ " x 18 " " Victor, new or old style.....	.70
1 " " x 12 " " Heilmann and Pathe.....	.45
1 " " x 10 " " Saal, Silvertone, Krasberg.....	.45
1 " " x 13 " " Saal, Silvertone, Brunswick.....	.50
1 " " x 16 " " Sonora, Brunswick, Saal.....	.60
1 $\frac{3}{16}$ " x 18 " " Heilmann and Pathe.....	.75
1 $\frac{1}{2}$ " x 25 " " Edison Disc.....	1.50

SAPPHIRES—GENUINE

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

STONE-ARMS

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

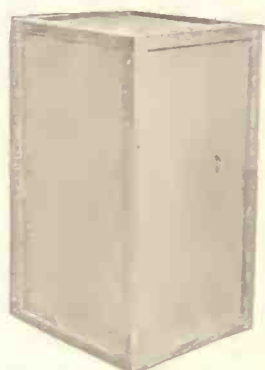
PHONOGRAPH NEEDLES

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



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.

College men, their fathers and brothers, their sisters and their cousins and their aunts, have welcomed Columbia Records of college songs with a "Rah! Rah! Rah!" This month you can offer them a medley of the famous songs of Old Harvard. A-3780.

COLUMBIA GRAPHOPHONE CO.
New York



THREE NEW PATHE MODELS

Just Introduced Have Won the Favor of Dealers and Discriminating Purchasers—President Widmann Reports on Business

Three new models have been added to the talking machine line of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y. Two of them, Models 30 and 35, are of the console type, and Model 14 is an upright.

The new Pathé console Model No. 35 is of the Queen Anne period and is produced in satin finish mahogany with all metal parts nickel-plated. It is fitted with a Universal tone



Pathé Model 30, Adam Style

arm, Pathé reproducer and tone control, and double spring motor. Its measurements are 35½" wide, 20½" deep and 34¼" high and it is listed to sell at \$110. Console Model No. 30 is in the Adam period with the same finish and equipment and only a slight variation in measurements. This model is expected to be particularly popular at a \$100 list price. The upright model, No. 14, will list at \$85 and is fitted with the usual high-grade Pathé equipment. Particularly worthy of notice is the new Pathé amplifying horn.

Eugene A. Widmann, president of the company, reports that the new company is doing exceptionally good business. The daily record production is almost double that of a few months ago. He further states that the production of a first-class record at a popular price has created this demand and predicts that as the year goes on the production will steadily increase, judging from the demand throughout the country.

PERRY JAMES NOW THE OWNER

MACOMB, ILL., February 3.—Perry James, of this city, recently purchased the Brunswick Shop, West Jackson street, from the Brunswick Shop Co. An entirely new stock has been installed. Manager Smiddy, who was in charge of the establishment before negotiations for the transfer of the business were concluded, has accepted a position with the Brunswick Co. as a member of the sales staff.

ADVERTISING SHOW FOR NEW YORK

Plan Discussed by Associated Advertising Clubs of the World Executive Committee

ATLANTIC CITY, N. J., February 3.—An advertising exposition to be staged in New York and designed not only to illustrate to the business man the sales-creating power of advertising but to show the public the service value of this great modern force in business was one of the topics discussed at a meeting of the executive committee of the Associated Advertising Clubs held in this city recently.

Business men often disagree as to the value of advertising, speakers at the meeting declared. One is likely to say his advertising is the most profitable investment he makes, another that advertising pays fairly well, while a third may contend that it does not pay him at all. Yet all three may be buying the same kind of advertising space in the same newspapers and magazines, and the difference arises from the use which they make of the space. The proposed exposition is designed to emphasize the strikingly successful use of advertising by firms which have made fortunes through it, illustrating their methods and policies for the benefit of those who desire through advertising to discover and develop their markets.

Of equal moment, in the belief of the executive committee, is the importance of letting the public know the facts concerning the economic value of advertising. Hence the exposition will

set forth that in many cases advertising is being employed to bring down selling costs, while quantity production, resulting from the establishment of wider markets, often reduces manufacturing costs. It will be the purpose to show that the cost of advertising space is more than taken care of in the saving of other items of selling costs, and that well-planned advertising pays for itself.

INCREASES BUSINESS FACILITIES

BRIDGETON, N. J., February 1.—Riggins, Gaskell & Hunt, Inc., Victor dealers of this city, have already prepared for bigger business this year through the addition of three more Unico demonstration rooms. Extra stock has been transferred to the basement which allows greater space on the main floor for demonstration and sales purposes. This enterprising dealer has enjoyed good business during the past year and is looking forward to increased business in 1923.

STAGES CONSOLE EXHIBITION

AKRON, O., February 6.—An innovation among music dealers of this city is a console show staged by the George S. Dales Co., South Main street. The entire second floor of the big store has been given over to the display of the console models of the Victor, Cheney and Brunswick machines. All of the newer models are on display, according to Manager Savage.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment
Personal Appearance of
Eight Popular Victor Favorites on One Program
A live attraction for live dealers and jobbers

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

P. W. SIMON, Manager
1674 Broadway New York City

FRANK CROXTON

MONROE SILVER

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



BILLY MURRAY



RUDY WIEDOEFT

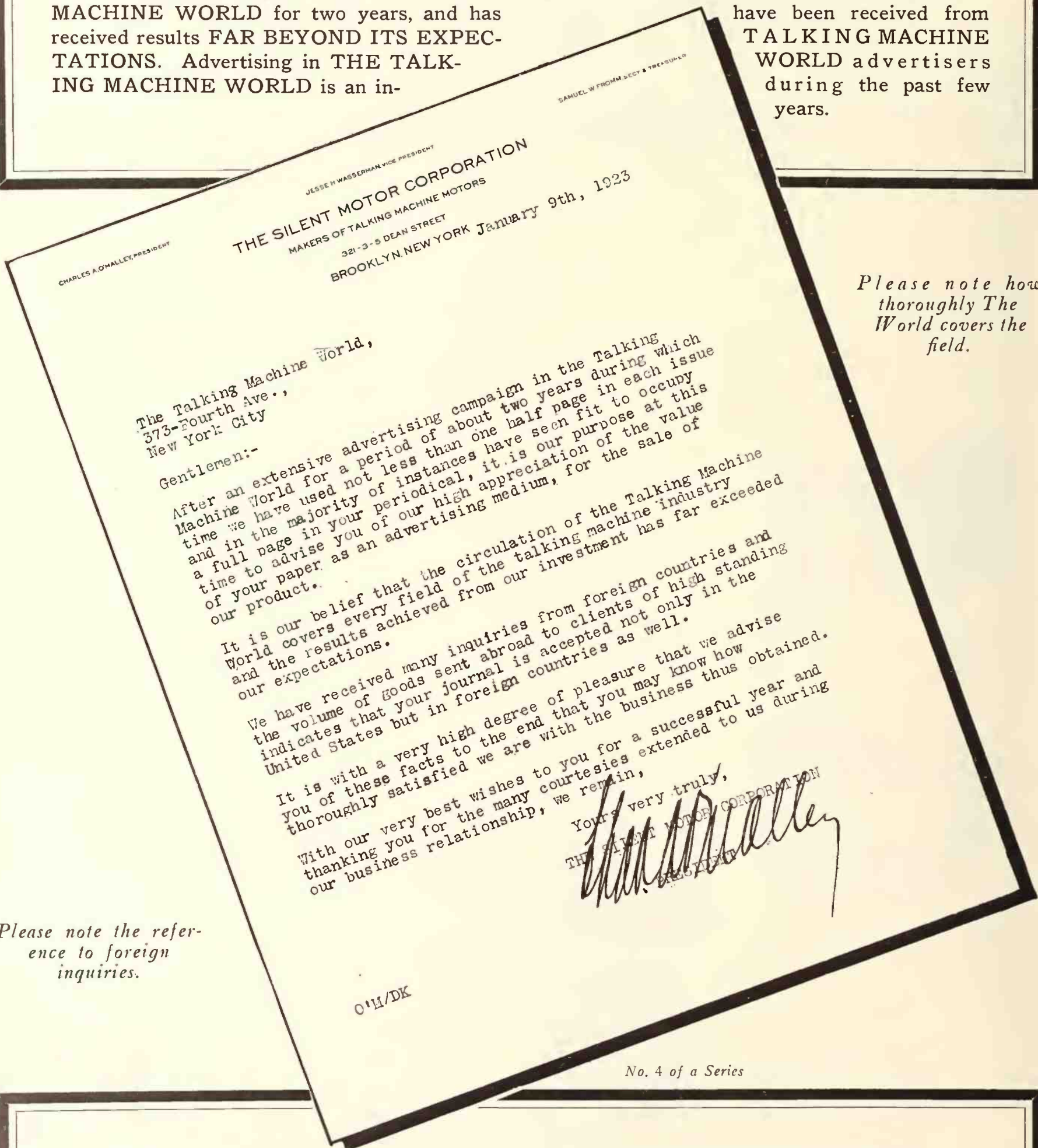


FRANK BANTA

Advertising in Produces Results

The SILENT MOTOR CORPORATION has advertised consistently in THE TALKING MACHINE WORLD for two years, and has received results FAR BEYOND ITS EXPECTATIONS. Advertising in THE TALKING MACHINE WORLD is an in-

vestment, not an expenditure, and many letters (all unsolicited) similar to the one shown below have been received from TALKING MACHINE WORLD advertisers during the past few years.



CHARLES A. O'MALLEY, PRESIDENT

JESSE H. WASSERMAN, VICE PRESIDENT

SAMUEL W. FROMM, SECT. & TREASURER

THE SILENT MOTOR CORPORATION
 MAKERS OF TALKING MACHINE MOTORS
 321-3-5 DEAN STREET
 BROOKLYN, NEW YORK January 9th, 1923

The Talking Machine World,
 373-Fourth Ave.,
 New York City

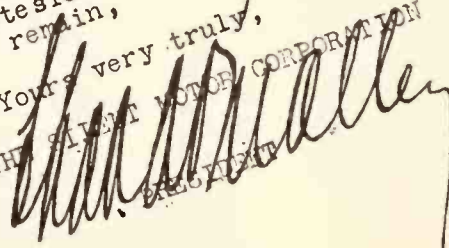
Gentlemen:-

After an extensive advertising campaign in the Talking Machine World for a period of about two years during which time we have used not less than one half page in each issue and in the majority of instances have seen fit to occupy a full page in your periodical, it is our purpose at this time to advise you of our high appreciation of the value of your paper as an advertising medium, for the sale of our product.

It is our belief that the circulation of the Talking Machine World covers every field of the talking machine industry and the results achieved from our investment has far exceeded our expectations.

We have received many inquiries from foreign countries and the volume of goods sent abroad to clients of high standing indicates that your journal is accepted not only in the United States but in foreign countries as well.

It is with a very high degree of pleasure that we advise you of these facts to the end that you may know how thoroughly satisfied we are with the business thus obtained. With our very best wishes to you for a successful year and thanking you for the many courtesies extended to us during our business relationship, we remain,

Yours very truly,

 THE SILENT MOTOR CORPORATION
 PRESIDENT

O'M/DK

Please note the reference to foreign inquiries.

Please note how thoroughly The World covers the field.

No. 4 of a Series

We maintain copy and art departments that will be pleased to submit an advertising plan adapted to your individual proposition. Let us send you copy suggestions.

TALKING MACHINE WORLD, 373 Fourth Ave., New York

Published by Edward Lyman Bill, Inc.

THE D'LYTE-FUL TONE REPRODUCER

This Device Now Being Placed on the Market by the D'Lyte Co., Inc., With Great Success

PHILADELPHIA, PA., February 3.—The D'Lyte Co., Inc., of this city, recently incorporated under the laws of the State of Delaware, is now marketing its product, the D'Lyte-Ful tone reproducer. This company, which formerly operated under the name of the Del Marmol Tool Works, is also the manufacturer of tools, dies and special machinery. The D'Lyte-Ful tone reproducer has been in the process of development for several years and was not placed on the market until it had reached the standard which was originally set for it. The D'Lyte-Ful tone is a mica diaphragm reproducer together with a supplementary resonator set about one-half inch in front of the mica diaphragm which acts very much in the manner of a sounding board. The case holding the diaphragm and resonator is perforated by numerous holes at both the side and the back to clarify the sound.

This new reproducer was invented by C. J. Del Marmol, general manager of the company, who has had twenty-two years' experience in sound reproduction, and is finished in gold, nickel and silver. It has already been taken on by a number of dealers to whom it had been demonstrated, and it is reported that Lit Bros., big department store of this city, is having considerable success with it. Quantity production has been entered into and distributing rights are now being granted in various sections of the country. The initial success with which it has met has already made necessary the expansion of the original quarters and it is planned to shortly take over the second floor of the factory building at Tenth and Diamond streets. The officers of the company are: M. J. Del Marmol, president; John Williams, treasurer, and C. J. Del Marmol, general manager.

DEALERS SHOULD DISCRIMINATE

The talking machine dealer is in a position to discriminate in the matter of selecting his customers. If he does not, he is running chances of sustaining losses. It is obvious that when a valuable product such as a talking machine is sold on the installment plan before letting the instrument out of the store the dealer should be fairly sure that the person who desires it is financially responsible.

TWO MEMBERS OF THE TRADE WED

Two members of the talking machine trade were united in marriage recently when Mr. Harkins, assistant to Meyer Price, manager of Landay Bros. store in Newark, N. J., entered a life partnership with Miss Eva Edinger, of the New York Talking Machine Co.

VICTOR DISTRIBUTORS

PERRY B. WHITSIT CO.

Record Business

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

COLUMBUS - OHIO

"DON'T WANT NONE OF THEM THINGS"

Clarissa J. Jones, of Orange, Texas, Has Some Ideas About the "Phonogroapt" and Goes on Record Emphatically and Impressively

Down in Orange, Texas, the Phoenix Furniture Co., which among other things handles the Victor line of talking machines and records, recently utilized the Boy Scouts to take a musical census of the town. In this connection there were some amusing experiences, one of which is in the form of a letter from Clarissa J. Jones, which the Phoenix Co. recently brought to the attention of John A. Hofheinz, manager of the wholesale Victor department of Philip Werlein, Ltd., New Orleans, because of its oddity. It reads verbatim:

"Mr. Victorai Man:—
 "Don't you all send no more scoot boys around to my house to find out about my phonogroapt. I don't want none of them things in my house. I'm making my children releigious and I don't want none of them things around. The devil got into them things. Keep them down ther in you alls store where they belong. I believe in religieon and morals and I don't want none of that stuff. Keep youals scoot boys there too. I don't want none of that stuff neither. Hoping you will understand what I mean and not fool with me no more
 "(Signed) CLARISSA L. JONES,
 "1910 Fourth Street."

It is quite clear that the writer of the letter holds the same opinions as some of the well-meaning Christians of the early days of the Republic who looked upon the organ in the church as a devilish contraption. But wait, some day Clarissa will hear those colored jazz records and be reborn to new life.

VALENTINO MAY MAKE RECORDS

Rodolph Valentino, film star, may be heard through the talking machine record, according to a plea filed with the Supreme Court, to make certain changes in his film contract so that he may accept outside engagements. Mr. Valentino, through his attorney, stated that he had been offered \$5,000 and royalties for records made by him, as well as other substantial offers.

"TALKER" MARKET IN MOROCCO

WASHINGTON, D. C., February 3.—A concern in Morocco desires to secure an agency for talking machines. Quotations should be c. i. f. Moroccan ports. Terms are cash against documents. For further information apply to the Bureau of Foreign and Domestic Commerce, this city, or any of its district offices, mentioning File No. 5094.

PAID VACATIONS FOR VICTOR EMPLOYES

The Victor Talking Machine Co. has announced that hereafter the 10,000 employes who are engaged in its great plant in Camden, N. J., will be given an annual vacation of two weeks with pay. This is a distinct departure in industrial employment.

CAMEO CORP. GRANTED CHARTER

The Cameo Corp., of 15 Exchange place, Jersey City, N. J., has been incorporated under the laws of that State to engage in the talking machine and piano business, with a capital stock of 1,000 shares of no par value. Incorporators are C. J. Skinner, A. F. McCabe and J. R. Turner.

IN ATTRACTIVE NEW QUARTERS

OAKLAND, CAL., February 5.—The music business conducted by Harry N. Chessebrough in two separat establishments has been combined under one roof in attractive new quarters at 1432 San Pablo street. The main floor of the store has been given over entirely to the talking machine department. Miss Irma Minor has been placed in charge of the record department.



**Introducing
 GILT EDGE
 DANCE TONE
 NEEDLES**

A NEW Reflexo product, made by "Bagshaw of Lowell"—of the same high quality as other Reflexo products.

Gilt Edge Dance Tone Needles are made especially for Dance Records and Dancing. They are real Extra Loud Needles.

Each Needle Plays Ten Times

Everybody dances. Everybody will buy more dance records when they learn how well Gilt Edge Dance Tone Needles play dance records.

**Ask Your Jobber for Your
 Free Sample**

Gilt Edge Dance Tone Needles are packed in "Princeton" colored boxes, fifty to a box.

FREE

Introductory Offer:

This attractive three-color metal display stand FREE with your order of Dance Tone Needles—holds 100 packages, \$5.00.

REFLEXO PRODUCTS CO.

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

**BLUE STEEL
 SCIENTIFICALLY
 PERFECT
 TRIPLE
 REFLEXO
 NEEDLE
 PLAYS
 10 RECORDS
 in Three tones
 DANCE TONE
 OPERA TONE
 POPULAR TONE**

THE BLUE STEEL NEEDLE
 Scientifically Perfect Will not injure your records
 MADE FROM SUPERIOR BLUE STEEL

50 NEEDLES 15¢
 EACH NEEDLE PLAYS 10 RECORDS IN 3 DIFFERENT TONES

50 NEEDLES 15¢

CLEVER ST. PATRICK'S DAY TIE-UP

Plan Put Over by Southern California Music Co. Suggestive of Manner in Which Holidays Can Be Made to Pay Good Dividends

'Twas in those happy, happy days,
When every peasant lived in clover,
And in the pleasant, woodland ways
One never met a begging rover;
When all was honest, good and true
And nought was hollow or theatric—
'Twas in those days of golden hue
That Erin knew the great St. Patrick.

A little folder, upon which were sprinkled green shamrocks, and the above verse in a gold border, was sent out by the Southern California Music Co., of Los Angeles, Long Beach, Riverside and San Diego, Cal., to all its customers shortly before St. Patrick's Day last year. This verse was imprinted on the first page, and the inside pages listed a number of records peculiarly adapted for a St. Patrick's Day celebration. These included both vocal and instrumental selections, ballads and dance music. Imprinted on the envelope in which the folder was enclosed was the suggestion: "Stop in and hear our line of Irish records to-day. You'll want some new ones for St. Patrick's Day." At the store there was a platform draped in green and hung with Irish flags, on which was a talking machine, while a big rack close by held several hundred Irish selections, which were demonstrated at any time to all who wished to hear them.

This plan produced results and is worthy of emulation by dealers this year who are casting about for ways and means of cashing in on this holiday. It is through striking methods such as this that attention is attracted to the appropriateness of talking machines and records for supplying entertainment during the holidays, and the resulting sales make the effort well worth while.

The Kimberly Phonograph Co., of New York City, has dissolved.

SPECIAL ACTUELLE RELEASE

Sixteen Popular Numbers From March Catalog in Early Release to Dealers—New Actuelle Catalog Mailed to Members of the Trade

The Pathé Phonograph & Radio Corp. announced during the middle of the past month a special release of sixteen numbers of Pathé Actuelle records from the March list. This is in accordance with the policy of the company of getting in the Pathé dealers' hands popular numbers while they are in the height of their popularity.

Among the newest operatic releases is found a particularly charming selection by Tito Schipa, of the Chicago Opera Co., "Somewhere a Voice Is Calling," on the reverse side of which is "Don Pasquale."

The Pathé Co. announces that the new Pathé Actuelle numerical catalog is the most elaborate and comprehensive ever issued by the company and that it enables the dealer to find at once any record by simply referring to the number. Attention is called to the code or telegraph name at the left of the page, providing a considerable saving in time and money. The new catalog was mailed to the trade on January 25.

The drive on Pathé foreign records continues. These foreign records, placed on the market at the same popular price as the regular monthly releases, are needle cut and have the Pathé quality. The attention of dealers is being called to their non-competitive value and the big field provided by the foreign-speaking residents in the United States.

OLDEST DEALER ADDS BRUNSWICK

NEW BRAUNFELS, TEX., February 2.—O. L. Pfanstiel, the oldest talking machine dealer in this city, has taken on the Brunswick line of phonographs and records. Modern up-to-date fixtures are being installed and an active Brunswick co-operative advertising campaign is being inaugurated.

SOME SALES STIMULATORS

The talking machine dealer has the opportunity of a lifetime in building up his business by making his establishment the music center of the community. One dealer greatly stimulated the demand for his products by inviting the musical organizations of his community to make his store their headquarters. As a result of this invitation several of the most prominent societies in the city who were interested in developing musical interest held meetings in the store and the dealer not only made sales to some of these people, but through them to others. This wide-awake merchant did not stop here, however. He entered into the work of some of the musical organizations and took an active part in the musical development and civic work of his city and became widely known. His store developed into a true musical center and his sales during this period grew steadily.

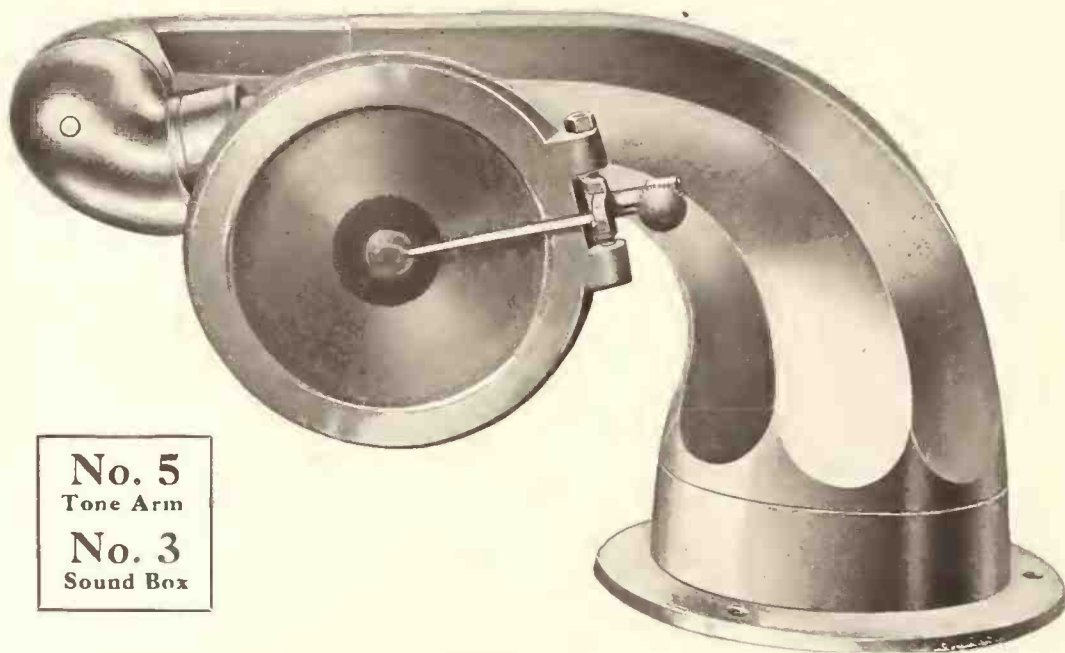
Records which for some reason or another fail to sell or are the overstock from former releases represent tied-up capital. One dealer successfully endeavored to solve the problem of moving this stock by having a number of hangers prepared on which these slow-moving recordings were listed. There were separate hangers for different classes, i. e., one for classics, one for instrumental selections, one for operas, popular music, etc. These were placed in the record demonstration booths, in various parts of the store where they were most likely to be seen by patrons, and in the windows. Salesmen were given instructions to push these records as much as consistent, but not to the exclusion of the later releases, and in order to stimulate the interest of the sales force a small bonus was presented to the man moving the greatest number of recordings in one month. At the expiration of this period the dealer who tried this plan reports that his stock was practically cleared out and every three months the same process is used again to get rid of the accumulation.

A window display in New York which attracted considerable attention on the part of the public consisted simply of an upright model talking machine placed on a pedestal in the center of the window. The background and floor space of the window, including the pedestal, were covered with blue velvet. Simplicity is beauty and the display just mentioned is typical of the artistic effects that can be obtained where care is taken not to overcrowd. A crowded window is like a three-ring circus; the onlooker is bewildered by the vision of too many objects and is unable to pay serious and adequate attention to any single item.

A stunt in effect at Landau's Wilkes-Barre, Pa., store which has been instrumental in bringing many people into the establishment and advertising that concern to the public is the opening of a box office in the store for the sale of tickets for one of the leading local theatres. Not only customers of the concern, but people who would never otherwise have entered the establishment take advantage of this service and a widespread favorable impression is created which sooner or later results in sales.

A plan productive of good results in stimulating interest in talking machines and records was recently put in effect by a merchant in the Southwest. Instead of the usual talking machine concert he gave added interest to the event by securing the services of local musicians, who played an important part in the program.

The PHONOGRAPH'S "RIGHT ARM" is the PHILLIPS TONE ARM



No. 5
Tone Arm
No. 3
Sound Box

OCTAGONAL THROW BACK ARM

With New Improved Pivot Throw Back Arm

Length 8 $\frac{3}{4}$ in. Centre to Centre

Loud, Deep Tone

SAMPLE \$4.50

Tone Arms for Portable, Medium and High Grade Machines

WM. PHILLIPS PHONO PARTS CORP.

145 West 45th Street

CABLE ADDRESS
PHONOPARTS

New York City

Neglect of Customer After Sale Is Made Is Very Bad Business Practice :: By Harold Parsons

Much has been said and written about service and it seems superfluous to emphasize this phase of business, yet the fact remains that this is one of the most important elements of continued mercantile existence and, therefore, it cannot be stressed too much. In the talking machine business, particularly, service is essential to success and future patronage, for it must be remembered that, unlike commodities such as groceries, clothing, etc., the talking machine business depends to a great extent on continued interest in the first purchase—the talking machine. People cannot do without clothing and groceries, but they can and will do without records if the dealer is not awake to his opportunities or antagonizes a customer. Many people acquire a small library of records and then cease to add new releases simply because no effort is made to keep them interested in the talking machine.

A prospect becomes a customer when the first sale has been made and the dealer who concludes the sale of a machine and then forgets about the matter or neglects the customer is doing himself an injury. An example of this type of merchandising was recently brought very forcibly to my attention because I was the sufferer. I had purchased a talking machine from a dealer, considered the leader in my community. It had been in the house about six months when a noise developed somewhere in the mechanism which made it extremely unpleasant because it detracted from the reproducing qualities of the instrument. I immediately got in touch with the dealer and explained the trouble to him. He made note of it and said that he would attend to the matter

immediately. He even promised to come up to the house on a certain evening. I remained indoors that night in order not to miss him. To make a long story short he failed to appear and we have not heard from him since. That was more than a month ago.

Now here is the point. During the month we have not played our machine, nor have we even considered purchasing new records. If the in-

Customers Are Often Lost Because of the Failure of the Merchant in Extending Satisfactory Service

strument had been repaired no doubt that dealer would have been richer by the sale of a larger number of records at least and, furthermore, if the repairs had been made promptly as promised he would not have lost anything by this service. As a matter of fact I do not intend to remind him of the condition of my machine again, nor will I purchase any more records from him.

The dealer should make it a point in his direct-by-mail literature and newspaper adver-

tising to emphasize his service facilities. Of course he has record and machine demonstration booths and all that sort of thing, but service is something more than the simple attentions given to customers when they enter the store. It extends to the outside—to the home—and the wise dealer will go far out of his way to make a personal contact between his store and customers in order to hold their friendship and patronage.

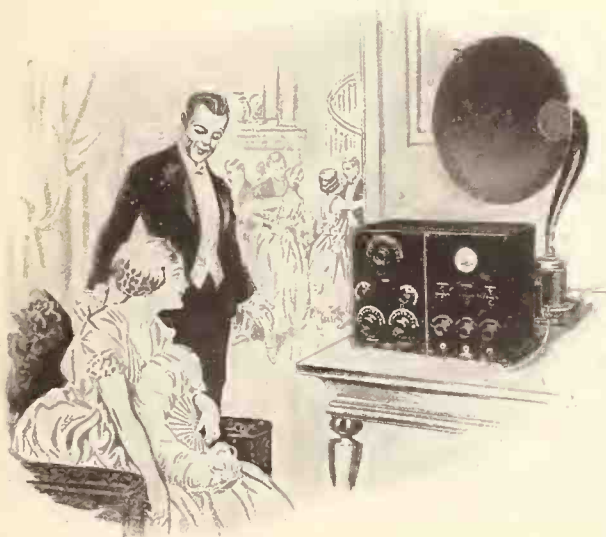
BIG RADIO POSSIBILITIES

Speaking at the convention of the American Society of Civil Engineers in the Engineering Societies' Building, New York City, recently, Otto T. Blackwell, transmission development engineer of the American Telephone and Telegraph Co., said that the day was not far distant when the President would address the nation through the radio. He believed the possibilities of radio had not been realized.

DURATONE CO. INCORPORATES

The Duratone Co., of Newark, N. J., has been granted a charter of incorporation under the laws of that State, with a capital of \$200,000, to manufacture talking machine records. Incorporators are G. Howlett Davis, John A. Bernhard and William A. White, of Newark.

The homely maxims laid down by successful men as rules for success will always remain the mere opinions of these men, but the fact cannot be denied that in most cases they are darned good rules to follow.



Build Your Radio Sales on BESTONE Quality



Our Profit-Opportunity for Phonograph Jobbers and Dealers

Radio has come to stay and develop as a significant factor of entertainment and education. The notable improvement in radio broadcasting is winning over thousands of fans who are live prospects for radio receiving sets.

Phonograph Dealers best suited to handle Radio Sales

Unquestionably, the higher grade radio instruments will find their greatest market through the Phonograph Dealers. Why not investigate your opportunity NOW?

The Quality of Bestone Wireless Apparatus

Bestone Wireless Apparatus embraces an unusually high-grade line of Radio Receiving Sets that are noted for beauty of design, clarity of tone and long-range receiving capacity. The scientific accuracy, quality materials and expert workmanship that are incorporated in Bestone Receiving Sets assure maximum enjoyment of radio reception.

Selling prices of Bestone Radio Sets range from \$17.50 to \$125.00.

Send for Illustrated Catalog and Sales Proposition.

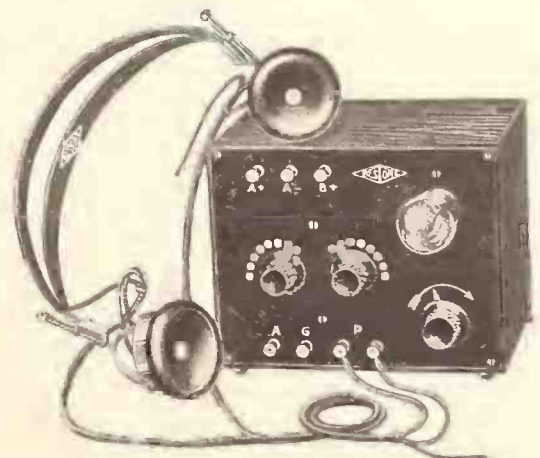
HENRY HYMAN & CO., Inc.

Executive Offices: 476 Broadway, New York City

MANUFACTURERS

Branch:

212 W. Austin Avenue, Chicago, Ill.



Bestone No. 703 V. T. Tuner and Tube Set

The Unquestioned Superiority of The New EDISON is again indicated by a steadily increasing public demand

THE outstanding characteristics of the New Edison Consoles are their artistic appearance and the acknowledged superiority of their music reproducing qualities.

By far the best indication of their value is to be found in the un-

precedented demand that exists for them everywhere. Public response to Mr. Edison's offering of this representative group of consoles has resulted in dealer orders that in certain instances it has been all but impossible to fill.

The New EDISON
Baby Console
\$175



The New EDISON
London Console
\$135



The NEW

The New EDISON
Chippendale
Console
\$295



The New EDISON
Umbrian Design
(Italian)
\$350



The New EDISON
XVIII Century
(Adam) English Design
\$375



The New EDISON
William and Mary
Design
\$325

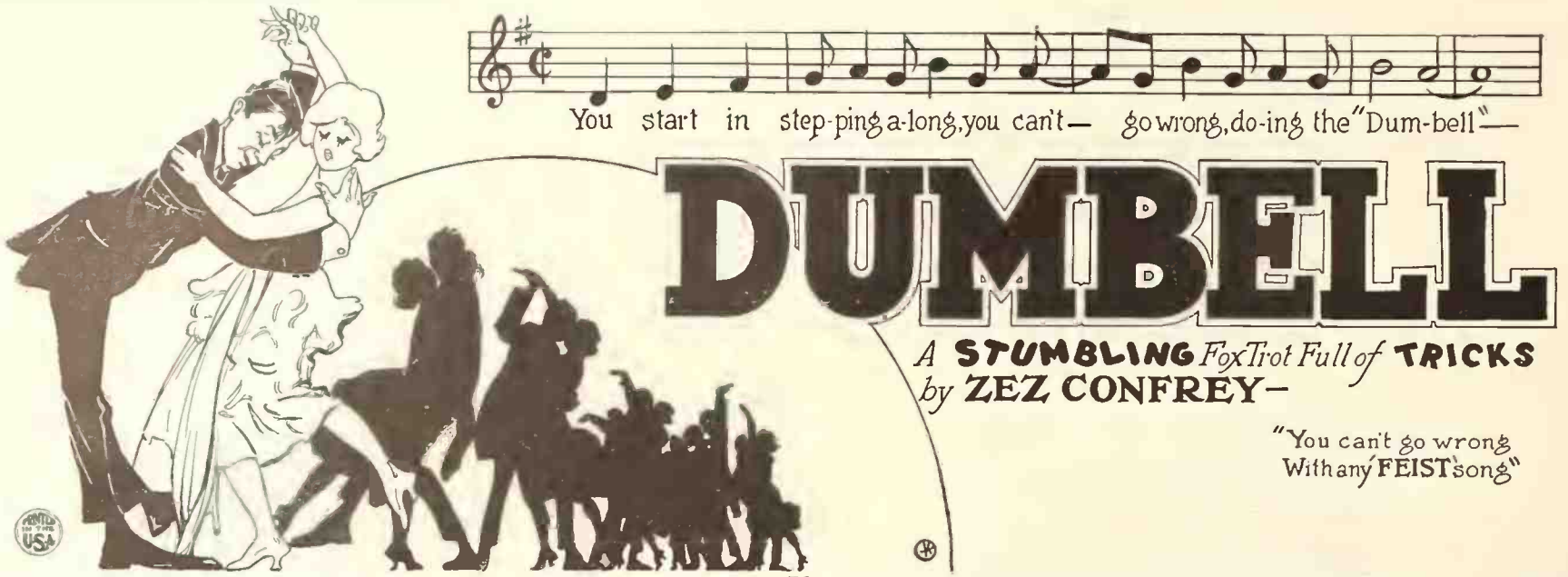


PRICE is no longer a barrier between the New Edison and the man or woman who would like to own one. The new Edison list is varied enough to fit the purse of all music lovers.

It is obvious that because of this widening of the NEW EDISON field the Edison dealer is offered an even greater opportunity for developing a profitable business.

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

EDISON



You start in step-ping a-long, you can't— go wrong, do-ing the "Dum-bell"—

DUMBELL

A **STUMBLING** FoxTrot Full of **TRICKS**
by **ZEZ CONFREY**—

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

J. M. ORTON RETIRES FROM FIRM

Vice-president, Treasurer and Director of Orton Bros. Leaves After Thirty Years' Connection With Old Butte, Mont., Music House

BUTTE, MONT., February 3.—J. M. Orton, who for upward of thirty years has been connected with the firm of Orton Bros., one of the leading music houses in the State and one of the oldest firms of its kind in the Northwest, has retired as vice-president, treasurer and director. The firm was founded by W. C. Orton, who still remains at its head.

RECEIVER FOR ZENITH MFG. CO.

A. M. Reynolds, of Glen Ridge, N. J., has been appointed receiver for the Zenith Mfg. Co., 292 Chestnut street, Newark, N. J., manufacturer of the Encore Record Replayer and the Cirola portable phonograph, on the complaint of Elmer F. Powell through his counsel, John J. McCloskey. Liabilities and assets are not announced.

EXPOSITION OF PATENTS

The Universal Exposition of Inventions and Patents which is scheduled to be held at the Grand Central Palace, New York, February 17 to 22, 1923, is exciting a great deal of interest among the practical members of the leading industries.

THE PATHE NEWS REAPPEARS

Beginning with the first of the year the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., resumed the publication of the Pathé News, an interesting newspaper published in the interest of Pathé dealers. Now that the company is producing loud speakers and radio parts the paper will also publish radio news. The new issue is very interesting from a typographical as well as a news standpoint and, as heretofore, contains many newspaper advertising suggestions for the use of the dealer, for which electrotypes are furnished by the company free of charge. Particular attention is called to the Pathé foreign record library which has been compiled with great care and represents years of study. This foreign catalogue contains a wide variety of numbers and a campaign will shortly be entered into on this important part of the business.

TEXAS FIRM INCREASES CAPITAL

The Talking Machine Co., of Austin, Tex., has increased its capital from \$34,500 to \$400,000. The concern has also changed its name to the F. E. Swan Co., and moved its headquarters to Houston, Tex.

The latest addition to the music stores of Glenville, O., is the Edison Music Shoppe. It is attractively equipped with the most modern music store fittings.

THE SALESMAN IS A SPECIALIST

There are certain basic principles, such as personality, sincerity, appearance, etc., which are necessary for a salesman to have. These apply to selling, regardless of what is sold, but in each branch of industry the salesman should be a specialist in the line he sells. In the talking machine business a general knowledge of music is essential, as well as a thorough familiarity with the mechanical details and talking points of the instruments represented.

SOME NOTED COLUMBIA VISITORS

Among the visitors to Columbia Graphophone Co. headquarters recently were: Westervelt Terhune, branch manager of the Atlanta distributing offices; W. C. Thomas, president of the Tampa Hardware Co., Tampa, Fla., Columbia distributor for that territory; S. H. Nichols, manager of the Pittsburgh branch, and H. E. Gardner, of the Detroit branch. These gentlemen came to New York for a conference with G. W. Hopkins, general sales manager of the company, pertinent to Columbia activities during 1923. Particular attention was given to the wide publicity which the Columbia Co. is carrying on at the present time, announcing to the public the new process Columbia record. Other important visitors were Messrs. C. A. Dalzel, D. H. Dalzel and C. A. Schaffarzick, members of the Columbia Stores Co., of Denver, Colo.

E. T. GRAY VISITS SONORA CO.

Ernest T. Gray, of the Heintzman Co., Ltd., Toronto, Canada, spent several days in New York the early part of January and a good deal of the time at the Sonora headquarters. This company is one of the largest and leading musical establishments in Canada, having branches all over the Dominion, and Mr. Gray remarked that the Sonora is the most popular phonograph sold by them. He stated demand was good in the Dominion and that prospects for 1923 were very bright.

STANLEY MUSIC CO. INCORPORATES

The Stanley Music Co., of New Haven, Conn., has been incorporated in that State with an authorized capital of \$25,000. Incorporators are: William S. Hayes, Donald H. Coleman and Gustave H. Appel.

Judge Knox has appointed William C. Hechts, Jr., receiver for the Riverside Music Store, Inc., 2496 Broadway, New York, under \$2,000 bond. Liabilities are about \$5,000 and assets about \$3,000. The assets were sold on January 31.

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

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

THE NEW HALL OF FAME

*Opens wide its doors
to another celebrity*



Josef Hofmann PIANIST

Important News for the Music Trades

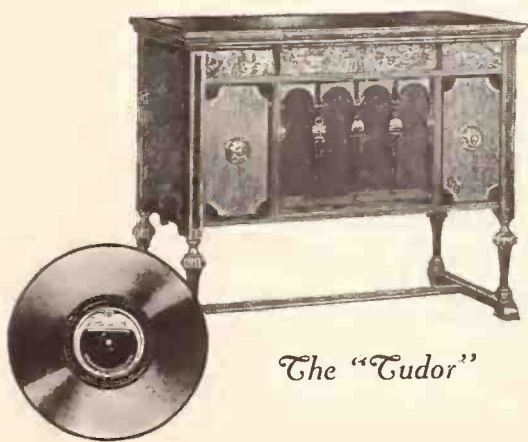
Brunswick makes this announcement with some pride, for it again emphasizes the marked tendency among the great artists of today to identify their art with Brunswick Records.

Josef Hofmann is now an exclusive Brunswick Artist! It is a name that stands, the world over, for the highest possible musical achievement.

"To analyze Hofmann's art," as one critic puts it, "is to enumerate all the essentials of great piano playing and masterly interpretation." There are, indeed, no standards by which to measure a musicianship so profound as his.

Hofmann's first Brunswick Recording will go on sale February 15th.

50023—Hungarian Rhapsody—No. 2. Part I (Liszt)
Hungarian Rhapsody—No. 2. Part II (Liszt)



The "Tudor"

BRUNSWICK

PHONOGRAPHS AND RECORDS

Oscar Seagle and The Shannon Four singing "The Stein Song" and "Brown October Ale" recall those good old B. V. D.* days when the crowd gathered at the oasis just before the 5.15 — A-3768.

* Before Volstead Decree.

COLUMBIA GRAPHOPHONE CO.
New York



CAUGHT IN CHARACTERISTIC POSES

Gathered in a Single Photograph, Five Brunswick Artists Show the Way in Which They Record Their Dance Melodies

The recording laboratories of the Brunswick-Balke-Collender Co., New York, recently took advantage of the timely visit of several of the well-known Brunswick stars who were at the laboratory the same day for recording purposes to photograph them together in characteristic poses. Wm. A. Brophy, managing director of the laboratory, took Isham Jones, Joseph Smith, Arnold Johnson, Benny Krueger and John In-



Left to right: Walter C. Haenschel, John Indian (playing the tuba), Isham Jones, Joseph C. Smith, Benny Krueger, Arnold Johnson

dian up on the roof of the laboratory and there caught them, as the accompanying illustration shows. John Indian, as his name implies, is a full-blooded Indian who plays the tuba in the Isham Jones Orchestra, and is a valuable asset to it.

This unique photograph is to be broadcasted through the country and will be reprinted in most of the leading newspapers in every large city. It is splendid publicity for these popular Brunswick record artists.

MAKES "TALKERS" FROM DRIFTWOOD

The making of uniquely designed talking machines from driftwood is the avocation of Captain Miller, who has charge of the lighthouse on East Brothers Island, off San Francisco Bay. Captain Miller is known as the Pacific Coast's most expert wood carver and during the last two years he has made eleven talking machines from driftwood.

GET YOURS!

Free Samples of
**NEW GILT EDGE
DANCE TONE
NEEDLES**

A Reflexo Product
Made by "Bagshaw of Lowell"

See Page 29

EXTENDS JOBBING ACTIVITIES

Richmond Music Supply Corp. Now Handling Talking Machine Supplies and Accessories

The Richmond Music Supply Corp., 133 West Forty-first street, New York City, one of the best-known sheet music jobbing organizations in the United States, has extended its activities and is now stocking talking machine supplies and accessories and will also introduce to sheet music dealers a line of popular-priced records.

The Richmond Music Supply Co. is headed by Maurice Richmond, who for the past twenty-five years has been connected with some of the leading jobbing organizations of the United States. Max Mayer, treasurer of the company, recently returned from a visit to the leading trade centers in the East and states that he found the retailers most active everywhere.

BROOKLYN DEALER IN DIFFICULTIES

An involuntary petition in bankruptcy has been filed against Jacob Josefsberg, retail dealer in talking machines, 2080 Eighty-sixth street, Brooklyn, N. Y. Liabilities are estimated at \$7,500 and assets at \$2,500.

The talking machine establishment conducted by W. W. Hall and Fred Rumble, Bloomington, Ind., is now owned entirely by Mr. Hall.

PATHE ORGANIZATION LAYS PLANS

Field Staff Meets in Conference at Factory—Sales Promotion Plans and New Policy Discussed—Dinner and Entertainment

The entire field organization of the Pathé Phonograph & Radio Corp. recently met in conference at the main factory of the company in Brooklyn for the discussion of plans for 1923. It is reported that a very optimistic spirit prevailed as to the trade conditions and the business outlook, and the various sessions were taken up by the discussion of sales promotion plans and outlining a policy for marketing the Actuelle records and the proposed new line of Pathé phonographs.

Among those present were W. E. Hotchkiss, manager of the Chicago office; Charles F. Usher, special field representative; A. R. Saunders, Ohio and Kentucky representative; Thomas J. Murphy, New England; J. A. Ryan, New York City representative; H. T. Leeming, manager of sales; W. A. Dittmer, secretary of the corporation; F. D. Lewis, manager of the Radio Division, and H. D. Rose, manager of the recording laboratory.

E. A. Widmann, president of the Pathé organization, entertained the representatives at dinner at his home. Following the dinner the entire party went to see the "Greenwich Village Follies."



**BRUNS
MADERITE**

Cover, Straps Attached



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

MADERITE

Phono Moving Covers

An ounce of caution is worth endless complaint and repolishing

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

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

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

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

DENVER

*Baltimorean Buys Interest Here
—Sonora Store Secures King
Agency—Activities of the Month*

DENVER, COL., February 7.—The past month has been comparatively quiet following holiday sales of talking machines which surpassed any year in the history of Denver music dealers. Reports from all dealers are to the effect that records have been selling like the proverbial hot cakes. This, of course, is attributed to the fact that those who bought talking machines for Christmas need new records. With a fall of snow on the night of January 26 there was a run on records and player rolls in all Denver music stores the next day. As one dealer put it, "The least little bit of snow or rain will bring them here for records, anticipating a night at home to play over new selections."

E. M. Ogilvie, a member of the firm of the H. D. Frank Piano Co., Baltimore, Md., has arrived here and has purchased an interest in the Sharp Music Co., Fifteenth street, a concern dealing in everything musical. Mr. Ogilvie expects to make Denver his home. Mr. Sharp is president of the company and William Schaeffer is treasurer.

Takes King Agency

The Sonora Store, 1527 Welton street, has just taken the agency for the King musical instruments put out by the H. N. White Co. of Cleveland. King instruments have until recently been sold directly to the professional trade but the company is now locating agencies with certain retail stores throughout the country. The local store considers itself fortunate to have been able to land this agency. The territory to be covered includes half of the State of Colorado.

New Columbia Accounts

The new process record put out by the Columbia Co. is becoming so popular that it is

leading to new business in the territory covered by the Columbia Stores Co., with headquarters in Denver. Only recently the local company closed a deal with Ferrante & Stewart, at Gallup, New Mexico, to handle the Columbia Grafonola and records. January witnessed a big sale of records on the part of Columbia dealers throughout the territory. C. A. Dellzell, local manager of the company, is in New York attending an important meeting at Columbia headquarters. His brother, D. H. Dellzell, of the Salt Lake City distributing point, is also in attendance.

Harry Lauder Helps

For three days recently Sir Harry Lauder played to packed houses at the Broadway Theatre. As a result of his visit there has been a run on Lauder records handled by local Victor dealers. His "Bella, the Belle o' Dunoon," seemed to be the most called for number at the Knight-Campbell music store. As a result of the demand for Lauder records the company found itself short on stock for some of his well-known recordings. H. V. Huntoon, manager of the talking machine department, said he expected two new Victor models in Nos. 80 and 100 to come in shortly. He finds No. 260 is the most popular of the console models.

Plan to Attend Jobbers' Meeting

N. D. Tharp, manager of the Edison department of the Denver Dry Goods Co., retailer and wholesaler, attended the meeting of jobbers from all parts of the country in New York February 13-15. H. L. MacWhirter, general manager of the Denver Dry Goods Co., who will be in New York at the time, also expects to attend this meeting. Since the appearance here of Olga Steeb, pianist, her Edison re-creations of piano numbers have been in demand. The re-creation "Call Me Back, Pal o' Mine," is also a favored number.

Plan Big Music Week

The third annual Music Week for Denver and all Colorado, May 14-21, is expected to be a bigger event than any previous affair of the kind, according to Frank B. Darrow, of the Darrow Music Co., chairman of the budget committee. This year there will be no solicitation for funds to put the week over, but those who hold memberships will be favored with reserved seats at various performances given at the City Auditorium. Evening and matinee performances will be given and this year the public will be introduced to Denver's latest musical organization, the Civic Symphony Orchestra, of ninety pieces. It is expected that a larger number of bands will be present from all parts of Colorado in addition to municipal choruses. An evening will be given over to high school choruses of Denver, and another to aesthetic and interpretative dancing.

News Gleanings

Miss Leona Mayse, private secretary to A. J. Speich, sales manager of the Baldwin Piano Co., left on February 1 for Fort Worth, Texas, to remain two months, for rest and recuperation after a long period of strenuous work.

The Arvidson Piano Co. reports that it could sell more Edison consoles if it were possible to get them. The shortage was keenly felt by the company the past few weeks.

The Emrick-Nadler Music Co., which opened an Edison shop at 1624 Tremont street less than a year ago, will close up the business February 1. Mr. Emrick is traveling for the Denver Dry Goods Co., distributors of the Edison in this territory.

The Charles E. Wells Music Co. in a window display featured the new Brunswick period model, "The Tudor." Business with Brunswicks and Victrolas has kept up pretty well.

Quite a few sales of Brunswicks, Sonoras and Victrolas were made during January, according to H. W. Sanders, manager of the talking machine department of the Denver Music Co. Records sold well following the holiday buying of machines.

Calls for "The York"

Oscar Frazier, of the talking machine department of the Darrow Music Co., is getting thin

BANNER 50c RECORDS

*If you changed places
with your customers!*

If you were a consumer, and discovered from your friends that you could buy full 75c worth of record value for 50c—you would take advantage!

And after you had tested the record—played it—liked it—considered it equal, perhaps superior, to records selling at 75c—you would continue to buy!

Place yourself in the other fellow's shoes and you will be better able to satisfy him. He knows the BANNER 50c Record. It serves his purpose and saves his money; and he is satisfied.

And you, in turn, will have greater sales. BANNER will bring more buyers to your store—more profits to you—bigger business!

*Dependable "live wire" dealers who are interested
in an exclusive proposition should write us at once.
This is the season for the best results.*

PLAZA MUSIC COMPANY

18 West 20th Street

NEW YORK

over worrying about the non-arrival of "The York," the popular console type put out by the Brunswick. "I've got a list of people here who want me to call them as soon as this model comes in. It is certain that many sales would result if we could get these instruments." January has been a very satisfactory month.

Seeures Gennett Agency

Business with the Victrola has been fairly good during January at the Pattison Music Co. During the past week the company was the only house in town having on hand the popular "Three o'Clock in the Morning," played by Paul Whiteman and His Orchestra. Dealers can't keep this number in stock. Recently the company took on the Gennett record agency.

Artists Help Sales

The coming to Denver of many musical artists is having a stimulating effect on the sale of records. The McKannon Piano Co., which handles the Edison, featured a window of Edison records by Carolina Lazzari, contralto singer, who appeared in a recital at the City Auditorium recently.

**ROBICHEK
ART DECORATIONS
Are Recognized by Leading Experts
as works of
GENUINE ARTISTRY**



SPECIALISTS IN
Japanese and Chinese Lacquer—Antique Reproductions—Period Designs in any Finish—Polychrome—Expert Gilding.

We invite you to come and inspect our work. Write or telephone for appointment.

Rudolph Robichek
Works of Art
120 Lexington Ave.
Telephone Mad. Sq. 7035

P. W. SIMON STORE SOLD

Aaron's, Planning to Open Furniture Store, Uniontown, Pa., Buy P. W. Simon Business—Latter Managing Victor Artists' Tours

UNIONTOWN, PA., February 5.—Aaron's, who will open their magnificent new furniture store here some time during the Spring, have purchased the P. W. Simon Music Store, with the Victrola franchise here. The sale was consummated yesterday morning, P. W. Simon having come on from New York to close the deal. The Aaron Co. took possession of the store immediately and will operate it in the present location, West Main street, until the new Aaron store is ready for occupancy, at which time the Victrola department will occupy a large and modernly equipped department of the first floor of the new store.

Mr. Simon has had other interests in recent years which led him to dispose of his local store. At present he is conducting the tours of the Eight Famous Victor Artists. The tours of these famous artists have become such a popular enterprise that Mr. Simon is maintaining a New York office, of which he is in personal charge, with a personal representative on tour with the Victor artists. At present they are in Texas.

The Aaron Co. is not unknown as Victor agents. The company has the Victor franchise in each of its other stores and because of this felt that it was necessary to have a Victor representation here, with the result that the Simon store was purchased outright. E. F. Gebhard, who, for the past several years, has been manager of the Simon store, will remain in charge of the store under the Aaron management.

CRAWFORD SHOP IN NEW STORE

Rhineland, Wis., Concern Holds Formal Opening of Attractive New Quarters

RHINELANDER, WIS., February 5.—One of the most beautiful and elaborate stores of its kind to be found in the entire State is the new Crawford Flower & Music Shop, in the Elks' building on Davenport street, which was formally opened recently.

The store is especially arranged for this particular business and no detail which might add to the convenience of patrons and employes has been overlooked. One side of the store has been partitioned into sections, comprising floral and music rooms, work room and office. In the music rooms are facilities for private demonstrations of pianos, talking machines and other musical goods. The rooms are attractively and cozily furnished. Throughout, the store presents an exceptionally pleasing appearance. The walls, ceiling and fixtures are in ivory and the decorations, though plain, add charm to the general surroundings.

"TALKER" ACTS AS TIGER DECOY

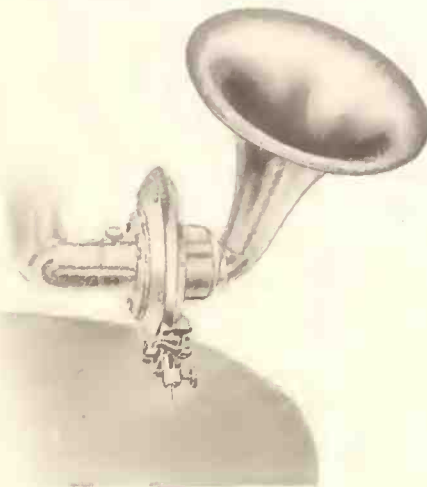
The leader of an African hunting expedition, who set out on a motor trip from Cape to Cairo, used a talking machine as a decoy for tigers. In tiger hunting it is usual to tether a lamb to a tree; its bleating attracts the tiger within reach of the hunters. Before leaving England an explorer had records made by bleating lambs, and he tried them on the unsuspecting tigers of the jungle with considerable success.

"TALKER" AS RADIO AMPLIFIER

Sound boxes of phonographs may be used as radio amplifiers, by the attachment of a simple "adapter" to the tone arm of the machine, after removing the reproducer. The appliance, shown in Popular Mechanics Magazine, is constructed of a non-magnetic alloy.

The diligent say "to-day," the sluggards say "to-morrow."

ADD-A-TONE



The Supreme Tone Amplifier

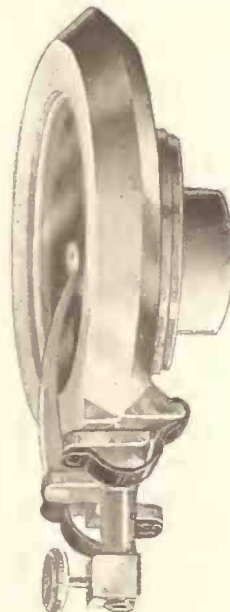
Attractive in appearance and possessing a clarity of sound and volume obtainable in no other sound box

Incomparable for Dancing

Unique Products

are superior in QUALITY and clear in tone. The novel spring suspension insures against "blasts" and produces a perfect harmonious rendition.

The Unique Reproducer



UNIQUE REPRODUCTION CO.,
INCORPORATED

32 Union Square, New York City

DEALERS:

Write us for prices and samples

The AEOLIAN— VOCALION



*The Phonograph of
Perfect Musical Tone
—Manufactured by
The Aeolian Com-
pany, the Greatest
Musical Instrument
Specialists in the
World.*



PERIOD MODEL: FLORENTINE
STYLE 1628

THIS is a beautiful example of the technique of the Italian Styles when they were world leaders in the arts and crafts. The decorations on this case are in Polychrome on Walnut finish, done in a very restrained manner and would be as worthy of admiration in any well furnished room as a picture that might be placed there for decorative purposes only.

THE Vocalion is built upon principles developed by the world's greatest expert on reproduced tone. It is the only instrument with the remarkable Graduola—the exclusive Vocalion Tone Control.

Vocalion instruments are set in the beautiful cabinets made famous by the Aeolian Company, who first produced Period Model Phonographs.

No wonder the Vocalion has become the standard of perfection in the phonograph field!

Have you seen the new Vocalion Line?—Console Period Models—Standard Period Styles—Conventional Models.

Write for details of our 1923 Proposition.

The AEOLIAN COMPANY

AEOLIAN HALL

NEW YORK

VOCALION

RED RECORDS

*“The
Greatest Tenor
Ballad Singer
of Our Time”*



THAT is what critics are saying of Colin O'More, whose beautiful voice crowds Carnegie Hall, New York, at each concert.

This is the voice with true sympathy and perfect diction which will be heard again and again singing the beautiful ballads Colin O'More has recorded exclusively for Vocalion Red Records.

Every one of the following Colin O'More records is a seller. Keep your stock complete to meet the steadily increasing demand.

- No. 24016—At Dawning and I Hear a Thrush at Eve.....\$1.25
- 24001—Bard of Armagh, The, and Norah O'Neal 1.25
- 24017—Because and A Dream 1.25
- 24018—Believe Me If All Those Endearing Young Charms and Foggy Dew 1.25
- 24023—Bells of Shandon and In the Wee Little Home I Love.. 1.25
- 24025—Bohemian Girl, The—Then You'll Remember Me and Jocelyn—Bereuse 1.25
- 24019—Bonnie Sweet Bessie and I Hear You Calling Me..... 1.25
- 24007—Bonnie Sweet Kitty and The Kiss That Made You Mine.. 1.25
- 24013—Colleen Aroon and When 1.25
- 24027—If You Would Love Me and That's an Irish Lullaby..... 1.25
- 24011—I Passed By Your Window and Lassie o' Mine..... 1.25

- 48001—Kashmiri Song and Mavis\$1.75
- 24022—Killarney and Molly Bawn 1.25
- 24008—Little Town in the Ould County Down and Pretty Kitty Kelly..... 1.25
- 24021—Pale Moon and The World Is Waiting for the Sunrise 1.25
- 48002—She Is Far From the Land and Snowy Breasted Pearl..... 1.75
- 24029—When I Awake and I Love a Little Cottage..... 1.25
- 24030—Low Back'd Car and Dear Little Shamrock..... 1.25
- 24031—Le Lied D'Ossian (From "Werther") and Le Reve (From "Manon")..... 1.25
- 24032—Three o'Clock in the Morning and For the Sake of Auld Lang Syne. 1.25
- 24034—Heaven at the End of the Road and Because of You 1.25

The AEOLIAN COMPANY
AEOLIAN HALL NEW YORK

Distributors of Vocalion Red Records

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



There will be happiness in every package, going out of your shop, that contains Columbia New Process Record A-3770. For sheer fun and clever nonsense Van & Schenck get the pair of handsome hand-painted gold fish for "You Tell Her—I Stutter"—Their encore is "Way Down East in Maine."

COLUMBIA GRAPHOPHONE CO.
New York

SALT LAKE CITY WINDOW FEATURES POPULAR WALTZ

Satisfactory Business Enjoyed—Fred Beesley, Sr., Convalescent—W. G. Saddler, of John Elliott Clark Co., Going on Road

SALT LAKE CITY, UTAH, February 7.—Leading talking machine men report business as being very satisfactory, considerably better than a year ago. John Elliott Clark, president of the John Elliott Clark Co., local distributor for the Victor line, says dealers have cleaned up their surplus stocks and business is on a better basis than it has been for some time. Mr. Clark was very optimistic for the future. Manager Berry, of the Glen Bros.-Roberts Piano Co. talking machine department, said his firm could not get enough of several styles of Victor consoles. Dean Daynes, speaking for the Consolidated Music Co.; Manager Perry, of the phonograph department of the Brunswick-Balke-Collender Co., the Daynes-Beebe and the O'Loughlin people are among others who declare that business is very much better than it was at the same time in 1922.

Before these lines appear in print—nearly two weeks before, in fact—Sir Harry Lauder, famous Scotch comedian, will have paid another visit to the city. Already interest in his records is increasing. Several of the dealers—those selling Victor goods—are making the most of the visit in the form of window attractions.

Fred Beesley, Sr., secretary of the Utah Association of Music Industries, though still confined to the hospital, is able to get down to his place of business—the Beesley Music Co., Main street, once in a while. His second operation was successful and he is believed to be making sure though slow recovery.

W. G. Saddler, manager of the retail store of the John Elliott Clark Co., is going on the road for the wholesale division of the company. Charles Pike, late manager of the talking machine department of the Consolidated Music Co., will succeed him.

"Ukulele" Hughes, store manager for the O'Loughlin Co. is sick. His condition is not serious and it is expected that he will be on the job again soon.

Leon Mayhue, head of the talking machine repair department of the Daynes-Beebe Music Co., has accepted an appointment as deputy sheriff with County Sheriff Harries. Mr. Mayhue was formerly a detective. He will be succeeded by Ed. Lewis, just returned from a mission in the South for the Mormon church.

In a recent issue we said Miss Susie Pearson had joined O'Loughlin's. Her first name is Gussie, not Susie.

The Consolidated Music Co. has enlarged its wonderful window. They will now have 460 square feet of window space, hardwood floor.

DEMONSTRATING IN THE HOME

Large Percentage of Talking Machines Placed in Homes for Three-day Trial Stay There

There has been considerable discussion pro and con concerning the advisability of sending machines to the homes of prospects for demonstration purposes. One dealer has found this an excellent plan of insuring sales. The machines are sent out to the homes of prospects for a period of three days. During that time, of course, the instrument may be played whenever the prospect feels in the mood. It is interesting to note that 62 per cent of the instruments so placed were sold. The machines returned are used for demonstration purposes and others are carefully gone over and repolished and sent out on other home demonstrations, eventually being sold. Once people who have never had a talking machine in their homes secure one in this manner they dislike to return it. They have discovered the great possibilities for pleasure and entertainment in the talking machine and the matter of closing the sale develops into overcoming any doubts which the customer may entertain as to the merits of the instrument in her home compared to those manufactured by other reputable concerns.

Attractive Window Display of Vocalion Record of "Three o'Clock in the Morning" by Blue Bird Music Shop Attracts Attention of Public

A window display, used in connection with the Leo Feist waltz hit "Three o'Clock in the Morning" and the Vocalion record of that num-



Blue Bird Prize Window of Popular Record, which attracted considerable attention and resulted in some excellent publicity, was recently staged by the Blue Bird Music Shop, 6020 Lansdowne avenue, Philadelphia, Pa. E. A. Boon, proprietor of the Blue Bird Music Shop, recently secured the agency for Vocalion records and this window display is only one phase of an intensive drive in behalf of this line.

BRACKETT & SOULE DOING WELL

SAN FRANCISCO, CAL., February 6.—Brackett & Soule, well-known jobbers of the Marvel reproducing record on the Pacific Coast, with headquarters at 1406 Claus Spreckels Building, are expanding. The firm, which is under the direction of F. Brackett and Arthur H. Soule, has enjoyed a rapid growth.

W. W. HOUSEL NOW THE OWNER

The Brunswick Phonograph Shop, at 27 East Third street, Williamsport, Pa., has been sold to W. W. Housel, of Woodbury, N. Y.

"United we stand, divided we fall." That goes for a business organization, too.

FREE!

DISPLAY STAND
With Your First Order of
GILT EDGE
DANCE TONE
NEEDLES

A Reflexo Product
Made by "Bagshaw of Lowell"

See Page 29

Okéh 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

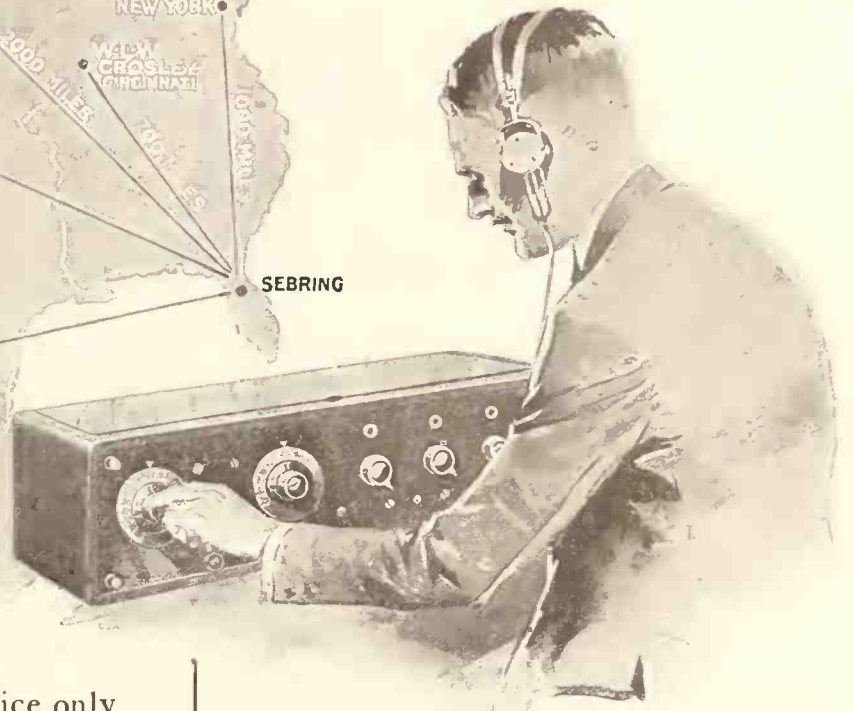
210 Franklin Street

BUFFALO, N. Y.

Wide Range Proves Crosley Efficiency

Sebring ~
Florida
Hears
Honolulu ~
Hawaii

HONOLULU



Every day there comes to us unsolicited, new evidence of the remarkable results achieved with various models of Crosley Radio Receiving Sets.

Sebring, Fla., using a Model X Crosley Receiver—price only \$55 for this four-tube set—“clearly hears three selections and two announcements from K. D. Y. X. at Honolulu, 4,900 miles away.”

Centerburg, Ohio, receives 1,920 miles from Los Angeles, Calif.; 950 miles from Fort Worth, Tex.; 1,200 miles from Havana, Cuba; and 750 miles from South Dartmouth, Mass. A Crosley Model VI, a two-tube set that costs but \$28, was used.

With a Crosley Harko Senior, \$20—a man from Rock Valley, Iowa, had these very satisfactory results—“I have tested out the Harko Senior and am ready to agree that you made no over-statements. We have heard Winnipeg, Canada; Dallas, Tex., and many other points.”

Wide-awake talking machine dealers everywhere are making large profits by adding the Crosley line to their talking machine business.

They have found that the customers who buy talking machines may be easily interested in radio outfits, too. So without increasing their overhead they are getting this extra business.

Crosley Radio receiving outfits are the ideal line for the talking machine dealer to handle. They assure him satisfied customers because every instrument will perform everything claimed for it—and more besides.

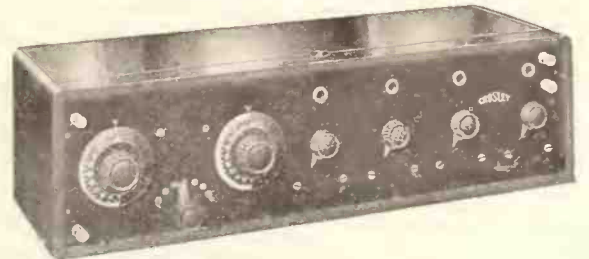
We also manufacture a complete line of parts for those who wish to make their own outfit. Among these are Variable Condensers, Knobs and Dials, V-T Sockets, Variometers, Vario-Couplers, Rheostats and the well-known Crosley Radio Frequency Amplifying Tuner.

Write for Complete Catalog.

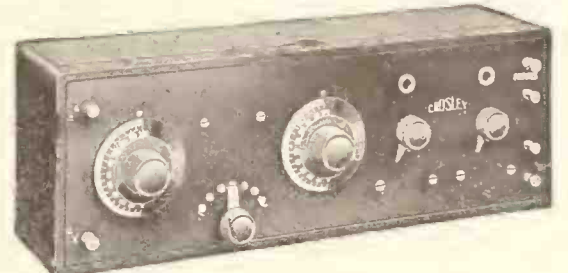
CROSLEY
BETTER-COST LESS
RADIO
RECEIVERS

CROSLEY MANUFACTURING CO.
226 ALFRED STREET CINCINNATI, OHIO

The Three Most Popular Receivers on the Market



Crosley Model X.
A four-tube set that gives remarkable results. Combines one stage of tuned radio frequency amplification with a tuner, audion detector and the Crosley Two-step Amplifier. Price, without bulbs, batteries or phones—\$55.00.



Crosley Model VI.
A two-tube set that gives uniform satisfaction everywhere. Combines one stage of tuned radio frequency with tuner and audion detector. Price, without bulbs, batteries or phones—\$28.00.



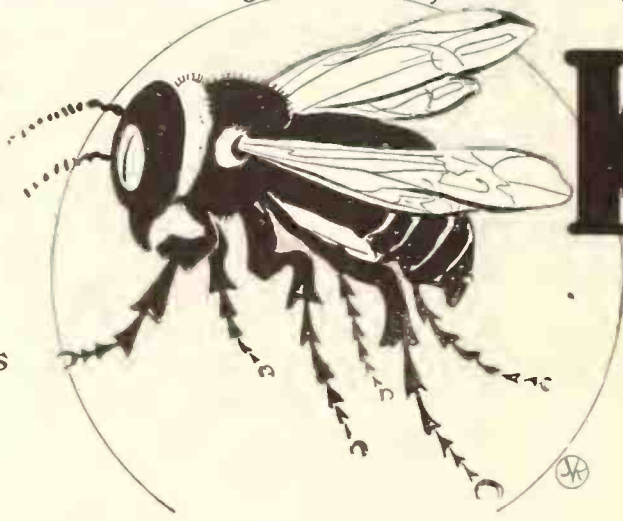
The Crosley Harko Senior, a one-tube, non-regenerative receiver, of which thousands have been sold—retail prices, \$14, \$15 and \$16. Similar instruments, but using Armstrong Regenerative Circuit, manufactured under license under Armstrong Patent No. 1,113,149, dated October 6, 1914, can be obtained from the manufacturers, The Precision Equipment Co., Powel Crosley, Jr., President, Cincinnati, Ohio. Write them direct.



BEEES

A Busy Bee Fox Trot

by Ray Lopez and Ted Lewis



KNEES

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

NEW EMERSON DISTRIBUTOR

Murmann Phonograph Co., St. Louis, Appointed Jobber for Missouri and Vicinity

St. Louis, Mo., February 6.—The Murmann Phonograph Co., with headquarters at 1518 Olive street, this city, was recently appointed distributor for the New Emerson record in Missouri and surrounding States. The company has already received a complete stock of these records and is preparing to wage an intensive campaign in their behalf, giving to Emerson dealers the best possible service. The Murmann Phonograph Co. is familiar with the trade in this territory and expects to gain a wide distribution for this line as soon as the campaign which has been planned is completely under way.

MAKES SALES ONLY ON CASH BASIS

Jackson Talking Machine Shop Has Built Up Successful Victor Business by Demanding Cash for Machines and Records

ROCKFORD, ILL., February 6.—One of the few concerns which carry on a talking machine business exclusively on a cash basis and has achieved success with this policy is the Jackson Talking Machine Shop, at 114 West State street, this city. The concern handles the Victor line of machines and records and for a number of years has enjoyed a growing business. No outside solicitors are employed, advertising being the principal medium of bringing the line to the attention of the public.

A CLEVELAND INCORPORATION

A charter of incorporation has been granted to the Sonora Phonograph Co., Cleveland, O., with a capital of \$1,000. Incorporators are F. D. McCullough, W. H. Kingrey, D. C. Lovell, L. M. Schroeder and David D. Donely.

AVOID MISUNDERSTANDINGS BY MAIL

Trying to Settle Matters by Mail Often Results in Loss of Trade—Personal Contact Eliminates a Great Deal of Unnecessary Trouble

There are some concerns in the talking machine field who, because most of their business with customers is carried on by correspondence, lose sight of the fact that very often a letter, unless couched in very diplomatic language, will create a false impression and cause misunderstandings which result in loss of customers. The value of personal contact cannot be overestimated. The gesture, facial expression and manner often take the sting out of words which in a letter result in trouble.

Of course, there are times when communication with a customer by mail is the only possible method of making contact. In cases like this extreme care should be taken to avoid any statements which might cause offense. The writer should place himself in the customer's position, try to recognize his viewpoint and then without criticism or harsh language change his views by logical, tactical explanation.

SPANISH FIRM DESIRES AGENCY

WASHINGTON, D. C., February 4.—A mercantile house in Spain is in the market for talking machines of good quality, according to advices received by the Bureau of Foreign and Domestic Commerce here. Exclusive agency is required. Further information can be secured by communicating with the Bureau or any of its district offices and mentioning File No. 5206.

ELECTRIC CO. SELLS "TALKERS"

The recent addition of a line of talking machines by the H. F. Newbery Electric Co., 359 Sutter street, San Francisco, Cal., has been found a profitable investment by this exclusive electric supply house.

FEATURES NEW PATHE CONSOLES

Aggressive Campaign in Behalf of These Instruments Under Way

The January issue of Pathé News features in a very strong manner the new console models recently announced by the Pathé Phonograph & Radio Corp. and which were described in detail in the January issue of The World. An aggressive campaign has been placed behind these models and Pathé dealers in all sections of the country have responded well. A number of the local newspaper ads prepared by the Pathé Co. for the use of the dealer are devoted to this subject. A special drive on the Actuelle machine, model H, is also announced in this same issue with accompanying local newspaper suggestions.

A photograph of the radio exhibit of the Pathé Corp. at the recent show at Grand Central Palace is shown together with a number of enthusiastic comments from dealers in all sections of the country on the Pathé loud speaker.

GOLDSMITH'S MUSIC STORE GROWS

COLUMBUS, O., February 3.—Goldsmith's Music Store, at 35 East State street, this city, occupying a part of the building in which it is now located, has just closed a lease for the entire building of four floors. This move toward greater expansion is made necessary by its rapid growth since taking over the present quarters in May, 1922. Plans for the immediate remodeling and redecorating of the upper floors are under way and they will be ready for occupancy in the near future.

One of the most attractive sales rooms in Rockford, Ill., is that of the Haddorff Music Co., 408-410 East State street. The concern handles Victor and Edison machines and records, as well as a complete line of pianos and musical instruments.



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



MAIN SPRINGS

	Price each
2 in. x 0.22 x 16 ft., Meisselbach No. 18.....	\$1.25
2 in. x 0.25 x 16 ft., for Edison	1.25
1 1/4 in. x 0.22 x 17 ft., reg. for Victor.....	0.61
1 1/4 in. x 0.22 x 17 ft., Victor, bent arbor.....	0.60
1 3-16 in. x 0.25 x 16 ft., Heineman No. 44.....	0.60
1 1/2 in. for Edison Disc.....	1.25
1 in. x 0.25 x 12 ft., Heineman No. 33 and 77.....	0.33
1 in. x 0.25 x 16 ft., oblong hole, for Meisselbach, Sonora and Krasberg.....	0.50
1 in. x 0.28 x 10 ft., for Columbia	0.33
1 in. x 0.22 x 10 ft., for Columbia	0.30
1 in. x 0.23 x 13 ft., for Victor	0.33
1 in. x 0.20 x 13 ft., for Victor, bent arbor.....	0.33
7/8 in. x 0.23 x 10 ft., for Blick motor.....	0.30
3/4 in. x 0.25 x 10 ft., oval hole.....	0.28
3/4 in. x 0.22 x 8 ft., German motor	0.25
3/4 in. x 0.22 x 8 ft., for Swiss motor	0.22
3/4 in. x 0.25 x 11 ft., for Edison	0.22
1 in. x 0.25 x 19 ft., for Brunswick.....	0.60
1 in. x 0.22 x 9 ft., for Meisselbach No. 12.....	0.30

COLUMBIA REPAIR PARTS

No.	Price each
2951 Columbia main springs.....	\$0.33
3451 Columbia spring barrel bead.....Complete	0.75
5008 Spring barrel winding gear, old style.....	0.75
3834 Spring barrel winding gear, new style.....	0.75
604 Needle cups	Per 100 2.00
606 Needle cup covers.....	Per 100 1.00
5106 First intermediate gears.....Complete	0.40
5107 Second intermediate gears.....Complete	0.40
12337 Worm gear for single-spring motor.....	0.30
12336 Bevel pinion single-spring motor.....	0.35
12333 Bevel pinion, regular style.....	0.75
12334 Bevel pinion, latest style.....	0.75
12235 Bevel pinion for old-style double spring.....	0.50
12332 Bevel pinion disk shaft.....Complete	1.00
13496 Male winding pinion.....	0.30
12496 Female winding pinion.....	0.30
3004 Governor shaft	0.40
11778 Driving shaft	0.50
13796 Governor balls.....Complete	0.08
3570 Governor springs, each 0.02.....Per 100	1.50
6739 Stylus bar	0.35
5010 Universal attachment	0.35
13228 Winding crank, 3 sizes.....Each	0.35
Columbia Governor Screws.....Per 100	1.00
Columbia Barrel Screws, No. 2621.....Per 100	1.00
Columbia Sound Box Thumb Screws.....Per 100	1.50

PARTS—HARDWARE

	Price each
5000 Crown gear for Blick motor.....	\$0.25
5001 Crown gear for Melophone motor.....	0.25
5002 Crown gear for Heineman No. 0.....	0.25
5003 Tone-arm goose neck for Independent arm.....	0.25
5004 Governor pinion for imported motor.....	0.25
5005 Tone-arm base for Independent arm.....	0.25
Automatic nickel-plated lid supports.....	0.22
Automatic gold-plated lid supports.....	0.45
Piano bines, nickel-plated, 15 1/2 in. long.....	0.22
Hgibly nickel-plated needle cups.....Per 100	2.00
Covers for cups.....Per 100	1.00
Hgibly gold-plated cups.....Per 100	7.00
Needle cup covers, gold-plated.....Per 100	5.00
Turntable felts, 10-in., round or square.....	0.15
Turntable felts, 12-in., round or square.....	0.18
Motor bottom gear for Triton motor.....	0.20

MEISSELBACH REPAIR PARTS

	Price each
P9764 Main springs for motors 16, 17, 19.....	\$0.50
P9765 Main springs for motor No. 12.....	0.30
CP532 Governor	Complete 1.50
P1504 Governor shaft, new style.....	0.50
P1505 Governor shaft, old style.....	0.50
AP533 Governor ball	Complete 0.10
CP644 Turntable shaft Nos. 16, 17, 19.....	1.50
CP645 Turntable shaft for No. 12.....	1.25
AP697 Spring barrel cup for Nos. 16, 17, 19.....	0.50
AP698 Spring barrel cup for No. 12.....	0.50
CP1113 Spring barrel shaft and gear.....	0.60
P1529 Brake lever, bottom plate.....	0.10
P604 Brake lever, top plate.....	0.10
AP528 Winding shaft for Nos. 16, 17, 19.....	0.50
AP529 Winding shaft, straight cut Nos. 16, 17, 19	0.50
AP530 Winding shaft, spiral cut, for 10; 12.....	0.35
AP531 Winding shaft, straight cut, for 10; 12.....	0.35
AP591 Brake lever.....	0.35
CP536 Intermediate gear for Nos. 16, 17, 19.....	0.90
M Winding cranks, 3 sizes.....	0.75
140 Speed indicator	0.45

HEINEMAN REPAIR PARTS

	Price each
CP5226 Governor	Complete \$1.50
CP9799 Turntable shaft	Complete 1.50
AP9924 Governor balls, 33; 77; 44.....	0.10
AP9925 Governor balls for No. 36.....	0.10
P5004 Governor pinion for No. 0.....	0.25
P5003 Governor shaft	0.50
CP9629 Speed indicator	0.45
P9764 Main spring for No. 33 or 77.....	0.33
P9765 Main spring for No. 36.....	0.25
P9766 Main spring for No. 44.....	0.60
AP9778 Spring barrel cup for No. 33 or 77.....	0.50
AP9779 Spring barrel cup for No. 36.....	0.50
AP9780 Spring barrel cup, for No. 44.....	0.75
P9762 Winding shaft for motor No. 33.....	0.60
P9966 Winding shaft for motor No. 36.....	0.40
5304 Winding shaft for No. 44 or 77.....	0.75
5007 Escutcheon	Complete 0.15
AP9409 Turntable brake	0.15
AP10072 Winding crank, 3 sizes.....	0.75

STONE ARMS

	Price each
No. K, with sound box	\$1.25
No. P, nickel-plated without sound box.....	2.75
No. P, gold-plated, without sound box.....	4.50
No. M, tone arm, Meisselbach sound box.....	4.75
No. M, gold-plated Meisselbach sound box.....	7.50

SOUND BOXES

	Price each
No. B-1 Bliss Sound Box, fit Victor.....	\$1.25
No. B Balance, fit Victor.....	0.75
No. F Favorite, fit Victor.....	1.75
No. I Nickel-plated, loud and clear.....	3.00
No. I Gold-plated, loud and clear, for Victor.....	4.50
No. M Nickel-plated, mellow tone, for Victor.....	1.75
No. M Gold-plated, mellow tone, for Victor.....	2.25
No. G Nickel or gold-plated, fit Victor.....	1.00
No. P Gloria patent, extra loud.....	3.00
No. P Gloria, gold-plated.....	4.00
No. H Imported, nickel-plated.....	1.25

VICTOR REPAIR PARTS

	Price each
5012 Winding gear	\$0.60
5013 Turntable gear, straight cut, small teeth.....	0.35
5014 Turntable gear, large teeth straight cut.....	0.35
5015 Turntable gear, small teeth, spiral cut.....	0.35
5016 Turntable gear, big teeth, spiral cut.....	0.25
5021 Rubber back for exhibition box.....	0.25
5017 Rubber back for No. 2 sound box.....	0.25
5018 Governor collar	0.15
5019 Spring barrel shaft	0.60
5020 Stylus bar for No. 2 box.....	0.35
5022 Stylus bar for exhibition box.....	0.35
5011 Attachment for vertical cut record.....	0.25
Governor springs, for Victor.....Per 100	1.00
Governor screws, for Victor.....Per 100	1.00
Governor balls, new style, for Victor.....	0.08
Needle arm screws for exh. box, per 100.....	1.50
Needle arm screws for No. 2 box, per 100.....	1.50

MICA DIAPHRAGMS

	Price each
1 23-32 in. Victor Ex. Box, 1st grade.....	\$0.15
1 1/2 in., new Victor No. 2, very best.....	0.18
1 31-32 in., for Sonora	0.20
2 1-16 in., for Meisselbach box.....	0.22
2 3/8 in., for Pathé new style.....	0.35
2 3-16 in., for Columbia No. 6.....	0.25
2 9-16 in., for Pathé or Brunswick.....	0.45

SAPPHIRES

	Price each
Pathé, very best, loud tone, genuine.....	\$0.12
Pathé, soft tone, ivory setting.....	0.18
Pathé, soft tone, steel setting.....	0.10
Edison, very best, medium tone.....	0.18
Edison, very best, loud tone.....	0.15
Edison, genuine diamond.....	1.25

STEEL NEEDLES

	Price each
Brilliantone, all tones.....Per 1000	\$0.45
Blue Steel Reflexo, per package.....	0.07 1/2
Wall Kane Needles, per package.....	0.06

ATTACHMENTS

	Price each
Kent, for Victor arm.....	\$0.25
Kent, for Edison with C box.....	2.50
Kent, without box for Edison, nickel or gold.....	1.60
Kent attach. for Victor.....	0.25
For Columbia, plays Vertical records.....	0.25
Kent special adaptor with sound box, gold-plate or oxidized.....	4.95

MOTORS

	Price each
Distributors for Heineman and Meisselbach Motors. Best Prices. Immediate Deliveries.	
Meisselbach No. 17, 3-spring.....	\$15.00
Krasberg No. 33, 4-spring velvet turntable.....	15.00
No. 36, complete with 12-in. turntable.....	7.50
No. 33, complete with 12-in. turntable.....	8.50
Imported single-spring, 10-in. turntable.....	2.25

ILSLEY LUBRICANT

	Price each
5-lb. Can	\$1.60
1-lb. Can	0.40
4-oz. Can	0.15

FAVORITE MFG. CO., 105 E. 12th St., New York City
 Corner Fourth Ave.
 Telephone 1666 Stuyvesant

NEW BRILLIANTONE NEEDLE MARKETS

Foreign Markets Opening Up—Record January Business—Sydney S. Risser Adds to His Territory—Excellent Outlook for Future

The increased facilities provided by the new quarters of the Brilliantone Steel Needle Co., at 370 Seventh avenue, New York City, have already proved valuable in taking care of the heavy business experienced thus far this year. January of this year proved to be the best January in the history of the organization. The export business of the company has also greatly increased since the beginning of the year. Considerable quantities of Brilliantone steel needles are now being shipped to China, Australia and Japan, with other new markets opening up.

Byron R. Forster, president of the company, recently completed an extensive trip through Canada and the Middle West in the interest of Brilliantone products.

Sydney S. Risser, of the Brilliantone sales staff, who lately added the Philadelphia, Balti-

more and Washington territory to his metropolitan field, has just completed a thorough trip throughout the new territory. Mr. Risser's initial journey was attended with much success and a substantial volume of business was received.

Harry W. Acton, secretary of the company, when interviewed at the Brilliantone headquarters, stated that the utmost confidence was placed in business for the balance of the year. Mr. Acton also stated that the present amount of business being received was exceptional for this time of the year.

THE CANVASSER WHO WINS OUT

The chap who is engaged as a canvasser and with dogged persistence thoroughly works one street before starting on another is bound to get better results than the fellow who skips from street to street leaving much of his territory unworked. Through intensive work waste effort is eliminated and prospects of a larger sales volume are practically assured.

HEAVY BANNER RECORD SALES

S. Kronberg, Sales Manager of Plaza Music Co. Record Division, Announces That January Sales Established a New Record

S. Kronberg, sales manager of the Banner record division of the Plaza Music Co., recently announced that the January sales of Banner records were the heaviest of any month since the inauguration of its popular record catalog. Mr. Kronberg credited this activity to improved trade conditions, as well as the fact that there are a goodly number of popular songs of the hit class on the market.

The Plaza Music Co. issued late in January some advanced releases on numbers which in sheet music form made unexpected showings during the early part of the year. A special Hawaiian record of "Three o'Clock in the Morning" has also been issued. This number, seemingly, shows no signs of decreasing popularity.

TEN TESTS FOR ADVERTISING

TOPEKA, KAN., February 3.—L. N. Flint, head of the advertising department of the Kansas State University at Lawrence, has worked out ten tests for the use of the retail merchant in judging the merit of his advertising copy. These tests are as follows:

Will the ad be seen, not necessarily by everybody, but by the people you are after?

Will it be read? Is it newsy, timely, interesting?

Will it be believed? Is it sincere and convincing?

Will it get results in action? Is it all pointed toward one decision?

Are the headlines as effective as possible?

Are illustration and ornament properly used?

Is the arrangement of text matter satisfactory?

Is white space effectively distributed?

Are border lines and other lines managed so as to attract and direct the eye?

If an advertisement will grade 90 per cent under these tests the chances are that it will produce results, says Professor Flint.

DOEHLER CO. ELECTS DIRECTORS

At the annual meeting of the stockholders of the Doehler Die-Casting Co., held at the executive offices of the company, at Court, Ninth and Huntington streets, Brooklyn, N. Y., on January 6, 1923, the company elected the following directors, to serve for the ensuing year, namely: H. H. Doehler, Charles Pack, John A. Schultz, Jr., H. B. Griffin, John Kralund, F. L. Duerk, John L. Pratt, A. P. Sloan, Jr., and E. J. Quintal.

BUY RIDDELL PHONOGRAPH STOCK

DALLAS, TEX., February 6.—The Collins-Decker Co., Inc., operators of a chain of music stores throughout Texas, with headquarters in Greenville, Tex., recently concluded negotiations whereby the stock and fixtures of the Riddell Phonograph Co., 1205 Elm street, were purchased by them. J. S. Frank, for the past six years with the Collins-Decker Co., has been appointed manager of the local branch.

NEW PAUL SPECHT ARRANGEMENTS

Paul Specht, Columbia recording artist and orchestra leader, is writing a series of special arrangements of classical and popular selections. Recently Specht produced special "rhythmic symphonic" arrangements of Tosti's "Good-bye" and the sextet from "Lucia," which were recorded by the Columbia Graphophone Co. These arrangements met with such success that the well-known orchestra leader will continue the series not only for the Columbia firm, but will also issue them, as well as popular numbers, in special orchestral arrangements for use of orchestras universally through his own firm.



The Diamond Juvenile Console

"A Real Musical Instrument for Children" describes this wonderfully made, wonderfully finished and wonderfully toned talking machine. Wherever it has been displayed it has sold. Dealers say its turnover of investment is higher than normal, and it has the added advantage of creating a new market for the sale of records.

Ask us for full information.

THE DIAMOND PRODUCTS CORPORATION

Executive Offices and Showroom: 200 Fifth Avenue, New York

DISTRIBUTORS:

A. C. ERISMAN & CO.
174 Tremont Street, Boston, Mass.
CONSOLIDATED TALKING MACHINE CO.
227-229 N. Washington St., Chicago, Ill.

CABINET & ACCESSORIES CO.
3 West 16th St., New York
MUNSON RAYNOR CORPORATION
643 So. Olive St., Los Angeles, Cal.



**Plays EDISON
Records**

THE
“VICSONIA”
REPRODUCER

Truly a Reproducer that will please the most cultured musician and discriminating critics. For over nine years the recognized medium for playing EDISON Records on VICTOR and COLUMBIA Machines.

Made in Silver and Gold. Fitted with Sapphire or Diamond Point.
One Silver, Sapphire Point Reproducer Sent on Receipt of \$4.50.

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

INTRODUCES SONORA EXECUTIVES

February Issue of Sonora Bell Is Organization Number—Executives Introduced to Dealers

The current issue of the Sonora Bell, the house organ issued monthly by the Sonora Phonograph Co., New York, is termed an “organization number,” and Sonora dealers receiving this attractive publication are introduced to the various Sonora executives through the medium of photographs and brief biographies. Among the Sonora executives who are introduced to the Sonora jobbers and dealers in this manner are: Geo. E. Brightson, president of the company; S. O. Martin, first vice-president and general manager; Joseph Wolff, vice-president and manager of production; Frank J. Coupe, vice-president and sales manager; Warren J. Keyes, treasurer; L. C. Lincoln, advertising manager; John Herzog, vice-president and factory manager; John L. Jackson, president of the factory, and C. A. Richards, manager of the export department.

The center two pages present a bird’s-eye view of the mammoth Sonora plant at Saginaw, Mich., giving the Sonora dealers some idea of the extent and magnitude of Sonora manufacturing facilities. On the back cover of this publication is shown a photograph of the factory in Switzerland that makes Sonora motors.

PAUL WHITEMAN IN NEW ENGLAND

Paul Whiteman’s Orchestra, popular Victor artists, began its first tour of the New England States this month, under the direction of Mr. Whiteman and the business management of Hugh C. Ernst. The bookings already secured call for stops in Worcester, Mass., February 6; Lowell, February 7; Lynn, February 8; Fall River, February 9; Boston, February 10; Lawrence, February 11; Portland, Me., February 12, and a return to New York via several stops in Connecticut.

Every foreign colony is a rich field for talking machine and record sales.

No. 35217. Basket filled with flowers, each \$0.75, per dozen \$7.50.



Our Spring Catalogue No. 35 illustrated in colors of Artificial Flowers, Plants, Trees, Vines, Baskets, etc., mailed free for the asking.

Frank Netschert, Inc.
61 Barclay St.
New York, N. Y.

LIVE-WIRE VOCALION DISTRIBUTORS

V. T. Stevens, Manager of Vocalion Record Distribution of Stone Piano Co., Proves Value of Intensive Sales Promotion Work

MINNEAPOLIS, MINN., February 6.—The accomplishments of V. T. Stevens, manager of Vocalion record distribution for the Stone Piano Co., this city, and Mr. Schaefer, his assistant, show what can be done in gaining dis-



V. T. Stevens

tribution for a product when intensive methods and intelligent service are used. These two Vocalion representatives are considered among the liveliest record men in the Northwest and that this title is justified may be gathered from the fact that they have been largely instrumental in securing over fifty new Vocalion accounts in Minneapolis and St. Paul. “Live Tips on Vocalion Red Records,” a weekly bulletin prepared by Mr. Stevens, has been of valuable assistance to dealers and has resulted in keeping the enthusiasm in Vocalion records at top notch.

“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

DIAPHRAGM CO. APPOINTS JOBBERS

Important Distributing Deals Closed by Violin Spruce Diaphragm Maker—Factory Facilities in Cleveland, O., Materially Increased

The Diaphragm Co., Cleveland, O., manufacturer of the violin spruce diaphragm, announced recently that arrangements had been made whereby the Maryland Diaphragm Co., 2806 Pennsylvania avenue, Baltimore, Md., would distribute these diaphragms in the States of Maryland, Virginia, West Virginia and the District of Columbia. The company has also entered into a distributor’s contract for the same purpose with C. R. Stowe & Co., Leader-News Building, Cleveland, O., which will distribute violin spruce diaphragms in the State of Ohio. During the past few months the Diaphragm Co. has made rapid progress in the introduction of its violin spruce diaphragm in the leading trade centers throughout the country. The company has increased its factory facilities materially and is giving excellent service and co-operation to its jobbers and dealers.

Be human. Remember that you are doing business with human beings and also that the product you are handling (music) is one of the greatest elements in human happiness.

**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

“Bagshaw of Lowell”

ALL that glitters is not gold. Nor are all phonograph needles labeled “Made in Lowell” Bagshaw needles.

We are the foremost manufacturers of phonograph needles. We have always manufactured at Lowell, Mass. As a result Lowell has come to be known as the center for high quality, dependable phonograph needles. The foundation of this fame and repute is the name Bagshaw.

We deem it urgent at this time to caution our dealers to be certain that all needles *claiming* to be Lowell-made are manufactured by “Bagshaw of Lowell.” Many phonograph needles have no genuine claim to the use of the term “Lowell-made.” Particularly is this true of manufacturers with meagre facilities offering to turn out large quantities of needles “made in Lowell.” There is only one factory capable of producing *quantities of high-grade* phonograph needles in Lowell, and that is “Bagshaw of Lowell.”

For satisfaction and profit's sake order only of “Bagshaw of Lowell.”

W.H. BAGSHAW CO.

FACTORIES, LOWELL, MASS.

SELLING AGENTS

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED

370 SEVENTH AVENUE

AT 31st STREET

NEW YORK

SUITE 1214

Moved to Larger Quarters!

Our New Offices and Stock Rooms
Are Now At

370 SEVENTH AVE.

YOU have rewarded our efforts to make Brilliantone Needles the leader of the field. You have made it necessary for us to secure larger offices and stock rooms. You have bought Brilliantone Needles in such quantities that our old offices were too small to give you the service to which you are entitled.

With our increased facilities we pledge ourselves to maintain and further those standards of quality and service that have brought Brilliantone Needles their high reputation.

*For Better Business Sell
Brilliantone Needles*

Brilliantone Needles play records properly, bringing out the artistry of the record makers. Brilliantone Needles will make your customers play their instruments oftener—and keep them coming for new records regularly. When “needles” are asked for, sell Brilliantone—and assure your customer’s satisfaction.

Write Today for Samples
and Prices

Made by “Bagshaw of Lowell”

(The Oldest and Largest Manufacturers of Talking Machine Needles in the World)

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

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

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

Pacific Coast Distributor:

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

Western Distributor:

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

Canadian Distributor:

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

Foreign Export:

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

A GOOD MEANS OF OBTAINING BUSINESS AND PUBLICITY

Methods of Intensive Sales Promotion Work Carried on by Mrs. O. E. Roe, of the A. Gressett Music House, Meridian, Miss., Develop Interest in Machines and Records in Schools

Although the contribution from Mrs. Roe, which we present below, was received too late to be included with others appearing in the "contest section" of this issue of *The World* it is considered valuable as showing what can be accomplished by sales promotion work directed toward schools in outlying districts. Mrs. Roe's article follows:

"I have been traveling saleswoman for the A. Gressett Music House, Meridian, Miss., for the past five years, and would like to give my tested experience in getting new talking machine business, as well as selling records. In November, I was out for two weeks with the supervisor of schools in one district, with a No. 50 Victor talking machine and a selection of educational records, as well as the Victor Physical Culture set of records. My time was limited in most schools to thirty minutes, and often twenty minutes. In this district I made eight schools and also met with the teachers in a general meeting.

"In January I was with the county demonstrator and made thirty schools; I found most of the schools trying to buy libraries and other essential things, not including a Victrola, but when one sees the eager little faces before you, drinking in every word and sound from the Victrola, one feels they must do something, so I suggested a "Hen Day." Each family represented in the school was to give a nice hen to be sold, and the proceeds given towards the purchase of a Victrola for the school. I sold, in all calls, only seven machines. I got a wonderful list of prospects, not only for the school but outside as well, and through this work sold two large machines to individuals as well as getting a number of record orders, and I believe 50 per cent of the calls made will buy

at least a small Victor talking machine for the opening of the next school session.

"The A. Gressett Music House, the house I represent, put this work on as an advertising proposition. I expect to rework this territory intensively by the time of the opening of the next session. We have the county superintendent and county demonstrator, both white and colored, enthusiastically boosting for us. They each take a Victor No. 50 and records on each visit to the schools.

"The superintendent of education has educational pictures that he shows in the evenings to the different schools and uses the Victor and a selection of good records for the music at these shows. These machines and records were purchased from us. Don't you think this a very good manner of both advertising and getting business?"

GETTING WINDOW DISPLAY IDEAS

The Talking Machine Dealer Can Profit by Window Display Ideas Put in Effect by Other Aggressive Merchandisers

Talking machine dealers can profit by analysis of window displays of other merchants in their communities regardless of whether these displays appertain to the music business. For example: It is especially noticeable that rapid strides in the science of window displays have been made by women's apparel shops. Features of lighting and background effects which make these displays distinctive can be utilized in most instances by the talking machine dealer. At least he can obtain some excellent ideas in this manner and ideas are a valuable asset, provided they are carried out.

SPECIAL VICTOR RECORD RELEASE

Advertising and Other Helps to Boost Sales of Mid-month Releases Placed at Dealers' Disposal by the Victor Co.

The Victor Talking Machine Co. has made a special shipment of five records which are a part of the March supplement to be placed on sale by the retail trade the 15th of this month. Window streamers and other dealer helps are furnished with these records, and, in addition, the advertising department of the Victor Co. has prepared a special newspaper advertising service designed to give publicity to these releases. The records composing this release are as follows:

(88663) "Song of the Volga Boatmen," Feodor I. Chaliapin; (19000) "Bee's Knees," fox-trot, The Virginians; "Peggy, Dear," fox-trot, Great White Way Orchestra; (19003) "Ivy—Cling to Me," fox-trot, Whiteman and His Orchestra; "I Gave You Up Just Before You Threw Me Down," fox-trot, Whiteman and His Orchestra; (19006) "Carolina in the Morning," American Quartet; "Toot, Toot, Tootsie, Goo' Bye," B. Murray-E. Smalle; (19007) "Parade of the Wooden Soldiers," fox-trot, Whiteman and His Orchestra; "Mister Gallagher and Mister Shean," fox-trot, Whiteman and His Orchestra.

LECTURE CAMPAIGN PAYS WELL

A far-seeing merchant in a small town made many sales of talking machines and record libraries to schools last year as the result of a series of lectures delivered before teachers' organizations, boards of education and pupils. The lectures dealt entirely with the value of the talking machine and carefully selected music as an aid to education and culture. His itinerary included public schools, high schools, private institutions, etc. This is a plan well worthy of emulation!

Specialties

When all other efforts fail to increase individual customer's record purchases, introduce a novelty selection.

73487 Gold and Silver Waltz
73171 The Swallows Waltz

The above records are two good examples

Study the Victor monthly supplement for other suggestions.

The February supplement carried nearly two pages of "Odd and Original Records."

Here is an avenue of profitable business with the domestic buyer; also an opportunity to enter the foreign record field.

Collings' Record Stock Meets the Requirements of Both Domestic and Foreign Dealers.

"Our Service Is Next Door to You"

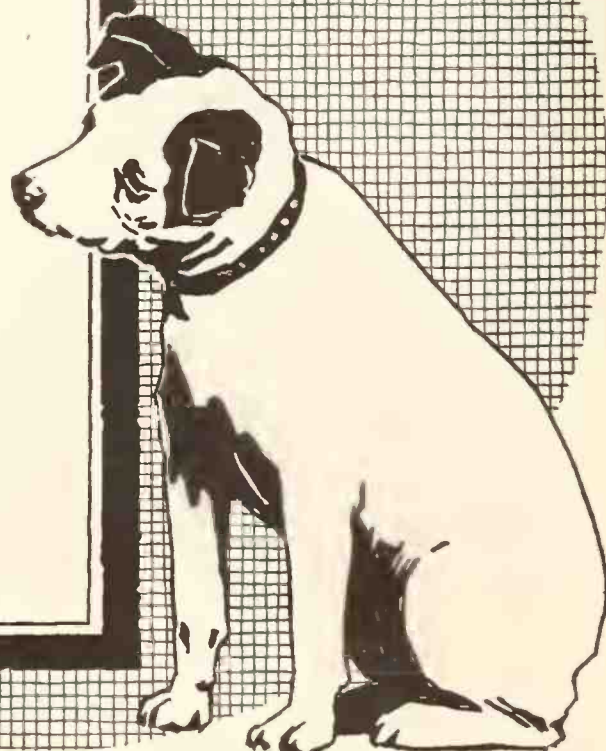
COLLINGS & COMPANY

Victor Distributors throughout Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts.

(Plum Building)

Newark, N. J.



VICTOR SALES SCHOOL UNDER FRENCH NESTOR AUSPICES

Victor Dealers and Salesmen From the Southeastern Territory Take Advantage of Victor Course in Salesmanship Arranged by French Nestor Co. in Jacksonville

JACKSONVILLE, FLA., February 5.—Victor dealers from Florida, south Georgia and South Carolina enjoyed the benefits of the Victor School of Salesmanship which was held here recently under the auspices of the French Nestor Co., Victor distributor of this city. The classes, conducted by F. A. Delano, of the Victor Talking Machine Co., who has conducted similar



French Nestor

classes in various parts of the country, were held in the Seminole Hotel.

Mr. Delano was assisted by D. S. Pruitt, traveling representative in the Southeastern States. The course of instruction closed with a complimentary banquet and dance to the thirty-eight Victor dealers and sales people and guests. The Arnold-Victor Orchestra, sponsored by the Arnold-Edwards Piano Co., furnished the musical program. Addresses were made by Dr. Fons A. Hathaway, superintendent of public instruction of Duval County, who spoke on "The Philosophy of Selling"; Mr. Delano, Victor W. Moody, former sales manager of the New York Talking Machine Co. and more recently of the Buffalo Talking Machine Co., Buffalo, N. Y., and R. G. Brice, of Charlotte, N. C., former president of the Southeastern Victor Dealers' Association. Mr. Delano was presented with a pearl and gold cuff set from the "class." Another guest was S. E. Philpitt, owner and manager of a chain of music stores in Florida; Mrs. Horace Hays, of Pittsburgh, Pa.; Mr. and Mrs. Morenus, of Chicago, and the Misses Brice and McDonald, of Charlotte, N. C.

Enrolled students in attendance at the classes and firms represented were as follows:

Arnold-Edwards Piano Co., J. W. Berry, B. M. Wherette, L. Peroda; Cable Piano Co., Walter Waldman, Nell R. Cobb; Cohen Bros. Victrola department, W. C. Gillespie, E. P. Fryer, Melina LaBrecque; French Nestor Co., M. W. Edwards, Violet N. Libert; E. M. Morgan; S. Ernest Philpitt, K. W. Robinson, all of Jacksonville. Cable Piano Co., Savannah, Ga.; Harrison Hardware & Furniture Co., Alma Simmerman; S. Ernest Philpitt, Mrs. G. F. Allen, of St. Petersburg, Fla.; C. C. Cocroft Music Co., Thomasville, Ga., A. M. Feinberg; Frink Furniture Store, Fort Pierce, Fla., H. D. Frink; Gainesville Furniture Co., Gainesville, Fla., R. A. Cox; Grant Furniture Co., Tallahassee, Fla., R. P. Grant; Harwood & Wilson, Inc., West Palm Beach, Fla., Mrs. A. M. Dougherty; Elmer Kipp, Daytona, Fla., Sarah Williams; Lakeland Book Store, Lakeland, Fla., Myron Booth; Maas Bros. Victrola department, Tampa, Fla., Frances Hull; Mathis & Youmans, Valdosta, Ga., Marguerite Parker, Sarah Dun-

away; S. Ernest Philpitt, Miami, Fla., S. Ernest Philpitt; S. Ernest Philpitt, Tampa, Fla., Elizabeth Shetterly; Chas. E. Rowton Co., Palatka, Fla., Douglass Austin; J. Tom Smith, New Smyrna, Fla.; St. Augustine Music & Furniture Co., St. Augustine, Fla., J. A. Mullis; Turner Music Co., Miami, Fla., Mrs. B. M. Mullis, Mildred Wood; Turner Music Co., Tampa, Fla., A. B. Averette, Marjorie B. Raines; West Drug Co., Tarpon Springs, Fla., S. H. Maxwell; Whipple Music Co., Bartow, Fla., Miss Jeffrey Easterling; Yowell-Drew Co., Orlando, Fla., E. M. Blass; R. B. Zachry, Waycross, Ga., Velma Cadle.

The Brunswick Shop, Galesburg, Ill., is now located in spacious quarters in the Ogle Building, Simmons and Kellogg streets. Growing business made the move necessary.

NEW SHELTON CO. FACTORY

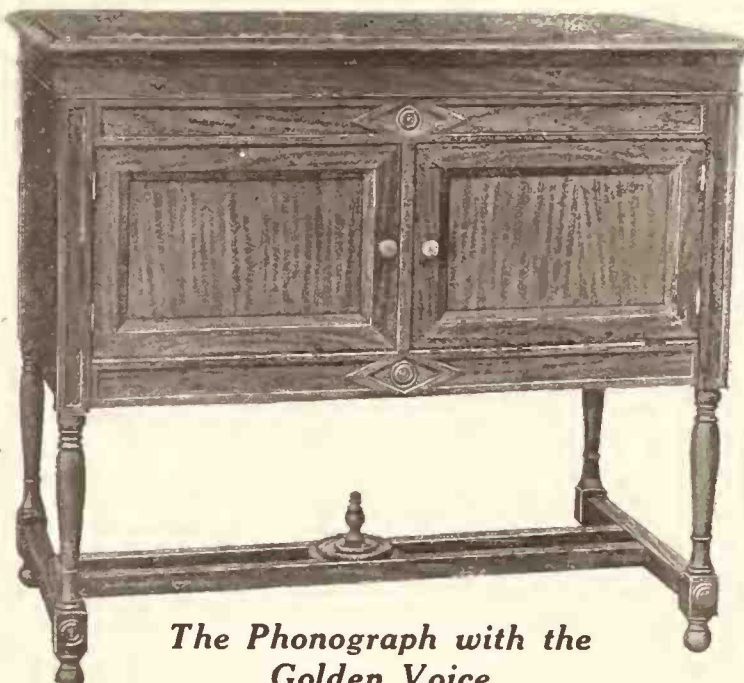
Shelton Electric Co. Opens New Factory in Metropolitan District

The Shelton Electric Co., manufacturer of the Shelton electric motor and automatic stop, has opened up a new factory located at Third avenue and Forty-ninth street, New York City. The executive offices of the company will continue at 16 East Forty-second street. The new factory will provide greatly increased facilities which will be largely devoted to the manufacture of talking machine motors and will, accordingly, provide increased production in that line.

TALKING PUBLICITY CORP. FORMED

A charter of incorporation has been granted to the Talking Publicity Corp., of New York City, under the laws of New York State, to carry on an advertising business with a capital of \$5,000. The incorporators are R. Vogel, E. London and L. I. Fink.

HARPONOLA



The Phonograph with the Golden Voice

lived up to all claims and expectations.

Back of this machine is an organization, long experienced in producing fine cabinets of true charm. And not only that, but with ability also, in producing them at the right price.

The Harponola Proposition is not one of those take-it-or-leave-it propositions. We are

flexible business men and we make the proposition fit your situation.

And that's a pretty attractive invitation for Jobbers, Dealers and Assemblers to write for information.

Tell us your requirements in the first letter.

YOU can't get blood out of a turnip,—nor a permanent trade or satisfactory profit from any talking machines except those with in-built quality; also musical and mechanical ability.

Dealers and jobbers who sell this line know that **HARPONOLA** has always

Write for the Harponola Proposition

THE HARPONOLA COMPANY

CELINA, OHIO



Devotees of Jazz will find the royal, simon pure variety, imported straight from Jazzabia, in the latest fantasia by Edith Wilson and Johnny Dunn's Jazz Hounds—"He used to be your man, but he's my man now." This is backed up with "Dixie Blues" by the same incomparable joy makers—A-3787.

COLUMBIA GRAPHOPHONE CO.
New York

UNLOCKING SALES RESISTANCE

Professor Clark Tells of the Seven Appeals That Most Easily Win Public Appreciation and Confidence and Overcome Objections

It is of interest to retailers to know that there are seven keys for unlocking sales resistance. Professor H. S. Clark, of the University of Chicago, speaking recently before 250 merchants of the Retailers' Bureau of the New Orleans Chamber of Commerce, enumerated the seven appeals which would most easily open the door to public appreciation and confidence, as follows:

First—The money appeal. The purchaser buys something because it will bring him money.

Second—The happiness and contentment appeal. The purchaser buys goods which may have no money value to him, but contribute to his happiness, health and peace of mind.

Third—The affection appeal. The purchaser buys to protect or benefit others.

Fourth—The vanity appeal. Depending upon his character and intelligence, the purchaser buys from motives that are worthy or foolish.

Fifth—Sentiment. The purchaser buys to help a good cause along.

Sixth—The curiosity appeal. People buy novelties to see what they are like.

Seventh—Good taste. This really is, in most cases, which might be called a contributing appeal. The sales presentation which is in good taste is greatly strengthened.

BENZ GETS IN TOUCH WITH DEALERS

O. F. Benz, record sales manager of the Columbia Graphophone Co., New York, returned recently from a trip to the Middle West, where he visited Pittsburgh, Detroit and Buffalo branches. Mr. Benz conferred with the local branch managers and discussed with them plans for marketing Columbia records in their respective territories during 1923. Branch managers took advantage of Mr. Benz's visit to get sales representatives together to listen to Mr. Benz, who talked to them on ways and means of presenting Columbia records to dealers in a forcible manner and also gave them a general sales talk.

"NOVO" FINISH PATHE PHONOGRAPH

The Pathé Phonograph & Radio Corp., Brooklyn, N. Y., has announced the "Novo" finish Pathé phonograph. Two models, No. 12 and No. 17, appear in this new finish. These machines are solidly constructed of oak and finished in an attractive mahogany red. It is stated that they harmonize perfectly with the mahogany furniture in the home and yet have the property of not marring or scratching so easily and combine the handsome appearance of mahogany with the sturdiness and durability of oak.

Sales based on square-dealing are the only kind that bring future business.

WAREROOM DECORATIONS IN DEMAND

Frank Netschert, Inc., New York, Distributes Artistic Catalog, Showing Line of Artificial Flowers for Decorative Purposes

Frank Netschert, Inc., New York, well-known manufacturer of artificial flowers used for interior decorations in talking machine shops, reports that business the past three months was exceptionally good, and that talking machine dealers are spending more time and effort in making their stores attractive from the shoppers' standpoint. More dealers are realizing the necessity of giving their warerooms a comfortable homelike atmosphere, resulting in the purchase of artificial plants and flowers to spread around in their showrooms.

The new 1923 catalog showing the various forms of plants and artificial flowers manufactured by Mr. Netschert has just been sent out to the trade and is one of the most attractive and colorful circulars distributed recently. The two outside covers are done in a myriad of colors, showing up to splendid advantage the large and varied assortment of interior decorative plants which this company manufactures. The rest of the catalog lists by numbers the large number of articles manufactured and also shows a table of shipping instructions for the dealers' guidance in ordering, as well as a general resumé of the company's activities. The several holidays throughout the year are itemized and shipping instructions for the ordering of flowers for these dates are given so that dealers can make their plans accordingly.

GEORGE W. HOPKINS MAKES ADDRESS

WASHINGTON, D. C., February 5.—"The United States has a better standard of living and a higher grade of civilization because advertising is more highly developed here than in any other country," declared George W. Hopkins, general sales manager of the Columbia Graphophone Co. of New York, before the National Advertising Commission here. He made the point that advertising creates a demand for the finer things of life and thus improves the civilization of the race.

VICTOR FOREIGN RECORDS

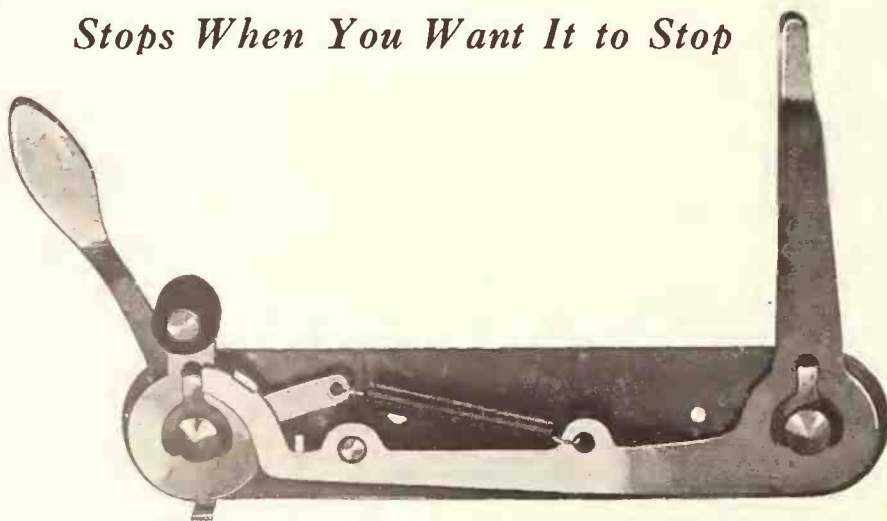
The Victor Talking Machine Co. announces recordings in the following languages which are included in the February foreign record supplements: Bohemian, German, Greek, Hebrew, Italian, Lithuanian, Mexican, Polish and Swedish.

SAN FRANCISCO INCORPORATION

SAN FRANCISCO, CAL., February 3.—Merrill & Merrill have been incorporated here to engage in the sale of musical instruments in Oakland with a capital of \$50,000. The incorporators are T. S. Merrill, M. R. Merrill and G. A. Conolly.

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

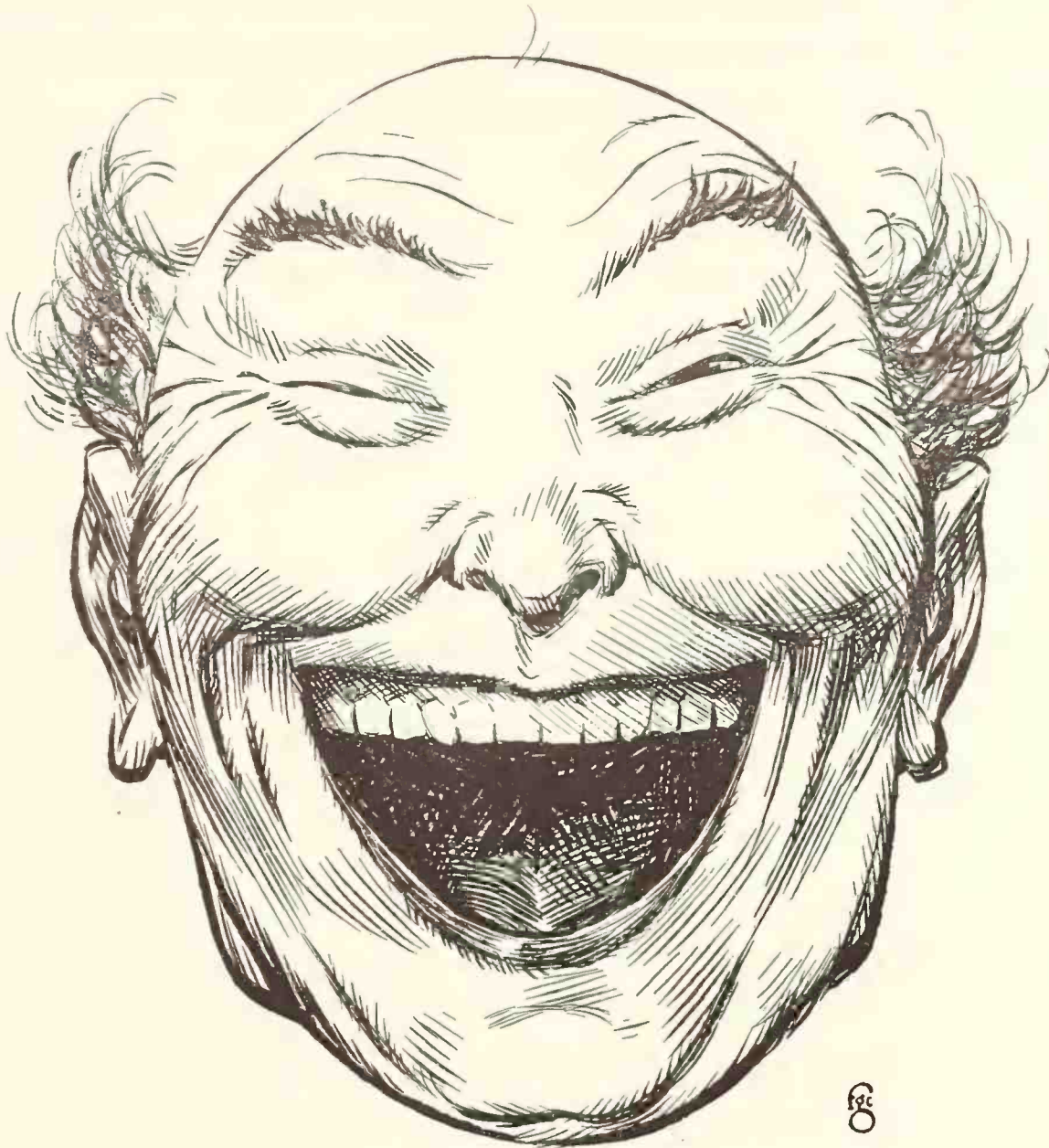
Sample sent upon request

SHERBURNE MANUFACTURING COMPANY
948 Penobscot Building
Detroit, Mich.

The two fastest sellers in the industry!

Both are

Okeh Records



The Okeh Laughing Records

No. 4678
10-inch, 75c.

No. 4764
10-inch, 75c.

THE OKEH LAUGHING RECORD
(The Original)

THE OKEH LAUGHING RECORD
NUMBER TWO (The Singing Lesson)

An Unusual Dance Novelty

4731
10-inch, 75c. Jokes—THE OKEH LAUGHING DANCE RECORD

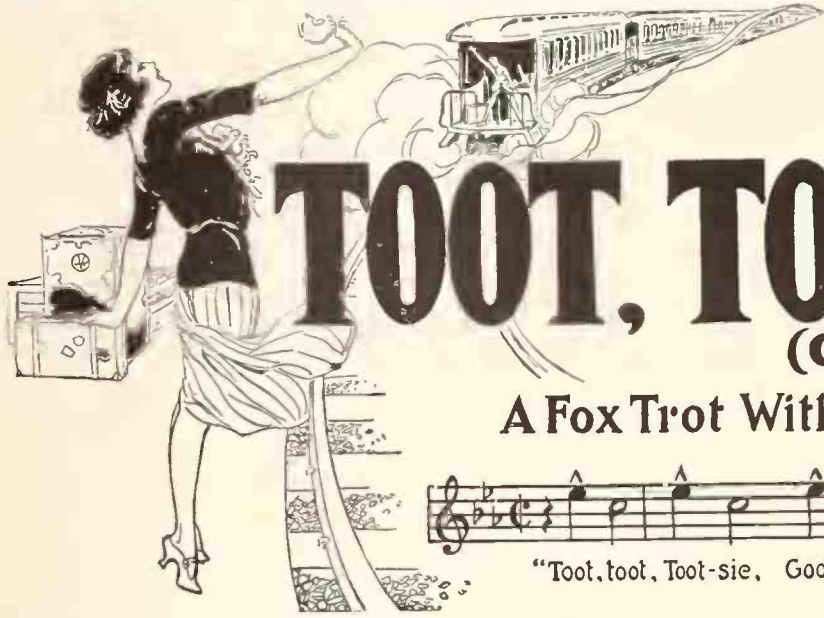
General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street

New York, N. Y.





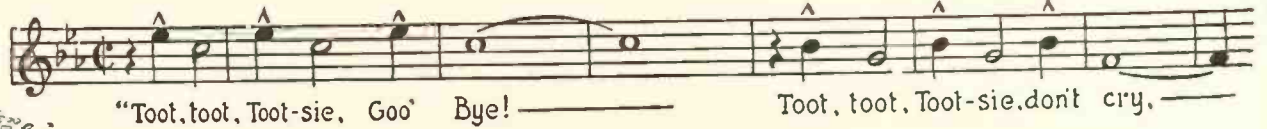
Sung by AL JOLSON in
"BOMBO."

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

TOOT, TOOT, TOOTSIE

(GOO' BYE)

A Fox Trot With a Tootsie Wootsie Rhythm



WALL RACKS AID RECORDS SALES

Edgar Shoppe, Tulsa, Okla., Stimulates Record Sales by Placing Small Racks in Demonstration Booths and Using Placards

TULSA, OKLA., February 6.—The Edgar Shoppe, 518 South Main street, this city, has enjoyed a rapid growth in record business recently due to the inauguration of a clever and unusual means of allowing the customer to select the records which are desired. The plan consists merely of placing on the walls of the booths small racks for holding records. Over these racks are signs reading: "Records I Will Select To-day" and "Records I Will Select Later." These wall racks are capable of holding several talking machine records each, the rack under the first placard indicating the records which the customer intends to purchase immediately. The second rack is used by customers who have selected the records they want to take with them, but who intend to purchase some of the recordings demonstrated at a later date. These records are placed in the second rack and the salesman makes a list of them, thus extending service by having the list of records which the customer likes and opening the way for sales. Some customers even make their own lists and the plan has proved of undoubted value in stimulating sales. Then, too, these lists are utilized when sending out direct-by-mail matter.

At one end of the record counter there is still another rack over which appears a placard reading: "Latest Dance Records." In the rack are a number of the latest and most popular releases. This plan of calling the attention of all patrons to these particular recordings has resulted in many sales.

EDISONS IN FAVOR IN OKLAHOMA CITY

OKLAHOMA CITY, OKLA., February 6.—A substantial increase in business during the past year and an even better business during the next year, based on present indications, is the optimistic report of C. P. Penrose, local manager of the Phonograph Shops, Inc. This concern handles the Edison line and operates up-to-date establishments in a number of important cities throughout the State.

H. C. Leitnaker, president and general manager, recently estimated conditions in this State as being 50 per cent better than they were a year ago and he also declared that they expect to increase their business during 1923 by one-third over the volume secured in 1922. Records are also in steadily growing demand, said Mr. Leitnaker.

DISCHARGED FROM BANKRUPTCY

Leonard Markels, 165 William street, New York, engaged in the manufacture of talking machine motors, recently secured a discharge from bankruptcy in the United States District Court for the Southern District of New York.

H. B. BERTINE LEAVES WANAMAKER

Prominent Talking Machine Man Resigns After Twenty-two Years—Will Remain in Industry

H. B. Bertine, buyer and head of the talking machine department of John Wanamaker, New York, for a long period of years, resigned from the Wanamaker organization the first of the month. Mr. Bertine will announce his plans for the future within the next fortnight, and in all probability will remain in the talking machine industry.

Mr. Bertine is one of the best-known retail talking machine men in the East, having been associated with the John Wanamaker institution for twenty-two years, fourteen of which were spent in an executive capacity. He was a member of the Wanamaker Board of Trade for a number of years and has a host of friends in the trade who appreciate the fact that he is exceptionally well posted on every phase of the industry.

TALKING MACHINE MEN IN FLORIDA

Sol. Lazarus, prominent Victor dealer, 216 East Fifty-ninth street, New York, and M. Friedman, of the Gotham Shops, Inc., New York, sailed recently on the "Comanche" for a sixteen days' trip to Florida resorts. Stops include Jacksonville, St. Augustine, Palm Beach and Tampa, Fla. The trip is in the nature of a vacation following an exceptionally busy season.

THE CAREY MUSIC SHOP OPENS

Well-known Pianist and Composer Opens Attractive Establishment on Golden Gate Avenue, in the Theatre District of San Francisco

SAN FRANCISCO, CAL., February 5.—The Carey Music Shop, located at 34 Golden Gate avenue, in the heart of the new theatre district, is the newest and one of the most attractive music houses in the Pacific Coast metropolis. It has three large show windows on Golden Gate avenue and a large and handsome electric sign attracts the attention of pedestrians on Market street, which is approximately one hundred feet distant.

The Carey Music Shop handles a line of phonographs, records and sheet music, the latter department being under the personal direction of Joseph Carey, the well-known pianist and composer. The phonograph part of the business is directed by J. Allen Grisham, an expert salesman, who is familiar with this branch of the trade. Business at the new store is remarkably good and already enlargements are being considered to take care of the rapidly increasing business. A large mezzanine floor has been contracted for and the firm is considering the feasibility of adding a line of band instruments when this addition to the store has been completed.

Music publishers and manufacturers of talking machine accessories are invited to make a note of the new store.

You Can Depend on Us

for the kind of service that a live dealer demands from a distributor. Our stock, complete and right up-to-date, enables us to supply you with any quantity of Okeh records—and we ship out your order the same day it is received.

We have the reputation of being honest to deal with and ready to co-operate with our dealers in every way. We want to add dealers to our list who are looking for quick sales and good profits—the kind of dealers who will act with us for our mutual benefit.

Just as examples of records that have a rapid turnover and bring a substantial profit, we suggest Sara Martin's latest hits:

8041—Achin' Hearted Blues.
Sugar Blues.

8043—You Got Ev'ry Thing a Sweet Mama Needs But Me.
'Taint Nobody's Business If I Do.

THE ARTOPHONE CORPORATION

1103 Olive Street

St. Louis, Mo.

New Kansas City Branch Office

Kansas City Life Bldg.

Kansas City, Mo.

Okeh Records

The Records
of
Quality



*More Sales and
More Profit per sale with
Emerson Records*

Why More Sales? The new Emerson Records have attained a new standard of musical perfection. They are not just a reflection or approximation of the artist, but the living, throbbing personality itself, undefiled by distracting noises.

The new Emerson record selections are tuned to the people's demand. They give what they want, when they want it. And to stimulate more rapid sales, helping the dealer right among his own trade, we offer a remarkable INTENSIVE AND COMPLETE LOCAL SALES PROMOTION SERVICE.

Why More Profits Per Sale? As promised we give a discount on Emerson Records—substantially greater than standard discounts. There is 20% extra profit right here.

EMERSON PHONOGRAPHS

Period design phonographs—masterpieces of tonal and visible beauty, trade-marked by the Emerson name

The Louis XV Console is typical of the artistry which has harmonized beauty with utility in Emerson Period Phonographs. Console candles need not be disturbed while playing the Emerson, as only centre of the top is raised.

The violin wood of the resonator and round music master horn enriches the quality of Emerson clear full tone.

Because our prices are less than other trade marked lines, your patrons may enjoy a period Emerson at the price of commonplace design.

Because our discounts are greater—you make more profit per sale.

Investigate

Several exclusive Emerson markets are open to good men. It costs nothing to investigate. It is more profitable to SELL than COMPETE against the Emerson. Write for particulars of our co-operative selling plan.



Emerson Louis XV Model

EMERSON PHONOGRAPH CO. WASMUTH-GOODRICH CO.
Manufacturers of Emerson Records Manufacturers Emerson Phonographs
Eastern Distributors Emerson Phonographs:
105-111 W. 20th St., New York, N. Y. Peru, Indiana

Emerson
Records and
Phonographs

SAN FRANCISCO

Unique Wiley B. Allen Concert—Sherman, Clay & Co. Plan Large Wholesale Building—New Brunswick Agencies—News of the Mouth

SAN FRANCISCO, CAL., February 6.—The post-holiday business in central California is very gratifying, considering the depleted stocks. The holiday trade cleaned out many of the dealers of popular models of machines and record hits. As yet the wholesalers have not been able to get sufficient supplies from the factories to fill their orders, and for this reason business is not what it easily could be with more merchandise available. Rainy weather since New Year's has kept people at home much of the time and this has helped sales of records especially. The general situation on the Coast at this time is most promising. Good, steady business is expected from now on right up to the Summer months. Thousands of new homes will shortly be ready for occupancy and a good proportion of these homes will enjoy the benefits of a talking machine. There is no sign of the building boom abating.

Jazz Continues to Reign

It was predicted two years ago on the Pacific Coast that jazz music was on its last lap of popularity. Behold, to-day jazz is ten times more popular than it was two years ago. The music has passed from the fad stage and has assumed the importance, one may say, of nationality. Jazz has become a national institution and has already been used as the theme of splendid symphony compositions. Practically every large motion picture theatre in San Francisco has a jazz orchestra now, an augmented jazz orchestra made up of high-class artists who play the modern music as it should be played. In records jazz still leads the list in popularity.

Notable Wiley B. Allen Concert

The Wiley B. Allen Co. staged a most successful jazz music concert at noon on January 26 in the main show window of its large San Francisco store. All week the Sam Fox jazz hits have been featured in the window, notably, "Eleanor," as played on the Brunswick record, and this particular day Paul Ash, the leader of the wonderful jazz orchestra of the Granada Theatre, was prevailed upon to give a concert at the store front. A piano was placed in the big show window and, seated at this, Paul Ash directed his entire orchestra through a maze of Sam Fox music. The concert was advertised and, accordingly, a large crowd gathered to hear. The sale of "Eleanor" and other

pieces, both in sheet music and phonograph records, naturally received a nice big boost.

Big Wholesale Building for Sherman, Clay & Co.

Sherman, Clay & Co. have decided to erect a building of their own to house their various wholesale departments, including the wholesale Victor department. According to the preliminary plans, the structure will be five stories in height and have three fronts almost entirely of glass. The site of the building is located between First and Second street and Mission. The construction will be of reinforced concrete. Each floor will have a space of 12,000 square feet and the building will be equipped with the most modern and efficient devices for handling merchandise expeditiously. It is expected that the new building will be ready for use early in September.

A. G. McCarthy, of Sherman, Clay & Co., and Robert Bird, manager of the wholesale Victor department, are on a business trip to the wholesale branch in Los Angeles. C. S. Ruggles, manager of the Los Angeles wholesale office, has just been in San Francisco consulting with Mr. McCarthy and he accompanied the other two down to Los Angeles. The company has a new warehouse in Los Angeles on Tenth street.

New Brunswick Pacific Coast Agencies

Tupper & Reed, who have been in the music business in Berkeley, Cal., for seventeen years, have just taken on the agency for Brunswick phonographs and records. The Star Furniture Co., Sebastopol, Cal., has also been given the Brunswick agency. Frank Crum, the enterprising Brunswick dealer at Marysville, has just moved into a new store, his old quarters becoming inadequate to the needs of his rapidly growing business. Mr. Corcoran, Pacific Coast manager of the Brunswick Co., says the biggest hit in the Brunswick line at present is the York console type model, selling at \$150. There is still a shortage of Brunswick stock on the Coast by reason of the exceptional demands for the holidays.

Columbia Record and Al Jolson in Test

The Columbia new process record was tried out in a public manner at the Granada Theatre in San Francisco this month and its merits were duly appreciated by the audience. The Columbia Grafonola was placed on the stage and in a semi-dark scene Al Jolson, the singer, competed with his own voice a la the Columbia

record. The mechanical record was at times indistinguishable from the human voice of the famous singing comedian. The song used for the novelty demonstration was, "Lost—a Wonderful Girl." The novelty of the affair made quite a hit with the very large audience in attendance.

A Live Columbia Dealer in Fresno

Chandler & Neuman, Fresno, Cal., who took on the Columbia line last November, already have qualified for a position in the front rank of dealers. The management attribute their unusual success to the co-operative methods employed in merchandising in Fresno by the Columbia agencies. P. S. Kantner, manager of the San Francisco office of the Columbia Co., has just been down the San Joaquin Valley and he says the talking machine business during the holidays in this region was excellent.

Utilizing Show Window Space Effectively

The Nathan-Dohrmann Co., of this city, is devoting some more splendid show window space to the featuring of talking machine merchandise. Ben R. Scott, the manager of the department, says a great part of the success achieved is due to the co-operation of the management of the large store in furnishing publicity features that pull.

Good Call for Radio Merchandise

Charles Mauzy, manager of the talking machine department of the Emporium, says that he practically sold out on radio merchandise during the holidays. He does not see that the radio fans are on the decrease. Talking machine and record business is holding up well since the holidays.

ROB STORE TO "TALKER" MUSIC

Anthony Falsetti, proprietor of a talking machine establishment at 442 East 115th street, New York, was robbed by two bandits while a record which they had requested to hear was playing loudly in a booth. One of the bandits followed Mr. Falsetti as he was selecting another record to play for them, leaving the door of the booth open so that the music drowned out any noise.

LOUIS J. UNGER ENDS TRIP

Louis J. Unger, general manager of Reflexo Products, Inc., New York City, recently completed an extensive trip throughout Canada and the Middle West in the interest of Gilt Edge needles, the new extra loud dance needle, and the other numbers in the line. Mr. Unger reports that the year has opened exceptionally well and expects that 1923 will be a record year in the sales volume of Reflexo products.

JUST OUT—POPULAR ITALIAN RECORDS LATEST RELEASES



10-INCH RECORDS AT 75c

- 1091—Luntano 'a Me R. Ciaramella
- Serenata Sbruffona R. Ciaramella

- 1101—Amor di Pastorello G. Godono
- Si te Scurdave G. Godono
- 1081—'O Munno Sotto e 'Ncoppa . P. Mazzone
- Si te Scurdave G. Godono



New Hits Released the 15th of Each Month

WORD ROLLS AT \$1.25

- 243—Serenata E. Caruso—C. Bracco
- 251—Fiamme ne l' Ombra E. A. Mario

- 254—Mandulinata a Nnapule E. Murolo—E. Tagliaferri
- 048—Camicia Nera (Canto Fascista) U. Mattioli—F. Pennino

INSTRUMENTAL ROLLS AT 90c

- 253—Indifferenza Mazurka by D. Letti
- 256—Filo Transatlantico Polka by G. Capitani

DISCOUNT TO DEALERS — ASK FOR CATALOGUES

DISTRIBUTED BY

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



Next to seeing Eddie Cantor do his stuff is hearing him sing his two latest on Columbia New Process Record A-3784 "Joe Is Here" and "How Ya Gonna Keep Your Mind on Dancing?" [If you enjoy making change and wrapping up records, stock this live one.

COLUMBIA GRAPHOPHONE CO.
New York

BRUNSWICK RECORD RELEASES NOW BEING MADE DAILY

New Plan of Record Release and Merchandising Went Into Force on February 1—Monthly Lists Superseded by Distribution of Records as Fast as They Are Made—A. J. Kendrick's Views

Effective February 1, the phonograph division of the Brunswick-Balke-Collender Co., Chicago, discontinued monthly releases of records and instituted daily releases. This move was made with the view in mind of enabling Brunswick customers to get a record the day it is released instead of waiting until the monthly releases were ready for distribution as under the general plan of releasing records. For commercial purposes the Brunswick Co. will continue to designate certain groups as "March records," "April records," etc.; but the monthly releases of Brunswick records are entirely abolished insofar as the public is concerned.

The value and importance of this merchandising move is obviously apparent. In order to co-operate with the sales force the advertising department of the Brunswick Co. has co-ordinated Brunswick record advertising in such a manner that there will be a release of a new record practically every day.

"Thus you will appeal to your public twenty times a month instead of only once," said a statement commenting on the system issued by Sales Manager A. J. Kendrick. "You will get people into your store more frequently, which of itself is bound to increase both record and phonograph sales. 'Brunswick records the new ones as fast as they come out' will be the public's verdict and there is no need to explain

the helpful effect that this will have on sales.

"It is unnecessary for our dealers to change their fundamental methods in any way to participate in the new plan," Mr. Kendrick continued. "All the dealer will do is treat every new record as though it were a special release. Order blanks and notices will be mailed well in advance of each release, or group of releases, and no inconvenience will be worked upon anyone. To the contrary, the dealer's work of ordering records will be distributed more comfortably over an entire month and he will have a better chance to devote the proper consideration to each order he places and estimate more

GRAFONOLAS FEATURED IN THEATRES

Pittsburgh Moving Picture Theatres Use Grafonolas in Novel Publicity Idea—All Attendance Records Broken—Fine Publicity

PITTSBURGH, PA., February 5.—The Rowland & Clark chain of moving picture theatres in this city used four Columbia Grafonolas recently to excellent advantage in breaking all attendance



Columbias Featured in Pittsburgh Moving Picture Theatres

records at their four theatres. The local branch of the Columbia Graphophone Co. co-operated with the theatre organization in preparing proper display matter, consisting of posters, hand bills, etc., announcing that the Grafonolas would be given away at the theatres through the medium of an interesting contest.

At each theatre the ushers had been instructed as to the exclusive features of the Grafonola, and demonstrations were given throughout the day. Before and after each show a slide insert featuring the G-2 Grafonola was run on the screen explaining the purpose of the contest. In addition the nearest Columbia dealer in the vicinity of each theatre was permitted to have his business card featured telling the movie patrons something regarding his Colum-

bia service. The affair attracted wide attention and Rowland & Clark succeeded in breaking all attendance figures during the week of the contest.

The Brunswick dealers' co-operative advertising plan was also discontinued on February 1. The monthly portfolio of dealers' tie-up advertisements will be adapted to the new releasing system and the Brunswick Co. will furnish mats and electrotypes free as heretofore. Also on February 1 the Brunswick Co. began running advertisements directed toward Brunswick records and which are being reproduced on the first page in 500 daily newspapers with a combined circulation of 21,576,345. These advertisements will be inserted three times per week, or 156 times per year. Each paper and each advertisement will feature some one Brunswick record. The total number of these advertisements will be considerably over 3,000,000,000 per year.

bia service. The affair attracted wide attention and Rowland & Clark succeeded in breaking all attendance figures during the week of the contest.

SEIDEL'S CONCERT PLEASURES DEALERS

Many Columbia dealers in local territory and their friends were present at the recent concert given by Toscha Seidel, famous violinist and exclusive Columbia artist, at Carnegie Hall, New York. Through the courtesy of Mr. Seidel and his management, the Wolfsohn Musical Bureau, eighty Columbia dealers were presented with tickets for this concert, and their enthusiasm regarding Mr. Seidel's performance was reflected in the increased sale of his records throughout the metropolitan territory.

This plan of artist-dealer-buyer co-operation is admirable in every way—a move which must be commended.

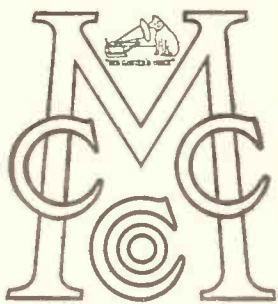
HAVE YOU RECEIVED

Your Free Samples of
**NEW GILT EDGE
DANCE TONE
NEEDLES**

A Reflexo Product
Made by "Bagshaw of Lowell"

See Page 29

**Victor
Wholesalers**



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

**PHONOMOTOR PRODUCTS, PHONOSTOPS and NEEDLE CLIPPERS
ALWAYS THE BEST**

PHONOMOTOR COMPANY

121 WEST AVENUE, ROCHESTER, N. Y.

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 St., Chicago, Ill.
 R. L. CHILVERS, 903 New Birks Bldg., Montreal, Que.

OTIS C. DORIAN, 321 King St. E., 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, Tex.

L. C. LA VOIE, West Hotel, Minneapolis, Minn.
 IROQUOIS SALES CORP., 210 Franklin Street, Buffalo, N. Y.
 R. J. JAMIESON, Sweetland Bldg., 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

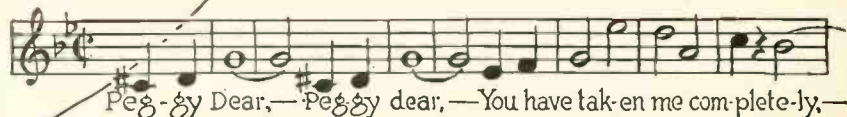
PEGGY DEAR

*Light, Tuneful and
Original FoxTrot*

You can HEAR it
and BUY it HERE



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



"DAILY DOZEN" ON GOTHAM STAGE

Popular Star, Glenn Hunter, Goes Through Exercises in "Merton of the Movies"

Walter Camp's "Daily Dozen" continues on the New York stage, this time through the medium of "Merton of the Movies." Glenn Hunter, popular star of this great success, in his characterization, goes through his "Daily Dozen" before the audience at each performance.

Robert H. Wheelan, president of Health Builders, Inc., New York City, producer of Walter Camp's "Daily Dozen" set to music on health builder records, has secured a number of photographic enlargements of Glenn Hunter in this scene for the use of dealers' windows. Many dealers have already taken advantage of tying up the interest in this popular play with the "Daily Dozen" in their windows.

Mr. Wheelan reports that as the year progresses orders for Health Builder sets continue to increase. The 1923 national advertising campaign is well under way, to which many dealers attribute their increasing sales of this popular record set.

The Rapid Repeater Co., Long Island City, N. Y., reports a steady increase in the demands for its new product, the rapid repeater. This newest of repeating devices has proved very popular and repeat orders are now being received.

RADIO REGULATION BILL PASSED

House Measure Gives Commerce Department Control of Sending Stations Other Than Governmental—Amateur Stations Not Affected

WASHINGTON, D. C., February 3.—The Federal Radio Control Bill, vesting broad powers in the Department of Commerce for regulation and supervision of all phases of wireless telegraph and telephone communication, was passed yesterday by the House.

The bill is intended to bring order out of the chaos in the air resulting from thousands of stations competing on similar wave lengths. Licenses would be required from all transmitting operators except Government employes and the Secretary of Commerce would assign wave lengths to various stations and supervise, when necessary, their sending periods.

A section of the bill dealing with possible monopolies of the wireless business of the nation vests in the Secretary the power to refuse or revoke licenses where a monopoly is threatened. Army, navy and all other Government stations, although exempt from the licensing provisions, would be required to conform to the rules when handling commercial or other non-Government business. The assigning of wave lengths for the governmental plants would be in the hands of the President.

The bill provides for an advisory committee consisting of men appointed by department heads, radio experts and amateurs, to keep

abreast of development and the needs of the wireless industry.

Amateur receiving stations would not be affected by the bill, and amateur transmitters would have a special series of wave lengths set aside for them.

MANY NEW EMERSON JOBBERS

Arrangements Completed for Distribution From a Number of Strategic Points

The Emerson Phonograph Co., Inc., manufacturer of Emerson records, has, since the reorganization of the company, closed arrangements whereby a number of jobbers in centrally located points will distribute its products. In addition, several of the old jobbing organizations formerly connected with the distribution of Emerson records in the past have succeeded in again securing a distributing license from the new company.

The Emerson Co. is now confining itself to the manufacture of a comprehensive catalog of standard selections and the current popular successes. The product is being marketed at a standard price and this enables the company to make practically pre-war arrangements with its distributors and dealers.

Among those who are now distributing Emerson records are: Emerson Record Sales Co., Detroit, Mich.; Emerson Philadelphia Co., Philadelphia, Pa.; Emerson Phonograph Co., Boston, Mass.; Murmann Phonograph Co., St. Louis, Mo., and Targ & Dinner Music Co., Chicago, Ill.

INJUNCTION AGAINST ZENITH CO.

Restraining Order Placed on Manufacture of Encore Record Replayer on Motion Filed by Owner of Geer and Gold Seal Patents

Judge Reelstab, in the United States District Court of New Jersey, recently granted an injunction restraining the manufacture of the Encore Record Replayer, on a motion filed by Edmund S. Geer, owner of the patents under which the Geer and Gold Seal repeaters are licensed. The action was brought by the attorneys for the latter concerns, Duell, Warfield & Duell. The court also granted, on request of the plaintiff's attorneys, the motion to have the defendant, the Zenith Mfg. Co., of Newark, N. J., placed under a \$5,000 bond. The bond, however, within the period designated by the court, was not filed, and as a result the injunction was issued by the court "restraining and enjoining the Zenith Mfg. Co., its officers, attorneys, agents, servants and workmen from infringing or contributing to the infringement" of the Geer patents and from "making, using, selling or offering for sale, or causing to be made, used, sold or offered for sale any Encore repeater" or similar device which might infringe upon the Geer patents.

Repeat orders are what make a business grow.

"We Serve the South"

OKeh
The Record of Quality

Gone are the days

when slipshod methods could keep a business running. Today progress and co-operation are necessary for success. Especially is closer contact between dealer and distributor needed.

Dealers who are served by us will testify that we are dependable and prompt in our deliveries and that we are always ready to assist them in their merchandising problems.

We are looking for more progressive dealers who will act with us to our mutual benefit in supplying the public with the famous

OKeh Records

The Records of Quality

Wholesale Phonograph Division

J. K. POLK FURNITURE CO., Inc.

Offices and Show Rooms:

294 Decatur Street

ATLANTA, GA.

Inquiries
from
Dealers
Solicited



The
**FLETCHER UNIVERSAL
 TONE ARM and REPRODUCER**

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

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

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

FLETCHER REPRODUCER

Scientifically

Constructed



Gives Perfect
 Reproduction
 of Voice
 or Instrument

Volume and
 Perfect Detail

Dealers, Send for
 Prices and Terms



Reproducer
 and Connection
 for
NEW EDISON

Plays all Records

ACTUAL SIZE

Carried in Stock for Victor and Columbia

THE FLETCHER "STRAIGHT"

Design Patented November 29th, 1921



**STRAIGHT INSIDE—Taper Outside
 BALL BEARINGS THROUGHOUT
 NEW DESIGN NEW CONSTRUCTION**

It is universal and equipped with the Regular Fletcher
 Reproducer, giving the same natural tone quality as heretofore
 Made in two lengths, 8½" and 9½" SEND FOR PRICES AND TERMS



FLETCHER-WICKES COMPANY
 6 EAST LAKE ST. CHICAGO

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

It's three o'clock in the morning. We've danced the whole night thru.

THIS YEAR'S BIG WALTZ HIT IS

"Three O'Clock in the Morning"

That Entrancing Melody You Hear Everywhere

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

HEAR IT NOW



S. PLATEK NEW McCREERY MANAGER

Succeeds R. A. Forbes as Manager of the Talking Machine Department of Jas. McCreery & Co., New York Department Store

S. Platek, formerly assistant to R. A. Forbes, who recently resigned as manager of the talking machine department of Jas. McCreery & Co., Fifth avenue, New York, department store to become manager of the talking machine department of the John Wanamaker store in Philadelphia, Pa., has succeeded to the position of manager.

Mr. Platek has had wide experience in the retailing of talking machines and, furthermore, is well versed in the handling of the high-class clientele which comes to this establishment. He came to the McCreery store with Mr. Forbes more than seven years ago, when the talking machine department was in its infancy, and he has developed with it, starting as salesman and later becoming assistant to Mr. Forbes. Prior to joining the McCreery force he was connected with Landay Bros. in the New York headquarters, where he gained his first knowledge of the talking machine business.

In a statement to The World Mr. Platek declared that he had a number of improvements to the department in mind which would be put in effect in the near future. This department occupies large space on the fifth floor of the McCreery Building and in point of arrangement it is one of the finest and most complete in the metropolitan district.

TALKING TOYLAND INCORPORATES

Talking Toyland is the name of a new concern in Wilmington, Del., recently chartered under the laws of that State to engage in the manufacture of machines. The concern is capitalized at \$1,000,000.

NEW STRAND CONSOLES POPULAR

Models 23 and 24 Well Received by Strand Representatives—Will Be Featured Extensively During 1923—Win Popular Favor

As announced in the January issue of The World the Manufacturers' Phonograph Co., New York, manufacturer of the Strand line of phonographs, has added two new models to its line, designated as models 23 and 24. These two instruments have already won the favor



Strand Model 23—Hepplewhite Period Console of Strand representatives throughout the country and judging from all indications they will rank among the best sellers in the Strand line during 1923.

The accompanying illustrations showing these two new Strand instruments will give some idea of their attractiveness and artistic design. Model 23, designed after the Hepplewhite period, is listed at \$115, and its cabinet design is in thorough accord with the originality and distinctiveness of the complete Strand line. Strand model 24, listed at \$175, is designed after the

French Chippendale period, and is an exceptionally handsome instrument in two-tone finish, with ivory-colored lines dividing the ebony edges from the walnut or mahogany centers. Both of these instruments have the Strand equipment that has been such an important factor in the success of this line.

REACHES HIS MAJORITY

John S. Macdonald, associate director of artists and repertoire of the Victor Talking Ma-



Strand Model 24—French Chippendale Period console Co., accompanied by Mrs. Macdonald, visited Cornell University, Ithaca, N. Y., and felicitated their son, who is a student there, on the occasion of his twenty-first birthday.

RITZ MUSIC SHOP CHARTERED

The Ritz Music Shop, of New York, has been chartered in this State with a capital of \$10,000. Incorporators: M. Aronson, A. Fein, E. Friedman.

NATIONAL METALS DEPOSITING CORPORATION

FACTORY
34 East Sidney Ave., Mt. Vernon, N.Y.
Telephone: Oakwood 8845

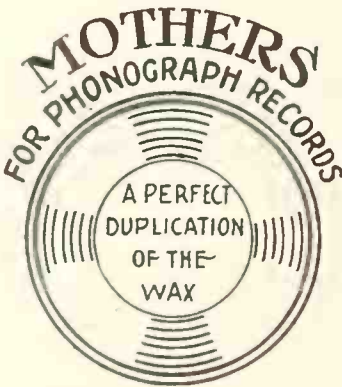
MOUNT VERNON — NEW YORK
MANUFACTURERS OF

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**



Mr. Cohen (Joe Hayman) is back. First he 'phoned the Gas Company and then he 'phoned the service station about his auto. The possibilities are immense? Yes? No? Cohen makes the most of them. A-3772 on the March list.

COLUMBIA GRAPHOPHONE CO.
New York



LEADING EXECUTIVES IN NEW FIRM

Widely Known Business and Recording Experts Compose Executive Personnel of the Independent Recording Laboratory, Inc.

The recently incorporated Independent Recording Laboratory, Inc., 104 West Thirty-eighth street, New York City, has as its executives several of the best-known business and recording experts in the recording field. A. J.



A. J. Baum

Baum, the manager, was formerly connected with one of the leading talking machine record companies, following which for a number of years he actively operated a recording laboratory which was open to the trade in general.



Arthur Bergh

His long experience in arranging for recording, pressing and plating, as well as acquiring talent, gives him unusual qualifications for his present activities.



Fred Ochs

Arthur Bergh, musical director of the new organization, for a period of years, acted in the same capacity for the Emerson Co. In earlier days he had much experience in the development of both the seven and ten-inch records. Early last Fall he returned from an extended trip through Europe, where he gathered

much data and made connections for the future extension of recordings of the standard variety.

Fred Ochs, who is in charge of the active recording in the new quarters, has had long experience in that capacity and is well equipped from a technical standpoint.

Since the opening of the new laboratories the company has made bookings for recordings for practically the whole of every working day and the officers are under the impression that the demand for good recordings is greatly on the increase.

H. E. SPEARE'S NEW ASSOCIATION

Well-known Sales Executive Appointed General Sales Manager of Musical Instrument Sales Co.—Ideally Qualified for New Post

C. Alfred Wagner, president of the Musical Instrument Sales Co., New York, Victor wholesaler, announced recently the appointment of Harold E. Speare as general sales manager of the company. Mr. Speare, who assumed his new duties a fortnight ago, is well known in talking machine circles throughout the country, having been identified with several of the leading Eastern retail organizations for nearly ten years and having attained exceptional success as a sales executive. Incidentally, in joining the Musical Instrument Sales Co., Mr. Speare is resuming an old association, as he was a member of this company's staff some nine years ago.

Simultaneously with Mr. Speare's appointment as general sales manager of the company comes the announcement by C. R. Wagner, vice-president, as to the organization's plans for extending its activities. For the past ten years the M. I. S. Co., in its Victor division, has served only the leading department stores throughout the country, but it is now planning to extend its Victor activities to a limited number of Victor dealers. This plan includes a distinctive advertising and trade promotional service,

coupled with a definite plan of instalment sale financing, which will be announced in detail shortly. Mr. Speare in his capacity as general



H. E. Speare

sales manager of the company will be in personal charge of this new service, in addition to his duties as assistant to C. R. Wagner.

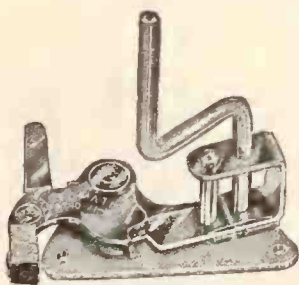
PRESENTS MINSTREL BY RADIO

Baker Music House, of Albany, N. Y., Broadcasts Unique Program in Form of Minstrel Show From General Electric Co. Station

ALBANY, N. Y., February 7.—The Baker Music House, of Albany, N. Y., put the radio to new use last night when a minstrel show was broadcasted from Station WGY of the General Electric Co., of Schenectady, N. Y. Edward H. Smith, managing director of the WGY players, and an employe of the Baker Music House were in charge of the program, which was a complete minstrel show with several special features.

Among the artists were the Cambrian Male Chorus of fifty voices, which constituted the body of the chorus; ballad singers, a male quartet and others. A complete olio was presented following the first part of the program. Fred Paige Wvatt, a boy xylophonist and considered one of the leading artists on this instrument, took part in the program. Another feature consisted of a performance by the Turnbull brothers, English music hall artists, who presented a clog dance, the dance steps being heard over the radio, as well as a clever line of patter and quaint songs of the English music hall. The event was an outstanding success and not only did the Baker Music House get much deserved publicity, but the performance opened up an entirely new field in radio broadcasting.

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

Ogden's Sectional Phonograph Store Equipment

— STANDARDIZED —

Costs less than carpenter work.

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

UNLEVEL FLOORS are provided for as each Pilaster and Section is supplied with Patented Capstan Levelers instantly adjusting to a perfect level. (Spirit Level also supplied)—WALL PILASTER adjusts to fit any size Base Board and Wainscot rail.

OUR HIGH PRICE COMPETITORS say "It can't be done"—but it is being done every day and the dealer is saving hundreds of dollars on every installation.

WE POSITIVELY GUARANTEE

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

Send a pencil sketch of your store indicating where you want Record Racks and the amount of stock, location of Counters and Booths and we will submit a Blue Print and estimate for equipment which you can install any evening and be "Up To Date" next day.

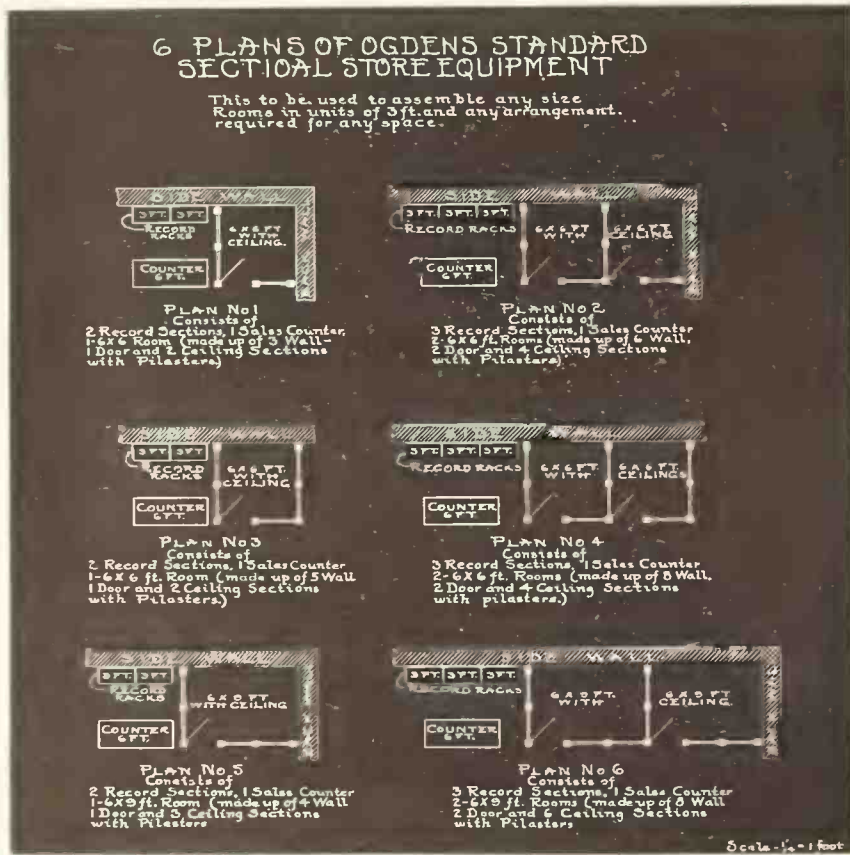


OGDEN'S SECTIONAL STORE EQUIPMENT.

Price of Ogden's Sectional Units

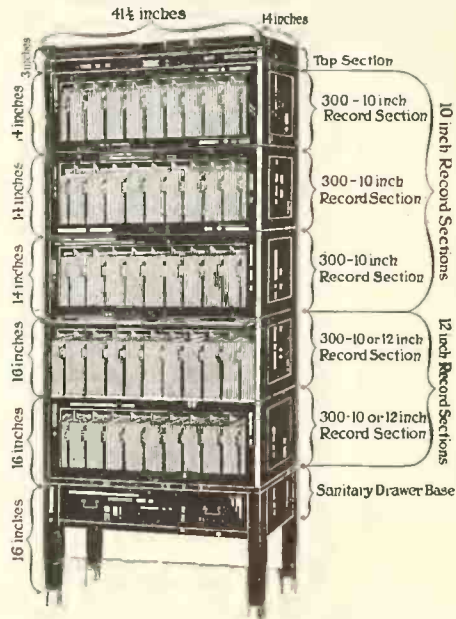
Record rack, No. 1-S, each.....	\$45.00
Paneled ends, each.....	6.00
Record Sales counter, No. 1-S, each.....	90.00
Record sales counter, No. 2, each.....	70.00

FINISHES:—GENUINE ENAMEL
White, Old Ivory and Gray



Prices of Complete Equipment

PLAN NO. 1—2 Record Sections, 1 Sales Counter, 1 6x6 ft. Booth...	\$302.50
PLAN NO. 2—3 Record Sections, 1 Sales Counter, 2 6x6 ft. Booths...	467.50
PLAN NO. 3—2 Record Sections, 1 No. 1 Sales Counter, 1 6x6 ft. Booth	335.50
PLAN NO. 4—3 Record Sections, 1 Sales Counter, 2 6x6 ft. Booths...	506.00
PLAN NO. 5—2 Record Sections, 1 Sales Counter, 1 6x9 ft. Booth...	346.50
PLAN NO. 6—3 Record Sections, 1 Sales Counter, 2 6x9 ft. Booths...	522.50



SECTIONAL RECORD CABINETS

Fit any space for any size stock and help you grow.

No. 2 Tier of Sections for 1,500 Records.....	\$46.50
No. 1 Tier of Sections for 1,500 Records.....	59.25

FINISHES: Oak, MAHOGANY and Genuine Enamel.

STANDS for Portables and Tables for surplus Record Files, Plant Stands, etc., bring you many new customers.



OGDEN SECTIONAL CABINET CO., Lynchburg, Va.

SYNCHRONIZES "TALKER" AND FILM

Successful Demonstration of Talking Motion Pictures Held Before Newspapermen by Massachusetts Inventor—Designed for Home

EVERETT, MASS., February 6.—Synchronization of the motion picture and the talking machine, the aim of scientists since the beginning of the two industries, has been achieved by an invention of Jules A. Perrault, of 63 Madison street, this city, assisted by Dr. W. Alvan Hitchcock, a noted oculist, of 135 Newbury street—at least, that is the claim made.

The principle of Mr. Perrault's idea lies in the perforation of the motion picture film so that the action shown on the screen would be timed exactly with the sound produced by the talking machine.

He invented a film perforator that was mechanically true to one-ten-thousandth of an inch. The ordinary standard film used in motion picture projectors is perforated only at each side. The machine invented by Mr. Perrault makes twelve perforations on a film much wider than the standard. The film, specially designed by Mr. Perrault, is non-inflammable and costs a fraction of the price of the standard film.

In a demonstration given to newspaper representatives recently Mr. Perrault ran through the ordinary projection machine 300 feet of standard film. He then projected through his special machine the same subject on the specially prepared film, synchronized with a talking machine record. The pictures ran absolutely true to the music on the disc.

The combined phonograph and projection machine invented by Mr. Perrault is in the form of a cabinet and is intended primarily for household use. The machine is so constructed that the talking machine can be run independently of the projection machine, although the same motor controls both. The motion pictures also can be shown independently of the phonograph. Experts who have seen the demonstration are

of opinion that the invention can be used to great advantage in the instruction of school children.

Several different films and records, all perfectly synchronized, were demonstrated. The first showed a series of setting-up exercises in which William Kelleher, former Boston College football captain, played the part of instructor. Each command could be heard distinctly and the motion of the body was in time with the music and commands. Another film was a jazz selection and dance in which the dancer kept perfect time on the screen with the music.

The inventor has succeeded in removing the fire hazard from the films used in the projector, a feature which not only makes it perfectly safe to keep the films in a home without taking extraordinary precautions, but also makes the complicated machinery required in the reeling of ordinary motion pictures unnecessary. An ordinary thirty-two-candle power electric bulb furnishes sufficient light for successful picture projection from the cabinet. The motor which operates the projecting machine and the talking machine is run by electricity.

MAX WILLINGER VISITS CHICAGO

Max Willinger, president of the New York Album & Card Co., makers of the well-known Nyacco albums, recently visited the Chicago factory of the company and reports that both the Eastern and Western offices are receiving good business and he is entirely optimistic over future business, basing his views on present indications.

ARMSTRONG TO OPEN STORE

Spacious quarters have been leased at 621 South Spring street, Los Angeles, Cal., by Geo. D. Armstrong, who is planning to open a music store in the near future. Talking machines and records will be handled and the store itself will be modern in every way.

CAMPAIGN TO PROMOTE MUSIC

Storm & Shipley, Frederick, Md., Overlook No Opportunities of Developing Interest in Line Handled by Them and Music Generally

FREDERICK, MD., February 7.—The firm of Storm & Shipley, 201-3 North Market street, this city, has been conducting an active campaign the past Fall and during the Winter. Last October during the Frederick County Fair they had a Victrola exhibit during the entire week and in November the Eight Victor Artists gave a concert here under the auspices of Storm & Shipley. In January the Quartet of Victor Artists, consisting of Olive Kline, soprano; Elsie Baker, contralto; Lambert Murphy, tenor; Royal Dadmun, baritone, gave a concert in Frederick under the auspices of this enterprising concern. Besides the advertising at the fair and the presenting of these artists to Frederick music lovers (the concerts being a musical treat which was greatly appreciated and also served as a source of publicity for this firm) they have also been doing extensive newspaper advertising, which has brought very good results, acting as a decided stimulant to sales.

FRIEDA HEMPEL NOW "WI-NISH-TA"

Miss Frieda Hempel, Edison artist, has just joined the Camp Fire Girls and has a new name. It is Wi-Nish-Ta, which in the language of the Indians means "to sing through all the night." The name, with the highest honors of a Camp Fire Girl, that of torch bearer, was bestowed on Miss Hempel at a Council Fire held in her honor the day of her concert in Kansas City, Kan. In answer to the ceremonial, the prima donna sang "Invocation to the Sun God"—a Zuni Indian traditional hymn, and the "Night Wind," by Farley. Miss Hempel is now on a tour of the Southwest, which includes twenty-five "Jenny Lind" concerts in the principal cities in this section of the country.

THE SILENT MOTOR

FURTHER EVIDENCE of the SUPERIORITY of the SILENT MOTOR as expressed by one of the largest manufacturers of Talking Machines in the United States

"We have had such good success with your new Silent motor that we feel it is due your company to receive some commendation upon the qualities of this motor. Since using same, we have had the satisfaction of knowing that to date we have not had a broken spring and the motor will do all that you claimed for it.

It is indeed a great pleasure to know that our machine is as good as its motor, as it is an old saying among the trade that a talking machine is no better than its motor, and since using your motor and finding that it is giving entire satisfaction, we feel that we have a machine that is second to none on the market. We only hope that our future connections will be as pleasant as those in the past. The writer wishes to extend to your organization congratulations for your motor and the quality for which it stands. It is our aim to make our product the same standard.

With best wishes, we remain."

Motors manufactured in three models which are guaranteed to play in excess of two, three and five records. Samples and prices on request.

THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, *President*

321-323-325 Dean Street

BROOKLYN, N. Y.



The musical atmosphere of your store helps sell Grafonolas and Columbia Records. All letters which leave your store should carry the same atmosphere. Use Columbia illustrated stationery with your store imprint. Envelopes \$1.90 per thousand—Letterheads \$4.00 per thousand. Order through your Columbia Branch.

COLUMBIA GRAPHOPHONE CO.
New York

Mr. Edison Man:—

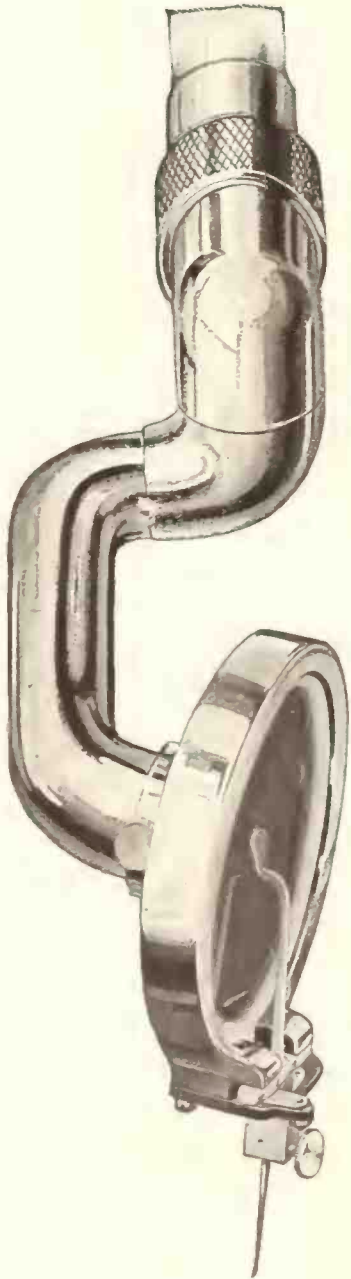
Don't Say

"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.

GOOD RECORDS SHOULD BE PUSHED

R. A. Forbes Tells of Need of Good Music—
Mission of the Console—Exchanges and Allowances
Should Be Carefully Watched

R. A. Forbes, who was recently appointed buyer and manager of the talking machine department of John Wanamaker, Philadelphia, Pa., contributes an interesting article in the February edition of the *Sonora Bell*, the *Sonora* house organ. Mr. Forbes, who has been identified for fifteen years with the talking machine industry, and who recently resigned as manager of the talking machine department of James McCreery & Co., New York, is generally recognized as one of the foremost members of the retail talking machine trade. His article, under the title of "Some Needs of the Phonograph Industry," reads, in part:

"On the whole, the outlook is fully as encouraging as most of us believe it to be. It must be borne in mind that our business was somewhat fortunate during the crisis of 1920 and 1921. It was one of the last businesses to suffer depression, and it did not suffer proportionately as much as many others. The Spring trade of 1922 was very bad, but the improvement during the Fall wonderfully offset it.

"The crying demand of the phonograph business right now, to my mind, is a revival of the interest in good music. This has undoubtedly fallen off, and high-grade music always will be the basic factor in phonograph progress. Good music should be pushed and every effort made to restore the public's interest in it.

"A most promising sign is the development of the console type of instrument. In this district, certainly, the console type has come to stay, and the growing interest in the console or period style of talking machine is going to bring an added impetus to the business that will be felt even more in the future, when the console idea has more thoroughly permeated the public, through the forces of advertising, display and salesmanship. The console comes at an opportune time, for it will help restore public confidence in the talking machine—a confidence that has been badly shaken in the past by the general prevalence of destructive policies, leading to temporary advantages for cer-

tain dealers, but unquestionably hurtful to the business as a whole.

"The arrival of the console, however, as the volume of demand increases, threatens certain great evils which the trade as a body should be prepared to meet and check before they have grown too big to cope with. Among these is the question of exchanges and allowances on old machines. Before long a flood of exchanges is going to pour in upon dealers, which will not be an evil if the dealers start off right to meet it. But if they make a wrong start the same conditions we have suffered from in the past may be upon us, and the competition in allowances will be as great an influence for public demoralization as the 'dissolution sales' of the past.

"Much can be done to prevent the development of this deplorable condition by associations of talking machine men. Distributors also can do constructive work in this direction. They can show people the error of making unsound allowances. Efforts to curb competition in allowances have already been begun, and right now is the time when unified efforts will do more good than after the deluge has struck us.

"I should say there is one great policy we all ought to return to that would go a long way to purge the trade of all these evils, past and to come, and stabilize it in the minds of the public. We all ought to get back to advertising standard merchandise. That is the panacea for the phonograph business. The public expects and will respond to dignified, high-class advertising that reflects sound quality and honest value."

VIRTUOSO CO. GRANTED CHARTER

A charter of incorporation has been granted to the Virtuoso Co., of New York City, under the laws of New York State to deal in musical instruments with a capital of \$30,000. Incorporators are R. Rondinella, N. Cardilli and F. Pignoloni.

UNITED RADIO CORP. INCORPORATED

The United Radio Corp., of New York City, was recently granted a charter of incorporation under the laws of this State, with a capital of \$10,000 to deal in radio supplies. Incorporators are B. Katz, M. Julien and A. Zweekly.

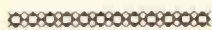


THE SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.

SHELTON ELECTRIC CO., 16 East 42nd Street, New York

Announcing:
the
D'Lyte-Ful-Tone Reproducer



A NEW REPRODUCER

New in principle

New in design

New in the quality of tone



After a long period of careful development, we have reached the point where we are ready to market the D'Lyte-Ful-Tone reproducer. Its debut marks a forward step in the history of the talking machine industry.

It is beautiful in design, eliminates all metallic sound, reproduces the voice perfectly and individualizes all instruments.

Manufacturers, Jobbers, Dealers:—

Realizing that in this case not only *Seeing* but "*Hearing* is believing," we want you to test for yourself the remarkable qualities of the D'Lyte-Ful-Tone reproducer. Send us today \$7.50 for a sample and full information. Money cheerfully returned if you desire to return it.

D'LYTE COMPANY, Inc.

10th & Diamond Sts.

Philadelphia, Pa.



You've Got To See Mamma Ev'ry Night

(or you can't see Mamma at all)
A lonesome, lovesick "Come to Mamma" Blues.

Sun.	X	X	X	X
Mon.	X	X	X	X
Tue.	X	X	X	12
Wed.	13	14	15	16
Thu.	17	18	19	20
Fri.	21	22	23	24
Sat.	25	26	27	28

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



DICTAPHONE CORP. INCORPORATED

Takes Over Dictaphone Business of Columbia Graphophone Co.—New Concern Headed by C. K. Woodbridge, formerly of Columbia

Formation of the Dictaphone Corp. to take over the dictaphone business of the Columbia Graphophone Co., recently purchased through Swartwout & Appenzellar for more than \$1,000,000, was announced on January 31. The new organization will continue to manufacture and distribute the Columbia product, using a part of the Bridgeport plant of the Columbia Graphophone Co., which was included in the transaction together with the stock and records.

The Dictaphone Corp. has been chartered under the laws of the State of New York with a total authorized capital of \$2,000,000 8 per cent preferred stock, of which \$1,400,000 is outstanding, and 150,000 shares of no par value common stock, of which 93,333 shares are outstanding.

C. K. Woodbridge, for the past five years head of the Columbia dictaphone department, will be president of the corporation, and Richard H. Swartwout will be chairman of the board. Other directors are George A. Ball, Marsden J. Perry, R. J. Scoles, Paul Appenzellar, H. R. Swartz, J. Russell Clarke and Alfred C. Andrews.

"The new corporation will manufacture and sell dictaphones, dictaphone supplies and render service to all dictaphone owners from their offices in all the principal cities of the United States and Canada," according to a statement issued by its officers. "Plans for sales and service expansion in United States, Canada and foreign countries are under way."

The company, it is said, will start business without bonds or debts of any kind and with ample cash resources for financing double the business of any former year. One of the valuable assets of the corporation is held to be the name of its product, the Dictaphone, which is a registered trade-mark and usable only on the products of the Dictaphone Corp.

New York offices of the corporation will be maintained in the Gotham Bank Building, 1819 Broadway.

Frank Berube, of Lewiston, Me., has leased quarters on Lisbon street, in which he will soon open a music store.

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.

ADDITIONS TO VICTOR CO. PLANT

Contracts Let for Erection of Two New Buildings, One for Record Manufacturing Department and Other for the Grinding Plant

CAMDEN, N. J., February 5.—The Victor Talking Machine Co. is making additions and enlargements to its present plant costing approximately \$1,000,000. The work will consist of two structures, one an eight-story record-manufacturing plant 436 feet long. Two stories, and possibly four, will be added to the present grinding plant. An interesting feature of the record-manufacturing building will be that the one bay of twenty feet next to the street will be so designed and built that it can be removed if the street should later be widened. Stone & Webster, Inc., of Boston, have been engaged for this designing and construction work.

TO ESTABLISH TRADE COMMISSION

Bill Introduced in New York State Legislature Creating New Body With Sweeping Grant of Power Over Business Corporations

A bill has been introduced in the New York State Legislature establishing a New York State Trade Commission, modeled on the Federal Trade Commission and given similar powers. Every corporation doing business in New York, according to its terms, would be subjected to its supervisory and regulatory powers, the bill authorizing the commissioners to have "access to and the right to inspect and make copies of all books of account, documents, correspondence and other papers relating to the business and affairs of all corporations, joint stock associations, trade associations and organizations and other bodies, whether or not the same be incorporated." This sweeping grant of inquisitorial power, should the bill become a law, would go far beyond anything as yet granted, although the statutes of the State already adequately cover the abuses which the new bill is designed to attack.

The Edison business conducted in Magnolia, Ark., by W. G. Eubanks was recently purchased by E. G. Pettus, who will feature this line in that city in the future. Mr. Pettus is planning an aggressive drive in behalf of the Edison.

ASK FOR THEM!

Free Samples of
**NEW GILT EDGE
DANCE TONE
NEEDLES**

A Reflexo Product
Made by "Bagshaw of Lowell"

See Page 29

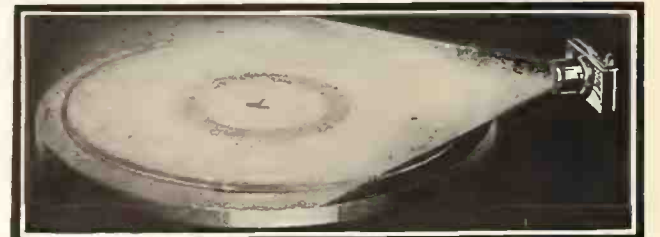
COLUMBUS ASSOCIATION ELECTION

COLUMBUS, O., February 6.—The officers of the Music Industries Association during the year 1922 were re-elected for the coming year at a meeting of that organization at the Elks' Home here recently. William V. Crowe was elected president; J. N. Robbins, vice-president; D. A. Terradell, secretary, and G. J. Gulden, treasurer. Yearly dues were reduced from \$5 to \$2.

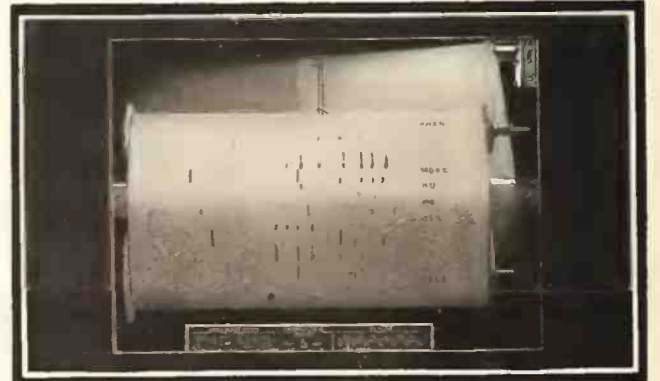
Frank Curry, for several years connected with the Victor department of the Stewart Dry Goods Co. and later with J. Bacon & Sons, recently resigned from the latter concern to become an automobile salesman. He is now connected with the Monarch Auto Co.



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.

Catering to an Exclusive Patronage Requires Highest Type of Diplomacy :: By Simon O. Foster

The average talking machine dealer has comparatively little trouble in approaching and selling the middle classes on his product. There is a sound reason for this, namely, that the dealer and his salesmen are doing business with people whom they understand. Where the rub comes in, however, is in approaching and consummating sales with those people who live on a more pretentious and formal scale. Reaching the head of the house of an extremely wealthy family is a real problem and requires a finesse and a degree of salesmanship which is really art.

One eminently successful dealer has made good with this type of customer, not by going out after sales, but by working from within. He first organized and trained a sales staff capable of extending ultra-service to these patrons. These men were thoroughly experienced in the art of diplomacy and salesmanship. They were cultured and knew the instruments they represented. With this sales force in the store the dealer has built up a large business with wealthy patrons which is steadily increasing.

How does he do it? Simply by extending a type of service which results in sales and recurrent purchases of records. Not only that, but these patrons carry the message to their friends and the result is an ever-growing prospect list. One lady to whom this dealer had sold a machine has been directly responsible for four other sales. So impressed was she with the service of this dealer and so pleased with the machine that when any one admires the instrument she immediately calls up the store and passes the good word along. Is a salesman sent out to try to corral this prospect

and force a sale? On the contrary, the utmost care is taken and a plan of campaign is mapped out which has usually been found extremely successful. First a brief note is written to the prospect mentioning that Mrs. Blank had remarked that she had admired the instrument

Methods Used in Making Sales to Exclusive Clientele Must Embody Greatest Tact and Resourcefulness

which they had placed in her (Mrs. Blank's) home and that they would be pleased to conduct her through their salon in which were displayed many types of beautiful instruments. In conclusion the writer suggested that an appointment at her own convenience be made so that the prospect would be assured maximum attention.

The result of a letter along these lines was found to be the making of an appointment at the store or a request that a salesman be sent to the prospect's home. A sale usually followed.

What this dealer accomplished can be equalled

by other merchants who are at a loss as to the best method of handling the problem. It might be mentioned in passing that a clientele of people of this type, if properly cultivated, should prove instrumental in bringing about a steady stream of machine and record sales. And while the wealthy people in any community represent the minority, the field is well worth the most serious consideration of the dealer who desires to enlarge his sales field along lines which, if properly developed, will mean steady growth.

ANNOUNCES NEW SAPPHIRE NEEDLE

Leo Heilbrun Co. Planning Wide Distribution of New Permanent Sapphire Needle

Leo Heilbrun Co., of New York City, is announcing to the trade this month a new permanent sapphire needle designed to play lateral cut records. This needle has been thoroughly tested and will play more than 5,000 records before becoming useless, say officials of the company. A feature of the needle, it is claimed, is that when used it wears down smoothly with a minimum amount of damage to the records.

The company is planning an extensive campaign to bring the merits of this new product before the dealers and a wide distribution is expected during the year.

INCREASES CAPITAL TO \$75,000

The Pace Phonograph Corp., of New York City, has increased its capital from \$50,000 to \$75,000.

GENUINE HAPPINESS

Can always be brought into the Home of every Music Lover if you sell them

DE LUXE NEEDLES

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

NEW WINDOW DISPLAY FEATURES RECORDS AND THE NEWS

Display-O-Graph. Combination Record Display and Pictorial News. Created by Arthur J. Palmer, Placed at Disposal of Talking Machine Dealers to Develop Record Trade

Something new in window display devices for promoting the sale of phonograph records, especially "slow movers," is the Display-O-Graph, a combination pictorial and record display fixture created by Arthur J. Palmer, formerly advertising manager for Thomas A. Edison, Inc. This device has already made its debut in the window of a prominent Fifth avenue phonograph establishment and the high attention value of this display is readily estimated by the number of persons who stop to scrutinize the Display-O-Graph.

The original feature of Mr. Palmer's invention is the combining, in a single unit, of a window "magnet" in the form of a striking current news picture or interesting musical subject, hand-colored, a story about the picture, the dealer's own advertisement and the actual records he desires to push. The fixture is so designed that the records are forced, tactfully, on the attention of the passers-by.

The Display-O-Graph is made of solid brass, heavily nickel-plated and highly polished. The

front forms a frame to accommodate the illustration and advertisement. Attached is a supporting easel of nickel tubing to which are attached nickeled arms which support the records in such a manner that they are parallel



The Display-O-Graph Shown Featuring Records

with the frame, the whole making a complete tie-up of pictorial display, advertisement and the merchandise referred to in the advertising. The size of the frame is 18 in. wide by 29 in.

deep over all. The pictures are 15 1/4 in. wide by 12 1/4 in. deep. The space at the bottom for the dealer's copy is 15 1/4 in. wide by 6 in. deep.

With the Display-O-Graph there is furnished a newly patented, very simple hand-lettering device, the Vizagraph, which the dealer uses to letter in his announcement in the white space at the bottom of the poster. The dealer may also use the Vizagraph for any other lettering about his establishment. By means of the Vizagraph he can produce results almost equal to professional hand-lettering after very little practice, it is claimed.

Mr. Palmer, who is president of the Pictorial Advertising Service Co., 150 Nassau street, New York City, plans manufacturing and selling the Display-O-Graph service on a large scale to the retail talking machine trade.

UNIQUE METHODS BRING BUSINESS

San Antonio, Tex., Concern Stages Tie-up With Flour Demonstrator by Supplying Music—Follow-up Mail Produces Results

SAN ANTONIO, TEX., February 4.—A considerable volume of trade is attracted to the talking machine department of the Fox Co., this city, because of the unique and effective methods employed by this concern to bring the merits of its line to the attention of the public. A typical example occurred recently when a tie-up was made with the appearance of a demonstrator in this city who was showing the value of a brand of flour in public demonstrations in a number of neighborhood grocery stores. The Fox Co. supplied a musical program for these occasions and as a result secured some worthwhile publicity. These affairs were followed up by sending to the people in these sections a series of letters and other publicity matter.

The Brunswick Phonograph Shop, at 27 East Third street, Williamsport, Pa., has been sold to W. W. Housel, of Woodbury, N. Y.

ST50
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

ST53
H37W40D23

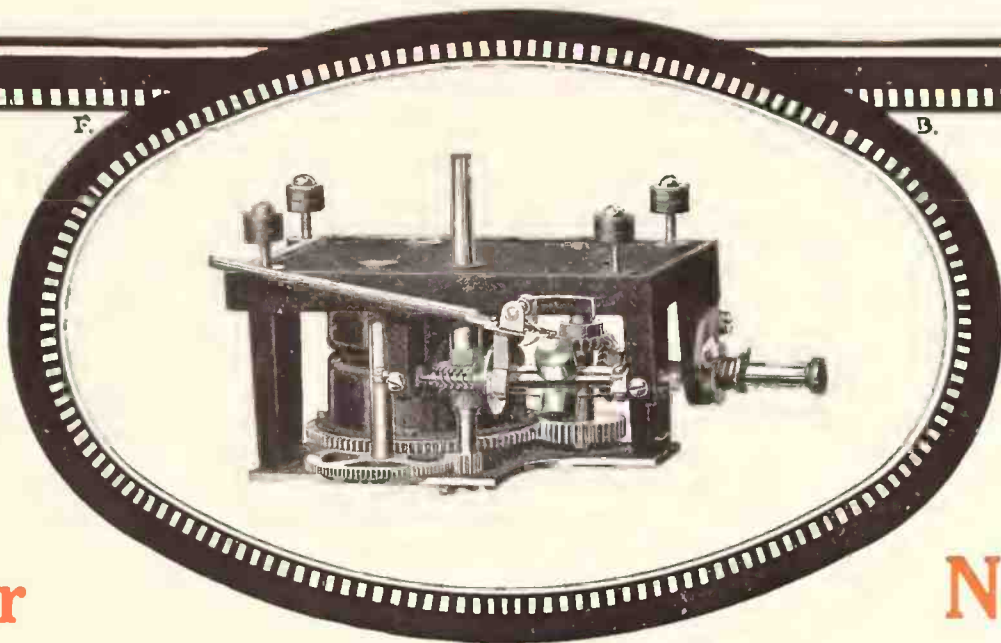
The New Style No. 9 is a worthy addition to this complete line

Natural Voice Phonograph Co.

ONEIDA, NEW YORK

QUALITY

Counts More Than Ever



Motor

No. 77

The Famous Motor of Quality

Noiseless, powerful, steady
and continuous

*In these times of keenest competition,
Machines equipped with*

HEINEMAN QUALITY MOTORS

will invariably be the winners

General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th Street New York



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

BUFFALO BRUNSWICK MEN ORGANIZE

Morris Turcheon Elected First President of Brunswick Dealers' Association of Western New York—Constructive Addresses Heard

BUFFALO, N. Y., February 7.—The Brunswick Dealers' Association of Western New York was organized at a recent meeting of the members at which Morris Turcheon was elected president and Mrs. Helen Hammond, secretary and treasurer. The first meeting after the organization was the luncheon in the Statler Hotel, on February 1. The meeting was well attended by representative dealers of this part of the State and officers of the Cleveland and Chicago offices. Through the organization the dealers have been assured of a distributing station for Brunswick records in Buffalo and are working hard for a local distributing branch for instruments, which they have reasons to believe will materialize.

Leslie E. King, district sales manager from Cleveland, led the round table discussion following the luncheon, giving a very instructive sales talk, in which he advocated the Brunswick thrift bank and emphasized window displays to push slow-moving models.

Mr. King announced the convention to be held some time in the early Summer, in Cleveland, at which there will be three highly specialized salesmen of national reputation. The Brunswick Co. plans to make this an ideal convention, to be held yearly.

Miss Marion Harris, Brunswick artist, appearing this week at Shea's Theatre, attended the meeting and gave a brief talk in which she said she was in vaudeville for the sole purpose of making her Brunswick records popular.

Mr. Turcheon, speaking in behalf of the organization, said that with a local distributing station, dealers in this territory would double their sales over 1922 this year.

Those attending the first meeting of the organization were Leslie I. King, of Cleveland; W. C. Hutchings, general sales manager of Chicago; Ray Kneeland, of Lockport; Fred Walter, of Lancaster; W. J. Gahn, Charles Markham, H. H. Bury, Mrs. Helen Hammond, of Graf & Johnson; E. F. Braner, of Braner Music Shoppe; R. M. Armstrong, of Edwards Store; J. C. Hereth, of J. C. Hereth & Co.; M. Turcheon, Frank Walpole, of Hoffman Piano Co.; Albert Messersmith, of W. H. Messersmith & Sons, Inc.; George F. Pinzel, of Verbeck Musical Sales Co.; A. E. Carlson, of Carlson Bros.

HALL NEEDLE EXECUTIVE IN EAST

H. J. Fiddelke, manager of the Hall Mfg. Co., Chicago, manufacturer of Hall fibre needles, was a recent visitor to New York, calling upon some of the jobbers and dealers in Eastern territory. In a chat with The World, Mr. Fiddelke stated that the company had been enjoying a very satisfactory business for the past six months, and that the sales for January were well ahead of last year. Mr. Fiddelke closed a number of important deals on his trip and before returning to Chicago visited several Eastern cities en route home.

Colin O'Moore, Vocalion artist and widely famed tenor, sang in Lowell, Mass., February 11.

NEW VICTOR SYMPHONIC RECORDS

Series of Orchestral Records of Special Value in the Teaching of Music Appreciation in the Schools Just Issued by Victor Co.

The great forward steps made in the development of music appreciation in the public schools and other educational institutions of the country, largely through the medium of the talking machine and talking machine records, has brought with it a demand for recordings of music of the symphonic type. It is largely in response to this definite demand that the Victor Talking Machine Co. has recently issued a new series of orchestral records by orchestras of recognized competence and under the direction of conductors of reputation. These latest releases include Beethoven, Symphony No. 7 in A Major, first two movements, consisting of two double face records, made under the baton of Albert Coates; overture to Wagner's "Meistersinger," in two parts, symphony orchestra conducted by Albert Coates; second and third movements from Ravel's "Mother Goose" suite,

two parts, under the same conductor; "Forest Murmurs," from Wagner's "Siegfried," symphony orchestra conducted by Percy Pitts, and under the same conductor a double face record of "Siegfried's Rhine Journey" from "The Dusk of the Gods"; and Dukas' "Sorcerer's Apprentice," in two parts, conducted by Landon Ronald. Along the same lines are the Grieg A Minor piano concerto, in four parts, and the Saint-Saëns Concerto No. 2. The new records are of a character that will make them of unusual value in school work.

PLANS TO REOPEN IN YOUNGSTOWN

Thos. Davis, Whose Store Was Burned Out Recently, May Install Talking Machine Line

YOUNGSTOWN, O., February 3.—Thomas Davis, well-known music dealer of this city, whose place of business was gutted by fire recently, causing a heavy loss, is planning to reopen his shop as soon as he can get a suitable downtown location. Mr. Davis formerly specialized in violins, but now may include talking machines.

Listen, Mr. Jobber

1. **YOU WANT SELLERS**
 - a. A big machine is possible.
 - b. The purchasers unable to buy big machines will buy Portables.
2. **WHO WILL BUY PORTABLES?**
 - a. Those financially able to buy big machines, will buy Portables.
 - b. The following, regardless of means, will buy Portables:
CAMPERS CANOEISTS AUTOISTS
3. **WHAT PORTABLE SHOULD YOU SELL?**
 THE "OUTING," because—
 - a. It is the best Portable machine made.
 - b. It is manufactured the most economically—no overhead stock.
 - c. It is not a "seasonable" Portable. In its modest dress, splendid finish of mahogany, walnut or fumed oak, it is an all-year-round machine. It is as appropriate with Colonial antique furniture as in the laborer's cottage.
4. **WE USE OUR JOBBERS FAIRLY**
 - a. We continue to advertise.
 - b. We have sufficient goods on hand to supply wants. We do not keep you waiting. We make good. We are not going out of business, but we are continuing to grow. We are here to stay. Why build up a trade for a Portable which is here today and gone tomorrow?

OUR PRESENT JOBBERS

- | | |
|--|--|
| <p>New York City</p> <p>Buffalo, N. Y.</p> <p>Boston, Mass.</p> <p>Philadelphia, Pa.</p> <p>Pittsburgh, Pa.</p> <p>Ohio</p> <p>Atlanta, Ga.</p> <p>Richmond, Va.</p> <p>Chicago, Ill.</p> <p>Louisville, Ky.</p> <p>Davenport, Ia.</p> <p>Des Moines, Ia.</p> <p>Indianapolis, Ind.</p> <p>San Francisco, Cal.</p> <p>Foreign Export</p> | <p>Cabinet & Accessories Co., 3 West 16th St.</p> <p>General Phonograph Corp., 15 West 18th St.</p> <p>Bristol & Farber, 5 East 14th St.</p> <p>Iroquois Sales Co., 210 Franklin St.</p> <p>A. C. Erisman Co., 174 Tremont St.</p> <p>George C. Ulrich & Co., 56 Ester Bldg.</p> <p>Star Phonograph Co., 634 Grant St.</p> <p>Vocalion Co. of Ohio, Cleveland.</p> <p>Sterling Roll & Record Co., 137 West 4th St., Cincinnati.</p> <p>J. K. Polk Furniture Co., 294 Decatur St.</p> <p>Richmond Sport & Specialty Shop, 616 East Broad St.</p> <p>M. & M. Distributing Corp., 5 South Wabash Ave.</p> <p>Art Embroidery Co.</p> <p>Davenport Phonograph & Accessory Co., 217 Brady St.</p> <p>Duning Co., 303 Second St.</p> <p>Stewart Talking Machine Co.</p> <p>Walter S. Gray Co., 942 Market St.</p> <p>Chipman, Ltd., 8-10 Bridge St., New York City.</p> <p>Cable address, Chipmonk, New York.</p> |
|--|--|



WE WANT MORE JOBBERS

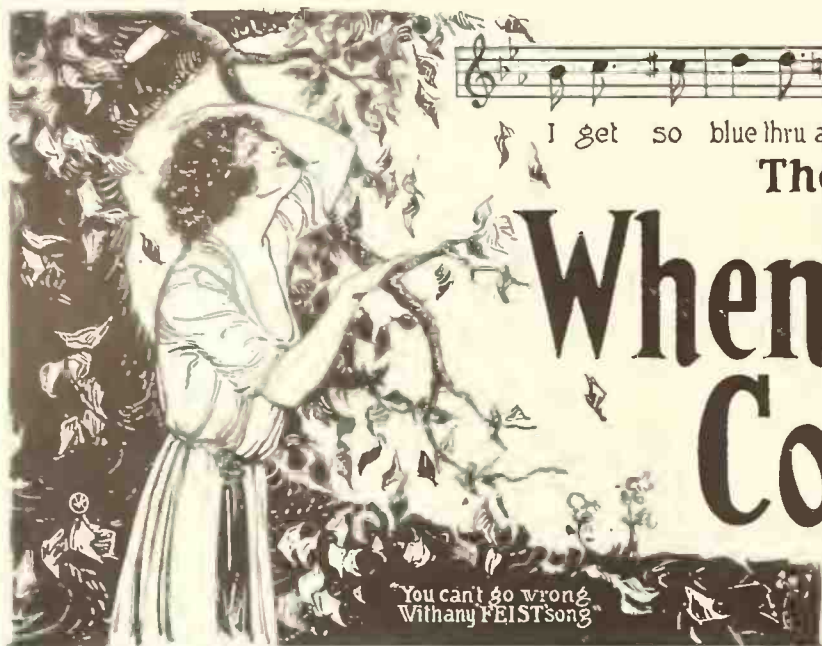
If this machine has not been sold in your territory, write for "Jobber's Privilege"

Outing

TALKING MACHINE CO., Inc.

A. J. COTE, President

MT. KISCO, N. Y.



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!



LOS ANGELES

*Business Continues Good—Sherman, Clay Officials Visitors—
Schireson Bros. Making Extensive Improvements—Month's News*

LOS ANGELES, CAL., February 6.—Some of the tardy reports from the accounting departments of the music stores in regard to the total sales for 1922 in the talking machine departments served to confirm previous reports, all indicating that large increases were registered over previous years. January has been a good month, although a few reports from record departments seemed to reveal the fact that after-holiday buying of records was not quite so heavy as is usually the case at that time. Dealers are optimistic, however.

Sherman, Clay & Co. Officials Here

Andrew McCarthy and Robert Bird, of Sherman, Clay & Co., visited this city last month, the former staying for a day or two only, while the latter extended his visit to two or three weeks and made a trip to San Diego. Mr. Bird, who was for some time in Camden with the Victor Talking Machine Co., and who is now wholesale manager for Sherman, Clay & Co., declared that he was very much impressed by the exceptionally fine line-up of handsome music stores and declared that there were few towns, if any, where the music store seemed to

dominate the main downtown section as in the Los Angeles territory.

Newlyweds Paraded in Salt Lake

When William C. Bell, talking machine manager of the Wiley B. Allen Co., left Los Angeles for Salt Lake City last month he looked forward to a quiet little wedding in the latter city. However, four strong, resourceful brothers-in-law—brand new ones—willed it otherwise and the affair developed into a street parade. Immediately after the wedding ceremony Mr. and Mrs. Bell were escorted by bridesmaids and friends to a waiting limousine, into which they stepped—the groom seating himself at the wheel. They paid no attention to an emergency truck which stood in front of them, until a crane therefrom suddenly descended and hooked on to the front end of their car and raised the wheels a couple of feet in the air; then, with a conspicuous banner proclaiming that they were newlyweds and with the bride's bouquet prominently displayed on the derrick, the parade slowly wended its way to the depot amid honking of horns and shrieks of sirens. The streets were lined with smiling

crowds, who watched the helpless bride and groom pass by, while the latter with a broad grin essayed to comfort his blushing companion. The trade extends best wishes.

Schireson Bros. Enlarge

Extensive alterations and additions have been made, and are still under construction, at the North Main street store of Schireson Bros. The front has been widened by the addition of several feet and handsome new windows have been installed. The store itself has been widened considerably and six new record demonstration rooms are under construction, while the entire interior is being redecorated.

Victrola Manager Has Fine Boy

Mrs. Burr Shafer, wife of Burr Shafer, of Shafer's Music House, Santa Ana, has been for a long time the very efficient manager of the Victrola department. Last month a little boy was born to Mr. and Mrs. Burr Shafer, but at the earliest possible moment the latter was back in charge of her Victors with a competent nurse at home taking care of the boy. This arrival makes the third generation of Shafer's Music House, Robert Shafer, grandfather, being president of the firm which he founded some fifteen years ago.

Vocalion Artist Gives Demonstration

Betsy Jane Shepherd, popular Vocalion artist, was in this city recently and visited the Parmelee-Dohrmann Co.'s phonograph department, where Mrs. H. P. Howard, who is in charge, induced her to sing several selections with her Vocalion records. A large crowd of store customers and employes applauded her and expressed intense interest and appreciation.

Walter S. Gray Pays Visit

Walter S. Gray, president of the Walter S. Gray Co., distributor of the Strand phonographs and of phonograph accessories, spent several days in this city last month. He also found it necessary to purchase a new hat for J. J. Grimsey, local branch manager, in order that he might pay a bet wagered on the increase of business during the last six months and while Mr. Grimsey has been in charge. The increase exceeded 100 per cent.

Remarkable Increase in Sale of Periods

J. W. Boothe, general manager of the music department of Barker Bros., in commenting on an increase in sales of 22 per cent for 1922 over those for 1921 in the talking machine department, stated that the greatest increase was made in the sale of period models and consoles. The magnificent new department which had been opened early in 1922 had, of course, a great deal to do with the general increase, but the demand was larger all the time for period models, especially through their connections as furniture dealers and owing to the fact that interior decorators and furniture salesmen were constantly urging, in their "Better Homes" campaign, the installation of instruments designed architecturally to harmonize with the rest of the furnishings. Mr. Boothe prophesies the almost entire elimination of the "upright" model in the very near future.

A NEW INVENTION! A 1923 TRADE BOOSTER



Amplifier vibrators are placed in tube shown in illustration.

Vibrators are of same material as diaphragms of recorder and reproducer thereby establishing harmony of vibration between recorder, reproducer and amplifier, insuring purity of sound reproduction.

Manufacturers, distributors and large dealers are invited to correspond with us.

Patents have been granted and others are pending.

Write for Particulars

MERSMAN & COMPANY
OTTAWA, OHIO



New Gennetts Every Week!

In the Blue Label Gennett Records are released the latest popular songs and dance hits and standard numbers. Their timeliness, wide range and quality have given them tremendous popularity.

Gennett Records released under the Green Label represent the highest attainment in the art of sound recording. The best standard numbers come under this label, which assures variety in selection, perfect reproduction and the real musicianship of the artist.

"First and Best on Gennetts" is the slogan today. There is an opportunity for you in selling Gennetts. Get acquainted with them.

GENNETT RECORDS

Manufactured by

THE STARR PIANO COMPANY

Richmond, Indiana

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



It is said the aria "Il mio tesoro intanto," from Mozart's opera *Don Giovanni*, is one of the most beautiful in music. Hackett's radiant interpretation of its gently flowing phrases sets a new high standard for this classic. Columbia New Process Record 98047.

COLUMBIA GRAPHOPHONE CO.
New York

BEN BERNIE A VOCALION ARTIST

First Recording of Ben Bernie's Orchestra Specially Released to Chicago Dealers to Tie-up With Artists' Appearance in That City

The first recording of Ben Bernie's Orchestra, "My Buddy" and "Flower of Araby," was released specially to Chicago dealers during the appearance of this aggregation of artists there recently. This orchestra recently signed a contract with the Aeolian Co. whereby it will



Ben Bernie's Orchestra Recording for Aeolian Co.

record exclusively for Vocalion Red records. O. W. Ray, general manager of the Vocalion Red record division of the Aeolian Co., was in Chicago at the opening of Ben Bernie's appearance at the Palace Theatre. This orchestra is booked for a ten weeks' tour on the Keith Circuit, covering Washington, Pittsburgh, Milwaukee, Chicago, St. Louis, Cleveland, Buffalo, Providence and Boston. Following this tour appearances will be made in New York City.

SELECT MUSIC FOR MEMORY CONTEST

Talking Machine Men, Inc., Issues List of Compositions to Be Featured in Music Memory Contest in Public Schools of New York

The Talking Machine Men, Inc., the organization of talking machine retailers of New York, New Jersey and Connecticut, has just issued a list of sixty-seven musical selections as the basis for the music memory contest to be conducted in the public schools of New York City through the co-operation of that organization.

The list is a comprehensive one and includes the more popular compositions of Grieg, MacDowell, Mendelssohn, Rossini and others of like standing, together with folk songs, negro spirituals and works by composers of the modern school.

The music memory contest will be held in May this year and twenty numbers selected from the list will be used in the final tests to determine the status of the contestants.

Brunswick, Mo., recently has had an increase in population, Q. Anne Brunswick and three of her brothers were induced to settle there, persuaded by the Taylor Music Co., of Columbia, Mo.

SONORA ART POSTERS Praised

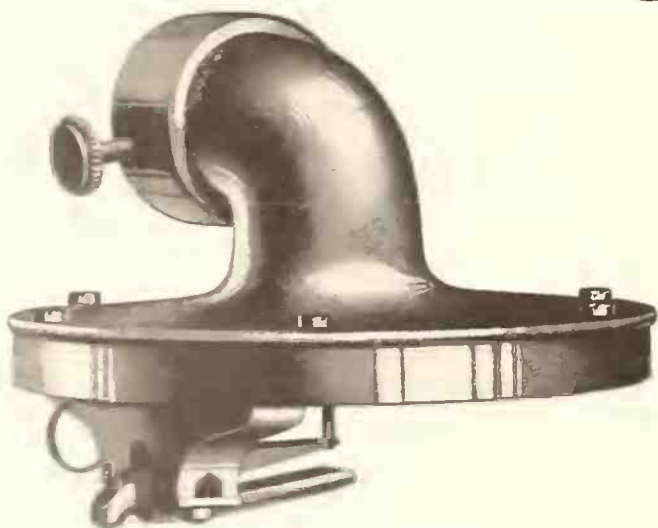
The February art posters designed by the advertising department of the Sonora Phonograph Co., New York, for use by Sonora dealers, are exceptionally artistic and the reproduction shown herewith hardly does justice to the dis-



Artistic Design Pleases Trade

tinctive and original color designs that characterize these posters. The first of the displays represents a scene from "Romeo and Juliet" and the second of the February art posters is based on the Massenet opera, "Thais." To date this series numbers twelve posters and the Sonora advertising department is highly gratified at the enthusiastic reception this series has received from its dealers and the public.

Answer this Question—Edison Dealers



CLARAVOX
CLEAR VOICE

Instantly Attached

Diamond Pointed

When correctly reproduced, does the average phonograph owner prefer the Edison Record? If you believe in your product, can you fail to see the great value of demonstrating the Edison Record in the homes of owners of other talking machines?

It is impractical for a house to house canvasser to carry an Edison Talking Machine from door to door; but the canvasser will carry the Claravox from home to home. And he or she will make enough money in commissions from the sale of these reproducers and your records to make it a profitable and permanent work.

Remember, the Claravox will not cut or injure the record. It has exactly the same size and shape of diamond point and is exactly the same weight on the record as the original reproducer for playing these records, and you can make the same demonstrations with it on the record.

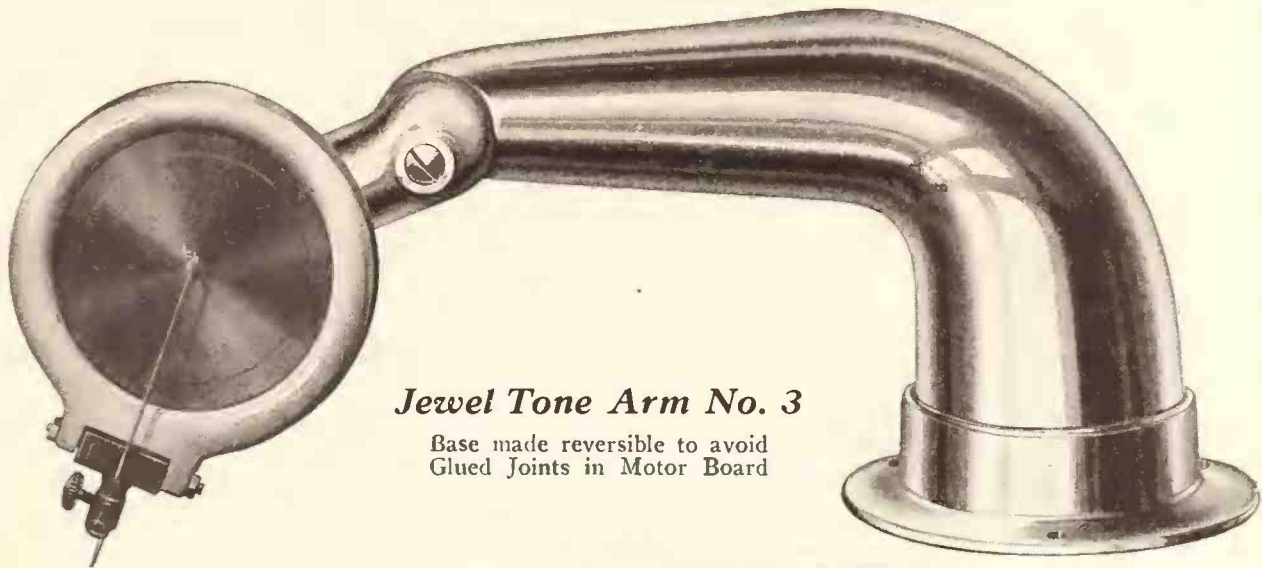
Order your Claravox Reproducers today and put out your canvassers now.

THE CLARAVOX CO.

Youngstown

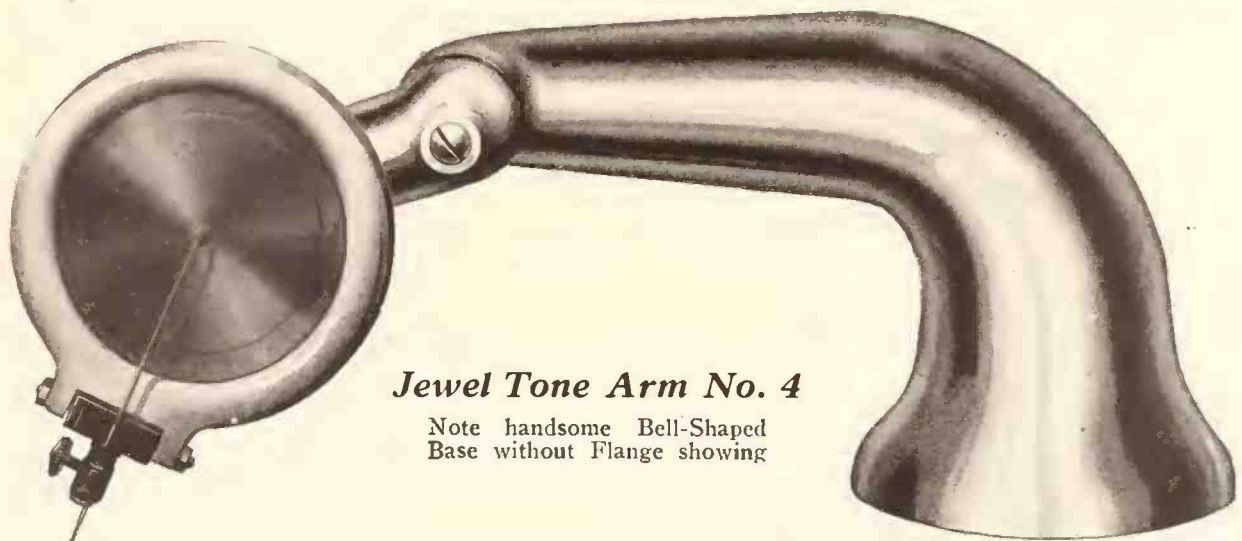
OHIO

The Jewel-Tone Reproducer and Tone Arm



Jewel Tone Arm No. 3

Base made reversible to avoid
Glued Joints in Motor Board



Jewel Tone Arm No. 4

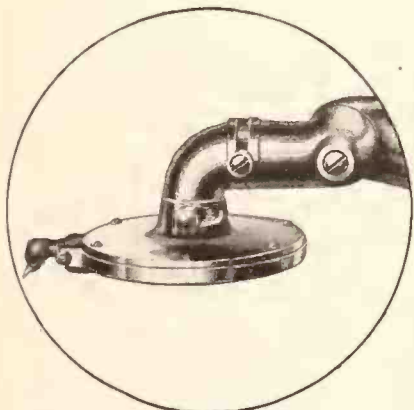
Note handsome Bell-Shaped
Base without Flange showing

Exclusive Features

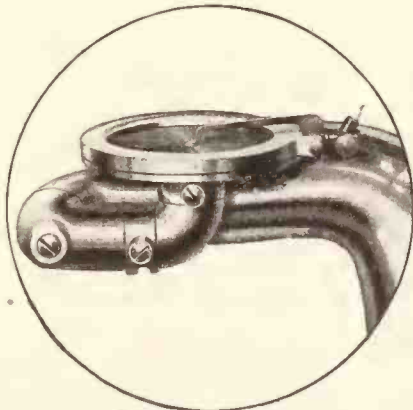
Plays Edison and Pathe Records in actual Edison position and **with a fibre needle.**

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

Finished in nickel or gold plate.



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



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



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



150-160 Whiting Street

CHICAGO, ILLINOIS, U. S. A.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note.—This is the twenty-third 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.]

THE MACHINE'S VOICE AND OUR EAR

The talking machine merchant, dealer or salesman is engaged in the definite work of selling to his community the home enjoyment of music. The machines, the records and what-not are merely accessories to the music which in combination they produce. Each is complementary to the other. Without either the other is useless. Together they form the best means yet

devised by human ingenuity for bringing the finest music to every human being.

Naturally, then, every intelligent man or woman who takes up the business of selling machines and records will wish to become practically acquainted with the vast collections of music, in every sort, every style, every genre, which are to-day available in so many editions, and whose numbers are increasing steadily day by day. Every intelligent salesman or saleswoman will wish to become acquainted, not merely superficially, but deeply, with a goodly number of these titles. For, on the one hand, no person who sells music ought to be indifferent to music. One who is indifferent to what he or she sells ought to be selling something

else more interesting. On the other hand, it is impossible to acquire a mastery over one's selling material unless one is able to make the best use of it, that is to say, unless one can know what to use and when to use it for demonstrating or for proving a point made in the sales talk.

Strong Points Must Be Known

To sell rightly any talking machine, for example, it is absolutely necessary to know the strong points of that machine, if its sales-strength is based upon its reproducing powers. So, too, if a machine's strength is based upon the fact that it is the best possible reproducer of a given line of records, which are made for it and for which it is made, it is just as necessary to know why this is so, why the statements are thus made about it and what these statements in fact come to.

Thus, in every type of talking machine which is worth handling at all, there will be found certain features of a musical nature which ought to be thoroughly grasped by every salesman. Unless they are grasped the advertising nationally done by the maker will not be tied up with the retail methods of the dealer; so that there will ensue much waste of effort and consequent poor selling results.

Use Educational Records

In studying the musical values of any talking machine it is very important to know what records to use and how to use them. I can imagine no better introduction to the study of the musical values of a talking machine than the educational records which are published by the Victor Talking Machine Co. These educational records have been devised especially for teaching musical appreciation to children and to students. They run from the most elementary presentations of musical ideas to complete works chosen because of their value in teaching appreciation. If it seems to some that I very often find it necessary to name Victor records in dealing with these matters, the answer is that if there were anything else available in this particular line I should be glad to name it. However, among these Victor educational records are several devoted to the individual voices of the instruments of the orchestra. Each record contains on its two faces eight or ten short excerpts of music, each specially suited to bring out the tone-quality and value of some special instrument. Thus, one record has on one face examples of the sounds of violin, viola, violoncello and contrabass. The other side has piccolo, flute, oboe, clarinet, English horn and bassoon. Another takes the brass instruments and the percussions (drums, etc.) Here we have, then, every needed help for becoming thoroughly familiar with the musical media through which composers speak.

How to Learn to Hear

Now, if we want to know what a talking machine will do, we have only to take one of these records—or any other one like it which can be had—and listen carefully to the voice of one or two instruments. For instance, the violoncello and the clarinet are two very good examples. Let us listen carefully to the voices of these instruments. When we are sure that we know the voice of a violoncello, let us take one of the string quartet records by the Flonzaley Quartet (Victor) or the London String Quartet (Columbia) and see if we can clearly hear in our talking machine the voice of the violoncello throughout. If we can hear that voice clearly, then we may say that one of the strong points in our talking machine is its clarity of reproduction.

Returning to the clarinet, let us take a record like the Toscha Seidel interpretation of the slow movement or "Canzonetta" from Tschaj-

BUBBLE BOOK SALES

REPEAT THEMSELVES FOURTEEN TIMES

"More, more," the youngsters cry when they have spent a whole day prancing to the tune of a single Bubble Book. And mother heeds the cry. She has known the difficulties of keeping her children entertained when they must remain indoors. She'll not deny them another, and another, and yet another Bubble Book. There are fourteen "books that sing" to choose from, each one more amusing and instructive than the last.

Then if you are the dealer who sold this mother her first Bubble Book she will come to you for more. Through a single sale you have earned a regular customer.

Keep your Bubble Book stand in full view where your customer cannot help seeing it. And these "books that sing" will sing for you!



BUBBLE BOOKS "that Sing"

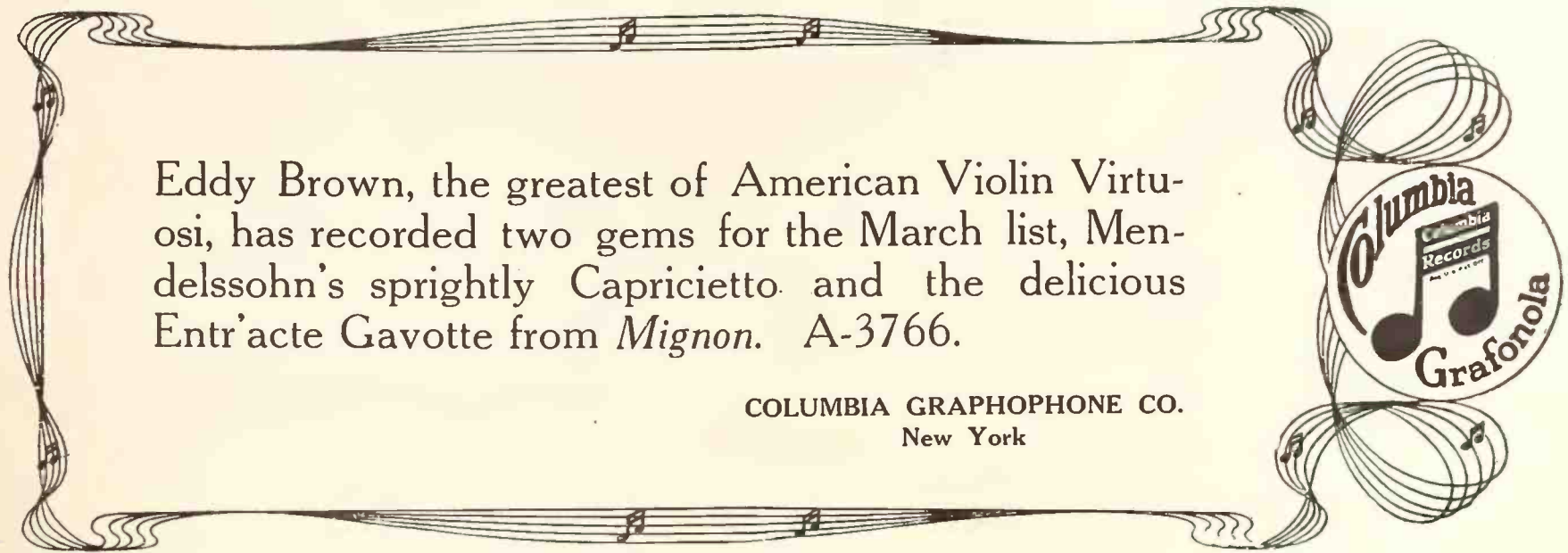
Now \$1.00 a Book with Three Records

By RALPH MAYHEW
and BURGES 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.



Eddy Brown, the greatest of American Violin Virtuosi, has recorded two gems for the March list, Mendelssohn's sprightly Capricietto and the delicious Entr'acte Gavotte from *Mignon*. A-3766.

COLUMBIA GRAPHOPHONE CO.
New York

kowsky's violin concerto, where there is, in the orchestral part, a very fine clarinet passage and where the clarinets stick out often in the accompaniment. Let us listen to this record carefully, trying for the time to put out of thought the lovely haunting strains of Toscha Seidel's violin, and listening for the orchestral accompaniment only. The lesson will be worth while. It will teach our ears something they usually much need to learn—the art of discrimination. To acquire this art will be of the utmost use in all sales work which depends on demonstration of the musical values of a talking machine's reproduction.

Take another case. Let us listen carefully to the voice of the oboe in the Victor educational record mentioned and then try to dig out that voice from the rest of the instruments in a simple piece like the first movement of Haydn's Surprise Symphony (Victor) or the Scherzo, from Mendelssohn's "Midsummer Night's Dream" music. The bitter-sweet tones of the oboe are unmistakable when once they have been isolated in one's mind. A talking machine which shows them clearly is a good talking machine. One which jumbles them up with all the other tones, in a mess of mere noise, is a bad talking machine.

Every Machine Individual

The same idea can be carried out, of course, in a dozen different ways. The point with which I am now concerned is that any intelligent salesman can devise ways and means for learning the particular strong and weak points of each machine he is selling. He can then be sure in the work of demonstration to choose only those records which show up each machine to the best advantage.

Of course, every good talking machine gives an adequate interpretation of all music, but this does not in the least alter the fact that each machine has its own strong points. Even when a machine is specially designed only to reproduce the music of the record, as put into the record by the artist, and is specifically said not to have musical values of its own apart from the records, it still remains that some individual styles will show better on one kind of music, and some on another. Some will be better for voice, some for violin, some for orchestra, some for band. Experience will soon show that this is true.

Needle Discrimination

Of course, the intelligent salesman will realize all the time that good demonstration demands the co-operation of all elements in their due order and importance. Not only the machine but the record, not only the record but the needle, must be right for each demonstration. Take, for instance, the question of needles. It is very easy to go wrong on this point and to make certain music sound very inferior. We have been in stores where only fiber needles are used in demonstrating. This is a good idea, for the records are preserved better under use, while the tone quality, though characteristic, is always good. But where steel needles are used it is necessary to be very careful how we choose

for each type of record. A violin record should always be given with a light needle. So also should voice records. Orchestra is usually best with medium needles and only band records should be used with the loud needle. The rule is to choose a needle according to its rigidity. The more rigid it is the heavier needs to be the volume of vibratory energy which passes through it, if it is not to act more as a damper than as anything else. Or, to put it in another and simpler way, one should always use the lightest needle which will give a good reproduction. For the purpose of classification, violoncello and string quartet may be considered equivalent to violin, string quartet and small orchestra may be considered equivalent to small chorus and dance orchestra to the symphony orchestra. Each takes the needle adapted to the class in which it is for this purpose associated. Attention to these important points will help in making successful demonstration, which is the foundation of successful selling.

But the education of the salesman's ear is

always, after all, the most important thing. When this is accomplished, the task of demonstration becomes a pleasure as well as a duty.

DOVER, O., STORE TO BE CLOSED

Linn Hert Co. Unable to Obtain Suitable Location in That City

DOVER, O., February 3.—Through inability to secure a suitable location, the Linn Hert Co., home furnishings store, maintaining one of the largest talking machine departments in this section of Tuscarawas County, will be discontinued April 1, it was announced this week by officials of the company. The talking machine section of this company's store at New Philadelphia will be enlarged, following the closing of the Dover store, it is announced.

Persistent advertising, regardless of space used, is a real business-builder. Periodical splurges do not bring adequate returns.

FAMOUS RACE ARTISTS



Just read down the list of names and ask yourself if you can afford to miss the chance of selling records made by these well-known race artists. Records made by them never go out of date; they remain live articles even for years after their appearance and so great is their popularity that no dealer who hopes to cater successfully to the colored trade can do without them.

In our relations with our dealers we have gained the enviable reputation of being a square and reliable house to deal with. Our complete stock, not only of records for the colored trade, but of the full line of Okeh Records, and our promptness in delivery, show that we are equipped to supply live dealers with efficient service.

We pay especial attention to our new dealers and give them real help in building up their business.

INDEPENDENT JOBBING CO.

GOLDSBORO AUTHORIZED **Okeh** NORTH CAROLINA DISTRIBUTORS

MAMIE SMITH
AND
HER JAZZ
HOUNDS

SARA
MARTIN

SHELTON
BROOKS

MILLER
AND
LYLES

LIZZIE
MILES

CLARENCE
WILLIAMS

ESTHER
BIGEOU

CARROLL
CLARK

EVA
TAYLOR

TOM
WALLER



Just Keep on Smiling

*A Sunshine Song
Full of Happiness*



BUFFALO

Columbia Men Entertained—L. R. Steel Resigns—Iroquois Sales Co. in Larger Home—The News

BUFFALO, N. Y., February 8.—January sales of talking machines and records exceeded the expectations of even the most optimistic dealers and jobbers. With the unfilled holiday orders as the basis of new year business dealers began January under more favorable circumstances than usual and new business developed at a rate which caused no end of surprises among the trade. Record business is showing strong evidence of a real comeback and dealers generally report January business the best for this month in three years.

New Victrola Model Popular

C. N. Andrews, Victor wholesaler, reports the trade receiving the two new Victor models with the utmost enthusiasm. Orders have been very heavy and retailers are confident the new \$100 and \$150 machines will prove real leaders in their stocks from this time on.

Neal, Clark & Neal Activities

Frank E. Russel, sales manager of Neal, Clark & Neal, reports a good January business. The store is making a special of Victrola model 80, which, Mr. Russel says, is very popular. The record department is thriving, the "Parade of the Wooden Soldiers" being the best seller.

Columbia Men Entertained

As a result of finishing third in the Lake Erie Triple Alliance contest recently conducted by the Buffalo, Cleveland and Detroit Columbia branches, which closed December 31, the Buffalo branch had the honor of entertaining managers and sales forces of the Detroit and Cleveland branches for the week end of January 13. 'Midst the fun and frivolities, Field Sales Manager Robert Porter conducted a real up-and-doing sales meeting. Mr. Porter was presented with a handsome traveling bag, at the banquet, in appreciation of the help he is constantly extending. Following the banquet at the Iroquois Hotel, members of the sales force presented dialogues and entertainment that would have done credit to professionals. On Sunday Buffalo's guests, sixteen strong, visited Niagara Falls and dined at the Prospect House, Manager Haring acting as toastmaster.

Dealers in this territory are enthusiastic over the wonderful field which has opened up before

them for the Columbia new process records. Sales have increased beyond all expectations.

A Romance in Real Life

A real Columbia romance culminated on January 25 when Milton H. Batz, city representative of the Buffalo branch, was married to Irene Frechette. Miss Frechette has been on the staff of the Braner Music Shoppe of Buffalo and the couple met through Columbia interests. The personnel of the Columbia branch presented the couple with a chest of silver as a wedding gift.

Van & Schenck Score

As a result of the appearance of Van & Schenck, exclusive Columbia artists, in Syracuse, every dealer in the city put in an attractive Van & Schenck window and the couple made a visit to each Columbia dealer in the city. Van & Schenck records have gone soaring and the demand is greater than ever.

Columbia dealers visiting the Buffalo branch recently were Wm. Liske, of Niagara Falls; Max Lang, of Olean; J. W. Beach, of Gowanda; Robert Mann, of Warsaw; H. A. Gasky, of Eden; J. A. Goldstein, of Niagara Falls, and San Saeli, of Jamestown.

Closed Big January Business

Charles Hoffman, president of the Hoffman Piano Co., who has a large department devoted to the sales of Sonora and Brunswick talking machines, reports this has been the best January in the history of the store. "We have not had such a volume of business for January in the twenty years we have been on Main street," Mr. Hoffman said. "The success of our talking machine department has been overwhelming. We are handicapped somewhat, however, by the shortage of instruments in both the Sonora and Brunswick. We have every reason to believe this will be one of the best years in our history."

Doubles Its Sales Records

The John Shuler Co., Inc., has doubled its sales in the past two months, Mr. Shuler says. They report especially a very successful month for the Sonora, which has proved their leader. The store has recently been enlarged and remodeled and is now one of the best-equipped and most up-to-date stores of its kind in this part of the State.

Converted Thrift Into Music Week

By appropriate advertising, Buffalo music dealers created Music Week out of Thrift Week. The advertisements called attention to the fact that the purchase of a high-grade talking machine was one of the best ways in which to

practice thrift. The wise merchants who represented themselves in these advertisements increased their sales to a large degree.

Changes in L. R. Steel Co.

L. R. Steel, formerly president of the L. R. Steel Co., has resigned from the presidency and directorate. This firm is interested in a number of different types of stores, one of which, it is the plan of Mr. Steel, is to be a home furnishing store with musical instrument departments. Mr. Steel's plans are expected to be carried out by the committee named to represent the company.

Complain of Victrola Shortage

"Buffalo dealers in the Victrola are complaining of an acute shortage in the popular models," says O. L. Neal, of the Buffalo Talking Machine Co. "Enthusiasm over prospects for 1923 is running high and a number of Victor merchants are making extensive improvements in their stores."

Larger Quarters for Iroquois Co.

Manager F. D. Clare, of the Iroquois Sales Co., reports an excellent demand for Strand machines and Okeh records, this firm being the New York State distributor for both these products. This company has just moved from the fourth to the sixth floor of the King & Eisele Building. The new quarters are larger than the old and have many advantages, such as location, accessibility and sunlight. They are attractively furnished and are headquarters for the company's dealers who visit Buffalo. "The models selling for \$115 and \$250 are especially popular just now," said Mr. Clare, speaking of Strand business.

Some Trade Brieflets

Alexander Maisel Co., 951 Broadway, will remodel and refurnish the entire store this Spring and will handle a full line of Victrolas and records.

The talking machine store of H. L. Rickenbrode, in Westfield, N. Y., has been bought by J. L. Thomas.

The J. N. Adam Co. held its annual mid-Winter ball in Elmwood Music Hall recently. It was voted one of the most successful parties they have ever held.

R. H. Seaman, for many years proprietor of a Victor establishment at Broken Bow, Neb., has sold his business to F. E. Taylor, of this city.

MOTORS

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

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

RECORD MANUFACTURERS—THIS YEAR START RIGHT

Let quality be the first consideration in your purchase of raw materials. Do not be swayed from this course by price alone. The shrewd buyer is not the one who always buys the lowest priced materials. He is the one who buys the best materials at a fair price, thereby obtaining the most value for his money.

Have You Tried Our Cotton Flocks?

CLAREMONT WASTE MFG. CO.

Claremont, N. H.

TOLEDO

Trade Outlook Good—Music Memory Contests Help Sales—New Stores and Changes of the Month

TOLEDO, O., February 6.—Trade for the opening month of the year displayed gratifying activity. Merchants experienced a sales volume in excess of last year and therefore have high hopes of attaining a normal profit basis before the year has advanced many months. The local field is particularly free from cut price and unscrupulous business methods. Most of those engaged in sharp practice have been discovered by the buying public long ago and have, as a consequence, gone the way of the transgressor. Dealers are, therefore, confident of multiplying the success of the early weeks of 1923 many times during the months to come.

A number of stores are already engaged in

making enlargements, alterations and improvements, while others contemplate an early expansion. On the whole the situation here is of the forward moving type and is full of an aggressive as well as progressive spirit.

Music Memory Contest Helps Record Sales
At the Toledo Talking Machine Co., Victor wholesaler, January sales were above those of a year ago, according to Charles H. Womeldorff. Record sales are especially good with dance selections maintaining the lead.

However, at the present time high-class selections are enjoying a most favorable sale. The reason for this showing is that throughout the State of Michigan and parts of Ohio and Indiana schools are holding music memory contests. These events stimulate the sale of records designated by the school authorities to a very marked degree.

At the LaSalle & Koch Co., January trade recorded an increase, Russel W. Moore, in charge of the Victrola Shop, states. The Bobolink song and story record books are finding favor with the clientele here. Each book contains notes and words as well as two double-face records. R. D. Danforth, formerly manager of the department here, has accepted a position as road representative for the Brunswick line of machines.

Record Shop Is Moved to Findlay

The Compton Bros. record shop has been moved to the Findlay, O., store. This is one of a chain of phonograph and record shops under the control of Compton Bros. Brunswick, Vocalion and Kimball instruments are dealt in.

Brunswick Thrift Banks Popular

At the J. W. Greene Co., the Brunswick Thrift Bank campaign has more than accomplished its original purpose. For not alone have certain members of the family taken a bank to fill but in a number of instances several members of the same household are each saving in this manner in order to secure the talking machine desired as quickly as possible.

E. A. Kopf, manager of the department, recently spent some time in Cleveland investigating the various record filing systems in use in the music stores there with the idea in view of adopting one of them in the new section which is now undergoing extensive alterations and enlargements.

John McCollister has joined the talking machine sales force of the J. W. Greene Co.

W. W. Smith, president of the company, has been in New York attending to matters in connection with the new store.

The Oriole Terrace Orchestra, recording for the Brunswick, which was booked for a program of dancing at the Coliseum under the auspices of the Greene Co., has been booked over the Keith circuit, thus cancelling the local dance date.

New Store on St. Clair Street

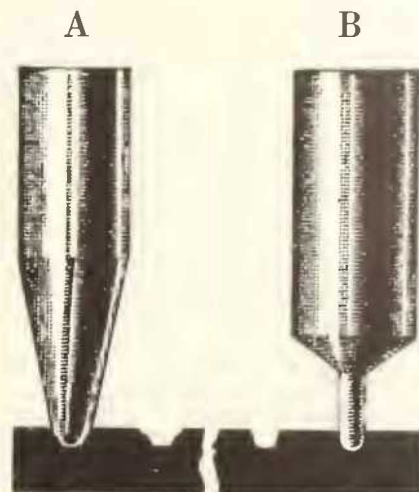
The Colonial Music Shop, which conducts the record and talking machine section in the Tiedtke Bros. Co. department store, has opened a store on St. Clair street, in the theatre section. Gene Golin is manager. The Pathé line is dealt in.

Activities Result in Sales Gains

At the Home Furniture Co., Columbia and Brunswick dealer, Miss Helen Canfield reports a large increase in sales. This growth will reach nearly 100 per cent, it is said. Window displays and newspaper advertisements are counted upon to produce sales volume.

One of the very productive sources for sales are the live accounts, of which every department in the store has many. These customers are solicited at regular intervals, and the store is never without high-grade prospects. Another means by which sales are kept on the increase are the house contests among salesmen. Each \$1 of new business counts as one point in the event. Results are always highly gratifying. The advertising appropriation has been increased recently, therefore several new activities will be undertaken.

(Continued on page 76)



A—An ordinary steel needle; showing how it scores the record grooves.

B—A Sonora Semi-permanent needle, showing how the point maintains uniform width as it wears down and preserves the records.

Needles that Sell Themselves

The demonstration above can be made in a few seconds and once understood by the customer, he or she becomes a steady user of



Semi-Permanent NEEDLES

The income made from Sonora Semi-permanent needles is a considerable factor every year to dealers handling them. Put them on display in your store, and watch them go.

Sonora Phonograph Company, Inc.

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto

OUR HEADLINERS

Bring
GOOD PROFITS
Make Them Yours

Metropolitan Distributors of
Outing and Swanson Portables

Kiddie Records

Walter Camp's Daily Dozen
and
Health Builders Reducing Sets

Musical Instruments

Music Roll Cabinets

Gold Seal, Encore and Geer
Repeaters

Record Cabinets

Fixtures Albums

Brilliantone Needles

Honest Quaker Springs and All
Other Accessories

Bubble Books and Bobolink
Books

Write for our complete catalogue of
Standard Phonographs, cabinets, musical
instruments and accessories.



The Cabinet and
Accessories Co., Inc.

Otto Goldsmith, Pres.

3 WEST 16th ST., NEW YORK
Telephone Watkins 2777-2778



FALLING

A Fascinating Ballad Fox Trot

JEROME H. REMICK & CO.
NEW YORK • CHICAGO • DETROIT

HAPPENINGS IN THE TOLEDO TRADE

(Continued from page 75)

Frank Fleightner, Cherry street Columbia dealer, reports a 50 per cent increase in sales. Much of his trade is made up of the foreign element, among which are a large number of Italians and Syrians.

The Goosman Piano Co., Vocalion, Bush & Lane, Columbia and Granby dealer, reports a very favorable January business. The method of playing one slow-moving record for each customer has resulted in reducing delinquent sellers at least 15 per cent, Grace Greenman states.

Columbia Dealer Opens Branch

J. W. Pietrykowski, Junction avenue Columbia dealer, is opening a branch store on La-grange street. The new location is several miles removed from the first store and in another Polish district. While a large number of current dance numbers are sold by this merchant, nevertheless the general demand is for native Polish music and selections of more than passing interest. The Columbia new process record is achieving wide popularity here.

Rae & Maxwell state that the January volume gives promise of a healthy Spring demand. Vocalion and Columbia machines are dealt in.

Window Display Arouses Interest

At Grinnell Bros. results the first month of the year were encouraging, R. C. Elwell states.

A window display here of the \$375 Louis XV Model Victrola, with ribbons extending from the window pane to the machine and emphasizing the solid mahogany finish tone chamber, record albums, flat top and gold-plating, resulted in arousing more than usual interest on the part of passers-by. The display is arranged on the unit plan and gives the instrument an opportunity to show to advantage.

Kneisel Co. Opens New Vocalion Department

The Kneisel Music Co. opened its new Vocalion department to the public on February 1. During the opening A. Lehman sang the latest hits and presented copies of sheet music free to visitors. This effort was coupled with efforts in the new department. Here a package of needles was presented to each customer purchasing a record. This linking was very effective, especially with regard to song hits which are rendered on records. Besides records and sheet music, music rolls will figure in the department tie-up. Window displays, advertising and salesmanship will each have an important part in the success of the new section. Miss Angie Hankenhoff, who has wide experience in selling musical merchandise, will have charge of the Vocalion department.

Talking Machine Shop to Move

The Talking Machine Shop, J. Frame & Son, proprietors, 341 Superior street, will move to a new store at 611 Adams street March 1. This location will give it greater facilities for serving patrons and permit of a broader merchandising policy.

Plans Enlargements

At the Lion Store Victrola rooms the January volume was very satisfactory, A. J. Pete reports. Timely events, such as the local appearance of noted recording artists, are one of the prolific sources of sales here.

The growth of this department is making it necessary to enlarge the section. The number of demonstration booths will be doubled, making in all about twenty-five. Special rooms for machines will also be a feature. The entire department will be recarpeted and redecorated, and, when completed, it will be one of the finest and largest in the State of Ohio.

Introduces New Record Checking System

At the Whitney-Blaine-Wildermuth Co. a new record-checking system is being installed which will enable the house to keep almost a perpetual inventory of the record stock each customer has. It will also assist in selecting numbers for patrons and will give a correct index of the type of music a customer favors and buys most of. With this information it will be much easier to serve a patron with satisfaction and to hold his record trade. The system will no doubt cement many customers to the house, Miss M. Plotkin states.

At the Cable Company January record and machine trade recorded a volume in excess of last year. The middle-class buyer, with a sprinkling of the upper set, is doing most of the buying at this time, A. F. Maag reports.

Frank H. Frazell, Sonora dealer, is linking

his store with the advertising drive now under way by the manufacturers. This campaign consists of newspaper and poster advertising.

TALKING MACHINES IN THEATRES

The Victrola Featured Very Effectively in Several Ohio Cities as a Part of the Regular Programs of Various Theatres

COLUMBUS, O., February 3.—The talking machine has begun to play a prominent part in theatrical programs in this State, following the realization by dealers that the theatres offer an excellent means of publicity for their products when the campaigns are handled properly.

Through an arrangement with the Keith Theatre, at Cincinnati, the Chubb-Steinberg Co., of that city, gave a half-hour program on the Victrola. This feature is part of the regular program and is designated as Act "A."

Realizing the advertising possibilities of a Victrola concert in connection with theatrical attractions, especially musical stock, the Lyric Theatre, Dayton, O., is using the Victrola in the lobby of the theatre in presenting the musical "hits" of the coming shows. This stunt, according to the management of the theatre, is of material aid in calling the theatre-goers' attention to the shows that follow.

In another prominent theatre in Dayton, where one of the Paul Whiteman orchestras called the "Romance of Rhythm Orchestra" appeared, the Victrola again was used in playing the numbers which the orchestra later offered. In this theatre the Victrola was placed on the stage. The House of Soward, Victrola dealer, of Dayton, is responsible for this novel arrangement.

At another time the same orchestra furnished the music for a dance which was held at the Graystone Hall, also in Dayton. There again the Victrola was given a prominent place. The numbers by the orchestra were played on this machine at various times. More than 5,000 people attended this affair.

The Royalton, Ill., public schools are having a composition contest, the subject being "The Victrola and Victor Records." The Victor dealer, Ross-Haverly Drug Co., has evidently been making a public impression.

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

STYLUS BARS

(Any Style)

Stylus Bar and Mfg. Co.

Clague Rd.

Bay Village

OHIO

The Player-Tone

IT'S SIMPLY GREAT

No Better Tone Instrument In the World

Two hands pointing to the word TWO
TWO

High Grade Lines of Phonographs With a Price That Will Sell

Every instrument on this page is exceptionally good, regardless of price, with the house back of it for years.

We offer you phonographs that are masterful in their perfection of high grade cabinet work, exquisitely finished by skilled workmen, and when you sell one of these perfect tone producing instruments, you prepare the way for another sale.

The more closely you analyze our high grade construction, combined with perfect tone quality, the more fully will you realize its unqualified value.

Write us for our net prices, which are exceptionally low in large or small quantities of either line.

Player-Tone Talking Machine Co.

Office and Salesrooms

967 Liberty Avenue Pittsburgh, Pa.



New List \$75.00
Model 14
Brown Mahogany
or Golden Oak
Music Master Horn,
record shelves



New List \$100.00
Model 17
Brown Mahogany or
American Walnut
Round Ivory Horn,
record shelves, gold
equipment.



New List \$125.00
Model 20
Brown Mahogany Only
Music Master Horn
No. 44 Motor, record
album filing device.
All exposed parts gold
plated.



\$125.00
Model 200
Adam Brown
Mahogany
Queen Anne Console



Model 40
All gold equipment,
with 5 record filing
albums. \$150.00



\$150.00
Model 901
All Gold Equipment



\$75.00
Model 701
Mahogany Only



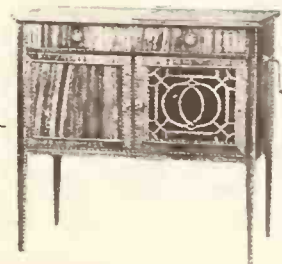
\$100.00
Model 311
Oak or Mahogany



\$110.00
Model 314
Oak, Mahogany or Walnut



\$125.00
Model 316
Oak or Mahogany



Model 30
All gold equipment,
with 5 record filing
albums. \$135.00

INDIANAPOLIS

Price Reductions Fail to Lure Discriminating Buyers—Quality in Demand—Excellent Business in Evidence—News of the Month

INDIANAPOLIS, IND., February 7.—The largest increase in talking machine business for January reported by any Indianapolis dealer was enjoyed by Walter J. Baker, of the Brunswick Shop. Mr. Baker took charge of the Brunswick Shop in February, 1922, and each month since that time he has reported a steadily increasing business. On the 15th of last month his books showed that the month's business had reached the total of that done in January, 1922, so that his total for the entire month was far above that of the previous January. His record business for January was next to that of December in volume, Mr. Baker reports. He stimulated record sales largely by the employment for three days of "Odeon," the human

automaton, who attracted the attention of vast crowds by the manner in which he handled Brunswick records.

He declared that the only sound basis on which to build a business is that of conservative merchandising methods whereby real value is offered for a fair price and reasonable terms. A period of several months past during which the most extraordinary terms have been offered to talking machine buyers by dealers in well-known makes of machines has done much to help his business, Mr. Baker says. "People are becoming skeptical of merchandise that is sold on any other than a conservative basis," he explained. "I know of several sales we have made that came to us chiefly because the buyers

wanted to buy a talking machine and not terms."

Public Buying Instruments, Not Prices

The same explanation of exceptionally good business is offered by Edward L. Mayer, manager of the Sonora department of the Kiefer-Stewart Drug Co., and C. H. Becherer, of Chas. Mayer & Co., Indianapolis retailers of Sonoras. Both dealers assert that aloofness from the widely accepted plan of offering reduced prices and all sorts of terms has been reflected in the Sonora business to the extent of substantial increases in sales and a marked quickening of popular interest in the machine. The most noticeable demand is for period models, they say, while stocks of all models are so reduced as to make their problem now one solely of obtaining from the factory such machines as have been ordered.

Big Sonora Demand

Mr. Mayer says that, according to reports made by Frank J. Coupe, vice-president and sales manager of the Sonora Co., and Mr. Ervin, of the field force, who were visitors to Indianapolis early in January, the Sonora business is exceptionally good throughout the country. Both men reported that the factory is hard pressed to keep up with the demand and that prospects are for an unusually big year.

Planning Sales Development

A. C. Hawkins, manager of the Indianapolis Talking Machine Co., devoted a large part of his time in January to the taking of his inventory. His sales of machines last year were considerably over the sales of the year before, he said, and he is laying plans for the development of a corresponding increase for the coming year. Recently, Mr. Hawkins says, his business in dollars and cents has been cut to a noticeable degree by the fact that the new Victor flat-top model, No. 210, selling at \$100, is so popular that many buyers are taking it, whereas they had expected to buy higher-priced machines.

Mild Winter Encourages Rural Business

H. G. Anderson, general sales manager of the Phonograph Corp. of Indiana, Edison wholesale distributor, on his return from a trip through the southern Illinois part of the company's territory, reported that the morale among the farmers is most encouraging. A mild winter has worked wonders in building up confidence and in developing business in all lines, he said. Console models are growing in favor among the farmers, according to Mr. Anderson, while an extraordinary feature of the rural trade is that the most popular instrument is the Chippendale, the official laboratory upright model selling at \$295.

"We are very optimistic," Mr. Anderson said. "With conditions so good in the rural districts there is no doubt but that we will have an exceptionally good year. The new method of releasing Edison records without reference to any particular month is assisting the dealers very materially in building up their record business. The system is proving that when records were known as January, February or March releases they more quickly became less saleable than now, when new releases will for a long time be known as the latest hits. Ordering of records now is more consistent than formerly and business is gradually increasing."

Bright Kimball Outlook

Kimball phonograph business, as conducted through the Capital Paper Co., distributor, will continue during the next few months under its own momentum, according to C. F. Kahn. During this period there is little to be gained from attempting to force sales, Mr. Kahn said. He reported that throughout the territory dealers have entered upon a year that gives promise of being the best they have had since the war.

Contest Builds Sales

I. B. Landman, manager of the Kimball department of the Phoenix Furniture Co., has just ended a prize contest running three months, which resulted in such an increase in talking machine sales that the same plan is to be taken up in other departments of the store during the year. During Mr. Landman's contest every

AN OPINION—

UNSOLICITED

Mutual Phono Parts Mfg. Cor.,
149 LaFayette St.,
New York, N. Y.

Gentlemen:

We received your improved No. 1-A tonearm which you sent to us for examination and tryout, and desire to compliment you on the improvement which you have made on the arm which makes it an ideal tonearm for portable phonographs.

Although we have examined several tonearms which are used on portables and have, ourselves, chosen one we thought Al, we admit frankly that your tonearm is superior to any that we have seen, not only in finish but also in construction. Aside from the mechanical features, your tonearm excels in tone quality other similar tonearms.

By doing away with the pivot post on the base you have overcome the inconvenience which the base construction of the former tonearm presented and have made it adaptable for any Portable.

Were we in the market at present for a tonearm suitable for our Portable, we would not hesitate a moment to send you an order for the arm which you have designed and it is your improved tonearm we shall use in the future.

We realize that you have left nothing undone in your efforts to make your tonearm more salable by meeting the tonearm requirements of manufacturers of Portable Instruments and in recognition of this fact, it will, therefore, not be amiss to say a word of comment and congratulation, expressing at the same time the hope that your new tonearm will find a ready and abundant market, - a reward it so fully deserves.

Yours very truly,
BREINARD MFG. CO.
BY *A. J. Peaches*

No. 1-A TONE ARM

Sizes 6½, 7½ and 8½ Inches for Portables and Uprights

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

person who purchased goods in any department was given a numbered ticket with every dollar represented in the purchase. At the expiration of the contest a talking machine was presented to one of the ticket holders. Mr. Landinan reports that several thousand dollars worth of machines were sold directly as a result of the contest. It was explained to every purchaser of a machine that under certain conditions the money paid on the purchase would be returned to one of them.

Advertising Sells Victrolas

Miss Minnie Springer, manager of the Victrola department of the Taylor Carpet Co., says that the business of her department during January was practically double the business of the department in January, 1922. She credits this increase to the fact that she has continued to promote a consistent advertising campaign in the newspapers.

Cheery Reports of Business

F. R. Follis, manager of the Victrola department of L. S. Ayres & Co., reports a January business slightly ahead of the previous Janu-

ary, with returns from the record business showing the greatest gain. He says he was especially successful during the early part of the month in disposing of discontinued lines of Victrolas through a special sale.

According to C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., the January business was the best of any January in the history of the department. Demand for Brunswicks and Columbia Grafonolas was excellent.

Business was brisk during the month in Starr talking machines and Gennett records, according to T. H. Bracken, manager of the Starr Piano Co. He says that the record business particularly was good, the volume of sales being close to that of December, which was the company's record month.

Visitors to Widener's

L. Nabers, head of the record department of the Columbia Graphophone Co.'s branch at Cincinnati, and R. H. Woodford, the Cincinnati branch manager, were visitors for a few days with W. G. Wilson, manager of Widener's Grafonola Shop. They reported Columbia business throughout this part of the country to be cause for encouragement in the belief that 1923 will develop a marked increase of sales.

Cleans Out "Turned-in" Stock

Walter E. Kipp, of the Edison Shop, promoted what he advertised as "Our first bargain sale" in January, and thereby disposed of a large portion of a \$7,000 stock of machines exchanged for Edisons. The sale continued nine days. Mr. Kipp said the best that could be said in favor of such a sale was that it provides the only means by which the retailer can dispose of "trade-ins." Factories should establish clearing houses for the disposition of the various lines obtained by retailers in this manner, he said.

"Trade-ins" have been a curse to the industry," Mr. Kipp asserted, "and they will continue to be that so long as the trade is harassed by cheap instalment terms. A certain percentage of goods sold in that way is bound to come back. The cheaper the terms the less likelihood there is of making the returned machines appear like new. Those purchasers who cannot pay reasonable amounts for their machines will have no consideration for the goods they buy. Too many accounts also are oversold by salesmen who should consider their customers, and more frequently urge smaller down payments and instalments on lower-priced machines."

SONORA FEATURED IN NOVEL WAY

Period Models Displayed in Unusual Manner by Decoster Bros., Jeannette, Pa.

JEANNETTE, PA., February 5.—While it is true that there are many small objects in the foreground of the display illustrated and many different kinds of instruments presented, nevertheless this window featured by Decoster Bros.,



How Decoster Bros. Feature Sonora of this city, Sonora dealers, is an effective presentation of the Sonora period line. The window had so many objects featured that there was something interesting to everybody who passed and there is no doubt but that the word Sonora was featured to excellent advantage in this unusual display.

Over 500,000 Gold Seal Repeaters Sold During 1922



The BIGGEST \$1.00 WORTH OF PLEASURE YOUR MONEY CAN BUY

GOLD SEAL RECORD REPEATER

JUST lay it on the record. Nothing to adjust.

It replaces the needle more gently than any human hand can do.

The Gold Seal Repeater is made of fibrous material which can not possibly hurt the record.

It will never wear out. Everlasting satisfaction goes with it.

No heavy metal device to fall out of one's hand and smash the record.

Nothing to rust or get out of order.

No chance of injuring the reproducer, which a metal repeater in time is sure to do.

No bearings to wear out or rattle.

No parts to be oiled or lubricated.

The surest and safest repeating device on the market.

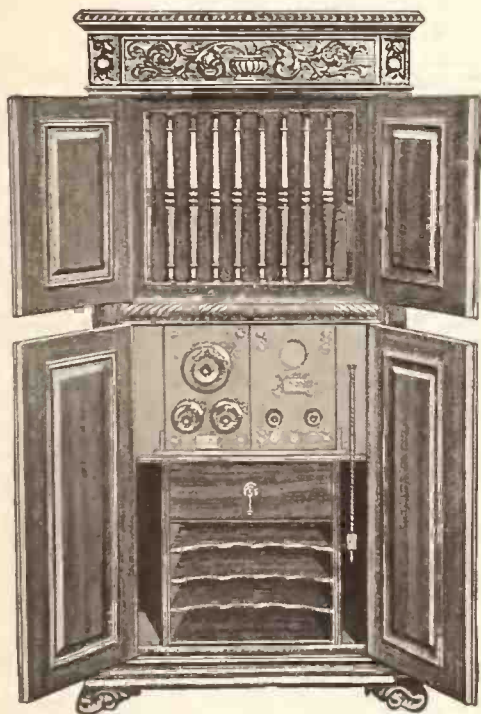
No metal touches the record. It is as light as a feather, but durable.

From your jobber or sent pre-paid by Parcel Post. Dealers' discount 40%.

Patented Nov. 10, 1916; Feb. 29, 1916; May 2, 1922. Other U. S. Patents Pending.

GOLD SEAL CO., Inc.
105 West 40th Street, New York, N. Y.

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

HAPPENINGS IN THE DOMINION OF CANADA

MANY BUSINESS CHANGES IN THE TORONTO TERRITORY

O. Wagner, Wholesale Manager for R. S. Williams & Sons Co., Resigns—New Stores Opened—Effective Record Display—Dealers Add New Lines—Other News of the Month

TORONTO, Ont., February 7.—O. Wagner, who for sixteen years has been connected with the house of R. S. Williams & Sons Co., Ltd., latterly in the position of manager of the firm's wholesale department and president of the Canadian Phonograph Manufacturers' Association, has resigned. As a token of the esteem in which he was held the firm's staff presented him with a handsome gold watch, while a number of his most intimate colleagues, including officials of the company, gave him a complimentary dinner at the home of A. Townson, one of the company's staff. Mr. Wagner, who has always taken a deep interest in the phonograph business, has not announced his future plans.

A new music store on Bloor street, West Toronto, is Harmony Hall, opened up by the proprietors of the Central Victrola Parlors, 362 College street. In addition to a substantial line of sheet music and small goods the store carries His Master's Voice-Victor, Brunswick and Sonora lines.

W. Milligan, manager of Heintzman & Co., Ltd., St. Thomas branch, recently sold two portable Victrolas to the public schools there and is now after other educational prospects.

A. E. Landon, Canadian manager of the Columbia Graphophone Co., this city, who was recently in the Maritime Provinces, is at present on a visit to western Canada.

A. R. Blackburn & Son, of 480 Yonge street, have devised a very effective way of displaying the new His Master's Voice records in their store window. It consists of a piece of beaver board about ten feet long and five feet wide, covered with white cloth, to which the records are fastened with large brass fasteners. Many record sales resulted.

N. Cohen, president of the Wall-Kane Needle Mfg. Co., Inc., Brooklyn, N. Y., is at present on an extended business trip throughout Canada, renewing old trade acquaintances.

McCormick's Drug Store, of Ford, Ontario, has opened a branch store in Ford, at the corner of Ottawa and Janisse streets, with a complete line of Victrolas.

W. Glover, druggist of Islington, Ont., has placed on his floor a representative stock of Starr phonographs and Gennett records.

Dealers in Ontario are enthusiastic about the sales possibilities of the recent complete "Mikado" opera issued on His Master's Voice-Victor records. This set, with the Victor Health Exercises, is a splendid stimulus to the cash register these days.

Recent incorporations include the Beattie Automatic Phonograph Co., Ltd., of this city.

Grinnell Bros., of Windsor, Ont., have been going very strongly after educational prospects for the Victrola 25 (special school Victrola). So far they have succeeded in putting eight Victrolas in the schools of Windsor, the last one being placed in the Prince Edward School there a few days ago.

An important innovation in connection with its business has been made by the R. S. Williams & Sons Co., Ltd., Toronto, in the appointment of Alfred Bruce to the position of music supervisor for their store.

Much of the activity in Columbia circles just now centers around the announcement by the Columbia Graphophone Co. of the New Process records. A. E. Landon, Canadian Columbia manager, and his staff at Toronto headquarters are enthusiastic over this improved product.

The Starr Co., of Canada, Ltd., must feel that its efforts to give the public a good class of

records at a reasonable price are appreciated when it sees the reordering of Ruthven McDonald's new records coming in. These comprise "Hymns of the Old Church Choir," "Crossing the Bar," "Lest You Forget" and "Bells of the Sea." "To a Wild Rose" (transcription), played by Scipione Guidi on the violin, is another Starr record worthy of notice.

So successful were experiments in radio reception on a fast Canadian National train from Ottawa to Toronto recently that it is probable all main line trains on the people's system will soon carry radio receiving sets as part of their standard equipment.

The train arrived at about 8:30 and the listening-in was continued for a while after arrival

to determine whether the steel structures over the tracks at the Union station would weaken the signals. But here, as when the train was in motion, the reception was practically perfect. Various American stations were listened to. They included WEA, New York; KDKA, Pittsburgh, and WJZ, Newark.

Pablo Casals and Toscha Seidel, exclusive Columbia artists, recently delighted large audiences in Massey Hall, this city, where they were both heard in recital.

The appearance here of Richard Bonelli, exclusive Brunswick artist and noted baritone, created a considerable demand for his listings among local music lovers.

Robertson, Pingle & Tilley, Bank and Cooper streets, Ottawa, have announced that they have arranged to take over the second floor of the R-P-T store building for use as the company's phonograph department. Brunswick and Edison machines are handled.

BERLINER CO., LTD., MONTREAL, INSURES EMPLOYEES

Employees of the Berliner Gramophone Co. With Record of One or More Years of Service Insured—Harris Record & Phonograph Co. Allowed Patent Claims—News of the Month

MONTREAL, QUE., February 7.—The Harris Record & Phonograph Co., Ltd., assignee of Edward R. Harris, New Haven, Conn., has been allowed four claims by Ottawa on a patent (No. 225167) covering a process of manufacturing talking machine records which consists in combining ingredients of paper pulp or similar fibrous material with a mixture of glue, dextrine and shellac and coating the disc on one or both surfaces with a facing of phonograph stock and pressing the resultant non-thermo-plastic mass into record form.

Recently every employe of Berliner Gramophone Co., Ltd., and of the associated company, His Master's Voice, Ltd., in Montreal, Halifax, Toronto, Winnipeg, Calgary and Vancouver, who had been in the service of the companies for one year and upward, was presented with life insurance policies ranging according to length of service, from \$500 to \$1,500, in the Sun Life Assurance Co. of Canada. Incorporated in each policy was a message from Edgar M. Berliner.

Columbia and Sonora business with the firm of C. W. Lindsay, Ltd., shows a gain over the same period a year ago. This firm has placed a number of phonographs and Columbia records of popular dance music with small skating rinks, both open air and closed, which feature music by phonograph in place of bands.

Edison, Brunswick and Columbia Grafonolas are being given able and vigorous representation by Layton Bros., Ltd., in Montreal, and the past month saw quite a number of machines disposed of while record business was the best in months.

Isham Jones' selections are going big, is the way the great majority of dealers handling Brunswick records express themselves regarding these particular orchestra recordings.

A. B. Valiquette, Beaubien street, has followed in the steps of his brother, N. G. Valiquette, who has recently joined the ranks of the His Master's Voice dealers in Montreal.

Shanks & Frere and J. D. Langelier state that their business in His Master's Voice records and Victrolas has greatly improved over last year.

N. G. Valiquette, Ltd., has equipped an exclusive His Master's Voice department and has greatly increased its stock of Victrolas.

The Electric Shop, Phillips Square, has taken on the representation of the Strand phonograph and Apex records.

J. A. Laframboise, of the Cassavant Phonograph Co., has been elected chairman of the St. Hyacinthe district branch of the Canadian Manufacturers' Association.

Layton Bros., Ltd., report good sales of Wallace reducing records.

The King of Syncopation, Paul Whiteman, exclusive Victor artist, recently presented his Romance of Rhythm Orchestra, Alex Hyde, director, at Loew's Theatre, scoring a big success.

Wm. Lee, Ltd., is still spending money freely in printer's ink in the Columbia interests.

SOME LATE CANADIAN BRIEFLETS

The Matthews Music House, Ltd., 214a Eighth avenue, West, Calgary, Alta., has closed a contract for the exclusive agency of Aeolian Vocalion records.

Eddie Pratt, at one time manager of a Toronto store, is now associated with H. J. M. Gloeckler in Saskatoon.

Dan Ryan, of Ryan's Victrola Shop, 639 Portage avenue, Winnipeg, is meeting with remarkable success in cultivating Chinese record business. He found that the Celestial is rather

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

difficult to get started buying, but once started he is a liberal purchaser.

A. G. Farquharson, manager of J. J. H. McLean's Victrola department, has been badly bitten by the radio bug, so much so that he has his radio by the side of his bed and frequently goes to sleep listening to the strains of His Master's Voice-Victor records. Incidentally, he finds, just as soon as records are broadcasted, that there appears to be a revived interest in them.

Heintzman & Co., Victoria, B. C., have moved to enlarged and handsome new quarters on Government street.

The Mt. Ajello Piano Co., Vancouver, B. C., to cope with increased business, has removed to more spacious quarters on Hasting street.

The George A. Fletcher Music Co., Ltd., Nanaimo, B. C., a new Victor dealer, has re-decorated the interior of the store with handsome paintings of Vancouver Island. The paintings are approximately three or four feet long and about three feet in width. It is a unique idea for a store.

C. W. Heaton, Victoria, B. C., has been featuring the His Master's Voice-Victor record No. 73366, "Parade of the Wooden Soldiers," on the map in that city by presenting it through the medium of his own orchestra.

H. L. COOMBS JOINS REGAL STAFF

H. L. Coombs, widely known in the wholesale talking machine trade in the East and West, has joined the sales organization of the Regal Record Co., New York, manufacturer of Regal records. Mr. Coombs will be in charge of a new department in the Regal organization, featuring "Little Tots' Nursery Tunes," a record designed specially for children. An energetic sales campaign will be instituted in behalf of this new record and, as Mr. Coombs has been identified with the talking machine industry for many years, his experience should be invaluable in developing a market for these interesting records.

FEATURES NEWARK AS TRADE CENTER

Article in The Record, House Organ of Collings & Co., Victor Distributors, Describes Facilities for Service

NEWARK, N. J., February 7.—Collings & Co., the well-known Victor distributors of this city, in the February issue of The Record, their interesting and constructive house organ, devote considerable space to the importance of Newark as a manufacturing, distributing and trade center. The article is entitled "Newark—Your Victor Market." The excellent parcel post, express and freight service as an aid to quick deliveries, thanks to service of seven railroads and remarkable motor transportation, is pointed out, as also are the many special service features which Collings & Co. offer to dealers. In this connection it is stated in the article: "Aside from the advantage of transportation, Collings & Co. offer many lucrative service features advantageous to the largest and smallest retailers.

"Our record stock is now as near 100 per cent complete as possible. We maintain 13,000 square feet of floor space for the storing of instruments and have the stock when the dealer wants it, Summer or Winter. An unusually vast supply of repair parts is constantly on hand. This being a Victor distributing point, we handle no conflicting lines, devoting our entire efforts to the development of the Victor business."

PLANS ENLARGEMENT TO DEPARTMENT

STOUC CITY, IA., February 6.—Although the Lindholm Furniture Co., of this city, recently made considerable improvements and greatly enlarged its talking machine department, business has developed so rapidly and to such an extent that further enlargement, consisting of additional booths, is contemplated. The Victor line of talking machines and records is featured.

NOW CONTROL COLLINS PIANO CO.

Mr. and Mrs. D. J. Tremblay Purchase Controlling Interest in Collins Piano Co., New Orleans—Both Well Known in the Trade

NEW ORLEANS, LA., February 3.—Mr. and Mrs. D. J. Tremblay, formerly connected with the piano and Victrola departments of the Dugan Piano Co. of this city, have purchased a controlling interest in the Collins Piano Co. here and are operating the business at this time.

Mrs. Tremblay, who was, before marriage, Miss Bernice Jalanack, is one of the best-known women in commercial circles in New Orleans and especially among those interested in the Victor business in this part of the South. She began some five years ago with the Dugan Piano Co. and is now in copartnership with her husband in their own business enterprise. Mr. Tremblay was a salesman with the Dugan Piano Co. and will unquestionably roll up a big success along with his wife in the management of the Collins Piano Co.

Martin W. Crigler, who has been with the Werlein wholesale Victrola department as traveling representative, has succeeded Mrs. Tremblay as manager of the Victrola department at Dugan's. Mr. Crigler has acquired valuable knowledge of the Victor business as a result of his position with Philip Werlein, Ltd., and steps into his new position with confidence and enthusiasm.

PLACES "TALKERS" IN SCHOOLS

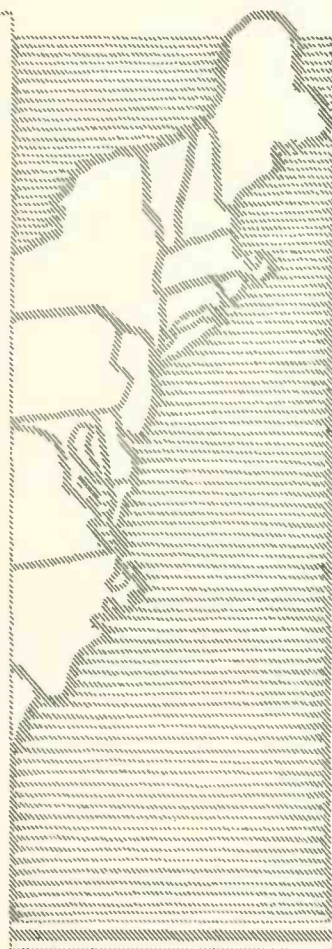
ORANGE CITY, IA., February 7.—W. M. Duveen, Victor dealer, of this city, recently staged a vigorous drive directed at the public schools in this vicinity, with the result that seven instruments have been disposed of to local institutions, with several additional sales in sight. Mr. Duveen has been handling the Victor line but a short time and the rapid development of sales is due entirely to aggressive merchandising methods.



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

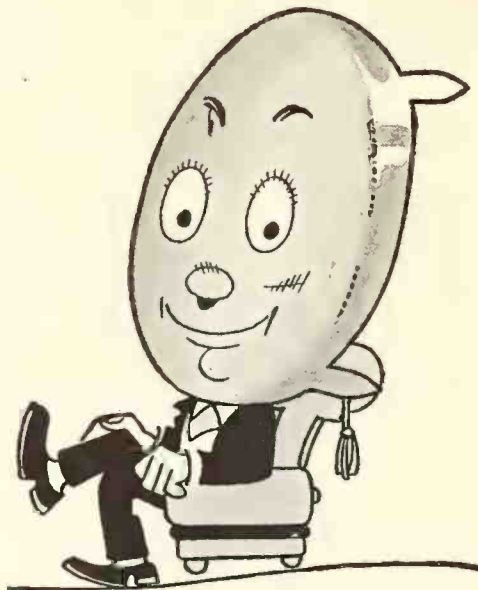


5 DISTRIBUTING DEPOTS for YOUR CONVENIENCE

DOMES of SILENCE

"Better than Casters"

Made under Patent No. 995758 which has been vigorously contested and sustained by the Court of Appeals. Any infringers and those involved in the manufacture, sale or use of same will be liable for prosecution and subsequent damages.



Simplicity

Slides for furniture have been attempted in a variety of forms. Many designs, many ways of attaching these slides to furniture bases have been tested, but experience has taught that the best and simplest form,

DOMES of SILENCE

"Better than Casters"

is THE ONLY SATISFACTORY ONE.

Combined with that important quality, DOMES of SILENCE have these other sterling qualities:

- Economy
- Silence
- Invisibility
- Adaptability—Suitable for covered and uncovered floors alike.
- Service—Long wear

These are the factors that mean perfect footwear for furniture.

DOMES of SILENCE Division

Henry W. Peabody & Co.
17 State Street, New York City

In all your Talking Machine orders

Specify **DOMES of SILENCE**

"Better than Casters"

MADE IN SIX SIZES SUITABLE FOR ALL KINDS OF FURNITURE



Extra Heavy
Size—1 1/8 in.



7/8 in.



3/4 in.



5/8 in.



1/2 in.



3/8 in.

Reg. U. S. Pat. Off. No. 995758 which will be strictly enforced.

P-273

*What we say above about Furniture applies also
to Phonographs*

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., February 7.—Now that jobbers and dealers have finished taking their inventories for the year lately brought to a close there is general satisfaction over the accomplishments of the twelve months. Even January made a good start and has encouraged the trade to expect a pretty good Spring business. Climatically, the Winter thus far has been discouraging to business from the trade point of view, for during the month just past there have been frequent snow storms, making not only walking but motoring exceedingly unpleasant, and in the latter case almost dangerous. There also has been a serious delay in the receipt of goods, due to the congestion of the railroads, and in not a few cases consignments of machines that were shipped weeks ago have not yet reached the wholesale houses. One case has been heard of where a carload of machines was sidetracked in Vermont for nearly three weeks.

Music Trade Association Hears Noted Speaker

The New England Music Trade Association at its bi-monthly luncheon held at Cook's Restaurant a fortnight ago had for the special guest Dr. Tehyi Hsieh, the eminent Chinese scholar and publicist, who gave the company a talk on China from the industrial and economic point of view. Dr. Hsieh is in great demand everywhere and at the conclusion of his address the members felt that they had not listened to a more entertaining and fascinating speaker in a long time. It was the unanimous opinion of those present that he should be invited to address a dinner gathering when he can face a much larger audience than is possible at one of these luncheons. The dinner and dance that had been tentatively arranged by the Association for February has been postponed until April, this being a month when it will be easier for the members to get to Boston than is the case in the actual Winter season.

Activities of Eastern Talking Machine Co.

The Eastern Talking Machine Co. reports a very good business in records during the month of January, but there was a slowing up in the demand for machines. The Eastern Co.'s dealers have now about finished taking inventories, and are about getting back into the normal state, and it is the belief at the Eastern Co. offices that February and March will see an unusually satisfactory condition of business.

The many friends of Herbert Shoemaker, general manager of the Eastern Co., are again glad to see his smiling countenance at his desk after an absence of ten days, during which time he was housed with an attack of the grip. During his absence the management of the business fell on the shoulders of E. W. Killgore, the sales manager, whose activities with the company are showing results of a pronounced character.

The Eastern Co. is interested in the opening of a new dealer at 250 Bowdoin street, in Dorchester, Hill's Music Store, which welcomed callers on Saturday, January 27, on which occasion Sales Manager Killgore and others of the Eastern Co. staff went out to extend congratulations to Clarence H. Hill, the manager. Mr. Hill has been in business in Dorchester at another location for five years, carrying a different line of talking machines. The store opened with a fine and complete line of Victor models. The interior of the store is finished in white and is very attractive and on the opening day was resplendent with flowers sent by well-wishing friends.

Steinert Co. Pleased With Outlook

Kenneth Reed, wholesale manager of the Victor department of M. Steinert & Sons Co., says that the January business from all reports was somewhat ahead of January a year ago and he added that it is the prediction of the house that this is to prove an exceptionally fine year from the wholesale angle. Mr. Reed was over at the Victor factory a fortnight ago and on his way back stopped in New York to see Paul Whiteman relative to the tour on which he has embarked through New England.

Schedule of Whiteman Orchestra Tour

Apropos this tour it is interesting to note the cities where this talented orchestra leader and his band are to be heard, and the schedule in the arrangement of which, as in other details, the Steinert house, through Kenneth Reed, has given much attention, is as follows: February 6, Worcester; February 7, Lowell; February 8, Lynn; February 9, Fall River; February 10, Boston; February 11, Lawrence; February 12, Manchester, N. H.; February 13, Hartford, Conn.; February 14, Springfield; February 15, New Haven, Conn.; February 16, Danbury, Conn.; February 17, Waterbury, Conn.; February 18, Bridgeport, Conn. The tickets for these

affairs, which, with the exception of two Sunday engagements, are to be of a dance character, will be on sale at the Victor stores in all of these cities. Mr. Whiteman was in Boston on January 30 conferring as to the final details of the New England tour.

Tribute to Popular Columbia Man

Here's a pleasant tribute to a popular man in the talking machine business. The tribute comes from Nixon Waterman in his department in the Boston Traveler, called "The Whirling Hub." All the friends of the manager of the Columbia Graphophone Co. know it's all true. Listen to this:

"Fred E. Mann—everybody knows 'Fred'—talked salesmanship to the young men of the Boston Young Men's Christian Union last night. He is one of ten or a dozen practical business men who have been giving a series of talks at this splendid institution. Doubtless Fred's long association with the Columbia Graphophone Co. as Boston manager and his long familiarity with talking machines have made him an expert in the art of talking. Anyway, he does it like a letter-proof record that has received the last finishing touch. He says it in a very convincing manner that lingers. He appeals both to the sense of sight and hearing. Out in Newtonville the people wishing things done, from electing a mayor to shoveling the streets clear of snow, just intuitively say, 'Let Fred Mann do it!' And Fred does it."

New Strand Catalog Greatly Admired

The Tremont street office of A. C. Erisman is in receipt of copies of the beautiful Strand catalog of models of this machine and therein are artistic reproductions of the two new models, the Hepplewhite and the Queen Anne, which the New England dealers are purchasing in large quantities. The road men traveling in the New England territory report that there is a feeling of confidence that the Spring business and in fact the business of the whole year is going to make a very good showing. Mr. Erisman's quarters are undergoing quite a change. Gradually the retail end of the business is being eliminated and attention is to be permanently focused on the Strand machine and Vocalion record business. The unusually artistic showroom on the second floor, however, will be retained, and it ought to be, as it is a credit to

(Continued on page 84)



Cashing In On Prosperity

**Ditson
Victor
Service**

There will be plenty of business for the Victor dealer during the next few months, but he will get his full share only if he gives proper thought to his selling, his publicity and his stock. In each of these departments Ditson Service will prove of tremendous assistance.

Victor Service Based on Knowledge and Experience.

CHARLES H. DITSON & CO.
NEW YORK

OLIVER DITSON CO.
BOSTON



Carolina Mammy

A Real Southern Mammy Song

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

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

Mr. Erisman, who originally designed and arranged it.

Demand for Edison Goods Exceeds Supply

Frederick H. Silliman, head of the Pardee-Ellenberger Co., Inc., Edison distributor, went over to New York the latter part of January to see his son, Horace Silliman, off for England, where he has been in business for several years. The son was here making a few weeks' visit with his parents. Business in the Edison line, one learns at the Oliver street offices of the company, is moving along splendidly, that the goods are oversold for some time and that many New England dealers will be late in getting their stocks long since ordered. The company continues to experience the disadvantages of railroad delays and there are goods dispatched to the Pardee-Ellenberger Co. several weeks ago that have not yet arrived here. Noted Records Advertised in Opera Program

Two concerns to go heavily into the Boston

Opera House program during the fortnight's season of the Chicago Civic Opera Co. were the A. C. Erisman Co. and the Columbia Co. The Erisman Co. featured the Vocalion records, drawing special attention to four of the Chicago stars, Raisa, Rimini, Crimi and Lazzari. While the Erisman Co., as Vocalion distributor at 174 Tremont street, was in bold type, reference also was made to the fact that Vocalion records are on sale at Vocalion Hall, 190 Boylston street.

"The Music of the Masters" was the caption of four paragraphs of matter on the page devoted to the Columbia. After mentioning a list of prominent artists singing in opera the statement is made that "Columbia recording has caught and imprisoned all the wonders of their art, all the majesty of their music."

Mr. and Mrs. Cressey to Havana, Cuba

Ernest A. Cressey, of the C. C. Harvey Co., who was confined to his home in the Back Bay with illness early in the month, has gone with

Make More Profits This Year

"Perfection" Edison Attachments and Reproducers provide extra sales profits in themselves and increase record sales.



This is the "Perfection" Edison Attachment (Nos. 4 and 7)

Every Edison owner is a prospect.

It makes possible the playing of all makes of lateral cut records on Edison machines.

Construction and finish—the best.

Send today for complete information, prices and dealers' proposition.

NEW ENGLAND TALKING MACHINE CO.
16-18 BEACH STREET BOSTON, MASS.

I. X. L. PHONOGRAPH SPRINGS

Springs for all types of motors at prices that speak for themselves:

	—Prices in assorted lots of—		
	25	50	100
Spring A 1 x .025 x 12.....	\$.47	\$.45	\$.43
For Pathé, Heineman, Mandel, Meisselbach, Aeolian, Vitolola (pear-shaped boles).			
Spring B 3/4 x .025 x 10 Col.....	\$.35	\$.33	\$.30
Spring C 1 x .028 x 10 Col.....	\$.45	\$.43	\$.40
Spring E 1 x .025 x 12.....	\$.47	\$.45	\$.43
For Sonora, Saal, Thomas, Silvertone, Meisselbach: (Ob-long bole).			
Spring F 1 x .026 x 16.....	\$.57	\$.55	\$.52
For Nos. 16, 17, 19 Meisselbach, Steiger, Sonora, Thomas, Swiss & Krasberg.			

SPRINGS FOR VICTOR VICTROLAS

Meeting specifications of and corresponding with the following Victor Numbers:

3335-A.....	\$.35
3014-A.....	.55
2141-A.....	.35
5362-A.....	.35
5427-A.....	.45
6542-A.....	.45
5394-A.....	.45
6543-A.....	.55

(Special quotations to Jobbers in 1,000 lots)

We guarantee our springs to be of highest grade quality and our prices to be the lowest in America.

We hereby authorize the return of springs for Credit or refund if unsatisfactory or not as represented.

(Springs shipped to any State in the Union)

Exclusive Factory Distributors

Rosen Talking Machine Co.

Tel. Congress 2934

11 School St. — — — Boston

Mrs. Cressey to Havana, Cuba, where they plan to remain for several weeks. The Harvey Co. reports having had an unusually good year (1922) in the special lines which the house carries, namely, the Victor, Brunswick and Edison makes.

Hallet & Davis Conference

The Hallet & Davis Co. entertained all its roadmen about the middle of January, and for nearly a week there were business conferences at the Boylston street executive offices. The talking machine proposition was given considerable attention and the men returned to their respective territories with a new and intelligent fund of data touching the merits of this Hallet & Davis product and of the most advantageous methods of calling the attention of the trade to its unusual qualities.

Synchronization of "Talker" and Film

There is considerable local interest in the invention of Jules A. Perrault, of Everett, who has perfected a device, described in another section of this issue, whereby one may now have talking movies.

Featuring New Model

The Hallet & Davis Co. is featuring just now a new model machine, the Hepplewhite, known as Model W, which is to sell for \$150. This is a very artistic type, graceful in its lines and with the public is sure to be popular. Already the Hallet & Davis Co. has received a number of large advance orders and it is the general ex-

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 84)

pectation that this model will prove a great seller. R. O. Ainslie, of the official staff, who gives his special attention to this end of the company's business, went over to New York toward the end of January and made a stop at New Haven en route.

Platt R. Spencer Enters Field

Harry Spencer, whose company, Kraft, Bates & Spencer, Inc., is New England wholesaler for the Brunswick, was over in Chicago a few weeks ago conferring with the home offices, and upon his return to Boston said that with the increasing output of the Brunswick factory his territory would be well taken care of this year. Incidentally, Mr. Spencer said that the January business was the biggest of any similar month in the history of the Brunswick. A new member of the Brunswick personnel here is Platt R. Spencer, brother of Harry Spencer, who has been added to the traveling staff and has the State of Maine for his territory. At this writing Platt R. is "down East," as they say here, and, while there is lots of snow, he is able to make pretty good headway and is finding business very good. Mr. Spencer also reports the opening of exclusive Brunswick shops in western Massachusetts, the towns of Greenfield and Northampton.

The New Brunswick Record Releases

One interesting piece of news coming from the Brunswick which is likely to get more formal attention from the Chicago offices of the company is, that beginning right now there is to be a change in the record release day; that instead of the present system there are to be daily record releases. The company is starting in on an enormous newspaper and magazine advertising campaign through which the Brunswick proposition will meet the eyes of millions of readers.

Columbia Sales Class for Women

At this writing there is a very interesting class being held at the Columbia headquarters in this city which involves an interesting story. Some time ago Manager Fred E. Mann became impressed with the call that came from dealers for skilled women to handle the Columbia machines and records. After giving the matter considerable thought advertisements were placed in the daily newspapers giving the information of a ten days' training course at no expense to the applicants. The result was that thirty-two women were accepted for the course,



An improved line of Victor Machines,
A better business year ahead,
A wide-awake STEINERT organization,
convince us this year is going to be a
big one for New England Victor Dealers.
Let STEINERT SERVICE help you
make the most of these conditions.

May we also call your attention to
our separately organized Radio De-
partment, handling DeForest Receiv-
ing Sets and Parts exclusively.

We welcome your inspection of the
most improved Radio merchandise on
the market today.

M. STEINERT & SONS
Victor Wholesalers
35-37 Arch Street Boston, Mass.

and it is these women who are now in training, as one may say, in all the details of Columbia service. The course was begun on January 31 and is continuing until February 10. In order that there may be no inconvenience to the applicants there are two parallel courses, one in the daytime and the other in the evening. Besides having the constant supervision of Manager Mann, Mrs. A. W. Graves, the Columbia sales and stockkeeping expert, is always present and she is able to impart a fund of valuable information in the mechanics of the business, the proper method of presenting propositions to prospective customers and the proper development of the mailing list for purposes of circularizing; in fact, all the details of the business. It is of interest that the women who have regis-

tered for this course are above the average in intelligence; some have had a limited amount of business experience and others have come into the class to get their first insight into the principles of business routine. As soon as these women have qualified, Manager Mann says, there is no question but that they will find good places, since there is a demand for just this kind of trained employes, and Columbia dealers probably will not be slow in availing themselves of this service.

Vocalion Record Competition

There has been a Vocalion record competition on at the headquarters of the A. C. Erisman Co., and so rapidly did the "marks" mount up that the competition had to be called off earlier than was expected because of the company's inability to supply the records to fill the call from the New England territory. Those competing, all Mr. Erisman's field men, were: Arthur Chamberlain, T. Norman Mason, H. M. Blakeborough, John O'Hara and M. C. Perkins, each having his respective field. Mr. Mason came out ahead and won the silver cup which the New York office of the Vocalion had offered as a prize.

New Columbia Agencies

Manager Fred E. Mann, of the Columbia Co., has opened up several new accounts in New England lately, these including the Bloomberg Furniture Co., at West Lynn; the Champagne Furniture Co., at Wakefield, and the Normyle Music Co., Natick and Framingham.

Buys Last Bailey Store

From the men on the road your correspondent learns that Bailey's Music Store, Berlin, N. H., which is the last one of a famous chain of Bailey stores with the exception of the one now at St. Johnsbury, Vt.—the home store—has been purchased by E. A. Steady and will be conducted hereafter under the firm name of E. A. Steady & Son. Mr. Steady was a former employe of the Bailey store.

Big Sonora Output

Joe Burke, speaking of the Sonora business, says that the January output was almost double that of January of the previous year and the business would be unusual were it not for the railroad situation, which is holding back goods to a most embarrassing degree. Mr. Burke says there will shortly be a meeting to complete all the details incident to the change in the name

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAPHS AND RECORDS

ALL EYES ARE ON THE BRUNSWICK

We think you will agree with us that the Brunswick is the most talked of phonograph today, with the public and among dealers. Brunswick policies and Brunswick advertising have created a new personality for a product which many thought had reached its limit. The methods of the old school of phonographic music have been thoroughly revolutionized. No effort or expense was spared to make the Brunswick a phonograph as perfect as science could make it—a revelation to all who hear it for the first time. There may be an enviable opportunity for a Brunswick Franchise in your community. We will be glad to discuss it with you, either in person or by mail.

KRAFT, BATES & SPENCER, Inc.
1265 Boylston St. Boston, Mass.
New England Distributors

Steel Needles Motrolas Record Brushes Khaki Covers



THE GREATEST MUSICAL HIT OF AGES

The SONG OF LOVE

From "BLOSSOM TIME"

Over 500 Performances in
New York

Three Companies Now
Playing in U. S. A.

ASK TO HEAR IT!

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



GLEANINGS FROM THE BOSTON TRADE

(Continued from page 85)

of the company, which, as the trade now knows, is called the Sonora Phonograph Co. of New England.

News Gleanings

W. C. Fuhri, general sales manager of the record department of the General Phonograph Co., was in Boston for several days lately, making arrangements for a new representation of the Okeh records in this territory.

George W. Hopkins, of the Columbia official staff, New York, is expected in Boston in a few days and he will "look in" on the class in salesmanship which Manager Fred E. Mann is starting at the local headquarters of the New England department of the company.

Secretary William Merrill, of the New England Music Trade Association, has been missing from his desk for the last week or more, having been laid up with a severe cold at his

home on the North Shore. Mr. Merrill ventured into the office once, but has taken no further chances since. When "Billy" is away the machinery of the Association comes to a dead standstill.

George W. Lyle, president of the Strand, was a Boston visitor the first of the month, spending a day in conference with New England Manager Erisman.

Fred Miller, who has charge of the Vocalion record stock at the A. C. Erisman Co.'s shop, was confined to his home by illness for a week toward the end of January.

The Eight Famous Victor Artists are due in Boston March 7 and 8 and are to give local concerts at that time.

F. C. Collins a Benedict

F. C. Collins, Columbia salesman in Connecticut and western Massachusetts, became a benedict a short time ago, when he married Miss Anna Catherine Cammus, the wedding taking place in St. Mary's Roman Catholic Church in

THE PERFECT POLISH

VICTROLENE

A REAL FURNITURE POLISH

GUARANTEED TO SATISFY



It's Easy to Clean
With Victrolene

Perfectly Wonderful for Pianos and Phonographs!

Your customers will be glad to know about VICTROLENE — the perfect polish.

Mixed with water, it makes a milk-white emulsion. That does the *cleaning*. Clear Victrolene does the *polishing*.

The biggest sellers of Victrolene are dealers who use it themselves. They know!

Why don't you try it?

Made by

National Company
110 Brookline Street
Cambridge, Mass.

Buy in New England

Exclusively



Wholesale

The Eastern Talking
Machine Co.

85 ESSEX STREET
BOSTON MASS.

New Haven. Mr. Collins and his bride went on a wedding trip to Niagara Falls, and while in Buffalo he attended a sectional conference of Columbia men from Cleveland, Detroit and Buffalo, which was conducted under the supervision of Field Salesman Robert Porter, of New York.

LEMON THAT BELIES ITS NAME

ASHLAND, O., February 5.—Lemon has been often heard in connection with advertising, but the two-pound lemon in the window of the Smith Music Store on East Main street in this city is proving to be a peach insofar as its being an attraction is concerned.

GRUBBS MUSIC CO. INCORPORATED

DALLAS, TEX., February 5.—The C. B. Grubbs Music Co. has been formed in Houston, Tex., with a capital of \$20,000. Incorporators: C. W. Grubbs, C. B. Grubbs and Dr. R. C. Bass.

Ted Lewis has been knocking out dance hits with surprising regularity. For March he uncorks another that has a promise written all over it. Get hep to "Runnin' Wild" and "St. Louis Blues," two on the same record. A-3790.

COLUMBIA GRAPHOPHONE CO.
New York.



THE REAL TEST OF CREDIT VALUE

Liquidating Power of Credit the Real Proof of Its Quality, Declares J. H. Tregoe, Secretary-Treasurer of the National Association of Credit Men—An Important Consideration

This is the era of credit. It is amazing how the use of credit and credit instruments has grown since the industrial revolution a century and a half ago and what a necessary part credit is playing in domestic and world trade.

Familiar things are usually taken as they are and receive but little study. It is so with credit. Credit has become a part of our daily lives interwoven into our trade. This very familiarity with credit has been, probably more than anything else, the reason why we have not questioned very much what credit is.

Credit, the invisible element in man's relations, has much to do in building up a prosperous nation; the misuse of credit causes great damage—that fact cannot be too greatly

stressed. A better understanding of credit is therefore essential. If the proper use of credit is of the utmost importance to our individual and social happiness and prosperity, is it not imperative that it be better understood especially by the men who deal in credit affairs?

Now, the test of the goodness of credit is its liquidating power. Will the credit be extinguished according to the contract upon which it rests? That is the question. This liquidating power involves many elements, and careful appraisal of these elements is the important credit task. These credits involve the willingness and the ability of the promiser to redeem or extinguish the credit. This question should always be asked when a credit is under consideration: "Will or can it be liquidated according to contract?"

To gather the various elements together necessary to answer this question, to study them closely and reach a sound determination is no mean task. It is a task of importance because upon the wisdom or unwisdom of creating the

credit depends the profit or the loss. Every sound credit enters into the sum total of our commercial transactions from which is derived more capital or wealth for the nation; every unsoundly created credit tends to fritter away the existing wealth and capital of the nation.

WM. L. BUSH ON VISIT TO GOTHAM

President of Bush & Gerts Piano Co. Enthusiastic Over Prospects in Southwest

Among the trade visitors to New York recently was Wm. Lincoln Bush, president of the Bush & Gerts Piano Co., of Chicago, and of the Bush & Gerts Piano Co., of Texas, operating a number of successful retail music establishments in that State. Mr. Bush brought with him his usual cheerful spirit of optimism and declared that the business prospects in the Lone Star State and throughout the Southwest were without any question of doubt thoroughly encouraging.



Heppelwhite
Style W. \$150.
Finest mahogany or walnut
Above illustration reduced from our art catalog

Hallet & Davis

The Phonograph Beautiful

A New Heppelwhite Model

Made by the makers of fine pianos for 84 years

Retail Price \$150

THIS magnificent model just added to "the Phonograph Beautiful" line portrays in true style the dainty charm and grace of Heppelwhite.

The demand today is for art Consoles of true period design and the Hallet & Davis offers four of the most popular of these styles.

CONSOLE MODELS

Queen Anne	Heppelwhite	Colonial	Louis XVI
\$135.	\$150.	\$185.	\$250.

Also one upright Model Louis XV, \$115

Exclusive territory given. Write for catalogs, prices and merchandising information.

Sold by many of the biggest dealers.

HALLET & DAVIS PIANO CO.

Phonograph Division

146 Boylston Street

BOSTON



Oh, La-dy Luck, won't you smile on me? I've wait-ed so long and pa-tient-ly,

LADY LUCK

A GEM SONG FROM THE NEW MUSICAL COMEDY

"UP SHE GOES" by the writers of "IRENE"

Music by Harry Tierney

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

Lyrics by Joseph McCarthy

CANTON, O.

*Record Demand Predominates—
Tie Up With Artist—Business in
General Satisfactory—The News*

CANTON, O., February 3.—The retail music business throughout the entire Canton district was most satisfactory during the month of January, more especially during the last few days before the opening of the new month. Unseasonable weather during the past ten days has had a tendency to detract from retail merchandising and keep many interurban shoppers from the business district.

One unusual development of the trade locally the past month has been the increase in record sales. This is true in practically every instance where record departments are maintained and the representative of The World was informed that record sales in January topped those of any previous month in fifteen months. Lists the past two months have been unusually attractive.

There has been no great influx of new machine models, but local stores report the trade is satisfied with the array now on the floors.

Much optimism exists with respect to the coming Spring months, there being no dealer

who is in any way skeptical that the forthcoming season will not be one of activity. The trade is showing a tendency to pay cash, is becoming easier to sell and is making less demand for credit, dealers report.

Merchants Join Chamber of Commerce

The Canton Chamber of Commerce Expansion Campaign passed its goal the end of the fourth day, when a total of 2,169 new memberships was announced. One of the soliciting committees was composed entirely of retail music dealers. It is reported that every music dealer in Canton is now affiliated with the Chamber.

Tie Up With Comedian's Appearance

Dealers in talking machines and records took advantage of the recent appearance of Harry Lauder, famous Scotch comedian, to boost the sales of machines and records. Practically every Victor dealer arranged a special window display of machines or records, featuring Victor records by Lauder. One enterprising establishment, that of the Henry Ackerman Piano Co., secured two tinted photographs of the comedian, both unusually large, and gave them prominent place in the display. Increased sales of records were noted by nearly all dealers.

Wille Says Radio Business Is Better

"Probably the biggest gain in business is in our radio departments," said George H. Wille, head of the stores bearing his name in Canton and Massillon. "There has been a decided im-

provement in this particular line of merchandise. The sheet music department of the stores is showing a slight gain, due to the presence of a number of musical shows in the city." Mr. Wille predicts Spring business will be of a satisfying volume.

Zollinger's Business Grows

W. H. Pyle, manager of the talking machine department of the William R. Zollinger Co., reports that the talking machine department showed a gain of approximately 25 per cent this January over the same month a year ago. "The situation as I view it," said Mr. Pyle, "is adjusting itself to a status where talking machine sales and record sales are about on a 50-50 basis." This store sells only Victor machines and reports the No. 260 console model is the leader at this time, with the No. 210 a close second.

Moving of Department Helps Trade

The talking machine department of the Klein-Heffelman-Zollars Co., this city, reports an increase over January of last year, P. Q. Schrage, manager, said to The World representative this week. "I attribute the gain to the changing of the talking machine department from the fourth floor to the rear mezzanine floor," he said. Records are showing a decided gain in output and are now running neck and neck with talking machines.

Going After the Rural Trade

C. M. Alford, of the Alford-Fryar Piano Co., distributor of the Starr and Cheney talking machines, reports a slight falling off in sales for the past month. "I believe the unseasonable weather has had much to do with the apathy in talking machines," Mr. Alford said. "This is true of records, which business has been spotty." Competition never has been keener in the rural field, according to Mr. Alford, who says that the country is alive with talking machine salesmen, working on rural prospects at this time, when farmers are not so busy with duties of the farm.

TAKES ON THE BRISTOL LINES

Cabinet & Accessories Co., Inc., Announces Important Additions to the Many Important Lines Which This Company Handles

The Cabinet & Accessories Co., Inc., New York City, has added the Bristol Audiophone and Audiophone Junior to its line. These loud speakers are adaptable to both radio receiving and the increasing of tone of the talking machine. It is used in conjunction with the Audiophone reproducer, which can be used with any make of talking machine. With an entirely moderate list price and usual dealer discounts, these loud speakers are proving very popular throughout the talking machine industry. Another new addition to the line is the Add-A-Tone, which device is also going good. Mr. Goldsmith reports that there is general activity throughout the entire line, with generally good business for this period of the year.

JAZZ

JAZZ



EXTRA! EXTRA!
A REVOLUTION IN THE
NEEDLE INDUSTRY
A SPECIAL EXTRA-EXTRA
LOUD JAZZ NEEDLE
(Made in U. S. A. of Highest
Grade American Steel)
Something Absolutely
New and Different From
the Ordinary

**The Only Needle of Its Kind
in the World**

Will Appeal to Most of the Trade Throughout
the United States and Foreign Countries

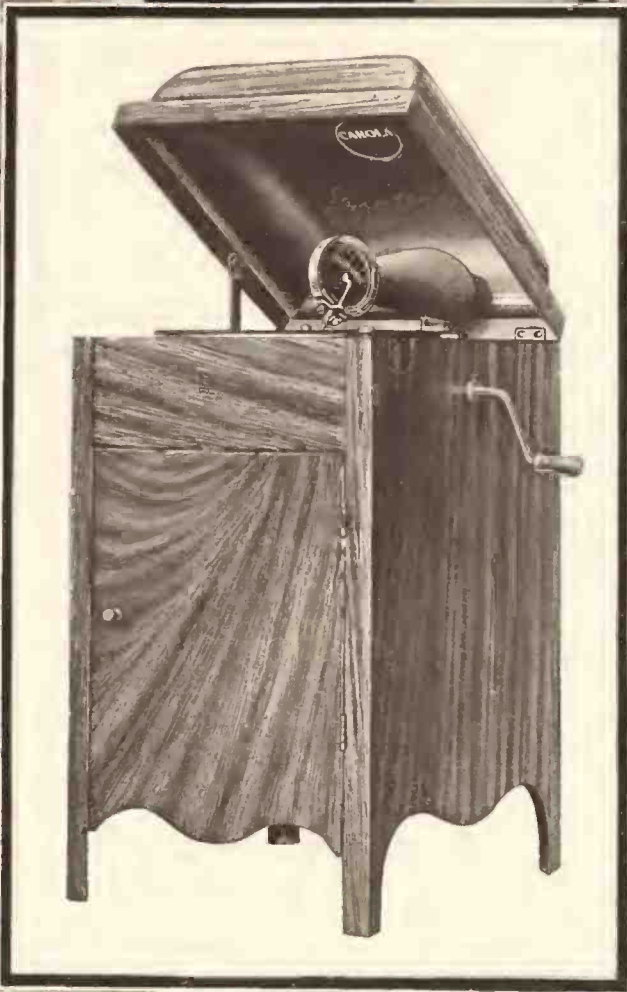
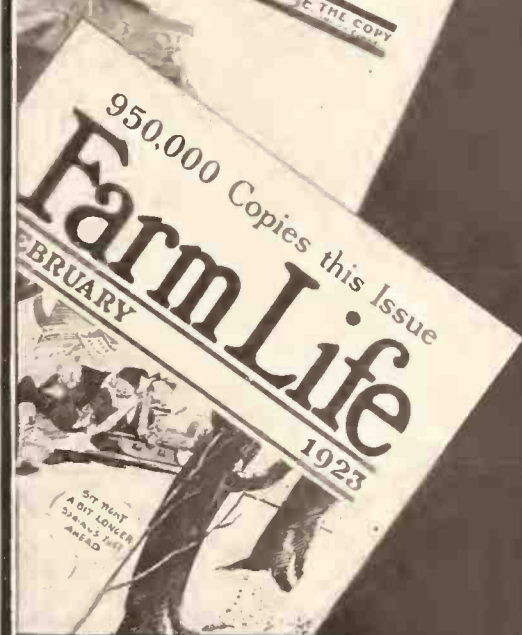
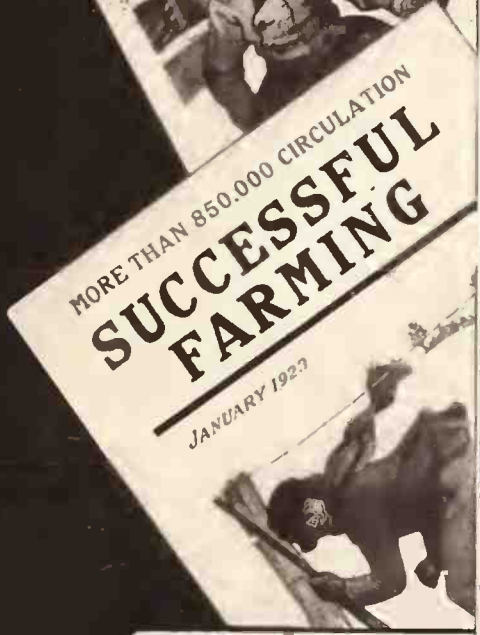
JOBBERS—Act at once and secure jobbing
proposition while your territory is still open

WALL KANE NEEDLE MFG. CO.

3922 Fourteenth Avenue

BROOKLYN, N. Y.

JAZZ



The New CAROLA

BIG PROFITS

RAPID TURNOVER

"The Nightingale of Phonographs"

National advertising in the magazines shown above will create the demand for Carolas. You should be prepared to supply that demand. 600 new dealer accounts were opened in the last three months of 1922 and without any national advertising.

Carola dealer plans call for a campaign of full co-operation. Inquiries developed from National Advertising will be sent to Carola dealers in the territories they come from.

Window displays, booklets, printed matter and special newspaper copy and cuts will be supplied to Carola dealers.

Our liberal trade discounts mean big profits for you. Rapid turnover is assured by the low-retail price of **\$20.00**

10% additional in the Far West.

Carola meets the demand for a full toned, well constructed phonograph at a price within reach of everyone.

It embodies a new acoustic principle which consists in carrying the sound waves through a violin fibre tone arm to the domed top and allowing them to flow up and out instead of driving them down as in other phonographs. The Carola tone is equal to that of machines costing many times as much.

Big sales are assured at the remarkable low price of **\$20.00**

Send for our approval proposition

THE CAROLA COMPANY

Cabinet Specifications 310 Lakeside Ave., N. W. **Cleveland, Ohio** **Portable Specifications**

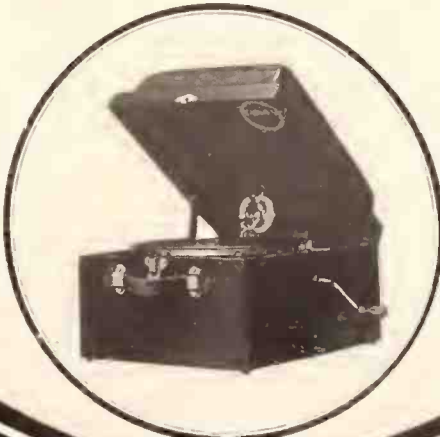
Weights 17 pounds: is 31 inches high open in playing position. Uses standard needles, plays all standard disc records, has spacious record compartment.

Reproducer—improved construction, equal to that in highest priced machines. Tone graduated by raising and lowering lid. May be played when closed.

Motor—perfected, worm driven; smooth and silent, no spur gears; plays twelve-inch records. All parts standardized and interchangeable.

Made of special acoustic metal; finished in Mahogany or Ivory with nickel fittings. Polychrome finish with fittings gold plated \$5.00 extra.

Retail Price ... **\$20.00**



Weights fifteen pounds. Uses standard needles and plays all standard disc records. Carola Portable made of acoustic metal and finished in jet black with nicked fittings. Record container holds six records; fits on top of turntable. A compact, easily carried machine.

Reproducer and motor guaranteed Same as used in Carola cabinet machine.

Retail Price **\$20.00**

Interesting Analysis of Factors Which Eventually Culminate in Sales :: By W. Braid White

The art of selling cannot be reduced to a formula; but it does, nevertheless, rest upon facts of human nature, which cannot be gainsaid. Successful salesmanship rests partly upon whatever understanding of the causes and processes of human behavior the salesman possesses, and partly upon his ability to put his knowledge to good use.

Every kind of sale may be analyzed, whether it refers to a pound of tea or to a five-hundred-dollar talking machine outfit. Every sale, when the facts about it are analyzed, is found to have gone through certain stages, forming together a certain process. It does not always, or often, matter whether the successive stages are consciously recognized. What is important is that these stages must be gone through in any and every case and that the more thoroughly their presence is understood and their inevitable existence allowed for the easier the sale will be.

When we are engaged in the sale of any piece of musical goods, whether low or high-priced, whether small or large, we find ourselves going through certain processes of thought and action with relation to the prospective buyer, who in turn goes through a parallel process with relation to ourselves. This process is gone through in all cases, and whether the sale is or is not made. In other words, whatever else happens, the prospect either is or is not favorably affected at each of the six stages into which any sale may be analyzed. If the prospect is affected favorably a sale will result, other things being equal, and if unfavorably no sale may be expected.

The first of these stages may be described as the stage of attention. It is necessary to attract the attention of the prospect before any further step in a sale can be taken. In the case of the talking machine, attention is usually attracted in the first place by means of advertising. Now, the best of advertising has done all it can do when it has led a person to the store and placed him or her inside the door

Certain Processes of Thought and Action Are Gone Through Before a Sale of Any Product Can Be Made

thereof in a receptive frame of mind. Advertising does not directly sell a talking machine, though it may, sometimes but not often, directly sell a record. On the other hand, advertising does attract attention and does put the prospect into a receptive state of mind.

Advertising which attracts attention in this way, however, does actually always more than merely startle the reader of it. It does (or should) create in his or her mind a desire to

learn more about the thing advertised. That is why, when in Victor advertising one sees a crowd of celebrities of the opera and of the concert hall, in pictured guise, appearing before one, with the statement that the Victor brings all the world's great artists to one's home the picture shocks the attention and the text clinches the idea which it is the main purpose of the advertisement to impart.

When we see Brunswick records advertised by series of portraits of Brunswick artists with the general caption, "The New Hall of Fame," we have an illustration of the same principle. So with the advertising of the new Columbia record-making process. So, too, with the Edison pictures showing Mr. Edison listening to one of his own machines. So, too, with the phantom photos of the Cheney acoustic system. And so on.

Advertising, then, shocks the reader into attention and utilizes the emotions thus aroused in order to drive home some suggestion.

Plainly, then, it may be taken for granted that the salesman who sells any sort of talking machine or record which is advertised at all generally will find his prospects already charged with certain more or less definite ideas about the machines and records they are coming in to see. The first stage, then, of attention, is already successfully passed, in all these cases.

Arousing of Interest

But it is not sufficient to attract attention unless it can be maintained and transformed into interest. Here is where the salesman's first real work begins. Interest is aroused when, for instance, some part of the claims which

SYNONYMOUS TERMS

The Unico System and Successful Musical Merchandising



NEW MUSICAL DEPARTMENT STORE—UNICO EQUIPPED THROUGHOUT
THE J. W. JENKINS & SONS CO., WICHITA, KANSAS.

Unico Equipment

Stimulates sales and produces profits with all classes of musical merchandise—

Phonographs and Records
Pianos and Player Rolls

Sheet Music—Small Goods—Musical Instruments



At moderate cost the Unico System will double your facilities—and do it overnight.

Shipments from stock—expedited deliveries.
Week-end installations.

No delay, confusion or business interruption.

"Follow the Lead of the Leaders"

Consult the nearest Unico Branch *today*.

UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, *President*

NEW YORK, N. Y.
299 Madison Ave.

58th Street and Grays Avenue, Philadelphia, Pa.

CHICAGO, ILL.
30 N. Michigan Blvd.

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

NEW ORLEANS, LA.
506 Marine Bank Bldg.

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

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





Home Sweet Home, We'll call it Jour-ney's End,

JOURNEY'S END

THE BIG SONG HIT
from
"UP SHE GOES"
THE BIG SHOW HIT

THE NEW "ALICE BLUE GOWN" by the same Writers-

Music by Harry Tierney
Lyrics by Joseph McCarthy

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



have been made in the advertising can be translated into action and fact on the spot. Thus, to put on a Caruso record is to make good some part of the Victor claim. To show how quietly a new process Columbia record rotates on the turn-table under a steel needle is to make good a Columbia claim. To call the listener's attention to some refinement of reproduction is to make good the Cheney claim to a special acoustic system.

Importance of Confidence

But it is not enough even to arouse interest. Unless a feeling of confidence can be aroused and maintained, unless the prospect can be made to feel that all statements made about the machine or the records are substantially true and will be backed up. Here the salesman, after he has made the necessary practical demonstrations, may fall back upon the reputation of the house, and of the makers when the latter are well known. But in most cases it is the reputation of the house. No salesman, therefore, can afford to make a promise which the house will find difficult to carry out; but, at the same time, no house can afford not to make good on any promise made by a salesman. It is a task of no little magnitude to build up a reputation for complete reliability and to create that feeling of universal confidence which we have when we deal with some great houses; but to destroy that reputation is not very difficult. One woman complaining that she has been "stung" will do more harm than a thousand satisfied customers can ever repair; for the satisfied customer does not commonly sing the praises of the house. Reliability is taken for granted very often; but woe to those who fail to make good.

Desire, Action, Satisfaction

Demonstration, which we discussed when talking about the second step (interest), when backed up by confidence in the house and in the salesman's statements, produces desire. From desire to favorable action is but a step. From action to satisfaction should also be but one more simply, easily-taken step, and so it will

be if the policy of the house is broadminded and rests on the understanding that service, liberally conceived and generously carried out, forms the foundation of a successful music business. To be always ready to make good a defect or a complaint, even when the latter is not above reproach, is to found one's business on a rock.

This slight sketch will indicate, perhaps, how a salesman, if he be really thoughtful, may re-

study his sales talks and methods so as to bring them within this framework of stages. All sales go through these stages, but unless the salesman's work is designed so as to bring about the appropriate reaction at each, he should hardly be surprised if he scores more misses than hits. On the other hand, even though he retains the utmost freedom within these limits, he will find it worth his while to respect them and keep within them.

JOSEF HOFMANN BRUNSWICK ARTIST

World-famous Pianist to Record Exclusively for the Brunswick Co.—First Number Will Be Liszt's Hungarian Rhapsody No. 2

Josef Hofmann, whose fame as a pianist is international, has closed a contract whereby he will make records exclusively for the Brunswick-

whose youthful musical genius has blossomed into a great and lasting one. He was born in Crakow, Poland, and when barely five years old displayed an unusual talent for music. After working for years with his father, himself a pianist, Hofmann had become an international celebrity by the time he was sixteen. Then he became the only private pupil that Anton Rubinstein ever had. There are many Americans who well remember his first visit to this country when he was still a child. For many years Hofmann has made his home in Aiken, S. C., and his career in America has been a veritable procession of successes.

The announcement that this celebrity will record exclusively for Brunswick is being broadcasted to the public and the Brunswick March supplement, hanger, courier and window display service will feature his first recording.



Josef Hofmann

Balke-Collender Co., according to an announcement emanating from the Brunswick Co.'s headquarters. Brunswick dealers and enthusiasts will soon be in a position to hear the first recording made for the Brunswick Co. by this master pianist. It is Liszt's "Hungarian Rhapsody No. 2," appearing on Record No. 50023. In every musical center a Hofmann recital makes musical history. In his tours of this and foreign countries, Josef Hofmann, by his playing, has become one of the outstanding figures in the musical world, thanks to his supreme art and individuality. He attracts such audiences as but one or two other artists have ever drawn, and among pianists it is recorded that he has established the largest box office receipts in the history of Carnegie Hall, New York—as high as \$4,000 an hour having been paid to hear him.

Hofmann is one of the very few musicians

RECOVERING FROM RECENT ILLNESS

The many friends throughout the trade of Billy Peate, well-known music and musical merchandise dealer, of Utica, N. Y., will be pleased to know that he has for some time past shown considerable improvement in his convalescence from a recent illness.



Artistic Decorating On Phonographs

Dealers and manufacturers, send your phonographs to us for decorations and special finishes. We maintain a high-class studio devoted entirely to this work. We will decorate your phonographs from our large selection of designs or from designs you may particularly specify.

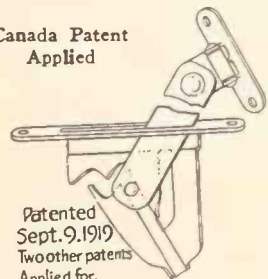
Let us show you our work and submit estimate

MOHAWK WORKS OF ART

Mohawk Building
160 Fifth Avenue New York
Manufacturers, Send for Quantity Prices

SECOND YEAR SUCCESSFUL LEADER

Canada Patent Applied



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—

flexible and bent.

Samples on request.

STAR MACHINE & NOVELTY CO.

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

PHONOMOTOR PRODUCTS, PHONOSTOPS and NEEDLE CLIPPERS ALWAYS THE BEST

PHONOMOTOR COMPANY

121 WEST AVENUE, ROCHESTER, N. Y.

In Chicago—It is

Guyon's Paradise Orchestra

In Detroit—It is

Finzel's Detroit Society Orchestra

In Chicago and in Detroit, thousands and thousands of people every year dance to original and unusually effective arrangements of the latest, up-to-the-minute dance hits, as played by Guyon's Paradise Orchestra and Finzel's Detroit Society Orchestra. Speak of the *best* dance music, and Chicagoans will say, "Guyon's"—Detroiters will quickly answer, "Finzel's."

These two famous orchestras
now record exclusively for

OKeh Records

Chicagoans, Detroiters, and people from the neighboring cities are enthusiastically greeting the opportunity for hearing their favorite orchestra right in their own homes. The release of each new recording shows a further increase in the already marked demand for the recordings of these famous organizations.

Recordings by these, or any other OKeh artists or organizations may be obtained from Consolidated with the same promptness and smooth efficiency that are always so characteristic of CONSOLIDATED SERVICE.



Consolidated Talking Machine Co.

227 W. Washington Street

Chicago, Ill.

Branch: 2957 Gratiot Avenue, Detroit, Mich.

IN PITTSBURGH

Building and Industrial Revivals Affect Business—New Joseph Horne Home—C. B. Hammond in New Post—To Open Brunswick Shop

PITTSBURGH, PA., February 7.—The first month of the new year in the talking machine trade here showed more activity than did the same period a year ago. This is taken as a most hopeful sign. While it is true that the talking machine business of itself is now not as active as it was two weeks ago, there is marked activity in the record trade, a brisk demand existing for all makes of records.

There is an optimistic tone among dealers and it is believed that, backed with the activity in the industrial establishments of the Pittsburgh district and fortified by the fact that the coal mines will be operated steadily from now on and all during the Summer, the danger of a miners' strike having been removed, it is safe to assume that there will be considerable activity in the talking machine market here the entire year.

Building operations in Pittsburgh were never greater or more extensive. Hundreds of new dwelling houses are being erected and scores of new apartment buildings are under course of construction. This means that in every place where a family will reside there is a place where a talking machine can be placed. Some wide-awake talking machine dealers have made a canvass of the houses that are in course of building in their immediate neighborhoods and are planning to make a campaign to "land the new business" that is bound to come.

How Sales Are Made

Recently in one of the suburban towns adjoining this city, when a new family moved into a house that had just been completed, an enterprising talking machine dealer asked leave to place a talking machine in the house. One of the records that he sent was a recording of a noted pianist. It so happened that the younger boy in the family was given the same selection to study for a piano exercise. It is needless to state that the talking machine remained in the house and the live-wire dealer is now assured of a regular patron for records.

Plans Better Store Following Fire

J. E. Bumbera, whose place of business in

Swissvale was destroyed by fire late in December, wiping out his stock of Edison and Columbia merchandise, is preparing for a new place of business on a much larger scale than he had before. At present he is operating his pharmacy and talking machine shop a short distance from his former location.

Pleased With Radio and "Talker" Demand

Frank Dorian, who is widely known to the trade in practically every section of the country, and who is now manager of the General Radio Corp.'s Pittsburgh branch on Penn avenue, where he distributes the Strand phonograph, Okeh records and the General Radio Corp. line, is highly pleased with the business he has handled since locating here several weeks ago. He stated that the outlook for the future was most hopeful.

The New Joseph Horne Quarters

Within a few days the new talking machine department of the Joseph Horne Co. will be settled down in the new location and the noise of the carpenter and mechanic will not interfere with the music from the instruments. The large new demonstration and show rooms are now being given their finishing touches. One large room will be utilized for an exhibition parlor for the various lines of talking machines handled by the Joseph Horne Co.—Victor, Cheney, Pooley and Columbia Grafonolas. A. R. Meyers is manager of the department. He stated that business during the month of January was highly satisfactory.

C. B. Hammond Takes Over Cheney

C. B. Hammond, of Cleveland, O., has been appointed manager of the Cheney Phonograph Distributing Co., 806 Penn avenue. He succeeds Marion Cheney, who has been located in Pittsburgh for some months. Mr. Hammond is an experienced Cheney man and stated that the outlook for the Spring trade in the Cheney line was exceptionally bright.

Installs Audak for Record Demonstrations

An innovation for expediting the sales of Victor records has been made in the record sales department on the main floor of Kauffmann's (The Big Store). There records only are sold, the Victrola and main record department being located on the eleventh floor. Mrs. C. H. Walrath is the manager. She is pleased with the business handled in January and anticipates a brisk movement of records and Victrolas in the current month. The innovation on the main floor consists of the Audak, a device which enables several customers to hear records through individual ear-phones while standing side by side. The sound from one does not conflict with the other. Miss H. Cole, who is in charge of the record department on the main floor, speaks highly of this innovation.

Plan to Open Brunswick Shop

On February 15 a new Brunswick Shop will be opened in Wheeling, W. Va., by Chester Brubaugh and E. H. Waterhouse. The new Brunswick Shop will be one of the most complete of its kind and will contain sixteen hearing rooms. Messrs. Brubaugh and Waterhouse have also purchased the Hanson Music Shop at Moundsville, W. Va., and will feature Brunswick phonographs and records in addition to the Victor line.

The Pittsburgh Brunswick offices are now distributing the Brunswick records as heretofore and this is a change that is much relished by the various Brunswick dealers in this territory. It is stated that the company is oversold on the Tudor and York models and that it will be weeks before all orders can be filled.

Reports Exceptionally Good Month

A. A. Buehn, treasurer of the Buehn Phonograph Co., was laid up for several days at his

(Continued on page 94)



REGAL
50c
RECORDS




1500% Profit!
One REGAL dealer is selling an average of 600 records per week with a stock investment of \$400. This brings him 23 turn-overs a year, and each turnover leaves him a gross profit of \$271.29, a return of 1500%.



But this can only be accomplished by REGAL 50c RECORDS. A stock of REGAL means a stock of "best sellers" only rather than a stock of 25% "best sellers" and 75% slow-moving merchandise.



To summarize: The REGAL policy of "best sellers," plus the REGAL quality and the 50c price, enables REGAL dealers to achieve sales success that to outside dealers seems quite unusual.



Yet the instance quoted above is merely one example of hundreds of similar successes that REGAL has helped develop. REGAL creates business for dealers quickly—without extensive preparation.

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

A Permanent Sapphire Needle That Plays All Records



Guaranteed to play
5,000 RECORDS

without wear
Made to play all lateral cut Records on the following machines:

- | | |
|-----------------|------------|
| VICTOR | VOCALION |
| COLUMBIA | BRUNSWICK |
| SONORA | SILVERTONE |
| CHENEY | PATHE |
| EMERSON | GRANBY |
| AND OTHER MAKES | |

In ordering name the make machine you sell.

LEO HEILBRUN CO.

49 Lispenard St. New York

Sole Distributor

Jobbers write us for particulars.

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

A NIPPONESE NOVELTY

HEAR IT NOW!

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

NEWS FROM PITTSBURGH TERRITORY
(Continued from page 93)

home in Dormont, but is now O. K. H. M. Swartz, general manager of the Buehn Phonograph Co., reports an exceptionally good month in January for the Edison line, both in machines and records.

Fine Victor Demand

"We are shipping to our clients all the Victor machines that we are able to secure," said T. T. Evans, the well-known manager of the wholesale Victor department of the C. C. Mellor Co., a leading distributor of western Pennsylvania. Mr. Evans stated that business for the past month had been very good and that all indications pointed to a very brisk month ahead. Mr. Evans also stated that the Victor record business was excellent and that some retail dealers had to make repeat orders of popular records very frequently. During the past week Mr. Evans made a business trip to Canton, Alliance and other eastern Ohio points.

P. W. Simon, Victor dealer at Uniontown, Pa., has, as referred to elsewhere in The World, sold out his place of business to the Aaron Co., of Uniontown, which has also secured the Victor franchise in Uniontown.

News Gleanings

Theodore Hoffmann, of the J. M. Hoffmann Co., and Horace Hays, of the E. G. Hays Co., both Brunswick dealers, are spending the remainder of the Winter in Florida.

The E. A. Searls Co., Edison dealer, at Huntington, W. Va., gave an Edison tone test in the City Auditorium on February 5. The entertainers were Glen Ellison and Alta Hill.

John Henk, manager of the Columbia Music Co., Columbia Grafonola and Edison dealer, reports business as very brisk for the past month. Mr. Henk stated that record sales, especially for foreign records, were highly pleasing.

S. H. Nichols, manager of the Pittsburgh branch of the Columbia Co., emphasized the fact that the outlook for the Columbia line was never better. He said: "Our business both in Grafonolas and records is very gratifying and I am more than satisfied that our Spring business will far exceed that of the Spring of 1922."

C. L. Dawson, of Dawson Bros. Piano Co., Starr phonograph and Gennett record dealer, is spending the Winter in Florida.

Playertone Business Is Active

I. Goldsmith, president of the Playertone Talking Machine Co., said: "Our business for 1923 is opening up very good and I am pleased at the demand that is being made for the console models of the Playertone line. We have opened some very fine distributing agencies in the Southwest and our sales in that section are increasing materially."

Frederick Co. Entertains

Following a long-established custom, W. F. Frederick, president of the W. F. Frederick Piano Co., Victor distributor and dealer, gave

a dinner to the employes in the banquet hall of the store here, 635 Smithfield street. One of the features was the awarding of prizes to employes who distinguished themselves by individual effort during the past year. C. E. Lucore was toastmaster. Addresses were made by Mr. Frederick, E. B. Heyser, the vice-president; Edward Snyder and M. H. Terry. The wholesale Victrola department is in charge of George H. Rewbridge, while Fred Drake is manager of the retail Victrola department.

Talking Machines in the Schools

Teachers of the Washington Heights school at Lemoyne, Pa., purchased a Victrola and a number of records for use in school. For weeks the pupils have been collecting old newspapers, etc., several tons in all, which were sold, the proceeds being used to buy the Victrola outfit. The teachers who managed the affair were Miss Naomi Bentz and A. H. Calaman.

Faller Bros., the Victor dealers of Donora, Pa., awarded a number of prizes to women in an advertisement contest. The second prize, a Victrola, was won by Mrs. Robert Holmes.

A new Victrola has been purchased for the Washington School at Birdsboro, Pa., with the proceeds of sales by the pupils. Each of the three school buildings in the borough is now equipped with a Victrola and an assortment of records.

TO ADDRESS RETAIL MERCHANTS

G. A. Garver, Edison Dealer of Strasburg, O., to Speak at St. Louis Conference

STRASBURG, O., February 3.—G. A. Garver, head of the store of the Garver Bros. Co., this city, is one of three nationally known retailers who will address the Semi-annual Retail Merchants' Business Conference at St. Louis, February 13. His subject will be "Building a \$1,000,000 Business in a Town of 1,000 Population." The Garver store is the only Edison agency in the entire Strasburg district.

OPENING OF GRIGGS CO.'S NEW STORE

MOLINE, IA., January 30.—The new store of the Griggs Piano Co. at 1413 Sixth avenue, this city, was opened recently with an appropriate musical program both in the afternoon and in the evening. This company was formerly located at 1509 Sixth avenue, but the expansion of business necessitated moving to the larger quarters in which they are now. Interest manifested in the opening indicates prosperity.

INCREASES ITS ARTISTIC STAFF

The Mohawk Works of Art, New York City, has again found it necessary to add several artists to its staff to take care of the steadily increasing business. M. E. Estrin, head of the organization, reports that the popularity of re-decorating phonographs is increasing and that dealers report that the redecoration of these cabinets help sales.

Quality Talking Machines

\$35.00 and up

Model 11 in mahogany only

THE H. LAUTER COMPANY, INDIANAPOLIS, INDIANA
Manufacturers of UPRIGHT AND CONSOLE TALKING MACHINES

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., February 6.—Phonograph and talking machine dealers and distributors of the Quaker City and its vicinity are unanimous in voicing their satisfaction over their sales records for January. This activity, experienced in both the wholesale and retail branches of the trade during the first month of 1923, has served to bring forth an "I told you so" smile upon the faces of the dealers, who are well pleased at this corroboration of their optimistic forecasts of increased business for this year, which they made after the holiday and post-holiday rush.

Many of the leading distributors, including those handling the New Edison, Victor, Brunswick, Columbia and Vocalion, report decided increases in their business and, in fact, quite a number of them state that the volume of their business during the past month was at least twice as large as that transacted during the same period last year.

Greatly Increased Edison Business

One instance of this notable improvement in conditions prevailing in the trade is to be found in the following statement of Arthur W. Rhinow, of the Girard Phonograph Co., distributor of the New Edison in the Philadelphia territory:

"Our business for January was slightly more than double that of January of last year and there is every indication, barring unforeseen difficulties in the labor situation in the coal mining regions, that we will experience the biggest year in the Edison business during 1923.

"The extensive campaign for new dealers, which was described at some length in last month's issue of *The World*, has been decidedly

more fruitful than anticipated and our traveling representatives reported no less than eight new dealers last week. At the present rate it will be only a short time before we will have new dealers of a satisfactory caliber located in all of the unoccupied territories in this section and we believe that when this prediction is fulfilled it will be ample proof of the stability of the New Edison line and the growing demand especially for the newer models."

Activities of Penn Phonograph Co.

Increased Victor sales are reported by each of the five local Victor distributors and T. W. Barnhill, secretary of the Penn Phonograph Co., declares that its business during January showed a decided improvement over that done during the same month last year, despite the fact that there is still a shortage of stock, as he has found it almost impossible to obtain various popular Victor models, although this condition is being relieved gradually.

Both F. E. Hipple and D. W. Mayberry, two well-known traveling representatives for the Penn Phonograph Co., who had been ill for several weeks, are back at work again and calling on members of the trade.

Among the recent visitors seen by Mr. Barnhill were C. N. Andrews, of C. N. Andrews, Buffalo, N. Y., and A. H. Bates, of the Ohio Talking Machine Co., Cincinnati, O.

Brunswick Dealers Doing Well

Excellent reports of prevailing business conditions among Brunswick dealers throughout the State are made by O. F. Jester, local distributor of the Brunswick-Balke-Collender Co. Mr. Jester declares that the outlook for business in his entire territory in this State is very

promising. He found conditions very favorable in Lancaster and Harrisburg and also in the coal regions despite some signs of unrest among the miners, due to the approaching expiration of the wage scale agreement later in the year. He says that his only worry at the present time is due to the serious shortage of Brunswick machines, which is especially acute in the new line of console models, as the factory is far behind in making deliveries of these models.

Large Victrola Demand at Weymann's

"All of our Victor dealers in this territory," declares H. W. Weymann, of H. A. Weymann & Son, "report big increases in their sale of Victor records during January over the same month last year. We are sending out Victrolas just as fast as we can get them and the new style No. 80 and No. 210 Victor models which we received in January shipments were sent out the same day we received them. We are also receiving a great many advance orders for the No. 100 model."

Edison Tone Test by Radio

Something entirely new in the annals of phonograph merchandising will take place in about two weeks, the exact date to be announced later by the Girard Phonograph Co. Wright & Wright, who claim now to have the best-equipped radio broadcasting station in Philadelphia and who have just entered the ranks of New Edison dealers, have arranged at considerable cost to themselves and with the assistance of the Girard Phonograph Co., Edison distributor, to give an Edison tone test of one of the leading Edison artists for the benefit of the radio fans in this section of the country.

(Continued on page 96)

Opportunity

We believe this year provides the *Opportunity* to set a new high mark for every *Victor Dealer* who will adopt our suggestion of last month and put real constructive *Work* into his efforts.

Conditions have improved materially and we can all plan confidently for better business. We have set our *House* in order and are prepared to give better and more efficient *Victor Service* in every way.

May we suggest, as a result of our preparation, we are ready to accept the responsibility of supplying *Victor Merchandise* to every *Victor Dealer* within a reasonable distance of Philadelphia. Many are already depending upon us almost exclusively and we invite those who are not to give us an *Opportunity* to prove our ability.

THE LOUIS BUEHN COMPANY
OF PHILADELPHIA

Practice—Not Theory

TALKING MACHINE CO. Service doesn't stop with telling you how to increase your Victor Sales. We stand ready to show you and help you.

The Talking Machine Co.
Victor Wholesalers

1025 Arch Street Philadelphia, Pa.

"LET PHIL FILL 'EM"

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

Inasmuch as the radio concerts broadcasted by this firm are reported to have been heard west of the Rocky Mountains, the benefits to the Edison trade throughout the country are bound to be manifold.

Announcement of this tone test will be made by radio every evening for a week prior to its occurrence and it is expected that the audience which will "listen in" on that evening will be the largest that has ever been attracted to any entertainment since the radio has become a household fixture. Without question, it will be by far the largest single achievement since Mr. Edison announced the disc phonograph some years ago and combines, for the first time, the performances of what many consider the two greatest inventions of the century.

Heppe Increases Capital to \$2,500,000

C. J. Heppe & Son recently announced an increase in their capitalization from \$1,100,000 to \$2,500,000, the increase to be used in the expansion and development of the business.

H. S. Zeigler, manager of the retail department at Heppe's, has returned from a trip to Boston and New York City, following his recovery from an illness of several weeks' duration.

M. J. Snyder, the Brunswick dealer of Sun-

bury, Pa., has just moved into his new quarters in that city and now has one of the most up-to-date phonograph stores in that section of the State.

F. J. Heppe, with his wife and family, have gone to Atlantic City for several weeks.

Walter Linton Elected President

Walter Linton, of Linton & Co., was elected president of the Philadelphia Victor Dealers' Association for the ensuing year at its recent meeting held at the Adelphia Hotel. Other officers also elected included Homer Davis, vice-president; H. Royer Smith, secretary, and A. C. Weymann, treasurer.

Miller Piano Co. Entertains Employees

Harry Miller, of the Miller Piano Co., Edison dealer in Coatesville and West Chester, Pa., tendered a banquet to the employes of both stores at Downingtown, Pa., on the evening of January 26, as a reward for having reached a previously stipulated amount in sales over the holiday season. Among those present were P. R. Hawley, manager of the Girard Phonograph Co., Edison distributor; W. C. Stiver, A. W. Merrihew and A. W. Rhinow, all representing the Philadelphia Edison organization. Mr. Miller was in complete charge of arrangements and acted as toastmaster during the affair.

He literally outdid himself in providing a red letter event for those who attended.

Baker-Flick Store Entertains

The first of a series of monthly concerts to be given in the interest of music-loving citizens of Camden took place last week in the store of the Baker-Flick Co., Market street, Camden, N. J., under the direction of Mrs. Rae P. Lute, who has been arranging musicales in many of the largest department stores in the country and who is now in charge of the music department of the Baker-Flick store.

Wright Music Stores Buy

The Brunswick Phonograph Shop, of Easton, Pa., was taken over recently by the Wright Music Store and after extended alterations and remodeling it will be reopened as one of the finest phonograph stores in Northampton County.

Opens New Wholesale Offices

The Fox Philadelphia Co., general distributor of talking machine records and accessories, has opened spacious and attractive new offices at 420 Market street, in the wholesale center of this city. Under the progressive management of Harry Fox this distributing house has not only placed on its books a large number of dealers in Philadelphia and vicinity in a short period of time, but has secured the distribution of many well-known lines in the talking machine field. In the talking machine line this company distributes Kimberly upright phonographs and various console type machines. In the record field it distributes Broadway and Triangle records and also the well-known juvenile sets of Kiddie Records. It also distributes the Kodisk, Health Builder sets of Walter Camp's "Daily Dozen" set to music, the Health Builder "Weight Reducing" set and Brilliantone steel needles. Mr. Fox stated that the year opened well and is entirely optimistic over the future. As evidence of his belief in the good business ahead, Mr. Fox has taken on greatly increased space in his new quarters and will shortly inaugurate an energetic sales campaign. It is also his plan to add, from time to time, new articles in the talking machine trade to his list.

Reports Increased Demand

The Philadelphia Badge Co., manufacturer of record cleaners for advertising purposes, reports increased demand for its product and that export business has also increased materially.

Everybody's T. M. Co. Opens New Agencies

Everybody's Talking Machine Co., manufacturer and distributor of talking machine parts,

NO two Victor retailers have exactly the same sales problems. One of the important points in Weymann Victor service is the individual attention given to the individual needs of the individual dealer.

H. A. WEYMAN & SON, INC.

VICTOR WHOLESALERS

1108 Chestnut Street

Philadelphia, Pa.

Authorized distributors of BUESCHER TRUE TONE Saxophones and Band Instruments

Manufacturers of WEYMAN "KEYSTONE STATE" String Instruments

Wholesale distributors of Q · R · S Player Rolls

Italian Music Rolls

Largest collection of Italian and other foreign music rolls in the United States. Catalogs and discounts on application.

UNITED MUSIC STORES

619 Cherry Street
225 W. Mulberry St.

Philadelphia, Pa.
Baltimore, Md.

Cable Address Reg'd
"Fillasec-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.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)

reports the opening of a number of new accounts thus far this year, both in this country and abroad. Through the quality of merchandise and fair business dealings, this concern has built up a great reputation for itself. An evidence of the prestige of this company is to be found in several pieces of mail recently delivered to the offices of the company, one letter bearing only the address "Honest Quaker, Philadelphia," and the other "E. T. M. Co., Philadelphia." The trade mark, "Honest Quaker," has proven a very valuable asset to the company and it has ever been the policy of this company only to place this trade mark upon merchandise of proven merit.

Strand and Radio Demand Grows

The General Radio Corp., of this city, distributor of R C A sets and manufacturer of the well-known Geraco line of radio parts, has found that the new year has opened well in the radio field. Walter L. Eckhardt, president of the company, is an indefatigable worker and has many plans for 1923 for the still further increase of radio business. In the talking machine department of the organization all lines are reported going good. Strand phonographs and Okeh records continue to grow in popularity throughout the Philadelphia territory and it is expected that 1923 will prove a record year in these lines.

International Mica Co. Busy

The International Mica Co. reports that its factory in West Philadelphia is busy. The subsidiary company, the Pennsylvania Radio Laboratories, manufacturer of Parla 'phone radio sets, is also active. James A. Crabtree, of this organization, is now abroad analyzing trade conditions on the other side.

F. J. Todd Sells Victor Business

Frank J. Todd, Victor dealer, for many years located at 1330 Girard avenue, has sold his business to the Strand Music Shop, which will continue this Victor business two blocks below, at 1114 Girard avenue.

Business Increase of 100 Per Cent

The National Decalcomania Co., of this city, manufacturer of decalcomania, reports that during 1922 its business was increased over 100 per cent. The new year has opened well and George C. Greenawald, head of the organization, is entirely optimistic regarding conditions throughout the balance of the year.

Harry Fox and the Emerson in Evidence

Harry Fox, who is well known throughout Philadelphia and vicinity through his former connection as local distributor of the old Emerson Co., is once more in the Emerson field as chief executive of the Emerson Philadelphia Co., distributor of Emerson talking machines and records. This new company has opened very attractive offices at 420 Market street in the wholesale district. Mr. Fox is most familiar with both the Emerson line and the Philadel-

phia territory and it is, therefore, safe to predict a bright future ahead.

Derbyshire Bros. Beautify Store

Derbyshire Bros., Brunswick dealers of this city, have installed Unico equipment for the more efficient handling of their rapidly growing business. The remodeling of the store and



A Well-arranged Establishment

the addition of these up-to-date fixtures have added greatly to the attractiveness of the establishment and the service facilities at the command of customers should prove a valuable factor in making sales.

Newlyweds Receive Congratulations

Miss Marie Harrison, in charge of the Victor department of J. M. Hough, of Shenandoah, Pa., for two years past, was married recently to Leonard Bernhardt, of the same city. Mr. and Mrs. Bernhardt were visiting in Philadelphia and took the opportunity of visiting the salesrooms of the Penn Phonograph Co., where the staff extended congratulations to the happy couple and wished them a long and happy life.

Happy Six Orchestra Scores Big

The Happy Six Orchestra, Columbia artists, appeared in Philadelphia the week of January 22, playing a very successful engagement at the Lorraine Hotel. This orchestra also appeared

at Lit Bros., one of Philadelphia's leading department stores and gave a concert that was attended by a capacity audience. At the Lit Bros. concert Columbia New Process record advertising literature was distributed and considerable interest was manifested in the latest Columbia records. The Philadelphia branch of the Columbia Graphophone Co. co-operated with the Happy Six Orchestra, preparing window cards, streamers, hangers and newspaper advertising.

B. B. Todd Closes Branch Store

B. B. Todd, well-known Victor dealer of this city, who has previously conducted two Victor warerooms, has given up his location at 1623 Chestnut street, and will hereafter conduct his activities entirely from the store at 1306 Arch street. Mr. Todd is an enthusiastic and progressive Victor retailer and a firm believer in advertising. He has developed much business through publicity in local newspapers.

EMERSON DEALERS HOLD CONCLAVE

Forty Dealers From Philadelphia and Vicinity Listen to Addresses Dealing With New Emerson Policies and Plans for 1923

PHILADELPHIA, PA., February 5.—One of the most enthusiastic and progressive gatherings of phonograph dealers ever held in the Quaker City was the dealers' convention that was held by the Emerson Philadelphia Co. at its offices, 420 Market street, on Thursday, February 1.

More than forty dealers from Philadelphia and vicinity attended the convention, which was marked by a number of addresses dealing with the Emerson policies and plans made by prominent phonograph officials. During the afternoon several Emerson artists enlivened the gathering with some of their latest recordings.

Arthur H. Cushman, who was the chairman of the meeting, introduced the various speakers, including B. Abrams, the president of the Emer-

(Continued on page 98)

DECALCOMANIA

Name Plates for Talking
Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.

On
Guard



Penn-Victor Dogs are the best watchmen of Victor
Welfare in the Home.

Sold by most Victor Distributors.
Write them or us for prices.

Penn Phonograph Company

913 Arch Street Philadelphia, Pa.

Victor Wholesale Only

Cable Address Reg'd
"Fillasse--Phila."

Exclusive Distributor-
ships Now Being
Granted. Request
Catalog 177T

PENNSYLVANIA
PARLA

"TALKS FOR ITSELF"

RADIO

SUBSIDIARY OF

INTERNATIONAL MICA COMPANY

PHILADELPHIA, PA.

LABORATORIES
APPARATUS

Long Distance Phone
Baring 0535

Made Specially for the
Talking Machine
Trade

VICTOR, COLUMBIA, PATHE, EDISON and SONORA JOBBERS, WRITE FOR EXCLUSIVE DISTRIBUTORSHIP

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 97)

son Phonograph Co., who promised those present that they would receive the co-operation of the company at all times, and he also revealed the plans for an extensive Emerson advertising campaign, which he believes will have a great influence in boosting sales of Emerson machines and records. These plans are in line with the policy of the company in extending every possible assistance to its dealers.

The opening address was made by Harry Fox, head of the Emerson Philadelphia Co., local jobber for the Emerson phonograph. Other addresses were made by Joseph Wexler, who spoke on the past, present and future of the Emerson Philadelphia Co., and Charles Hasin, who outlined the Emerson plans for recording the latest popular songs and classical compositions. Among the Emerson artists who rendered selections were Lada's Louisiana Orchestra, Miss Alexandria and Miss Lillian Morton, Irving and Jack Kaufman and others. An interesting feature of the convention was the address by Miss Lillian Guth, credit manager of the Emerson Philadelphia Co., who assured the dealers that she would give them all possible co-operation. Many representatives of the leading music publishers and others well known to the trade were present at the convention, including Emerson Yorke, of the Witmark Co.; Mr. Edwards, of the local branch of the Witmark Co.; T. F. Oldewurtle, president of the Philadelphia Columbia Music Dealers' Association, and others.

BUILT SUCCESS ON SMALL SALES

Everybody's Talking Machine Co., Inc., Now a Prosperous Business Because Small Sales Were Not Neglected—An Interesting Point

The importance of the multiplicity of small sales is well brought out in an interesting article appearing in a recent issue of the Philadelphia Public Ledger, describing the success that Isaac B. Grabuski, head of Everybody's Talking Machine Co., Inc., has had. The article states in part:

"A multiplicity of sales—many of them of articles bringing five cents each, wholesale—spelled success in a few years for a Philadelphia salesman, who at one time sold ice-making machinery on commission, with single orders ranging from \$10,000 to \$20,000 each.

"Giving up his commission job to establish a business for himself, the salesman opened a retail store, handling talking machines and records. It took only a short time for him to discover there was a field, open and virtually without competitors, that was awaiting a pioneer. That field was the sale of parts of the various talking machines to dealers.

"He opened his door to opportunity when it called. To-day his company, well established with a capital investment of \$50,000, has 17,000 dealers on its books, with fifteen distributors in far-distant points. Its volume of business last

year was \$200,000 and sales were made in Singapore, China and Australia.

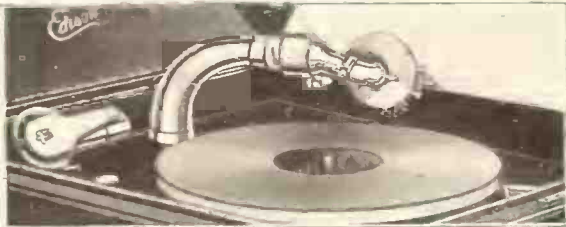
"Isaac B. Grabuski, head of the Everybody's Talking Machine Co., Inc., is the man who went out and sought the small sales that other dealers did not feel offered sufficient profit for them to bother with."

R. A. FORBES WITH WANAMAKER

Former Manager of James McCreery & Co. Department in Similar Post With Wanamaker

PHILADELPHIA, PA., February 6.—R. A. Forbes, who takes rank as one of the best-known retail talking machine executives in the East, arrived here on Thursday to assume the position of buyer and manager of the talking machine department of John Wanamaker. Mr. Forbes for several years was manager of the talking machine department of James McCreery & Co., New York, where he attained exceptional success. He has been identified with the talking machine industry for more than ten years, having been associated with Landay Bros. prior to his appointment as the McCreery manager. He is thoroughly versed in every detail of phonograph and record merchandising, and his appointment as manager of the Wanamaker department is a well-deserved tribute to his many years of experience and knowledge.

C. E. Jones is planning to open a music store in Akron, O., in the near future.



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 RE-
GARDING THE CARE OF A
PHONOGRAPH."

WRITE YOUR EDISON JOBB-
BER. HE HAS IT.

Price the same. Liberal dis-
count to dealers.

GUARANTEED IN EVERY
WAY.

MONEY BACK IF NOT
SATISFIED.

We handle highest grade
Jewel Point Needles.



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

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

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

Needle scratch almost entirely removed.

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

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

Needle CENTERS on all records.

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

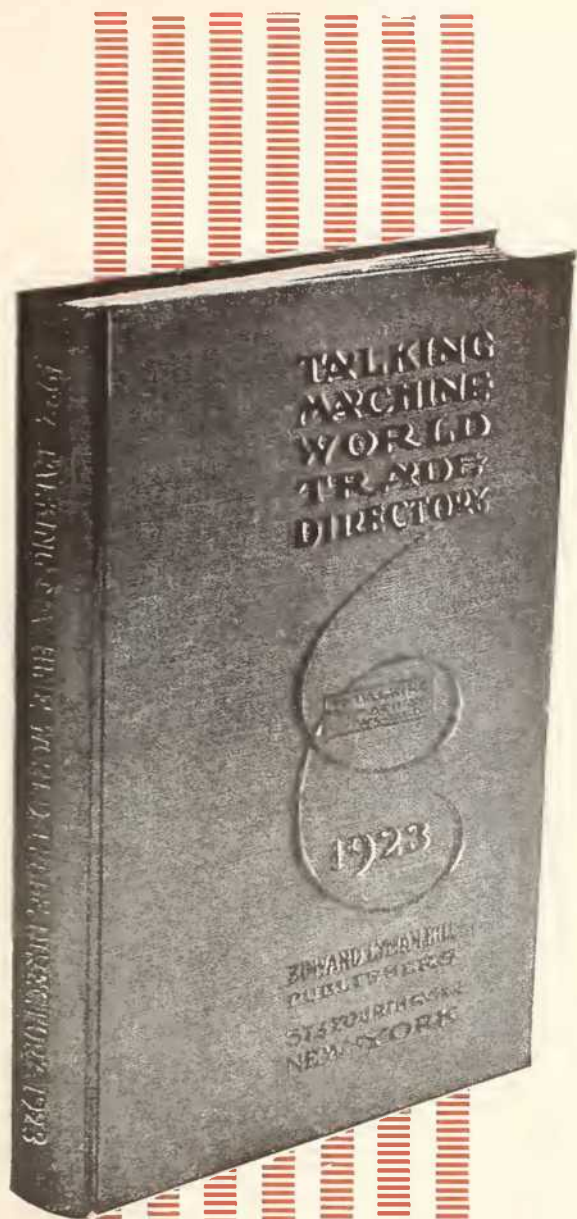
Pivoted ball-joint insures perfect reproduction and freedom of movement both vertically and horizontally.

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

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

JEWEL PHONOPARTS COMPANY

160 W. Whiting St., Chicago



*Advertising Rates
on Request*

If you are manufacturing or distributing any talking machine product, you should be listed in the TALKING MACHINE WORLD TRADE DIRECTORY. This service is free. Send for data sheets if you desire to be listed.

YOUR CHANCE

If you are a manufacturer or wholesaler in the talking machine industry, you will be listed free in the 1923 edition of the TALKING MACHINE WORLD TRADE DIRECTORY, provided you have sent in your data sheet.

BUT WHEN

you stop to realize that virtually every manufacturer and jobber and upwards of 10,000 retail talking machine merchants will be making constant use of this handbook and reference volume, devoted exclusively to the industry to which they belong,

YOU WILL

no doubt agree with us that here is an ideal medium in which to supplement your free listing with a forceful and impressive advertising message.

MOREOVER

If you do pursue such a course, you will be keeping company with the majority of the industry and they will be confirming your good judgment in utilizing this medium, and you in turn will be confirming their good judgment.

WHEREFORE

we repeat that this advertisement is inserted to call your attention to

YOUR CHANCE

to make use of a valuable medium in which the advertising section is limited and the rates are exceedingly reasonable. We recommend that you write or wire your space reservation today.

Edward Lyman Bill, Inc.
373 Fourth Ave., New York, N. Y.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

LARGE HOUSTON FIRM CHANGES HANDS

Horton-Smith Piano Co. Succeeds Smith-Woodward Co. and Will Handle Brunswick

HOUSTON, TEX., February 5.—The Smith-Woodward Piano Co., 910 Capital street, this city, has been succeeded by the Horton-Smith Piano Co., which will be an exclusive Brunswick dealer.

The Smith-Woodward Piano Co. was formed in 1916, when Robert Smith, long in the business, and M. O. Woodward formed a partnership. Mr. Woodward died in 1919 and his interest was continued by his widow, Margaret W. Woodward, until recently, when H. W. Horton purchased her interest. The name of the firm has accordingly been changed.

Mr. Horton was connected with the Bush & Gerts Piano Co., at Dallas, and later was manager of that concern's local branch at Houston. Already a big dealer, it is believed that the Horton-Smith Co. will become the most active phonograph dealer in the surrounding territory.

FOREIGN RECORDS IN NEW CATALOG

Victor Record Catalog for 1923 Includes Over Two Score Instrumental Selections From Foreign Catalogs of Unusual Interest

The Victor Talking Machine Co. announces that forty-three instrumental records selected from various foreign catalogs have been listed in the 1923 general alphabetical catalog under English titles. A number of the selections have been featured as odd and original records in the various domestic supplements last year, and it has been found that a goodly proportion of them find much favor with domestic buyers who are in search of something a little different in music.

PRAISE FOR NEW TONE ARM

A. Frangipane, secretary of the Mutual Phono Parts Mfg. Corp., New York, reports that the entire line of tone arms and reproducers is going good. The new improved No. 1A tone arm for portable machines continues to grow in popularity and many letters have been received by the Mutual Co., complimenting it upon this new tone arm, from different houses in the trade. Mr. Frangipane reports that business has increased steadily since the first of the year and sees a decidedly bright future ahead.

A Music Memory Contest is in progress in the Mt. Olive, Ill., schools and J. E. Rice, Victor dealer there, arranged for Miss Airy, of the Koerber-Brenner Co., to spend a day in the schools, dealing with music appreciation work in general.

WE HAVE YOURS!

Free Samples of

NEW GILT EDGE DANCE TONE NEEDLES

A Reflexo Product Made by "Bagshaw of Lowell"

See Page 29

VICTOR SCHOOL COMING TO OMAHA

Practical Course in Salesmanship Scheduled for Omaha Under Auspices of Mickel Bros., Victor Distributors, in March

OMAHA, NEB., February 6.—The Victor School of Salesmanship, which has been conducted in various cities throughout the country, under the personal direction of F. A. Delano, will be held in this city early in March, according to an announcement by Mickel Bros., prominent Victor distributors of this territory, under whose auspices the classes will be held. The course of instruction will be of four days' duration and Victor dealers and salespeople who contemplate taking advantage of the opportunity have been urged to enroll at an early date, so as to evidence their support.

O. A. Thurmond, of Johnston City, Ill., is a persistent dealer. Two years ago at Christmas time he found a prospect. He sold him this year.

APPOINT NEW MANAGER IN COLUMBUS

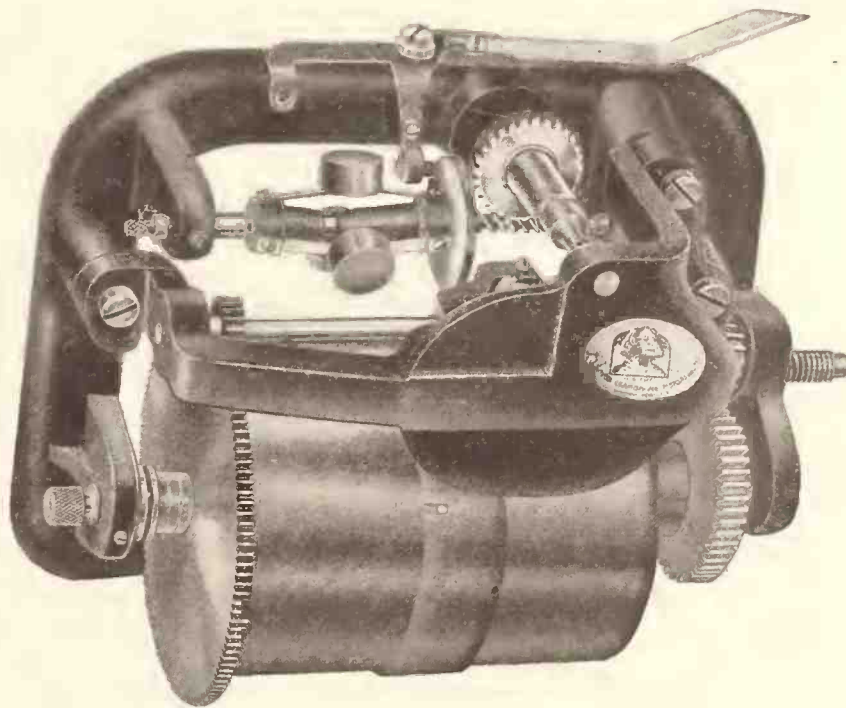
Geo. L. Roth Takes Charge of Talking Machine Department of Morehouse-Martens Co.

COLUMBUS, O., February 3.—Geo. L. Roth, formerly connected with the Robbins Piano Co., this city, has been made sales manager of the talking machine department of the Morehouse-Martens Co., this city, handling the Victor and Brunswick lines of machines and records. Mr. Roth has already made plans for reorganizing the department along more efficient lines and is arranging for an intensive campaign for the purpose of increasing sales of both machines and records.

Another new member of the executive staff of the Morehouse-Martens Co. is Mrs. Glen Lowry, who has been placed in charge of the music department of the store.

Miss Gladys L. Gillmore has just taken charge of the Brunswick record department of the Bruce Co., Springfield, Ill.

Built by Engineers with the highest Engineering Skill



- 1 Designed to stand the strain of hard usage.
- 2 Built to run smoothly and noiselessly under varying conditions.
- 3 Operated with uniformity, and constant in speed.

Write for Prices



Write for Prices

Sphinx Gramophone Motors Inc.

21 East 40th St. NEW YORK CITY

LARKINS JOINS ORMES STAFF

Ormes Appoints Brooklyn and Long Island Representative—Vice-president Price Gradually Building Up New Organization

James J. Davin, sales manager of Ormes, Inc., New York, Victor wholesaler, announced recently the appointment of Joseph E. Larkins as Ormes representative in Brooklyn and Long Island, and also to act as an assistant to Harry C. Hawkin, who is in charge of the metropoli-



Joseph E. Larkins

tan district. Mr. Larkins, who is a graduate of Fordham University, has had a broad experience in the sales promotion departments of several prominent manufacturers in the East. For the past year Mr. Larkins has been in the music field, where he applied his previous business experience in sales promotion work to excellent advantage, and he is planning to co-operate with Victor dealers along practical lines.

MUSIC MEMORY CONTEST IN OHIO

State-wide Contest Under Official Direction Launched on February 1—Final Contest to Be Held in April—Music Merchants of State Strong in Support of Movement

COLUMBUS, O., February 3.—Talking machine dealers in this city and vicinity are taking an active part in the State-wide music memory contest which was started actively on February 1, following conferences at the Hotel Deshler here, called by Mrs. Nellie I. Sharpe, Ohio State Supervisor of Music.

The contest, which is under the direction of the State Department of Education, is held to be the first State contest under official supervision and great results are expected from the movement. Among those who have assisted in making the plans for the contest are: Miss Margaret Streeter, of the Educational Department of the Victor Talking Machine Co., and C. M. Tremaine, director of the National Bureau for the Advancement of Music.

The contestants are divided into three classes and elimination contests will be held in individual schools in counties and in districts in regular rotation, with the final contest to be held in this city on or about April 28. By dividing the contestants into classes it is expected that a greater number of children will have an opportunity for making a good showing. The pupils of the rural schools must become familiar with twenty numbers, those in elementary schools in cities and villages thirty numbers, and those in high schools forty numbers, while adults must familiarize themselves with fifty selections. In addition to the support of the talking machine and music dealers, a number of clubs and other organizations have promised their co-operation in making the contest a success.

The Harry B. Loeb Piano Co., New Orleans, La., is now located in spacious quarters at 323 Baronne street.

ATTRACTIVE WINDOW WINS AWARD

Display of Newman's Music Shop, Jersey City, Selected as the Best

The value of originality in window display was well exemplified recently by Newman's Music Shop, 92 Monticello avenue, Jersey City, N. J., handling Sonora, Columbia and Vocalion machines and records. A. B. Newman, proprietor of the shop, arranged a special window display in competition with the other merchants on Monticello avenue, with a view to capturing a prize for the most attractive arrangement. He was successful in carrying off the first award and the accompanying reproduction



Newman's Effective Display

of the window would indicate that the prize was well deserved.

In addition to the Monticello avenue store Mr. Newman also conducts a shop at 209 Newark avenue, Jersey City, where the same lines of machines, as well as pianos, are handled.

RECENT SALE IN COLORADO SPRINGS

COLORADO SPRINGS, COL., February 3.—The Peerless Phonograph Shop, the music store conducted by the Peerless Furniture Co., has been sold to M. N. Krause and Mrs. A. Point. The personnel of the staff will remain unchanged, J. L. Zimmermann continuing as manager of the shop, with Miss Harriet St. John in charge of the sheet music.

IT PAYS TO PUSH HALL FIBRE NEEDLES

The one needle that makes tone—that cannot possibly injure the record—is naturally a necessary accessory of the TALKING MACHINE BUSINESS. YOU NEED HALL FIBRE NEEDLES in your business to give satisfactory service to your customers.

HALL MANUFACTURING CO.

Successors to B & H FIBRE MFG. CO.

33-35 W. Kinzie St.

Chicago, Ill.



Date.....

Jobber's Name

Address

Gentlemen:—Please forward via.....

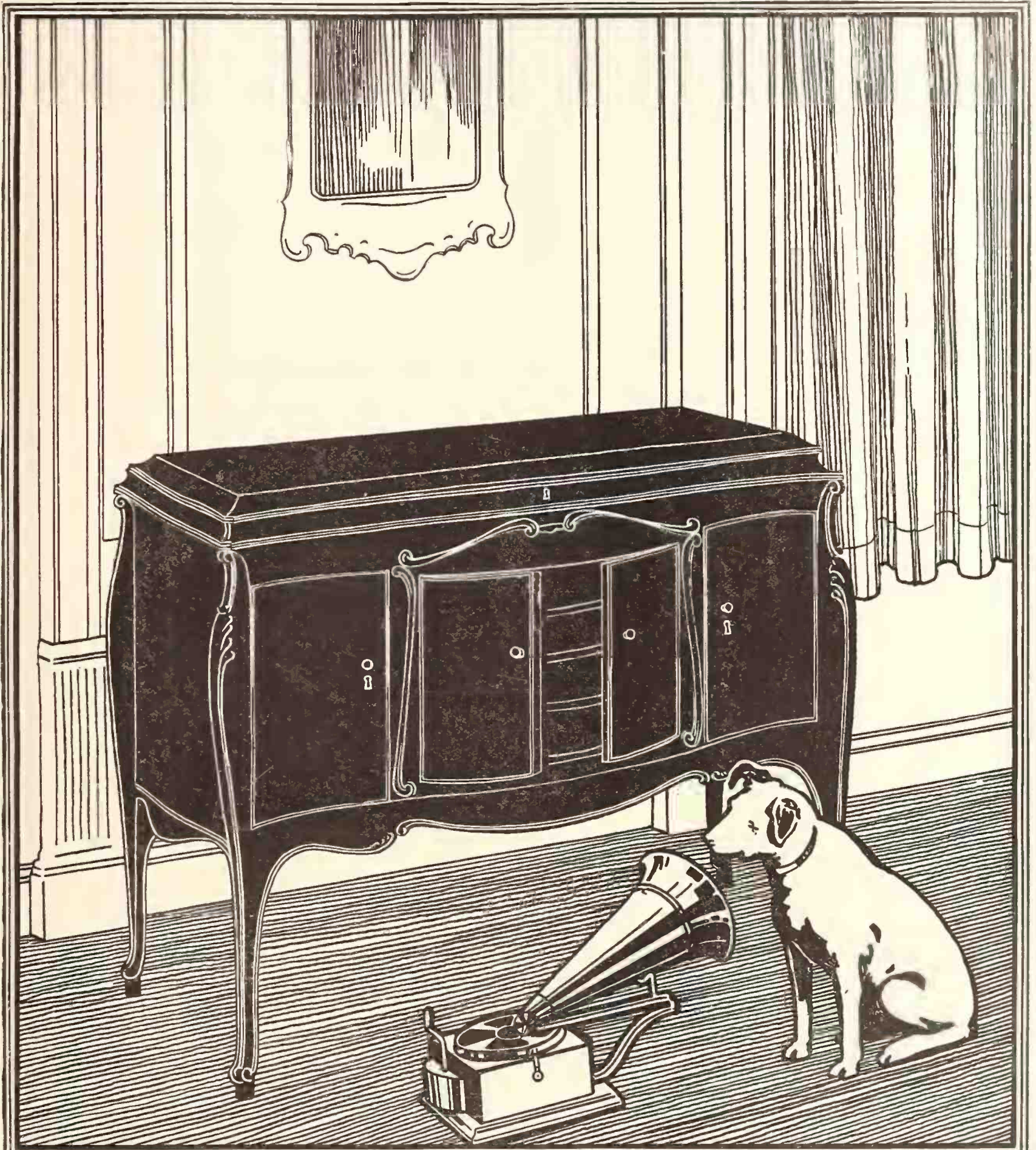
..... CARTONS COMBINATION HALL FIBRE NEEDLES 25 pkg. No. 1—50 pkg. No. 5.

..... CARTONS NO. 5 PACKAGES HALL FIBRE NEEDLES 100 pkg. in carton.

..... CARTONS NO. 1 PACKAGES HALL FIBRE NEEDLES 50 pkg. in carton.

DEALER'S NAME

ADDRESS



Buy from the two largest jobbers in the country -

NEW YORK
TALKING MACHINE CO
521 West 57th Street

A.D. Geissler
President

CHICAGO
TALKING MACHINE CO
12 North Michigan Ave

Victor Wholesalers Exclusively

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., FEB. 8, 1923.

THE business skies are brightening. Of that there can be no doubt whatever. But we must not allow our confidence and our optimism to be wrongly based. Let us indeed be confident. Let us be optimistic. We have every reason for both feelings. But let us know precisely what we are doing. Let us know, that is to say, not only that, but why we feel happier over existing conditions and more optimistic about the future. There are several reasons, and we ought to understand them all, if not exhaustively, then at least accurately. First of all stands the undoubted fact that the world situation is clarifying. The blunders, the errors, the stupidities, of politicians everywhere—and not less in our own Congress—have pretty nearly wrecked the whole scheme of world-reconstruction which was envisaged at the close of the war. Even to-day local political jealousies are still allowed to interfere with the most obvious facts and the plainest national duties. But there are signs that the people are beginning to see that politicians are asleep. The people are asking themselves what is to be done, what should America do in the world situation, what relation has that situation to the domestic business situation, and many other searching questions of the sort. This is what we mean by the clarification of the world-situation. Confidence is returning as wisdom comes to the surface. It is seen that we have a duty to do in the world, and as we see this we find ourselves facing the facts and discovering in the process the right road to world-reconstruction and therefore to national prosperity. It is safe to say that 1923 will witness an extraordinary revival of activity, based more than anything else upon the realization in this country that America must get into the world game. The mid-West farmer begins to see this now. As he sees it, so will the politicians who depend on him suddenly discover the same truth. Soon we all shall see our duty, and as we see it we shall begin to work to rebuild our world position and our world trade on terms that the world, anxious for our goods, can manage to accept and carry out.

THERE undoubtedly will be a great deal of interest aroused in trade circles by the announcement that Brunswick records are hereafter to be released daily instead of monthly. What precise method will be used is not so important as the fact that a new system of record distribution is to be put into operation. Not alone in following the breathless procession of popular hits, but in keeping up with the latest operatic favorites of each season, there has always been the difficult question of choice. On the one hand it seems rather illogical to make the people wait till the end of the month to get music which in printed form is already a hit. But, on the other hand, by thus waiting one can always be sure that the greater number of titles released are at least likely to be successful and therefore profitable to record. The whole question is very interesting and it is by no means easy to render a wise opinion upon it. There have been suggestions before now in many quarters looking towards a reform in the conventional methods of releasing records, while a similar condition in the music-roll industry has also provoked a parallel feeling of dissatisfaction and desire for change. However, it is dangerous to prophesy until one knows, but the new move will at least give us all something to think about, hence the development of the Brunswick move will be watched with interest by the entire trade.

SOME good people in the local trade have been a bit upset by the advertising which certain department stores have been doing on cheap talking machines. It seems, however, that there is really no cause for alarm. In more than one case of which we have personal knowledge the event turned out to be something quite unlooked for by the promoters. There have been on the market in the Middle West lately various lots of machines of more or less dubious origin

or quality which have been offered at extremely low prices in quantities. Certain larger merchandisers have supposed that by advertising apparent bargains in talking machines at very low prices they could get the crowd into their music departments. And they have acted accordingly. There is no doubt that the crowd in every case was quick to materialize. The people fell over each other getting into the stores. But when they had seen the sort of machines they were to get they discovered their enthusiasm cooling off rapidly. The bargains, upon close inspection, did not look good, and sounded about as they looked. Whereupon, smart salesmen lost no time in showing the disappointed visitors better goods; with many sales resulting. That a good many cheap machines remain on the floors does not matter so much, for these in due course will be disposed of one by one. But what matters is that these big stores have made two discoveries. They have found that the public is still looking for impossible bargains, hoping to get much for little. But also they have discovered that the public does not really want the bargain goods when it sees them. It really wants the best. And it will pay for the best when it knows that it must do so. There is a moral here. It is—do not be afraid of bargain advertising. Stick to the high-class goods, advertise them consistently and push them hard.

THE other day we had the opportunity of talking with a clever saleswoman who has learned and who practices the art of selling records better than most of her contemporaries. She told us that it is surprising to note how buyers of popular music, after a certain time of enthusiastic collecting, slow up in buying. Regular customers of the sort, when asked why they are not continuing to buy as many hits per month as they used to, often reply, it seems, that they have too much money tied up already in popular stuff which no one wants to play any more. "Now," says this lady, "when I meet such a customer, I always try to get him or her to buy one operatic record—say a Caruso record, for instance. I demonstrate this, expatiate upon its beauties and incidentally boost the Victrola Book of the Opera. I show this, and try to sell the customer a copy, on the ground that it will be intensely interesting and will disclose a new field of pleasure in better music. If I can get even the worst jazz fiend to buy one operatic record (chosen by myself) and one copy of the Victrola Book of the Opera, I have got that customer going. In nine cases out of ten I have started that customer on the right path, and have for the future a more or less steady buyer of better-class records." There are several morals in this and the intelligent reader may amuse himself or herself by digging them up and applying them. Actual experience has shown that there are a number of excellent methods of developing the customer's interest in records of the better and permanent sort while still taking advantage of the normal and steady demand for popular selections. The successful adaptation of one or more of these methods means the maintenance of interest in the talking machine on the part of the owner and, in view of the wealth of material offered by the various manufacturers, this sales promotion work should not present any great difficulty.

ONE of the most engaging groups of men at present engaged in the talking machine industry is to be found in the Marshall Field Annex Building here in Chicago, and in two most interesting and well-equipped manufacturing plants in Grand Rapids. We refer, of course, to the directing members of the Cheney organization, who the other day gave a dinner to their local retailers at which much was said that was a delight to the judicious ear. Professor Cheney himself has the faculty of making men like him, and his machine seems to have the faculty of making those who build and sell it enthusiastic believers in the special claims which are made for it. There is no question but that this enthusiasm has had a very direct effect in the development of the Cheney product from a reproducing standpoint and in broadening the channels of distribution.

How the Barometer Reads

Fed Up With Jazz

Regarding Record Releases

That Cheney Bunch

Bargains and People

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

ED VARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, February 8.—Of trade conditions it may be said predictions may come and predictions may go, but the good old dollar rolls on forever. After all, what is a better "predictor" or barometer, if you please, of trade conditions than the merry music of every dollar as it drops into the till of the tradesman? We know of none, and we are willing to wager you know of none, so we believe we are right when we say that business in the Chicago district is better off at present than it has been for many a day. No matter where we go, whether it be into the smallest retail establishment or the largest, the most unpretentious talking machine manufacturer, or the most pretentious, we get the same story on all sides. The credit situation has eased up tremendously and bills, some of them so old they have whiskers on them, are being paid in full.

Now what does this situation bring about? Nothing more or less than increased activity on all sides. The wholesale business has "pepped" up, and the retail business, which "pepped" up shortly before the holidays, continues the process.

Although there has been a slight falling off in the amount of machine business in the Chicago trade, the increased demand for records and small goods has more than offset this. The record business in itself suffered from a somewhat acute shortage towards the middle of January, but it seems that the manufacturers got busy and worked overtime to fill the breach. They have succeeded in this admirably, while the retail men here are still keeping the wholesalers busy filling orders for records.

The unemployment situation may be looked

upon as the origin of all of this activity. For the first time in many months there are more jobs than workers. This is practically true in all lines. Building activities are going on at a merry clip and everyone agrees that the controversies in this particular branch of activities were in a large measure responsible for the topsy-turvy conditions which helped bring business to more or less of a stand-still some time ago. But all these arguments seem to be things of the past at present. All the men are working and trade is showing the favorable reaction.

Another interesting feature which may tend to throw some light on the employment situation may be gleaned from a recent Governmental report, which says that during 1922 the railroads bought 145,553 cars and 2,824 locomotives. This is quite an increase in freight cars when compared with the 76,117 cars which were built in 1921. Now we know that Chicago territory did not get all this trade, but when one stops to consider that the railroad car-building shops are very extensive in this territory, reaching from the southwestern part of the city to a distance some sixty miles east, and that all the shops within this territory are working to capacity, we may safely assume that Chicago certainly did get a nice little slice of the business. In the car-building sections we are receiving reports from the dealers there that they, too, are having wonderful business and that collections are coming in exceptionally well. Not only are the talking machine dealers and manufacturers claiming this, but men in other trades are making the same assertion. Furniture men, for example, are all sewed up

and often, lately, have had to refuse orders for future delivery. The outlook, everything considered, is most satisfactory.

Opens New York Headquarters

The United Manufacturing & Distributing Co., of this city, manufacturer of the well-known United Motors, has opened Eastern headquarters at 50 Church street, New York City. The United Co. will be represented in this new location by Arthur Deery, who is well known to the wholesale machinery trade. He assumes his new duties immediately. Another newcomer into the United Manufacturing & Distributing Co. sales force is A. E. Drier, who has been appointed sales manager. Mr. Drier is an old hand in the talking machine industry and is very well known to the Western trade.

To Feature Premier Receiving Sets

W. A. Fricke, of the Lakeside Supply Co., has been appointed head of the city sales radio division of the Premier Electric Co., of this city. Mr. Fricke is also vice-president of the Lakeside Supply Co. and his new appointment will in no way affect his affiliation with this concern. The Premier Co. will have no direct connection with the Lakeside Co., as it has opened a special office for Mr. Fricke at 20 East Jackson Boulevard. The Premier Co. is marketing Premier radio receiving sets and detector units. Those instruments are supplied to the trade complete or if desired without the tubes, batteries, head sets, etc.

Eugene Taylor New Sales Manager

Eugene Taylor has been appointed sales manager of Lidseen Products, with headquarters at 832-40 South Central avenue, this city.

(Continued on page 104)

LYON & HEALY

INC.

—First in Radio!

Offering Largest Stock—Best Service

Music stores are the logical outlet for radio sets. The chief factor of public interest in radio is due to the musical programs broadcasted. The two are closely associated in fact and in the opinion of the consumer.

To the progressive dealer, the radio business is a profitable one. It is beyond the experimental stage, requires only small space for display, and shows a nice turn-over. Low priced efficient sets are very popular and lead to resales in higher priced outfits.

We shall be glad to send to you literature about stocks, prices, and terms. Tear out this advertisement, write your name across the margin, and mail it to us today.



Distributors for

The Radio Corporation of America
General Electric Company
Westinghouse Elec. & Mfg. Co.
Wireless Specialty Apparatus Co.
The Western Electric Co.
Clapp-Eastham Co.
Colin B. Kennedy Co.
Lyradion Mfg. Co.
DeForest Radio Tel. and Tel. Co.

Burgess Battery Co.
Willard Storage Battery Co.
Nathaniel Baldwin Co.
The Magnavox Co.
Herbert H. Frost
The Radiopera:

A complete radio installation included in a mahogany cabinet. Made by LYON & HEALY, Inc.

Lyon & Healy's Radio Department, Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 103)

Mr. Taylor has been connected with the sales force of Lidseen Products for over a year, taking the place of E. W. Koom, who has accepted the sales management of a large manufacturing company in Detroit.

McArthur Back From Trip

R. N. McArthur, advertising manager and sales manager of the talking machine sales division of Barnhart Bros. & Spindler, has just returned from a trip to Toronto and other Canadian points. Mr. McArthur brings back the good news that the majority of high-grade manufacturers of talking machines in Canada are very happy over business conditions and are also very optimistic over the outlook for the year 1923.

Barnhart Bros. are getting a tremendous amount of their product into the Canadian territory and Mr. McArthur believes that the Canadians are going to have a real banner year. Orders for Barnhardt products coming in from manufacturers throughout the United States also indicate that the manufacturers of this country are going to produce a tremendous amount of instruments. It has truly been a case of the survival of the fittest and those who have survived are beginning to reap the rewards.

Schoenwald Appointed Sales Manager

Harry Schoenwald, well known to the trade through his activities with the Consolidated Talking Machine Co. and also as an active member of the Piano Club of Chicago, and who is now on the board of governors of this organization, has been appointed sales manager of the Consolidated Talking Machine Co.

Mr. Schoenwald has been with the Consolidated Co. for over two years and has made an excellent name for himself in establishing the Okeh record in the city of Chicago, for which the Consolidated Talking Machine Co. is distributor. The popularity of Okeh records has greatly increased within the past year or so and

the most progressive dealers are now found handling this line. Of course, this popularity has been accentuated by the progressive adver-



Harry D. Schoenwald

tising campaign that the company is running in the daily papers in connection with Chicago dealers.

Need for Both Upright and Console Models

Officials of the W. W. Kimball Co. are very pleased over the result of the first month's business of the new year. The end of 1922 left a good many old problems to be solved and the beginning of 1923 found some new ones. One of these was the big demand for console models during the holidays, which made a shortage on this type of machine and accumulated a number of orders on the books of many manufacturers. Now, with the beginning of 1923 and this apparent shortage, some deep thinking was done.

The W. W. Kimball Co. put on a selling

campaign on the upright as well as the period models with excellent results. This company has found that there is just as much of a need and practically as large a field for upright models as for consoles, and with this idea in mind has convinced the dealers not only of the large field for the upright, but also of the merits and sales possibilities it has always been known to possess. In other words, dealers who thought they could only sell console machines, because people would ask only for them, have become thoroughly sold on the upright machine again.

It is a known fact that there is a field for both the upright and the console. The progressive dealer has this in mind when putting on a sales campaign. It is found, of course, that it is a great deal easier to sell a console model when the customer says her neighbor has one and she wants to be in the vogue, but is it a good sale to place a console machine in a home where it does not fill an apparent need or desire? Is it a satisfactory sale?

Open Strand Salon

The Consolidated Talking Machine Co. has redecorated and altered the main floor of the building at headquarters, 229 West Washington street, and has built an additional room for the display of Strand talking machines. This room is very spacious and enclosed entirely by glass, showing a complete line of Strand talking machines to excellent advantage. Numerous other changes in the store have greatly enhanced its appearance.

Okeh Artists Entertain Piano Club

Harry Schoenwald and E. A. Fearn, co-chairmen of the entertainment committee for the February 5 meeting of the Chicago Piano Club, arranged a novel feature for this meeting in the appearance of the new exclusive Okeh artists, Guyon's Paradise Orchestra, of Chicago, who will entertain the members on this date.

This orchestra is known to Chicagoans by

(Continued on page 106)



Magnola



"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

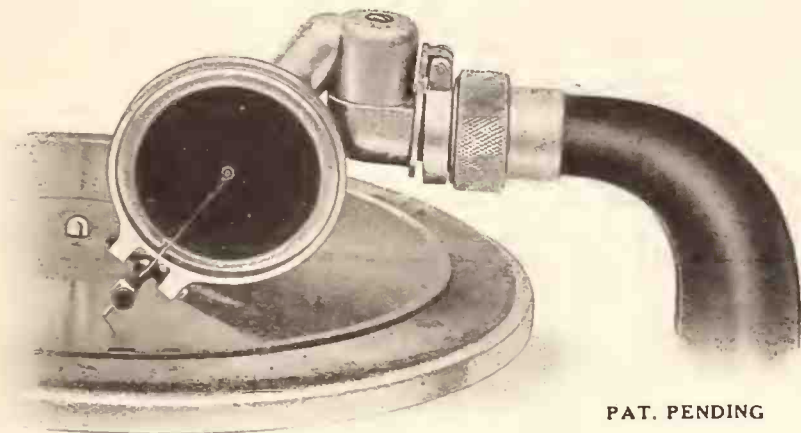
711 Milwaukee Avenue

Chicago

We illustrate herewith the two finest equipments ever produced for playing all disc records on the superb Edison phonograph

Ask your Edison Jobber for samples—or order either or both styles from us on 30 days' approval.

No. 2-EC EDISON CONCERT EQUIPMENT



PAT. PENDING

This illustration shows the 2-EC concert equipment which plays all disc records on the superb Edison phonograph.

Illustration shows reproducer in position for playing Victor or other lateral cut records on the Edison. An instant turn of the reproducer to the left and it is in position for playing Edison or all vertical cut records. No adjustment required. Reproducer fitted with special indestructible Oro-Tone diaphragm.

HUNDREDS OF DEALERS have told us that they have been able to close many sales on machines where the customer hesitated until shown that with the Oro-Tone equipment all disc records could be played perfectly. You will find that with Oro-Tone equipment you have an unbeatable argument that quickly boosts sales.—HEAR THAT DEEP RICH TONE.

No. 4 EDISON CONCERT EQUIPMENT

PAT. PENDING

For playing all disc records on the Edison phonograph—a marvel of mechanical ingenuity

AUTOMATICALLY ADJUSTS ITSELF TO PERFECT NEEDLE CENTER AND CORRECT WEIGHT CONDITION WHEN TURNED TO PLAY THE DIFFERENT RECORDS



Illustrating position for playing Victor or all lateral cut records on the Edison phonograph.



Illustrating position for playing Edison or other vertical cut records. Fibre, jewel or diamond point may be used as desired.



Illustrating position for changing needles and when at rest.

NOTE THESE DISTINCTIVE FEATURES:

- Powerful, deep rich Edison-like tone
- Perfect needle center
- Correct weight condition on both lateral and vertical cut records
- Height adjustment feature
- Reproducer will not coast when record is played through
- Reproducer rests on all records at correct angle
- Plays Edison records with fibre needle, producing great volume without surface noise
- Proper swing or arc insures playing largest size records

The No. 4 Edison Concert Equipment

Automatically centers the needle with the turntable spindle (see dotted lines) when playing either lateral or vertical cut records. It automatically decreases the weight when turned to play Edison records and likewise slightly increases the weight when turned to play Victor records. Both weight conditions are correct for the two types of records. The height adjustment feature permits instant height adjustment so reproducer will swing clear of record when played in either position (arrow shows location of height adjustment screw).

The reproducer will not coast when record is played through, due to perfect centering condition.

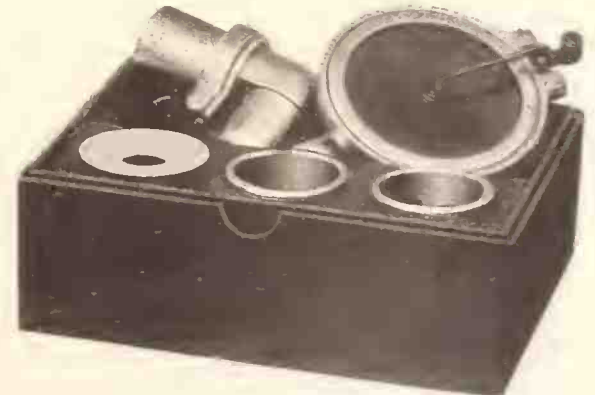
List Prices

of the 2-EC and the No. 4 Edison attachments packed in regular fancy boxes with our two-year guarantee:

- Nickel \$7.00
- Gold 9.00
- Oxidized 9.00

(To match Edison finish)

Usual Discount to Dealers
Order from your Edison Jobber—or we will send on 30 days' approval.



•NO. 1 NEEDLE CASE

Rich maroon color, gun metal finish needle cups—Holds either 2-EC or the No. 4 equipment.
List price 35c



Permanent 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

The ORO-TONE CO.

1000-1010 George Street
CHICAGO, ILLS.



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"

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 105)

its irresistible dance music and through its recording this dance music for Okeh records. Some of the numbers played at this meeting included "Silver Swanee," "Lovin' Sam," "Lost" and several other popular numbers.

Victor Dealer Active in Kiwanis Club

C. M. Reichardt, of the Reichardt Piano Co., 1311 Milwaukee avenue, and one of the largest Victor dealers on the Northwest side, has been made vice-president of the Northwest Kiwanis Club, an organization well known for its social and civic activities. This division of the Kiwanis Club was given its charter on the 26th of January at the Congress Hotel, during the National Kiwanis convention, when also the Northwest division, which was recently organized, was officially recognized.

Eddie Cantor Entertains Piano Club

Eddie Cantor, star in "Make It Snappy," which played at the Apollo Theatre last month,

entertained the members of the Piano Club of Chicago at its January 15 meeting. He told humorous stories, sang and displayed his usual wit, which has been demonstrated exclusively on Columbia records.

Opens Music Shop

M. H. Ritter, who was formerly assistant to H. D. Schoenwald, of the Consolidated Talking Machine Co., has opened the Dreamland Music Shop at Madison and Ashland avenues. He has secured a very advantageous location as well as an attractive store and will feature Okeh and Odeon records along with Strand phonographs.

Lakeside Co. in New Quarters

The Lakeside Supply Co., well-known manufacturer of talking machines, parts, radio and parts and jobber thereof, has moved from 339 South Wabash avenue to new and much larger headquarters on the second floor of 73 West Van Buren street. Since the entrance of this

company into the talking machine trade over seven years ago Lakeside's history has been one of continued progress, enlargements and success. G. C. Fricke, president, and W. A. Fricke, secretary and treasurer, made their bow to the trade in a little space at 202 South Clark street years ago. When they first started they occupied little more than desk room, but by consistent business methods gradually increased their activities at that place until within three years they not only occupied the entire floor of that building, but found that they were cramped for room. They therefore moved to 416 South Dearborn street, which was a more commodious location and after three years in this location they found that they were again crowded for room. The next move was to 339 South Wabash avenue, which place was nearly six times the size of their original headquarters, and after being in this place for something over

KIMBALL PHONOGRAPHS

Value that produces Ready Sales

It is not exaggeration to say that there is no phonograph to excel the Kimball. You will be convinced of its exceptional value when you know the instrument. The Kimball Phonograph stands comparison on all of the vital points: Superior construction; visible beauty; accurate reproduction of the record and natural TONE. There is also *name value* and prestige in selling the Kimball.

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 Ave.
CHICAGO

*Manufacturers of Phonographs, Pianos, Player Pianos,
Pipe Organs; Distributors of Okeh Records*



Style J
Mahogany
Walnut



Style G



Style L
One of Several Beautiful Art
Models

KIMBALL PHONOGRAPHS PLAY ALL RECORDS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 106)

a year it grew too small for them. The 15th of January found them still on the increase with a greater amount of business coming in and in order to cope with this situation it was found advisable to look for even larger quarters than ever before, and these quarters were found in their present place of business on the second floor of the building located at 73 West Van Buren street.

"Talkers" in Furniture Stores

It is interesting to note that in a recent survey of the furniture manufacturing and retail furniture industry of Chicago, conducted by Frederick M. Babcock for the Chicago Chamber of Commerce, 87 per cent of the firms reported handling one or more lines of talking machines. Of the variety of lines handled floor coverings were first and talking machines second.

Charles E. Byrne's Views of Year's Prospects

The Chicago Herald and Examiner has been running a series of interviews with prominent business men, setting forth their opinions regarding business conditions and particularly business prospects for the current year. Among those who prepared a special story for the newspaper was Charles E. Byrne, secretary-treasurer of Steger & Sons Piano Mfg. Co., who delivered the following optimistic message in the issue of January 22:

"Personal investigation convinces me that the outlook for 1923 may be regarded with firm optimism. It is the opinion of the majority of those who keep their fingers on the pulse of business that a feeling of 'go-ahead' surety is current in all quarters. This does not seem to be optimism or snap judgment. It appears rather to be a vigorous, satisfied expression based on close analysis of trade conditions by the executive heads of industry.

"Many manufacturing institutions catering to the general public, through direct and retail channels, which for the past two years have been 'beating time,' have discovered, from a survey of distributing outlets, that 1923 holds

promise of eclipsing other satisfactory years. "Recent trade analysis covering retail channels, in diversified lines, shows a growing tendency on the part of the retailers to 'clean house.' In this way they advance their own interests by developing better buying and selling methods.

"It is not uncommon to-day for neighborhood merchants to meet frequently to discuss methods of improving their business, thereby increasing

not a word concerning sales, advertising or business of any sort was mentioned by any of the speakers. Prof. Cheney held down the floor for about an hour and talked in the most amusing manner concerning everything one could imagine. The talk was an impromptu, as were the talks by other members of the party.

The opening announcement by the Professor was to the effect that the guests were there to eat and hear some funny stories and that any-



Prof. Cheney Host to Dealers and Wholesale Representatives at Morrison Hotel

their usefulness to the community. They exchange views on merchandising in its many phases. Such co-operation helps to raise the good, dependable merchant to a higher plane. It is a matter of self-preservation, but it will inevitably lead to greater unity between the producer, retailer and ultimate buyer."

Professor Cheney Gives a Party

Prof. Forest Cheney, inventor of the Cheney talking machine and an official of this well-known company, was host to Cheney dealers and wholesale representatives and Cheney office officials on the evening of January 26 at the Morrison Hotel. The party was unique in that

one talking sales or anything pertaining to business would be drawn and quartered.

N. A. Fegen Appointed Sales Manager

N. A. Fegen has been appointed sales manager of the Chicago Radio Laboratories, manufacturers of Zenith radio receiving sets, whose headquarters are on the twentieth floor of the McCormick Building. In his new capacity, as manager of the sales department, Mr. Fegen again comes in contact with the music trade after a lapse of about one year, during which time he was connected with the sales department of the Cadillac Motor Car Co. Prior to
(Continued on page 108)

VITANOLA

The Phonograph of Marvelous Tone



No. 45—List \$175.00

Mahogany or Walnut, Two-tone Finish

Just as science offers her final triumph in sound reproduction in the marvelous tone of the Vitnola—so is the greatest achievement in woodworking craftsmanship exemplified in the new Vitnola models in two-tone finish.

The Vitnola exactly fits in with the present demand for a phonograph that is a real musical instrument and at the same time is moderately priced.

Dealers of the better class, in all cities and towns where we are not already adequately represented, are urged to write us for new catalog and current wholesale prices.

Vitnola Talking Machine Co.

Saginaw, W. S., Michigan

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

this time Mr. Fegen was for thirteen years sales manager of the wholesale piano department of Lyon & Healy, Inc., and in this connection he became very intimate with the entire music industry. This close association with the music trade is a wonderful asset to Mr. Fegen, as he needs no introduction and is therefore enabled to go right into the sales proposition of putting Zenith radio receiving sets into the dealers' stores. During the long association with Lyon & Healy, Inc., Mr. Fegen made an enviable record for himself, and his numerous friends in the trade are of the opinion that he will add to his laurels while in the capacity of sales manager for the Chicago Radio Laboratories.

Brooks With Kraseo

At a recent meeting of the officers of the Kraseo Mfg. Co., C. C. Brooks, who was formerly with the Brooks Mfg. Co., of Saginaw, Mich., and later with the Fenton Mfg. Co., of Fenton, Mich., was elected to the office of

vice-president and general manager. Mr. Brooks has been connected with the talking machine industry for many years and is the inventor of several well-known automatic stops and repeating devices.

Illustrates Importance of Window Display

Artistic effect at a minimum of expense is evidently the slogan of F. J. Joers, talking machine and piano dealer with two stores, one on Irving Park Boulevard and the other on Lawrence avenue, Chicago. Mr. Johnson, head salesman at the headquarters store on Irving Park Boulevard, has achieved some exceptionally artistic window displays and interior arrangements which have resulted in attracting a great deal of attention to this store and boosting business, substantial evidence of the value of attractive windows. The manner in which the general effect is secured is difficult to explain because it is all so much a matter of detail. It is simple of execution, however, although the adapting of the means to the end is

a matter of wide experience and brainwork.

Just for instance, the truly artistic decorations suspended from the electric lamps in window and store are simply strings on which are twisted, in a manner known to and easily taught by a nimble-fingered window trimmer, little peculiarly but uniformly cut scraps of crepe paper. These are of different colors and to the proper blending and contrasting of them is largely due the excellent and striking effects secured.

A window display at the Irving Park Boulevard store right now features band instruments, small goods and talking machine records. The cost of producing this trim was absolutely inconsequential and yet it is an artistic and practical display of the attention-attracting, result-producing type.

To illustrate the simplicity of the means sometimes employed it may be said that there are several upright fixtures on each of which there are six records displayed, slightly overlapping each other, but practically one above another. This is a home-made fixture. The base or pedestal is simply a pasteboard box covered with white cloth neatly draped. The upright is a two-by-four timber rising from the center of the box in which a hole was made to accommodate it, one end of the timber, of course, being fastened to the floor of the window.

Any number of simple means like these are used to secure varying effects in the window and to display the different instruments shown in an attractive form and in many instances much above the floor and away from the background or walls of the window.

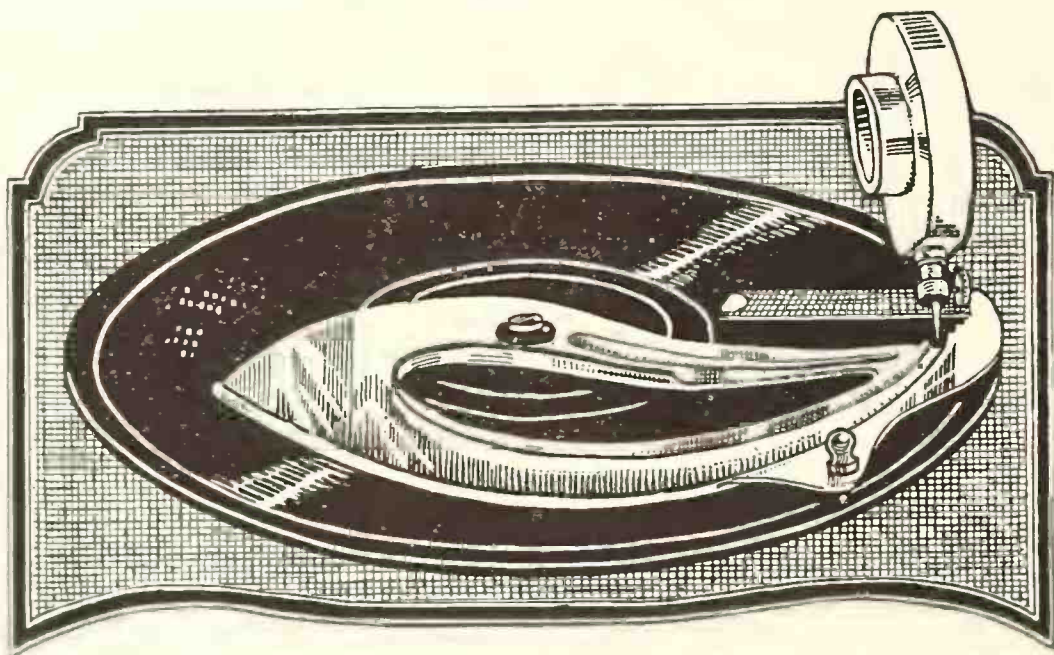
Mr. Joers has some convictions regarding selling which are worth recording. He thinks that the salesman should do a good deal of talking when not engaged in making a sale. Intelligent, though not too verbose, talking, so that knowledge may be obtained from the casual acquaintance who has something to give, helps the listener. The salesman can easily talk a prospect out of a sale if he is too fluent. Undue anxiety, fear of losing a sale, unnecessary nervous strain, is the cause of much useless and often destructive "sales talk." Mr. Joers believes that the best way and the right way is just to do the best one's capable of, believing that if the consummation of the sale is the right thing for the customer and the right thing for you the sale will be made. This attitude will not check but promote the right, sane, convincing type of argument. In other words, the right kind of sale is generally the result of the right mental attitude instead of frenzied mental effort.

A. H. Rintelman Dies

A. H. Rintelman, inventor of the Goldentone needle, passed away on the evening of January 27 at his home in this city, 2478 Orchard street. At the time of his death he was sixty-two years old, and is survived by his widow, Emma, and two daughters, Mrs. William Lang Hauschild and Elizabeth Rintelman.

Mr. Rintelman was a pioneer in the music trade of Chicago, coming here from Milwaukee in 1881, at which time he joined the sales force of the Julius Bauer Co. He stayed with this concern for many years and finally opened a small retail shop for himself on the north side of the city. He maintained this location for several years and then about eight years ago opened a retail shop in the Republic Building. Besides being a music salesman, Mr. Rintelman was quite capable as a chemist and spent most of his leisure hours in research work along this line. It was while amusing himself at one time during his career as a business man in the Republic Building that he discovered a process for making a synthetic chemical composition simulating amber in appearance. Continuing his researches further, he discovered that this composition had certain chemical properties which made it adaptable for talking machine needles and he therefore devised a small clip for the

(Continued on page 110)



More GEER REPEATER Sales Records Broken

Since the improved genuine gold plated Geer Repeater has been offered to the public, sales have jumped every month to new heights. This repeater, with its exclusive adjustable feature and its lifelong serviceability, is steadily increasing in popularity wherever continuous music is desired. It positively does not affect reproducer. Hundreds of dealers and jobbers frankly say that the Geer Record Repeater is the most outstanding phonograph accessory that has been developed in many years. Orders must be placed early to insure prompt delivery.

Old Price \$2.50

New Price \$1.50

WALBERT MFG. CO.

925-41 Wrightwood Ave.

Chicago, Ill.

Introducing—

The New "United" Phonograph Motor

No. 6—This motor is equipped with two springs, in series, each spring 14 ft. long. It plays three records at one winding.

With each motor are included turntable winding crank, speed regulator, turntable stop, mounting screws, etc.

All parts of these models are interchangeable with our present line.



For
Portable
and

All Other
Styles

OUR PLANT

with a

Capacity of

1200 Motors Daily

is tuned to precision-workmanship of the highest class. Our tool equipment has no superior in America. Our workmen are trained to the highest degree of accuracy. Our testing practice will permit *nothing* to pass that is not as perfect as anything man-made can be.



No. 5—This motor is equipped with two springs, in series, each spring 10 ft. long. It plays two records at one winding.

Not satisfied with having what the whole trade recognizes as the best phonograph motor, in terms of easy-winding, silent-running, and endurance, we have "made perfection doubly perfect" with our *new* "United" Motor.

It is enclosed in the same rigid protecting cast-iron housing as our other models.

The same automatic capillary siphon lubricating system.

The same ball-bearing features.

The same sturdy, efficient long-lasting gear, pinion and worm transmission, conveying power of barrel spring to table without loss, and in complete silence.

The same provision against end-thrust.

The same large measure of self-protection against damage in assembling, in shipping, in demonstrating, in delivery, and in the hands of the consumer.

And in every way possible to highly trained mechanical minds, these features have been given improved finishing touches.

The over-all dimensions of this motor qualify it for use in Portable machines.

Manufacturers of Phonographs

will be accorded every facility for putting "United" Motors to any test.

Send for descriptive circular.

UNITED MANUFACTURING & DISTRIBUTING CO.

536 Lake Shore Drive

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 108)

purpose of holding this synthetic needle in the stylus bar. This needle he gave the trade name "Goldentone" and claims were made for it that it would play over 10,000 records. He marketed this needle for a while and then made a deal whereby certain individuals in this city were licensed to manufacture and market it.

Mr. Rintelman was an active member and supporter of the Chicago Piano & Organ Association, as well as of the Chicago Piano Club of Chicago. At a joint meeting of both of these bodies, which was held in the afternoon of January 28, resolutions were adopted to convey the sympathies of both of these bodies to the family of Mr. Rintelman.

Cheney Introduces New Model

The constantly increasing demand for the console type machines has led the Cheney Talking Machine Co. to announce a new addition to the Cheney line in the Salisbury, which has been designed to sell for \$200.

This new model embodies the finer taste for period models which is in great demand. It is

LOUD!!!

For Dancing and Band Records

MEDIUM!!!

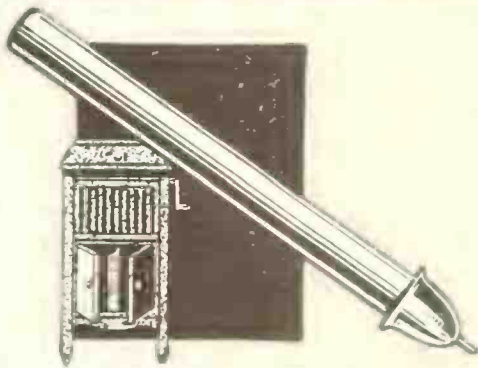
(The Original Tonofone)

For Voice and Instrumental Records

BOTH ARE

Tonofone

The Needle With A Flexible Point



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"

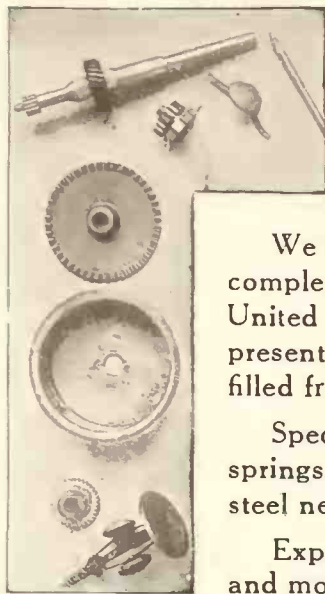
the best needle value ever offered the trade.

Write for samples and particulars—free.

THE TONOFONE COMPANY

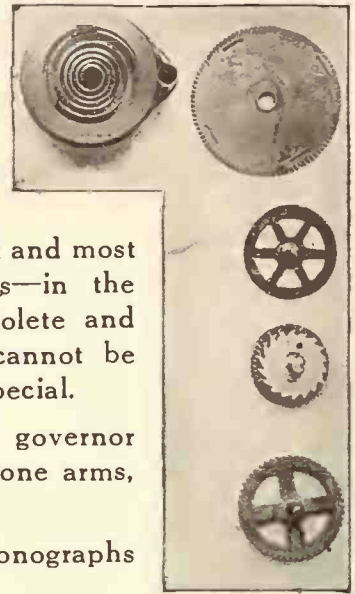
110 So. Wabash Ave., CHICAGO, ILL.

Inventors and Sole Makers



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, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS



SUCCESSORS TO Standard Talking Machine Co. United Talking Machine Co. Harmony Talking Machine Co. O'Neill-James Co. Arctino Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.



TRADE MARK "CONSOLA"

CABLE ADDRESS "CONSOLA"

227-229 W. WASHINGTON ST., CHICAGO, ILL. Branch: 2957 Gratiot Ave., Detroit, Mich.

a simplified interpretation of the work of the late eighteenth century in England and is an adaptation from the work of Sheraton and Shearer. This newest addition to the Cheney line is in keeping with its policy of promoting the period styles and to meet the demand for a low-priced console without sacrificing artistic distinction.

The Salisbury is made in walnut and mahogany woods, overlaid with a secoya burl. The top measures 21 3/16 inches by 38 7/8 inches. The instrument is 33 3/4 inches high. It is completely equipped with two reproducers for playing all records. All exposed metal parts are heavily gold plated in a rich Roman finish.

One of the features of this model is that it does not lose its grace and dignity of line when opened, as one side discloses a neatly arranged record cabinet with record albums, while the other side shows a beautiful grill which is in keeping with the simple, yet artistic, lines of the model itself. Like the other models of the Cheney line, the Salisbury contains the various features that have popularized the Cheney talking machine.

Successful Test Zenith Set

Music merchants handling the Zenith radio set, manufactured by the Chicago Radio Laboratories, will be interested to learn of the success this outfit is having in recent broadcasting messages that E. F. McDonald, president of the company, is staging.

The first effort to communicate by radio from a Chicago broadcasting station with an Atlantic liner at sea was attempted last week by the Chicago Radio Laboratories from station WDAP at the Drake Hotel. The test broke several broadcasting records and showed

the possibilities of this most excellent set.

Mr. McDonald gave a Zenith set to his sister, Miss Florence McDonald, who was leaving on the liner Berengaria, which sailed last week from New York for Cherbourg. Each morning at one o'clock messages are being sent and will continue until the Berengaria arrives at Cherbourg. The steamship was 1,000 miles out from New York when the first message was sent and a reply was received within a few hours from the Berengaria.

The Chicago Radio Laboratories have made an excellent record with the Zenith radio set and sell exclusively to music industries.

Introduces Baby Grand Piano

The Excel Phonograph Co., of this city, has just developed a small fifty-nine by fifty-six baby grand piano. This little instrument is known as the Columbian and has been developed, according to the Excel Co., particularly for talking machine dealers who are desirous of handling small grand pianos. The company also reports that it is having an excellent demand for its portable talking machine. This little portable is made in a very unique manner and carries a Universal tone arm, which permits it to play all records.

Cheney Jobbers Visit Chicago

During the month of January many Cheney jobbers were in Chicago, notably Dunbar Shewell, president of the Cheney Sales Corp., of Philadelphia and New York; George R. Madison, president of the Cheney Phonograph Sales Co., Cleveland, O.; Edward G. Hoak, exclusive distributor for Cheney Phonograph Co. in the Northwest and Minnesota; J. A. Scanlan, exclusive sales representative for Cheney in west-

(Continued on page 112)

Motors Tone Arms Automatic Stops

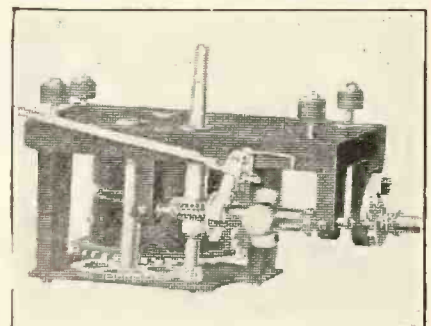
DON'T GUESS AT TURN TABLE SPEED USE THE

Lake Side Rotometer

It is a most accurate Speed Indicator. Gun metal finish.—Retail Price \$1.25 and special discounts and terms to Dealers and Wholesalers.

Write us Today.

LAKESIDE SUPPLY CO.



Note New Address

73 West Van Buren Street CHICAGO, ILL.



STEGER

*the finest reproducing
Phonograph in the World*



Model
506
\$200



Model
502
\$125



Model
503
\$185



Model
509
\$175

THE greatest success in selling phonographs is enjoyed by the dealer who emphasizes the happiness and pleasure which good music brings to the home. To the progressive merchant who wins customers in this way, the artistic Steger is an invaluable selling asset.

The Steger is famed for the sparkling vivacity and fidelity with which it brings to life the recorded music of voice or instrument.

Without any troublesome parts to change, the Steger plays all makes of disc records *correctly*.

True artistry of design and perfection of cabinet work are distinctive of the Steger. Music-lovers are quick to discern real merit. The more critical they are, the quicker they will decide in favor of the incomparable Steger.

INSURE YOUR SUCCESS!

From a sales-standpoint, the Steger offers wide possibilities to the active dealer.

Write today for details of the Steger merchandising plan and a copy of our latest style brochure.

Phonograph Division
STEGER & SONS
Piano Manufacturing Company
 Established by John V. Steger, 1879

Steger Building, . . . CHICAGO, ILL.
 Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

"If it's a Steger—it's the most valuable Piano in the world."



Model
505
\$165



Model
504
\$150



Model
501
\$100



Model
510
\$200



Model
500
\$50

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

ern New York State; Robert L. Rayner, president of Munson-Rayner Corp., Cal. All the distributors feel very optimistic concerning business conditions for 1923. The New England territory, comprising the States of Massachusetts, Rhode Island, Connecticut, Vermont, Maine and New Hampshire, which have been handled directly by the Cheney Talking Machine Co. for the past several years, has now been turned over to the Cheney Sales Corp., which has represented the Cheney in Philadelphia for a number of years and in New York City for the past several years.

Offices will be established in Boston, but temporarily all New England business will be handled by the Cheney Sales Corp. at its New York office, 1107 Broadway.

Reilly Acclaimed Champion

R. M. Reilly, who handles the loop territory for the Chicago division of the Columbia Graphophone Co., is now the proud possessor of the title of champion salesman of the entire Columbia sales force. Here is how it came about. The sales organization of the Columbia Co. conducts what is known as the Grafonola Hunters' Club and each salesman, when he makes a sale, is given credit in points for bagging certain "animals." For example, when a salesman sells from one to five Grafonolas he gets the credit for bagging a "chipmunk," whereas, if he sells forty-six or more Grafonolas he bags a "bull moose," which counts for 5,000 points. At the end of the year the grand totals are figured up and a certain number of the highest-pointed salesmen are then qualified and receive certificates as charter members of the Hunter Club.

The part that the Chicago office is proud of is that it is now in a position to give the merry ha-ha to the New York bunch. Mr. Reilly was approximately 93,500 points ahead of his nearest competitor. During the months of November and December alone he sold over 7,000 Columbia instruments to his dealers in the loop terri-

tory. The interesting part about it, according to Mr. Reilly, was that he not only sold the Columbia dealers this large amount of instruments, but they in turn resold them, which proves to him that there is still a big market for high-grade instruments.

Mr. Reilly's total amount was 240,500 points for the entire year and these points were gained



R. M. Reilly

by the sale of Grafonolas alone, as the by-laws of the Hunters' Club specify that no points are to be given for the sale of records.

New Oro-Tone Portable

After many months of deliberation and experimenting the Oro-Tone Co. has at last de-

A Better Fibre Needle Cutter for Less Money

RETAIL PRICE \$1.00

The ALTO



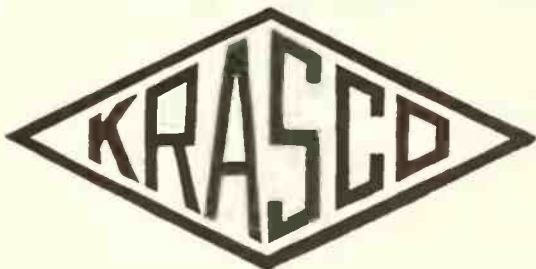
Manufactured by
ALTO MFG. CO.

1801-1803 Cornelia Ave., CHICAGO, ILL.

veloped its portable talking machine, which will be announced to the trade in a short time. This instrument is of very high-grade work and carries out the tone deflector principles of sound emission to the highest degree. The base of the tone arm is located on a foundation which bridges a space and which in turn acts as the deflector in that the sound traverses through the tone arm, crosses an air gap, hits the bottom of the trough and is deflected back. The tone arm and reproducer is of special Oro-Tone design and the reproducer is equipped with the Oro-Tone indestructible diaphragm. The hardware, besides the sound box and throw-back Universal arm, consists of non-spill needle cups, corner reinforcements, continuous hinge and two bolt snaps for holding the cover in place. The motor is hung in a cast iron frame and is attached to the motor boards by means of rubber-insulated bolts and rubber washers, which act in the capacity of shock absorbers.

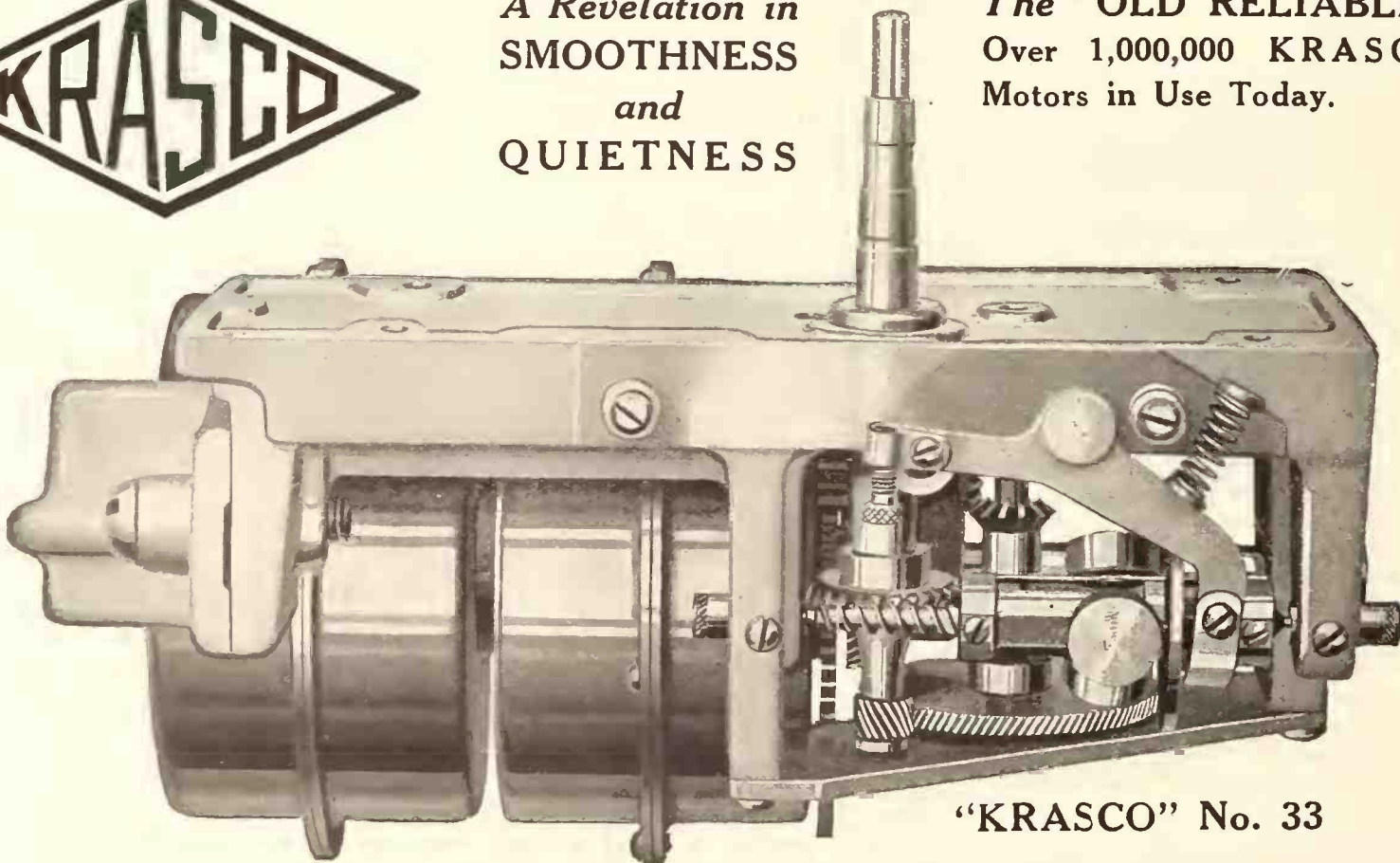
The size of the instrument is seven by eleven and a half by sixteen inches and comes in mahogany, gold and silver-gray oak finishes. All of these finishes are also waxed, the purpose being that should they come up against rough handling while in the camp or elsewhere any

(Continued on page 114)



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.

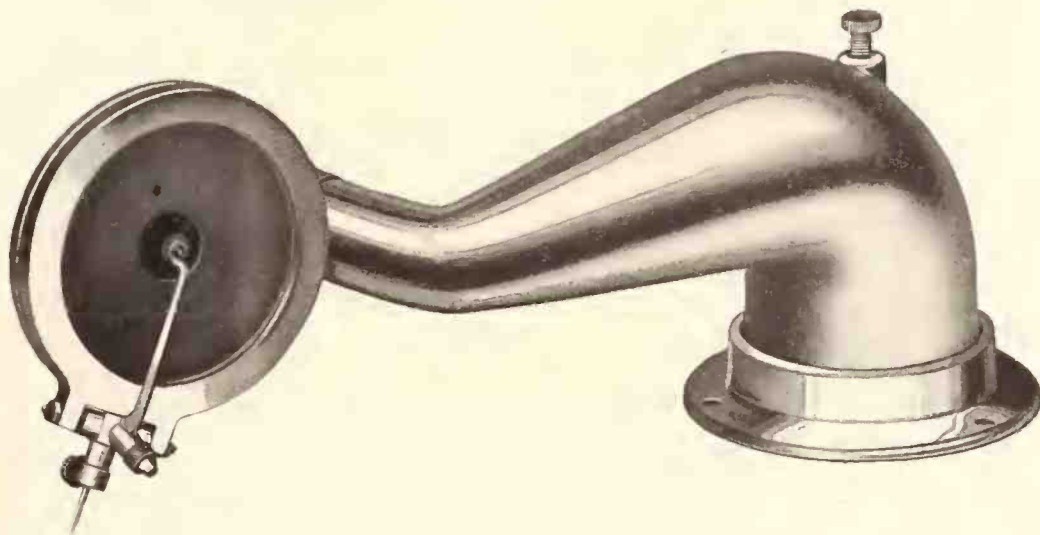
Eastern Branch, 120 West 42nd Street, New York

AT LAST

A Perfect Universal Tone Arm—

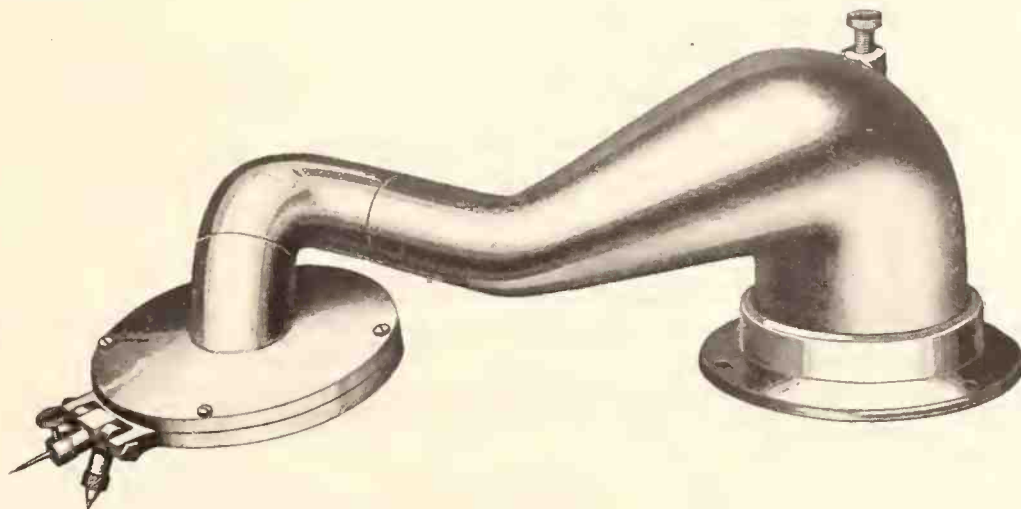
The BLOOD MONO-TURN

permitting positive centering of the needle when playing a record in the Victor position or genuine Edison position.



The dictates of the Buying Public—the Backbone of the Trade—made it absolutely necessary for talking machine engineers to produce a perfect Universal tone arm and reproducer.

The Blood Mono-turn is a radical departure from all present types of arms; but its simplicity makes its value apparent. By means of this ingenious construction, the user of the Blood Mono-turn can turn the reproducer from the Victor position to the genuine Edison position with face of diaphragm parallel with the record with a single (Mono) turn, and the needle remains perfectly centered, with the stylus in actual alignment.



Send For Sample

BLOOD TONE ARM CO.

326 River Street

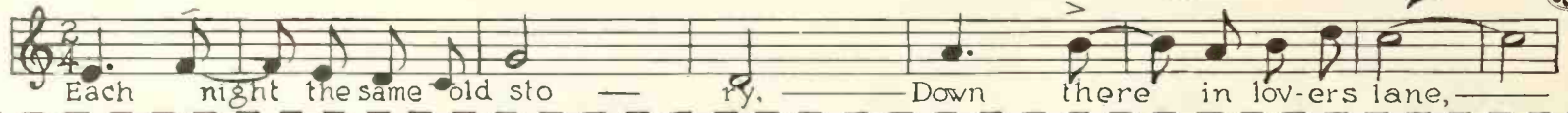
CHICAGO, ILL.

Another "McCarthy-Tierney" Masterpiece!—

SAWMILL RIVER ROAD

That Irresistible Fox Trot *From* **Glory**

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



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

scratches or mars can easily be taken care of by a little rubbing up.

The record file fits into the lid and is of the pocket type. By loosening one snap the back drops forward and exposes all twelve of the records and then, by the removal of another snap, the entire record file can be lifted out of the lid. The instrument is carried by means of a shaped leather handle which, when not in use, lies flat to the surface of the portable and this detail in itself will permit easy packing in an automobile or camper's outfit. The motor will play two ten-inch records at one winding and the list price of the Oro-Tone portable is quoted at \$35.

Lyon & Healy, Inc., New Stock Issue

Following the incorporation of Lyon & Healy in Chicago last month to acquire the assets and business of the old house of Lyon & Healy,

the new concern recently offered through a prominent banking house an issue of \$2,500,000 cumulative 7 per cent preferred stock, at a price of \$100 per share and accrued dividends. It is stated that the proceeds of this stock will be used to reimburse the new corporation for the cash expended in acquiring the assets of the old concern and for additional working capital.

In making the announcement of this stock issue Marquette A. Healy, president of the company, stated that the balance sheet of the new corporation prepared by a prominent firm of auditors based on the last balance sheet of the old concern showed current assets amounting to more than five and three-tenths times current liabilities and presented the following figures covering the earnings of the old house for the past five years:

Years Ended Dec. 31	Net Sales and Other Income	Net Profits Before Interest and Federal Taxes	Interest and Federal Taxes	Surplus Net Profits
1917....	\$5,768,122	\$860,815	\$151,182	\$709,633
1918....	5,734,311	813,534	210,560	602,974
1919....	8,060,314	1,582,765	463,895	1,118,871
1920....	8,313,749	1,074,284	218,642	855,642
1921....	7,167,592	357,426	54,992	302,434
1922*....	7,835,747	589,338	87,000	502,338

* December estimated by the management.

Lyon & Healy are one of the leading distributors of Steinway pianos in the country, and in their territory are said to be the largest distributors of Aeolian and Victor products. At Healy, Ill., the firm manufactures the Lyon & Healy piano, the Lyon & Healy harp and other musical instruments. The house is also one of the large distributors of small goods

INCREASE YOUR PHONOGRAPH SALES

PROFIT NATURALLY FOLLOWS

*Tell Us Your Problems and We Will Have
A Model for That Purpose*

ATTRACTIVE PRICES

--

QUALITY

--

SERVICE

LARGEST PHONOGRAPH DEPARTMENTS
USE OUR SALES SERVICE

May We Not Work With You?

Address "Sales Service"

WOLF MANUFACTURING INDUSTRIES

QUINCY, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

and claims to have, at the present time, more than 35,000 active accounts upon its books.

S. J. Turnes' Important New Post

Sam J. Turnes, who for the past five years has been advertising manager and assistant general sales manager of the phonograph division of the Brunswick-Balke-Collender Co., announces his resignation from this concern, effective February 15. From the Brunswick Co



Sam J. Turnes

Mr. Turnes goes with the Yellow Cab Co., as assistant sales manager.

Mr. Turnes came into the music trade many years ago. His first important position was as sales manager for the Western States and advertising manager of the Cable-Nelson Piano Co. From this concern he went to the Geo. P. Bent Co., then maker of the famous Crown piano, where he was associated with the sales department and had charge of the advertising.

D. B. Miller Succeeds S. J. Turnes

Mr. Turnes is succeeded at the Brunswick Co by Dave B. Miller, who has had fourteen years of advertising experience and has seen much service in both the wholesale and retail trade as advertising manager for several well-known concerns handling Victor talking machines and records. His last connection was as director of advertising for the T. H. Towell enterprises of Cleveland, which concern wholesales and retails Victor products and Cadillac motor cars. While connected with the Towell enterprises Mr. Miller became known as the editor of The Total Eclipse, the monthly publication of the Eclipse Music Co., Victor wholesaler. This publication created quite an impression through the trade, not only locally, but nationally as well. Mr. Miller assumes his new duties as advertising manager of the Brunswick Co. on February 15.

Jewel Tone Arms Well Received

A. B. Cornell, sales director of the Jewel Phonoparts Co., this city, in a recent chat with The World, stated that the new Nos. 3 and 4 tone arms and reproducers recently introduced by the company had been attaining exceptional success. Mr. Cornell states that one of the important factors in the demand for these new tone arms is the new and original way in which Edison records may be played. Referring to this method of construction Mr. Cornell stated: "We are particularly gratified at the demand for our Nos. 3 and 4 tone arms because the Jewel Co. was the first tone arm manufacturer to equip tone arms in such a way that Edison records might be played with the reproducer facing the record. With these tone arms hill and dale records can now be played with a fibre needle, another important factor in the sales possibilities for this product. We have been advised by our clientele that these new additions to our line are noteworthy for the fact that they do away with surface noises, and I am glad to say that our sales figures for January are far ahead of the corresponding month in 1922. Incidentally, we closed last year

the best trade in our history, and are making plans for a much larger business during 1923."

Wolf Adds Large New Factory

The Wolf Mfg. Industries, Quincy, Ill., has just added a new building to its plant, giving it an additional 100,000 square feet for the manufacture of its products. This organization has made an exceptional growth during the past few years and is now selling its phonographs and cabinets to leading concerns from one end of the country to the other.

With this added factory the Wolf Mfg. Industries will have sufficient floor space to turn out with one crew between 200 and 300 instruments per day. The company is manufacturing a complete line, including juvenile instruments as well as the standard upright and console types. The organization has made a special endeavor to study the problems of its individual consumers, so that co-operation of a practical and constructive nature can be constantly extended to them.

The sales and service departments of the Wolf Mfg. Industries are under the supervision of Carl Knittel, one of the best-known designers and builders of talking machines in the country, who is devoting his entire time to the rendition of efficient service to the Wolf clientele.

Walnut Association Meets

The American Walnut Manufacturers' Association held its annual convention in this city recently and elected the following officers: President, W. H. Day, Wood Mosaic Co., Louisville, Ky.; vice-president, Alex. Schmidt, Kosse-Shoe-Schleyer Co., Cincinnati, O.; treasurer, J. C. Rodahoffer, Penrod Walnut & Veneer Co., Kansas City, Mo. George N. Lamb, who makes his headquarters at the executive offices of the Association, 616 Michigan avenue, Chicago, was re-elected secretary of the company. Association officials and members expressed themselves as well pleased with the progress made through

(Continued on page 116)

WALLACE REDUCING RECORDS

For one year we have been distributing Wallace Records thru the better class stores in the United States and Canada. We have built up a wonderful business and it continues to grow despite the efforts of plagiarists to gather in a few dollars by special price inducements and what not.

The fact remains that when a woman wants to get thin to music she thinks of Wallace and insists upon Wallace Reducing Records.

Wallace Reducing Records retail for \$15.00. They are not to be found listed in mail order catalogs at reduced prices and cannot be bought by the public except thru retail stores, which in most instances are exclusive representatives, or direct by mail from the Wallace Institute.

We want more high class exclusive representatives and can show that kind of a store a profit ranging from 40 to 50%.

Write to me today for our proposition.

W. C. ECKHARDT,

Sales Manager.

WALLACE INSTITUTE,

630 So. Wabash Ave., Chicago.

62 Albert St., Winnipeg, Canada.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 115)

advertising and building up the domestic market for walnut. Magazine and newspaper campaigns, together with direct mail advertising, have taught consumers to identify walnut and have successfully created a steady demand for walnut furniture.

More New Orotone Products

Among the new accessories now being brought out by the Orotone Co. is the No. 4 Orotone Edison attachment, which plays in the Edison position with the diaphragm facing the record. It is constructed so that it automatically adjusts itself to length and weight when the sound box is turned from one position to another. This length-adjusting feature does away with all possibilities of skidding, for the needle is perfectly centered while playing both hilt-and-dale and lateral-cut records.

The company has also brought out a feature attachment, known as Orotone No. 5, which employs the same features as the Edison No. 4 attachment.

The Orotone No. 6 arm, another new product of the Orotone Co., is of the universal type and also embodies automatic weight and length adjustment principles. All these new attachments are constructed with stylus bars, which permits the use of fiber needles for playing either Edison or Victor records.

Vitanola's New Catalog

The Vitanola Talking Machine Co., of Saginaw, Mich., has just brought out a new catalog, which shows the entire Vitanola line in a very artistic manner. It is being sent to the trade and it may be mentioned here that according to the latest information requests for it have been very numerous. This concern recently added several new console models to its already attractive line, these new instruments coming in mahogany and walnut two-tone finishes only. They embody many special features in construction and in the skillful matching of beautifully figured woods. Although shown in the catalog mentioned heretofore, the technique of the printer fails to do these instruments justice. Every indication points to a big talking machine business throughout the country, is the belief of the Vitanola officials, and this concern is therefore urging its dealers to keep Vitanola samples constantly on the floor and to hold a sufficient reserve stock so that when several sales are made the dealer does not have to keep his customers waiting for delivery.

F. W. Clement, head of the local office of the Aeolian Co., reports very active conditions in the Chicago trade for the past month—in fact, it proved to be one of the busiest in his life, as he not only had to acquaint himself with the new office conditions since taking over the Chicago office on the first of the year, but it was necessary for him to do this in conjunction

F. W. Clement Tells of Aeolian Activity

F. W. Clement, head of the local office of the Aeolian Co., reports very active conditions in the Chicago trade for the past month—in fact, it proved to be one of the busiest in his life, as he not only had to acquaint himself with the new office conditions since taking over the Chicago office on the first of the year, but it was necessary for him to do this in conjunction

with a tremendous amount of new business closed during the month. He also gave out the news that the Aeolian salesmen were anxious to set a high mark throughout a period ranging from January 1 to March 31, as there is a special competition on in the Chicago office among the salesmen, the winners of which will be awarded prizes. The rivalry among the men is very keen and each and every one of them is determined to be the winner, and nothing will please Mr. Clement more than to have them all prize-winners.

B. D. Colen Visits Western Trade

B. D. Colen, president of the Musical Products Co., New York City, was a visitor to the Chicago trade this week. He is making an inspection of the Chicago circuit and said that every place he visited he found dealers eager to make 1923 a real talking machine year. He found conditions greatly improved at all points.

Sonora Dealer Prepares Float

The artistic float illustrated herewith was prepared and used by Becker-Ryan & Co., of this city, Sonora dealers, in a neighborhood Pageant of Progress, held recently. Mr. Schroeder, one of the proprietors of this establishment, is seated at the wheel, and this float attracted unlimited praise and attention all along the route of the parade.

**Becker-Ryan & Co.'s Artistic Float**

Mr. Schroeder, one of the proprietors of this establishment, is seated at the wheel, and this float attracted unlimited praise and attention all along the route of the parade.

Blood Brings Out New Tonearm

Many new and "revolutionary" talking machine parts have been brought out in this section during the past few months. From present indications the Chicago trade is forging away ahead of all other sections of the country in so far as these radical departures are concerned. For example, the trade looked for many a day for a tonearm and reproducer that would play both hilt and dale as well as lateral cut records in their proper positions, but it was not until recently that tonearm manufacturers were able to gratify what was believed by them to be an ideal combination. It remained for the Chicago trade, as stated before, to bring about a realization of these long looked for essentials, and this has been accomplished in several instances lately by one or two large tonearm manufacturers in Chicago. Among the latest is the Blood Tone Arm Co., which a week or so ago introduced its new model tonearm and reproducer for playing Edison records with the face of the diaphragm horizontal to the face of the record. This new Blood product is so constructed that the stylus bar contains double needle perforations which permits the use of a fibre needle when playing either type of record. The Blood Co. is now prepared to furnish this new product in unlimited quantities, as it recently signed articles of agreement with one of the largest die casting houses in this section, whose function will be to devote a major portion of its workings to the manufacture of Blood products.

First Trip Successful

A most successful trip, the first since his recent appointment as Western sales manager for the Chicago office of the Unit Construction Co., has just been completed by G. A. Lyons. Mr. Lyons' territory embraces fourteen States, which were formerly looked after by W. D. Montgomery, who recently resigned from this position and went with the Brunswick Co. Mr. Lyons is an old hand at the trade, having



Showing position for playing Edison records—Fibre needle shown in reproducer.

NOTE SPECIAL FEATURES—Needle centers with turn table spindle. Reproducer will not coast or skate to center of record when the same is played through.

When turned to play Edison records the reproducer automatically adjusts itself to the correct weight for Edison records.

Plays Edison records with fibre needle, producing splendid volume and no surface noise.



Reproducers fitted with ORO-TONE special indestructible diaphragms

The No. 5 Victor Concert Equipment is simplicity itself. It can be attached in one second and no further adjustment is necessary.

Simply turn the reproducer to play the different records and it automatically adjusts itself to the correct weight and needle position.

Sapphire needles, genuine diamond needles, fibre needles or our special VELVET RUNNING permanent needles may be used.

HIGHEST GRADE NICKFL FINISH—\$6.00
HIGHEST GRADE GOLD FINISH—8 00

YOU WILL APPRECIATE THE DEEP, RICH, POWERFUL TONE QUALITY

ASK YOUR JOBBER FOR SAMPLE OR WE WILL
SEND THE SAME ON 30 DAYS' APPROVAL

1000 to 1012
George Street

The Orotone Co.
QUALITY FIRST

CHICAGO
ILLINOIS

The Orotone
QUALITY FIRST

**NO. 5 CONCERT VICTOR
EQUIPMENT FOR PLAYING
ALL DISC RECORDS ON
THE VICTOR TALKING
MACHINE.**

**ILLUSTRATING THE NO. 5
CONCERT VICTOR EQUIP-
MENT IN POSITION FOR
PLAYING VICTOR, COLUM-
BIA, BRUNSWICK AND
OTHER LATERAL CUT
RECORDS.**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

been for many years assistant general sales manager at the home office of the Unit Construction Co., Philadelphia. In his work as manager Mr. Lyons was assisted by W. K. Badger, in charge of the Cleveland office, and by H. C. Baish, who is connected with the Chicago office. However, Mr. Baish is no longer with the Chicago office, as he resigned on February 3. The news has been going around the Chicago trade that Mr. Badger is not now a member of the "Thirsty Knights Out" Club, effective January 27. At this writing we do not know the maiden name of the beautiful young lady he led to the altar.

New Loud Tonofone Needle

The Tonofone Co., manufacturer of the Tonofone needle, has just announced a new loud needle which the company states will play from twenty to fifty records without injury to the record. The new loud needle is particularly recommended for the playing of dance and band records, whereas the medium Tonofone needle

is advocated for playing violin solos, opera and classical records.

Some Trade Brieflets

George Jarrow, exclusive Columbia dealer, for years located at North Clark street, passed away recently. Mr. Jarrow was very well known in his community and had established an extensive American and Scandinavian record business. A widow, a son and two daughters survive.

John McKenna, manager of the Chicago branch of the Columbia Co., has returned from a visit to the executive office at New York.

A. R. Rodway and John Corcoran, representing the Sonora Phonograph Co. of Illinois, have left for an extended trip in order to make a personal call on each and every dealer whom the Sonora Co. of Illinois serves.

Leon Golder, general sales manager of the Illinois representative of Sonora, intends to make this one of the biggest years Sonora has ever enjoyed in this territory.

W. DE A. MONTGOMERY IN NEW POST

Joins Sales Organization of Brunswick Co.—
Headquarters in Chicago—Widely Experienced and Popular Member of the Trade

The Brunswick-Balke-Collender Co. has announced that W. de A. Montgomery, formerly Western district sales manager of the Unit Construction Co., has been added to its sales force. Mr. Montgomery resigned his position as district sales manager of the Unit Co. in January and for the present he will be located in Chicago for the Brunswick Co.

An old phonograph man, Mr. Montgomery will undoubtedly prove a valuable aid to Brunswick dealers. His experience in musical merchandising has covered practically every phase of the business, and he is well equipped to serve the interests of the members of the trade. Having once operated a phonograph retail department of his own, he can readily get the dealers' point of view. He was an active factor in organizing the Pittsburgh Dealers' Association, of which he was vice-president, and was very successful in retailing phonographs in that city.

For five years Mr. Montgomery was connected with one of the largest phonograph manufacturers, serving as salesman, special sales representative and assistant promotional man-

ager. His wide experience and ability will undoubtedly make a great success for Mr. Montgomery in his new position.

NEW EMERSON JOBBER ANNOUNCED

Targ & Dinner Music Co., Chicago, New Distributor for That City and Adjacent Territory

The Targ & Dinner Music Co., with offices at 1457 West Chicago avenue, Chicago, Ill., has been appointed distributor for the New Emerson record in Chicago and adjacent territory. The above firm is now carrying a full stock of Emerson records of both current and standard selections and is prepared to make immediate deliveries to retailers in the Middle West. The appointment of the Chicago distributor follows the opening of branch Emerson offices in Boston and Philadelphia. Other distributors in specially selected territories will be announced at an early date. It is the plan of the Emerson Co. to market the new Emerson record on a basis which will extend to the trade the most efficient service.

Arthur H. Cushman, director of sales for Emerson records, is quite enthusiastic over the development of the Emerson distributing organization and the response to the new arrangement received from Emerson dealers in all parts of the country.

**Attention Dealers
Introducing the
COLUMBIAN
Baby Grand Piano**



Exquisite in tone this little instrument 59"x56" has the volume of a concert grand. Elastic in touch, wonderful repeating and faultless action. Finished throughout in brass. Beautiful and stately in design, highly finished in mahogany only. Together with our line of Phonographs made in five sizes. We have the best offer to the music dealers today.



STYLE 4

Size 48 inches high, 21 inches wide, 23 inches deep. Cabinet; Genuine mahogany or oak. Panels 5 ply. Motor plays 4 records with one winding.

PORTABLE PHONOGRAPH



STYLE 16

Carries 10 Records

Compact enough to be carried anywhere and absolutely substantial in construction. Its durability is assured by the use of a double spring Heineman motor and a tonearm with a large powerful reproducer. Universal plays all disc records.

Excel Phonograph Company
Manufacturers
400-412 West Erie St. Chicago, Ill.

W. W. KIMBALL CO.

SERVICE

Reliable, Ready, Efficient attention to dealers' needs.

Okeh Records

Best Sellers; latest "hits"; Famous Singers and Instrumentalists; Clear recordings that are a delight.

Write today

W. W. KIMBALL CO., Wholesale Distributors
306 So. Wabash Ave. Kimball Bldg. Chicago



My won-der-ful one, When - ev - er I'm dream-ing, Love's love-light a-gleam-ing, I see.—

Wonderful One

Music by **PAUL WHITEMAN and Ferdie Grofé**

Lyrics by **Dorothy Terriss**
author of "Three O'clock in the Morning"

BIG WALTZ HIT

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

KANSAS CITY

A. A. Trostler Comments on Business Outlook—P. R. Schul Buys Building—Plau New Brunswick Home—G. Standke in New Post

KANSAS CITY, Mo., February 6.—Condition of business in the talking machine trade, as stated by A. A. Trostler, secretary of the wholesale department of the Schmelzer Co., to a representative of The World, is in agreement with opinions expressed by other jobbers of talking machines. His statement follows:

"I have just returned from a visit to the Victor Talking Machine Co., Camden, N. J., and I find them very busy. I have never left this factory feeling more optimistic than I have on this trip. Visiting them about every eight weeks, I am in a position to make this announcement. I know that we are going to have the biggest year in our history. It is in the air! Our January business is ahead of January, 1922, and it will go on in this same manner for the balance of the year 1923. I have talked to distributors from Boston, Cleveland, New York, Chicago, Columbus, Pittsburgh and Omaha, and they are of this optimistic frame of mind; not fictitiously so, but absolutely we look for a very big year.

"The Victor salesmanship school has been booked for Kansas City and its trade territory for the week of March 5, one of the biggest things that we could wish for. We have been able to engage the Roof Garden of our new three-million-dollar Kansas City Club to hold these salesmanship classes in. We are doing everything to impress upon our dealers and their employes to come to Kansas City for this week to take in these classes. In closing allow me to say that optimism reigns supreme in this territory."

Buys Fine Establishment

Three years ago P. R. Schul decided to open a music store in Wichita, Kan. At that time the only available location he could secure was one-half of a plumbing establishment. Grafonolas and gas pipes didn't look like they ever could hitch, but P. R. said he could stand the combination if the plumber could, for a while, anyway. And he did. He stood it for two

years, but all the while he kept after the real estate people for something more to his liking. Recently Mr. Schul made up his mind that renting a suitable store in Wichita was out of the question and that the proper thing was to buy a building of his own. Thus it happens that we find him in a store that is not surpassed for convenience and beauty by any other in the Middle West.

Autographs Records to Aid Sales

After a lapse of several years Al Jolson, Columbia artist, returned to Kansas City and was greeted by the largest audience that has attended the Shubert this season.

Jolson signed several of the numbers recorded on Columbia records and made quite a hit with his latest record, entitled "Who Cares." Quite a demand for this artist's records developed as a result.

The Grafonola Shop, O. D. Standke, proprietor, devoted its entire window space to featuring Al Jolson's records and decorated the interior with large posters of Jolson. He reported that during the week the sale of Jolson's records was greater than that caused by any artist's appearance in recent years.

The Grafonola Shop has always profited by such tie-up. It was successful in having a large sign displayed in the lobby of the theatre, on which were listed several of Jolson's latest hits and advising the public where they could procure the records.

Many Visitors to Edison Headquarters

Among the dealer visitors to the Phonograph Co. of Kansas City, Edison jobber, during the past two weeks was C. G. Meinershagen, Hofer & Meinershagen, Higginsville, Mo. Visitors from Kansas included F. E. Horejsi, Holyrood; H. H. Kahn, Blackledge Music Co., Coffeyville; H. P. Ripley, H. P. Ripley & Co., Leavenworth; Frank Chappell, Chappell Music Co., Salina; C. J. Eriksen, Eriksen Furniture Co., Lawrence; B. G. Hall, Lincoln; L. W. Muir, Norton; O. Scott Morgan, Morgan Book

Co., Baldwin; W. L. Roberts, Roberts Hardware Co., Coldwater; C. H. Andrews, Andrews Music House, Hiawatha; H. C. Allphin, Berkeley & Allphin, St. John; C. H. Martin, Ellis & Martin, Parsons. Others from this State were: W. G. Hutchens, Hutchens Music Co., Independence; L. I. Bowden, R. N. Bowden & Son, Brookfield; F. R. Allen, Allen Music Co., Lees Summit; T. R. Burns, T. R. Burns Furniture Co., Willow Springs; Jas. O. Thornton, Hamilton; H. L. Kelley, H. L. Kelley & Son, Lexington; Will McQueen, McQueen Bros., Carrollton; H. D. Schaeffer, Schaeffer Mercantile Co., Polo.

Mr. Blackman, of the Phonograph Co., this city, just returned from a ten days' trip to New York, where he visited the Edison laboratories; also the Edison jobber in Boston and Edison dealers in Westerley, Mass., and New Haven, Conn. Mr. Blackman reports that business conditions in the East are good, in spite of snow and ice.

H. A. Bailey, manager of Blackman's (The Edison Shop), 1012 Grand avenue, this city, received his first carload shipment of Gulbransen player-pianos last week and started off with a sale the first day they were opened.

Negotiating for New Brunswick Home

The Brunswicke-Balke-Collender Co., dealing through the real estate department of the newspaper The Kansas City Star, has arranged for a new home, which it expects to occupy by the first of March. Moving into new quarters is necessitated by continued growth since the addition of the phonograph department some years ago.

The company has occupied its present location at 1329 Main street for the past thirteen years. The new quarters will be 2014-20 Grand avenue, the second and third floors of the new building situated in a semi-wholesale district. All equipment for the offices and showrooms will be quite up to date and attractive. One of the added features of the new place will be the switch track from the Belt Line, which will deposit all freight at the back door.

George Standke in New Post

George Standke, in charge of the phonograph department of the Wunderlich Music Co. for the past year, has gone to St. Louis, where he has been placed as manager of the music department of the Famous & Barr department store.

Get Acquainted With Latest Recordings

Always interested in the new record releases for the month because they mean so much to the phonograph business in a selling way, the record sales people at Botefuhr's, Pittsburg, Kan., have long made it a custom to study and play over carefully the new lists as they come out. Usually the same records are taken home by the sales force in turn and played over in quiet. Then they are again played over by the force collectively in the store and an order for the records is made up.

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS	CASTINGS {	TURNTABLES	Stylus Bars	
TONE ARMS		MOTOR FRAMES		Screw Machine Parts
REPRODUCERS		TONE ARMS		Talking Machine Hardware
	and Brass for	HORNS and THROATS		

Direct Quantity Importations On { JEWEL and STEEL (Bulk or Packed) PHONOGRAPH NEEDLES GENUINE RUBY BENGAL MICA

D. R. DOCTOROW

Vanderbilt Ave. Bldg.
51 East 42nd Street, New York
Tel. Vanderbilt 5462
Murray Hill 800

RADIO CONGRESS IN PHILADELPHIA

Notable Speakers Deliver Brilliant Addresses at Radio Congress Held Under General Radio Corp. Auspices, Philadelphia, Pa.

PHILADELPHIA, PA., February 5.—Many of the leaders and great men of the radio world were gathered together here today on the occasion of the Radio Congress which was held at the Bellevue-Stratford Hotel under the auspices of the General Radio Corp., Walter L. Eckhardt, president, in co-operation with the Radio Corp. of America.

The biggest feature of the day's events was probably the banquet and evening session, which was attended by several hundred dealers in radio sets and accessories and who heard brilliant addresses by those whose names are known to every radio fan from coast to coast.

The afternoon session was devoted to addresses dealing with the technical aspects of radio and sales talks on the marketing of the finished radio sets and their parts. Included among the principal speakers of the afternoon session were Walter L. Eckhardt, who discussed the sale of radio apparatus to the public; E. E. Bucher, general sales manager of the Radio Corp. of America and widely known authority on things electrical; Rev. Frank A. Rafferty, of Villanova College, who spoke on "Transmission on the Underground System"; C. E. Bonine, electrical and radio engineer and consulting physicist of the General Radio Corp.; George H. Clarke, of the Radio Corp. of America, and J. H. Cross, president of J. H. Cross Co., advertising agents. Mr. Eckhardt acted as chairman of the meeting.

The speakers at the banquet included such well-known men as David Sarnoff, vice-president and general manager of the Radio Corp. of America; Gordon Cilly, who is in charge of the broadcasting stations of the Wanamaker stores, here and in New York; Andrew C. McGowin, also of Wanamaker's radio stations; Harry M. Neely, well-known authority and writer on radio and kindred subjects; Charles H. Grakelow; Hon. John M. Patterson, former judge of the city courts; N. B. Kelly, secretary of the Philadelphia Chamber of Commerce; Charles P. Vaughn, the newly elected president of the Chamber of Commerce; Otto Heineman, president of the General Phonograph Corp.; W. Freeland Kendrick, Receiver of Taxes; Mr. Eckhardt, Mr. Bucher, Mr. Bonine, Mr. Cross and Father Rafferty.

During the course of the banquet many musical numbers were rendered by Okeh record artists under the personal direction of F. W. Hegar, managing director of the Okeh Studios. Mr. Eckhardt acted as toastmaster and won hearty applause for his felicitous manner in presenting the various speakers of the evening. He also made the address of welcome at the opening of the congress at the morning session.

A large room on the roof garden of the Bellevue-Stratford was devoted to a comprehensive exhibit of radio sets and supplies and included the Radio Corp. of America's products, Geraco-products, Strand phonographs and Okeh records. During the afternoon session all the latest products and radio sets of these concerns were demonstrated to those attending the congress.

TO HANDLE BRUNSWICK LINE

FORT SCOTT, KAN., February 6.—The Fort Scott Furniture Co., of this city, has announced that in the future it will handle Brunswick phonographs and records exclusively. This concern is well known in this territory, and the fact that it has chosen the Brunswick exclusively is a distinct tribute to its merits and sales possibilities.

Wynmore Bros., Fulton, Mo, have sponsored three artists' appearances in their city in the space of two years—Godowsky, Rosen and Theo Karle. The latter appeared there recently and gave one of his usual polished recitals.

Note these conveniences:

1. The records are up high. It isn't necessary to stoop to get them.
2. The inside construction eliminates the necessity for albums.
3. It is a beautiful and attractive piece of furniture.



Udell Flexi-File Record Cabinet, No. 151—Finished in Brown Mahogany. Height, 34 in.; width, 20 in.; depth, 19 in. Capacity up to 150 records.

Pick Up Many Extra Profit Dollars With This

Every time you sell a vertical cabinet phonograph you have made a prospect for this beautiful Udell record cabinet. The extra profit and the extra service to your buyer in selling him this cabinet make it mighty valuable merchandise to handle. It sells itself, because the need for it is instantly apparent.

Look at its consumer appeal, its talking points, and see whether or not you have buyers for it! (If it is good for the consumer to buy, it is good for you to sell.) No longer is it necessary to stoop to the floor to get records out of an inaccessible file in the base of a vertical cabinet phonograph. Now they are at a height of 34 inches from the floor, just the right height to be convenient. No longer is it necessary to spill records on the floor in the search for your favorite, it is right up under your eyes, at your finger tips. The Udell Flexi-File Cabinet eliminates, too, the necessity for and cost of albums at \$1.50 each. Besides its convenience it is a beautiful piece of furniture, made of the same fine materials with the same fine workmanship that has always characterized Udell cabinets.

Can't you sell this cabinet? Have you seen anything recently with the same profit possibilities? Better write today for further information.

THE UDELL WORKS

28th Street and Barnes Avenue

INDIANAPOLIS

BROOKLYN MERCHANTS DEVELOPING BUSINESS

Good Business Results From Efforts of Dealers
—Personal Contact Gets Results—Concerts
Boost Record Sales—Price Cutting Wanes—
H. L. Terry & Sons Plan New Store—Co-
operative Drive—Fire Opening Gun of Sonora
Drive—Other Important News Happenings

Talking machine business generally for the month of January and the first half of February has been of a very satisfactory nature. Machine business fell off somewhat, but it is encouraging to note that this phase of the business compared favorably with sales for the same period last year. During the Christmas holidays many types of machines were not available, and, in many cases, substitute models were placed in homes for the time being until the desired model was procured for them. Consequently, at this time these models have been secured from the factory and exchanges are in order. An interesting phase of this exchange which dealers are capitalizing on is the fact that this affords the dealer another chance to create a contact with the customer, and as a result when the new machine is delivered the dealer makes it his business to take along with him a few of the new records, with which the machine is tested, and, of course, the customer has a chance to hear these new records in the home. This has resulted in many record sales.

Concerts Move Records

Record business has been exceptionally good, which has helped materially in making January a very good month. Intensive selling campaigns have been in order since the first of the new year, specializing on the record phase of the business, which has resulted in an increase that has put sales totals over the top for this period. A feature of this campaign has been the large number of dealers who have resorted to well-advertised concerts, which were given in dealers' stores. For these occasions an orchestra or some form of entertainment was secured which has brought many new people into their stores, who in many cases went away with several new records purchased during the evening. These entertainments were so arranged that the orchestra featured several selections of records which are considered slow-selling numbers, and of which the dealer had a quantity on his shelf. The interest aroused by the

playing of these records resulted in the sale of many of the slow-moving numbers. One dealer's campaign was so successful that another evening's entertainment was planned and carried out, and several more are being contemplated. In one evening, he stated, enough records were sold to pay for the orchestra many times over, and altogether a very fine profit was realized, in addition to the advertising value of the event.

Drive Against Price-cutting Succeeds

It seems as if the campaign which has been carried on by the large majority of dealers during the past few months against the evil of price-cutting is beginning to show results, as at the present time those dealers who resorted to this undesirable method of procuring business have stopped this practice and are now carrying on business on a normal basis. Much pressure was brought to bear upon these of-

fenders, and dealers generally are gratified to see this practice stopped.

H. L. Terry & Sons Planning New Home

H. L. Terry & Sons, progressive Victor dealers, of Sayville, L. I., recently purchased an entire block in the heart of the business section of this town, where they are erecting one of the finest talking machine shops in Long Island. This company has been in the Victor business for some years past, and has been highly successful, so much so that the enlargement of their store was found necessary. The entire first floor will be devoted exclusively to a retail talking machine shop and there is a possibility that an auditorium and concert hall will be constructed on the second floor of the building. Business during the holiday season was exceptionally large, stated Mr. Terry, and from all indications 1923 promises to be one of the most prosperous years the company has yet enjoyed.

Co-operate in Sales Campaign

The American Talking Machine Co., Victor wholesaler of Brooklyn and Long Island, is very enthusiastic over the way its dealers are co-operating in new plans to stimulate record business since the new year. Campaigns have been outlined in conjunction with these dealers to increase the sale of Red Seal records, which have resulted in a very satisfactory demand for this class of records. The month of January showed a decided increase in demand for all records, and with the added stimulus of Red Seal record campaigns there has been a decided spurt that has netted much additional business. R. H. Morris, general manager of the company, stated that his house has co-operated with the dealers in taking inventory of their stocks of both machines and records, and at the present time these dealers are in splendid shape as far as their stocks are concerned. Numbers which had been liquidated have been replenished and surplus stocks have been sold by making a special effort on these particular numbers. From all indications, Mr. Morris stated, the talking machine trade during the next three or four months should prove to be a very fine one in every respect.

Newcomer in Local Field

A recent newcomer into the talking machine retail trade in Brooklyn is Miss Rose Steiner, who has purchased the store formerly owned by A. L. Young, at 149 Ralph avenue, which is to be conducted as the Rose Steiner Music Shop. Miss Steiner has a large number of friends in this section of Brooklyn, and, with a

VICTROLAS

Red Seal Sales

Hundreds of Victrola sales during and after the holidays were made under circumstances that did not allow the retailer to devote the proper attention to Red Seal Records.

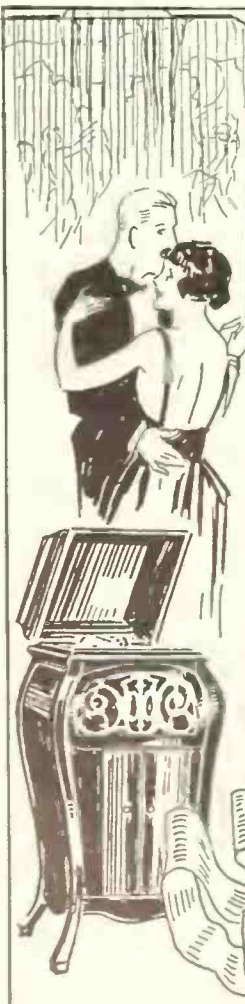
The sale of these standard works of a permanent character to every Victrola purchaser will give the music lover the world's best music and assure the Victor retailer that the instrument he has sold is giving its best service.

VICTOR RECORDS



G. T. WILLIAMS CO. Inc.


272 Flatbush Avenue Extension Brooklyn, N. Y.



THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL





T

HE 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

knowledge of talking machine business which she has obtained through her connection with talking machine retail shops in Brooklyn, is competent to give her clientele a service that is bound to create for her a very successful business. This new shop is to feature the Sonora phonograph and will carry the complete line of Vocalion records.

Sonora Drive Inaugurated

The Long Island Phonograph Co., Sonora wholesaler for Brooklyn and Long Island, has inaugurated an intensive campaign designed to help Sonora dealers make the month of February the starting point of a very fine new year and Spring business. Representatives of the company, including J. J. Schratweiser, sales manager, are visiting every Sonora dealer personally and going over with them a well-laid-out campaign that is bound to create new business in Sonora machine sales.

R. H. Keith, general manager of the company, recently secured a large number of imported wire novelty dolls, done in attractive colors, which he is sending out to Sonora dealers in his territory. This novelty doll has created considerable interest among Sonora dealers who have seen it and is being used extensively in talking machine window displays. Dealers place them on the turntable of models on display and passers-by invariably stop to admire them, thereby bringing their attention to the Sonora model on which the doll is placed. This little advertising feature, stated Mr. Keith, is bound to create interest in Sonora dealers' stores. This novelty doll is not charged to the dealers, but is given to them gratis by the Long Island Phonograph Co. as a part of the service which this progressive wholesaler is planning to give to dealers during the year.

C. W. Keith, treasurer of the company, left this month for a two months' vacation in company with Mrs. Keith, which will be spent in Belleaire, Fla. An interesting phase of this trip, stated Mr. Keith, is the fact that this will be his first visit to the State of Florida. Mr. Keith has visited at some time or other during his life every other State in the Union. His plans call for a two months' stay at this popular resort.

Fosters Drive on Red Seal Records

G. T. Williams, head of the G. T. Williams Co., Inc., well-known Victor distributor, this city, has been encouraging Victor retailers in his territory to make a special drive on Victor Red Seal records. It is Mr. Williams' belief that many sales of Victrolas were made during the holiday period under circumstances that did not allow the retailer to give normal attention to the possibilities of the sale of Red Seal records and that an effort at this time will result in substantial sales.

Fine Sonora Business

William Harkins, manager of the talking machine department of Wisser & Sons, Inc., at 55 Flatbush avenue, reports that talking machine business since the first of the new year has been exceptionally good. Mr. Harkins has featured the Sonora phonograph in his advertising, which has resulted in the sale of many high-priced models. This progressive store has a very fine clientele. Recently two DeLuxe Sonora models were sold to one customer, and from these two sales more than six others can be traced, due in great measure to the exceptional service extended to patrons.

Staging a "Community Week"

The Brownsville section of Brooklyn, which has Pitkin avenue for its main street, is inaugurating this month one of the most novel advertising campaigns which has been staged in metropolitan New York for some time past. This campaign is to be called "Community Week," and is being conducted by the Chamber of Commerce of this section of Brooklyn, which comprises every merchant conducting a retail establishment on Pitkin avenue. To stimulate interest \$10,000 in prizes are to be offered, among which will be a Durant touring car and a period model talking machine. Among the most active members in this novel campaign are

American Service

IS IN ITS 20th YEAR.

ARE YOU, AS A DEALER, GETTING
THE BENEFIT OF IT?—IF NOT,
IT'S WORTH LOOKING INTO

**AMERICAN
TALKING MACHINE CO.**
BROOKLYN, N.Y.
VICTOR WHOLESALERS

Krakauer Bros., who conduct an exclusive Sonora business on Pitkin avenue. The store has been attractively decorated throughout and a splendid window Sonora display is being made.

Honor Irving Riesenberger

A very fine tribute was paid Irving Riesenberger, progressive Victor dealer of Flushing, L. I., when he was recently elected Regent of the local Royal Arcanum. A testimonial dinner was given in his honor by his many friends, indicative of the splendid regard in which he is held by people generally in Flushing. Mr. Riesenberger has conducted a very successful Victor business here for some years past, and he has built up a clientele of machine and record customers through courtesy and service.

Rountree Orchestra Much in Demand

The Talking Machine Fraternity of Brooklyn numbers among its personnel a musician of considerable merit, who is recognized as such among the talking machine trade generally, in the person of Maine M. Rountree, popular representative of the American Talking Machine Co., Victor wholesaler, with which he has been connected for some years past. Mr. Rountree is an accomplished musician and is the leader and manager of the Rountree Orchestra, whose services are sought after pretty generally throughout Brooklyn. The latest phase of Mr. Rountree's activities with his orchestra is the rendering of concerts in talking machine dealers' stores, which dealers have inaugurated since the first of the new year. The first week in February Mr. Rountree and his orchestra played at the concert given by E. A. Schweiger in his Broadway store, which was a complete success. So much so that Mr. Rountree was engaged for another concert, to be given on the evening of February 24, and a later one some time during the month of March. Another engagement which Mr. Rountree is supervising is a concert to be given at the store of Sofus Kjeldsen, 5116 Fifth avenue, well-known Victor dealer, which will be given by the "Trio De Danse," an organization well known throughout metropolitan New York. Mr. Rountree has engaged his trio with which he will play at the concert given by this Victor dealer. Commenting on his plans, Mr. Rountree stated that there are many other Victor dealers in this section of metropolitan New York that are contemplating such concerts, and that in all probability he will be kept busy until Summer taking care of his numerous engagements. It is surprising, stated

Mr. Rountree, to see the large amount of business which these concerts create.

New Sonora Dealers

Among the new Sonora dealers recently established by the Long Island Phonograph Co. are the Aaron Music Co., at 713 Knickerbocker avenue, a live store conducted by William Rubenstein; the Benson Music Shop, at 2011 Eighty-sixth street, in charge of E. Kane, well-known talking machine salesman; Schwartz, Kramer & Jelling, 956 Kings Highway. Another new account recently secured is that of A. L. Young, who has just opened a new store at 1393 Flatbush avenue. This store is in addition to another establishment conducted by Mr. Young at 2124 Fulton street, where he has developed a very successful business. One of the most important accounts recently secured by the Long Island Phonograph Co. is the Broadway Music Shop, at 1651 Broadway. Sidney Rosenthal, who was formerly with the Wykoff Music Shop, is manager of this progressive retail store.

Sklar Music Shop Reorganized

The Sklar Music Shop, 268a Sumner avenue, has just completed the reorganization of its company and has increased its capital more than double. This store was formerly known as the Ralph Music Shop, but will be known from now on by the above new name. Plans of the company call for a large expansion of activities in the retail talking machine field, which will include an intensive campaign during the coming Spring and Summer months. The Sonora, which the company has handled for some time past, will be featured.

Milton Young in New Post

Milton Young, who was formerly connected with the Harmony Talking Machine Co., Ninth street, this city, is now connected with J. W. Ackerly, well-known Victor dealer in Patchogue, L. I. Mr. Young was appointed manager of this progressive talking machine store, and with his wide experience in retail merchandising in metropolitan talking machine circles is well qualified to take over the duties of his new position.

New Autos for Sales Representatives

The American Talking Machine Co., Victor wholesaler, has recently purchased for its sales representatives two new automobiles for use in covering the respective territories. Chas. Offerman, through his busy activities, has already worn out two or three automobiles in his daily trips in visiting the trade.

Save Experimental Costs

Van Veen Equipment for Phonograph and Musical Merchandise Stores is especially favored by those who have had previous unsatisfactory experience with other equipment not built to a quality standard.

It is real economy to install Van Veen products in the first instance

and thus save the cost of experiments. You will be pleased at the moderate price of Van Veen equipment.

Hearing rooms, record racks, counters and all necessary selling fixtures for musical merchandise stores.

Your inquiry for our catalogue and prices will receive prompt attention.

VAN VEEN & COMPANY, Inc., 413-417 E. 109th St., New York City

Offices and Warerooms

Phone: 7758 Harlem

ENLARGING VICTOR PLANT TO DOUBLE RECORD OUTPUT

Work Already Started on New Eight-story Building and Three-story Addition to Existing Structure—Additional Facilities Will Provide for More Efficient Operation

The Victor Talking Machine Co. has announced the starting of work on additions to the Victor plant in Camden that, when completed, will make possible the doubling of the record output of the company. The details of the construction plan were authorized recently by B. G. Royal, vice-president of the Victor Co.

This latest move of the Victor Co. is most significant for the reason that it is calculated not only to provide badly needed increases in record output, but reflects the confidence held by the officers and directors of that company in the future of the industry, inasmuch as the work calls for an expenditure of approximately \$1,000,000.

The new factory building will be located at the southwest corner of Delaware avenue and Cooper street, and will extend from the corner to join the "grinding building" at the south side of Cooper street, below Delaware avenue. The latter building, now four stories in height, will be converted into a seven-story building.

Contracts awarded to Stone & Webster, Inc., of Boston, call for an eight-story structure of reinforced concrete, 435 feet in length, and with a varied width of seventy to ninety feet.

The building will provide vastly increased facilities for the manufacture of records and will concentrate this department in one building. The present buildings of this department are located at Front and Cooper streets, and Front and Linden.

When the new factory is in full swing the output of Victor records will be doubled. The working force also will be greatly augmented.

The new building will follow the general exterior architectural scheme of the present Victor buildings. It is hoped that the structure will be completed by July 1, and if these plans materialize a new record in construction will have been set.

The construction of the factory will be along the most modern lines. The roof will be of slag, and the floors will be of the flat slab type of construction. This form of reinforced con-

crete flooring improves on the type known as "beam and girder," allowing greater lighting efficiency and facility in the running of pipes and conduits. A sub-station for electrical power will be incorporated in the structure.

Approximately 1,500 concrete piles will be sunk as a foundation for the new building. The pile drivers and collapsible mandrels used in placing of shells which form the molds for the concrete are already on the ground.

The erection of the factory necessitates the demolishing of a four-story building on Delaware avenue, south of Cooper street, known as the old Boyer Building. It was formerly used by a department of the cabinet department.

The work of demolishing the Boyer and other smaller buildings in the path of the new structure, and the necessary excavation work has been started and is progressing rapidly.

The Victor Talking Machine Co. group of office and factory buildings in Camden numbers twenty-five. This represents an approximate total of forty acres of floor space. The company employs close to ten thousand persons.

PAUL SPECHT AS HEADLINER

Paul Specht, exclusive Columbia artist, received an ovation recently when he appeared at the Palace Theatre, New York, as a headliner. The B. F. Keith Palace Theatre is known as the greatest vaudeville house in America, and it is the ambition of every vaudeville act to be booked for this house.

Mr. Specht and his orchestra were obliged to respond to numerous encores and, notwithstanding the length of the program, Mr. Specht was called upon to make a short speech. Two novel creations arranged by Mr. Specht were received enthusiastically; these selections being "The Evolution of a Modern Dance Orchestra" and a unique rendition of the "Yankee Doodle Blues" as it might be played in various countries.

STARTS THE NEW YEAR PROPERLY

Benjamin Lehrer, who is associated with M. Rappaport's Music Shop, at 880 Westchester avenue, New York, together with Mrs. Lehrer, is receiving the congratulations of his friends on the arrival of a son at the Lehrer home on January 17.

Grand Pharmacy, Du Quoin, Ill., has arranged to co-operate with the local Ford dealer for a display of Brunswick models in the show window of the garage. A large sign proclaims that here are "Two of the most popular family entertainers in the world."

TIMELY DISPLAY PRODUCES SALES

The window illustrated herewith was prepared by Allan's, a South Australian Sonora dealer, and it attracted considerable attention in the city of Adelaide. The race for the Great



Sonora Window Display in Adelaide

Melbourne cup is the biggest sporting event in South Australia and Allan's window dresser cleverly tied up the winning horse, "King Ingoda," with the Sonora. The window not only attracted attention, but direct sales were reported as a result of this display.

Meyer's Music House, Carlinville, Ill., is planning to move into more attractive quarters in the St. George Building in the near future. The company handles the Victor line, and increased business is responsible for the move.

Bakertone
Removes All But The Music
From Phonograph Records

Removes all but the music
from phonograph records

Helps dealers to sell more records by giving users a better appreciation of phonograph music. Practically eliminates surface noises and metallic sounds. Stops "scratching" and "rasping." Purifies and clarifies every note; individualizes each tone.

Makes phonograph music soft, sweet and mellow without "muffling" or "killing" the tones. Attaches to any phonograph except those using diamond point.

Beautifully finished in heavy gold plate. Retail at \$5.00 with liberal discounts to dealers. Satisfaction guaranteed. Let Bakertone help increase your profits. Write today for terms and discounts.

Bakertone Corporation

Dept. 603 408-12 Pearl St.
Buffalo, N. Y.



THIS shows our MACHINE DISPLAY ROOM. Here we have on exhibition the Period Designs and other higher-priced Victrolas. Our dealers are cordially invited to use this room with their customers who may be interested in these types.

Our organization will always be found ready and willing to assist you.

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



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"



AUDAK DEMONSTRATING DEVICE GAINS IN POPULARITY

Invention of Maximilian Weil. Allowing Demonstration of Records Without Help of Salesmen or Use of Sound-proof Booths, Installed by Many Prominent Concerns

During the past several months there has been introduced into a number of retail talking machine establishments in Eastern territory a new, original and unique method of demonstrating records. The device allows prospective purchasers to hear records in a small space without the use of booths or interference with other record demonstrations that may be given in the same warerooms. The product is called the Audak and is manufactured by the Audak Co., 565 Fifth avenue, New York City.

In addition to the fact that a number of the above devices can be placed in the same space now given over to one demonstration booth, it has the merit of encouraging self-service. In fact, in a majority of places where it has been accepted as equipment for retail establishments the dealers have devised ways for record purchasers to select and demonstrate without help of salesmen.

The Audak is a product perfected by Maximilian Weil, who for quite a number of years has been recognized in talking machine circles as an acoustical and mechanical engineer of prominence in the industry. He is a member of the American Institute of Engineers, the Aeronautical Society of America and other scientific bodies. His professional and scientific training



Maximilian Weil

embraces a thorough European academic course, with post-graduate study in American technical schools. As a mechanical and electrical en-

gineer he has been associated with the Bell Motor Corp., the Westinghouse Electric & Mfg. Co., S. Pearson & Son, Ltd., of London, England, and the New York Central Railroad.

In phonograph motor design and operation the United States Patent Office records show that Mr. Weil's research in this subject commenced over ten years ago. He is an occasional contributor to engineering journals and his experience ranges from dynamo and electrical apparatus construction to subaqueous tunnel building and electrification of railroads.

Among the retail establishments now using the Audak are: McCreery & Co., Bloomingdale Bros., R. H. Macy & Co., Levine's Victrola Shop, of New York City; Frederick Loeser & Co. and Abraham & Straus, of Brooklyn, N. Y.; Bambergers' and Hahne & Co., Newark, N. J.; Kaufman's and Joseph Horne Co., Pittsburgh, Pa.; William Taylor's Sons & Co., Cleveland, O.; Jordan Marsh Co., Boston, Mass., and other prominent concerns handling talking machines and records.

PACE PHONO. CORP. CHANGES NAME

Name of Manufacturer of Black Swan Records Changed to Black Swan Phonograph Co.—Specializes in Records by Colored Artists

The Pace Phonograph Corp., 2289 Seventh avenue, New York City, manufacturer of Black Swan records, announces the change of name of that corporation to the Black Swan Phonograph Co. The Black Swan record is a ten-inch, double-faced disc record, the catalog of which is comprised of songs and instrumental selections rendered by colored artists. The company was organized by Harry Pace several years ago and has built up a record business of substantial proportions, confining itself to the production of records which appeal to those who prefer negro melodies or the modern jazz as rendered by colored orchestras. The Black Swan record has been stocked by dealers in all parts of the country.

TRIP TO BERMUDA IS INCENTIVE

DAYTON, O., February 6.—The sales department of the National Cash Register Co., of this city, announced recently that a trip to Bermuda next January is the inducement to the members of the sales staff toward making 1923 the biggest year in the history of the company. To be eligible for the Bermuda trip a salesman must sell at least 100 per cent of his quota for the year, and with their quotas increased 25 per cent over 1922 the salesmen have their work cut out for them in order to gain the coveted reward. In 1922 the American selling force broke all sales records for the months of August, October, November and December, and started the new year with the biggest January in the company's history. The company's foreign business showed a big increase last year also, being 50 per cent better than in 1921.

The Metropolitan District

thickly populated, and offering the greatest market in the world, is the territory we cover. Live dealers who are eager to make the best of the opportunities at hand in this great market for OKeh records should get in touch with us. We have an exceptionally complete stock and we make shipments with the promptness that is essential in handling phonograph records.



Bristol & Barber Co., Inc.
3 East 14th Street New York City
Stuyvesant 1724

OKeh Records *The Records of Quality*

AUDAK

Audak Successfully Solves the Problem of Doing a Greater Record Business at Less Cost



Record Service, With Audak VI. Mounted on Table Cabinet



Audak VI, Ready for Installation



Record Service, With Audak X. Mounted on Table

What Audak Is--

AUDAK is a specially-designed talking machine reproducing mechanism, attachable to any style of cabinet, table or counter for purposes of record demonstration in the store.

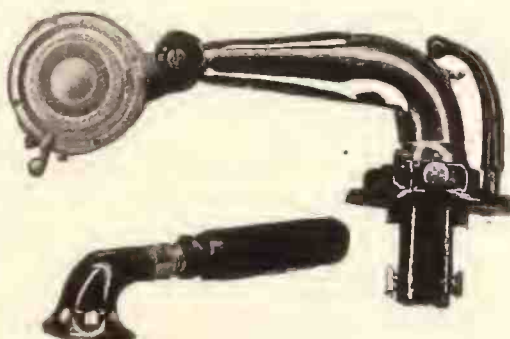
The reproduction of the record is concentrated within a limited radius of the customer.

AUDAK is purposely made to look like a conventional phonograph. Therefore:

AUDAK may be operated on sight by anyone who has ever played a record on a talking machine.

AUDAK is absolutely fool-proof.

AUDAK is as much a part of the stores in which it has been installed as electric lights, cash registers or display signs, but it costs nothing to operate it or maintain it.



Audak X, Ready for Installation

What Audak Does--

AUDAK PERMITS ABSOLUTELY PERSONAL DEMONSTRATION OF ANY RECORD WITHOUT CONFINING THE HEARER TO A PRIVATE BOOTH OR ANY OTHER VALUABLE SPACE IN YOUR STORE.

Any number of AUDAKS may be played at the same time within arm's length of each other without the slightest interference or discord between them.

AUDAK multiplies the sales capacity of your store, however large or small it may be, and increases the profits from your equipment, whether it is elaborate or plain.

AUDAK quickens your record stock turn-over; discovers slow sellers in less time; reveals best sellers quickest; enables the records to sell themselves and stops for all time the public's "joy-riding" at your expense.

List Price \$80.00

Usual Trade Discounts

Net Cost to Dealer \$48.00

Two Styles of AUDAK Available

VI—Attachable to any table-style cabinet

X—Attachable to any cabinet, table or counter

Ask AUDAK Users---They Know!

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

McCreery & Co., New York City
 Bloomingdale Brothers, New York City
 R. H. Macy & Co., New York City
 Levine's Victrola Shop, New York City
 Frederick Loeser & Co., Brooklyn, N. Y.
 Abraham & Straus, Brooklyn, N. Y.
 Kaufman's, Pittsburgh, Pa.

Wm. Taylor, Son & Co., Cleveland, O.
 Arthur Fields' Song Shop, New York City
 Joseph Horne, Pittsburgh, Pa.
 Jordan Marsh Co., Boston, Mass.
 Bamberger's, Newark, N. J.
 Hahne & Co., Newark, N. J.,

AND OTHERS

Jobbers Now Being Appointed

Write for name of Jobber nearest you

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



Don't miss this. You ought to sell a carload of it. A-3783. On one side Paul Biese's Orchestra gives an instrumental version of "Mr. Gallagher and Mr. Shean" that is simply immense. On the other is a crazy classic—"Hello! Hello! Hello!" sung by Lewis and Dody, the Mike and Ike of big-time vaudeville. It's a scream.

COLUMBIA GRAPHOPHONE CO.
New York

VICTOR SCHOOL IN BIRMINGHAM

Nearly Two Score Dealers in Alabama and Neighboring States Attend Sessions of School of Salesmanship Conducted by F. A. Delano Under Auspices of the Talking Machine Co.

BIRMINGHAM, ALA., February 6.—A most successful course of the Victor School of Salesmanship, under the direction of F. A. Delano, of the Victor Talking Machine Co., was held in this city late last month under the auspices of the Talking Machine Co., local Victor wholesaler, and attracted dealers and their sales people from points as far distant as Macon, Ga.; Knoxville, Tenn.; Vicksburg, Miss., and Pensacola, Fla., to the number of thirty or more.

Mr. Delano was accompanied by David Pruitt, Victor Co. traveler, and offered to the gathered dealers and salesmen the program that has proven so successful in connection with

Victor Schools of Salesmanship held in various other cities throughout the country.

While in the city the visiting dealers were entertained by the Talking Machine Co. at a vaudeville performance at the Lyric Theatre and on the following night by a trip to the top of Red Mountain, where the visitors saw how iron is made, a particularly spectacular process when viewed at night.

Each day while the school was in session the Talking Machine Co. issued a little tabloid newspaper full of snappy paragraphs regarding the activities of the sessions and those in attendance. The little publication was entitled "The Dog," referring, of course, to the Victor trade-mark.

A highly successful Grafonola sale has just been concluded by the Mason Furniture Co., Huntsville, Ala. Many Grafonolas were sold during the sale and this dealer is most pleased with the results.

SPONSORS THE OUTING PORTABLE

A. J. Coté Important Factor in Success of Well-known Portable—Spends Considerable Time Visiting Trade Throughout the Country

Mr. Kisco, N. Y., February 6.—Although A. J. Coté, president of the Outing Talking Machine Co., Inc., of this city, has been identified with the talking machine industry for only a little more than a year, he has already won the respect and esteem of talking machine jobbers



A. J. Coté

and dealers throughout the country. Mr. Coté, who has been associated with the Outing portable since its inception, has been an important factor in the success of this instrument and has realized the tremendous value of personal contact with the companies and individuals merchandising its product.

When the Outing portable was first placed on the market Mr. Coté decided to "sell" the machine to himself before trying to sell it to the trade. After this had been accomplished he sponsored the manufacture of a thousand machines, and when these had been sold the Outing was fairly well established in the portable field. Well-known jobbing houses in all of the leading trade centers are now handling the Outing portable, and in addition a prominent export house, Chipman, Ltd., of New York, is doing a splendid export business for the Outing.

Incidentally, Mr. Coté states that he is going to hang a sign outside of his door reading "Dr. Outing," for only the other evening one of his physician friends in this city asked him to send two Outing portables to the homes of two patients who were in dire need of cheerfulness and entertainment. Mr. Coté sent the machines up immediately and the next day received checks in payment, with the assurance that the machines were proving indispensable.

Marie Tiffany, renowned concert soprano and exclusive Brunswick artist, appeared recently as a soloist at the first concert of the season given by the Mendelssohn Club of Philadelphia at the Academy of Music. Miss Tiffany was obliged to give a number of encores.

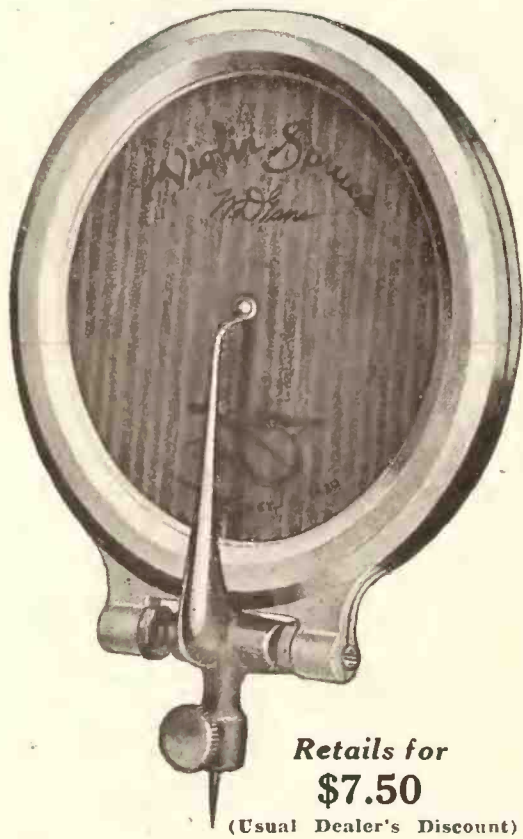
**SELF-SELLING
to
MUSIC LOVERS**

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

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

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

Write Today For Full Information



Retails for
\$7.50

(Usual Dealer's Discount)

THE DIAPHRAGM COMPANY
5005 Euclid Avenue, CLEVELAND, OHIO



Violin Spruce Diaphragm



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,—

C L E V E L A N D

Northern Ohio Association Formed—New Sonora Jobber—Passing of B. W. Smith—Jamieson in New Home—Other Important News

CLEVELAND, O., February 5.—Probably the most decisive step toward constructive business building in the talking machine industry ever taken has been that by leading members of the industry here in the formation of the Music Merchants' Association of Northern Ohio. The organization became effective at a special meeting, which has followed several preliminary meetings of leaders in the trade in the immediate Cleveland territory.

The new association starts off with seventeen charter members, though the probability is that of the 260 dealers in the music and talking machine fields, who were invited, many will become members at an early date.

Program of activity will comprise primarily the development of music appreciation among the people in the district within a radius of fifty miles of Cleveland, and with this will be linked a publicity campaign that will inspire the people to want more music.

Though talking machine interests make up the bulk of the membership, piano merchants, sheet music factors, band instrument distributors and, in fact, any firm identified with the retailing of musical merchandise will be expected to join. The completion of this organization will make it the largest local institution of its kind in the country.

One of the numerous constructive features outlined will be the admission of jobbing factors as members, for these, as leaders and guiders of the retail element, are considered to have a vast fund of knowledge which will be at the command of the retailers in putting over the music development plan. Jobbers who were present at the organization meeting indicated they would support the entire movement in every way.

The new association starts off with these firms as members: Day's Music Store, Elyria; M. O. Hallock, Medina and Wellington; George A. Clark Co., Elyria; the Phonograph Co., the Sonora Phonograph Ohio Co., Eclipse Musical Co., B. Dreher's Sons Co., Euclid Music Co., Knabe Warerooms, Columbia Graphophone Co., Cheney Phonograph Sales Co., Buescher Co., Granby Phonograph Corp., Lipstreu's Music Store, Jirasek's Music Store and A. J. Motika, all of Cleveland. The next meeting will be held this month, and it will be the aim to have every present member bring in at least one or more new members.

At the initial meeting the following were elected officers: President, W. G. Bowie, the B. Dreher's Sons Co.; vice-president, Grant Smith, the Euclid Music Co.; treasurer, Louis Meier, the L. Meier & Sons Co.; secretary, Rexford

C. Hyre. The latter gentleman was chosen secretary as the logical one for that post as a result of the good association building work he has done in the last eight years as assistant secretary of the Cleveland Music Trade Association and the Music Merchants' Association of Ohio.

New Distributor for the Sonora

A new wholesale distributor for Ohio and adjacent territory is announced here this week in the formation of the Sonora Phonograph Ohio Co., which will handle the business for this State, Kentucky and Michigan. The arrangement was completed by Frank J. Coupe, general manager of the Sonora Phonograph Co. of New York.

J. L. Du Breuil, who has had years of successful experience in the wholesale division of the talking machine business, will be general manager of the new company. He was formerly with the Columbia Co. as branch manager in the Cleveland district, and in similar capacity in Pittsburgh, New York and other Eastern cities. More recently he was district manager for Brunswick, with Cleveland as the center of a wide territory, and during his period of management Brunswick has come decidedly to the front ranks in standard instruments, with a tremendous increase in dealer distribution.

Headquarters for the new Sonora firm have been opened in the Bulkley Building. Here general offices have been established and a sales salon, where the higher-priced instruments and period models will be displayed for the benefit of such dealers as do not care to stock on these lines. Expert sales aids will be

DEVELOPING RECORD SALES

January was an excellent record month, and those Victor dealers who were equipped to handle the demands of their patrons closed a healthy, profitable business.

The Eclipse staff has made a careful study of the possibilities for developing Victor record business during 1923, and the results of this research work are at your service.

ECLIPSE MUSICAL CO.

Victor Wholesalers
CLEVELAND, OHIO.



given the dealers in this connection, and every effort will be made to close prospects they will send to inspect these instruments.

Until the new territory is more thoroughly developed J. M. Ervin, special sales representative from the New York offices, will assist Mr. Du Breuil in organizing the district. J. T. Pringle will be office manager. Mechanical service will be under the personal direction of Fred E. Roediger, factory representative, who will instruct dealers in the mechanical qualities of the Sonora. In order to cover the southern part of the territory more intensively it is planned to have a resident sales manager with headquarters in Cincinnati.

During the last week or so General Manager DuBreuil has been inspecting the Sonora factory at Saginaw Bay, Mich., and also studying methods in the New York offices.

Death of Benjamin W. Smith

The talking machine trade here has lost one of its foremost figures in the death of Benjamin W. Smith, head of the Phonograph Co., Edison distributor. Mr. Smith was identified with the company for the last ten years and, under his direction, it has developed the Edison interests to a marked degree, particularly in Ohio, where two offices were maintained, the second being in Cincinnati. Mr. Smith was also head of the Smith Metal Bed Co., of Cleveland and New York, and associated with many other business enterprises here. He was born in Cleveland in 1868 and lived here all his life, although he spent much time in New York and the East on his business projects. He was a member of many fraternal and social organizations in Cleveland and of the Montauk Club, Brooklyn. The conduct of the Phonograph Co. will not be changed by the passing of Mr. Smith, according to L. M. Bloom, treasurer. Associated with Mr. Bloom are Harry R. Tucker, sales manager, and E. S. Hirschberger, advertising manager.

New Quarters for R. J. Jamieson

R. J. Jamieson, well-known distributor in this territory, has removed his headquarters for the Strand to the Swetland Building. Here more adequate space will be available for the display of instruments and better facilities for retailers who come in from out of town to make their selections. Progressing steadily for the last several months, the Strand, in the opinion of Mr. Jamieson, is entering upon a period that indicates for it a wonderful future.

Paul Specht's Band to Play

Conspicuous work by wholesalers in keeping alive the timely factors relating to the talking machine is that by the staff of the Columbia Co. branch here, headed by S. S. Larmon. Mr. Larmon and George Krauslick, service director, recently returned from New York, where they arranged for the appearance of the Paul Specht Orchestra to appear for one night at a fraternal order dance in Public Hall. The orchestra will receive \$2,500, the largest fee ever paid for a single appearance of such an assemblage.

In connection with the local appearance of Toscha Seidel some thirty windows depicting that artist's work were arranged by the Columbia branch, with the result that not only was the concert itself better attended, but the movement of Seidel music stimulated far beyond the expectation of Columbia dealers who participated in the tie-up.

New Edison Weekly Releases Please

Marked improvement in record sales already is seen by Edison dealers since the advent of the weekly listings by the Edison factory made its appearance here. Edison jobbers can make up their own lists, and three to six records are being sent to dealers by the Phonograph Co. every Monday and Tuesday. It is expected to be a big help to dealers in getting new business, in the opinion of E. S. Hirschberger, advertising manager, as in the listings customers are bound to find something they want.

New Brunswick Appointments

Several new appointments have been made at the Cleveland district Brunswick headquarters. F. G. Baird becomes director of dealers'

service, coming from the Morehouse-Martens Co., Columbus. Charles Hamm, formerly of the Cincinnati Brunswick branch, will be manager of the record department. J. D. Bright, also from Cincinnati, will be a member of the sales division.

New Music Memory Contest

The third music memory contest has been started in Cleveland by Mrs. Arthur Shepherd, formerly Miss Grazella Puliver. Miss Puliver will follow the same principles used in previous years, using talking machine records to carry the message of music home in the lessons of the children. The finals are scheduled for April 13. Three records will be used each week for lessons, as wide a variety as possible in the class of music being in effect. A great deal of interest in the event is evident.

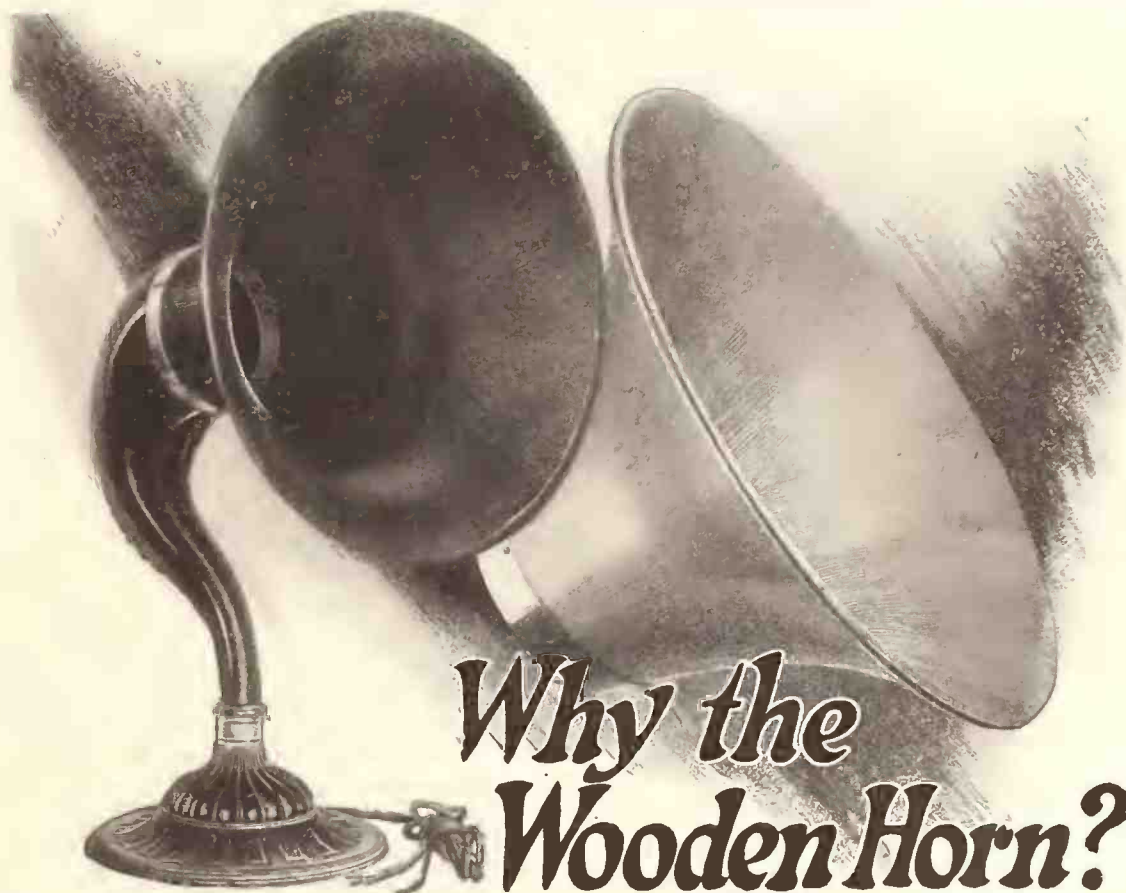
Freight Delays Cause Trouble

Just as manufacturers get about caught up with production along come the railroads with inability to get the goods to the wholesalers, and talking machine jobbers are compelled to give dealers excuses instead of machines and

records. This is the condition as cited by Edward B. Lyons, general manager, the Eclipse Musical Co., and Howard J. Shartle, general manager, the Cleveland Talking Machine Co., and the conditions affecting the Victor distribution here are typical of every standard line where Cleveland is a center of distribution. Significantly, there have been no cancellations of last year's orders, and the business of the latter part of 1922 yet remains to be filled. In most instances jobbers assert their business is limited only by their ability to get sufficient goods to meet demands.

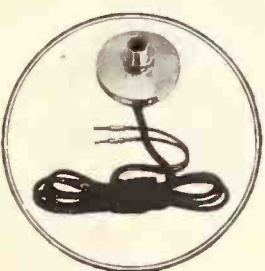
E. F. Hughes Opens Store

E. F. Hughes, formerly service director for Brunswick and of the Columbia branches here, has embarked in business for himself as the Songland Music Shoppe, in the East End. While music will be the feature of the business the store will mean another addition to the list of Columbia in this territory, as arrangement is provided for the display and demonstration of Grafonolas and Columbia records. An active sales drive is under way.



Why the Wooden Horn?

JOBBER DEALERS A Music Master will be sent to members of the trade with full privilege of return. Complete details and prices on request.



Geraco Phonograph Attachment converts the Victrola or Columbia into an efficient loud-speaker. Complete, \$10.

A trained ear or a knowledge of music are unnecessary. Anyone can appreciate the Music Master Radio Amplifier. The Wooden Horn gives a sweetened and mellowed tonal quality to the reproduction, that imitates the human voice more closely than any other type of amplifier.

The principle was proved by ceaseless research of phonograph experts years before radio was a reality.

The specially designed reproducing unit found in the art-metal base of the Music Master is attached directly to the cast aluminum gooseneck, which, being a non-vibrating material, carries the mechanically created sound to the wooden horn, by which, beautifully enriched, the message is delivered to the audience.

Complete, ready to attach in place of headphones; no batteries or extra circuit required—

- 14-inch (Home Model) \$30
- 21-inch (Concert, Dancing, etc.)..... \$35

GENERAL RADIO CORPORATION
 Makers and Distributors of High-Grade Radio Apparatus
 WALTER L. ECKHARDT, PRESIDENT
 624-628 MARKET STREET, PHILADELPHIA 806 PENN AVENUE, PITTSBURGH



"Geraco" on radio apparatus means that it is thoroughly tested and guaranteed. Write for description and details of complete line. For sale through jobbers and dealers everywhere.

Distributors for O K E H Records and STRAND Phonographs and GOLD SEAL Record-Repeaters.

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.

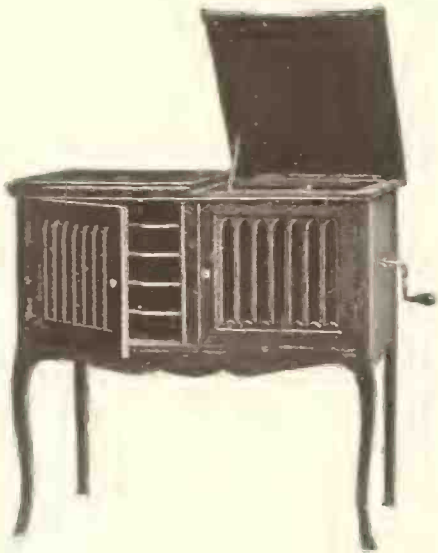
Deliveries can be made at once.

Made in dark red mahogany only.

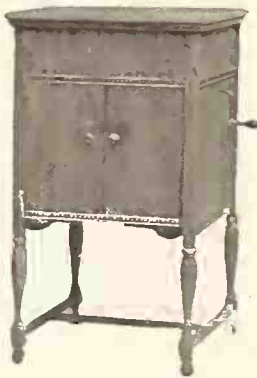
Order now for Fall and Holiday requirements.

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



Style 608
Price \$30.00



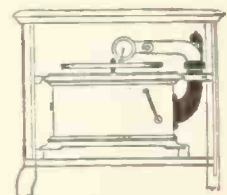
Style 650
Price \$33.00



Style 610
Price \$28.00

Specifications for all models except 606. Made in dark mahogany only. Two-piece top, 36 inches long, 34 inches high and 22 inches deep.

LONG combination Radio and talking machine cabinet for Victrola VI. Radio chamber will accommodate receiving set 7 inches or less in height; room available for dry batteries. Head-sets or loud speaker may be attached to radio terminals. Cabinet shown equipped with Westinghouse Aeriola, Sr., and Baldwin loud speaker.



The Geo. A. Long Cabinet Company
HANOVER, PA.

HARRY B. LEVY NOW IN NEW YORK

Former Manager of the Aeolian Co. Branch in Chicago Now Connected With Wholesale Vocalion Department at the New York Headquarters—Many Years With the Company

Harry B. Levy, formerly manager of the Aeolian Co.'s branch in Chicago, prior to the taking over of the distribution of Vocalion phonographs and records and Melodee rolls in that city by the Vocalion Co., of Chicago, is now located in the wholesale Vocalion department of the Aeolian Co. in New York, where he will devote his entire time to the selling of Aeolian-Vocalion instruments.

Mr. Levy is one of the best-known talking



Harry B. Levy

machine men in the country and has been with the Aeolian Co. about thirteen years, starting with that company's branch in St. Louis, where he spent six years as manager of the wholesale Vocalion department. From there he went with the Chicago branch, where he was the manager of the wholesale Vocalion department, and later he was made manager of the company's entire business at Chicago.

EXCELLENT BRUNSWICK WINDOW

LOUISIANA, Mo., February 7.—The Parks Music House Co., this city, has an attractive Brunswick window. They took a Tudor, placed it in back center of window, a floor lamp at each end of instrument, five pieces of green velvet about three feet square, placing the velvet on floor of window in a perfect square, the fifth piece in center of square and five Brunswick records placed on each piece of velvet and two Brunswick hangers in frames at each side of the window.

The Bristol & Barber Co., New York jobber of Okeh records, the Audak and other products, has been enjoying an excellent business, according to officials of the company.

DAVEGA ADDRESSES VICTOR DEALERS

"Stopping the Leaks" Subject of Abram Davega, Head of Knickerbocker T. M. Co., at Meeting of Metropolitan Victor Dealers

"Stopping the Leaks" was the subject of a very interesting address delivered by Abram Davega, president of the Knickerbocker Talking Machine Co., Inc., Victor wholesaler, New York City, at a meeting of metropolitan Victor dealers held in the auditorium of the company on Tuesday, February 6. The March Victor record releases were played for the benefit of those present, after which Mr. Davega spoke. Mr. Davega pointed out that in every business certain errors occur from day to day which result in the loss of sales and merchandise. Many sales are lost because the clerks cannot find the goods readily. A better knowledge or filing system was suggested as the remedy. Every sales person cannot expect to be able to sell every one that comes into the store and where a salesman finds that he is unable to close the sale it was suggested that he turn the customer over to another member of the staff. Actual experience proved that this had saved many sales for dealers. As a remedy for lost sales because of merchandise being out of stock a want book was suggested. In this book would be listed all merchandise called for which was not supplied, which would also serve admirably as a guide for future ordering. Mr. Davega said: "Don't tell a prospective customer who comes into your store 'We are out of it.' Take him into a record booth immediately, then ask him what he desires. Even if it is not in stock it is not necessary to immediately tell him so. Go to the stock department, letting the customer think you are looking for the goods, then play some record of similar appeal which very often saves the day. Greet customers cordially. A handshake or pleasant 'How do you do?' makes the customer feel at home."

Summing up, Mr. Davega said: "Take a mental inventory of your establishment in much the same way that you take stock for your annual inventory and you will then be able to determine the faults of your establishment, or, as we call them, the leaks. Knowing the fault is half the battle in correcting it if the desire to do so is only there."

Mr. Davega's address was enthusiastically received by those present. The Knickerbocker Talking Machine Co. again played host at the Hotel Theresa, where luncheon was served. Every person attending received, as a souvenir, an attractive card case finished in green and stamped in gold with the slogan of the Knickerbocker Talking Machine Co., "If it's a Victor product we sell it." There were also distributed celluloid telephone mouthpieces bearing the new Knickerbocker phone numbers, Morning-side 3009-3010-3011-3012.

The Knickerbocker Talking Machine Co. also recently entertained its employes at a banquet

CLARKE TO RECORD FOR BRUNSWICK

Herbert L. Clarke, Famous Cornet Soloist, Signs Contract to Record for the Brunswick Co. Exclusively—First Numbers Soon Ready

The Brunswick-Balke-Collender Co. announces that it has closed a contract with Herbert L. Clarke, famous cornet soloist, whereby Mr. Clarke will make Brunswick records exclusively. The first of his recordings, a pair of cornet solos, are offered on the new Brunswick



Herbert L. Clarke

record No. 2367, which will be released as soon as possible. The selections are: "Carnival of Venice" and "Stars in a Velvety Sky," and it is declared that both numbers are splendidly representative of the work of this famous cornet soloist at his best.

Mr. Clarke's reputation as a cornet soloist is world-wide, for during his career he has traveled over 800,000 miles with various organizations, including Gilmore's Band and the bands of John Philip Sousa, Victor Herbert and Innes. He has played over 5,000 programmed solos and, in addition to making thirty-four tours of the United States and Canada, has taken part in four tours in Europe. In adding Mr. Clarke's name to its list of exclusive artists the Brunswick Co. has made a notable addition to its roll of instrumentalists.

commemorating the completion of its twenty-first year in the Victor business. At this memorable affair the company followed its usual custom of distributing the yearly bonuses to employes.

Recordings of Distinction

High grade record work by responsible men with many years of experience in all branches of the art

Ask for estimate, by piece or contract

Full Satisfaction Guaranteed

A. E. SATHERLEY, Manager AL HAUSMANN, Recorder CHARLES A. PRINCE, Musical Director

NEW YORK RECORDING LABORATORIES, Inc.

Manufacturers and Distributors of Paramount Records

1140 BROADWAY

Phone Madison Square 3763

NEW YORK, N. Y.

Sheet Music

WOULD ADD
TO YOUR
PROFITS
AND RUN
YOUR BUSINESS
WITH
**LESS
EXPENSE**



Double Unit Display Case With Counter

SHEET MUSIC

ATTRACTS TRADE SELLS ITSELF
REQUIRES LITTLE SPACE NO EXTRA CLERKS
HELPS TO SELL RECORDS AND ROLLS
AND IT PAYS LIBERAL PROFITS

The Music Publishers' Protective Association shows herewith a desirable method of displaying sheet music, simple in design but attractive enough for the most elaborate store. The photograph on the left is a two unit display case and show counter. In this manner, on a very small investment, the retailer is enabled to display all of the numbers in sheet music form in a monthly record list. The accompanying display case and counter are manufactured by the **Unit Construction Co., of Philadelphia, Pa.,** which makes deliveries of the units in any finish desired to match the store interior, and with or without an electric reflector. Can also be obtained in a single unit display case. One-half size shown.

FREE OUR CO-OPERATION. LET US TELL YOU HOW TO ADD "SHEET MUSIC PROFITS"

To E. C. MILLS, Music Publishers' Protective Association, 56 West 45th St., New York City

City	State	Street Address
------	-------	----------------

Name of Store	Name of Manager
---------------	-----------------

Do You Handle Sheet Music Now?.....	Would You Be Interested If Shown to Be Profitable?.....
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GLEANINGS *from the* WORLD *of* MUSIC

WINDOW DISPLAYS INCREASE SALES OF SHEET MUSIC

Dealers Find That Show Windows, When Properly Used, Are the Most Direct Means of Arousing the Interest of the Public in New Numbers

This department had occasion, some months back, to comment upon the attention sheet music dealers have given in recent years to their windows. Since that time there has been further evidence that the proper dressing of the window means not only additional sales of sheet music and other goods, but is an advertisement for the store, as well.

The World receives an average of five or six photographs a week from either music publishers or sheet music dealers in which special attention is given to one or two songs by aid of a window display. Such houses as H. A. Weymann & Son, Inc., Volkwein Bros., Pittsburgh; Rudolph Wurlitzer Co., New York; Lyon & Healy, Chicago; J. W. Jenkins' Sons Music Co., Kansas City, and other equally well-known organizations, have, of course, long realized the possibilities and value of their window space. They, indeed, have been the leaders in paving the way for the general recognition which the store window now is receiving as a sales medium from the great majority of music dealers.

In a recent national contest on sheet music displays many hundreds of photographs were received by the publishers who had promoted the competition and all of them showed the care and attention which the present-day retailer gives to his store front. However, the trade is so imbued with the importance of the proper dressing of its windows that it is not necessary to plan a contest in order to encourage attention to that factor of its establishment.

While it is true that dealers in arranging attractive windows often go to unusual expense to get the effects they have in mind, it need not be assumed that the proper dressing of windows is an expensive undertaking. Title pages well arranged often are as impressive as the more elaborate and expensive setting. This, of course, is not to say that an appropriation for window display purposes should not be encouraged, for a fund for that purpose is invariably found to be a profitable investment.

A good way to judge the value and make comparisons as to the amount a window is worth for publicity purposes is arrived at by counting the number of people who pass the store. Naturally, the more advantageous the location the more valuable the window becomes. There is hardly a city in the country to-day which has not electric and painted display signs in conspicuous places along its main highways. The sign companies charge for these showings on what is known as the amount of circulation: the cost of a sign is based on the number of

people who will pass through territory where the sign will be within their range of vision. By asking the local sign company the charges of such spaces, the rents will be found to be most surprising. They are not cheap by any means and neither is the window. Indeed, the window, in some respects, has more value, certainly for the average dealer's purposes.

No matter how conspicuous the sign, or how expensive, it would still be necessary for the retailer who used such space to dress up his window to a somewhat similar standard. Everyone in business to-day does some form of advertising and the window of the retail establishment is only supplementing any of the other advertising channels that may be utilized by the progressive dealer.

"MARY" PROMISES TO BE SUCCESS

Music by Maurie Sherman, W. Bradley and Andy Padula, Composers of "Red Hot"

Maurie Sherman, leader of the orchestra bearing his name, playing at the Bismarck Hotel, Chicago, Ill., has composed the music for a new song entitled "Mary" (Why Don't You Marry Me?). This composition is now being published by Will Rossiter, of Chicago, Ill., and, judging from the enthusiasm manifested by the dancers at the Bismarck Hotel, "Mary" is an assured success. In the composition of this number Mr. Sherman was assisted by two members of his orchestra, Wallace Bradley and Andy Padula, and this same trio has also composed another new number called "Red Hot," which will be published very shortly.

"DEAREST" SCORES IMMEDIATELY

New Berlin Number by Davis and Akst Meeting With an Immediate Demand From Orchestras and Well-known Vaudeville Artists

"Dearest" is the title of a new song recently added to the catalog of Irving Berlin, Inc., and which practically overnight showed indications of having wide popularity. It has been played by the leading dance orchestras of the country, many of which announce it as one of the features of their programs. In addition, as a love song, it is frequently heard in vaudeville, and the Irving Berlin, Inc., professional rooms are feeling quite a demand from vaudevillians for copies.

"Dearest" is from the pen of Benny Davis, the writer of "Margie," "Say It While Dancing" and a long list of other popular successes. As a collaborator in this number he had the assistance of Harry Akst, who is considered, from a musical standpoint, one of our best present-day song-writers.

Benny Davis during the past two years has not had his name on any song that could be described as "a real lemon" and for this reason, if for no other, the trade has come to look forward to releases from his pen as of more than ordinary merit, at least from a sales standpoint. Our heartiest congratulations to Mr. Davis.

FEIST NEW NUMBERS IN DEMAND

Among the new numbers added to the catalog of Leo Feist, Inc., which are receiving attention in both song and dance form are "Carolina Mammy," "Peggy Dear," "Save the Last Waltz for Me," "Just Keep on Smiling," "Wonderful One," "You've Got to See Mamma Ev'ry Night" and "Apple Sauce."

The professional department and the various branch offices of the Feist concern are finding the demand for these new issues most active.

4 Reasons for "MARTHA" being a big hit ~

1.

A simple melody-beautifully arranged-combined with a consistent lyric.

2.

Hundreds of acts and singers being constantly added to great throng now singing "MARTHA"

MARTHA

3.

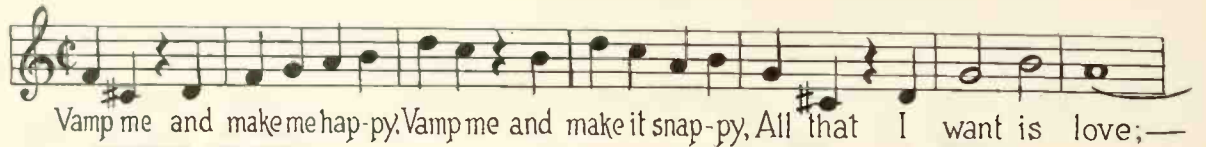
Now being played by every orchestra in the country.

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



Vamp Me

The New Fox-Step
by the Writer of 'The Vamp.'

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



BALL AND WITMARK CELEBRATE

Proper Cognizance Taken of Twentieth Anniversary of Noted Song Writer's Connection With the House of M. Witmark & Sons

Twenty years ago Ernest R. Ball was a name that meant nothing to America. To-day, however, it is quite another story, as the house of M. Witmark & Sons is celebrating the twentieth anniversary of Ernest R. Ball's connection



Ernest R. Ball

with that firm, he having joined the Witmark staff as piano player and demonstrator. Mr. Ball was born in Cleveland and after studying music at some local conservatories gave a few lessons and then started for New York. His earliest efforts as a composer were a few marches and some songs, but shortly after joining the Witmark staff he was destined to write one song that set the whole world a-singing. That was "Love Me and the World Is Mine," and it established the composer in

the front rank of American songwriters. It was translated into every singable language. From that moment Mr. Ball forged ahead with remarkable rapidity, song after song coming from his pen, nearly all of which were numbered among the best sellers.

Among Mr. Ball's most noteworthy successes, besides "Love Me and the World Is Mine," is that evergreen classic, "Mother Machree," and such favorites as "Little Bit of Heaven," "Dear Little Boy of Mine," "Down the Trail to Home Sweet Home," "I'll Forget You," "Let the Rest of the World Go By," "In the Garden of My Heart," "My Dear," "My Rosary for You," "The Night Wind," "When Irish Eyes Are Smiling," "Who Knows," "Goodbye, Good Luck, God Bless You," "Turn Back the Universe," "Till the Sands of the Desert Grow Cold," "All the World Will Be Jealous of Me," "Mother of Pearl," "You're the Best Little Mother God Ever Made," "As Long as the World Rolls On," "Goodbye, My Love, Goodbye," "I'd Live or I Would Die for You," "To the End of the World With You," "After the Roses Have Faded Away," "Goodbye," "My Sunshine Jane," "I'll Miss You, Old Ireland, God Bless You, Goodbye," "I Love the Name of Mary," "She's the Daughter of Mother Machree," "Time After Time," "Will You Love Me in December as You Do in May," "That's How the Shannon Flows," "'Tis an Irish Girl I Love and She's Just Like You" and "For the Sake of Auld Lang Syne." The Ball catalog of songs, issued by M. Witmark & Sons, is an impressive tribute to his work and reveals an almost inexhaustible source of melody and inspiration.

In addition, Mr. Ball has written the musical numbers for practically all of the successful stage productions in which Chauncey Olcott starred.

His contracts with M. Witmark & Sons, who have been his exclusive publishers for twenty years—an unprecedented record—have been re-

newed from time to time. The last one expired on December 26, 1922, and its place has been taken by a new contract taking immediate effect and renewing the pleasant and profitable association for all concerned—and that includes the public—for a long term of years. In the list of American ballad composers no name has won a higher place than that of Ernest R. Ball during his period of activity.

NEW SOUTHERN NOVELTY NUMBER

Shapiro, Bernstein & Co., Inc., have just released a new Southern novelty song, entitled "My Dixie Pair O' Dice." This is the third of a series of colored novelty songs which, seemingly, at present are having a vogue. The professional department of the company is exceptionally busy placing this new issue in the programs of many leading vaudeville performers.

STEAL PAUL SPECHT'S INSTRUMENTS

Paul Specht, head of the Paul Specht Orchestra, recently played at Proctor's Theatre, Newark, N. J., and had stolen from his dressing room three costly instruments, a Cremona violin and two \$500 saxophones. Mr. Specht reported the loss to the Newark police, who made a report of the theft to the New York department. New York detectives located the instruments in a Sixth avenue pawnshop. The violin is said to be worth \$5,000.

"Lady Butterfly," the new musical comedy which has appeared recently on Broadway, is a new Oliver Morosco production, the music of which will be published by Harms, Inc., by special arrangement with Leo Feist, Inc. In addition to the above, the Feist Co. will publish a song from the show "Lady Butterfly," by Clifford Grey and Warner Janssen.

Save the last waltz for me. That sweet old mel-o-dy.

Save the Last Waltz for Me

A New and Delightful Waltz Melody

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



THE BEAUTIFUL HARMONY BALLAD
HONEYMOON TIME
 by **IRVING WEILL** and **WILLIAM F. CAESAR** Writers of **"TRIPOLI"-"CROONING"** etc
M. WITMARK & SONS - Publishers - Witmark Building - NEW YORK

"MOVIES" FEATURING FOX NUMBER

"Romany Love" Used in Leading Frisco Theatres—Dealers Link Up With Window Displays to Cash in on Theatrical Publicity

"Romany Love," song and novelty fox-trot, published by the Sam Fox Publishing Co., Cleveland, O., has in recent weeks been frequently featured by both the Granada and Cali-



Sherman-Clay "Romany Love" Display
 fonia Theatres, San Francisco. These two houses are the leading photoplay theatres of that city and, in conjunction with the publicity "Romany Love" has received, the various San Francisco dealers have co-operated by giving window displays to this successful Sam Fox number. Herewith is shown a window in the Sherman,

Clay & Co. retail establishment of that city, which took advantage of the unusual publicity

received by this number and gave much prominence to it in sheet music form.

DEMAND FOR MUSIC CENSORSHIP AGAIN COMES TO FORE

Dancing Master Suggests Committee to Judge Publications by Arbitrary Standard—Movement Should Be Regarded Seriously by the Publishers to Prevent Outside Control

Once again there comes to the front propaganda for the establishment of some form of censorship for music, particularly popular music, this time sponsored by a prominent dancing teacher who suggests a committee to assume the duty of passing on the relative quality of new music publications and placing a ban on those that do not come up to the standard fixed by the committee.

This question of censorship is one that both music publishers and dealers, and particularly the former, should take very seriously, for experience in other fields has shown that censorship in most cases leads to evils that in themselves are greater than those that the supervisory work is calculated to eliminate.

Beyond a steadily decreasing few of frankly suggestive songs, the value of music rests largely with the individual taste. What appeals to one individual is distasteful to another. Some believe in certain standards of composition and others disagree with them. To have any committee, voluntary or duly appointed, set itself up as a tribunal before which all popular songs must pass before publication would not only be disastrous to the industry, but absolutely unfair to the public.

We have had a number of cases recently where in the matter of book publications self-appointed "vice" hunters have presumed to pass judgment and find the volumes wanting. In several of the cases that came into the courts the decision of the unbiased judges has been that the books in question were not in any sense calculated to impair public morals. To

the vice hunters apparently everything is evil, and so it is likely to be with any official or unofficial committee of song censors. They will not be looking for the good things, but will search diligently for the bad things, with minds that are more than likely to be too greatly biased to make possible an impartial decision.

Music publishers need no greater warning against song censorship than that afforded by the experiences of the motion picture producers. Films that were absolutely innocent in themselves and actually designed to appeal to children were passed in certain States and barred in others, according to the whims of local censors.

If songs are vulgar or suggestive then there are still courts functioning that are empowered to take the proper measures for the protection of the public against such works. The fact that neither words nor music may be of the highest order, or have an appeal for the lovers of the tragic, does not mean that they should be placed beyond the reach of the hundreds of thousands who are inclined to favor popular music even for its jazzy tunefulness, at the cost of having their tastes described as depraved.

The music publishing trade has, up to this time, considered the question of censorship largely as a joke and has made little effort to take the matter seriously and organize a strong resistance. Unless this attitude is changed, the industry is liable to wake up some fine morning to find that before a song can be offered to the public it must pass the scrutiny of a group of "Holier-than-Thou" individuals.



THE MELODY FOX TROT SONG
GONE
BUT STILL IN MY HEART
 by **BENTON LEY** and **LEE DAVID** Writers of **"ROMANCE"-"WOND'RING"** ETC
M. WITMARK & SONS - Publishers - Witmark Building - NEW YORK

When will I Know?

CHORUS

When _____ will I know _____ If you care just as I _____ care for you _____

COPYRIGHT 1922-JEROME H. REMICK & CO.

NOW ON ALL RECORDS AND ROLLS

JEROME H. REMICK & CO., NEW YORK - CHICAGO - DETROIT

McCARTHY AND TIERNEY REPEAT IN DOUBLE MEASURE

Authors of "Irene" Have "Glory" and "Up She Goes" Both Scoring Simultaneous Successes on Broadway at Present Time—Newspapers Compare Their Work to Gilbert & Sullivan

It was not thought when Joseph McCarthy and Harry Tierney wrote the successful show, "Irene," that it would be possible for them to repeat with another musical show of similar



Joseph McCarthy

caliber for some time to come. For "Irene" was one of the most successful and profitable musical comedies in a quarter of a century. It played two years in New York, a number of

road shows toured the United States, and was produced in practically every country.

However, it seems as though this combination of writers has repeated with success and performed the almost unbelievable act of writing two successful musical shows in succession, "Up She Goes" and "Glory," which, by the way, are playing opposition houses in New York.

"Up She Goes" was the first offering of the two and overnight it was recognized that McCarthy and Tierney had written a show that would rival "Irene" so far as popularity was concerned. It is a musical version of the successful production "Too Many Cooks," originally produced by William A. Brady, who is also behind the new show and which marks his first entry as a musical comedy producer.

On the opening night William A. Brady paid a remarkable tribute to McCarthy and Tierney in a curtain speech, calling them the modern Gilbert and Sullivan. There are not a few music lovers who agree with the Brady conclusion. It may be said that the lyrics in such songs as "The Talk of the Town" in "Irene," "The Upper Crust" in "Glory" and "Settle Down and Travel" in "Up She Goes" closely approach the work of Gilbert at his best.

The leading songs in "Up She Goes" are "Journey's End," "Lady Luck," "Nearing the Day," "Ty-Up," "Let's Kiss," "Settle Down and Travel," "Takes a Heap of Love" and "Bobbin' About."

In the New York Times' criticism of "Glory" the caption said: "'Glory' Makes Hit With Pretty Tunes." The New York Evening Post said: "Not since Victor Herbert wrote 'Babes in Toyland' has such delightful, melodious, real

music been heard in musical plays as that of the overture to 'Glory.' It is haunting in its beautiful measures, full of fine expression and a perfect delight to the ear. And, throughout the play, the music was just as satisfactory.

The big numbers in "Glory" are "Saw Mill River Road," "Mother's Wedding Dress," "Post Office," "We've Got to Build," "The Upper Crust," "The Little White House" and "Popularity."

Both Joseph McCarthy and Harry Tierney



Harry Tierney

are quite young, so it can be assumed that besides "Irene," "Up She Goes" and "Glory" the lovers of musical comedy will have the opportunity of hearing more of their work.

SWEET LOVIN' MAMA

PLEASE COME BACK TO ME

Sweet lov- in ma- me. Will you please come back to me.

SLOW BLUES FOX TROT

Stock the Records, Player Rolls and Sheet Music

PHILIP PONCE PUBLICATIONS

1658 BROADWAY, N. Y. C.

The Publishers of "DELAWARE WALTZ" and "BABY CLOTHES"

BEAUTIFUL HARMONY **FOX-TROT SONG**

WHEN WILL THE SUN SHINE FOR ME

BY **BENNY DAVIS** WRITERS
AND **ABNER SILVER** OF **ANGEL CHILD** "SAY IT WHILE DANCING"
"CARRY ME BACK TO MY CAROLINA HOME"

M. WITMARK & SONS - Publishers - Witmark Building - NEW YORK

FEIST NUMBER, "TOOT, TOOT, TOOTSIE," IS DISPLAYED

Chicago Dealers Feature Number Attractively During the Engagement in That City of Al Jolson's Musical Success, "Bombo"—Cut-Outs Prove Profitable Sales-BUILDER

During the long run of the Al Jolson musical number were attractively arranged, as were show, "Bombo," in Chicago, the Leo Feist, Columbia records of the same title. The ma-



Chicago Window Display of "Toot, Toot, Tootsie"

Inc., number, "Toot, Toot, Tootsie," was interpolated as one of the feature songs. The success of "Bombo" encouraged a number of sheet music and talking machine dealers to give window displays to the outstanding songs in sheet music and record form. Among this series was the accompanying display showing Al Jolson on the observation platform of a speeding train with the title of the Leo Feist song, "Toot, Toot, Tootsie," shown to advantage. Surrounding the cut-out of the moving train title pages of the

terial used in the displays in every case proved to be profitable to the dealers who used it.

Louis Bernstein, head of the music publishing firm of Shapiro, Bernstein & Co., Inc., left early this month for Palm Beach, Fla., accompanied by Mrs. Bernstein. Walter Donaldson, the well-known songwriter, who was to accompany the party on their Southern trip, is now convalescing in a hospital after undergoing an operation for appendicitis.

RECORD GIFTS NOVELTY AT SHOW

Starr Piano Co., Kansas City, Presents Thousand Records to Visitors at Better Homes Show—Music Prominent Feature

KANSAS CITY, Mo., February 7.—Among the novel features of the Better Homes Show at the Convention Hall which opened February 5 was the giving away of a thousand phonograph records by the Starr Piano Co. They were distributed to visitors.

The Starr Piano Co. is one of 255 exhibitors. The attendance and interest manifested last year justifies the prediction that thousands of people will have visited the show before it closes this year. Many music men have booths.

WOULD PUT STOP TO FAKE SALES

An amendment to the Penal Law of New York State prohibiting the sale at auction or at retail of a specified stock of merchandise advertised as the stock of another person or firm until the person offering it for sale files with the City Clerk a sworn inventory in detail of such stock has been proposed. The City Clerk is required to transmit such inventory to the District Attorney of the county.

MAURICE ABRAHAMS' NEW NUMBERS

Maurice Abrahams, who recently announced the opening of the new publishing firm of Maurice Abrahams, Inc., Hilton Building, 1591 Broadway, New York City, has released two songs to the profession, one a fox-trot number, entitled "You Said Something When You Said Dixie" and "When the Gold Turns to Gray" (You'll Be the Same to Me). George A. Friedman is general manager of the new company and Harry Tenney director of the professional department.

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

THE NEW NOVELTY FOX-TROT "I GOT IT" THE FIDG-ET-TY FIDGE

Being Featured by Orchestras from Coast to Coast

IRVING BERLIN, Inc.

1607 BROADWAY

NEW YORK CITY

TRADE DEVELOPS GROWING INTEREST IN SHEET MUSIC

Dealers Keep Overhead Down Pending Growth of Business—Many Concerns Now Handling Sheet Music as Result of Campaign of Music Publishers' Protective Association

Talking machine dealers who during the past few years have taken an interest in the sales possibilities of sheet music have endeavored, whenever stocking such goods, to keep the cost of the equipment to as low a figure as possible until such time as sheet music stocks assured reasonable profits.

In the past the most economical method of displaying popular sheet music was the use of the metal floor or wall racks which required little or no investment. In recent months, however, several equipment concerns, who make a specialty of talking machine store interiors, have produced attractive, substantial display cases for sheet music which are an improvement on the metal racks as far as general appearance is concerned, but which are manufactured at a price which keeps expenditure for the opening of sheet music counters to a low figure.

These new cases are made of wood and carry out the color scheme of the balance of the woodwork in the store—mahogany, oak, etc. They are made in units that, at the outset, take up a very small amount of space, but which can be added to as the activity of the sheet music department justifies.

The campaign of the Music Publishers' Protective Association, an organization of popular publishers, to interest talking machine dealers in the distribution of its goods has, according to the officers of that body, borne very substantial results. Some hundreds of talking machine dealers who had not heretofore stocked sheet music of any kind are now carrying at least the popular songs that appear on the current record lists.

During the coming months sheet music will

gain added importance to retailers everywhere. The fact that several music publishing houses have slightly raised the wholesale price on such goods will make it necessary for syndicate stores and other retailers to sell sheet music at from 30 to 35 cents retail. This will assure the dealer a reasonable profit, and, when it is considered that popular music has a quick turnover, the returns should be most substantial. It is worth while for the dealer to know that with present wholesale prices it is possible for him to compete with the syndicate or department stores which in the past have made efforts to use such goods as a business attraction rather than for the substantial profits.

VICTOR YOUNG SAILS FOR EUROPE

Victor Young, popularly known as the "longest pianist in the world," recently sailed for a sojourn of six months in Europe. He was accompanied by his wife, Helen Davis, who is also a popular Edison artist whose records have met with great favor in the United States. While abroad both Mr. Young and Miss Davis plan to give a number of tone tests in the British Isles, under the auspices of the Export Division of Thomas A. Edison, Inc.

DAVIN AIDS IN WHITEMAN TIE-UP

Considerable valuable assistance was given to Victor dealers in Hartford, Conn., by James J. Davin, sales manager of Ormes, Inc., who aided them to tie-up with the appearance in that city of Paul Whiteman and His Orchestra, February 13. Record sales increased as a result.

FUND TO AID EUROPEAN MUSICIANS

Ernest Urchs, Treasurer of Austro-German Musicians' Relief Fund, Designed to Provide Food for Starving Musicians

In an effort to relieve the destitution and distress of hundreds of musicians in Austria and Hungary, there has been organized the Austro-German Musicians' Relief Fund, sponsored by a committee including such well-known artists as Victor Herbert, Fritz Kreisler, Efreim Zimbalist, Ossip Gabrilowitsch and many others, with Ernest Urchs, manager of the wholesale and artists' departments of Steinway & Sons, as treasurer, and B. H. Balensiefer, also of the Steinway wholesale department, as assistant treasurer.

According to reports that have come from middle Europe, and particularly Germany, musicians of international renown are facing a pitiable situation, in some cases being called upon to witness the starvation of their families without power to earn enough to provide sustenance. In a number of cases musicians have been known to commit suicide in order that their families might purchase some relief through money realized from insurance policies.

Although the fund has been under way only a short time, the response has been generous and it is expected a very substantial total will be realized shortly, for the need is said to be urgent. Contributions from members of the music trade are solicited, and may be forwarded to Mr. Urchs or Mr. Balensiefer at Steinway Hall, New York.

The comedy, "Not So Long Ago," produced by Comstock & Gest, will be revived by the firm in musical form, with Harry Tierney and Joe McCarthy looking after the tunes, while Guy Bolton will revise the book.

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



Cause I'm goin', yes, I'm goin' with a love that's ever growin' to that Coal Black Mamma o' mine—



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

© 1923 Irving Berlin, Inc.

A DIFFERENT KIND OF A FOX-TROT

BY THE SHALIMAR

FEATURED BY ORCHESTRAS EVERYWHERE

IRVING BERLIN, Inc.

1607 Broadway

New York City

"ROMANY LOVE" FEATURED STRONGLY BY OHIO DEALER

Warner's Music Shop, Youngstown, O., Makes Handsome Window Display of Sam Fox Number— Window Displays Increase Sales at Once, Is This Dealer's Experience

Herewith is shown a reproduction of a window display which recently was used by Warner's Music Shop, Youngstown, O., on the Sam Fox Publishing Co.'s number, "Romany Love." This progressive music house makes a specialty of such displays on selected numbers and invariably the results more than justify the time, attention and expenditure in preparing the windows. In this instance the shop reports that

period. At least, all indications point in this direction, judging from the trend of opinion.

BERLIN NOVELTY SONG A HIT

Novelty songs are, according to music publishers, the hardest type of numbers on which to make predictions. This is true both in regard to their appeal to singers and to the demand created with the public. It is well known, however, that the constant singing of any song, whether it is a novelty, comedy, ballad, or whatnot, will create sales.

The above is quite interesting as applied to the Irving Berlin, Inc., novelty comedy song, "You Tell Her, I S-t-u-t-t-e-r." The number, we believe, was originally introduced by

Billy Jones and since that time by a great many others. It has achieved great popularity.

J. B. KALVER GOES TO CHICAGO

J. B. Kalver, for over sixteen years in charge of sales and promotion for Jerome H. Renick & Co., has been appointed Chicago professional manager of the company to succeed Murray Bloom. Harry Werthan remains as business manager in the Chicago territory.

NEW HOUSE BILL ON COPYRIGHT

Davis Measure Would Permit United States to Enter International Copyright Union

WASHINGTON, D. C., February 7.—Amendment of the existing copyright law, so as to permit the United States to enter the International Copyright Union, is provided for in a bill which has been introduced in Congress by Representative Davis of Tennessee. The Davis bill would place the United States in the first class of the countries who are members of the Union, as provided in article 23 of the convention signed at Berlin on November 13, 1908.

Under the terms of the measure, on and after the date of the President's proclamation that the United States has joined the Union, foreign authors not domiciled in the United States who are citizens or subjects of any country which is a member of the Union, or whose works are first published in and enjoy copyright protection in any such country, shall have within the United States, for the term of copyright provided by law, including the right of renewal, and beginning upon the date of the proclamation, for all of their works in which copyright is subsisting at that date and for all of their works first published thereafter from such date of publication, the same rights and remedies in regard to their works as are enjoyed by American citizens. The Supreme Court is authorized to prescribe such additional rules and regulations as may be necessary.

NEW FEIST NUMBER RELEASED

Leo Feist, Inc., has released to vaudeville performers a new song, entitled "Crying for You," by Ned Miller and Chester Cohn, writers of "Why Should I Cry Over You?" This latest Feist production, even at this early date, promises to become very popular.



"Romany Love" Display of Warner's Music Shop

"Romany Love" sales increased considerably and were gratifying to both the management and the sales force. A similar display on "Romany Love" was made at Warner's New Castle, Pa., store, with the same results. Almost without exception the displays of this firm have been reflected in an increased business.

"Romany Love" is the feature number at the present time in the Fox catalog and, while it is a popular seller, it is of a standard that will, no doubt, appeal to music lovers over a long

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 TIME IS NEARING — YOU'LL SOON BE HEARING

DEAREST

YOU'RE THE NEAREST TO MY HEART ~

Soon to Be Released by All Mechanical Companies

IRVING BERLIN, Inc.

1607 BROADWAY

NEW YORK CITY

SAUL BIRNS' EMPLOYEES DINED

One Hundred Employes of Popular New York Music Dealer Present at Second Annual Dinner—Evening Closed With Dancing

About one hundred employes of Saul Birns, prominent New York dealer, operating five stores in New York and Brooklyn, gathered at Lorber's restaurant, Broadway, at the second annual dinner, Sunday evening, February 4, as guests of Mr. Birns. Following the gastronomic end of the program business conditions for 1922 and the outlook for the present year were discussed. Following the discussion the party proceeded to the Hotel Pennsylvania, where the evening was spent in dancing.

NEW EDITOR OF "SONORA BELL"

L. C. Lincoln, advertising manager of the Sonora Phonograph Co., announced recently the appointment of R. H. Meade as his assistant. Mr. Meade, in addition to other duties, will edit the successful house organ, "Sonora Bell," and as he was formerly editor of the house organ issued by the Durant Motor Car Co. he is thoroughly familiar with this particular work.

RICHARD J. POWERS RETURNS

Richard J. Powers, Eastern representative of Sherman, Clay & Co., has returned to New York after a six weeks' trip and reports that all dealers speak optimistically regarding business for the coming year. He also reports that the firm's three newest numbers, "Without You," "After Every Party" and "Teddy Bear Blues," are in big demand throughout the country.

EDISON WINDOW FOR FEBRUARY

Display Prepared by Thomas A. Edison, Inc., Features Tone of Instruments

The fundamental theme of the window display, which Thomas A. Edison, Inc., has prepared for the use of Edison dealers during the

COLUMBIA DEALER PASSES AWAY

James E. Sterling, owner of Sterling's Music Store and one of the best-known men in Benton Harbor, Mich., died on January 23 at his home in that city.

Widely known in Benton Harbor, where he had resided about twenty years, and in St.



Very Striking Display Prepared by Thos. A. Edison, Inc., for February month of February, is the message, "Direct Comparison With the Living Artist Reveals No Difference." The display, as may be seen from the accompanying illustration, was arranged to incorporate two models of the New Edison, several records and four secondary posters which feature "Flashes From Broadway," "The Furniture Value of the New Edison," "The New Models and the New Prices" and Edison records in general. This window display, it will be noted, is not strictly seasonal in that it is adaptable at any time of the year.

NEW HIMMELREICH EDISON RECORDS

Thomas A. Edison, Inc., recently announced the release of several piano records by Ferdinand Himmelreich, among which was the "Lucia Sextette." Mr. Himmelreich is known as the blind pianist and, despite his affliction, has attained a national reputation for his exceedingly fine technique.

Joseph, Mr. Sterling was a member of the Rotary Club and other organizations. Burial was made at Crystal Springs Cemetery.

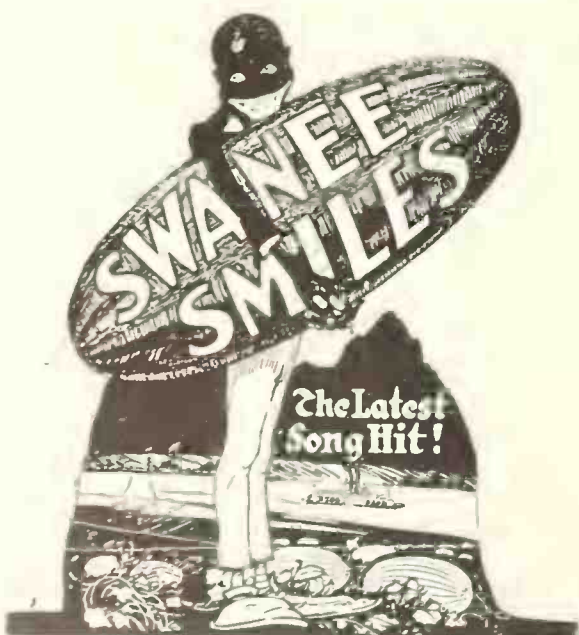
The Kotteman Furniture Co., 4100 Magazine street, New Orleans, La., Columbia dealer, is preparing to move into a handsome new building in the uptown section of the city.

FREE!

DISPLAY STAND

With Your First Order of
NEW GILT EDGE
DANCE TONE
NEEDLES

A Reflexo Product
Made by "Bagshaw of Lowell"



Published by
Sam Fox Publishing Co.
CLEVELAND and NEW YORK

NEW ORO-TONE PORTABLE READY

Latest Addition to Oro-Tone Line Announced—
Has Many Important Constructional Features

In the accompanying photograph is presented the new portable just announced by the Oro-Tone Co., of Chicago. Detailed specifications of this instrument are given in another section



The New Oro-Tone Portable of this issue and the trade will undoubtedly be quite interested in its appearance.

Leigh Hunt, secretary of the Oro-Tone Co., who is in charge of sales, is keenly enthusiastic regarding the sales possibilities for this new portable, and important sales plans are now in the process of completion. Oro-Tone dealers will receive practical co-operation in merchandising this portable and Mr. Hunt has asked the Oro-Tone clientele to submit suggestions that will insure efficient co-operation.

EMANUEL BLOUT SELLS QUARTERS

Well-known Victor Distributor of New York to Remain in Building Despite Sale

Emanuel Blout, the well-known wholesale distributor of Victor products, who for a number of years has occupied quarters at the southwest corner of Broadway and 108th street, New York City, recently sold the premises to real estate speculators.

However, the Blout Co. expects to remain in the present location for some time to come. According to an announcement which followed the sale, Mr. Blout said that there were no contemplated changes in his business. The property consists of a two-story business building on a plot 100 by 100, and is considered one of the most valuable locations in the district in which it is situated.

ENDS SUCCESSFUL TRADE TRIP

S. Goldberg, president of the Universal Fixture Corp., New York City, recently returned from an extended trip throughout the Dominion of Canada and the Middle West. The success of Mr. Goldberg's trip is attested by the large volume of orders he brought back with him, as well as the increased business since received from that territory. The company reports that its business in display fixtures sold to talking machine dealers is increasing steadily and good business is predicted for the balance of the year.

EDISON PLANNING FLORIDA TRIP

Thomas A. Edison plans to leave for Florida the latter part of February in accordance with his annual custom. He will be accompanied by Mrs. Edison and his staff of laboratory experts. He probably will be South for about two months and while there, in addition to continuing his inventive activities, will relax by doing some shark fishing.

WILL ATTEND EDISON CONCLAVE

A. C. Dennis, of Texas-Oklahoma Phonograph Co., to Carry Dallas Greetings to Thomas A. Edison During Disc Jobbers' Convention

DALLAS, TEX., February 6.—A. C. Dennis, local manager of the Texas-Oklahoma Phonograph Co., of this city, which serves the major portion of Texas and Oklahoma as Edison phonograph jobbers, will leave Dallas on February 7 to visit A. H. Curry at the Edison Laboratories and to attend the annual Edison disc jobbers' convention to be held at the Waldorf-Astoria, New York City, on February 12, 13 and 14.

Mr. Dennis said that while they could take care of a greater volume of business, there is no reason to complain at the rate at which their business is returning to normalcy, which condition he attributes to general conservativeness of the buying public and to the hustle of retailers of his line.

Mr. Dennis personally will deliver to Mr. Edison and Mr. Curry the best wishes of Dallas and the entire territory he represents, which territory is considered by Mr. Edison as one of the very best of the thirty-six which he serves.

STEWART CORP.'S ACCOUNTS SOLD

The accounts receivable of the bankrupt Stewart Phonograph Co., Binghamton, N. Y., were sold at public auction, in pursuance of an order issued by the United States District Court of the Northern District of New York, at the court house in that city on February 13.

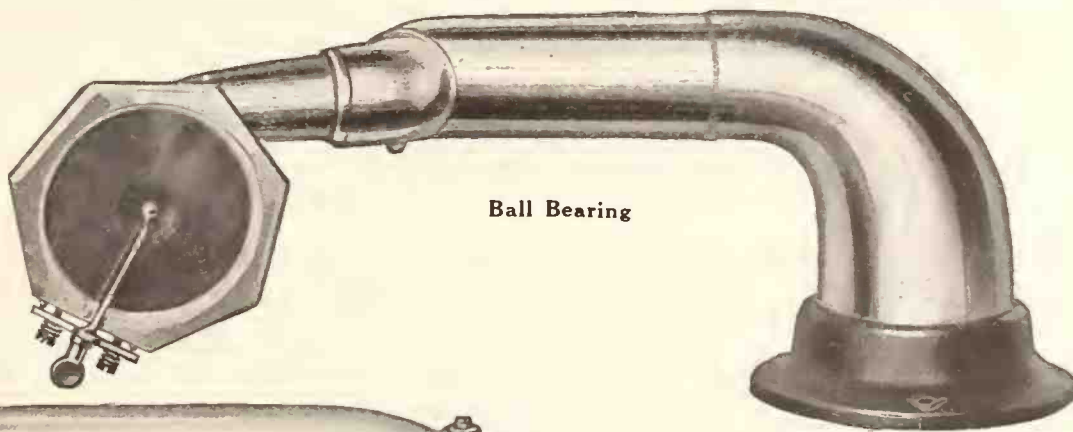
SURPRISING GOLD SEAL BUSINESS

Considerably over a half million Gold Seal record repeaters were sold in 1922 by the Gold Seal Co., Inc., manufacturer of this popular product, according to a statement recently emanating from the headquarters of the company.

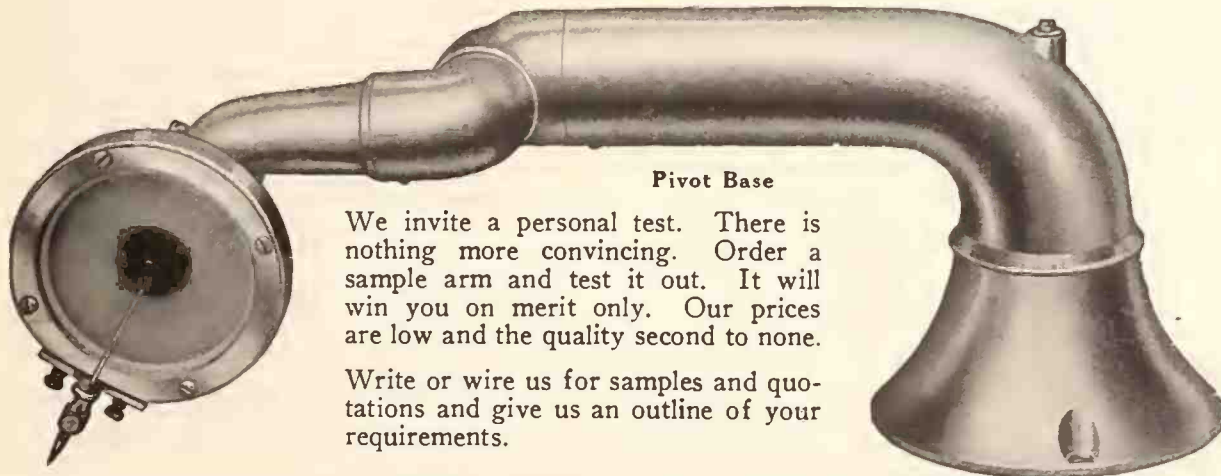
THE EMPIRE UNIVERSAL TONE ARMS

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"



You spend your mon-ey, On some sweet hon-ey. You have a won-der-ful time,

Apple Sauce

Some Advice in Fox Trot Time



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



BIG DEPARTMENT STORE MERGER

Incorporation of National Department Stores, Inc., With Capital of \$8,300,000, Consolidates Several of the Leading Concerns

A merger of department stores which promises to be one of the most gigantic in the United States and representing an aggregate annual business of approximately \$33,000,000 came to light in the incorporation this month of the National Department Stores, Inc., with a capitalization of \$8,300,000 of preferred stock and 300,000 shares of common stock of no par value.

The stores, in many of which talking machine departments are a feature, involved in the deal are: Bailey Co., Cleveland, O.; Rosenbaum Co., Pittsburgh, Pa.; B. Nugent & Bro. Dry Goods Co., St. Louis, Mo., and the George E. Stifel Co., Wheeling, W. Va. V. W. Sincere, of the Bailey Co., is president of the new organization and L. A. Behr is chairman of the board of directors.

BELIEVES IN VALUE OF SERVICE

Every notice of payment due on a Brunswick mailed to a patron of Meyer Piano Co., exclusive Brunswick dealer located on the West Side of St. Louis, has eight questions enumerated on the back thereof that spell SERVICE in capital letters.

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.

RELEASES NEW EDISON CATALOG

"Recent Record Releases" Title of Latest Catalog Issued by Thomas A. Edison, Inc.

The new Edison record catalog, entitled "Recent Record Releases," made its debut the latter part of January and the cover of the first catalog of this type is reproduced here-



Cover Design of New Edison Record Catalog with. It will be noticed that no effort is made to link up the records included in this catalog with any particular month of the year, but that this catalog gives the Edison dealer an opportunity to provide the record purchaser with a complete digest of all the latest releases. The first of these catalogs includes an extensive array of records of classical and high-grade music, as well as a large number of popular musical numbers. The catalog is printed in a dark brown sepia ink on a soft white stock.

GRANBY SALES GAIN STEADILY

February has shown a decided increase in the sales of Granby phonographs. O. P. Grafen, New York district manager for the Granby Phonograph Corp., of Newport News, Va., reports that the first two weeks of February showed more sales than the entire month of January, which in itself was a fair month. Mr. Grafen states that many new dealers have taken on the Granby line and that the outlook for the balance of the year is particularly good.

The salesman who develops his powers of analyzation has the "edge" on his competitors in the race for sales.

THOMAS A. EDISON HONORED

Edison Pioneers Present at Luncheon on Occasion of Inventor's Seventy-sixth Birthday

On February 12 the Edison Pioneers held a luncheon in the restaurant of the Edison Storage Battery Building in honor of the seventy-sixth birthday of Thomas A. Edison. This affair was attended by about one hundred and fifty pioneers, their wives and descendants. The dining room was attractively decorated and the affair proved a very successful event. Novel electric effects were supplied by the New York Edison Co. for the entertainment of this body, which is made up of the old and original associates of Mr. Edison.

H. G. WILLIAMS WITH GOURLIE CO.

MIAMI, FLA., February 6.—H. G. Williams, who is widely known in the Southern States in the talking machine industry, is now manager of the Gourlie Music Co., this city. Mr. Williams says that business is booming in and around Miami. He states also that they have a bumper tourist crop and that the next thirty or forty-five days look extremely bright.

Walton & Co. and the R. L. Stulce Furniture Co., Columbia dealers of Chattanooga, Tenn., are looking forward to a "record breaking" year for business during 1923. They state that there has been a steady demand for Grafonolas and records since Christmas.



PHONOGRAPH DE LUXE

The instrument of incomparable tone, that plays any record better than you have ever heard it played before. Complete line of table, upright and console models.

Prices to the Trade Range from **\$8.50 to \$125.00**

Cabinets of beautiful design and finish, improved motor equipment.

Dealers write us: The Reginas now in homes are making lots of friends; people come in and ask for them. Watch us increase our sales.

Cash in on the Regina; now is the time. Also Regina Music Boxes with or without phono attachment.

Regina Hexaphones and Mandolin orchestrons.

Regina tune discs and parts for any instrument ever manufactured by the Regina Co.

Send for particulars on territory arrangements.

Musical Instrument Specialty Co.

MANUFACTURERS

RAHWAY

NEW JERSEY

Widdicomb
 PHONOGRAPH
The Aristocrat of Phonographs

You, too, can enjoy a new prestige and constantly growing patronage

UNEXCELLED beauty of tone—master craftsmanship in cabinet work—these features of Widdicomb phonographs make an instant appeal to discriminating buyers.

Merchants handling the Widdicomb find that they are steadily broadening their prestige and increasing their sales among people of taste and good judgment. The twofold appeal of the Widdicomb will help you to get your share of this class of patronage.

It will pay you to investigate the possibilities of the Widdicomb franchise. Write today for catalog and complete details.

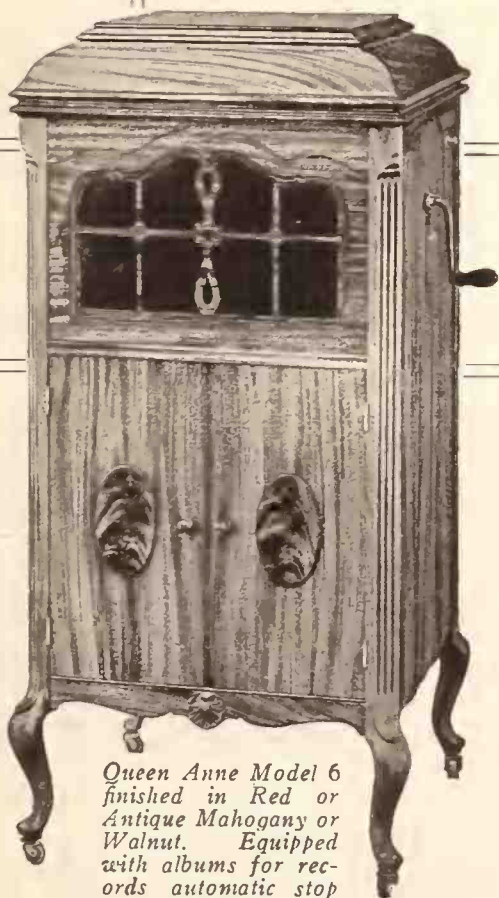
THE WIDDICOMB FURNITURE COMPANY

Grand Rapids, Michigan

Fine Furniture Designers Since 1865

NEW YORK: 105 W. 40th Street

CHICAGO: 327 S. La Salle Street



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 \$90 to \$260.

IN THE MUSICAL MERCHANDISE FIELD

BIG OPPORTUNITY IN HANDLING MUSICAL MERCHANDISE

Musical Merchandise Department Entails Small Investment and Pays Dividends to the Talking Machine Dealer—Brings People Into the Store and Acts as Trade Stimulant

During the past year a great many talking machine dealers have added a full line of small musical instruments, popularly termed "musical merchandise," as well as sheet music, to their business with the object of stimulating interest in the store, and as a means of attracting a larger clientele of buyers.

Those who have made this move have found it a great success. The volume of business has been considerably enlarged, the cost of overhead reduced and the sales of talking machines and records have been stimulated, due to the fact that the smaller musical instruments have tended to attract many people musically inclined who would not generally visit a local talking machine dealer in the natural course of events unless there was something special to attract their attention. Dealers have found that once a person has been sold a saxophone or some other band or orchestral instrument, and his name and address secured, a contact value has been established, which, followed up intelligently, results in interesting the purchaser in talking machines and records.

Many Convincing Arguments

There are many arguments in favor of the addition of small goods to the stock of the talking machine merchant. The investment is comparatively small and the opportunities for profits are excellent. To-day more than ever before such instruments as saxophones, cornets, violins, banjos, ukuleles—in fact, all the popular types grading down to the modest harmonica—are being sought by the younger generation to satisfy their musical proclivities and from the desire for possession of any of these instruments to an equally strong desire for ownership of a talking machine and a library of records, with all that such ownership means to the entertainment-loving nature of the young man or woman, is but a small step. In view of this, what is more logical than that the purchase of the talking machine will be made from the mer-

chant who has already sold this patron a small musical instrument which has given unbounded satisfaction? On the other hand, if there is a talking machine in the home and the younger members of the family are anxious to learn to play some musical instrument, the natural inclination is to buy it from the dealer who has sold the head of the family a talking machine.

Other Considerations Worth While

Another consideration in favor of small musical instruments in the store of the talking machine dealer is the fact that a fairly representative line occupies comparatively small space. In fact, this department could easily be placed in some part of the store where bare walls now face people who come in to buy machines and records. Special cabinets for displaying small musical instruments are being manufactured which are ideal for this purpose. They fit against the wall or on the counter and the space occupied is very small. If there is a lack of room the dealer need not even have a counter for this department. The wall case will be sufficient in the matter of display to attract considerable attention and with the opportunities for window displays there can be little doubt that the stock turnover will be quick enough to return dividends on the investment.

After all, the dealer who by one means or another has the greatest number of people come into his store and who, through the ability of his sales staff, sells a large percentage of these visitors, is the most successful. One thing is certain, there is an opportunity here for profits, and the degree of success of any dealer in handling a sideline is measured by the ability of the merchant to push his goods. The field is open and awaiting development and it is safe to say that dealers who go in with their eyes open and the determination to make a go of a line of small musical instruments will not regret it when they balance their accounts at the end of the year.

Tenor Banjos Are Selling!

Last Fall's big Tenor Banjo Business was no mere flash in the pan.

The new year starts out with an ever-increasing demand for these popular instruments, and the merchant who has them in stock is all set for a nice business this spring. Notice, we say "in stock." For after all, merchandise is its own best salesman.

And when you are looking for Tenor Banjo values that will attract sales and at the same time bring you the liberal gross profit a good merchant is always seeking, we know of nothing on the market to compare with these five specials. (All of them Gretsch-made.)

A \$12.00 Seller

No. 460 $\frac{3}{4}$ —The best value you'll find anywhere in a GOOD low-priced tenor banjo, 11-inch metal rim.

A \$15.00 Seller

No. 13 $\frac{1}{4}$ —A rugged, true-toned instrument, 11-inch, double-wired metal rim. Natural maple neck.

The "Claro-phone"—\$15.00

No. 41—A \$15.00 seller and a wonder! All maple. And fitted with a new idea resonator back. More selling points than you've ever seen at this low price.

An \$18.00 Seller

No. 15 $\frac{3}{4}$ —Another all-maple tenor banjo, regular style. Sturdy and powerfully toned, 11-inch rim.

A \$25.00 Seller

No. 25 $\frac{3}{4}$ —A number you'll be proud to sell. All maple construction, with special tone ring to stretch the head doubly tight.

Write for Catalog and Wholesale Prices

on these and hundreds of other splendid values in all lines of Musical Instruments and Accessories. For Dealers only.

The FRED. GRETSCH MFG. CO.

Musical Instrument Makers Since 1883

60 BROADWAY, BROOKLYN, N. Y.

We still have some valuable territory for Couturier Band Instrument Agencies in the East and South. Write for our proposition.

Don't Be An Undertaker

That's the position of a phonograph dealer when only selling phonographs. He's like the undertaker who only gets his man once.

More Phonograph dealers added Musical Merchandise Departments in 1922 than at any other time in the history of the Music Trade.

Every one of these dealers unanimously proclaims success with his adventure—no dull days—and the quick turnover of the new department more than pays all the overhead expenses.

A bigger year is ahead of you than can possibly be anticipated if you can supply your trade with the right kind of merchandise!

The policy of the house of Durro is: SUPPLYING DEPENDABLE NATIONALLY ADVERTISED MERCHANDISE OF QUALITY.

This is one reason that all merchants find it easy to sell such instruments as

Durro Violins, Bows, Strings
S. S. Stewart Guitars, Banjos,
Ukuleles, Etc.
Duss Band Harmonicas
Lester and Monarch Accordions
Abbott Saxophones and Band
Instruments

Talking machine dealers can assure their success for the next year in no better way than stocking this guaranteed merchandise.



BUEGELEISEN & JACOBSON
5-7-9 Union Square
NEW YORK

BRUNO HOLDERS GREATLY INTEREST

Folding Holders Listed for Saxophone, Cornet, Violin, Clarinet and Various Combinations

The "Perfection" series of folding saxophone and combination musical instrument holders—seven in all—which have recently been introduced to the trade by C. Bruno & Son, Inc., of New York City, have made a strong appeal because of their wide utility. These holders are available for window display purposes, but are of especial value to the player in the orchestra, particularly in the smaller organizations where several instruments are used during the program.

FIVE IMPORTANT SELLING LEADERS

Talking Machine Dealers Find Musical Merchandise a Profitable Venture, Says Phil Nash

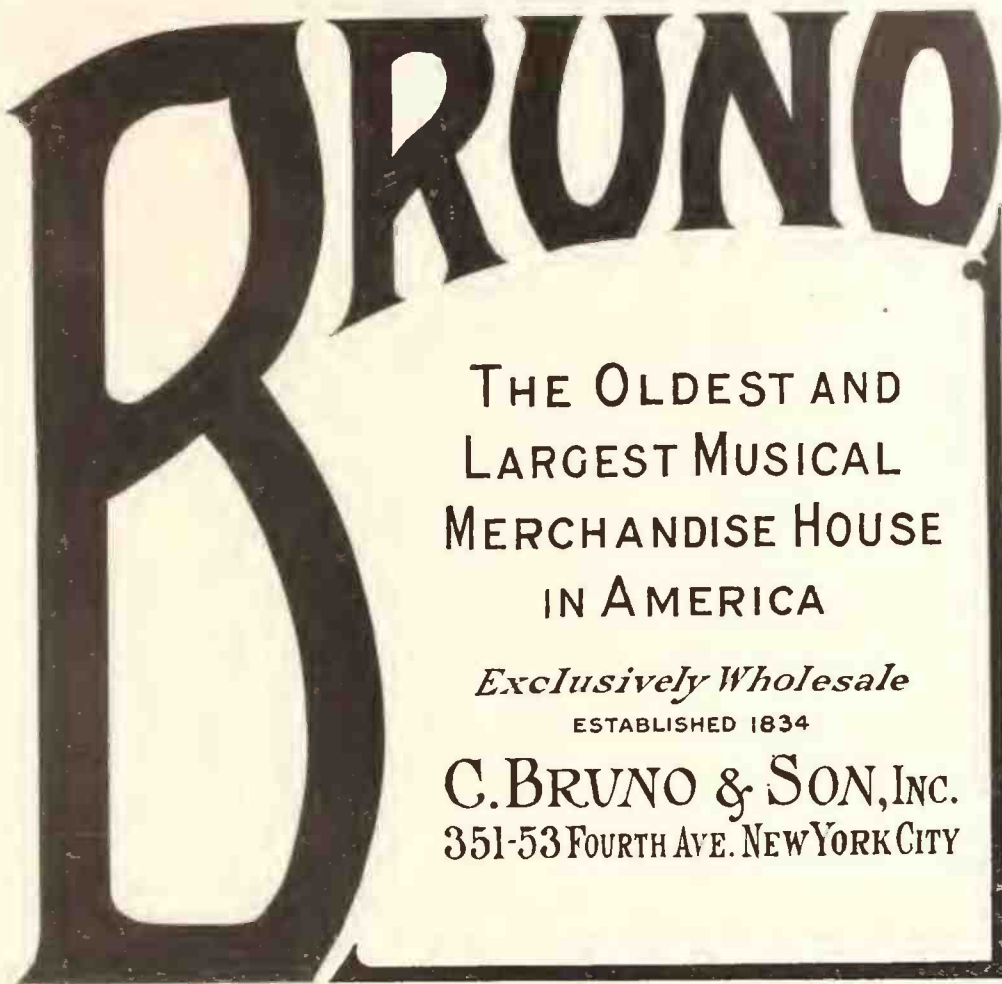
Phil Nash, Eastern representative of the Fred. Gretsch Mfg. Co., Brooklyn, N. Y., manufacturer and importer of musical merchandise, who was at headquarters during the last week of January, reports business throughout his territory as very good and states that the five leaders in the musical merchandise domain at the present time are saxophones, tenor banjos, ukuleles, banjo-mandolins and trap drum outfits.

Mr. Nash has been in this field for many years and his familiarity with the remarkable growth and development of the small goods trade enables him to keenly analyze conditions. In a recent conversation with *The World* Mr. Nash called attention to the increasing number of talking machine dealers who have elected to add musical merchandise to their line, and said, in part: "Talking machine dealers who also carry musical merchandise are 'sitting pretty.' Small goods are so correlated with talking machines as to enable the talking machine dealer to add this department with practically no increase in overhead, which also results in making his warerooms the headquarters for everything musical. From those dealers that I have interviewed I would say that the talking machine dealer is planning to get a good share of the profits on these sales during 1923. During the last few years the average amount of sale of musical merchandise has reached a figure well calculated to be attractive to the talking machine dealer. This class of retailer is also particularly well equipped to handle higher-priced articles, such as saxophones and trap drum outfits, on a down payment and lease plan. I believe that as the year progresses an increasing number of talking machine dealers will add musical merchandise."

The Fred. Gretsch Mfg. Co. reports generally good business. Fred. Gretsch, president of the company, accompanied by Mrs. Gretsch, took a brief vacation in Florida during the past month.

Volkwein Bros., musical merchandise dealers, Pittsburgh, Pa., report great success with the Volkwein Bros. saxophone and the Claraphone banjo lines.

Bob White, of the Robert L. White Music Co., Cleveland, O., an enthusiastic booster for the Couturier line of band instruments, left for a two months' vacation at his home in Florida.



THE OLDEST AND LARGEST MUSICAL MERCHANDISE HOUSE IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

DEALERS APPEAR INTERESTED

Many Talking Machine Dealers Installed Musical Merchandise Departments in 1922—Buegeleisen & Jacobson Very Active

With the advent of the new year Buegeleisen & Jacobson, New York, importers and wholesalers of musical merchandise, are planning to devote a considerable part of their time to the development of business in the talking machine industry. During 1922 this house closed accounts with many prominent dealers, who installed musical merchandise departments.

Samuel Buegeleisen, head of the firm of Buegeleisen & Jacobson, has become quite interested in sales possibilities in the talking machine field, and his sales staff will be furnished with material to assist dealers. He points out that the live-wire talking machine merchant will find musical merchandise a help in attracting a most desirable type of patrons.

BUESCHER SAXOPHONES POPULAR

Many Prominent Record-making Orchestras Using Buescher Instruments Exclusively

The Buescher Band Instrument Co., of Elkhart, Ind., is achieving signal success in the introduction of its band instruments among well-known orchestras making talking machine records. Buescher saxophones in particular have been adopted exclusively by many of the leading saxophonists in these dance orchestras.

Among the prominent recording organizations using Buescher instruments exclusively are the following: Paul Whiteman's Orchestra, Six Brown Brothers, Paul Specht's Orchestra, Carl Fenton's Orchestra, Selvin's Orchestra, Vincent Lopez and His Orchestra, Clyde Doerr's Orchestra, Oriole Terrace Orchestra, Columbia Saxophone Sextet, Biltmore Society Orchestra, Lanin's Orchestra, and many other organizations equally as prominent.

PAUL WHITEMAN

100 Per Cent Equipped

and HIS ORCHESTRA

with Buescher Instruments

75% of all the popular records of today are played with the internationally celebrated



TRUE-TONE

Band Instruments and Saxophones

Five famous Victor orchestras, 5 great Columbia orchestras, 6 celebrated Brunswick orchestras, 5 O-Keh record orchestras and 5 popular independent recording orchestras use Buescher instruments exclusively.

THE RECORD DEALER has all these orchestras as sales aids. Colored counter and window displays, mailing pieces, newspaper electros—all devoted to the Nation's Record Makers—make it easy to sell Buescher Band and Orchestra instruments, the instruments all professionals use and all good players demand, and the most widely advertised, nationally and locally.

Write for profitable dealer proposition and open territory.



Buescher Band Instrument Company

G 93 Buescher Block

Elkhart, Indiana

M I L W A U K E E

Trade Participates in Retail Merchants' Week—All Lines in Brisk Demand—George F. Ruez Honored—Badger Shop Changes Name

MILWAUKEE, Wis., February 10.—The progress of talking machine and record trade at retail in this city and vicinity in the first five to six weeks of the new year is substantiating the predictions which have been made that 1923 doubtless will enter history as the best ever. True, a great many things are liable to happen before the year is over, to act as deterrents, but dealers have come to the conclusion that after the wonderful year experienced in 1922 it would take a "national calamity" to overthrow hopes, and no one is even hinting that a "national calamity" is likely.

The distributing and jobbing trade has passed through January in a way that has set them to thinking that there is no such thing as an off-month. Past experience led most jobbers to expect that January would be a good month in which to take vacations without losing sleep over business, but the Wisconsin and Upper Michigan retail trade evidently entered the new year with stocks so depleted that a relatively large volume was placed on jobbers' books in the past month. February started out even more briskly, and at this time the jobbing trade is unusually active.

The fact that Easter comes quite early this year, being on April 1, has advanced the Spring selling season from ten days to two weeks from normal, with the result that retailers in all lines of trade are more concerned about their stocks of merchandise at the middle of February than customarily. Considerable of the activity of demand for merchandise up to this time has been due to the need of replenishment from holiday selling, which was hardly the case a year ago and two years ago. But in the main, good current demand, supplement-

ing the previous depletion of stocks and the good outlook, have swelled buying into an excellent volume for so early in the year.

Participate in Retail Merchants' Week

The talking machine distributing trade in Milwaukee took an active part in the "Retail Merchants' Week," conducted February 5 to 9 by the manufacturers' and jobbers' division of the Milwaukee Association of Commerce. This brought several thousand retail merchants from all parts of Wisconsin, northern Michigan, southeastern Minnesota, northeastern Iowa and northern Illinois to Milwaukee. These districts comprise the Milwaukee jobbing trade territory.

The Badger Talking Machine Co., Victor jobber, stood out prominently as being perhaps the most active participant in the Merchants' Week observance among talking machine interests. The Badger Co. joined with other representative manufacturers and jobbers of Milwaukee in financing the event and its officers served on various committees which were responsible for the unqualified success which was achieved.

All visiting retailers were given wide latitude. Jobbers and manufacturers opened their warehouses, factories and offices to them. Special showings of stocks were made for their benefit. Outside of the private entertainment by the individual hosts, there was a set program and a series of banquets with special entertainments each day under joint auspices. Experts on various phases of successful retailing and general merchandising were brought to Milwaukee and addressed the merchants.

The Merchants' Week was a new idea. It brought patrons and potential customers directly to the great Northwestern jobbing mar-

ket. The Milwaukee jobbers for nearly twenty years have gone out to visit their friends, and now their friends repaid the call.

Brunswick Sales on Higher Level

Brunswick instrument and record business as well as maintaining a level much higher than usual at this early season, according to reports from the offices of Thomas I. Kidd, manager of the local Brunswick Co. branch. The sales of records in January were far above the same month in 1922 and established a new high-water mark for that month. In some of the more popular-priced styles there is now an actual shortage of goods, due to the calls for stock from retailers in Milwaukee and throughout the State and Upper Peninsula.

Fred E. Yahr Tells of Sonora Progress

The deep impression made by the Sonora in the past three years under the vigorous promotion given this line by the Yahr & Lange Drug Co. continues to make itself manifest. President Fred E. Yahr is one of the most enthusiastic men in the talking machine jobbing trade, for after closing "the best year," business kept right on going and the splendid volume recorded in January is being exceeded so far in February.

Columbia New Process Records Liked

The Columbia New Process record, so far as Milwaukee and Wisconsin are concerned, is more than doing everything expected of it in the way of building up a still greater demand for this popular line. Dealers for the most part have accomplished the task of making disposition of the stocks of the former type of discs to make room for the new style, and orders to jobbers in the past four to six weeks have been exceptionally heavy. Grafonolas, likewise, are in good demand and a healthy volume of sales is being made through retail as well as jobbing channels.

Flanner-Hafsoos House Doubles Trade

Edison trade is of excellent proportions and reports as to the demand for instruments as well as records are highly encouraging. Mil-

Columbia A-2 Grafonola and The Long Console



C-601
Price \$27.00

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-603
Price \$29.00



C-611
Price \$30.00



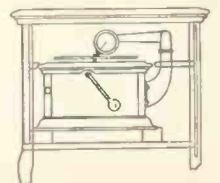
C-612
Price \$28.00

Specifications

Made in dark red Mahogany only. Two-piece top. 36 inches long, 34 inches high, 22 inches deep.



Columbia A-2
Grafonola



The Geo. A. Long Cabinet Co.
HANOVER, PA.

Five sales messages, illustrated in color, sent direct to your prospects' homes, one following the other, will pleasantly create the desire to own a Columbia Grafonola.

Columbia furnishes these folders free. You pay only for your imprint. 1c covers the postage on each. Order from your Columbia Branch.

COLUMBIA GRAPHOPHONE CO.
New York



waukee Edison retailers enjoyed a better January business than ever before and in the case of the Flanner-Hafsoos Music House was nearly double that in the same month a year ago. Other dealers also have enthusiastic reports to make.

Victor Dealers Report Splendid Progress

The fifteen Victor dealers in the city of Milwaukee have been reaping a veritable harvest in record sales through the good influence exerted by the appearance of celebrated artists. Since January 1 more world-known musicians and musical organizations have appeared on the Milwaukee concert stage than in any past year, and Victor record sales have profited correspondingly. The local dealers keep in close contact and have a very active social organization. Membership includes the Kesselman-O'Driscoll Co., Gimbel Bros., the three Schuster department stores, the Badger Music Shop, Geo. H. Eichholz Co., Vollmar's, J. B. Bradford Piano Co., Peter F. Piasecki, C. C. Warner, C. H. Schefft & Sons, Boston Store, H. W. Krienitz, Inc., American Household Furniture Co., and the suburban firms of Dalin at West Allis and Dretzka & Sons at Cudahy.

Geo. F. Ruez Honored

George F. Ruez, president of the Badger Talking Machine Co., Victor jobber, has been elected vice-president of the Merchants & Manufacturers Bank of Milwaukee, in which he has been a director since its establishment about ten years ago. Harry A. Goldsmith, secretary of the Badger Co., has been elected a director with the elevation of Mr. Ruez to the vice-presidency of the bank.

Drug Co. to Handle Musical Instruments

The Plymouth Wholesale Drug Co., at Plymouth, Wis., is establishing a new department which will handle musical instruments of all kinds and specialize in the talking machine and record trade. The capital stock has been increased to \$50,000 for this purpose. R. L. Fischer is president, and John P. Anton, secretary.

J. L. Ogle, a veteran salesman, has become associated with the C. C. Warner Victor store at 428 Eleventh avenue, and will assist Clarence Warner in the active management.

Big Call for Kimball Phonographs

The Lyric Music Co. not only broke all past records for Kimball phonograph business in 1922, but reports a January trade at a rate which, if sustained all the year, will excel even that achievement.

Increase Business Fifty Per Cent

Hugh W. Randall, proprietor of the J. B. Bradford Piano Co., departed February 1 with Mrs. Randall for a two months' recreation tour which will take them to Cuba, the Bermudas

and Florida. The Bradford store, which features the Victor, Vocalion and Brunswick, increased 1921 business over 50 per cent in 1922, and January business this year was 60 per cent over January, 1922, at the same time forming the largest January volume since the business was established fifty-two years ago.

Some High-priced Purchases

While a great many talking machine dealers necessarily think in terms of instruments selling at \$100 to \$250, there is one dealer in Milwaukee who can boast of enough sales each representing over \$1,000 to make it a factor. Edmund Gram, Inc., representing the Cheney and the Brunswick, had more than a sprinkling of such sales in November and December, but the remarkable part of it all is that in January a Cheney costing \$1,175 was sold, furnishing a new mark for Gram salesmen to shoot at.

Change of Corporate Name

The Badger Talking Machine Shop is now officially known as the Badger Music Shop, by a change in the corporate style. It has been the custom to use Badger Music Shop for a year or more, due to the gradual conversion of the business from an exclusively Victor retail shop to one embracing pianos and other musical merchandise. Leslie C. Parker, president and general manager of the company, also occupies the same positions in the Badger Music Shop of Fond du Lac, Wis., handling the Victor and the same lines of pianos and instruments as the Milwaukee store. The talking machine departments of both stores handle only the Victor line.

START NATIONAL SALES CAMPAIGN

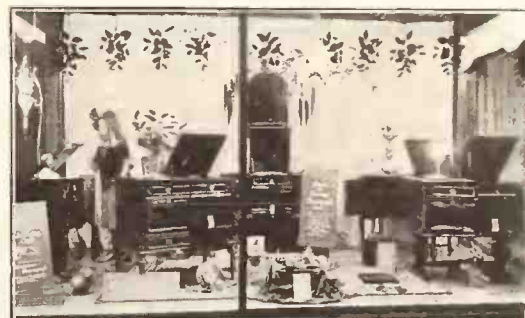
After six years of successful local merchandising the Columbia Mantel Co., Brooklyn, N. Y., has entered a sales campaign that will embrace the entire country. The Columbia Mantel Co. is an old-established house, having entered the woodworking business some twenty years ago. About a decade ago this company turned its attention to the producing of unfitted talking machine cabinets. These models were attended with such success that in a few years the company began making completely fitted machines of its own under the name of the Recordion. The Recordion talking machine proved very popular in local circles, to which the company for the past six years has devoted most of its energies. It is now planned to expand the market to include the entire country and sales promotion plans are under way.

Claire Dux, famous operatic star and exclusive Brunswick artist, who is now touring the United States, has won enthusiastic approval and praise at the recitals that she has given in Philadelphia, Albuquerque, Montgomery, Portland, Jacksonville and other important cities. Brunswick dealers in the localities where Miss Dux has given recitals have found that her concerts have stimulated materially the demand for Brunswick records.

EFFECTIVE WINDOW IN PROVIDENCE

Strand Machines and Vocalion Records Displayed to Unusual Advantage

PROVIDENCE, R. I., February 5.—The show windows of the Boston store here operated by Widener have long been noteworthy for their attractive arrangement, and the effect of the displays on the passers-by has made itself



Display Strand Phonographs, Vocalion Records evident in the increased business realized in the talking machine department.

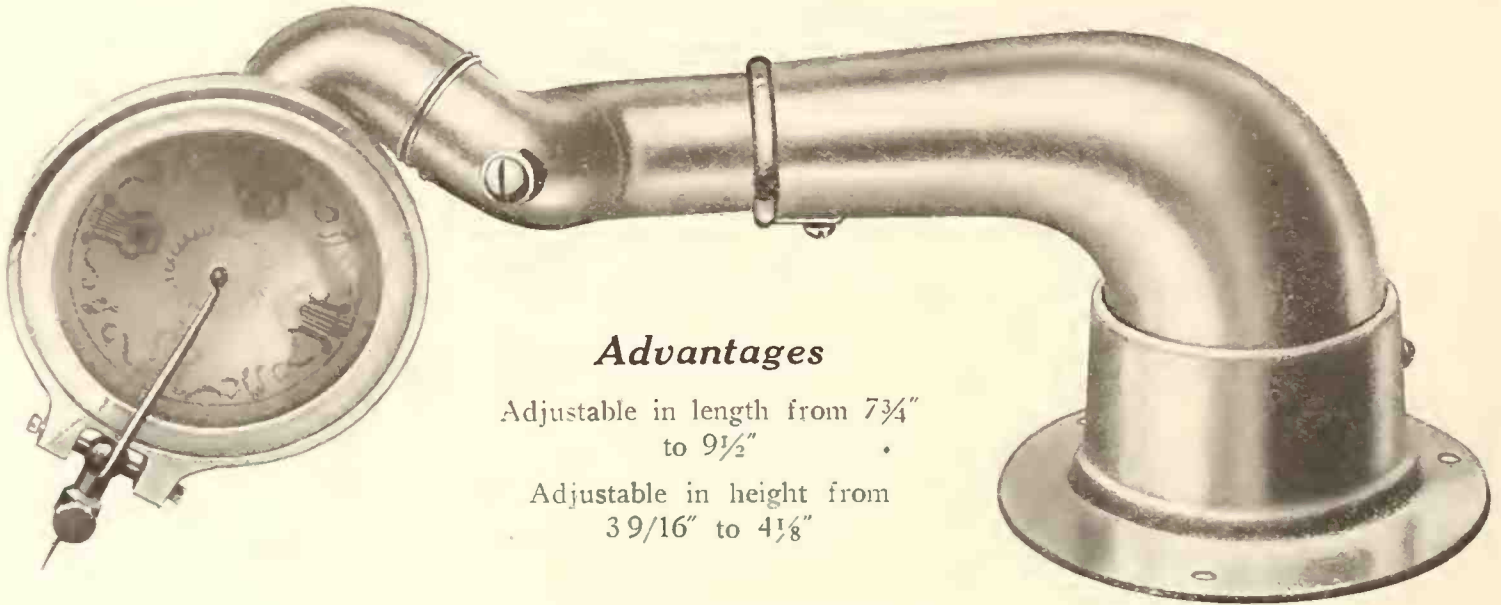
The window shown herewith, representing one of the most recent displays, was particularly successful as a business builder and was devoted exclusively to the Strand talking machine and to Vocalion records, which are handled in very substantial quantities by the Boston store.

A window display recently staged by the Sprinkle Piano Co., Greensboro, N. C., attracted a great deal of attention. It consisted of the complete mechanical parts of the Brunswick phonograph, arranged so that the public gained an idea of "what makes the wheels go round."

EXPERT REPAIRING
of all parts and makes of phonographs
LOWEST PRICES — 24 HOUR SERVICE
Send us the article to be replaced or repaired by Parcel Post or Express
PENN PHONOGRAPH CO. of N. Y.
513 8th Avenue New York

The
TEGO BRUSH
made to fit all makes machines
THERE MUST BE A REASON
"OVER 10,000 BRUSHES SOLD IN ROCHESTER, N. Y. IN LESS THAN 6 MONTHS"
25c. brings a sample
List Price 25c.
Dealers \$1.80 per dz.
Jobbers \$15.00 per gross
CLEANS RECORDS WHILE PLAYING
THE STURGIS NOVELTY WORKS
Medina, N. Y.

No. 15—Standard ORO-TONE Concert Arm and 0-1 Concert Reproducer



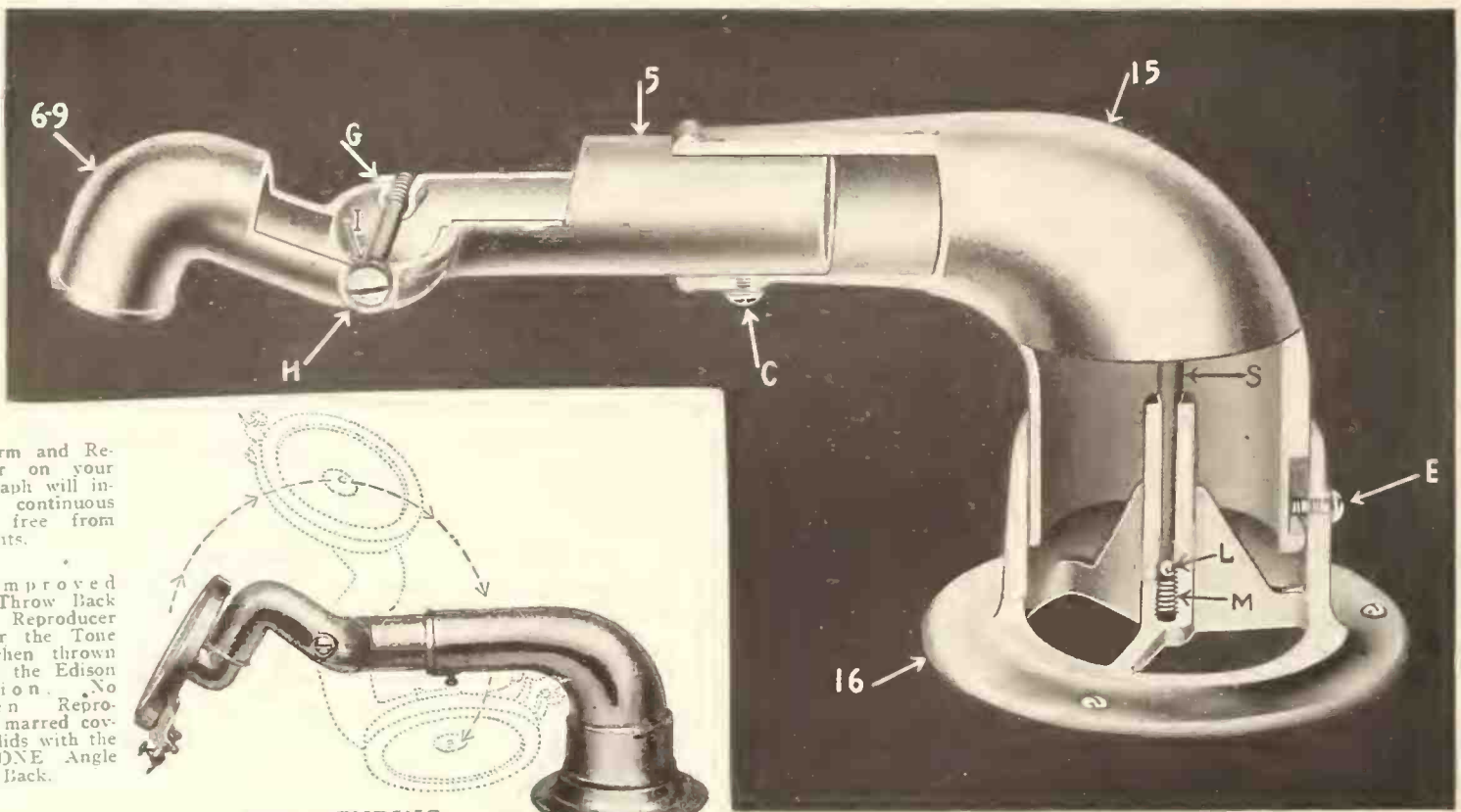
Advantages

Adjustable in length from 7¾" to 9½"

Adjustable in height from 3 9/16" to 4 1/8"

Hear the rich glowing tone quality and you will understand why Oro-Tone Equipment pleases the music critic

Reproducers fitted with our special, clear mica Oro-Tone indestructible diaphragms



This Arm and Reproducer on your phonograph will insure continuous service free from complaints.

The improved Angle Throw Back permits Reproducer to clear the Tone Arm when thrown back in the Edison position. No broken Reproducers, marred covers or lids with the ORO-TONE Angle Throw Back.

PAT. PENDING

Explanation. No. 16—Base. No. 15—Large Elbow. No. 5—Adjustable Extension. No. 6-9—Floating Elbow. M.—Screw for adjusting height of Tone Arm. L.—Ball-bearing insuring extremely sensitive swing to Tone Arm. S.—Fixed stud in Large Elbow. E.—Stop Screw for swing or arc of Arm. This Screw also holds Base to Large Elbow. C.—Assembly Screw for 6-9 Elbow. I.—Hard Fibre Washer to insure perfect joint and alignment, also prevents shake or rattle. G.—Lock Screw to prevent Assembly Screw H from working loose. Not a single weak point in the entire construction.

Built like a watch with the strength of a Hercules. Samples on approval for the asking.

Manufactured in Canada under trade name ORO-TONE BANFIELD
by W. H. Banfield & Sons, Ltd., Toronto, Canada

Ask for Catalog of ORO-TONE Radio Specialties.

Manufactured by the Oro-Tone Company.

1000-1010 George St.

The Oro-Tone Co.
QUALITY FIRST

Chicago, Illinois

No. 16—New ORO-TONE Concert Arm and 0-1 Concert Reproducer

Advantages of this remarkable new Concert Arm

By simply turning the Reproducer to play the various records we automatically secure the correct needle center, the correct weight and the correct angle on the record.

**No adjustment
to make.**

**Nothing to get out
of order.**

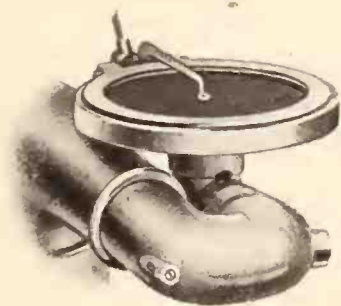
Simplicity itself.

Turn Reproducer to play Victor, Columbia, Brunswick or other lateral cut records and it automatically adjusts itself to the correct needle center, the correct weight and the correct angle for these records.

Turn the Reproducer to play Edison records and the weight is automatically decreased to the correct Edison weight. The needle retains perfect center and the Reproducer is adjusted to the flat or horizontal position.

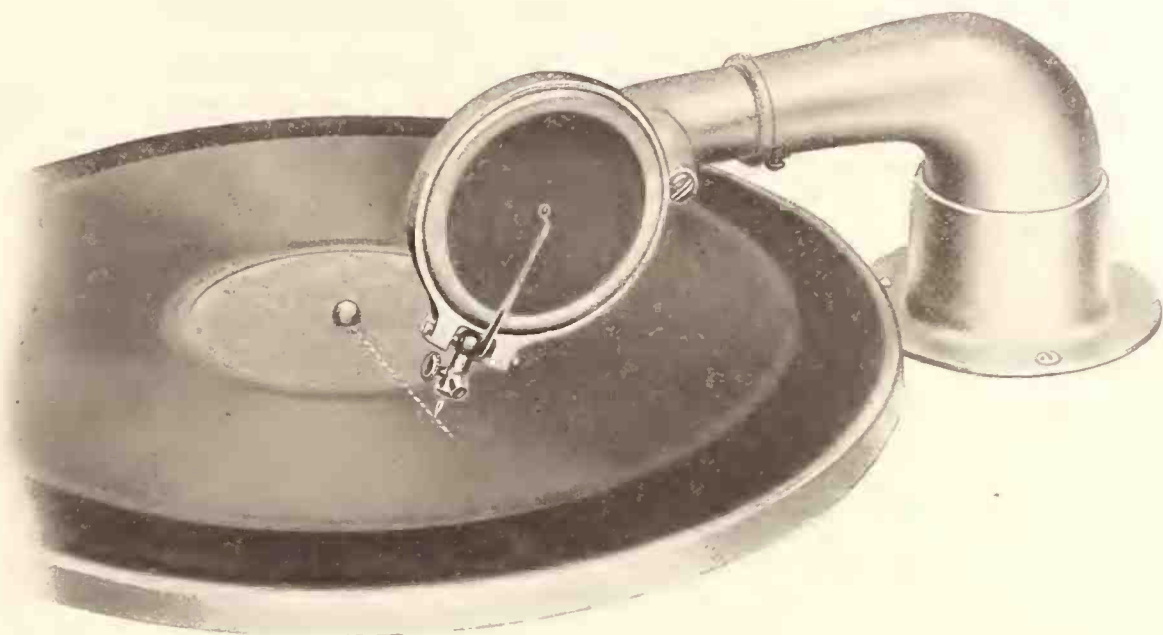
Reproducer will not coast to center of record when the same is played through due to the perfect centering condition.

The correct Edison weight and perfect centering feature permits Edison records to be played successfully with the ordinary fibre needle with results that are surprising. You secure the rich Edison tone quality with splendid volume and no surface noises.



Illustrating Reproducer at rest when thrown back in the Edison position.

Reproducers fitted with our special, clear mica ORO-TONE indestructible diaphragms.



Note the perfect needle center in playing either lateral or vertical cut records



There are positively no adjustments to make in securing the scientific results we have obtained in the perfect centering, correct weight and angle of Reproducer on the record.

Tone Arm is adjustable in length from 7-3/4 in. to 9-1/2 in.

Tone Arm is adjustable in height from 3-9/16 in. to 4-1/8 in.

You owe it to yourself and your business to hear the deep, rich, mellow yet powerful tone of this equipment and to note the scientific construction and perfect operation.

Shall we send sample on approval?

Manufactured in Canada
under trade name
ORO-TONE BANFIELD
by W. H. Banfield & Sons, Ltd.
Toronto, Canada.

1000-1010
GEORGE ST.

The Oro-Tone Co.
QUALITY FIRST

CHICAGO,
ILLINOIS

CINCINNATI

Good Business Continues and Optimism Prevails—Interesting Columbia Sales Contest—J. B. Bright and Charles Hamm Promoted

CINCINNATI, O., February 7.—The demand for talking machines and records continues unabated in this territory and the only fly in the ointment is the inability of dealers to get sufficient instruments and records to meet an unprecedented demand. Dealers are unanimous in their expressions of optimism for the future. An indication of the volume of business being done may be gleaned from the fact that the local Columbia branch received a delivery of 100 new console models and in a few days these were all disposed of. The local Edison headquarters was in receipt of two carloads of instruments several weeks ago and these were disposed of in a day. Record stocks generally are also low and dealers are clamoring for supplies.

An interesting demonstration of the simplicity and power of the Victor electric motor was recently staged at the headquarters of the Ohio Talking Machine Co., this city. F. C. Jones, superintendent of the motor department of the Victor Talking Machine Co., was in charge of the demonstration.

The energy and aggressiveness of the members of the sales force of the local Columbia branch has placed five of them in the foremost rank in the record sales contest. Competition is keen for the prizes of handsome traveling bags designed especially for lady friends of the winners. U. V. O. Banyon, who covers the central Indiana territory for the local company, is well in the lead, and at the present time C. E. Hall, of Kentucky; Ross Wilson, of southern Indiana; Carl Krauer, of West Virginia, and G. E. Kleeman, of southern Ohio, are each second in their own groups, and are all in the running for first prize. The contest, which ends February 15, has resulted in such a decided stimulation of sales that the local branch has great difficulty in meeting the demand.

J. B. Bright and Charles Hamm, two members of the local Brunswick sales staff, have been transferred to the Cleveland branch, both being placed in positions of greater opportunity. Mr. Bright is now connected with the sales staff of the Cleveland headquarters and Mr. Hamm has been made assistant to the sales manager. Ralph Hook and C. T. McKelvy succeed to the positions left vacant. Mr. McKelvy has been placed in charge of the Kentucky territory.

The local branch of the Brunswick Co. recently announced the addition of several new accounts, including the Stonaker Music Co., Bedford, Ind.; Isaac's Department Store, Poor Folk, Ind.; Cumberland Valley Music Co., Harlan, Ky., and the Chase Furniture Co., Cleveland, Tenn.

The Imfeld Music Co., of Hamilton, O., re-

cently purchased the Victor stock of the Gulbransen Piano Co., of that city, along with the stock of Gulbransen pianos.

Miss Lillian Stevens, formerly in charge of the music roll department at the Baldwin Piano Co. store here, has been made manager of the Victrola and music roll departments, succeeding to the position left vacant by the resignation of Mrs. Ida McCue.

The talking machine stock in the Shillito department was recently disposed of at a sale, and Frank Donovan, retiring manager of Shillito's, has moved to Indianapolis to take over the management of the Pearson Music Co.

The John Church Co. has taken on the Sonora line of phonographs. The progressive policies of this concern have already resulted in making this new addition an important element in the business.

Among the recent visitors to the local headquarters of the Brunswick Co. were: R. M. Anderson and E. S. Bucher, of the Anderson Piano Co., Dayton, O.; H. E. Wertheimer, manager of Gottschalk & Co., Chattanooga, Tenn.; J. E. Henderson, sales manager of the Brunswick Co.; S. Reis, general manager, and C. S. Browning, of Steinway & Sons, were recent visitors to the company's offices in Chicago.

CLEVELAND JOINS STRAND STAFF

Prominent Veteran of Industry Joins New York Strand Representative's Force—Identified With Trade More Than Twenty Years

Hayward Cleveland, one of the best-known members of the auditing division of the talking machine industry, has joined the force of the Manufacturers' Phonograph Co., New York, and has been appointed auditor for the New York representative, R. H. Arnault. Mr. Cleveland has been identified with the talking machine field for more than a score of years, having been associated with the Columbia Graphophone Co. for the greater portion of this period. He occupied important posts with this company, concentrating his activities in the auditing division. For several years he was a manager of one of the Columbia Co.'s retail branches, and he is generally recognized as one of the best-posted men in the industry. Mr. Cleveland brings to his new position a wealth of invaluable experience and training which will undoubtedly benefit the Strand organization.

Congratulations and best wishes were received by Mr. and Mrs. M. Rappaport, of New York, on the occasion of their ninth wedding anniversary this month.

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

EDISON SALES RECORD IN JANUARY

A. H. Curry, Vice-president of Thomas A. Edison, Inc., Reports Best January in History

In an interview with The World A. H. Curry, vice-president of Thomas A. Edison, Inc., in charge of the phonograph division, reported that the Edison record sales for January were the largest for any month in the history of the company. Considerable significance is attached by the trade to this report because it represents the result of the first month during which the new plan of releasing Edison records has been in effect. Needless to say, the Edison officials are highly pleased with the auspicious beginning of the new plan and feel thoroughly optimistic regarding its further success.

NEW WALBERT REPRESENTATIVE

H. G. Larson Will Represent Geer Repeater in East—Company Has Exhibit at Toy Show

W. H. Huth, head of the Walbert Mfg. Co., Chicago, manufacturer of the Geer repeater, announced this week the appointment of H. G. Larson as Eastern representative of the company with headquarters at 200 Fifth avenue, New York. Mr. Larson will represent the company in behalf of all its products, which include, in addition to the Geer repeater, mechanical toys, a general line of toys and the Univerrier, a radio accessory.

The Walbert Mfg. Co. is represented at the New York toy show, which opened February 5 at the Hotel Breslin, and Mr. Huth attended the show for about ten days. Mr. Larson will be in charge of the exhibit, and, judging from the orders already booked, the show will be a signal success.

H. RUSHIN SLOWLY RECOVERING

Herman Rushin, manager of the record order department of the American Talking Machine Co., Brooklyn, N. Y., Victor wholesaler, who has been confined to his home for several months as the result of an operation, is recovering slowly, and his friends in the trade are looking forward to the time when he will again be active.

Announcing

PREST-WOOD AMPLIFYING HORNS

The Violin Makers' Art—Injected Into the Manufacture of Phonograph Sound Boxes

Let our expert staff of acoustic engineers and craftsmen improve your product
At the same time—Reduce Your Factory Costs

Made round or in any shape at same cost.

Horn made to extend from grill to tone arm.

No castings required.

Easy to assemble.

Can be designed to fit entire space without additional extensions from the bell.

Actual tests have proven its superiority

Send us your specifications

PREST-WOOD PRODUCTS CO.

1140 Broadway

New York City

JANUARY SHOWED 300% INCREASE

Remarkable Showing Made by Strand Representatives in January—Chicago Sales Nine Times Greater Than Same Month in 1922

In his February bulletin to the members of his organization Geo. W. Lyle, president of the Manufacturers' Phonograph Co., New York, maker of the Strand phonograph, called attention to the fact that the factory shipments for January, 1923, had shown an increase of more than 300 per cent over January, 1922. Mr. Lyle congratulated his representatives upon this wonderful showing and suggested that February should prove equally as satisfactory.

In quoting details as to this splendid business Mr. Lyle advised his representatives that sales in Chicago territory were nine times greater than January, 1922; Philadelphia sales were eight times larger, Detroit sales five times greater, Cincinnati three and one-half times larger and Kansas City sales two and one-half times larger. This is a remarkable tribute to the efforts of the Strand representatives in these territories and emphasizes the popular reception that has been accorded the Strand instruments everywhere.

PLANS DRIVE ON TRUMPETONE

The Trumpetone Co. Announces Small Portable Ready for Distribution to Wholesalers and Dealers—Advertising Campaign Scheduled

The Trumpetone Co., New York City, manufacturer of a portable talking machine by that name, is announcing to the trade this month that it is now ready to distribute this little machine to dealers and jobbers throughout the country. T. F. DeLaney, Jr., who is well known in talking machine circles and who was until recently connected with the Aeolian Co. as manager of the metropolitan dealer department, is vice-president and general manager of the

NATIONAL EDISON DISC JOBBERS CONVENE IN NEW YORK

Edison Jobbers From All Over Country Gather in Hotel Waldorf in Annual Convention—Honor Thos. A. Edison's 76th Birthday—Entertainment and Inspiring Addresses Feature Event

Just as this issue of The World is going to press the members of the National Edison Disc Jobbers' Association are convening for and concluding the celebration of Thomas A. Edison's seventy-sixth birthday and their own annual convention, which took place the 12th, 13th and 14th of this month at the Hotel Waldorf in New York City.

Monday, the opening day, was devoted to the private sessions of the Jobbers' Association. Tuesday was devoted to conferences with officials of Thomas A. Edison, Inc., and to addresses by members of the Edison staff. These latter included greetings and an inspirational message from Thomas A. Edison, president; Charles Edison, chairman of the board; A. H. Curry, vice-president, in charge of the phonograph division; F. C. Beatty, assistant to Mr.

Curry; John Sherman, manager of the order service department; A. L. Walsh, advertising manager; Warren Taylor, manager of sales promotion; William Hildebrand, traffic manager, and Fred C. Pullin, manager of the record manufacturing division.

On Wednesday noon the jobbers were the guests of the Edison Co. at a very fine luncheon at the Waldorf, and on Wednesday evening they were again the guests of the Edison Co. at a very sumptuous and attractively staged banquet. The banquet was held in the Astor Gallery of the Waldorf and was featured by an address by A. H. Curry, who acted as toastmaster, Charles Edison and others, and was flavored with merriment by an elaborate dinner show and dance music by Kaplan's Melodists, the well-known Edison dance orchestra.

company and will be directly responsible for the affairs of the company in general. Mr. DeLaney has had a wide experience in talking machine merchandising extending from coast to coast, as he was formerly connected with the Columbia Graphophone Co. as sales representative and later with the Sonora Co. On leaving the Sonora Co. he was placed in charge of the metropolitan dealer department of the Aeolian Co., where he was successful in developing a very fine trade.

Mr. DeLaney is very enthusiastic over the possibilities of this instrument and predicts for it a wide distribution within a very short time. In commenting upon the company's plans for the introduction of this machine he stated that there is no doubt but that talking machine dealers will receive it most enthusiastically and appreciate its great sales value. Plans now being formed call for an extensive advertising campaign that will bring to the attention of the

public generally the merits of the Trumpetone. The makers point out that this little machine has many features that will appeal to dealers.

WOLFE MUSIC CO. EXPANDS

What is expected to be one of the finest music establishments in Cleveland, already noted for the elegance of its music merchandising stores, is seen in the improvements being made by the Wolfe Music Co. Twice the former space has been acquired, the store is being rebuilt and re-decorated and refurnished entirely. One side of the main floor room will be given over to talking machine demonstrations and displays. The Victor lines will continue to be featured.

George L. Roth was recently made manager of the Victor department of Morehouse-Martins, Columbus, O. Mr. Roth has had wide experience in the retail end of the trade.

We Make Records

Get Our Figure on Making Yours

We manufacture records in any quantities and give prompt deliveries on the dates promised. Our plant has the most modern equipment, and is devoted wholly to production of highest grade records under private label.

Sole makers for Wallace Institute whose instruction records must stand up under several hundred playings. Send for sample of our work and prices before you place a record pressing order of any size.

CLARK

PHONOGRAPH RECORD CO.

317 Market Street, Newark, N. J.

S A I N T L O U I S

A. W. Todd Made President of Tri-State Victor Dealers' Association—Promotions in the Trade—Co-operative Ad Drive—The News

St. Louis, Mo., February 6.—January is past, and that is one good thing. Because January, as is pretty well known, brings with it little to make the talking machine man glad. The most that can be said for the one that has gone is that it was a little better than January of a year ago. Business gathered considerable headway toward the end of the month and February started off with what looked like a determination to make the most of a short month. Some of the dealers are saying that the faithful old conventional models have been crowding the consoles for the honors since the holidays. The consoles easily had the best of it for Christmas business, from considerations of style and sentiment, but the uprights have enjoyed greater favor since. Greater conservatism in buying is also manifest. Dealers say they never saw so many lookers. Most of the purchases are of medium-priced machines.

G. F. Standke and F. S. Horning in New Posts

Talking machine men are coming to the front in managerial positions in this city. Within one week two men whose experience had all been in talking machines were placed in charge of St. Louis piano departments. George F. Standke was made manager of the Famous & Barr Co. piano and talking machine departments, and F. S. Horning was given charge of the Stix, Baer & Fuller piano and talking machine and radio departments. Mr. Standke, who succeeds J. F. Ditzell at the Famous & Barr Co., has never been anything but a talking machine man. For the past year he has been in charge of the talking machine department of the Wunderlich Piano Co., Kansas City, where he handled the Victor and Brunswick lines. For five years he was in charge of the Brunswick

Shop at Indianapolis. Before that he was with the Columbia Co. He took charge here on February 1. He had been here several days before that, however, invoicing and getting the run of the department. He said he had no plans for any immediate changes. Mr. Horning, who has been manager of the talking machine and radio departments at the Stix, Baer & Fuller store, took over the piano branch on January 29, succeeding J. E. Dockstader. Mr. Horning came here a few months ago from Boston and has not heretofore had any official connection with the piano business. Mr. Ditzell has not announced his plans, but is known to have several propositions under consideration. Mr. Dockstader will take a vacation on the Pacific Coast, where his relatives live, before making another connection.

Tri-State Dealers Meet and Elect

The Tri-State Victor Dealers' Association held its annual meeting Tuesday night, January 30, at the Missouri Athletic Association, at which the following officers were elected: President, A. W. Todd, of the Todd Jewelry Co.; vice-president, William Bauer, of the Bauer Music Co.; secretary, C. B. Gilbert, of the Koerber-Brenner Music Co.; treasurer, Fred Lehman, of Lehman's Music House, East St. Louis. Directors, Val Reis, of the Smith-Reis Piano Co.; T. W. Maetten, of the Kieselhorst Piano Co., and A. W. Hosier, of the Scruggs, Vandervoort & Barney talking machine department. Mr. Maetten was president last year and William Daumiller, of Lebanon, Ill., was vice-president. The treasurer's report showed so much money in the strong box that it was decided to reduce the dues of St. Louis members from \$12 to \$6 a year and those of out-of-town members

from \$6 to \$3 a year. Entertainment was provided by Miss Sara Curry and Miss Alice Mace, of Lehman's Music House.

Appoints Edison Jobbers

Gerald Manne, who started out on the road late in January for the Silverstone Music Co., made four new contracts for Edison distribution in southeast Missouri the first week. Which goes to show, they think at Silverstone's, that the country trade is opening up. Mr. Manne returned to St. Louis, but started out to make a big trip through Arkansas and Tennessee to Texas. The orders coming into the Silverstone wholesale department strengthen the impression that the country is all right and that stocks were pretty well cleaned out during the holidays. It is interesting that for every console order there are two for uprights. The prices are usually under \$150. This is in line with the increase in conservatism which has been remarked at the Silverstone store and among the Edison retailers of late.

Special Lists Boost Record Sales

The monthly list of specials which Paul Gold, manager of the retail department of the Silverstone Music Co., inaugurated in January was a pronounced success. Violin numbers were featured and a great many were sold. The February list is made up of comics and it, too, has speeded up sales. The lists are sent to all Edison owners. The idea is to move old numbers out of stock and it works.

D. Stellar Returns to Silverstone Co.

David Stellar, who was with the Silverstone Music Co. several years ago, but in the interim was in business for himself in Chicago, is back with the Silverstone organization as an outside city salesman.

Victor Dealers' Co-operative Ad Drive

Nineteen St. Louis dealers in Victor products put on a co-operative advertising campaign for boosting the sale of opera records. The occasion was the week's engagement of the San Carlo Opera Co., the only opportunity during the year for St. Louisans to hear the kind of music of which there is such a large quantity in the Victor catalog.

The advertisements are unique in that they present in headlines the striking action of the story: "He loved a slave girl—spurned a princess," catches the eye of a seeker for thrills, as well as "The dagger clattered to the floor—Butterfly staggered from behind the screen," and other equally exciting moments in the operas to be played.

Receives Congratulations

R. K. Brandenberger, traveling representative of Koerber-Brenner Co., is receiving congratulations of friends in the trade upon his marriage during the holidays to Miss Pearl Annis, of Springfield, Ill. After a honeymoon of several weeks Mr. and Mrs. Brandenberger are at home at 5540 Pershing, St. Louis.

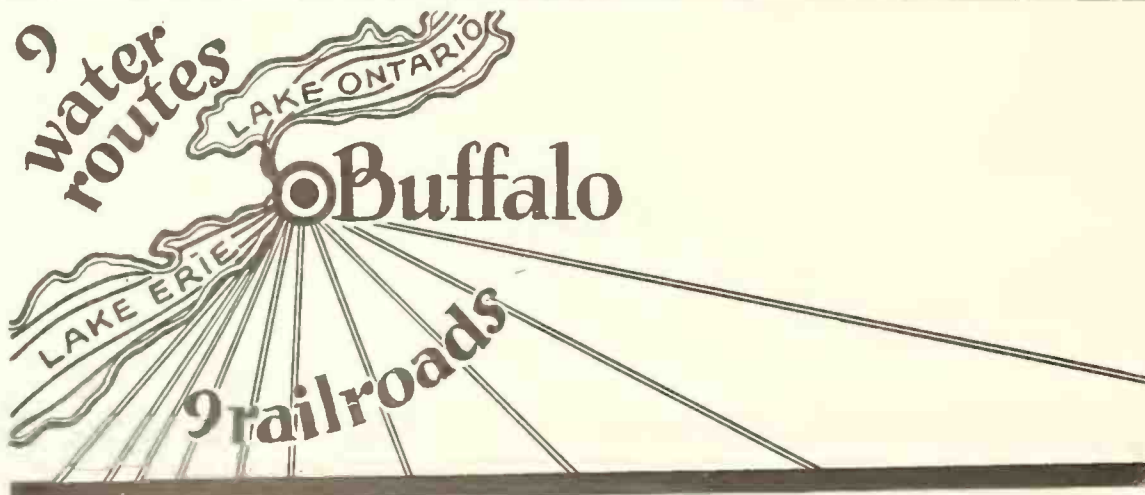
Music Memory Contest in School

In a recent Music Memory Contest in the East St. Louis High School fourteen girls were 100 per cent perfect. All were pupils in the chorus classes. Representatives of the Lehman Music House, Victor dealer, visited each school recently carrying educational literature for the teachers and inspecting the Victrolas.

Interesting Victor Gatherings

Some very interesting meetings for the exchange of ideas are being held each month by local Victor dealers. The meetings began in October and are a monthly affair. The dealers are guests of the Koerber-Brenner Co. at a dinner at six o'clock at the Missouri Athletic Association, at which time the records for the succeeding month are heard and the best-selling records are picked. To make this guessing a real affair a prize is contended for. The prize for the December records went to Fred Gerbig, of the Hunleth Music House. At the December meeting T. LaRue Husselton, who had just spent several days at the Victor factory and so had much interesting first-hand information to give, addressed the dealers. The next meeting was held January 30, at which time March records were discussed. This was a joint meet-

(Continued on page 154)



BUFFALO *A NIGHT'S RIDE FROM EVERY IMPORTANT TRADE CENTER IN THE EAST*

The veritable network of shipping facilities which Buffalo offers to Victor dealers—is the answer why the Buffalo Talking Machine Co. service is reaching a larger number of dealers each year.

This is unquestionably a real service which builds long-lasting friendship with a better and more efficient business for all.

Why not try this service? It will pay you.

BUFFALO TALKING MACHINE CO.

Victor Wholesalers
BUFFALO, N. Y.



THE ORSENIKO PERIOD PHONOGRAPH



WREST GOTHIC

Reproduction of a very fine old walnut cabinet.

Ample filing space, electrically operated.

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.



HAPPENINGS IN ST. LOUIS TRADE

(Continued from page 152)

ing with the Tri-State Dealers' Association. The Kieselhorst Piano Co. has added to its force a sales promoter in the person of Paul J. Freeman, formerly of Detroit.

Many New Columbia Accounts

The local branch of the Columbia Graphophone Co. announces that E. D. Gillen, of the Gillen Furniture Co., Blytheville, Ark., reports his first Grafonola campaign a complete success and it was so successful that it was necessary to place an additional order for Grafonolas. This is a new Columbia account and Mr. Gillen is certainly to be complimented on the aggressive way he is promoting the Columbia line.

New Columbia dealers recently appointed are the St. Louis Music Co., Deeken Music Co., two stores; DeLuxe Music Store, all of this city, and Potter & Vaughn Co., Quincy, Ill.

Recent visitors to the St. Louis branch were: E. D. Gillen, of Blytheville, Ark.; E. C. Milli-

kan, of Rolens & Millikan, Murphysboro, Ill., and B. S. Bussey, of Clinton, Ky. These dealers all report very active sales of the New Process records and they state that their customers are more than pleased with this change.

Sonora Outlook Grows Better

The C. D. Smith Drug Co., 613 Arcade Building, this city, distributor of the Sonora phonograph for Missouri, northern and eastern Kansas and part of Oklahoma, reports a very satisfactory business for 1922. J. E. Maunder, manager of the St. Louis office of the C. D. Smith Drug Co., with headquarters in St. Joseph, is very optimistic about the year 1923. He reports that there are many back orders carried over from last year, but that in nearly all cases the dealers are having these machines shipped to them, their stocks of console models being practically depleted. With the great amount of building going on throughout the entire country and with the scarcity of labor and help in nearly all branches of business it is clear that 1923 should be one of the biggest phonograph years in the history of the industry. The mongrel type of phonograph, or the non-standard type, is fast disappearing from the market, and those stores that are still selling this class of merchandise are using it as a leader to get the people interested in buying a phonograph and then switching them to something of reliable make. There is still a very acute shortage of Sonora console models at this time, but, with the factories speeding up production, deliveries should be coming through in a good volume before very long.

Gets Results, Thanks to Experience

Mrs. Thomas Reed has kept Kaemmerer's Music Shop, St. Louis Brunswick dealer, busily humming with business for fourteen months. The remarkable thing about Mrs. Reed, outside solicitor, is that she has not missed a single day during this length of time, regardless of weather, and she is eighty-nine years of age. Mrs. Reed knows a prospect when she meets one and always turns in on her reports sufficient data on which to base a sales campaign.

News Brieflets

R. P. Van Zile, of the Chicago Talking Machine Co., was a recent visitor.

Frederick Putnam, of the Putnam-Page Co., Peoria, Ill., was a visitor here recently.

Miss Emily Nagle has resigned from the Stix, Baer & Fuller talking machine department to get married.

George Foster, of the Brilliantone Needle Co., New York, called on the local trade recently.

R. H. Cone, formerly manager of the Artophone Co., but more recently with the Aeolian Co. and the Conroy Piano Co., has been appointed manager of the P. A. Starck Piano Co.'s St. Louis store.

The Oriole Terrace Orchestra played a two weeks' engagement at the New Grand Central Theatre late in January and early in February. The Brunswick dealers co-operated with the Grand Central management in the advertising.

Thomas Tucker has left the sales organization of the Stix, Baer & Fuller talking machine department.

Col. W. L. Bush, of the Bush & Gerts Piano Co., Dallas, Tex., and his wife visited here recently on their way to Chicago and New York.

The Brunswick dealers had one big Brunswick night January 25 at the Arcadia dance hall, with the Oriole Terrace Orchestra furnishing the music. The members, their wives and employes attended. The arrangements were made by F. S. Horning and J. F. Ditzell.

H. E. Usher, of the Pathé Co., passed through here recently on his way West.

J. R. Minnett, formerly credit manager for the Lehman Piano Co., has gone into business for himself in Peoria, Ill., where he handles the Victor and Brunswick lines.

Miss Lacey McGhee, who left the Lehman Piano Co. a few months ago to take a position with Martin Bros., Springfield, Mo., has returned and is again in charge of the record and roll department of the Lehman Co.

APPOINTED STRAND REPRESENTATIVE

C. Le Voie Will Represent Strand Line in Twin Cities—Well Known in Canadian Trade

Geo. W. Lyle, president of the Manufacturers' Phonograph Co., New York, manufacturer of the Strand phonograph, announced recently the appointment of Clarence Le Voie as Strand representative with headquarters in Minneapolis, Minn. Mr. Le Voie is well known in the talking machine trade, having been associated with the Canadian division of the Columbia Graphophone Co. for more than ten years and subsequently was identified with the Pathé Frères Phonograph Co. of Canada. More recently Mr. Le Voie has been sales manager of the Gerhard Heintzmann Co., talking machine manufacturer of Toronto. Mr. Le Voie will concentrate his efforts on the development of Strand business in the Twin Cities territory, and his previous experience should enable him to give excellent service to the dealers in this section of the country.

MAKE LARGE SALES OF AUDAKS

Bristol & Barber Co. Find Increasing Appreciation of This Sales-making Means for Dealers

The Bristol & Barber Co. have had much success with the Audak which they have added to the line of accessories which they distribute. The Audak is a record demonstrating device for talking machine dealers which may be installed on any type of talking machine. Any number of talking machines may be placed side by side, each playing a different record, and the listeners with the Audak to their ears only hear the one particular record that is being played for them.

The Bristol & Barber Co. have sold the Audak to a large number of prominent retailers and the talking machine departments of the big department stores. The users are reported enthusiastic and repeat orders have been received from original purchasers who desire to increase the number of Audaks in use.

N. G. Barber reports general activity throughout the entire line. Exceptional orders have been received for the "Laughing Record" and other popular numbers of the Okeh line. The Ritz and Clayola lines are also receiving their share of good business.



COMBINATION RACK

Sheet Music and Century Addition made in sections of 3 feet.

Finish to match store interior.

Moderate Cost

**SOUND PROOF BOOTHS
RECORD RACKS
SERVICE COUNTERS**

*Ready for Immediate
Delivery*

ZIMMERMAN-BITTER

CONSTRUCTION CO.

325-27 East 94th Street

PHONE LENOX 2960

N. Y. City

**Model 75, Sample \$27.50
Queen of Phonographs**

Mahogany, 41 x 17 x 19, double spring motor, Universal Tone Arm.
Send for Sample To-day

TERMS—Cash with order or a small deposit and balance C.O.D.

Phonographs and Accessories, Repair Parts for All Makes.

Puritone and Truetone needles at 25c per M in lots of 10 M and up.

ASK FOR CATALOGS and Price Lists of our No. 35 and 50 Machines. It will pay you.

FULTON TALKING MACHINE CO.
253-255 Third Ave., New York City
Between 20th and 21st Streets

HAAG RECORD FILES

*Sold to the Trade in Every State
in the Union*

The demand has been so great that we were compelled to re-equip our plant to meet the rapidly increasing business.

We wish to announce to our many friends that our new plant is now ready to deliver Haag Record Files in any quantity.

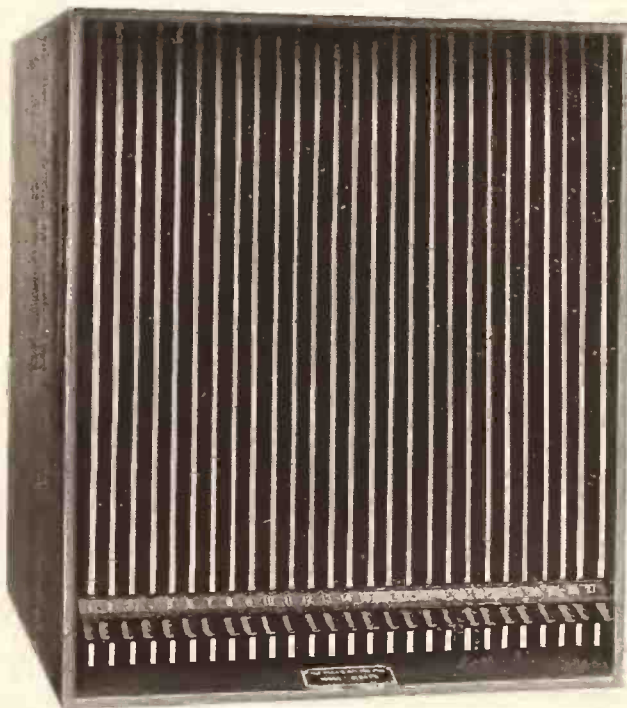
Haag record files are made in sizes to fit all makes of phonographs and talking machines and will accommodate all sizes and makes of records.

STOCK SIZES

All files except for Edison models are made a standard height of 15 inches; standard depth, 14 inches. Files for Edison machines, standard height, 12½ inches; standard depth, 12 inches.

Symbol	Width of File in Inches	Capacity
A	6½	30
B	7	32
C	7¾	34
D	7¾	36
E	8¼	38
F	8 1-3	40
G	9⅛	42
H	9½	44
I	10	46
J	10¾	48
K	10¾	50
L	11¼	52
M	11¾	54
N	12⅛	56
O	12⅝	58
P	13	60
Q	13¾	62
R	13¾	64

Order by Symbol



By gently pressing a key it hands you the desired record instantly and when returning the record it automatically rolls back to its proper position.

STOCK SIZES

All files except for Edison models are made a standard height of 15 inches; standard depth, 14 inches. Files for Edison machines, standard height, 12½ inches; standard depth, 12 inches.

Symbol	Width of File in Inches	Capacity
S	14¼	66
T	14¾	68
U	15⅛	70
V	15⅝	72
W	16	74
X	16½	76
Y	16⅞	78
Z	17¾	80
AA	17¾	82
BB	18¼	84
CC	18⅝	86
DD	19⅛	88
EE	19½	90
FF	19⅞	92
GG	20⅝	94
HH	20¾	96
II	21¼	98
JJ	21¾	100

Order by Symbol

Send us the name and model of the talking machine or cabinet to be equipped and we can furnish you a Haag record file to fit. Write today for full details.

HAAG AND BISSEX CO., Inc.

General Sales Offices

Calvert Building

BALTIMORE, MD.

Factory: Philadelphia, Pa.

See Page 125 of this Issue

We are distributors of the Audak, the newest development in the talking machine field. You can increase your record sales over night at a very small cost. With the Audak you can serve five customers where you have served one before. Let us show you how. Many progressive stores have already installed them with success.

BRISTOL & BARBER CO.

3 EAST 14th STREET

Distributors

NEW YORK CITY

COLUMBUS

*Goldsmith Complete Store Plans
Enlargement—Alma Gluck Visits
Dealers—Activities of Month*

COLUMBUS, O., February 7.—Local Victor dealers had a distinguished visitor in their stores when Alma Gluck, the famous singer, called on them recently when she arrived in this city to be the guest of her niece, Mrs. S. D. Edelman. Immediately upon her arrival she was taken out on what she termed a "progressive party."

The dealers whom Miss Gluck visited are the Elite Music Store, Morehouse-Martens Co., Spence Music Store, C. C. Baker Co., Z. L. White Co., Otto B. Heaton Co., Stewart Bros. Furniture Co., People's Furniture Co. and the Perry B. Whitsit Co., Victor distributor. She was received everywhere with enthusiasm by dealers, sales people and customers alike.

The Goldsmith Complete Store, 25 East State street, occupying a part of the building in which it is now located, has just closed a lease for the entire building of four floors. This firm deals in pianos, talking machines and records, band and other musical instruments and sheet music. This move toward greater expansion has been made necessary by the rapid growth in its business since the taking over of the present location in May, 1922. Plans for immediate remodeling and redecoration of the upper floors are under way and they will soon be ready for occupancy. Among the improvements contemplated will be the installation of elevator service for the convenience of patrons.

Members of the Review Club, of Newark, O., heard a delightful address on opera which was delivered by H. G. Simpson, Columbus. He availed himself of the Victrola and Victor records in emphasizing a number of points in reference to the famous operatic productions.

The demonstration of the twelve exercises which accompany the Victor records for health exercises attracted the attention of numerous pedestrians as they passed the window of Sell Bros., Victor dealers, Delaware, O. The music was conveyed to the front of the store by means of a magnavox and the counting and description of the exercises, together with the music, were plainly heard as Miss Marjorie Barnhart executed her exercises five times each day.

F. F. Dawson, Cardinal Sales Co., this city, has just returned from a trip through the State of Indiana. He stopped for several days in Richmond and Indianapolis and states that the sales of Cardinal phonographs and Cardinal records are increasing each month.

A sale that George L. Roth, manager of the Victrola and Brunswick department of the

Morehouse-Martens Co., will long remember is the one he made on the last day of January. He sold a Victrola and library of records to Mrs. Vic. Donahey, wife of the Governor of Ohio. The machine, a Victor console model, will be electrically equipped and will have a prominent place in the ballroom of the Governor's mansion.

BALTIMORE

H. R. Eisenbrandt Sons, Inc., Discontinue Retail Victor Department—Brisk Sale of Records—Trade Changes of the Month

BALTIMORE, Md., February 10.—While the "talker" business, like all other lines of industry, slumped last month, following one of the best holiday trades in the history of the business here, sales of records of all makes have been exceptionally good and some of the jobbers report being still oversold on many of the popular styles of machines.

H. R. Eisenbrandt Sons, Inc., Victor wholesalers, recently turned over the retail department of their business to the Knabe Studios here, which will conduct that department in the future as a part of its regular retail business. H. R. Clark, formerly with the Aeolian Co., in Boston and New York, will be in charge of the department for the Knabe Studios and will be assisted by Miss Dorothy Eisenbrandt, who, in addition to being thoroughly familiar with the Victor line, is a singer of note.

With the turning over to the Knabe Studios of their Victor retail branch, H. R. Eisenbrandt Sons, Inc., Victor wholesalers, followed the lead of another Victor jobber, Cohen & Hughes, Inc., leaving E. F. Droop & Son the only Victor jobber still engaged in the retail end of the business. Manager Roberts said that the Droop firm had no idea of going out of the retail business and would continue as long as it occupied its present location on North Howard street, in the heart of the shopping district.

Manager Shaw, of the Brunswick agency, also reports unusually large increases in the sale of records in this territory, which, to a large extent, he attributes to the new plan of daily releases instead of monthly.

One of the most enthusiastic of the Brunswick dealers is C. B. Noon, of C. B. Noon, Inc., who reports that his sale of records since the inauguration of the daily release has more than doubled. Dr. Coué and his famous advice for the betterment of the world was brought into service by Mr. Noon, who displayed a large sign in the window of his North Charles street store with the words, "Day by Day, in Every Way, the Brunswick Talking Machine Is Sell-

ing Better and Better," a very timely slogan.

Manager Parks, of the Columbia branch, says the new process records have made a wonderful hit throughout the Baltimore territory and it is practically impossible to keep up with the demand for them. Not only have the dealers taken to the new records, but he has received a number of letters from people outside of the business complimenting the company on the achievement and offering suggestions how to bring the product more forcibly to the attention of the public.

The new \$100 console Columbia has made an instant hit with the trade, according to Manager Parks, and the only question now is how to supply the orders already taken from the shipment allotted the territory, he said. New Columbia dealers established since the first of the year include G. Bradley Rowe, of Warsaw, Va.; L. R. McDowell, formerly manager of H. C. Grove, Inc., of Washington, and L. Consorti, also of Washington.

P. W. Peek, well-known Columbia dealer in North Carolina, has taken charge of the Bullock Furniture Co.'s Grafonola department at Rocky Mount and reports a gratifying increase in business.

C. C. Nichols has been placed in charge of the North Carolina territory of the Brunswick agency, succeeding H. H. Sheldon, who has been transferred to the Virginia field.

The Phonolamp Co. has moved back into its first location at 106 North Eutaw street, where it has again taken up the retail end of the business in addition to jobbing.

The P. J. Caulfield Co., Inc., 204 North Eutaw street, distributor of the Edison, reports business as being very good since the holidays, with the usual heavy sales of records that generally follow a good Christmas trade.

The Columa Corp., manufacturer of the Voluma machine and Voluma reproducing attachment, is building up a splendid business since moving into larger quarters in the Academy of Music Building on North Howard street.

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.

PHONOMOTOR PRODUCTS, PHONOSTOPS and NEEDLE CLIPPERS
ALWAYS THE BEST

PHONOMOTOR COMPANY

121 WEST AVENUE, ROCHESTER, N. Y.

TrumpeTone

Maximum Tone—Minimum Cost

The acoustic properties by which phonographs create tone, scientifically accurate, are in The TrumpeTone. Its tone is rich, full and distinctive.

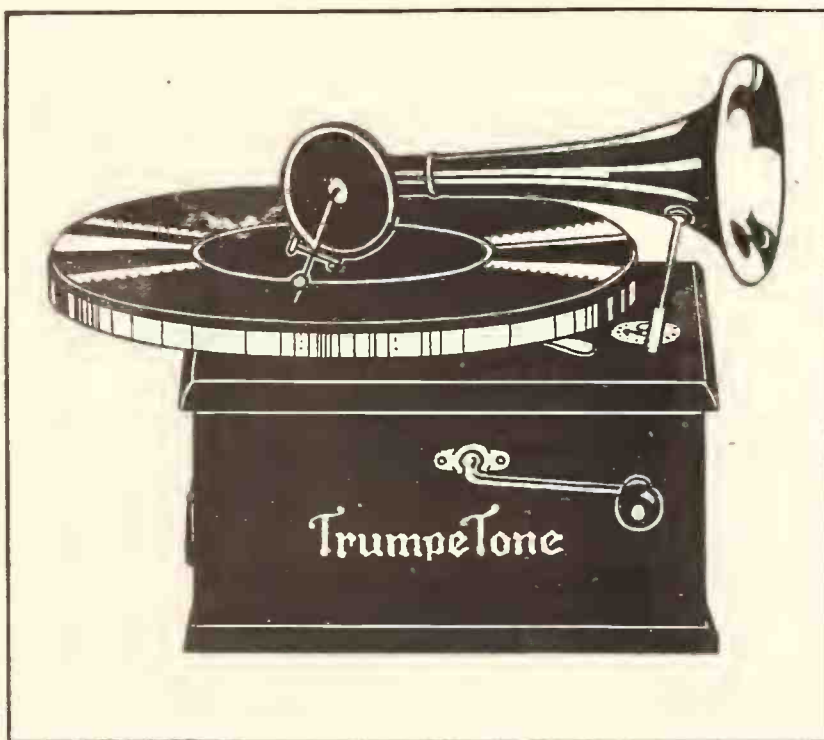
LIST PRICE \$17.50

Special Features

Start and Stop Device

Speed Regulating Device

Carrying Handle



The Motor

is of the same construction and exactness of larger instruments

**SIMPLE,
EFFICIENT
and
DURABLE**

Its volume is surprising, and compares with that of larger instruments. In all-round qualifications it is positively the best portable or table model in the field today.

The TrumpeTone possesses every mechanical feature of the larger phonograph. The motor is of simple construction and durable. Its speed is uniform. The amplifier is TrumpeT-shaped, and is of highly nickelled alloyed metals.

Cabinet is made of substantial wood, 13 inches wide, 11½ inches long, 11 inches high, mahogany finish, with bevelled edges, and has a highly nickelled carrying handle.

These achievements reflect the exceptional skill and long experience of the manufacturers of this wonderful portable phonograph.

**Liberal Dealers and Jobbers Discounts
Exclusive Territories Are Now Being Allotted
Jobbers! Communicate With Us At Once**

The TrumpeTone Company, Inc.
25 Broadway New York City

Telephone—Bowling Green 8826

I love you, La-dy But-ter-fly,

LADY BUTTERFLY

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

The Irresistible Fox-trot Hit from Oliver Morosco's Radiant Musical Comedy Success "Lady Butterfly"

YOU CAN HEAR IT and BUY IT - HERE.

TWO NEW ARTISTIC HORIZONTAL VICTROLAS ANNOUNCED

Members of Victor Trade Receive News of Victrola No. 215 and Victrola No. 220 With Enthusiasm—First of the New Models Will Be Ready for Shipment on or About April 1

The Victor Talking Machine Co. has announced to the trade the addition to its line of two new horizontal models, namely, Victrola No. 215, retailing at \$150, and Victrola No. 220, retailing at \$200. Both models, which may be obtained either in mahogany or walnut, are most attractive in appearance, have divided tops, a new Victrola feature, a generous record compartment fitted with double doors, as is the sound chamber, and a drawer under the left-hand

section of the lid for special records and accessories.

Both new models are well proportioned and finished in the characteristically thorough Victor manner. No. 215 is 34 inches high, 32 3/4 inches wide and 21 1/4 inches deep, while No. 220 is 34 3/4 inches high, 36 3/4 inches wide and 22 3/4 inches deep.

The Victor trade has received the announcement of the new models with great enthusiasm, and with the feeling that they serve to make the assortment of Victrolas very complete and in a position to meet every requirement of the buyer. Within twenty-four hours after the announcement of the new styles, together with the folder illustrating them and giving specifications, had been mailed from Victor Co. headquarters, messages of congratulation and substantial orders began to come in from distributors. It is expected that the first of the new models will be ready for shipment about April 1, and even at this early date there has been created the problem of taking care of the requirements of the wholesalers and retailers.

In presenting the two new styles the Victor Co. says: "In de-

signing these new models we have kept in mind that a musical instrument has musical value in proportion to the excellence of its performance and no more. The quality of Victrola performance has been assured through a research in the recording and reproduction of sound to which the Victor Co. has devoted its entire effort for over twenty-five years.

"To incorporate Victrola musical quality in a cabinet of simple and beautiful design, to add such conveniences as will assist operation, and to place the ensuing combination within reach of a large number of people, has been the task so successfully accomplished in these new attractive additions to the Victor line."



Victrola No. 215



Victrola No. 220

JOINS NEW YORK T. M. CO.'S STAFF

M. B. Prout Appointed Assistant to H. M. Kelley—Arthur D. Geissler Visiting Chicago

Chas. B. Mason, sales manager of the New York Talking Machine Co., New York, Victor wholesaler, announced this week the appointment of M. B. Prout as a member of the general sales department. According to present plans Mr. Prout will assist H. M. Kelley, of the company's sales force, who is in charge of New York City territory.

Arthur D. Geissler, president of the New York Talking Machine Co., is spending several weeks in Chicago, making his headquarters at the offices of the Chicago Talking Machine Co., of which he is also president.

Among the recent callers at the offices of the

New York Talking Machine Co. was J. H. Barney, Victor dealer at Newport, R. I., who brought with him excellent reports of business.

SWANSON EXECUTIVE ON TRIP

LOS ANGELES, CAL., February 5.—E. M. Runyon, sales manager of the Swanson Portable Phonograph Distributors, left Los Angeles recently for an extensive sales trip. According to Mr. Runyon's plans he will visit all of the leading trade centers in the South, Southeast, Atlantic States, New England, Central, Mid-West and Western States. His reports received at the company's offices indicate that 1923 will be an exceptional year for portables and Mr. Runyon has already established several important agencies which are planning to feature the Swanson during the coming year.

GEORGIANS MAKE COLUMBIA RECORDS

Paul Specht, Prominent Orchestra Leader, Organizes Another Record-making Combination to Record for Columbia Graphophone Co.

Paul Specht, well-known dance orchestra leader and exclusive Columbia artist, has organized another record-making combination for the Columbia Graphophone Co. that is meeting with very pleasing success. This orchestra, which is known as the "Georgians," consists of six pieces and it will concentrate its activities on the production of records of the blues and jazz type. Next Spring the "Georgians" will be the feature at the new Alamac Grill, Atlantic City, N. J., while Paul Specht's original orchestra will play on the roof garden of the same building.

La Velle Bobolink



The demand for La Velle Bobolink Books and Talking Machines has grown rapidly. Retailing at \$1.00 Bobolink Books have made their mark. They are today handled by music stores and departments in ever-increasing quantities.

This year we have added three new books to the line. There are two new song books with the same type of beautifully colored illustrations that have made the Bobolink Books famous. Illustrations for these books were made by one of the foremost English artists. The songs and stories are all taken from the best-known Mother Goose rhymes. The game book is particularly attractive and increases the effectiveness of the line considerably. These additions make the Bobolink Book line stronger than ever and more attractive to every dealer.

See the line on display at the Toy Fair in New York, Room 817-819 at the Hotel Breslin. Our sales manager will be glad to go over it with you personally. If you are not going to the Fair write for a complete catalog and proposition to dealers.

Bobolink Books

Retail East of Rockies..... \$1.00
West of Rockies..... 1.25

4 Song Books

(Two new books added this year. Contain best-known Mother Goose rhymes and stories.)

2 Reading Books

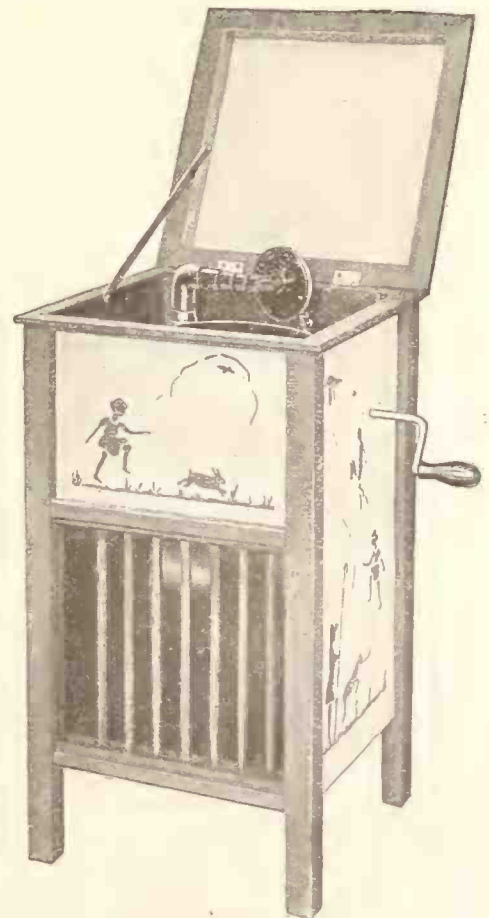
1 Game Book

Bobolink Talking Machines

No. 401—(Illustrated) Retail at..... \$10.00
No. 403—Added this year. Plays 10-inch records. Retail at.... 15.00
No. 404—Now plays 10-inch records. Retail at..... 25.00

Write for Catalog and Trade Prices

LA VELLE MFG. CO.
NEW HAVEN, CONN.





Cry-ing for you, cry-ing for you, Heart bro-ken lone-some and blue, ———

CRYING FOR YOU

A NEW BALLAD

By the Writers of "Why Should I Cry Over You?"



ATLANTA

*Indications Point to Prosperity
—Many Attend Victor School—
Business Changes and Activities*

ATLANTA, GA., February 7.—As a record and a forecast of prosperity in the Southeast, the current monthly survey of the Federal Reserve Bank of Atlanta, touching developments in Georgia, Florida, Alabama, Mississippi, Louisiana and Tennessee, is enough to cheer even the most "dumpish." That business conditions in the district are nearer normal than ever before since the outbreak of the World War; that they are fundamentally sound, with no untoward tendencies discernible, and hence that the prospect for the year 1923 is thus far highly heartening—such are the conclusions warranted by the Reserve Bank's careful review. More impressive than any comment or prediction is its simple statement of the facts. When savings deposits grow from 10 to 25 per cent, when both retail and wholesale trade register substantial gains, when building activities go steadily and vigorously forward and when agricultural values increase by tens of millions of dollars, we have assuredly the bases of firm prosperity.

Excellent Outlook for Edison

W. L. F. Rosenblatt, president of Phonographs, Inc., Edison jobber, before leaving for New York to attend the annual meeting of the Edison Disc Jobbers' Association, commented as follows regarding Edison conditions in this section: "The new year has started out in fine shape with us and our dealers throughout the Atlanta Zone are very much encouraged over the prospects for a greatly increased volume of business during 1923."

The Edison Jobbers' Convention which Mr.

Rosenblatt is attending is held each year as near to February 11 as possible, in order to celebrate Mr. Edison's birthday. The meeting this year marks his seventy-sixth birthday.

New Okeh Accounts

Chas. J. Rey, assistant sales manager of the wholesale phonograph division of the J. K. Polk Furniture Co., local distributor of Okeh records and other talking machine accessories, has just returned to Atlanta after a very successful trip of four weeks to the principal points in Georgia, South Carolina and Florida. He reports that conditions are very good in the sections mentioned and that he found a great improvement in this respect over his last trip in this territory. He also reports that Okeh records are increasing in popularity and demand, and also the fact that the Polk Co., being the first and only house in the Southeast to carry a complete line of accessories and repair parts for all makes of phonographs, is meeting with a hearty reception with the trade.

New Okeh accounts in Atlanta include the Cochran Furniture Co. and the College Park Furniture Co.

Victor Sales School Well Attended

Under the auspices of the Elyea Talking Machine Co., of this city, F. A. Delano conducted the Victor School of Salesmanship during the week of January 19. The meetings were held in the Piedmont Hotel and were attended by about thirty persons from the sales organizations of the local and nearby Victor dealers.

Interesting News Brieflets

J. E. Bivins, who has been looking after the Columbia Co.'s interests in the Tennessee territory, is now special sales representative, working with the Columbia salesmen throughout the entire Southeast. He has been succeeded in Tennessee by D. D. Warner.

M. E. Lyle, Strand representative, reports that all models are again available for immediate delivery. Many designs were completely sold

out, but the factory at Salem has succeeded in replacing the exhausted stock.

The Queen Anne consolette is once more being shipped in large numbers to the Victor trade. Those Victor dealers who are short of the Victor Model VI can now obtain it.

Salesmen's new portfolio showing the entire 1923 line of Strand console phonographs, as well as leaflets for retail distribution, are being rapidly distributed to Strand dealers.

M. E. Lyle has concluded an arrangement to act as sales representative for the O. J. DeMoll Co., of Washington, D. C., Vocalion distributor.

Columbia Records in Demand

Columbia dealers here report a large record business for the month of January. J. P. Riley, of the Atlanta Phonograph Co., says the "Evil Blues," by Edith Wilson, is one of the best records of this nature ever made.

All Columbia dealers in Atlanta comment favorably on the special three-inch Columbia record advertising which is appearing in all of the local papers every three days.

Westervelt Terhune, local manager of the Atlanta branch of the Columbia Co., has returned from a trip to Jacksonville, Tampa and other main points in Florida. He found conditions favorable in this section of the country.

TALKING MACHINE MEN TO MEET

The February meeting of the Talking Machine Men, Inc., is scheduled for the fourteenth of the month at noon at the Café Boulevard, New York. The program includes entertainment, consisting of musical productions of M. Witmark & Sons and addresses by Phil Abrams and S. Mason Timberlake. A report of the entertainment committee regarding the banquet, which will be held on April 25, will also be heard. The Music Memory Contest among the schools of New York which the Association is supporting will also be further considered.

5-2-1 ★ A FIVE TO ONE FAVORITE ★ 5-2-1

THE SWANSON PORTABLE

WILL IT SELL?

A jobber, handling four other well-known Portables, advises The Swanson outsold the other four combined and characterized it as a Five to One (5-2-1) seller. It sells on its merits. Weight, including album, 15¼ lbs. Size, 11½x13½x7½ inches. Tone, natural and sonorous.



PERFECT and PORTABLE

HAS IT MERIT?

Another big jobbing firm states they have been offered many other makes, but after thorough comparison signed 1923 contract for The Swanson because it excels in tonal quality (due to unique sounding board and wood tone arm) construction, light weight and compactness.

Write us to-day for full particulars.

SWANSON PORTABLE PHONOGRAPH **DISTRIBUTORS** :: ::

738 So. Los Angeles Street
Los Angeles, California

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 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 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.**

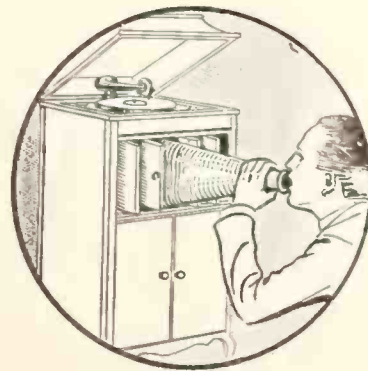
We have a splendid proposition for progressive, well-equipped jobbers. Some choice territory still open. Write or wire TODAY for details.

METAL RECORDING DISC CO.

Manufacturers

**Fisk Building, Broadway and 57th St.
NEW YORK**

BRITISH KODISK, LTD.,
4 ANSDALL STREET
Kensington, London, W. 8., England





LA MOME TANGO

The Tango Dance Hit
of PARIS!

By Emile Doloire
Chef d'Orchestra
"Follies Bergère" Paris



(The Tango Kid)

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

You can HEAR it and
BUY it HERE!

AKRON, O.

*Business Reviewed — Classes in
Salesmanship—Paderewski Coming
—Tying Up With Noted Artists*

AKRON, O., February 3.—Although the talking machine business during the first part of January was rather dull it took on considerable life towards the end of the month, and February opened up in a promising way for the retail trade. Medium-priced machines appear to have the call.

Classes in salesmanship for new clerks in downtown retail stores have been started in the rooms of the Akron Retail Merchants' Association, with music dealers of the city co-operating. Miss Nina Clover, retail sales expert, is in charge. Twenty-seven have been enrolled and classes will be held once a week. The courses will deal with courtesy in treatment of customers, personality as a salesman's asset and businesslike methods behind the store counter. Music dealers believe the plan will be a big asset to inexperienced clerks, especially in record and musical merchandise departments of their stores.

Edgar Roush, for many years a salesman for the Davis Burkham Tyler Co., music dealers, of East Liverpool, died recently at his home in Canton, O. He was one of the best-known talking machine salesmen in that section.

Not in recent years has an announcement caused more satisfaction and excitement than that of the Windsor Poling Music Co., Victor dealer here, of the coming concert of Paderewski in the Akron Armory, April 10. Mr. Poling told a representative of The World that his firm paid \$5,000 for the appearance of the noted pianist. "We believe that this event will be unparalleled in Akron music circles and are doing this merely to show our patrons that we appreciate their support in past concerts," said Mr. Poling.

E. C. Rockwell, who for several years has conducted a music shop on South Main street, has retired temporarily from business. Mr. Rockwell, in recent months, went in extensively for radio.

Earle Poling, of the Windor Poling Co., Victor distributor, states that medium-priced machines are moving best at the present time and that record sales are on the increase. He also remarked that the series of popular concerts fostered by his house have stimulated record sales to a great extent.

Miss Elsie Baer, head of the talking machine department of the M. O. Neil Co., taking advantage of the presence on the Colonial Theatre bill of Miss Patricola, prominent vaudeville singer, used a small doorway window to exploit Victor records made by the popular artist. Large photographs, together with several copies of her latest song hits in sheet music

and record form, made a most attractive and timely display.

Cheney and Victor talking machine sales in January were slow at the start, but with the advent of February increased 50 per cent, according to W. H. Savage, manager of the talking machine department of the George S. Dales Co.

In November and December the A. B. Smith Co. store disposed of a total of 200 machines, according to Mr. Smith. Record sales were also reported heavy.

George S. Dales, head of the George S. Dales Co., left this week for Florida, where, with his family, he will spend several weeks.

ENJOINED IN RADIO PATENTS

Preliminary injunctions were granted last week by Federal Judge A. N. Hand in three patent suits instituted by the Radio Corp. of America for alleged infringement of the DeForest Audion patents against the La France Import and Sales Co., which is making and selling a vacuum tube known as "La France," and against Harry Rosenthal, who is making and selling a detector and amplifier known as the "Perfection" tube. The other suit is against the Radio Guild, Inc., a dealer in "Perfection" tubes.

SILVER STAR RECORDS CHARTERED

A charter of incorporation has been granted to Silver Star records, sound-producing machines, under the laws of the State of Delaware, with a capital of \$410,000. Incorporators are H. G. Knowles, J. Langner and M. J. Bidwell.

AN ADVERTISING STUNT THAT ATTRACTED ATTENTION

RAVENNA, OHIO, February 7.—The H. M. Wolf Piano Co., of this city, Okeh dealer, staged a novel advertising stunt recently that attracted wide attention. A seven-foot reproduction of the popular Okeh record, "Three o'Clock in the Morning," was rolled through the streets of the surrounding neighborhood which were crowded with interested onlookers. The unusual sight attracted attention.



WASHINGTON HOUSE NOW A BRANCH

Cohen & Hughes Dissolve District of Columbia Corporation Following Move in Maryland

BALTIMORE, Md., February 10.—Following the recent incorporation of the business of Cohen & Hughes, Victor wholesalers in this city, under the laws of Maryland, the business of the company in Washington was made a branch of the local house and the corporation of Cohen & Hughes in the District of Columbia was dissolved. The actual status of the business remains unchanged.

IMPORTANT MOVE IN MINNEAPOLIS

MINNEAPOLIS, MINN., February 12.—The Consolidated Talking Machine Co., of Chicago, has taken over the stock and distribution of the Minneapolis Drug Co. for Okeh and Odeon records in this city, and has opened a branch store at 1121 Nicolett avenue, in the heart of the retail district, to do a wholesale business only. B. C. Eggars, formerly with the Minneapolis Drug Co., has been appointed to look after the local branch, which will also carry a complete line of talking machine accessories and repair parts.

BUYS STORE IN PENDLETON, ORE.

PORTLAND, ORE., February 9.—Jack Milligan, formerly a piano salesman for Sherman, Clay & Co., in the eastern Oregon territory, has taken over the Warren Music Co. in Pendleton, Ore., and will handle the Victor and Edison lines, as well as pianos. Mr. Milligan already has started an aggressive business drive.

OTTO HEINEMAN BACK FROM EUROPE

President of General Phonograph Corp. Returns After Two Months' Stay Abroad—Brings Back Many New Recordings of General Interest

Otto Heineman, president of the General Phonograph Corp., arrived in New York a fortnight ago on the steamer "Berengaria," accompanied by Mrs. Heineman, after spending two months in Europe, during which he visited London, Paris and Berlin. In a chat with The World Mr. Heineman volunteered the information that he and Mrs. Heineman had thoroughly enjoyed the trip, but that it was purely a vacation journey and nothing whatsoever of a business nature had taken place.

However, credible reports from abroad indicate that Mr. Heineman, with his usual energy and aggressiveness, started several important deals working which will be consummated in the very near future and which will undoubtedly prove of interest to the General Phonograph Corp.'s clientele. Mr. Heineman brought back with him quite a large number of new matrices from abroad, which will, of course, be included in the company's record catalog as soon as manufacturing conditions permit.

GRIFFIN ON SUCCESSFUL TOUR

Exclusive Okeh Artist Well Received on Vaudeville Tour—Co-operates With Dealers

Gerald Griffin, well-known tenor and exclusive Okeh artist, is achieving exceptional success on a vaudeville tour that is including the principal cities throughout the country. His programs include a number of selections that he has made for Okeh records, and wherever he appears he has been obliged to give numerous encores in order to satisfy his audiences. Mr. Griffin's tour is noteworthy for the unusual co-operation that he is extending Okeh dealers in all the cities he visits. Whenever he reaches a fair-sized city Mr. Griffin makes it a point to call on the Okeh dealers and offer them his personal co-operation in any practical way that the dealers might suggest. He has appeared in many Okeh establishments and his visits have invariably resulted in an increased demand for his records.



Gerald Griffin

SONATA MFG. CO. INCORPORATES

CHICAGO, ILL., February 8.—The Sonata Mfg. Co., Inc., has been granted a charter of incorporation in this State, with a capital of \$7,500. The concern will manufacture the Sonata talking machine. Incorporators are J. H. Liner, president; D. Fagenberg and William Piotrowski. A factory has been purchased at 664-666 Grand avenue.

VISITING EDUCATIONAL BODIES

Miss Margaret Martin, of the educational department of the Columbia Co., has been spending the past few weeks in North Carolina giving talks before universities, colleges and teachers' meetings and, according to reports reaching the local branch, meeting with great success in the sale of educational records, as well as being the direct cause of the sale of several Grafonolas to schools.

THEY'RE FREE!

Ask for Samples of
**NEW GILT EDGE
DANCE TONE
NEEDLES**

A Reflexo Product
Made by "Bagshaw of Lowell"

See Page 29

TONE-ARM DECISION AFFIRMED

U. S. Circuit Court of Appeals Affirms Decision of District Court Dismissing Victor T. M. Co.'s Bills of Complaint Against Brunswick Co. and General Phonograph Corp.—Court Holds Tone Arms of These Companies Do Not Infringe Patents in Question

In the case of the Victor Talking Machine Co. against the Brunswick-Balke-Collender Co. and the Victor Talking Machine Co. against the General Phonograph Corp., the Circuit Court of Appeals for the Sixth Circuit at Cincinnati, O., in the so-called "tone-arm" suits affirmed on February 6 the decree of the District Court entered by Judge Sessions dismissing the bills of complaint. The Court based its decision upon its former interpretation of the patents in the Cheney case and held that the structure of the Brunswick tone arm and the structure of the General Phonograph Corp.'s tone arms, which were Heineman and Meisselbach tone arms, are not tapered tone arms within the meaning of the patents and that any machines which have Brunswicks, Heineman or Meisselbach tone arms are not infringements of the patents in suit.

JOHNSON TALKS IN SANTA BARBARA

President of Victor Talking Machine Co. Addresses the Rotary Club in That City

LOS ANGELES, CAL., February 7.—Eldredge R. Johnson, president of the Victor Talking Machine Co., was one of the principal speakers at the dinner of the Rotary Club of Santa Barbara last night and took occasion to make some interesting promises regarding future activities of the Victor Co. in Pacific Coast territory. Mr. Johnson came out strongly in support of the administration and voiced his faith in the soundness of the country's business. His talk was strongly featured in the daily newspapers.

ENTERPRISE OF J. F. QUINN SCORES

J. F. Quinn, of the Brunswick Shop in Detroit, secured considerable publicity recently for the Brunswick phonograph in army and navy circles. Mr. Quinn had arranged to place a Brunswick advertisement in the Army and Navy Club's bulletin, and in order to tie up with this advertising he also arranged to have a Brunswick at the club's next dance, playing several Brunswick records. It so happened, however, that the orchestra which had been engaged by the Club failed to appear, and as a result the Brunswick phonograph was used throughout the entire evening, playing from nine o'clock in the evening to two o'clock the following morning for the entertainment of the dancers. Members of the club and their guests were delighted with the performance of the Brunswick and it is understood that the Purchase Board of the Club is prepared to buy a Brunswick Georgian model as a result of the dance.

RECORDS POPULAR WITH SAILORS

Columbia dealers in Norfolk, Va., report an unusually heavy sale of records to sailors of the fleet, which just left that port for a six months' cruise in foreign waters. Some of the sales averaged as high as \$60 to \$70 to one customer and, in addition to all the latest popular dance and song hits, many of the old favorites were selected. In some instances the purchaser bought four and five of the same record in the event of damage to any one selection.

ERNEST E. SMITH IN NEW POST

GRAND RAPIDS, MICH., February 8.—Ernest E. Smith, formerly manager of the W. F. Frederick Piano Co., of Pittsburgh, Pa., is now manager of the Victrola and piano departments of the Friedrich Music House, 206 Munroe street, this city.

Announcing a New

Record Pressing Plant

Record Pressing of the very highest quality for a few responsible manufacturers

Latest Improved Modern Equipment

Under the management of an internationally experienced record authority

SANDERS, Inc.

Springdale, Conn.
Near Stamford
Phone, Stamford 3980

PLAN EXTENSIVE SALES CAMPAIGN

Haag & Bissex Co., Inc., Bringing Its Remarkable Record Filing Device to Attention of the Trade in an Impressive Way

BALTIMORE, MD., February 9.—After a period of reorganization the Haag & Bissex Co., Inc., of this city and Philadelphia, Pa., is planning an extensive sales campaign on the Haag record file which it manufactures. This ingenious record filing device, which was placed on the market several years ago, proved so popular throughout the entire country that the production was temporarily curtailed to allow the installation of new machinery and the entire re-equipping and modernizing of the plant. With the completion of these improvements the company is now ready to resume activities.

The Haag record file, it will be remembered, provides for the vertical filing of records and through the gentle pressure of a key immediately hands out the desired record. The plans of the company now provide for the making of these automatic files for installation in every make of talking machine in existence.

Alfred H. Haag, head of the organization and an executive of highest standing, will have charge of the sales and will make his headquarters in Baltimore, Md., where offices and showrooms have been opened in the Calvert Building.

George Bissex, general factory superintendent, who will have charge of the factory located in Philadelphia, is equally well suited for his important duties. Mr. Bissex has had charge of the production of these files from the very beginning and for many years was in charge of a prominent bookbinding plant, which operation is very similar to that of producing the Haag record cabinets.

Carl Droop, president, and Samuel J. Harper, treasurer, of E. F. Droop & Sons, Inc., paid a visit this month to the Baltimore store, the first in over a year. Both officials were highly pleased with the business record made.

CLOSED EXCELLENT MONTH

Player-Tone Sales for January Very Satisfactory—Queen Anne Model Popular With Trade

PITTSBURGH, PA., February 7.—The Player-Tone Talking Machine Co., of this city, reports the closing of a very satisfactory month, and I. Goldsmith, president of the company, states that orders are being received from dealers throughout the country. At the furniture exhibit in Grand Rapids the company closed an excellent business, particularly with its console machines, which were greatly admired by a large number of visitors.

The most recent addition to the Player-Tone line, consisting of a Queen Anne model listing at \$100, is meeting with exceptional favor and the factory is oversold on this particular type. The Player-Tone consoles, known as Nos. 150 and 200, are also popular with the dealers, and according to his present plans Mr. Goldsmith will have several new instruments to introduce to the trade in the very near future.

FOR SALE

Modern RECORD PRESSING Plant

A completely equipped plant in the East with daily capacity of five thousand records must be sold. Ideal for any one whose requirements are 2 to 5 thousand records daily, or can continue to manufacture for those customers now on the books. It is offered as a *going business*, and represents a desirable investment as such.

A Bargain

If Bought NOW

Terms to a Desirable Purchaser

Investigate the location, equipment and reputation of this plant, and the favorable price and terms owner is prepared to make to an immediate buyer.

Address Box 1264

The Talking Machine World

373 Fourth Avenue

New York



We Pick 'Em Because We Know 'Em

If You Want Hits of the Kind Sung by Colored Singers—

You Will Get Them First on

Black Swan Records

Over 300 Records of Colored Singers

Try These Few Now for Quick Sales :

- 14136—Four O'Clock Blues, by Josie Miles.
- 14120—That Da Da Strain, by Ethel Waters.
- 14128—At the New Jumpsteady Ball, by Ethel Waters.
- 14129—The Wicked Fives Blues, by Lena Wilson.
- 14132—I'm Done Through With You, by Trixie Smith.
- 2104—Fate, Laurel Dance Orchestra.
- 2105—Carry Me Back to My Carolina Home, Sammy Swift's Orchestra.

Perfectly Recorded :: Good Looking :: Pleasing to Your Customers

BLACK SWAN PHONOGRAPH CO.

2289 SEVENTH AVENUE :: NEW YORK CITY

NEW OKEH NEW ENGLAND JOBBER

General Phono. Corp. of New England Purchases Bay State Music Co.—Norman B. Smith Has Been Appointed Manager

The General Phonograph Corp., New York, manufacturer of Okeh records, announced this week that it had purchased the assets and stock of the Bay State Music Co., Okeh jobber, and that hereafter Okeh dealers in New England territory would be served by the General Phonograph Corp. of New England. This latter company will maintain the same offices as its predecessor, 142 Berkeley street, Boston, Mass., and plans are being made for an active campaign in behalf of Okeh records throughout New England territory.

Norman B. Smith, who has been identified with the talking machine industry for many years, has been appointed manager of the General Phonograph Corp of New England and has already assumed his new duties. Prior to joining the Okeh organization Mr. Smith was assistant manager of the Columbia Graphophone Co.'s branch at Chicago and his experience includes a thorough knowledge of the problems confronting the dealer in record development.

SANDERS, INC., IS ORGANIZED

S. Sanders, formerly factory manager of the Brunswick-Balke-Collender Co. in the Jersey City plant, recently formed a company and built a factory for the pressing of quality records. The factory is located in Springdale, Conn., near Stamford, and is operating under the name of Sanders, Inc. Mr. Sanders is well known in trade circles. Over twenty years ago he was associated with E. Berliner, the well-known inventor, and later spent five years with the Berliner Gramophone Co. in Montreal, Can. Following his Canadian activities he was designated by the Gramophone Co., of London, to open up and equip the first record pressing plant in Calcutta, India—doubtless the first modern plant of its kind in the Orient. The new factory, equipped with all the latest improved record presses, is now in operation.

I WILL BUY FOR CASH

Any quantity of records, talking machines, cabinets, motors, tone arms and parts, or complete machines. What have you got? D. Jacobs, 326 Roebing St., Brooklyn, N. Y.

BUILDS SUBSTANTIAL CLIENTELE

The Penn Phonograph Co., of New York, although only established a little over a year, has built up a substantial clientele through its offering of a twenty-four-hour repair service to local dealers and jobbers, and also service to out-of-town manufacturers almost as rapid. The establishment of the repair shop at 518 Eighth avenue, only two blocks from the main post office, saves considerable time and allows repair work to be remailed within twenty-four hours of receipt. The company is a partnership between Ralph West, who has been associated with the manufacturing end of the business for the past fifteen years, and Sam Evert, formerly with one of the big New York department stores. Some big orders with a number of establishments have been closed recently.

WANTED

Jobbers and dealers to handle long established line of RECORDION phonographs. Reputation, quality and service responsible for past success, locally. Sales plans now include entire country. Write today for full details and secure exclusive territory rights now being awarded.

Columbia Mantel Co.
173-177 Powers St., Brooklyn, N. Y.

WE BUY FOR SPOT CASH

No quantity too large. Phonographs and Records. What have you to offer? St. Louis Jobbing Assn. 312 Victoria Bldg., St. Louis, Mo.

WANTED

Executive with small amount of capital to devote entire time to the disposing the manufacturing of a new and improved talking machine. Address Amplifier Co., Inc., Eau Claire, Wis.

FOR SALE

Phonograph store, up-to-date Sonora, Brunswick and Vocalion agency. Live opportunity. Address "Box 1262," care of 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.

POSITION WANTED—Material expert available. Installations, production, buying and formulas. Fifteen years' practical experience. Also good knowledge of record pressing. Apply in confidence to "Progress," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Salesman calling on phonograph trade to carry a patented record brush with dealers' "ad." Our brush is absolutely the best seller, trade-marks, buildings, portraits reproduced on a celluloid top in 1 to 9 colors. Send for sample and commission proposition. Address Philadelphia Badge Co., 942 Market St., Philadelphia, Pa.

POSITION WANTED—Salesman or manager with twelve years' experience in both wholesale and retail. Understands all phases of the talking machine industry and has extensive training of sales force. Traveled all over the United States. Address "Box 1255," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Technical phonograph laboratory man with years of experience in finest of work. I can handle the work from recording to the finished stamper or backed-up matrix. A man for a real position. Wishes interview. Address "Box 1257," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—One of the large phonograph companies requires the services of a high-grade machine salesman who is acquainted with the trade in the territory of Pennsylvania, Maryland and District of Columbia. All communications held in strictest confidence. Address "Box 1260," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Two traveling men who between them cover the United States and Canada with phonograph needles calling on the wholesale phonograph jobbers, druggists, etc., would like to add suitable side line on a commission basis. Apply Maurice Fedder, 2110 Smallwood St., Baltimore, Md.

WANTED—Salesman on commission basis to sell splendid line of phonographs and commercial pianos. Correspondence confidential. Address "Box 1243," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Phonograph salesman, with four years' experience as traveling salesman and crew manager, desires to make connection with a reliable phonograph concern selling in any capacity. Excellent record and numerous recommendations. Address "Box 1256," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Four Unico Booths
 One record rack, capacity 3,000 records
 One booth size 9x9
 Three booths size 6x9
 Original cost \$2,200.00
 Will sell cheap.
 For details write

The Denecke Co.
 c/o Mr. Torgensen,
 Cedar Rapids, Ia.

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
3/8" 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 Pathe.....		.75
1 3/16" x.026x17'.....	No. 4	.59
MEISSELBACH		
3/8" x10' motors.....	No. 9 & 10	.29
1" x9' motors.....	No. 11 & 12	.29
1" x18' 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.027x18', 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.025x18', rect'glar hole.....		.58
KRASBERG		
1" x12' motor 2A, pear-shape and rect. holes.		.49
1" x18' 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		
3/8" x.023x10', marine ends, Hein. Col., etc....		.29
3/8" x.025x10', marine ends, Hein. Col., etc....		.27
3/8" x.020x9', marine ends.....		.21
3/8" 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.

FOR RENT

On a Royalty Basis.

Only record plant in the heart of New York City. Production 12,000 daily; with double shift can make 24,000 records daily. Have facilities to increase to 100,000 records daily. Apply Lucky 13 Phonograph Co., 424-430 East 19th St., New York, N. Y.

SALESMAN WANTED

Salesman traveling established territory, calling on talking machine and drug trades, can make large additional income through large initial commission and commission on repeat orders. No bulky samples required. Greatest line of semi-permanent needles on the market. Made by one of oldest, time-tried and proven concerns affiliated with phonograph industry from its inception. When replying state territory covered and period of time traveled. Address "Box 1241," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

POSITION WANTED—Accountant. Bookkeeping done for firms without bookkeepers. Systems installed. Tax matters executed. References Victor dealers. Address "Box 1244," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

Electric Phonograph Motors at a Bargain

An oversupply of electric phonograph motors calls for early disposition of surplus stock. They are universal motors, 110 volts, 60-cycle single phase, complete with turntable, cord and socket, ready for immediate installation. Housed in highly polished nickel-plated shell. Prices are attractively low.

Phonograph Hardware

We have quantities of phonograph hardware, including door knobs, dome supports, bullet catches, needle cups and covers. All this material is available for immediate sale. Quantity, description and prices on request.

Industrial Division

Steger & Sons Piano Manufacturing Co.
 Third Floor, Steger Bldg., Chicago, Ill.

RECORD PRESSING PLANT FOR SALE

Complete with twelve Watson & Stillman presses, twelve steam tables, Thropp rolls, with link chain belt and motor drive, blanker with conveyor belt, four plunger pump and accumulator, two grinding and beating mills, steam boiler, all new and in perfect condition, also raw materials. Will sell plant and machinery as installed at present, or will sell machinery and lease the factory to the purchaser, or will sell machinery separately. Address "Box 1261," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Booths. Three oak booths, well-made, used one year, original cost \$950.00, for sale \$300.00. F.O.B. Denison, Tex. Linn Bros., Denison, Tex.

FOR SALE

Must sell established music shop in rapidly growing town in New Jersey. 45 minutes from New York. Population 12,000. Going South. Will settle with first one ready to take over. Write quickly. Address "Box 1258," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Four "Unico Equipment" phonograph booths. Michigan Furniture Co., 420 East Tremont Ave., Bronx, N. Y.

WANTED

To buy veneer for phonographs. Use any quantity, size or thickness at a price. Write us what surplus stock you have. Address "Box 1259," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

A good music business in a prosperous Missouri town of 2,500 people surrounded by some of the best agricultural territory in the state. The nearest competitor is twenty miles away. Address "D," care of The Talking Machine World, 373 Fourth Ave., New York, N. Y.

I WILL BUY FOR CASH

any quantity of records, talking machine parts or complete machines. What have you got? Address Box "1246," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Recording engineer, with 25 years' experience, also plating. Can handle the wax from start to finish. Is open for engagement. Address "Box 1263," care of 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

Excellent Demand for Machines and Records Continues—Collections Troublesome in Some Quarters—Plans Under Way for Big Fair—Trade Turning to Wireless—H. A. Marshall Passes Away—Record Exchange Problem Comes Up—E. K. Balcombe a Director—Changes and Activities of the Month

LONDON, E. C., February 1.—It is very satisfactory to be able to report a good after-holiday trade. It is a splendid sign for the present year that this happy condition obtains in all branches of the music industries. Trade during January usually shows a considerable drop compared with December and though, of course, it is by no means level the demand for both gramophones and records has continued to make a most excellent showing. Not a few firms have been compelled to maintain overtime; indeed, at one or two factories night shifts are necessary to cope with the call for records, especially those of the terpsichorean class. All recent programs itemize a preponderance of dance numbers and it is fair to admit that the growing extensive use of such records for private and public dancing contributes not a little to the present prosperity of the whole trade. Even so, there is still room for development. A 50 per cent increase of trade could easily be registered, I believe, if only dealers would realize the enormous sales scope there is for creating a new demand by taking advantage of the present-time dancing vogue. The average student is so enthusiastic that a gentle hint (by local advertisement or circular) would undoubtedly promote investigation of the gramophone as an aid to dancing class or private practice. Much depends on the man in direct touch with the public and I would suggest that every dealer give thought to this question: Is my trade the result of what people come in and buy or the result of what I sell them? The latter only ensures a decent bank balance!

Inquiry throughout the trade reveals that money is a little easier, but collections remain unsatisfactory. The latter is quite a problem. Complaints of overlong credit are general. In one or two cases money is coming in quite well I am told. Inquiry proved the existence of a system or the exercise of diplomacy. I will give an instance: Instead of nibbling price-reductions, as some firms indulge in, to meet keen competition my informant said it was his plan to make it up to customers by offering a cash discount of 5 per cent. It had proved highly successful. From all of which it would seem that such schemes of encouragement do

tend to prompt easement of the buyer's pocket-book and generally bring increased sales.

Exhibits at the British Industries Fair

Great plans are under way to ensure that this year's fair will make a much better showing and be productive of more business than the last exhibition. Over forty firms, representing piano, player, gramophone and other musical interests, will demonstrate the improvements in British merchandise. Anticipations point to a really effective show that should and undoubtedly will attract a satisfactory number of provincial and oversea buyers.

The Federation is taking a hand in fathering the musical section. Its action will tend to encourage a good attendance and facilitate cooperation between buyer and seller. To the Federation is due the fact that exhibits of non-British manufacture will this year be excluded under Board of Trade rules. This official department has concerned itself closely with the publicity side. Many thousands of invitations, catalogs and advertising literature in a number of languages have been broadcast throughout the world and if but 1 per cent results in the shape of trade buyers the British Industries Fair will prove a big success.

Visitors are expected from Canada, the United States, Latin-America, Australia, New Zealand, South Africa, India, from Continental and other countries. The British Industries Fair is open from February 19 to March 2 at the White City, Shepherd's Bush, London.

The Gramophone Trade and Wireless

For one reason and another, mainly owing to delay by the British Broadcasting Co., Ltd., in fixing a definite sales program, the handling of wireless apparatus by gramophone dealers has only just got going. True, the music shopman may have been a little slow in appreciating the great scope of wireless, but in the chaotic circumstances associated with the definite organization of this new business he is not overblamable. However, serious attention is now being given to inauguration of wireless departments by music dealers all over the country. Radio Communication Co., Ltd., Metropolitan Vickers, Marconi and General Electric Co. are among those firms who have now commenced to advertise directly to gramophone dealers. As far as the latter only is concerned the General Electric has placed its sales interests in the hands of the Columbia Co., whose circulars are already broadcast among dealers. Altogether, it truly looks as though we are really on the move here at last. By reason of the small number of electrical shops throughout the coun-

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"

try there is a wonderful scope for gramophone dealers to build up a very big trade in radio sets and parts. May they rise to the occasion!

Otto Heineman's European Visit

Otto Heineman sailed January 20 on his return to New York after a round of visits to the European capitals and centers of trade activity lasting over a period of some weeks. I understand that he has consummated very important business arrangements, particulars of which, it is expected, will be available for publication within the near future, but which at the moment I am precluded from mentioning.

Thos. Edens Osborne Listening-in

Ever up to date, it is not surprising to learn that this eminent gramophone factor, of Belfast, Ireland, has installed a special department for the handling of wireless receiving apparatus. A very successful "listening-in" concert was recently given by J. E. Morrison, manager of the General Electric Co.'s wireless department, at his Holywood (County Down) home, when Madame Melba, in "La Boheme" at Covent Garden, London, was excellently well heard. Mr. Osborne was one of the party.

Death of H. A. Marshall

The whole trade has incurred a great loss in the passing of Herbert A. Marshall, of the well-known firm of Sir Herbert Marshall & Sons, Ltd., London and Leicester. He was a popular character—a man, too, of great activities in every department of the trade, closely associated with its welfare, and took a prominent part as chairman of the trade committee of the Federation of British Music Industries. The funeral was attended by a host of trade friends, who paid a last tribute to one whom in life all had held in respect and personal esteem.

"H. M. V." Records by President Harding

Great interest is taken here in the announcement of two speeches recorded by the United States President, Warren G. Harding. These are the orations made by him at Hoboken, N. J., in May last on the occasion of the burial of about 5,000 American combatants and nurses,

EDISON BELL

WINNER

TRADE MARK

GRAMOPHONE RECORDS

CABLE
"PHONOKINO,
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

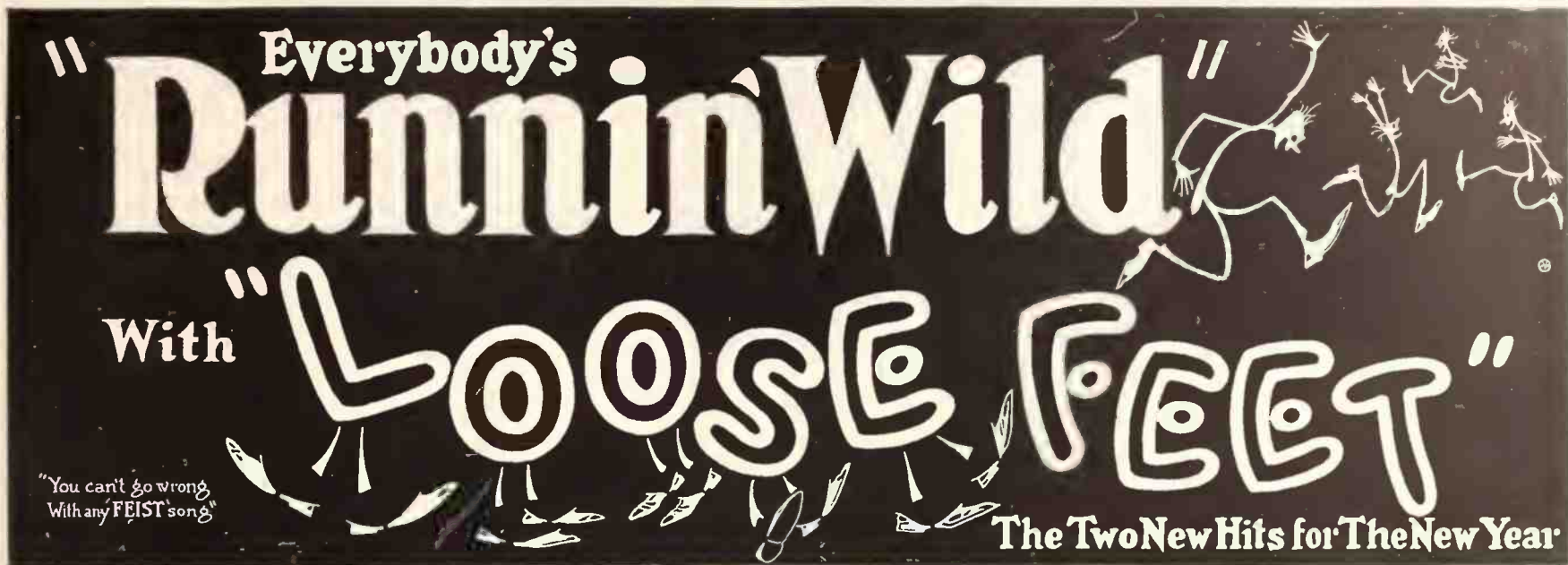
PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

“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 LONDON HEADQUARTERS—(Continued from page 166)

and at Washington, at the opening of the big Conference in November.

The Record Exchange Problem

Although this question of placing the exchange of unsalable records upon an equitable basis was prominently before the trade many months ago and definite progress made in recognition of the principle, no actual scheme has yet been registered in practice. That the present scheme of a three-to-one exchange is now generally condemned as an aggravation of this evil leads one to hope for a substantial alleviation of the dealers’ unfortunate position. The Gramophone Dealers’ Association remains increasingly active. It is conducting a campaign which must early result in bringing manufacturers together in serious conclave. As a matter of fact, I have good reason to believe that progress has so far been made, quite recently to a substantial extent, as will warrant publication of more detailed information, probably of a highly satisfactory nature.

Brief Paragraphs of Interest

The annual dinner of the Federation of British Music Industries took place January 25 at the Hotel Victoria, London. It was a most

successful affair in every way, well attended by members of all sections of the trade and profession, some of H. M. High Commissioners for the Colonies, members of Parliament and official departments.

The Sonora products are energetically handled this side by Keith Prowse & Co., Ltd., who inform me that substantial price reductions on all models have recently been put into force. This should be productive of a goodly sales fillip.

Much money is being spent just now on advertising dance record programs. The front page of a prominent London newspaper, costing \$5,000 to \$6,000, was recently occupied by a “His Master’s Voice” advertisement of new dance records.

The work of the Gaelic League and the Society for Preservation of Irish Language and the National Music of Ireland is admirably supported by the Aeolian Co.’s issue of records of some of the best Irish folk songs. The records are by Irish singers and a few are in the Irish language.

Advance pressings of some of the new Zonophone record issues, all ten-inch, are of more

than usual interest this month, and in character and musical merit should command the close attention of music lovers.

An Interesting Book

“The Talking Machine Industry” is the title given to a very interesting book by Ogilvie Mitchell, M.A., published at 3s. by Sir Isaac Pitman & Sons, Ltd., London. It represents in brief a history of the birth and life of the talking machine trade and its development from about 1877 to the present day. A book well worth perusing.

A Directorship for E. K. Balcombe

In celebration of his recent “coming of age,” E. K. Balcombe, elder son of A. J. Balcombe, has been appointed a director of A. J. Balcombe, Ltd., this city, which represents the interests here of the Otto Heineman Corp. Congratulations!

An International Music Exhibition

A scheme was put forward last year for the holding of an international music exhibition at the Crystal Palace, London. It was subsequently abandoned on advice from the Federation of British Music Industries. Plans are now under way for its revival.

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you’ll find news and comments about them all in



ESTABLISHED 1876

The oldest and leading music trade weekly, which covers every branch of the industry

It Contains

Instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States

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 373 FOURTH AVENUE NEW YORK

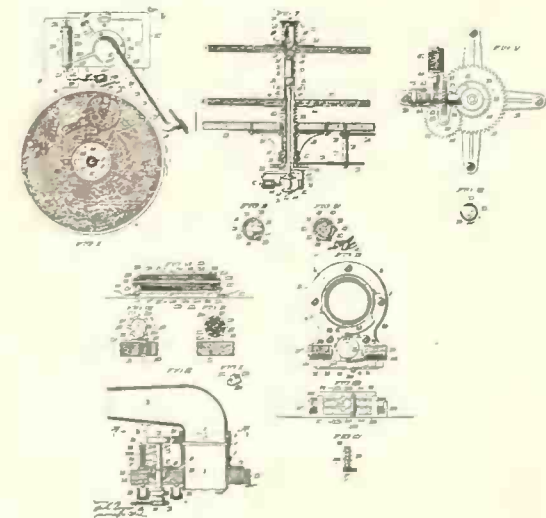
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., February 8.—Phonograph. George H. Underhill, Philadelphia, Pa. Louise U. Hussey, Westfield, Mass., administratrix of said George H. Underhill, deceased. Patent No. 1,438,000.

The invention relates to phonographs and more particularly to automatic multiplaying devices of this character. As herein shown, the invention is illustrated in connection with a disc type having means for the automatic successive transfer of the records to playing position and the actuation of the reproducer in proper-timed relation in reproducing the records thus presented.

The invention further comprehends adjustable means whereby the reproducer is actuated in accordance with the beginning and ending of the groove in each individual record so that the playing may be accurately controlled.

Figure 1 is a plan view of a phonograph conveniently illustrating the invention. Fig. 2 is a vertical sectional view through the multiple record carrier and its driving connections. Figs. 3 and 4 are detail cross sectional views through the spindle of the record carrier on an enlarged scale and designated respectively by the arrows 3—3 and 4—4 in Fig. 2. Fig. 5 is an inverted plan view on an enlarged scale of the driving mechanism for the record carrier, also showing the devices for effecting the changing of the records. Fig. 6 illustrates a rotary switch included in the mechanism shown in Fig. 5. Fig. 7 is a longitudinal sectional view through the controlling device for the tone arm through the instrumentality of which said arm is at the proper time lowered into playing engagement with the record or raised therefrom after the record has been played. Fig. 8 is an elevation of the controlling drum as viewed from the left of Fig. 7. Fig. 9 is a detail cross-sectional view of the same taken on line 9—9 of Fig. 7. Fig. 10 illustrates in perspective one of the adjustable contacts carried by the controlling drum. Fig. 11 is a sectional view



through the tone arm and the parts immediately associated therewith for actuating the same in automatic playing. Fig. 12 is a plan sectional view along the line 12—12 of Fig. 11. Fig. 13 is an elevation of the mechanism for raising and lowering the tone arm with respect to the records, and Fig. 14 is a detail cross-sectional view along the line 14—14, in Fig. 13.

Turntable for Talking Machines. John Krallund, Brooklyn, N. Y., assignor to the Doehler Die Casting Co., same place. Patent No. 1,438,765.

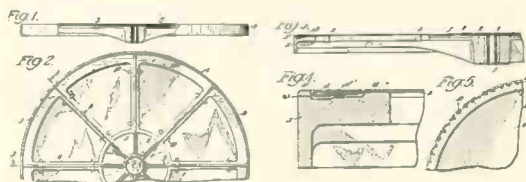
This invention relates to an improved form of turntable for talking machines, upon which the usual disc records are adapted to be positioned. The invention is designed to produce a turntable which shall be of light construction, inexpensively made, readily assembled and of attractive appearance and with the further ad-

vantage that the same should at all times rotate in a horizontal plane without deviation.

These results are achieved by the provision of a spider having hub and rim portions and portions connecting the same, in which the metal is evenly distributed and which is of sufficient rigidity to maintain its shape at all times. This spider is preferably formed by the die-casting process, by which a maximum of uniformity may be secured and formed of aluminum or other light metal.

A thin metal disc is mounted upon the spider and a covering of felt or the like, such as is usually used upon talking machine turntables, is secured upon this disc. The disc is preferably secured to the spider by means of clips formed on or punched from the disc, which are extended through suitable openings in the spider and bent to position to hold the disc flat upon the spider. The felt covering is preferably stretched over the metal disc and secured thereto by means of prongs on the edge of the disc, which pass through the edge portion of the felt and are turned over on the under side. A peripheral recess is preferably provided upon the upper face of the spider, adjacent to the outer rim portion, and the turned-over edge of the felt cloth and the prongs referred to are received within this recess.

In the drawings Figure 1 represents a side elevation of a turntable embodying the invention, parts being shown broken away and parts shown in section. Fig. 2 is a partial bottom plan view of the same, Fig. 3 is an enlarged partial vertical section taken on line 3—3 of Fig. 2, Fig. 4 is a partial vertical section through the rim



portion of the construction taken on line 4—4 of Fig. 2 drawn to a further enlarged scale and Fig. 5 is a partial enlarged bottom plan view of the metal disc with the cloth covering thereon.

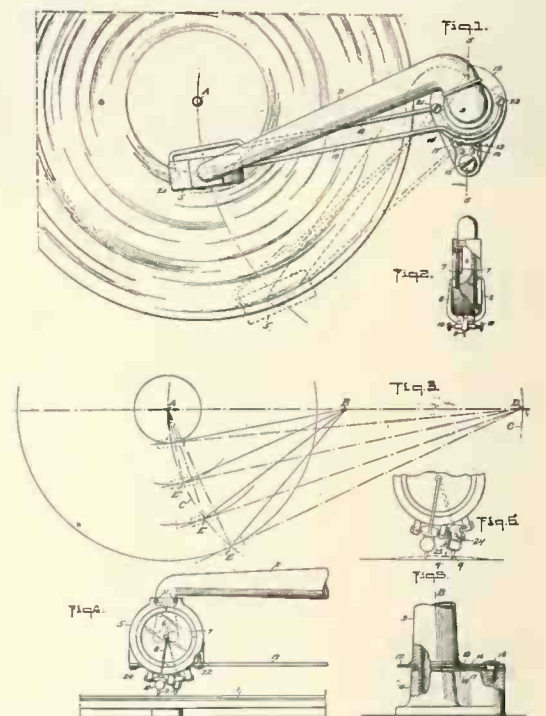
Polyphone Sound Box and Mounting Therefor. John Graham, Stratford, Conn. Patent No. 1,438,642.

This invention relates particularly to talking machines of the type known as polyphones, wherein two or more styli track simultaneously in the record groove. Broadly stated, the invention comprises firstly a novel polyphone sound box, and, secondly, suitable mechanism whereby the plurality of reproducing styli are maintained in such relative position that they can be lowered with certainty into simultaneously operative engagement with the same groove, and whereby said styli will always be in tangential relationship with the side wall of the engaged portion of the groove. Furthermore, said mechanism is likewise applicable to the ordinary talking machine with a single stylus, for maintaining such stylus in said tangential relationship.

More particularly, the invention comprises a sound box having two separate and distinct diaphragms, each with its own stylus, the two styli being in proximity for tandem engagement in the same convolution of the record groove. The invention further comprises, in its preferred form, the swiveling of a sound box (having either a single stylus or two styli) for rotative adjustment upon vertical axis at the end of the tone arm or other carrier; and, in combination with such swiveled sound box the provision of suitable mechanism actuated by the advance or swing of the tone arm or carrier for automatically imparting to the swiveled sound box the progressive rotary adjustments requisite

for maintaining the stylus or styli in the desired tangential relationship aforesaid. Said polyphone sound box can be used without the adjusting-mechanism aforesaid; and said adjusting-mechanism can be used with a single-stylus sound box; but preferably the two features are employed in combination.

Figure 1 is a plan view showing in full lines the swinging arm presenting a polyphone sound box

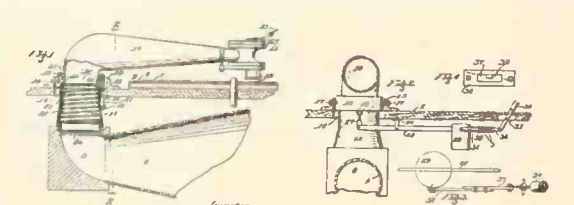


in one position of operative engagement with the record-disc, another operative position of said arm and sound box being indicated by broken lines; Fig. 2 is an edge view, partly broken away, of the new polyphone sound box itself; Fig. 3 is a diagram illustrating the relationship of the parts with respect to the tangential feature aforesaid; Fig. 4 is a side-elevation or face-view of said polyphone sound box, partly broken away, showing portions of adjacent parts; Fig. 5 is a side-elevation, partly in vertical section, of the down-turned elbow of the tone arm, and of certain adjacent features of the automatic adjusting-mechanism aforesaid; and Fig. 6 is a side elevation of a modification of the structure of Fig. 4.

Talking Machine. James F. Smith, St. Louis, Mo., assignor of one-third to Anthony F. Ittner and one-third to Arthur H. Bradley, same place. Patent No. 1,439,533.

This invention relates to talking machines and has for its principal objects to provide means for adjusting the weight of the overhanging portion of the tone arm with relation to the sound record whereby the desired pressure of the stylus on the sound record may be obtained. Another object is to provide a flexible joint or connection between the tone arm and the main sound amplifying device that will permit universal movement of the tone arm without permitting escape of sound through the joint. A further object is to improve the tone quality by providing the tone chamber with a sound diffusing device.

Figure 1 is a central vertical section taken through a portion of a talking machine showing



the invention applied thereto, the section being taken lengthwise of the sound conduit; Fig. 2 is a vertical section crosswise of the sound conduit, the section being taken on the line

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 168)

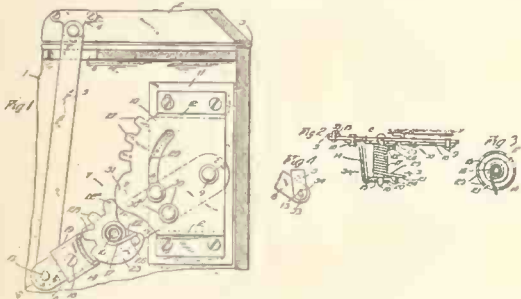
2—2 in Fig. 1; Fig. 3 is a detail plan view showing the means for sliding the weight along the free end of the lever arm; and Fig. 4 is a plan view of the slotted plate through which the weight actuating lever projects.

Phonograph or Like Cabinet. Wilhelm G. Aldeen, Rockford, Ill. Patent No. 1,439,496.

The invention relates to cabinets for phonographs and the like, and has for its general object the provision of an improved counterbalancing device for the cover or hood of the cabinet.

A more specific object of the invention is to provide a counterbalancing device wherein a torsion spring is advantageously employed to resist the action of gravity in the varying degree required to balance the cover in any open position, and to be automatically held out of actuating engagement when the cover is closed, the device being substantially noiseless in operation, durable and otherwise of an efficient and practical character.

Figure 1 is a fragmentary sectional view through the upper portion of a phonograph cabinet, having said improved counterbalancing device applied thereto, and showing the position of the parts when the hood is closed, with that portion of the spring supporting member indi-



cated below the line 3—3 in Fig. 2 removed. Fig. 2 is a horizontal sectional view on a reduced scale, taken on line 2—2 of Fig. 1. Fig. 3 is a sectional view taken on the line 3—3 of Fig. 2 and showing the construction permitting the adjustment of the counterbalancing spring. Fig. 4 is a fragmentary elevation showing a detail of construction which facilitates assembling of the device.

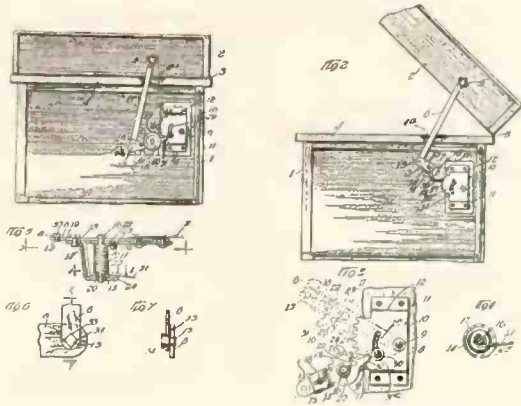
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Figure 1 is a vertical sectional view through the upper portion of a phonograph cabinet, having the improved counterbalancing device applied thereto, and showing the position of the parts when the hood is closed. Fig. 2 is a similar view but showing the position of the parts with the hood raised. Fig. 3 is an enlarged detail view showing the counterbalancing means, the view being taken in the plane of line 3—3 of Fig. 5. Fig. 4 is a sectional view taken on the line 4—4 of Fig. 5 and showing the construction permitting the adjustment of the counterbalancing spring. Fig. 5

is a horizontal sectional view of an enlarged scale, taken on line 5—5 of Fig. 1. Fig. 6 is a fragmentary elevation showing a detail of con-



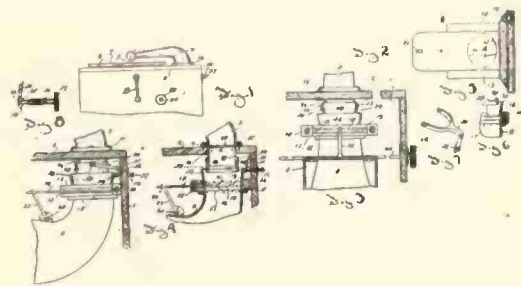
struction which facilitates the assembling of the device. Fig. 7 is a sectional view taken on line 7—7 of Fig. 6.

Talking Machine. B. R. Seabrook, Winnipeg, Canada, assignor to Lyradion Mfg. Co., Mishawaka, Ind. Patent No. 1,436,689.

The general object of this invention is to provide an attachment to a talking machine whereby the quality, modulation of the sounds reproduced from the record can be controlled to give a more natural reproduction of the recorded sound and further to construct the attachment so that it can be set to accommodate the particular record being reproduced.

A still further object of the invention is to construct a talking machine having the sound box tube entirely independent of the horn and to provide for the introduction of air to the horn at the point where the sound box tube delivers to the horn.

Fig. 1 represents a side view of the upper part of the talking machine showing invention applied. Fig. 2 represents an enlarged detailed vertical sectional view through one of the upper corners of the machine body and showing invention as applied and in side elevation. Fig. 3 represents a front view of the parts appearing in Fig. 2. Fig. 4 represents a vertical sectional view centrally through the adjoining ends of the tone arm and the horn with attachment applied. Fig. 5 represents a hori-



zontal sectional view through the appliance, the section being taken in a plane directly above the sliding gate or shutter and looking downwardly. Fig. 6 represents a vertical sectional view through the guide for the shutter. Fig. 7 represents a perspective view of the pivoted lever for changing the position of the tone ring. Fig. 8 represents an enlarged detailed side view of the adjusting screw associated with the tone ring lever.

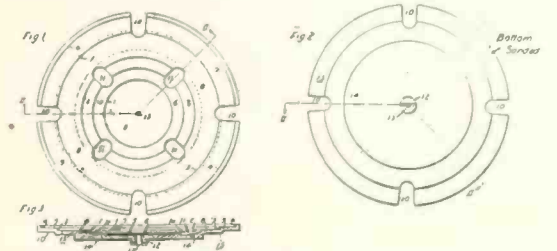
Phonograph. Allan K. Bowman, Wilkesburg, Pa. Patent No. 1,436,790.

This invention relates to phonographs and other talking machines and it has special reference to the turntables of such machines upon which disc records are placed for reproducing purposes.

One object of the invention is to provide record-centering means for phonographs and the like that is absolutely independent of any necessity for central engagement, such as the usual center post. Peripherally located shoulders, or elevated portions, are employed for enclosing and accurately positioning discs of various sizes. Consequently, a record may be very readily and always accurately slid into its proper depression or seat within the corresponding shoulders. In fact, it is entirely practicable to accurately position a disc upon

a turntable constructed in accordance with the present invention without requiring any light or any particular skill.

Figure 1 is a top-plan view of a phonograph turntable constructed in accordance with the

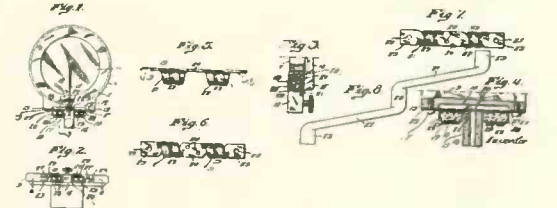


present invention; Fig. 2 is a view of the reverse or bottom side of the table; and Fig. 3 is a transverse sectional view, taken along the broken lines II—II of Figs. 1 and 2.

Stylus-Bar Mounting for Sound Boxes. Harry J. Durborow, Philadelphia, Pa. Patent No. 1,436,796.

One object of the invention is to provide a mounting for a stylus bar for sound boxes of talking machines which will effect an improved or more accurate reproduction of sound. Another object is to make such mounting of a construction which can be quickly and easily installed.

Figure 1 is a front elevation of a sound box including the improved stylus bar mounting. Fig. 2 is an inverted plan view of Fig. 1. Fig. 3 is an enlarged fragmentary section taken on the line 3—3 of Fig. 1. Fig. 4 is an enlarged fragmentary sectional elevation taken on the

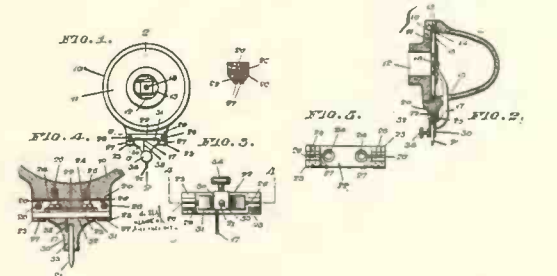


line 4—4 of Fig. 2. Fig. 5 is an enlarged front elevation of a spring device which forms a part of the invention. Fig. 6 is a bottom plan view of the device shown in Fig. 5. Fig. 7 is a top plan view of the device shown in Figs. 5 and 6, and Fig. 8 is a plan view of a blank out of which the device shown in Figs. 5, 6 and 7 is constructed.

Sound Wave Transmitting Device. Frederick L. Shelor, Petersburg, Va. Patent No. 1,437,270.

The present invention relates to sound reproducers and other sound wave transmitting devices, and aims to provide a novel and improved vibratory means for devices of that kind which will efficiently and accurately transmit the sound vibrations from a stylus or needle engaging a phonographic record to the diaphragm or sound producing means, or the like.

Another object is the provision of a novel connection between the stylus or needle and the sound box or shell of the sound reproducer or other similar device, which will provide for the effective lateral vibration of the



stylus and transmission of the vibrations, so that the sounds are transmitted for the clear and amplified reproduction of the sounds, with a minimum "scraping" or "grating" noise due to the frictional contact of the stylus and record.

Figure 1 is an elevation of a sound reproducer including the improvements. Fig. 2 is a median section thereof taken on the line 2—2 of Fig. 1. Fig. 3 is an enlarged plan view of the vibratory device. Fig. 4 is a section on the line 4—4 of Fig. 3. Fig. 5 is a plan view of the base member. Fig. 6 is a cross-section on the line 6—6 of Fig. 1.

REPAIRS

All Makes of Talking Machines
Repaired Promptly and Efficiently

REPAIR PARTS FOR ALL MACHINES

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TELEPHONE, SPRING 1194

Advance RECORD BULLETINS for March, 1923

VICTOR TALKING MACHINE CO.

POPULAR SONGS

- 18999 In a Corner of the World All Our Own
Edna Brown-Henry Burr 16
- Sunset Valley.....Peerless Quartet 10
- 19006 Carolina in the Morning.....American Quartet 10
- Foot, Toot, Tootsie, Goo-bye
Billy Murray-Ed. Smalle 10
- 19005 I'm Just a Little Blue, Helen Clark-Lewis James 10
- Down By the Old Apple Tree
Billy Murray-Ed. Smalle 10
- 19010 When You and I Were Young Maggie Blues
Miss Patricola and Billy Murray with
The Virginians 10
- Come On Home
Miss Patricola with The Virginians 10
- DANCE RECORDS
- 19000 Bee's Knees—Fox-trot.....The Virginians 10
- Peggy Dear—The Great White Way Orchestra 10
- 19001 Who Did You Fool After All?—Fox-trot
The Virginians 10
- Rose of the Rio Grande—Fox-trot
The Virginians 10
- 19002 La Paloma—Fox-trot
International Novelty Orchestra 10
- O Sole Mio—Waltz
International Novelty Orchestra 10
- 19003 Ivy (Cling to Me)—Fox-trot
Paul Whiteman and His Orchestra 10
- I Gave You Up Just Before You Threw Me
Down—Fox-trot
Paul Whiteman and His Orchestra 10
- 19007 Parade of the Wooden Soldiers—Fox-trot
Whiteman and His Orchestra 10
- Mr. Gallagher and Mr. Shean—Fox-trot
Whiteman and His Orchestra 10
- 19008 When All Your Castles Come Tumbling Down
—Fox-trot.....Zez Confrey and His Orchestra 10
- The Lonely Nest—Fox-trot
Paul Whiteman and His Orchestra 10
- 19009 Dumbell—Fox-trot
Zez Confrey and His Orchestra 10
- Baby Blue Eyes—Fox-trot
The Great White Way Orchestra 10

VOCAL AND INSTRUMENTAL RECORDS

- 55180 It's a Fine Thing to Sing.....Sir Harry Lauder 12
- 45343 Saturday Night.....Sir Harry Lauder 12
- Not a Sparrow Falseth.....Merle Alcock 10
- My Task.....Merle Alcock 10
- 55194 Moonlight Sonata
Olive Kline and Male Quartet 12
- Hymn to the Madonna
Lucy Marsh and Male Quartet 12
- 19004 O Sacred Head Surrounded.....Trinity Quartet 10
- Jesus Lives!.....Trinity Quartet 10
- 35722 Gems from "Blossom Time"
Victor Light Opera Company 12
- Gems from "The Yankee Princess"
Victor Light Opera Company 12
- 35721 La Forza Del Destino—Overture, Part I
Victor Symphony Orchestra 12
- La Forza Del Destino—Overture, Part II
Victor Symphony Orchestra 12
- 18997 Reminiscences of Ireland—Part I
Arthur Pryor's Band 10
- Reminiscences of Ireland—Part II
Arthur Pryor's Band 10
- 18998 The Blackbird—Reel—Violin and Accordion
Michael Redmond and Marty Perry 10
- Medley of Irish Reels No. 8—Accordion with
Piano.....John J. Kimmel 10

RED SEAL RECORDS

- FEODOR CHALAPIN, Bass—In Russian
88663 Song of the Volga Boatmen 12
- ENILIO DE GOGORZA, Baritone
66126 Blue Bells of Scotland 10
- MISCHA ELMAN, Violinist
(Piano accomp., Josef Bonime)
64829 Waltz in A Major.....Hummel 10
- AMELITA GALI-CURCI, Soprano—In Italian
66125 Lucia—Mad Scene—Part II (Spargi d'amaro
piano—Cast on My Grave a Flower
Donizetti 10
- BENIAMINO GIGLI, Tenor—In Italian
74793 Andrea Chenier—Un di all' azzurro spazio
(Once O'er the Azure Fields.....Giordano
ORVILLE HARROLD, Tenor
74795 Ride On! Ride On in Majesty!..Milman-Eville
LOUISE HOMER, Contralto
87354 Christ the Lord Is Risen Today..Charles Wesley
MARIA JERITZA, Soprano—In German
66124 Tannhauser—Dich, teure Halle (Oh, Hall of
Song).....Wagner
HANS KINDLER, Violoncellist
66120 Killarney.....Michael W. Balfe
FRITZ KREISLER, Violinist
66127 Pale Moon.....Logan-F. Kreisler
JOHN McCORMACK, Tenor
66122 Jesus, My Lord, My God, My All
IGNACE PADEREWSKI, Pianist
74796 Valse in A Flat (Op. 42).....Chopin 12
- SERGEI RACHMANINOFF, Pianist
66129 Serenade (Op. 3, No. 5).....Rachmaninoff 10
- STOKOWSKI AND PHILADELPHIA ORCHESTRA
66128 Dance of the Flutes (Danse des Mirtilons)
(From "Casse-Noisette"—Nutteracker Ballet
Tchaikowsky 10

COLUMBIA RECORDS

SYMPHONY RECORDS

- 98047 Don Giovanni—"Il mio tesoro intanto" (To
My Beloved, O Hasten) (Mozart)—Tenor
Solo.....Charles Hackett 12
- 49925 Racheim (Mana-Zucca)—Soprano Solo
Rosa Ponselle 12
- A3777 O For the Wings of a Dove (Mendelssohn-
Bartholdy)—Mezzo-Soprano Solo
Barbara Maurel 10
- Were My Song With Wings Provided (Hahn)
—Mezzo-Soprano Solo.....Barbara Maurel 10
- A3778 Brown October Ale—From "Robin Hood"
(Smith and De Koven)—Baritone Solo and
Male Quartet
Oscar Seagle and Shannon Four 10
- Stein Song (Bullard)—Baritone Solo and
Male Quartet
Oscar Seagle and Shannon Four 10
- A3766 Capriccio (Mendelssohn-Burmeister)—Violin
Solo.....Eddy Brown 10
- Entracte Gavotte—From "Mignon" (Thomas)
—Violin Solo.....Eddy Brown 10
- A3779 Runnin' Wild (Gibbs) Fox-trot
Ted Lewis and His Band 10

St. Louis Blues (Handy)—Fox-trot

- Ted Lewis and His Band 10
- A3786 Stop Your Kidding (Mills-Grofe-McEllugh)—
Fox-trot.....Frank Westphal and His Orch.
Greenwich Witch (Confrey)—Fox-trot
Frank Westphal and His Orch. 10
- A3778 Porcelain Maid—From "Irving Berlin's Music
Box Revue" (Berlin)—Fox-trot
Paul Specht and His Orchestra 10
- Lady of the Evening—From "Irving Berlin's
Music Box Revue (Berlin)—Fox-trot
Paul Specht and His Orchestra 10
- A3775 I Wish I Could Shimmy Like My Sister Kate
(Piron)—Fox-trot.....The Georgians
Chicago (That Toddling Town) (Fisher)—
Fox-trot.....The Georgians 10
- A3789 Just As Long As You Have Me—Introducing
"The Twinkle in Your Eye," from "The
Gingham Girl" (Von Tilzer) (Schwarzwald)
—Medley Fox-trot.....The Columbians
Syncopate—Introducing "When All Your
Castles Come Tumbling Down," from
"Molly Darling"—Medley Fox-trot
The Columbians 10
- A3785 I Gave You Up Just Before You Threw Me
Down (Kalmar-Ruby-Ahlert)—Fox-trot
Phil Ohman and Harry Reser 10
- Don't Say Good-bye (Friedland)—Fox-trot
Phil Ohman and Harry Reser 10
- A3783 Mr. Gallagher and Mr. Shean (Gallagher and
Shean)—One-step...Paul Biese's Orchestra
Hello! Hello! Hello! (Askt)—Comedians
Lewis and Dody 10
- A3788 Baby Blue Eyes (Hirsch-Jessel-Greer)—Ac-
cordion Solo.....Guido Deiro 10
- When You're Near (Sherman-Coslow)—Ac-
cordion Solo.....Guido Deiro 10
- A3784 Joe Is Here (Kalmar-Ruby)—Comedian
Eddie Cantor 10
- How Ya Gonna Keep Your Mind on Danc-
ing (Hanley)—Comedian.....Eddie Cantor 10
- A3770 You Tell Her—I Stutter (Friend)
Van and Schenck, Comedians 10
- Away Down East in Maine (Donaldson)
Van and Schenck, Comedians 10
- A3791 I'm Just a Little Blue (For You) (Van Al-
styne)—Soprano and Tenor Duet
Nelson and Hart 10
- Falling (Collins-Cameron-Fields)—Baritone
Solo.....Elliott Shaw 10
- A3787 He Used to Be Your Man, But He's My
Man Now (Bradford)—Comedienne and
Jazz Band.....Edith Wilson and
Johnny Dunn's Original Jazz Hounds 10
- Dixie Blues (McCoy-Hendrix)—Comedienne
and Jazz Band.....Edith Wilson and
Johnny Dunn's Original Jazz Hounds 10
- A3772 Cohen "Phones About His Auto (Leverich)—
Comedy Monologue.....Joe Hayman
Cohen "Phones the Gas Company (Hayman)
—Comedy Monologue.....Joe Hayman 10
- A3769 Angelina (Browne)—Baritone Solo and Male
Quartet..Harry C. Browne and Male Quartet
De Darkies' Jubilee (Browne)—Baritone Solo
and Male Quartet
Harry C. Browne and Male Quartet 10
- A3773 Job of Journey Work—Irish Pipes, Violin and
Piano.....Ennis, Morrison and Muller
Irish Jig Medley—Irish Pipes, Violin and
Piano.....Ennis, Morrison and Muller 10
- A7578 Parade of the Wooden Soldiers—From
"Chauve Souris" (Jessel).....Columbia Band
Portland Cadets March (Reeves)
Columbia Band 12
- A3767 Pirouette (Finck)—One-step..Prince's Orchestra
Espana (Waldeufel)—Spanish Waltz
Columbia Orchestra 10
- A3780 Harvard Songs—Medley No. 1—The Gridiron
King, Soldier's Field, Harvardiana
(Fletcher-Fletcher-Williams-Steele)
Shannon Four, Male Quartet 10
- Harvard Songs—Medley No. 2—Australia,
Rhine Wine, Johnny Harvard (Hancock-
Mendelssohn..Shannon Four, Male Quartet 10

EDISON DISC RE-CREATIONS

ALREADY RELEASED SPECIALS

- 51103 La Paloma (The Dove),
Marta de la Torre-Auibal Valencia
- 51106 Hawaiian Rainbow.....Waikiki Hawaiian Orch.
Down by the Old Apple Tree..Billy Jones-Ernest Hare
My Dawg.....Al Bernard
- 51115 O-Le-O-Lady.....Al Bernard-Frank M. Kamplain
Wearing of the Green,
Walter Scanlan and Mixed Chorus
- 51116 She Was Bred in Old Kentucky,
Walter Scanlan and Mixed Chorus
- When You Were Sweet Sixteen,
Walter Scanlan and Mixed Chorus
- 51121 Amazon (River of Dreams).....The Homestead Trio
The Sands of Sandy Hook,
Billy Jones and Male Chorus
- FLASHES
- 51111 On a Moonlight Night—Waltz.....Kaplan's Melodists
Underneath the Mellow Moon (Intro.: "My
Carolina Rose")—Medley Waltz..Kaplan's Melodists
- 51112 Coconut Dance—Banjo Solo.....Fred Van Eps
Chinese Picnic and Oriental Dance—Banjo Solo,
Fred Van Eps
- 51113 That Dixie Melody—Fox-trot.....Kaplan's Melodists
Jennie (Intro.: "Honey Moon Lane")—Fox-trot,
Stevens' Quartet
- 51117 Spanish Rose—Tango.....Kaplan's Melodists
My Cuban Pearl—Tango.....Kaplan's Melodists
- 51120 Open Your Arms, My Alabama—Fox-trot,
Kaplan's Melodists
- Chicago (That Toddling Town Fox-trot)—Fox-
trot.....Stevens' Trio
- 51122 When Will I Know?—Fox-trot,
Frank Craft and His Strand Dance Orch.
Sunny Jim—Fox-trot.....Kaplan's Melodists
- 80736 Smile Through Your Tears.....Joseph Phillips
That Old-Fashioned Mother of Mine (An Old-
Fashioned Lady).....Joseph Phillips
- 51114 The Old Rugged Cross..Helen Clark and Roy Roberts
Under His Wings.....Metropolitan Quartet
- 51118 Whispering Pines—Fox-trot..Al Burt's Dance Orch.
The Fuzzy-Wuzzy Bird—Fox-trot,
Al Burt's Dance Orch.
- 51119 We're Nearing the Day ("Up She Goes")
Walter Scanlan-E. Spencer
Just an Old Love Song.....The Homestead Trio

EDISON BLUE AMBEROL RECORDS

- 4681 Sweet Southern Dream,
Walter Scanlan with Elizabeth Spencer in Refrain
- 4682 Melodies of Ireland—Chimes,
The Bells of Old Trinity, New York
- 4683 Erin.....Charles Hart and Chorus
- 4684 On a Woodland Glade—Piano Solo.....Huston Ray
- 4685 Porters on a Pullman Train.....Collins-Harlan
- 4686 Love Sends a Little Gift of Roses—Valse Senti-
mentale.....E. L. Stevens' Trio
- 4687 Dear Little Shamrock.....William A. Kennedy
- 4688 Stack O'Barley—Medley—Accordion Solo,
John J. Kimmel
- 4689 A Visit to Reilly's—Comic Sketch.....Charles Reilly
- 4690 Lonesome Mama Blues—Banjo Solo..Fred Van Eps
BLUE AMBEROL HITS FOR MARCH, 1923
- 4706 Dumbell—Fox-trot.....Broadway Dance Orch.
- 4707 Whistling—Fox-trot.....Al Burt's Dance Orch.
- 4708 "Calanthe" Waltzes—Piano Solo..Ernest L. Stevens
- 4709 Fate (It Was Fate When I First Met You)—
Fox-trot.....Atlantic Dance Orch.
- 4710 Baby Blue Eyes—Fox-trot.....Stevens' Trio

AEOLIAN CO.

VOCALION RECORDS OPERATIC SELECTION

- 52045 Che Gelida Manina (From "La Boheme")
(What an Icy Little Hand) (Puccini)—
Tenor—Aeolian Orch. Accomp..Giulio Crimi 12
- STANDARD SELECTIONS
- 30167 Come and Trip It (Handel)—Baritone—Aeolian
Orch. Accomp.....Giacomo Rimini 10
- 30166 My Message (D'Hardelot)—Baritone—Aeolian
Orch. Accomp.....John Charles Thomas 10
- 20008 Deep River (Negro Spiritual) (Arranged by
William Arms Fischer)—Soprano—Orch.
Accomp.....Sara Kouns 10
- 14490 The Wearin' of the Green (Old Irish Air)—
Tenor—Orch. Accomp.....Charles Harrison
When Irish Eyes Are Smiling (Ernest R. Ball)
—Tenor—Orch. Accomp.....Charles Harrison 10
- 14495 Only a Year Ago (Albers)—Soprano—Orch.
—Accomp.....Claire Lillian Peteler
Roses Softly Blooming (Ball)—Soprano—Orch.
Accomp.....Grace Kerns 10
- 24035 Mary of Argyle (Nelson-Jeffreys)—Tenor—Orch.
Accomp.....Colin O'More 10
- The Old Refrain (Kreisler-Mattulath)—Tenor—
Orch. Accomp.....Colin O'More 10

INSTRUMENTAL SELECTIONS

- 60002 Guitarre (Moszkowski)—Violinist—Piano Ac-
comp., by Helen Hamilton...Sasha Culbertson
Zapateado (The Cobbler) (Sarasate)—Violinist
—Piano Accompaniment by Helen Hamilton,
Sasha Culbertson 10
- 35015 Madame Butterfly Fantasia (Puccini),
Aeolian Symphony Orch.
Conducted by Gennaro Papi,
Metropolitan Opera House Conductor
Dance of the Hours (From "La Gioconda")
(Ponchielli).....Aeolian Symphony Orch.
Conducted by Gennaro Papi,
Metropolitan Opera House Conductor 12
- 14492 Medley of Irish Jigs—Violin Solo—Piano
Accomp.....Michael Coleman 10
- The Union Reel—Accordion Solo—Piano
—Accomp.....Patrolman Frank Quinn 10
- 14491 Gate City March (Weldon),
Lieut. Francis W. Sutherland
and His 7th Regiment Band 10
- Cushing Academy March (Kiefer),
Philadelphia Police Band 10

CHILDREN'S NURSERY RHYMES

- 14489 Mother Goose Song Medley No. 1 (Intro.: (1)
"Baa! Baa! Black Sheep"; (2) "Little Jack
Horner"; (3) "Ding Dong Dell"; (4) Ten
Little Indians"; (5) "Three Little Kittens";
(6) "London Bridge")—Tenor—Orch. Ac-
comp.....Lewis James 10
- Mother Goose Song Medley No. 2 (Intro.: (1)
"Mary Had a Little Lamb"; (2) Little Bo-
Peep"; (3) "Pop! Goes the Weasel"; (4) The
Farmer in the Dell"; (5) "Hickory Dickory
Dock"; (6) "Let Your Feet Tramp, Tramp")
—Tenor—Orch. Accomp.....Lewis James 10

JEWISH SELECTIONS

- 14502 Ich Bin a Border Bei Mein Weib (Rubin
Doctor)—Tenor—Abe Schwartz' Orch.
Accomp.....Aaron Lebedeff 10
- Gegen A Weib Ken Men Kein Chchem Gur
Nit Sein (Aaron Lebedeff)—Tenor—Abe
Schwartz' Orch. Accomp.....Aaron Lebedeff 10

POPULAR SONGS

- 14497 Lost (A Wonderful Girl) (Hanley-Davis)—
Tenor—Selvin's Orch. Accomp.
Irving Kaufman 10
- Carry Me Back to My Carolina Home
(Silver-Davis)—Tenors—Selvin's Orch.
Accomp.....Irving and Jack Kaufman 10

DANCE SELECTIONS

- 14496 Way Down Yonder in New Orleans (Creamer-
Layton)—Fox-trot
Gene Fosdick's Hoosiers 10
- You've Got to See Mamma Ev'ry Night (Or
You Can't See Mamma At All)—(Conrad-
Rose)—Fox-trot.....Gene Fosdick's Hoosiers 10
- 14488 Three O'Clock in the Morning (Robledo-
Terriss)—Novelty Waltz with Vocal Chorus
Selvin's Dance Orchestra 10
- Isle of Sweethearts (Maurice Yvain)—Nov-
elty Waltz with Hawaiian Guitar Chorus
Selvin's Dance Orchestra 10
- 14493 Down in Maryland (Kalmar-Ruby)—Fox-
trot—Vocal Chorus by Irving Kaufman
The Boardwalk Orchestra 10
- The Lovelight in Your Eyes (Johnson-Smith-
Wheeler)—Fox-trot
The Boardwalk Orchestra 10
- 14494 My Buddy (Donaldson-Kahn)—Fox-trot
Ben Bernie and His Orchestra 10
- Flower of Arahly (Cherkasky-Schmit-Davis)
—Fox-trot..Ben Bernie and His Orchestra 10
- 14498 Fate (Gay)—Fox-trot
The Bar Harbor Society Orchestra 10
- Starlight Bay (Donaldson)—Fox-trot
The Broadway Syncopators 10
- 14499 Paddy (Meyer)—Fox-trot
Emil Coleman and His
Montmartre Orchestra 10
- The Thief (Fisher)—Fox-trot
Emil Coleman and His
Montmartre Orchestra 10



JENNIE

A Happy Fox Trot Song

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



ADVANCE RECORD BULLETINS FOR MARCH—(Continued from page 170)

14500 You Know You Belong to Somebody Else (Monaco-West)—Fox-trot The Bar Harbor Society Orchestra Love Sends a Little Gift of Roses (Openshaw-Cooke)—Fox-trot The Bar Harbor Society Orchestra	14465 The Cup of Forgiveness (La Copa del Olvido)—Tango-Fox-trot—(Eurique Delfino) Max Dolin's Orchestra Olimpica—Vals (Waltz)—(H. Gallardo) Max Dolin's Orchestra	4747 Tenting on the Old Camp Ground (Kittredge) Male QuartetShannon Four 10 Soldier's Farewell (Kinkel)—Male Quartet, Shannon Four 10	2372 In a corner of the World (Keyes-Crawford)— Baritone SoloErnest Hare 10 November Rose (Jack Snyder)—Baritone Solo, Ernest Hare 10
4734 My Buddy (Kahn-Donaldson)—Tenor with Orch., Billy Jones 10 Old Kentucky Moonlight (Gillespie-Van Alstyne) —Mixed Trio with Special Orch. 10	4735 I'm Going to Plant Myself in My Old Planta- tion Home (Wilson-Brennan)—Fox-trot, Finzel's Detroit Society Orch. 10 Stop Your Kiddin' (Mills-Grofe-McHugh)—Fox- trotFinzel's Detroit Society Orch. 10	4748 Sweet Adeline (Armstrong)—Male Quartet, Shannon Four 10 When the Corn Is Waving, Annie, Dear— Male Quartet.....Shannon Four 10	2373 Georgia Cabin Door (Squires-Young-Parish), White Way Male Quartet 10 Who Did You Fool, After All? (Van-Schenck- Black)—Tenor SoloBilly Jones 10
4736 Away Down East in Maine (Donaldson)—Fox- trot, Vincent Lopez and His Hotel Pennsylvania Orch. With Aileen Stanley 10	4737 Lost (A Wonderful Girl) (J. F. Hanley)—Fox- trot—Incidental Piano by Del Symonds, Guyon's Paradise Orch. 10	4749 En Mi Tierra Azteca (In My Aztec Land) (Hegbom-Meek)—Fox-trot—Mexican Instru- mental Trio, Trio de Celchres Instrumentalistas "Cinta Azul" Fox Del Silbido (Whistling Fox) (Uranga)— Fox-trot—Mexican Instrumental Trio, Trio de Celchres Instrumentalistas "Cinta Azul"	15039 Lucrezia Borgia—Brindisi (It Is Better to Laugh) (Donizetti)—Drinking Song—Contralto, in ItalianSigrid Onegin 10 Trovatore—Stride la vampa! (Fierce Flames Are Soaring) (Act II, Scene I) (Verdi)— Contralto, in ItalianSigrid Onegin 10
OKEH RECORDS	4738 Some of These Days (Brooks)—Fox-trot, Original Dixieland Jazz Band 10 Toddlin' Blues (La Roco)—Fox-trot, Original Dixieland Jazz Band 10	4750 Maui Girl—Hawaiian Yodeling—Tenor Accomp. by Kalani Peterson's Trio....Prince Lei Lani 10 Ua Like No a Like (Sweet Constancy)—Ha- waiian Yodeling—Tenor Accomp. by Kalani Peterson's TrioPrince Lei Lani 10	15037 Lolita (Buzzi-Peccia)—Spanish Serenade—Tenor, in ItalianMario Chamlee 10 Mattinata ('Tis the Day) (Leoncavallo)— Tenor, in ItalianMario Chamlee 10
4739 Who Cares? (Ager)—Fox-trot...Markel's Orch. Some Winter's Night (Kortlander)—Fox-trot, Markel's Orch. 10	4740 I Wish I Could Shimmy Like My Sister Kate (A. J. Piron)—Contralto Solo—Piano Accomp. by Clarence WilliamsEva Taylor 10 Bahy, Won't You Please Come Home? (War- field-Williams)—Contralto Solo—Piano Accomp. by Clarence Williams.....Eva Taylor 10	21010 Bonnie Annie Reel—Accordion Solo—Piano Accomp. by Tom Muller.....Frank Quinn 10 Drowsy Maggie Reel—Accordion Solo—Piano Accomp. by Tom MullerFrank Quinn 10	13079 Oh, That We Two Were Maying (Nevin)— Soprano and Tenor...Marie Tiffany, Theo Karle 10 Alice, Where Art Thou (Gurnsey-Ascher)—So- prano and Tenor...Marie Tiffany-Theo Karle 10
4741 Horace Goldin's Sawing a Woman in Half (Part I)—Descriptive Specialty (Goldin), Operated by Dr. Cohn (George Thompson) and Company 10	4742 Hawaii (I'm Dreaming of You) (Klickmann) —Waltz—Hawaiian Guitar Effect by Vir- ginia BurtGuyon's Paradise Orch. 10	ODEON RECORDS	2368 In a Monastery Garden (Ketebeby)—Concert OrchestraCapital Grand Orch. 10
4743 Blowing Bubbles All Day Long (Intro.: "The Tale of a Fan," From the Hippodrome-Show, "Better Times") (Huhhell)—Medley Fox-trot, Finzel's Detroit Society Orch. 10	4744 La Paloma (The Dove) (Yradier)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. Pinafore Selection (From the Opera, "Pina- fore") (Sullivan)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10	2002 Aida—Act II—Finale (Verdi)—Band, Royal Italian Marine Band 10 3/4 (Recorded in Europe)	2377 Crinoline Days (From "Music Box Revue of 1922-23") (Irving Berlin)—Fox-trot, Arnold Johnson and His Orch. 10
4745 Lady of the Evening (From "The Music Box Revue, 1922-1923") (Berlin)—Fox-trot, Herbert Berger's St. Louis Club Orch. 10	4746 Marianna (From the Musical Comedy, "The Lady in Ermine) (Gilbert)—Waltz, Hotel Cleveland Dance Orch. 10	Uno Ballo in Maschera (Masked Ball)—Act II —Prelude (Verdi)—Band, Royal Italian Marine Band 10 3/4 (Recorded in Europe)	2378 Open Your Arms, My Alabama (Young-Lewis- Meyer)—Fox-trot....Bennie Krueger's Orch. 10 Nothing But (Ward-Grofe-Busse)—Fox-trot, Bennie Krueger's Orch. 10
4751 Homesick (Berlin)—Male Trio with Orch., Crescent Trio 10	4752 I Ain't Gonna Give Nobody None o' This Jelly Roll (Williams-Williams)—Popular Colored Singer...Mamie Smith and Her Jazz Hounds 10	2003 Aida—Act I—Scene II—Ballet and Sacred Dance (Verdi)—Band, Royal Italian Marine Band 10 3/4 (Recorded in Europe)	2379 I Gave You Up Just Before You Threw Me Down (Kalmar-Ruby-Ahlert), Marion Harris, Singing Comedienne 10 Rose of the Rio Grande (Warren-Gorman), Marion Harris, Singing Comedienne 10
8043 You Got Ev'ry Thing a Sweet Mama Needs But Me (Fowler)—Contralto Solo—Piano Accomp. by T. Waller.....Sara Martin 10	'Tain't Nobody's Bus-ness if I Do (Grainger- Robbins)—Contralto Solo—Piano Accomp by T. WallerSara Martin 10	3036 Artist's Life (Johann Strauss)—Orchestra, Marek Weber and His Orch. 12 (Recorded in Europe)	20009 Medley of Irish Waltzes—No. 1 ("Little Bit of Heaven"; "Where the River Shannon Flows"; "My Wild Irish Rose"), Jos. C. Smith and His Orch. 12

BRUNSWICK RECORDS

GENNETT LATERAL RECORDS

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10068 Spring Song (Mendelssohn)—Violin—Piano
Accomp. by Thos. Griselle.....Scipione Guidi
(Continued on page 172)

ADVANCE RECORD BULLETINS FOR MARCH—(Continued from page 171)

- Moment Musical (Schubert)—Violin—Piano
Accomp. by Thos. Griselle.....Scipione Guidi
- 10069 I'll Take You Home Again, Kathleen (Westendorf)—Tenor—Violin Obligato by A. Drasein—Piano Accomp. by Thos. Griselle,
Henry Moeller
Sing Me to Sleep (Sing Mir Dein Lied)—Tenor
—Violin Obligato by A. Drasein—Piano
Accomp. by Thos. Griselle.....Henry Moeller
- 4918 We'll Say "Good Night" Here (DeArmond-Rodeheaver)—BaritoneHomer Rodeheaver
God Will Take Care of You (Martin-Martin)—
BaritoneHomer Rodeheaver
- 5013 Baby Blue Eyes (Hirsh-Jessel-Greer)—Fox-trot,
Bailey's Lucky Seven
Dumbell (Confrey)—Fox-trot, Carolina Cotton Pickers
Beautiful California (Dewitt-Storer)—Waltz,
Morgan's Court Orch.
Wait Till the Sun Shines (Reeves),
Morgan's Court Orch.
- 5015 Two Little Wooden Shoes (Stanley-Hanley)—
Fox-trotHarold Leonard and His Red Jackets
Think of Me (Eldridge)—Fox-trot,
Harold Leonard and His Red Jackets
- 5016 Georgia Cabin Door (Young-Squires)—Fox-trot,
Carolina Cotton Pickers
'Way Down Yonder in New Orleans (Creamer-Layton)—Fox-trotBailey's Lucky Seven
- 5017 Open Your Arms, My Alabama (Meyer)—Fox-trot
.....Bailey's Lucky Seven
Flower of Araby (Cherkasky-Schmit-Davis)—
Fox-trotCal Smith's American Orch.
- 5018 Great White Way Blues (Napolian-Signorelli)—
Fox-trotLadd's Black Aces
Railroad Men (Schoebel-Erdman-Meyers)—Fox-trot
.....Ladd's Black Aces
- 5020 The Lovelight in Your Eyes (Johnson)—Fox-trot
.....Cal Smith's American Orch.
Down in Maryland (Kalmar-Ruby)—Fox-trot,
Cal Smith's American Orch.
- 5023 Aggravatin' Papa (Turk-Robinson)—Fox-trot,
Ladd's Black Aces
Sweet Lorin' Mama (Please Come Back to Me)
(Wagner-Lockard)—Fox-trot ...Ladd's Black Aces
- 5024 Fate (Gay)—Fox-trot,
Harold Leonard and His Red Jackets
Can You Forget? (Frey),
Harold Leonard and His Red Jackets
- 5025 If Winter Comes (Leonard-Williams-Aldin),
Harold Leonard and His Red Jackets
When Eyes Meet Eyes (When Lips Meet Lips)
(Edwards)...Harold Leonard and His Red Jackets
- 5026 You Know Why (Leonard-Fett),
Harold Leonard and His Red Jackets
Red Jacket Blues (Fett),
Harold Leonard and His Red Jackets
- 5027 Mother's Love (Loescher-Schmidt)—Tenor,
Charles Harrison
Falling (Collins-Cameron-Fields)—Baritone,
Elliott Shaw
- 5028 In a Corner of the World (All Our Own)
(Crawford)Woodland Inn Orch.
Red Moon (DeMartini-Kortlander)—Waltz,
Woodland Inn Orch.
- 5029 Mother's StoriesCharles Gordon
Mother's StoriesCharles Gordon

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gentinoGennett Dance Orch.
Sufimiento de Amor (Guillermo Posadas)—
ValsNathan Glantz y su orquesta
- 5019 Der BesoffeneDeutsche Amusir Gesellschaft
Von Frankfurt Am Main
Der Lustige Hans.....Frankfurter Stahl-Kapelle
- 1-5021 Inno Dei Fascisti (Marcia),
G. Iasilli and His Orch.
Un Pensiero Notturmo (A Night's Thought)
(S. Persico)—Waltz, ...G. Iasilli and His Orch.
- 1-5022 Speranze Perdute (A. Morelli)—Waltz,
G. Iasilli and His Orch.
Tra Veglia E Sonno (Luigi Canoro—Mazurka,
G. Iasilli and His Orch.

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STANDARD VOCAL

- 020879 Minstrel Boy (Moore)Henry Burr
The Harp That Once Thro' Tara's Halls
(Moore)Henry Burr
- 020880 Kerry DanceArthur Wilson
Just a Bit of Irish Lace.....Arthur Wilson

INSTRUMENTAL

IRISH JIGS

- 020882 Casey at the Party—Accordion.....Frank Quinn
Bowl of Coffee—AccordionFrank Quinn

OPERATIC

- 025098 Sto Stoma Sto Stoma (In Greek),
Mandolinata of S.S. King Alexandre
Ernani (In Greek),
Mandolinata of S.S. King Alexandre

- 025099 The Two Grenadiers (Schumann)...David Bispham
Mistress Magrath (Graves-Duncan)...David Bispham
- 025100 Caprice Viennois (Kreisler)—Violin Solo,
Alexander Debruille
Valse Bluette (Drigo)—Violin Solo,
Alexander Debruille

- 025101 Who Knows?Craig Campbell
The Banks of Allan Water (Horn),
Craig Campbell

POPULAR VOCAL

- 020893 Honeymoon TimeFrank Sterling
Don't Forget Me When You're Gone...Robert Bruce
- 020894 Jimbo Jambo (Dance Rhythm) (Chorus—
Harry Blake and Robert Judson)...Royal Trio
Down by the Old Apple Tree (Dance Rhythm)
(Chorus—Harry Blake and Robert Judson),
Royal Trio

- 020895 MarthaWilliam Rundall
Mother in Ireland.....Arthur Wilson

DANCE

- 020898 Falling—Fox-trot (Vocal Chorus—Hugh Lati-
mer)Hazay Natzy and His Orch.
The Lovelight in Your Eyes—Fox-trot (Vocal
Chorus—Hugh Latimer),
Hazay Natzy and His Orch.

- 020899 Love Sends a Little Gift of Roses—Waltz,
Elite Dance Orch.
Lest You Forget—Fox-trot.....Eckstein Trio

- 020881 I Gave You Up Just Before You Threw Me
Down—Fox-trot (Vocal Chorus—Harry Blake),
Elite Dance Orch.

- 020900 Burning Sands—Fox-trot.....Elite Dance Orch.
Ivy—Fox-trotOriginal Memphis Five
Aunt Hagar's Blues—Fox-trot,
Original Memphis Five

- 020901 My Buddy—Fox-trotAl Burt's Orch.
Without You—Fox-trotAl Burt's Orch.

- 020902 Aggravatin' Papa—Fox-trot...New Synco Jazz Band
You've Got to See Mamma Ev'ry Night—Fox-
trot (Vocal Chorus—Hugh Latimer),
Majestic Dance Orch.

- 020903 Open Your Arms, My Alabama—Fox-trot,
Max Terr's Orch.
When Will I Know?—Fox-trot,
Don Parker's Western Melody Boys

- 020904 Apple Sauce—Fox-trotMajestic Dance Orch.
Peggy, Dear—Fox-trotElite Dance Orch.
- 020905 The Voice in My Heart (From "Little Nellie
Kelly")—Waltz (Vocal Chorus—Frank Ster-
ling)Elite Dance Orch.
Red Moon—Waltz (Vocal Chorus—Hugh Lati-
mer)Majestic Dance Orch.
- 020906 Starlight Bay—Fox-trot (Vocal Chorus—Ar-
thur Wilson)Elite Dance Orch.
Baby Blue Eyes—Fox-trotElite Dance Orch.
- 020893 Four o'Clock Blues—Fox-trot,
Original Memphis Five
Whoa, Tillie, Take Your Time—Fox-trot,
New Synco Jazz Band

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When Hearts Are Young—Fox-trot,
Lada's Louisiana Orch.
- 10578 Sweet One—Fox-trot.....Lanin's Roseland Orch.
My Buddy—WaltzLada's Louisiana Orch.
- 10579 Liza—Fox-trotEmerson Dance Orch.
Starlight Bay—Fox-trotEmerson Dance Orch.
- 10580 Kune Jine—Fox-trot, with Vocal Chorus,
Lada's Louisiana Orch.
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You Know You Belong to Somebody Else—
Tenor SoloBilly Jones
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Irving and Jack Kaufman
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Henry Jones, Your Honeymoon Is Over—
Comedy DuetAl Bernard-Ernest Hare
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Scott Blakely
I Love a Lassie—Tenor Solo.....Scott Blakely
- 10584 Little Town in the Ould County Down—Tenor
SoloWalter Scanlan
St. Patrick's Day—Tenor Solo.....Gerald Griffin
Come Back to Erin—Tenor Solo.....John Finnegan
The Green, the White and the Gold—Tenor
SoloHugh Donovan

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- 7200 Burning Sands—Fox-trot.....Coreyonic Orchestra
Carmen Potpourri—Fox-trot.....Coreyonic Orchestra
Wonderful One—Waltz.Symphonia Dance Orchestra
- 7203 A Kiss in the Dark—From "Orange Blossoms"
—WaltzSymphonia Dance Orchestra
- 7194 Lost, A Wonderful Girl—Fox-trot
California Ramblers
When Will I Know?—Fox-trot
Louis Cohen's Roman Garden Orchestra
- 7195 Open Your Arms, My Alabama—Fox-trot
Coreyonic Orchestra
Ivy, Cling to Me—Fox-trot
Louis Cohen's Roman Garden Orchestra
- 7196 Fate (It Was Fate When I First Met You)—
Fox-trotCoreyonic Orchestra
Carry Me Back To My Carolina Home—Fox-trot
California Ramblers
- 7197 I'm Just A Little Blue For You—Waltz
Symphonia Dance Orchestra
November Rose, Good-bye—Waltz
Symphonia Dance Orchestra

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- 7206 You Tell Her, I Stutter—Tenor-Baritone Duet
—Orchestra Acc.....Billy Jones and Ernest Hare
Down By the Old Apple Tree—Baritone-Tenor
Duet—Orchestra Acc.
Ernest Hare and Billy Jones
- 7207 My Buddy—Tenor Solo—Orchestra Acc.
Charles Harrison
I Gave You All the Love I had—Baritone Solo
—Orchestra Acc.....Arthur Fields
- 7198 To-Morrow (I'll Be In My Dixie Home Again)
Tenor Solo—Orchestra Acc.....Arthur Hall
Away Down East In Maine—Tenor Solo—
Orchestra Acc.....Billy Jones

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Original Memphis Five
Sweet Mama, Please Come Back To Me—
Fox-trotOriginal Memphis Five
- 7205 Loose Feet—Fox-trot.....Syncoating Skeeters
Telephone Blues—Fox-trot...Syncoating Skeeters
Hot 'N Cold—Fox-trot.....Original Memphis Five
Whoa, Tille, Take Your Time!—Fox-trot
Original Memphis Five

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- 7201 Isle Of Sweethearts—Waltz—Hawaiian Duet—
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Vernon Dalhart
Mahina Malamalama—Waltz—Hawaiian Duet
F. Ferera and A. Franchini

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- 5112 Love Sends a Little Gift of Roses—Tenor
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George Dexter

POLISH RECORDS

- 5113 Spiewka O Pieciu Ulanach—Folk Song—Ac-
cordion Acc.....Vincent Rozycki
Sokolica Polka—Clarinet Solo—Orchestra Acc.
F. Mallek
- 5114 Frajda Polka—Accordion Solo.....K. S. Wronski
Od Krakowa Czarna Rola—Folk Song—Accor-
dion Acc.....Vincent Rozycki

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DANCE RECORDS

- 1150 Down in Maryland—Fox-trot
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November Rose—Fox-trot—Vocal Chorus—Ar-
thur Fields...Joseph Samuels and His Orchestra
- 1151 Falling—Fox-trot.....Roy Collins' Orchestra
In Our Front Parlor—Fox-trot—Vocal Chorus—
Arthur Fields...Joseph Samuels and His Orchestra
- 1152 Railroad Man—Fox-trot
Sam Lanin's Roseland Dance Orchestra
Ivy Cling to Me—Fox-trot
Sam Lanin's Roseland Dance Orchestra
- 1153 The Love Light in Your Eyes—Fox-trot
Roy Collins' Orchestra
Flower of Araby—Fox-trot
Majestic Dance Orchestra
- 1154 When Will I Know?—Fox-trot
Louis Katzman's Dance Orchestra
Teddy Bear Blues—Fox-trot
Hollywood Dance Orchestra
- 1155 I Gave You Up Just Before You Threw Me
Down—Fox-trot.....Hollywood Dance Orchestra

- Fate—Fox-trot.....Majestic Dance Orchestra
- 1156 The Voice In My Heart—From "Little Nelly
Kelly"—Waltz.....Broadway Xylo Orchestra
Lovely Lucerne—Waltz.....Broadway Xylo Orchestra
- 1157 Lost (A Wonderful Girl)—Tenor Solo—Orch.
Acc.Billy West
Away Down East In Maine—Tenor Solo—Orch.
Acc.Billy Clarke
- 1158 I Gave You Up Just Before You Threw Me
Down—Baritone Solo—Orch. Acc....Arthur Fields
Whoa Tillie—Comedy Solo
Al Bernard and The Six Black Diamonds
- 1159 You Know You Belong to Somebody Else—
Tenor Solo—Orch. Acc.....Billy Clarke
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Ermine"—Tenor Solo—Orch. Acc.
Hugh Donovan

- Crinoline Days—From "Music Box Revue"—
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- 1161 Down by the Old Apple Tree—Duet
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Jimbo Jambo—Duet
Thomas and West and The Six Black Diamonds

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- 9419 The Love Light In Your Eyes—Fox-trot
Roy Collins' Orchestra
November Rose—Fox-trot—Vocal Chorus—Ar-
thur Fields.....Jos. Samuels and His Orchestra
- 9420 When Will I Know?—Fox-trot
Louis Katzman's Dance Orchestra
Falling—Fox-trot.....Roy Collins' Orchestra
- 9421 Down In Maryland—Fox-trot
Sam Lanin's Roseland Dance Orchestra
In Our Front Parlor—Fox-trot—Vocal Chorus
—Arthur Fields
Joseph Samuels and His Orchestra
- 9422 Ivy Cling To Me—Fox-trot
Sam Lanin's Roseland Dance Orchestra
Railroad Man—Fox-trot
Sam Lanin's Roseland Dance Orchestra
- 9423 Fate—Fox-trot.....Majestic Dance Orchestra
Flower of Araby—Fox-trot
Majestic Dance Orchestra
- 9424 Lovely Lucerne—Waltz....Xylo Novelty Orchestra
The Voice In My Heart—From "Little Nelly
Kelly"—Waltz.....Xylo Novelty Orchestra
- 9425 I Gave You Up Just Before You Threw Me
Down—Fox-trot.....Imperial Dance Orchestra
Teddy Bear Blues—Fox-trot
Imperial Dance Orchestra

POPULAR VOCAL RECORDS

- 9426 Lost (A Wonderful Girl)—Tenor Solo—Orch.
Accomp.Billy West
Whoa, Tillie—Comedy Solo,
Al Bernard and The Six Black Diamonds
- 9427 I Gave You Up Just Before You Threw Me
Down—Baritone Solo—Orch. Accomp.Arthur Fields
Aggravatin' Papa—Duet,
Thomas-Bernard and The Six Black Diamonds
- 9428 You Know You Belong to Somebody Else—Tenor
Solo—Orch. Accomp.Billy Clarke
Away Down East in Maine—Tenor Solo—Orch.
Accomp.Billy Clarke
- 9429 Down by the Old Apple Tree—Duet,
Thomas-West and The Six Black Diamonds
Jimbo Jambo—Duet,
Thomas-West and The Six Black Diamonds
- 9430 Crinoline Days (From "Music Box Revue")—
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When Hearts Are Young (From "The Lady in
Ermine")—Tenor Solo—Orch. Accomp.,
Billy Burton

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Singer with Orch.Josie Miles
How I've Got Dem Twilight Blues (Grant)—
Blues Singer with Orch.Josie Miles
- 14137 2 A. M. Blues (Johnson-Irving)—Blues Singer
with Orch. ...Trixie Smith and Her Syncopators
I'm Gonna' Get You (Grainger-Ricketts)—Blues
Singer with Orch.,
Trixie Smith and Her Syncopators
- 14138 Radio Blues (Laurie Wallace)—Blues Singer
with PianoInez Wallace
Aggravatin' Papa (Don't You Try to Two-time
Me)—Blues Singer with Piano—Accomp. by
HendersonInez Wallace

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dian with Orch.....Earl B. Westfield
Asleep Five years (And Just Woke Up)—Come-
dian with Orch.Earl B. Westfield

RED LABEL RECORDS

- 7101 Caro Nome (From "Rigoletto") (Verdi)—So-
prano with Orch.Antoinette Garnes
- 7102 Ah, Fors e Lui (From "La Traviata") (Verdi)
—Soprano with Orch.Antoinette Garnes

DANCE RECORDS

- 2109 Bees Knees—Fox-trotThe Jazz Masters
Sweet Lovin' Mama—Fox-trot...The Jazz Masters
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You Remind Me of My Mother (From "Little
Nellie Kelly")Laurel Dance Orch.
- 2111 All Muddled Up—Fox-trot...Johnson's All Star Orch.
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Why Don't You Leave Me Alone)—Baritone
with Orch.Russell Paige
I Gave You Up Just Before You Threw Me
Down—Baritone with Orch.....Russell Paige
- 1515 Four o'Clock Blues—Comedienne with Orch.,
Pearl Harris
Love Me in Your Old-time Way—Comedienne
with Orch.Pearl Harris
- 1421 Aunt Hagar's Children's Blues.Olympic Dance Orch.
Aggravatin' PapaOlympic Dance Orch.
- 1422 Who CaresLondog Dance Orch.
The World Is Waiting for the Sunrise,
London Dance Orch.
- 1423 All Muddled Up—Fox-trot....Melody Dance Orch.
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Fox-trotMelody Dance Orch.
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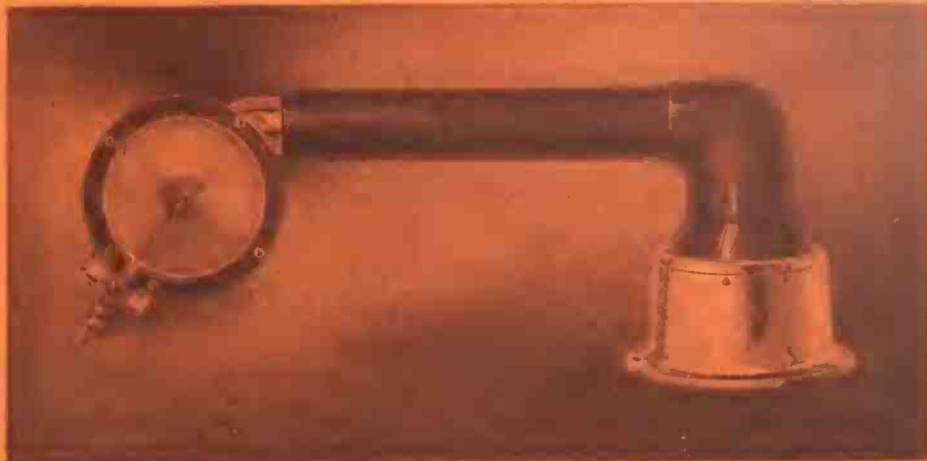


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