

The **TALKING** *WORLD*
MACHINE
WORLD

*For the
 makers &
 sellers of
 talking
 machines*

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

Victrola

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"HIS MASTER'S VOICE"

REG. U. S. PAT. OFF.

Victor Talking Machine Company, Camden, N. J.

An Extraordinary Achievement

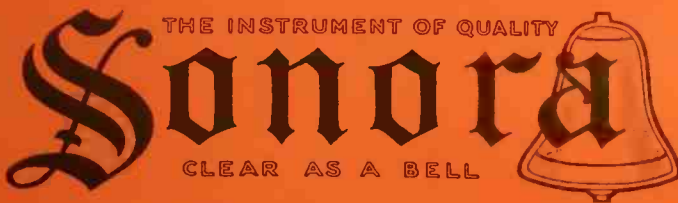
THE great and unquestioned popularity of the Sonora and the phenomenal growth of the organization are the best possible indications of the demand on the part of the public for this wonderful instrument.

It is the only high class talking machine in the world selling at PRESENT DAY prices.

This extraordinary achievement has been made possible through the recently decreased cost of labor and raw materials.

Sonora has always given and will continue to give the public the very best value together with the very highest quality.

32 Models ranging in prices from \$50 to \$1,200.



If you are interested in handling the Sonora, write us

Sonora Phonograph Company, Inc.

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New York: 279 Broadway

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The Talking Machine World

Vol. 17, No. 9

New York, September 15, 1921

Price Twenty-five Cents

WHY NOT TALK WITH YOUR BANKER?

Get in Touch With Him and Tell Him of Your Financial and Other Problems

Have you had a heart-to-heart talk with your banker lately? If not go and see him. If you feel that you are paying a stiff rate for accommodation do not hesitate to tell him so. The whole monetary situation has undergone a drastic change during the last six months. Bank reserves have mounted up extraordinarily and rediscount rates, at the Federal Reserve banks, have been reduced oftener than once, until 5½ per cent is now the standard quotation. "Frozen credits" are no longer the bugaboo they were. Gold continues to pour into the country by millions of dollars every week. The banks are now in a position to resume lending in a normal way and at normal rates. Have a talk with your banker along these lines, says Forbes Magazine, New York, and the probability is that you will find him open to reason. If you have some constructive piece of business in mind, but which you haven't funds to undertake, don't hesitate to sound your banker. A feeling is growing that the time has come for bankers all over the country to put their shoulders to the wheel to start business moving along the right road.

NEW BLOOD IN THE COMPANY

L. GRANIE, ORE., September 1.—The Eastern Oregon Music Co., exclusive Brunswick dealer at this point, has reorganized the company, taking in E. K. Bellamy and Milton E. Kienle, formerly of Newberg, Ore., as manager. The store is being remodelled, several record booths and machine rooms are under construction. Modern show windows are being installed and the interior decorating will make this store one of the most beautiful Brunswick shops in Eastern Oregon. An active campaign for business will be inaugurated with the opening of the Fall season.

MAKING SALES OF PORTABLE MODELS PRODUCE RESULTS

In Most Cases a Cabinet Model May Be Sold to the Owner of the Smaller Type Providing Proper Effort Is Used—Using the Small Machine for Introductory Purposes

It's a poor rule that does not work both ways and that rather aged expression applies most aptly to the talking machine situation right now. Throughout the Spring and Summer manufacturers and dealers have been pushing small types of machines, particularly the portable models designed for vacation use in camp, afloat or on the lawn. These campaigns on portable models have not been confined to new prospects and non-owners, but have been directed in a great many instances to those who already have cabinet machines in their homes, but who might be induced to purchase a smaller model for knockabout purposes. A surprising number of large machine owners have answered the appeal and purchased small models, either for vacation purposes or for the use of the children of the family.

If it is possible to persuade owners of large machines to also buy smaller models it should be possible through good advertising salesmanship to persuade the original buyers of smaller types to make a permanent investment in a large cabinet machine for winter use in the home. In fact, it has been proven on frequent occasions that the purchase of a small, cheap machine in a surprisingly large number of instances resulted in the ultimate purchase of a larger model, and the placing of the larger talking machines after the Summer is over should prove easier than the sale of the smaller ones during the Summer itself. In the latter case the prospect already has a machine and records and is seeking to make an additional investment that is, in a manner, temporary.

NOW ASSISTANT SALES MANAGER

Chas. B. Mason Promoted in New York T. M. Co.'s Organization—Qualified for New Post

Chas. B. Mason, connected with the sales division of the New York Talking Machine Co., New York, Victor wholesaler for the past two years, has been promoted to the post of assistant sales manager of the company. In his new post Mr. Mason will work in close cooperation with Hugh C. Ernst, sales manager of the company, and his intimate familiarity with the sales problems of the Victor dealers in metropolitan territory well qualifies Mr. Mason for his new work.

In 1916 Mr. Mason joined the sales staff of the Chicago Talking Machine Co., Victor wholesaler, remaining with that company until the United States entered the world war. He saw active service abroad, returning in 1919, when he became a member of the sales staff of the New York Talking Machine Co. He has carefully studied every angle of the Victor business, and his promotion to the post of assistant sales manager of the New York Talking Machine Co. will undoubtedly be welcome news to Victor dealers in the metropolitan district.



Chas. B. Mason
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TO ADD TO ACTUELLE LIST

The Pathé Frères Phonograph Co., Brooklyn, N. Y., will shortly reproduce on the Actuelle needle-cut records one hundred of the standard selections which have proved so popular on the Pathé Sapphire Ball Record.

TALKING MACHINES IN POST OFFICE

Success of Experiment in Minneapolis Arouses Much Interest Throughout Country—Ideas May Be Adopted in Post Offices in Other Cities

The reports to the effect that E. A. Purdy, postmaster at Minneapolis, Minn., had installed talking machines in the local post office for the purpose of improving the morale of the workers and speeding up efforts, and had found the experiment distinctly successful, aroused much interest in all sections of the country recently. The story of Mr. Purdy's experiment has been carried in regular Associated Press despatches. "The idea was tried, Mr. Purdy said, after he had made a psychological study of conditions under which his night force worked. He found that men working apart from the general noises of the day, as a rule, showed a low morale and were inclined to be morose and generally worried at being away from their families, which resulted in an absence of enthusiasm in their work.

As an experiment a talking machine was installed and records which it was thought would rest the nerves and lighten the spirits of the employees were tried nightly. There were gratifying results, Mr. Purdy said, although he was careful to explain that no "jazz" was played until the fog end of the night, as he "did not want the men juggling and tossing about letters and parcels." Everybody was more alert, and at quitting time went home less tired, less worried and with a more efficient night's work done. The Postmaster General approved the idea, and said that he would watch further experiments with interest.

Mr. Purdy, who was characterized by Mr. Hays as a "bird of a postmaster, with a batting average of 1,000, although a Democrat," is in Washington to give the department some of the ideas which have made the Minneapolis office one of the best and most successful in the country.

In the various cities postmasters were asked regarding their opinion of the value of using talking machines to improve the service, and many of them endorsed the idea. Postmaster Morgan, of New York, was quoted as saying that he had found that when the postal clerks were permitted to whistle at their work they accomplished much more, but at the time was not willing to go on record as recommending the installation of machines and records in the post office in the metropolitan district.

The main thing was that the story of Postmaster Purdy's experiment served to give much valuable publicity to the talking machine and brought forth editorial comment in daily newspapers that should prove of advantage to the industry.

APPEALING TO THE MOTORIST

Harley-Pearson Co., Walters, Okla., Erects Illuminated Pathé Sign at Crossroads

WALTERS, OKLA., September 3.—The Harley-Pearson Furniture Co. of this city, which numbers only about 4,000 inhabitants, has displayed considerable initiative in the erection of an illuminated sign at a crossroad on Lone Prairie, four miles from the store in the city. The main highway from Wichita Falls to Lawton runs past the sign. Arrangements were made with a farmer who lives across the road to light up the sign every night until 11:00 o'clock with a Deleo lighting system. Night travelers are amazed to see this lighted sign way out on the bald prairie and every observer is impressed with this advertisement of the Pathé.

The dealer who realizes that the children of to-day are the customers of to-morrow, and shapes his merchandising policies accordingly, is sowing the seeds of future profits.

What the Wholesale Talking Machine Salesman Should Actually Know

By P. A. Ware

About everyone in the talking machine business seems to consider it his or her bounden duty to prescribe for the dealer. The dealer is assailed on every side by factory men, jobbers' men, advertising men and others, including the press, to "peg me" and "go after the business." All hands bid the dealer himself seem willing and eager to write prescriptions for overcoming the business ailments of the day.

To the inattention many alert and able dealers are very busy working out their own formulas and reaping the consequent harvest. Every dealer is eager to learn how to increase his business and he is in the aggregate a patient mortal tolerant of the follies of others. If he were not, long ere this there would have been a demand from him for less theory and more facts from his volunteer advisers.

It is time for good-intentioned helpers to come forward with some counsel representing the dealer's point of view—some healthy, pertinent counsel as to what the dealer should demand from those who attempt to advise him. The dealer is quite within his rights to take on a "show me" attitude and to demand that his advisers put their own heads in order. Take, as an example, the man who comes in most frequent contact with the dealers—the distributor's or manufacturer's salesman. What does he know? And what should he know? Too often he is merely a traveling distributor of "talking machine gossip." He is full of the politics of the business, such as news of the latest factory change in personnel and impending changes in rival organizations. He discusses personalities, but he is woefully lame on the product and tested ways and proven means of selling said product.

Now, what has the dealer on whom so many demands are made the right to expect from his jobber's or manufacturer's emissary? He has a right to demand and expect much that he does not always get, and particularly he is entitled to a sympathetic and helpful understanding of his individual problems from the man to whom he gives his business. It is well enough for a wholesale salesman to carry with him a trite set of "suggestions" prepared for him by those in his home office, but it is not enough.

A wholesaler's or manufacturer's representative should know his product and why that product is the best that is offered. He should

know more, he should know how that product should and can be profitably sold to the public and how the public should be "sold" to take it.

He should know the needs of the community where the dealer is located, its peculiarities, its foreign population, its potential demand, its newspapers, musical organizations and (if it is an isolated community, but a trading center) its buying population.

Of course, he should know the selling value of record releases and new types of instruments, but it is more important that he should know

He Should Know the Needs of the Dealer, His Community, Its Peculiarities and Its Potential Demand

how and where to sell older types and what appeal will sell them.

He should know much about the kind of competition his dealer friend is getting and how to meet it. One salesman I know makes it a rule never to call on a dealer without first knowing that dealer's community, its newspaper or newspapers and its civic and art organizations. That rule is easily maintained by studying the city directory and newspaper files, with an occasional visit to the Chamber of Commerce.

But that is only a very preliminary step toward fitting a man to talk even intelligently to a dealer. So many distributors' and manufacturers' representatives fit themselves only to talk and talk more.

Summed up, a wholesale salesman should not only know retail merchandising—in fact, and not in theory—but he should also know his dealer's methods and what might be added to them to the direct and practical advantage of the dealer. If the average dealer were a less patient man he

would not so often answer the questions of the trite examiner sent to sell him goods—questions something like this:

Do you mail supplements?

Do you go over your mailing list?

Do you give monthly concerts?

Do you hold a weekly meeting of employees?

And, as Ring Lardner says, "and etc."

At this point it is in line for someone to ask a question of the writer along this line: "Since you are advising, do you know these things?"

The answer is that I know them, but perhaps not as well as I should or might, or may later on. And here's an addenda: I know quite a lot about retail merchandising because I went to school where it could be learned. I listened to successful retailers. Yes, the retailers—the best ones—taught me what I know about retailing, and there is much more for me to learn from them.

The successful retail establishment—that is the place for the volunteer adviser to get his knowledge. One thing is certain, and that is that the ambitious wholesale representative has a big field to draw from if he is willing to learn.

TO DISPLAY AT MINNESOTA FAIR

G. Sommers & Co., Pathé Distributors of St Paul, Planning Elaborate Exhibit

ST. PAUL, MINN., September 3.—G. Sommers & Co., Pathé distributors, with headquarters in this city, will exhibit at the Minnesota State Fair to be held shortly. This fair is said to be one of the largest in the United States, and is exceeded only by the Toronto Fair.

Mr. Sommers states that at the opening day of the fair last year 140,000 people attended, and for the whole week the attendance ran close to the half-million mark. It is expected that this exhibit will have a vast sales influence and add greatly to Pathé prestige in that State.

HOW NAPOLEON SUMMARIZED

"Great events hang by a thread. The able man turns everything to profit, neglects nothing that will give him one more chance; the man of less ability, by overlooking just one thing, spoils the whole."—From Napoleon's Diary.

THESE ARE SOME OF THE REASONS FOR OUR EXCEEDINGLY LOW PRICES

THE TALKING MACHINE'S HELPMATE

Our latest improved albums are meeting with remarkable success in the trade. Increased manufacturing facilities and improved machinery have enabled us to enlarge our output and consequently realize great savings in raw material cost due to quantity buying.

We make sets to equip every style of machine. Our special set, with complete set of shelves for No. 80 Victrola, as illustrated, consists of more albums than any other album set on the market to-day and gives the dealer the opportunity to sell more records. Yet the price of the new NYACCO set is no more than the price of ordinary old-style album sets.

Shipments can be made F. O. B. New York or Chicago, as you may desire, thereby saving you freight or expressage.

We guarantee our NYACCO albums as to quality, construction and expeditious delivery.

Don't wait for the rush season to place your orders!

Order now for fall and winter delivery.

Jobbers and Distributors throughout the United States and Canada

Write for Quotations. Samples submitted upon request

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard Street

CHICAGO
415-417 S. Jefferson Street



Victor Supremacy is real

It is backed by its wonderful musical achievements.

It is the power behind the success of every Victor retailer.

"Victrola" is the Registered Trademark of the Victor Talking Machine Company designating the products of this Company only.
Warning: The use of the word Victrola upon or in the promotion or sale of any other Talking Machine or Phonograph products is misleading and illegal.
Important Notice: Victor Records and Victor Machines are scientifically co-ordinated and synchronized in the process of manufacturing, and should be used together to secure a perfect reproduction.

Victor Wholesalers

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|--|--|
| Albany, N. Y. Gately-Mahr Co., Inc. | Milwaukee, Wis. Badger Talking Machine Co. |
| Atlanta, Ga. Egan Talking Machine Co. | Minneapolis, Minn. Beckwith, O'Neill Co. |
| Baltimore, Md. Philips & Crew Piano Co. | Mobile, Ala. Wm. H. Reynolds |
| Cohen & Hughes | Newark, N. J. Collins & Co. |
| E. F. Droup & Sons Co. | New Haven, Conn. The Horton Gall Creamer Co. |
| H. R. Eisenbrandt Sons, Inc. | New Orleans, La. Philip Verlein, Ltd. |
| Birmingham, Ala. Talking Machine Co. | New York, N. Y. Blackman Talking Mach. Co. |
| Boston, Mass. Oliver Ditson Co. | Emmanuel Blout |
| The Eastern Talking Machine Co. | C. Bruno & Son, Inc. |
| The M. Steiner & Sons Co. | Charles H. Ditson & Co. |
| Brooklyn, N. Y. American Talking Mach. Co. | Kaiserbrocker Talking Machine Co., Inc. |
| C. F. Williams Co., Inc. | Musical Instrument Sales Co. |
| Duquesne, N. Y. Curtis N. Andrews | New York Talking Mach. Co. |
| Buffalo Talking Machine Co., Inc. | Ormes, Inc. |
| Harrisonburg, Va. American Phonograph Co. | Silas E. Festsall Co. |
| Butte, Mont. Orton Bros. | Omaha, Nebr. Ross P. Curtiss Co. |
| Chicago, Ill. Lyon & Healy | Minkel Brok. Co. |
| The Rudolph Wurlitzer Co. | Peoria, Ill. Puzan-Pace Co., Inc. |
| Chicago Talking Machine Co. | Philadelphia, Pa. Louis Buchs Co., Inc. |
| Cincinnati, O. Ohio Talking Machine Co. | E. J. Hepp & Son |
| The Rudolph Wurlitzer Co. | The Greese D. Orstein Co. |
| Cleveland, O. The Cleveland Talking Machine Co. | Penn Phonograph Co., Inc. |
| The Eclipse Musical Co. | The Talking Machine Co. |
| Columbus, O. The Perry B. Whitall Co. | H. A. Weymann & Son, Inc. |
| Dallas, Tex. Sanger Bros. | Pittsburgh, Pa. W. F. Frederick |
| Denver, Colo. The Knight-Campbell Music Co. | E. C. Mellor Co., Ltd. |
| Des Moines, Ia. Minkel Brok. Co. | Standard Talking Mach. Co. |
| Detroit, Mich. Grinnell Bros. | Portland, Me. Cressy & Allen, Inc. |
| Elmira, N. Y. Elmira Arms Co. | Portland, Ore. Sherman, Clay & Co. |
| El Paso, Tex. W. G. Wals Co. | Richmond, Va. The Carley Co., Inc. |
| Honolulu, T. H. Bergstrom Music Co., Ltd. | Rochester, N. Y. E. J. Chapman |
| Houston, Tex. The Talking Machine Co. of Texas. | Salt Lake City, U. The John Elliott Clark Co. |
| Indianapolis, Ind. Stewart Talking Machine Co. | San Francisco, Cal. Sherman, Clay & Co. |
| Jacksonville, Fla. Florida Talking Machine Co. | Seattle, Wash. Sherman, Clay & Co. |
| Kansas City, Mo. J. W. Jenkins Sons Music Co. | Spokane, Wash. Sherman, Clay & Co. |
| The Schmalzer Co. | St. Louis, Mo. Koerber-Bremser Music Co. |
| The Schmalzer Co. | St. Paul, Minn. W. J. Dyer & Bro. |
| Los Angeles, Cal. Sherman, Clay & Co. | Syracuse, N. Y. W. D. Andrews Co. |
| Memphis, Tenn. O. K. Houck Piano Co. | Tellico, O. The Toledo Talking Machine Co. |
| | Washington, D. C. Cohen & Hughes |
| | E. F. Droup & Sons Co. |
| | Rogers & Picherr. |



Victrola VI, \$35
Mahogany or oak



Victrola IX, \$75
Mahogany or oak



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



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

Victor Talking Machine Co.

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



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

Why the Sales and Collection Departments of a Business Should Co-operate :: By Albert Parsons

Although held to be more or less separate and distinct departments of the business, the sales and collection divisions are, as a matter of fact, closely related in more ways than one and not merely in that collections naturally follow in the case of a great many sales. The activities of the two departments should interlock to the advantage of both.

In the average small store, with only one main showroom and a battery of booths, the customer in coming in to pay his instalments at regular intervals must of necessity walk through a portion of the store proper to get to the cashier's cage. It happens in the larger stores and departments, however, that the cashier's cage is hid away in some corner out

of the way. This is particularly the case in department stores, where, in the majority of cases, there is one central collection department in connection with the general offices, usually in the rear of one of the lower floors. Where entire buildings are devoted to the sale of musical instruments the collection department is frequently located on one of the upper floors away from the showrooms, usually for the sake of appearance, if for nothing else.

This practice of locating the collection or cashier's cage away from the merchandise department of a business appears to grow out of the belief that having once made a purchase of a talking machine or piano, for instance, active interest in the customer ceases beyond, of course,

seeing that payments are made promptly and regularly. As a matter of fact, in the case of the talking machine, particularly, the closing of the machine sale should be but the forerunner to

Many Sales of Records and Machines Lost by Having the Collection Department Separated from the Sales Floor

some active record patronage from the customer.

The manager of a talking machine and piano department in a big department store in an Eastern city some time ago became aware of the fact that inasmuch as many of his customers had to go to the general offices to make payments downstairs he had frequently lost contact with them. They, of course, came into the store regularly, or were supposed to come in, to make their payments, but unless they were so disposed had no occasion to visit the musical instrument department. It was his belief that a great volume of record sales and, perhaps, a number of talking machine and piano sales were lost through this one fact alone, and a direct inquiry put to the purchaser of a high-class Victrola, when he happened to meet the lady outside the store, brought forth the information that rather than go to the upper floor of a department store to purchase her records she was buying them from another dealer down the street with a ground-floor store.

The result has been that this particular manager has prevailed upon the department store heads to provide him with a special cashier's cage in his own department where all payments for talking machines and pianos are made. To reach the cashier's cage from the elevator the customer must pass through the music department, observe the announcements of the new records and music rolls and hear them being played. The customer also is in a position where the salesman has an opportunity to exhibit their gifts of persuasion. The first month under the new arrangement demonstrated the wisdom of the move, for record sales took a decided jump and several machines were sold to people who, on shopping tours with installment customers, had come into the department with them while they were making payments. Machine purchasers who, the salesman declared, had not been in the department for several months showed up again to pay the regular instalments and were immediately made welcome by members of the staff. In most cases record sales were actually made. Thus the value of personal contact was most interestingly demonstrated.

Inasmuch as a separate cashier and book-keeper were already required to look after the details of the installment accounts of the music department the change in the collection headquarters of that department meant no added expense in salaries, but simply the cost of installing the new booth itself.

The idea is well worth considering by the manager of talking machine departments in the larger stores and others who have been letting their customers get away from them and out of contact after the first sales transaction was completed.



Caruso—now among the immortals—leaves more than a mere collection of records.

The golden voice has created for us and for posterity a great and definite class of music.

Just as folks have collected "hymns," "violin selections" and other series, they will now seek complete folios of Caruso Records.

It is needless to enlarge upon the sales possibilities that exist in the suggestion to your patrons that they start their Caruso Collections at once—using Peerless Albums and the Peerless classification labels.

Write for a sample set of these labels and how to obtain a supply gratis or at a nominal cost.



Peerless Album Company

Phil Ravis, Pres.

636-638 Broadway New York



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$75
Mahogany or oak



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



Victrola XI, \$150
Mahogany, oak or walnut



Victrola XIV, \$225
Mahogany, oak or walnut



Victrola XVI, \$275
Victrola XVI, electric, \$337.60
Mahogany or oak



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

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Its universal recognition makes success easy for every Victor retailer.

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Victor Talking Machine Co.

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



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TRADE CONTINUES TO SHOW IMPROVING TREND

THE talking machine jobbers, as a rule, are in an excellent position to judge whether or not the retail trade has increased, is holding its own or suffering a slump. The retailer may talk all he wants to, but the fact remains that his demands upon the wholesaler reflect most naturally the volume of business he is transacting.

On this basis there is every reason to believe that the talking machine trade in practically every section of the country is distinctly on the mend, and the dealers feel that this improvement is going to be more or less permanent. There is hardly a jobber who has not reported a substantial movement of machines and records during the past few weeks, quite in contrast to conditions of a couple of months ago, and there are many wholesalers who declare that orders for present and future delivery at present on their books are sufficient to absorb all available stock for the next two or three months.

It is to be assumed, of course, that this movement of goods in some measure reflects the optimism of the dealers and their willingness to gamble on future business, but it is also a fact that much of the wholesale demand is based on the business that the retailers are actually doing. Whatever the basic reason, this reported revival of business is most encouraging.

Another fact that serves to lend brightness to the future is that the demand for the better class of equipment for retail talking machine stores has also increased substantially, all of the manufacturers of such equipment reporting that their quota for this season of the year has been passed by margins that are surprising as well as gratifying. It means not only that retailers generally appreciate the fact that in going after more business they must have attractive establishments, but also that the business they are now doing is sufficient to warrant the expenditure for more equipment. Taking it all in all there is every indication that it is going to be far from a "blue" Fall and Winter for the talking machine trade.

WISE TO HELP MUSICAL ADVANCEMENT WORK

MEMBERS of the talking machine trade are probably more familiar with campaigns tending toward the advancement of music and musical appreciation than members of any other division of the music industry, for this trade of ours has been built up chiefly through such campaigns. Being possessed of such knowledge, therefore, it would seem the course of wisdom for members of

the trade to take an active part in general movements calculated to develop a more general interest in music, and eventually the desire for the possession of a musical instrument of some sort.

There have been held, and are being held, in various sections of the country music week celebrations. Whole cities have practically been given over for a period of a week or more to an almost continuous series of musical affairs in schools, churches, clubrooms, and even in the streets. There are also being held in many cities and towns music memory contests which afford the talking machine dealer a first-hand opportunity for realizing directly upon such music advancement work. These music memory contests depend for their success largely upon the interest of contestants in studying selective musical compositions in order that they may be familiar with them when the time comes for the final test. The interests operating the contests quite frequently urge that talking machine records be used in the contest, and the compositions selected are almost invariably those readily obtainable both in talking machine record and music roll form. The average dealer may consider it quite a far cry from the community "sing" in a public park to the registering of a talking machine sale in his store, but it is a matter of fact that of the five, ten or twenty-five thousand people who can be, and have been, induced to gather for the purpose of participating in a "sing" there should be a most substantial percentage who have their musical sensibilities aroused to the point where they feel that they must have music in the home.

Talking machine companies have undoubtedly shown the way in most of the musical advancement work. Their educational departments have worked most successfully to introduce talking machines and records into educational work throughout the country, until to-day the school without some sort of machine or library of records is distinctly the exception. Having accomplished all this, there is no reason in the world why the talking machine merchant should not take advantage of the work that others are doing along the same lines, perhaps giving their financial support to such movements in a fair measure, or at least giving their moral support.

MISSION OF THE TALKING MACHINE RECOGNIZED

EVER since the talking machine and talking machine record have reached a position of recognized standing in the world of music the point has been emphasized that the talking machine record was destined to fill its greatest mission in preserving the voices of contemporary artists for the enlightenment and entertainment of future generations. Although this point was generally appreciated, it remained for the death of Caruso to bring the importance of the matter home to many minds with force and suddenness.

The Republic of France recognized officially the historical importance of talking machine records, and some time ago began the gathering of a library of records—speeches, songs, etc.—made by the famous men of that country and of the world at large. But for the most part these men were living when their records were filed away for the future.

When the news of Caruso's death was received, however, it was appreciated at once that, although he never would be heard again in the flesh, his great voice was preserved for all time in imperishable metal. The attitude of the public was clearly evidenced in the immediate run on Caruso record stock, the demand being so heavy that it quickly exhausted reserve stocks in the hands of jobbers and dealers and forced quick appeals to the Victor factory. Although the newspapers carried the official announcement of C. G. Child, of the Victor Co., to the effect that Caruso records would be made and could be obtained for years to come, it seemed as though the majority of the public insisted upon having records of the great artist's voice as mementos. Caruso was dead, but they wanted to preserve his voice for themselves.

There is no question but that the passing of Caruso has emphasized most strongly the importance of the talking machine record in carrying on to posterity, and down throughout the centuries, the voices of contemporary artists. The present generation has been able to learn of the quality of Jenny Lind's singing or Ole Bull's playing only from the printed words, but the next generation will be privileged to hear Caruso's voice faithfully recorded in all its strength and color, and to judge thereby the abilities of contemporary artists.

Although Caruso's death can be regarded as little less than a calamity, it accomplished more than any single factor in the history

of the trade to give to the public a proper understanding of the real importance of the talking machine record, both from the artistic and the historical viewpoint.

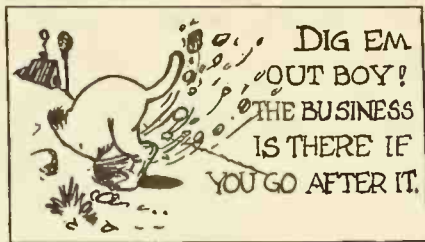
THE IMPORTANCE OF CONSTRUCTIVE IDEAS

TALKING MACHINE dealers have for a number of months been advised by manufacturers, wholesalers and their representatives, as well as others, to go after business more strongly than ever, to display more "pep" in their sales efforts, and to ginger up their organizations generally. Most of this advice has been absorbed in good part, but now and then comes the dealer who answers back, "I am glad and willing to do these things, but how?" In other words, he feels that some instructions and constructive ideas should go with the advice to prove that the adviser knows whereof he speaks.

For the benefit of the dealer who asks "how," The World is privileged to publish this month a most exhaustive illustrated article by C. H. Mansfield, of the Edison Shop, Dallas, Tex., on ways and means for checking up salesmen, what they do, how they do it, and what they accomplish. Properly used the system is calculated to give the manager accurate facts regarding his sales organization, the attitude of the prospects and the sort of product that sells best. It provides a key to the most important factor in the retail business—selling, and its adoption in full or in modified form will enable the retailer to secure an exceedingly accurate knowledge of his sales department.

GRATIFYING SIGNS IN THE RETAIL FIELD

In few industries is the value of modern merchandising methods becoming more widely recognized than in the talking machine trade. Every issue of The World contains accounts of retail merchants demonstrating their interest in efficiency by the installation of certain equipment or systems which will decrease overhead, increase service and minimize costs. Even in the smaller towns talking machine dealers are keeping in touch with every modern means for making their stores attractive and inviting in appearance. Soundproof rooms, furnishings, modern devices for use in store and windows are being employed—in fact, everything is being utilized to make the path of the customer more pleasant and in this way win a larger share of business. This attitude on the part of the dealer is one of the most gratifying indications of the progressive tendencies now existing, and stamps a great number of talking machine dealers as believers in the highest type of merchandising. A great many dealers, it is true, let up in their activities during the Summer months, due not only to the unusually warm weather but to the slowing up in business. But this was only a temporary stoppage, and the Fall months which we are now entering will witness an increased evidence of equipment activity throughout the industry.



WHERE THERE IS NEED FOR CO-OPERATION

A NUMBER of talking machine dealers during the past couple of years evidently became so used to the scarcity of machines on the warehouse floors and records on the shelves that they now hesitate to take advantage of the newer conditions and keep their stocks up to what might be termed a normal basis or better. Having received goods on a hand-to-mouth basis when production was low, many dealers have fallen into the habit of ordering on a hand-to-mouth basis when goods are available.

Manufacturers, and particularly wholesalers, are not entirely selfish when they urge upon the dealer the wisdom of anticipating Fall or Winter requirements as far as possible, and advising his distributor of the minimum quantity of goods he expects to handle. There is unquestionably going to be good business during the coming months for the retailer who goes after it. It may not be abnormal but it will be substantial enough to pay a mighty fine profit.

Wholesalers make it a part of their business to endeavor to keep sufficient stock on hand to meet the ordinary demands of the dealers promptly, but if those same dealers simply carry a minimum stock with no reserve, in the expectation that they can take care of their demands with rush orders on the wholesalers, they are likely to find themselves out of luck. Any business man cannot expect the wholesaler or manufacturer to do his guessing for him. If he is going to stay in business he must be prepared to make a suitable investment in stocks so he can carry on that business properly, and not depend upon the distributor to carry the entire burden and make the financial investment that really belongs to the dealer.

Although the jobbers may be particularly liberal in the matter of carrying a surplus stock of machines and records in warehouses, that stock is simply to meet the normal demands and perhaps an occasional but unforeseen emergency. It cannot be expected that it will be large enough to meet the sudden call from fifty or a hundred dealers who suddenly discover that the business has arrived, and that they are not prepared to take care of it.



To handle two lines at one time, and do both lines justice, is well nigh impossible. We believe that all any Victor dealer needs is Victor product, as specialization brings the best results.

ORMES, Inc.

103 E. 125th St. Wholesale Exclusively NEW YORK



Early English Period Model—\$250
Top, 20 $\frac{1}{2}$ inches by 43 $\frac{3}{4}$ inches and 34 $\frac{1}{2}$ inches high
Gold plated metal parts and six record albums

This beautiful new Cheney Art Model

at a price sensationally low is tangible evidence of the wonderful capabilities and development of the Cheney factories.

This instrument is but one of a line which has earned for the name of Cheney a reputation for leadership in the manufacture of phonographs of quality.

CHENEY TALKING MACHINE COMPANY, Chicago

The
CHENEY
The MASTER INSTRUMENT

A Constructive Plan of Increasing Record Sales Through Aid of Boy Scouts

By
W. B. Stoddard

The Rubiniwicz Music Store recently evolved a capital plan for increasing the sale of Columbia records—the line handled by them. They enlisted the services of the local Boy Scouts, offering a commission of 10 per cent on all records sold. The boys took to the proposition with enthusiasm, and worked out a plan for making the records known to every citizen of Litchfield. As many of the boys as had leisure time reported at the Boy Scout headquarters and they divided the city into districts, each boy agreeing to see every household in the district allotted to him. Fifty per cent of the commission received was to be retained by the boy for his services and 50 per cent turned into the Boy Scout treasury for the purchase of needed equipment. The fact that the Boy Scouts would canvass for him was announced in the paper by Mr. Rubiniwicz, and citizens were asked to buy as liberally as possible, but to patronize no solicitor who was not in uniform. The boys carried a few records with them as samples, but had a catalog of all the records carried and took orders for as many as desired. No money was paid until the delivery of the records, which was made by the same lad that secured the order. In this way the patron was sure of getting his records and the boys of receiving their money, as collection was made on delivery of the records. The amount collected by each boy was turned in and a check for his commission was made out to the Scout Master, who in turn, gave the lad his share of the profits. By means of this house-to-house canvass everybody was made aware of the fact that the Columbia records were handled by the Rubiniwicz Co. So successful were the boys in the canvassing of their home town that trips were afterwards made on Saturdays to many of the neighboring towns—each time a different squad being sent, under the directorship of the Scout Master. The boys had pleasant outings, earned money for themselves and their company and spread the fame of this particular brand of records wherever they went. Another plan tried by the Rubiniwicz Co. was the featuring of dance records. In the early Fall, when the dancing school opened, they ran an ad showing a number of silhouettes of dancing figures, and said:

DANCE TWICE A DAY AND PROLONG LIFE
A prominent physician recently said that a man or woman who dances twice a day will live longer than one who doesn't.

The best dance music in the world is found on Columbia records, and this music is always heard at its best on the Columbia Gramophones. Come in today and see and hear these famous life-prolonging records.

Catering to the Fall Bride

There is nothing that makes for greater enjoyment than music in the home, and now that the Fall bride is with us all dealers in talking machines and records should emphasize their appropriateness as wedding gifts. The Boston Store, Milwaukee, Wis., did this in a very attractive manner. Their large corner window was fitted up as a drawing room, and here stood a bride, showing the groom a handsome talking machine that was the most prominent among the gifts displayed. There was also a cabinet, full of records, with a card: "What more appropriate for the bride's attendants to give her than a steal of high-class records? Knowing her tastes, her intimate friends can each give her a record of some piece of music that she particularly enjoys, lending a personality to the gift that would otherwise be difficult to attain." While in this instance the figures were supplied by other departments of the store, it would be an easy matter to borrow them from a dry goods and clothing store—for most merchants

are only too glad of an opportunity to secure extra publicity for their wearing apparel, and a small card down front would announce "Figures through the courtesy of Blank & Co."

Building a Profitable List of Prospects

The Lawrence & Briggs talking machine shop, in Nashville, Tenn., has adopted a good plan for securing a live mailing list. Instead of sending matter broadcast it is now only placed where the family owns a talking machine. In order to increase its list this concern offers one record (Emerson) free with every list of twenty-five names of owners of talking machines. The list must give the initials, correct address and name of the talking machine owned. When the list is brought in it is checked over, to avoid duplication, and the patron is then allowed to select any record in stock. The offer is not confined to people of the town, but lists may be mailed in and they offer to send by parcel-post any records chosen by out-of-town people. Having this live list of owners of machines Lawrence & Briggs see to it that a list of the new records is sent them each month, and also cordially invite the owners down to hear demonstrations of the records.

Pushing Sale of Caruso Records

Now that the golden voice of the great tenor is stilled forever the records that have been made of the wonderful voice will be in greater demand than ever before. People need only to be reminded that you carry these records in order to make a sale. The Music Shop, Kalama-zoo, Mich., recently made a display that called this vividly to mind. In the center of the display was a large framed picture of Caruso. Radiating in all directions from the large picture

were bright-lined ribbons to smaller pictures of the tenor in the various roles in which he achieved distinction. From each of these smaller pictures there extended toward the front of the window another ribbon ending in a record of some aria he sang in that particular rôle. By this arrangement all the records were set forth in a row, close to the glass, and on the level of a person's eyes, so that one could easily pick out his especial favorite.

LANDAU'S MUSIC STORES EXPANDED

Well-known Pennsylvania Concern Buys Temple of Music in Nanticoke, Pa., Which Makes Third of Successful Chain of Warerooms

NANTICOKE, PA., August 31.—Landau's Music Stores recently purchased the Temple of Music, at 15-17 North Market street, this city. This will make the third store operated by this enterprising Victor house, which already conducts particularly successful warerooms in Wilkes-Barre and Hazleton.

This firm, operated by Hyman Landau and Harry Michlosky, has long contemplated the opening of a store in this city. The Temple of Music is well and favorably known in this city and has had years of excellent patronage. Its location in the business section of the city is an excellent one and but slight alterations are necessary for its occupancy by Landau. It is expected that the name will be changed from the Temple of Music to Landau's Music Store.

Greeting the customer with a smile instead of a frown is a sure way of gaining customers.

SEND FOR YOUR SAMPLE TO-DAY



Mr. Victor Retailer—

Would you spend 15c to bring a customer into your store and keep your name constantly before a Victrola owner? We'll say you will! That is why we will send you a free sample on request of our Advertising Sales-Building-Record Brush. **YOUR ad inserted without extra charge.**

KNICKERBOCKER TALKING MACHINE CO.

138 West 124th St. Victor Wholesalers New York City



The Columbia Exclusive



Advance **SEPTEMBER** Releases

Columb'a Records



Now On Sale

SPECIAL
Advance September

Columbia Records

Just Received

Where Is My Daddy Now Blues A-3421
10-inch 85c
Madam For You / Talk Love / Last Time

Queen of Sheba A-3422
10-inch 85c
Tal Love / Just Dind

Down Yonder A-3423
10-inch 85c
Madam / De Day / The Happy Day

Ruby A-3424
10-inch 85c
Madam / For You / Vivian / Love / Day

Happiness A-3425
10-inch 85c
For You / An / He / You / Day

I Call You Sunshine A-3426
10-inch 85c
For You / An / He / You / Day

Wang Wang Blues A-3427
10-inch 85c
You and I / And / I / And / I

Ain't You Coming Out Mallinda? A-3428
10-inch 85c
For You / And / I / And / I

Do You Ever Think of Me? A-3429
10-inch 85c
For You / And / I / And / I

You Made Me Forget How A-3430
10-inch 85c
For You / And / I / And / I



New On Sale—Midweek List
(Advance Sales on the Market)

Columbia Records
Just Received

QUEEN OF SHEBA A-3422
10-inch 85c
Tal Love / Just Dind

WHERE IS MY DADDY NOW A-3421
10-inch 85c
Madam / For You / Talk Love / Last Time

DOWN YONDER A-3423
10-inch 85c
Madam / De Day / The Happy Day

RUBY A-3424
10-inch 85c
Madam / For You / Vivian / Love / Day

HAPPINESS A-3425
10-inch 85c
For You / An / He / You / Day

I CALL YOU SUNSHINE A-3426
10-inch 85c
For You / An / He / You / Day

WANG WANG BLUES A-3427
10-inch 85c
You and I / And / I / And / I

AIN'T YOU COMING OUT MALLINDA? A-3428
10-inch 85c
For You / And / I / And / I

DO YOU EVER THINK OF ME? A-3429
10-inch 85c
For You / And / I / And / I

YOU MADE ME FORGET HOW A-3430
10-inch 85c
For You / And / I / And / I

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Madam / For You / Vivian / Love / Day

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For You / An / He / You / Day

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10-inch 85c
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10-inch 85c
You and I / And / I / And / I

Ain't You Coming Out Mallinda? A-3428
10-inch 85c
For You / And / I / And / I

Do You Ever Think of Me? A-3429
10-inch 85c
For You / And / I / And / I

You Made Me Forget How A-3430
10-inch 85c
For You / And / I / And / I

Do you realize that, *twice* a month, we offer you an opportunity to sell dances and popular hits while they are hot? Are you taking full advantage of *both* these regular monthly opportunities to cash in quick on Columbia Records.



COLUMBIA

Mid-month Record Release



Two Reasons Instead of One to Bring Customers Into Your Store Each Month

On the tenth of every month we put on sale half a dozen of the hottest popular hits and as many of the latest dances. We back up these regular mid-month record releases with the best of advertising material.

We prepare a Government postal card which costs you one cent for you to send to your mailing list. It carries a printed advertisement of all the mid-month record releases, with a space below for you to sign your name. We follow this up with free copy and cuts in our Monthly Advertising Service for Columbia

dealers. One of these advertisements always repeats the copy on the Government postal card.

We also prepare a window streamer in colors, 9 inches high by 42 long, to attract the people passing your store. Furthermore, we feature these mid-month releases on a hearing room hanger carrying the same copy as the postal card.

Thus we give you four different ways to attract customers and sell them these mid-month record releases. Do it. Make special sales drives on both the tenth and twentieth release dates.

COLUMBIA GRAPHOPHONE COMPANY
NEW YORK



\$175



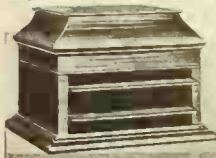
\$150



\$30



\$45



\$60



\$85



\$100



\$125



\$140

GRAFONOLA



QUALITY
HANOVER, PA., U.S.A.

STIMULATE Your FALL Sales

By carrying a complete line of
LONG
Console Cabinets

There is going to be an active demand this Fall for phonographs that embody quality and value. The buying public is becoming more critical day by day, and the dealer who aims to increase his profits must give the consumer maximum value for the money expended.

The LONG Console Cabinets, illustrated on this page, have met with phenomenal success. Intended for use with the Victrola VI and Grafonola 25, type B and A2, these Consoles produce a combination outfit that looks like a \$250 model. The retail price of the complete outfit can be placed at a figure substantially less than the cost of an ordinary upright model.

The LONG Console Cabinet enables you to give your customers exceptional value, and they will therefore serve to stimulate your machine sales materially. Order the complete line today and feature them in your advertising immediately.

Write us today for catalog and prices

The Geo. A. Long
Cabinet Company
HANOVER, PA.



Style 600
Sheraton



Style 601
Colonial



Style 602
Louis XV



Style 603
Chippendale



Style 604
Hepplewhite

Arousing the Buying Interest of the Public by the Employment of Original Propaganda

A prominent sales manager in the talking machine trade recently declared that the retailer who desired to increase his volume of sales under existing conditions must realize that to get ahead of competitors and arouse the buying interest among his prospects he must present the various features of his line and his business ideas in a new way. In fact, he declared, the art of selling just now depended in no small measure upon originality, for it has been shown that a good proportion of the public is not responding to ordinary selling methods, but can be made to respond when an appeal is made to them along new lines. We all know of the success that has been made by Billy Sunday in his revival campaigns. The Bible has been sold to the public for 2000 years, but Billy Sunday comes along with a brand-new selling idea and puts the thing across in a tremendous way.

The average dealer who analyzes the sales appeal as he has been making it for the past ten or twenty years and then endeavors to get out of the rut will find a large number of channels open for his activities. The close sticking to precedent and the presenting of the argument that it has never been done that way before has no place in modern selling. The fact that a selling plan is without precedent is in itself a factor sufficiently important to warrant the careful consideration of that plan.

The trouble with a great many dealers seems to be that they are overconservative, not because they lack energy and ability, but because they fear that having maintained a certain standard in selling methods they cannot endanger that standard by adopting radically new ideas.

There is a wide difference, however, between

the unusual and the simply sensational. Widely advertised sales—general cutting of prices and extravagant statements in advertising—are not to be included among good business practices under any consideration. It has been found, however, that there are numerous new angles to the selling game that are in accordance with the highest ethics and are sufficiently strong to make a quick, effective appeal. Improved

tried to secure the waiter's attention as he brushed by, but again and again registered failure. Having eaten half his meal he did not care to walk out and he wanted some more water. On a last chance he brushed off his water glass on the tile floor. The crash brought the manager, the head waiter and the customer's own waiter on the run and, needless to say, he got his glass of water.

It is not advisable for a merchant who wants to attract more attention from passers-by to smash his show window at regular intervals on the chance that the tinkle of the glass will attract customers, but he can arrange that show window and the advertising that backs it up in a way so far out of the ordinary that attention is commanded. The talking machine has progressed to the point where it has no particular appeal to the prospective purchaser as a novelty. It is recognized as a musical instrument and the dealer must base his arguments on the premise that he must show the customer just why he needs a musical instrument now. The old arguments are not working well. The prospect has heard them all. It will take a new line of thought to get his attention and hold it to the buying point.

Generalities must give way to individualism. The case of each prospect must be studied for the purpose of framing arguments that will appeal especially to that prospect. The time is past when the dealer could feel that having let one sale get by him there would be another right along in a few minutes. It simply isn't being done this season and will not be done any other season by those dealers who believe in keeping out of the rut.

Art of Selling Today Depends in No Small Measure Upon Originality in the Use of "Live" Sales Methods

forms of advertising—extensive publicity upon a particular machine or record—working to get a little closer to the prospect by cultivating the personal touch at every opportunity—all these are calculated to help sales even under existing conditions.

A customer in a restaurant had considerable difficulty in getting action from the waiter—a long time between courses and the service was away below par. The customer tried to get the eye of the manager, but without success. He



LIKE The Victrola, Pearsall Service has many imitators, but in both cases—There Is Only One.

Ask any Pearsall Dealer—he will tell you.

"Desire to Serve Plus Ability."

10 EAST 39th ST.

NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS



Widdicomb
Console Model.
Adam Period

Discriminating people endorse the Widdicomb idea

—a phonograph which combines perfection as a musical instrument with taste and beauty as a piece of furniture

In the early days of the phonograph industry buyers naturally laid great stress on the mechanical and reproduction features of the machine. Appearance was more or less a secondary element in making their decision.

Gradually, however, as phonographs became more common a desire arose among persons of taste and discrimination for beauty of design commensurate with the place of the instrument as an important and prominent piece of furniture. Today, without abating in the least their demand for mechanical perfection, buyers seek a phonograph able to take its proper place harmoniously and unobtrusively among the most expensive and tasteful furniture and appointments.

Perhaps the first manufacturer to realize this trend in taste was the Widdicomb Furniture Company, for 56 years designers of the finest period furniture. Experience in meeting the desires of the most careful class of furniture buyers early led to the decision to add to the Widdicomb line a phonograph which should not only be a perfect musical instrument but an article of furniture which would add refinement and beauty to any home.

The inclination of people of cultivated tastes toward period furniture had long been recognized by this company as furniture manufacturers. Naturally the development of the new idea in phonograph manufacture followed the same lines. Various models were designed by the best furniture designers in the country to become a quiet and harmonious part of the fittings of a room furnished in any period. Adam, Queen Anne, Sheraton, Chip-

pendale and other popular models, finished in beautiful red or antique mahogany and walnut, are included in the line, in various upright and console styles, suitable for any decorative scheme.

At the same time that these beautiful models were being developed experts in phonograph manufacture were at work perfecting the reproducing mechanism in a corresponding degree. The result was the Widdicomb Amplifying Tone Chamber—a great forward step in the science of sound reproduction, and years ahead of its contemporaries in the development of acoustic properties. The sound waves as they pass through it are extended and expanded to produce full tonal value without "blasting," while every note, high or deep, is given its proper prominence.

To the high-class dealer, who prides himself in handling only the best, the sale of the Widdicomb phonograph is a real opportunity. He can offer it to his customers with the full assurance that it is incomparable as a musical instrument, that it is a distinctive class by itself as a beautiful article of furniture, and that it is richer in special features than any other phonograph on the market. No other phonograph offers all these advantages in the same degree.

Complete catalog showing the entire line will be furnished upon request, together with details regarding the terms of the dealer franchise.

The Widdicomb Furniture Company
Grand Rapids, Michigan (57)

Prices Reduced!

Effective September 15th, prices on all models of Widdicomb Phonographs will be reduced to the pre-war basis. The new retail prices for the various upright and console styles will range from \$95.00 to \$300.00.

Widdicomb
PHONOGRAPH
The Aristocrat of Phonographs

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[*Foran's Narr.*—This is the eleventh of a new series of articles by William Hensel 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.]

OLD TRICKS FOR NEW DOGS

Columns of near-science and queer-science are written, find ways to get printed and are, one supposes, read on the general and eternal subject of Salesmanship. Well, I don't know much about salesmanship, so my friends tell me, but I think I know a little bit about human nature. Wherefore, that which follows may be useful to dealers who can see beyond the end of their respective noses.

The American Stamp

Men and women are hundreds of likes, dislikes, wants, desires and aspirations. In our country there is in the very atmosphere a sort of restlessness which amazes the foreigner, and which probably makes most of us lead lives far too noisy, blatant, worried and jumpy. Still, such is the general condition, and only the exceptional rise above it. Now, one of the symptoms of this national jumpyness is that every man and every woman in America is everlastingly looking for some new possession, some new luxury, some new material evidence of his or her prosperity and social position. This rush for social position, in a country which has no legally recognized social distinctions, provides very interesting material to the social satirist. But from our point of view, bound as we are to the immediate interests of our industry, such fascinating speculations must be passed aside, no matter with how much of regret. All we can take into consideration is the plain and simple,

yet profound, fact that, just so long as American social ideals remain as they are, the man in the street will want new things all the time. He will be a sort of modern counterpart of the Athenians, to whom St. Paul spoke so sharply.

Where We Come In

And just so long as he—and even more she—remains in this state of mind the talking machine business must continue to prosper. It must continue to prosper simply because the talking machine is, even yet, one of these new things. It must continue to prosper because it satisfies a normal demand of the American mentality, the demand for pleasant music and lots of it. It must continue to prosper because it represents good value and pays back in pleasure many times over every penny put into it.

But the talking machine must be pushed. The human animal is a lazy beast who has to be stimulated. Even when he most wants a thing he will put off getting it till the last moment: unless one is there with the right word to shove him along.

Wherefore, of course, the talking machine, being a musical instrument, must first of all be exploited along musical lines. Only in so far as it is pushed as a musical instrument, and as this alone, upon the attention of the prospective buyers of the community can a dealer be sure that he is making fair use of the time and money which he puts into his advertising.

Exploiting the musical possibilities of the talking machine is therefore the best of all advertising.

After which more or less preparatory argument, let me set forth some reflections on new ways of doing this simple but necessary featuring of the musical possibilities of the talking machine. The preliminary may have seemed

a bit lengthy, but if it has led the reader to do a bit of hot-weather thinking it has performed its task.

Going Back to School

The musical side of the talking machine is being exploited in one way or another, of course, all the time. It is bought for its music and that aspect of it continually crops up. Recitals, demonstrations and all that sort of thing are going on pretty constantly, but the dealer finds himself often hard put to it to devise new and interesting stunts. Let us do a bit of thinking on that subject.

Well, for one thing, the Victor Co. has issued for some years past many wonderfully interesting and informing catalogs, instruction books and pamphlets of the highest authority and most attractive get-up, relating to the use of the Victrola in school-work and in the general teaching of music appreciation. In looking over some of these not long since I was struck, not for the first time, with the evident fact that most of this wonderful stuff intended for school children is more than good enough for adults and, in fact, is very much needed by most of the owners, and prospective owners, of talking machines. If every man or woman who owns a talking machine knew one-half of what there is to know about music, or everyone half as much as a school boy or girl can learn from a course of this Victor school work, there would be such a demand for fine machines and good music as would keep the factories busy all the year round.

Comparisons

Suppose, then, that a Victor dealer were to announce to the people of his community that on a certain day there would be a recital show.

(Continued on page 18)

IT PLAYS ANY-ALL DISC RECORDS

IT PLAYS THEM AS OTHERS CANNOT



THE WARREN STYLE B

THE PHONOGRAPH FOR THE DISCRIMINATING. OUR SELLING PLAN OUTSTRIPS COMPETITION AND ASSURES UNUSUAL PROFITS.—SEND FOR IT.

The Manophone

WITH IT'S INCOMPARABLE QUALITY OF TONE

THE MUSIC-MASTER of PHONOGRAPHS

A MUSICAL INSTRUMENT BUILT BY MUSICAL INSTRUMENT BUILDERS. IT HAS THE VOX-HUMANANA HUMAN THROAT, REPLACING THE COMMON THROAT OF PIPE.

THE MANOPHONE CORPORATION
ADRIAN MICHIGAN

IMPORTANT TO THE TALKING MACHINE TRADE



SELECTING THEIR FAVORITES

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

Record Albums

Yes, Price is one point.
But so is Quality another point.
Quality and Price must be considered together. "National Albums" are unsurpassed and seldom equalled in Quality. They give permanent satisfaction to the user. Please your customers. Write us for price list.



THE PERFECT PLAN

OLD TRICKS FOR NEW DOGS

(Continued from page 17)

ing a series of comparisons between the Victrola and the violin, flute, French horn, etc. I say Victor dealer, because I have been thinking especially of the Victor appreciation-of-music literature, but exactly the same holds good in every case where the records are available. Anyhow, our dealer announces that a violinist will play a violin solo following, and with the same reader on the talking machine. A flutist will do the same thing. So will a French horn player, a harpist and so on. Every big city has the harpist and every town has a flutist and a horn player, a clarinetist, a cellist and others who will be glad to turn in and help.

If a dealer can use such educational records a wonderful opportunity exists for him to make a musical sensation in his town. For instance, there are records which show the actual tones of the different instruments of the orchestra, such as those I have mentioned above. It would be a simply grand notion to hire a quartet or sextet of good musicians and have them play the very same test passages which are played on the records, so that the audiences might hear the comparison.

A Variant

There are all kinds of ways in which this idea can be worked out. Let me just describe

a variant on this notion, one, indeed, I think well worth consideration. It will give the dealer another point of view.

A number of years ago, when the Auxetophone and other loud-sounding talking machines were being pushed, it was the fashion to introduce them at band and orchestra concerts. Orchestras of the accompaniments of vocal and instrumental solo records were then furnished by one company at least, so that hand or orchestra leaders could, from these, arrange accompaniments for their own organizations. Now the same idea could, and still can, without doubt, be applied in a smaller way. Those orchestras still exist and, without a doubt, every large maker of records would gladly furnish piano parts for favorite solos. It is only a question of the demand. A good pianist can do wonderfully effective work by simply playing an accompaniment to a fine talking machine solo. The piano entirely takes the place of the accompaniment on the record and endows the performance with a power and a beauty which it cannot otherwise attain.

The Player-Piano, Too

Moreover, there are still a large number of accompaniment music rolls made for various records by the Q R S Music Co., the Melodee Music Co. and some others. The two first-mentioned have quite a number of these rolls. I myself was, I think, the first in the country to give a public recital of talking machine and

player-piano combined, and now that we have the Apollophone, which combines two instruments in one, the stunt has become much simpler. Accompaniments with the talking machine are very effective and can easily be mastered by the player-pianist after a little practice.

All these ideas are, of course, variations on the original theme of the musical possibilities of the talking machine. That instrument is a universal purveyor of music and the stunts it can do by itself or in company with others are simply innumerable. Nothing save sheer lack of imagination can keep dealers from constantly thinking up new ways to attract the attention of the crowd, and only rank stupidity can encourage the notion that high-class artistic effort is useless, or not so good as noise and trash. Demonstration of dance music and so on is going on every day and all day. The sort of thing I refer to is of another nature. It is the kind of demonstration that makes people think, and when the people can be got to thinking seriously about talking machines and records they are sure to become, first, prospects, then owners, then enthusiastic friends for the rest of their lives.

BRUNSWICK SALES TO NOTABLES

Among the many recent sales of Brunswick phonographs in New York City was that of a Gotham period model to Ed Wynn, the popular comedian and producer of musical comedies. Mr. Wynn was so pleased with the tone of this instrument that he purchased one for his home.

Another well-known purchaser of note of a Brunswick phonograph was George Walsh, the popular moving-picture star, who bought a Stratford model for his home from the Ahelowitz Phonograph Co. New York.

NEW TYPE OF MACHINE

A new type of talking machine has been invented and patented by W. E. Mieding, Sr., of New Orleans, La. In this instrument the walls are made of glass and the music comes from the bottom of the cabinet with the record file at the top. The owner says he will begin manufacturing when conditions are more favorable.

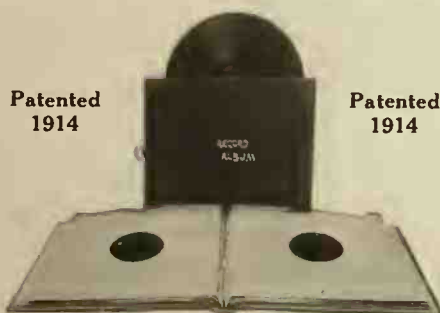
ARRANGING ARTISTIC STORE

G. E. Corson, exclusive Brunswick dealer at The Dalles, Ore., is remodeling his store, and when completed it will be one of the most attractive Brunswick shops in the State. The store will have two machine rooms, two demonstrating booths and the interior decorations will be done in white.

Guy Brooks Davis, of Kewanee, Ill., has accepted a position as head of the talking machine department of the Oberlin Furniture Co., Kankakee, Ill.

BOSTON ALBUMS ARE MADE RIGHT

Patented
1914



Patented
1914

BOSTON ALBUMS are made to SATISFY YOUR MOST EXACTING CUSTOMERS. This means that Boston Albums are made right and have been since they were Patented and introduced to the Trade in 1914. They have never been equalled.

We invite you to send for samples of our four new models—all made right.

BOSTON BOOK COMPANY

501-509 Plymouth Court

CHICAGO, ILL.



OPERATONE

OPERATONE



It is a plus profit! Sell the

OPERATONE

**the novel duplex-type of reproducer—
with its amplifier and wonderful wood
fibre diaphragm—that dealers know as**

the greatest present-day stimulant to business, bringing in new customers and pleasing old friends. A wonderful store demonstrator, adding to your profits and local prestige, providing a new and novel window display, attracting new customers by its novelty and value, appealing to every phonograph owner by its tone-quality. The basis for a profitable mail campaign, ideal as a personal canvass of your entire list of owners, renewing interest in many machines now idle, always increasing the sales of your records.



**Add an OPERATONE to
Your Phonograph
Today—**

- Improve the tone-quality
- Produce the desired full rich tone
- Reduce and inhibit rattle from your records
- Give resultant to vocal selections
- Eliminate the sharpness of the needle
- Increase the volume—with better effect
- Use the power from both sides of the diaphragm
- Improve with age—undisturbed by weather
- Give the true rubric to each instrument
- Clearly reproduce all overtones
- Have the real pep and snap of the numbers
- Superbly render Grand Opera selections
- Constantly add to your pleasure and joy
- And, at a cost of only \$12.50, add \$100.00 to your enjoyment from your present instrument.

Guaranteed to improve tone-quality and volume of your instrument to your satisfaction or return in 10 days for Money Back.

Illustration for demonstrator rooms

One live Dealer, in each territory

will reap this plus profit by being the local Distributor of the OPERATONE. He will be backed by practical co-operation and a complete sales plan. Everything he needs—from local newspaper advertising, over his name, to folders. You may be this Dealer—will you?

Every Dealer knows many music lovers who will appreciate his suggestion that this will add to the enjoyment from their library of records—and who, at the same time, will buy more records.

The OPERATONE is backed by some of the big men in the Trade. It is endorsed by most exacting critics, by many Artists and—best of all—by the Buying Public. To quote one of our representatives—a Victor Dealer:—

"The Operatone brings more out of the record and increases the volume. It sells more records and helps sell machines. It adds to my business a plus profit."

Order a trial dozen now, and sell them at once. You surely know those who would wish the first ones to reach your district—schedule those deliveries as a personal favor. This is being done by others. Retail price, \$12.50—sold to dealers at \$90.00 the dozen, with quantity credits.

Each dozen earns \$60.00 or more, and sells two more dozen by personal recommendation—and many extra records. It pays!



Ask your
Jobber—or write
direct

THE NATURELLE
REPRODUCTIONS
CORPORATION

5 WEST 30th STREET
NEW YORK

Tel. Murray Hill 2027

Put this in the center of your next window title



100
100

NYOIL
FOR PHONOGRAPH

Made in Our Watch Oil DEPARTMENT

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

The Best Oil For Any Talking Machine

In refining, NYOIL is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it

Colorless, Odorless and Stainless.

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

NYOIL is put up in tins, Jars, and 8 oz. Bottles, and in Quart and Gallon Cans.
For Sale by all Talking Machine Supplies Dealers
WILLIAM F. NYE, New Bedford, Mass., U.S.A.

ARTISTIC FLOAT BOOSTS PUBLICITY

Roscoe Benjamin Features Victor Products in Parade—Dancing Girls Attract Attention

WINSTED, CONN., September 4.—Prominent among the many floats in a recent parade here, commemorating the 150th anniversary of the city, was that of Roscoe Benjamin, an exclusive Vic-



Roscoe Benjamin's Unique Float

tor dealer. The float, which was instrumental in attracting considerable attention to the Victor product and at the same time gaining publicity for Mr. Benjamin, contained six Victor dogs, one perched on the front of the truck, one on top of each of four pillars on the truck and the other in the center of the float. Two dancing girls, who danced to the music of a Victrola whenever the machine came to a standstill, completed the ensemble.

"CONVERTO DE LUXE" IN DEMAND

New Console Type Talking Machine Cabinet Made by the C. J. Lundstrom Mfg. Co. Gaining in Popularity—Plan Fall Campaign

LITTLE FALLS, N. Y., September 1.—The continuously growing popularity of the console type of talking machine is being proved by the demand for the "Converto De Luxe" talking machine cabinet made by the C. J. Lundstrom Mfg. Co. of this city. This company has made, for many years, an upright model of Converto cabinet, but the console type was just produced this year. This new model has a mahogany finish with one-half of the top forming the cover. When this cover is raised a space is disclosed which is made especially to hold the Victor VI. The doors in front of the Converto console cabinet are so arranged that they allow the perfect use of the doors of the talking machine. The cabinet contains needle trays and a dust-proof record compartment.

The C. J. Lundstrom Mfg. Co. has received many enthusiastic reports from dealers regarding their exceptionally good success with the new model and a strong campaign is being prepared by this company for the Fall.

ADDS BIG RECORD DEPARTMENT

Six New Demonstration Booths and Department With a Capacity of 20,000 Records Constructed in Pennsylvania Furniture Store

NANTUCKET, Pa., September 5.—Numerous improvements, including the addition of six sound-proof record demonstration booths and a big record department, which is designed to hold 20,000 records, have been made in the furniture store owned by Philip Strauss, this city.

A unique and profitable advertising stunt was recently evolved by Mr. Strauss. A number of circulars were dropped from an airplane here and in surrounding towns, and the result, from an advertising standpoint, was wholly satisfactory.

PATHE PLANT OVERHAULED

Big Brooklyn Factory Shut Down for Fortnight to Facilitate Overhauling of Equipment

The extensive plant of the Pathe Freres Phonograph Co., of Brooklyn, N. Y., was closed for a period of two weeks during the latter part of last month. This was done in order to give the machinery a thorough overhauling. Mechanics from the factories where the different machinery had been produced were secured and every piece of machinery, from the basement to the top floor, in both buildings was put in prime condition. Although the plant was officially closed it worked both day and night work during the two weeks to complete this tremendous task. The plant was again opened for production purposes on the twenty-ninth of the month.

MANY NEW BRUNSWICK DEALERS

PORTLAND, ORE., September 1.—The local branch of the Brunswick-Balke-Clendell Co. reports the following new Brunswick dealers: Krueger Bros. Canby; Amity Drug Store, Amity; Plaza Pharmacy, St. Helens; Dallas Pharmacy, Dallas; H. H. Mack, Huntington; Walter Lettermaier, Aurora; E. Fisher, Goble; Banister Bros., Sheridan; H. G. Clark, Willamina; Moore-Dunn Co., Salem, all in Oregon; Pearl Jennings, White Salmon, Wash.; J. J. Lorton, Cambridge, Idaho.

The "Cozy Music Shop" is the novel name of a new talking machine record establishment which opened recently at Englewood, Ill. The proprietor is C. O. Olson.

COURTESY VS. THE SALESMAN

Tact and Courteous Salesmanship Will Win Friends for Your Establishment

The most valuable attribute of an efficient sales force is a proper appreciation of courtesy. While the salesman may know his product ever so well the most silver-tongued oratory will not make sales if it is not backed up by tact and consideration for the customer. Talking machine dealers whose sales force is not up to the mark in this respect will find it profitable to put them through a short intensive training course, implanting ineradicably in their minds that courtesy and salesmanship go hand in hand.

The principal buyers from the retail merchants to-day are the women. And it is a fact that women set great store on courtesy and will patronize the establishment where they are extended the most consideration. It is not necessary for the clerks and salesmen to be servile. In fact, servility does more harm than good and is therefore to be avoided.

Women love neatness and an unkempt salesman arouses their disfavor. The salesman who puts off that shabby, appears before a customer with his hat on or a cigarette in his mouth and talks away at top speed without giving the customer a chance to open her mouth is not only hurting himself, but is costing the firm by which he is employed money.

Little attentions, such as seeking in small matters such as whether they prefer a loud or soft needle and what record they prefer to hear if a machine is being demonstrated, will make them feel as if they were taking a direct part in the transaction. Such things go a long way toward making sales and the women to whom has been accorded such courteous treatment will become firm friends and steady customers of the establishment.

B. R. FORSTER OFF ON LONG TRIP

B. R. Forster, president of the Brillantone Steel Needle Co., is on an extended trip in the interest of Brillantone needles. Mr. Forster left the latter part of August and is expected to be away about a month. He will visit Canada, Chicago and the Middle West down to El Paso, Tex., and will return through the South. Mr. Forster reports that he has found business conditions in the various sections of the country much improved and that every evidence points toward good Fall business.

The Dealer Dominant

In the talking machine and record industry today, as everywhere else, the dealer is the dominant figure.

We help the manufacturer help the dealer sell more through real dealer helps.

Call us in for Ideas on lithographed displays.

EINSON LITHO INCORPORATED

Executive Offices, Art Studios and Manufacturing Plant

327 East 29th Street

New York City

Gennett

RECORDS

"The difference is in the tone"



Life Vibrant

The greater joy Gennett Records give to music lovers is the joy of hearing the buoyant, warm, colorful tones expressed by the artists at their best. The life that is in the artist is in the record. That's why Gennett Records are better for dancing—better for hearing.

FOR NEW RECORD DELIGHTS HEAR THESE NEW GENNETTS:

- | | | | |
|---|---|---|--|
| <p>4746
.85</p> <p>4747
.85</p> <p>4748
.85</p> <p>4749
.85</p> <p>4750
.85</p> <p>4751
.85</p> <p>10044
1.00</p> | <p>IN THE SWEET BYE AND OYE (Lillian Wadley).
The CHURCH IN THE WILLOW (Pills).
Gloria's Quartette. Vocal Quartette Unaccompanied</p> <p>LAUGHING RAG (Stanger-More).
Sam Moore—Solo. Chorus Solo. Piano Acc., Frank Banta</p> <p>MOTHER MACHREE (Ball).
Sam Moore—Solo Solo. Piano Acc., Frank Banta</p> <p>DROWSY HEAD (Belle-Delval)—Waltz</p> <p>IN MY TIPPY CANDE (Finch)—Waltz.
Gennett's Dance Orchestra</p> <p>JULIENNE (Tark-Robison)—A Franco-American Feature
Sweethearty (Davis-Johnson)—Fox-Trot.
Bandle Krueger's Orchestra</p> | <p>4750
.85</p> <p>4751
.85</p> <p>10044
1.00</p> | <p>OH ME! OH MY! (Intro., "Dolly" Medley (Yeasens)
From "The Little Girl in Blue")</p> <p>DAISY DAYS (Kuba-Bleulust-Cook)—Fox-Trot.
Arthur Fields Singing the Chorus—
Henry Redemeyer's Ork.</p> <p>DEALE STREET BLUES Bessie Krueger's Ork.
THE ST. LOUIS BLUES (Mandy).
Al Bryant Singing the Chorus—
Bessie Krueger's Ork.</p> <p>COMING THROUGH THE RYE
MY LADDIE (Trayer)—Soprano with Ork. Acc.
Mick Dellie</p> |
|---|---|---|--|

Gennett's better all phonographs. Hearing is believing

GENNETT RECORDS

Manufactured by

THE STARR PIANO COMPANY, Richmond, Indiana

NEW YORK CHICAGO LOS ANGELES BIRMINGHAM DETROIT CINCINNATI
CLEVELAND INDIANAPOLIS BOSTON JACKSONVILLE LONDON, CANADA

HOWARD RESIGNS FROM GRANBY CO.

E. C. Howard Severs His Connection With That Company on September 1—Plans for the Future Not Yet Announced

NORFOLK, Va., September 1.—E. C. Howard, director of sales of the Granby Phonograph Corp., of this city, resigned his position with that company, effective this date. Mr. Howard's future plans are indefinite.

In his many years' connection in the talking machine industry Mr. Howard has displayed many superlative talents as an organizer, sales director and designer, but it was not until his resignation that he disclosed to his many friends that he was a writer of blank verse of no small ability. In tendering his resignation to the Granby Phonograph Corp. Mr. Howard inscribed it in the style made famous by the editorials of K. C. B. Not to be outdone, E. F. Carson, assistant general manager, in the name of the Granby organization, replied in like manner, speaking with



E. C. Howard

appreciation of the efforts and the results of Mr. Howard's endeavors. The closing lines of Mr. Carson's reply are as follows:

"You take with you
The consciousness
Of having left
A job well done.
Once more good-bye.
We thank you
Granby!"

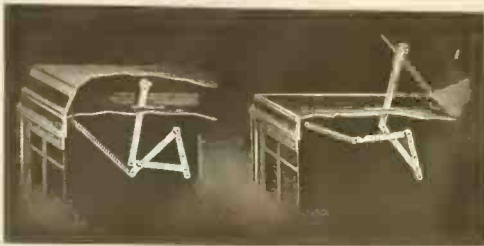
NEW ISSUE OF VICTOR SCHOOL BOOK

Revised Edition of "The Victrola in Rural Schools" Now Ready for Distribution

The educational department of the Victor Talking Machine Co. announced recently to the trade that a new revised edition of the educational booklet, "The Victrola in Rural Schools," is now ready for distribution. This book has proved of particular interest and value to teachers of school music in all sections of the country. It was first issued about six years ago and the demand for the work has made necessary the frequent printing of new editions.

ETHEL LEGINSKA IN LONDON

Ethel Leginska, whose piano records are included in the Pathé repertoire, made her first public appearance in more than two years in a concert with the London String Quartet at Acolan Hall, London, recently. Miss Leginska has paid a visit to Paris and has played at a number of private musicales. She is expected to return to New York late in September.



The Superior Lid Support

Of a touch of one finger lifts or lowers the Lid, which stays at any point desired. Does not wear the Lid.

Sample Prepared, \$0.75 Nickel—\$1.25 Gold
Quantity Prices on Application



Superior Specifications for Phonographs
BARNHART BROTHERS & SPINDLER
Men and Throp Streets CHICAGO

TO HANDLE EDISON EXCLUSIVELY

Reed, French Piano Co., Portland, Closes Out Other Lines of Machines and Records

PORTLAND, Ore., September 9.—The Reed, French Piano Co. will hereafter be an exclusive Edison dealer, having disposed of its other lines of goods. M. C. Collins, in charge of the department, is an Edison enthusiast and says that one can sell easily what one believes in. The Edison "Broadway Flashes" are very popular.

VICTROLA USED IN CHURCH

G. C. Wille Co. Furnishes Victrola for Use at Service in Honor of Caruso

CANTON, O., September 7.—The George C. Wille Co., Victrola dealer here, co-operated with Rev. William Hayes Longworth, pastor of the First Congregational Church, Sunday night, in what the pastor termed "An Evening With Caruso." Rev. Longworth spoke on the life of Caruso. The Wille Co. sent a large phonograph to the church and many of Caruso's most popular records were played, including solos in English and Italian and some of his big quartet and sextet numbers sung with other stars of the Metropolitan.

COOL & SCHALLER INCORPORATE

Cool & Schaller, dealers in musical instruments in New York City, were recently granted a charter of incorporation under the laws of New York, with a capital of \$50,000. H. L. Cool and W. G. and C. F. Schaller are the incorporators.

DANCING RECORDS PROVE POPULAR

Lada, celebrated dancer and Pathé star, recently returned from a successful tour to the Pacific Coast to her Summer home, Stratsburg-on-the-Hudson. Her various dance numbers on Pathé records for the teaching of dancing are proving in popular demand.

NEW SIGN ON GRANBY FACTORY

NORFOLK, Va., September 3.—A large forty-foot electric sign has been erected on one of the factory buildings of the Granby Phonograph Corp., of this city, proclaiming it "The Home of the Granby Phonograph." This sign is illuminated at night and is visible from a great distance. As the Granby factory adjoins the main line of the Chesapeake & Ohio Railroad, this sign will be viewed by thousands of travelers on this trunk line.



BRUNS "ONE MAN"

DELIVERY COVERS

Possess exclusive features which assure superior service



One Man Delivery Cover

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

BRUNS MADERITE one-man delivery covers have proven successful beyond expectations. They fill a long-felt want, for dealers everywhere are purchasing them regularly.

BRUNS MADERITE delivery covers are made in two qualities—Grade A, of sturdy Brown Duck, Grade B, of Khaki Drill. If Dealers prefer the closed type instead of jacket type we furnish them as well.

BRUNS MADERITE phonograph delivery covers are also made to protect the Console or Period type phonograph.

All grades made up promptly to special measure or from stock to fit any standard machine. Price list and descriptive circular on request—Order direct or through your jobber.

Piano Moving Covers, Slip and Rubberized Dust Covers for Phonographs and Pianos.

A. BRUNS & SONS
Manufacturers of Everything Made of Canvas

A Practical System for Checking Up Sales Effort and Accomplishment :: By Clarence H. Mansfield

Pres. and Mgr. Edison Shop, Dallas, Tex.

Few retail phonograph and talking machine concerns have a definite, reliable means of obtaining sales information which is really vital to the success of their business. Few have any dependable method of weighing their salesmen and really knowing just which salesmen work the hardest, and just which ones show the best results in proportion to the work they do. It is with this idea in mind that the writer evolved the daily sales reports reproduced herewith and which he will endeavor to explain.

We employ six exclusive phonograph salespeople, one regular floor man and five outside salespeople, and through the use of these daily reports we have an accurate account of each day's operations in detail. We have the number of outside calls made by each salesman, we have the number of approvals obtained from these calls and the number of sales ultimately effected. We have the number of competitive deals handled, showing by what salesman, against what other make of instrument and from what concern and what salesman with that concern, and we know whether the sale is won or lost, and for what reason.

This information alone is highly valuable to the sales manager. It enables him to put his finger on weak salesmen and their weak points. It enables him to measure the ability of the opposing salesman.

Checking Up on the Loafer

One of the most perplexing problems the retail phonograph sales manager has to cope with is to know whether or not his salesmen are really working and on the job when they are supposed to be out calling on prospects. These daily reports end any such doubts, and I am sure that the salesman who has been a little prone to loafing on the job will find that he can no longer do so if his concern adopts the use of these daily reports.

You will note that quite a bit of space on this report is devoted to reasons why a salesman lost a sale. This space is headed "Obituary," and in spite of the more or less jocular manner in which it is dubbed it is really one of the most important parts of the daily report. For while it is very interesting and also valuable to know why a customer did purchase it is far more important and of greater value to the sales manager to know why the customer did not pur-

chase, for there is where the sales manager's real corrective work must be done.

Just for instance, at certain times of the year salesmen will find practically the same objections to buying right then being brought up by most of their prospects, and when this happens the sales manager knows just where and on what points to coach his salesmen most. All salesmen are familiar with these objections: "Times are too hard now," "Well, I am going away on a vacation soon, so I'll wait till I get back," "Everything is coming down in price, so I'll just wait awhile," and scores of other similar ones.

The sales manager will recognize at a glance

*Accurate Knowledge
of What Each Salesman
Is Doing of
Prime Importance to
the Retail Business*

the importance of knowing: The total number of customers who came into the store to look, the number of those who were sold outright, the number from whom approvals were secured, the number of these approvals sold, and the number of customers who walked out of the store without buying right then or without allowing an instrument to be sent to their home on approval.

He will also recognize the value of knowing the total number of outside interviews with prospects handled by his salesmen, the number of these prospects who bought outright, the number who allowed an instrument to be sent to their homes on approval, and the number of these who were ultimately sold.

All this information through these reports is given him at the end of each day, and at the end of each month, showing each salesman's work,

and the grand total of the entire sales force.

It is not always the salesman who makes the most calls that turns in the most business. These reports will show that some salesmen make fewer calls than others yet sell a greater number of these calls. Of course, the salesman who shows the better percentage is really the better salesman and this is just the information that the wide-awake sales manager wants. The salesman who calls on a greater number of prospects yet effects fewer sales needs attention from the sales manager. There is something wrong with his selling somewhere. This cause can be found through the "Obituary" space in these reports and can then be corrected by the sales manager.

Then there is the man who makes fewer calls yet sells a greater percentage of these calls. Perhaps (the reports will show) he can be speeded up to make more calls, thus increasing his sales proportionately. The intelligent sales manager knows that the salesman who calls on, say, twice as many prospects in a given time as another salesman yet effects a much smaller percentage of these sales, even though his total volume is as great as that of the other salesman, is not at all the most successful worker. The other man who makes the smaller number of calls but larger percentage of sales is by far the best salesman. His work is more thorough and effective, while salesman No. 1, who is the opposite type, is no doubt losing a lot of business for the house by lack of ability or thoroughness. The salesman's daily report shows up these conditions and enables the sales manager to find out "who's who" and make corrections where they should be made, and give aid where it is needed.

Finding Out Who Is Doing the Work

These reports show positively, definitely and finally just "who's who" among your salespeople; it enables you to bolster up your weak places, and I'll say this without fear of contradiction that if a concern can stop up the leaks whereby it loses business through inefficiency it can increase its volume anywhere from 30 per cent on up. Few concerns, though, really know just where their sales leaks are.

On the front at the right-hand bottom corner of the salesman's daily report is a place to put the total number of prospects called on who were not at home. These "not-at-homes," how-



PROMOTE



THE ECLIPSE MUSICAL CO.

Wholesale Only

Cleveland, Ohio

A PRACTICAL SYSTEM FOR CHECKING UP SALES EFFORT—(Continued from page 22)

ever, are not considered as "calls," and this space is put there in order that the sales manager may know just what the salesman has done with his time. The salesman's daily report also will show just how long a salesman spends with

a prospect. He must show the time of his call so the salesman must account for every hour of the day.

The general daily report of sales, collections, finances, etc., also shown, coupled with the sales-

men's daily reports, will enable any manager to keep in daily touch with every little detail of his business, and it only takes a few minutes' work each day on the part of each salesman and (Continued on page 24)

The Series of Sales Report Cards Used By the Edison Shop, Dallas, Tex.

FLOOR MANAGER'S DAILY REPORT OF FLOOR CUSTOMERS

Table with columns: NAME AND ADDRESS, Salesman, Present by, SOLD - APPROVAL OR LOST - AND WHY?, and various performance metrics.

Table titled 'Floor Manager Report' and 'COMPETITIVE VALUE FOR SALES' showing monthly performance and competitor analysis.

Salesman Daily Report

Salesman Daily Report form with fields for NAME AND ADDRESS, RESOURCES AVAILABLE, REPROSESSIONS, and various sales metrics.

DAILY REPORT

DAILY REPORT form with columns for various sales metrics and a summary section at the bottom.

Salesman's Monthly Commission Report

Salesman's Monthly Commission Report form with columns for various sales metrics and commission calculations.

Reverse Page of the Above Report

Reverse page of the Salesman Daily Report with handwritten notes and signatures.

Reverse Page of the Above Report

Reverse page of the DAILY REPORT with handwritten notes and signatures.

Reverse Page of the Above Report

Reverse page of the Salesman's Monthly Commission Report with handwritten notes and signatures.

Table titled 'DETAILS DAILY COLLECTION REPORT' with columns for various collection metrics.

Table titled 'DETAILS' with columns for various performance metrics.

A PRACTICAL SYSTEM FOR CHECKING UP SALES EFFORT—(Continued from page 23)

the floor manager to get up this report, which is so invaluable to the sales manager or the head of the business.

Real Business Information

One can readily see of what value the information contained in this general daily report is to the man in charge of collections and finances. He knows each day just how accounts stand; he knows whether collections are lagging and, if so, just where. He knows what should be collected during the month under each division of accounts and just what has been collected so far. He has before him constantly his month's obligations and knows definitely just how he is prepared to meet them.

These daily reports give the sales manager some very vital sales information, but the salesman's monthly commission report, as will be noted, also gives some vital information that the daily reports do not give: such as per cent on cash sales, average per cent of down payments, average sale, average number of months for term sales, whether sale was to prospect or new customer, and, if prospect, how long the prospect had been a prospect.

Weeding Out Dead Prospects

This brings to light one particular question that has been discussed pro and con among phonograph connoisseurs to a great extent and that is, does it pay to follow up prospects over a few months old or at what age does a prospect automatically become dead, or should a prospect ever be considered dead on account of age? This report will soon show what percentage of old or new prospects are sold.

Then on the reverse side of this report we find a summary of the salesman's batting average—this coupled with the daily reports will tell the manager absolutely, finally and definitely just "who's who" among his salesmen. It tells who bats highest with respect to volume—cash sales—short-time contracts—repossessions—higher-priced instruments sold and competitive deals. This batting average enables both the manager

and his salesman to know their comparative worth.

This report is made out by each salesman at the end of each month's business and the auditor figures up the percentages and averages, then these batting averages are put on a large bulletin sheet where each salesman may study his standing as compared with the other salesmen.

A good idea is to offer a prize each month for the salesman having the best all-round batting average. This stimulates even more interest and rivalry.

We believe that through the use of these daily reports a manager may keep in close touch with every little detail of his business, whether pertaining to the sales or financial end, and the manager who has these reports placed upon his desk each morning does not have to move from his desk to get at every little bit of information he may desire concerning the previous day's operations.

Of course, if all of these reports were to be made by one man it would indeed require a great deal of time, but each salesman makes out his own individual report, which requires only 15 or 20 minutes of his time, and the floor manager makes up his daily report from these and the bookkeeper is only about 15 or 20 minutes each morning making up the general financial, collections and sales report. This small amount of

LIVELY DEMAND FOR EQUIPMENT

Preparations Being Made by Dealers Presage a Busy Fall and Winter

With the approach of the Fall season optimistic predictions made during the early Summer months are materializing. Arthur L. Van Veen, president of Van Veen & Co., Inc., New York City, manufacturers of Van Veen equipment for talking machine waterrooms, reports that the Van Veen Co. during the month of August shipped twice as many installations of Van Veen

**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

time is indeed well spent when you consider what it is worth to the manager or sales manager of a business to have this detailed information before him each morning and at the end of each month.

While these reports were designed to fit our retail phonograph business, still, as can be easily seen, they can be adapted to most any retail specialty line such as automobiles, washing machines, vacuum cleaners, etc.

I will freely make this prediction that the sales manager who adopts these or similar reports and takes advantage of the information they offer him will soon find business increasing and the efficiency of his sales force greatly enhanced.

equipment as in the same month of last year. This important news is not only indicative of the good business done by Van Veen & Co., Inc., but visualizes the energetic plans of the dealer for the Fall season. These very numerous installations are now in place and the dealers are thus excellently equipped to handle the Fall business.

A close investigation of the affairs of "the man who never had a chance" usually proves he lacked vision in recognizing opportunity when it was thrust upon him.

IF YOU WANT THE BEST

Insist on Getting

DE LUXE NEEDLES

The Best Semi-Permanent Needle Made

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

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS

Full Tone

Three for 30 cents (40 cents in Canada)

Medium Tone



SETTING UP

for the

NEW MUSICAL SEASON

STOCK UP WITH

ODEON

and

**FONOTIPIA
RECORDS**

READY FOR THE FALL BUSINESS

Newest Splendid Popular Hits

EXTENSIVE REPERTOIRE

Operatic, Classical and Artistic

by

Celebrated Artists

SELECTED VARIETY OF OUR WELL KNOWN

FOREIGN LANGUAGE RECORDS

GERMAN	ITALIAN	POLISH	BOHEMIAN	DANISH
SWEDISH	NORWEGIAN	HUNGARIAN	SERBIAN	BULGARIAN
JEWISH	GREEK	TURKISH	ARABIAN	SYRIAN

Ask for our Catalogues of Foreign Language Records and Celebrated Artists' Selections

BIG PROPOSITION FOR DISTRIBUTORS

American Odeon Corporation

100 WEST 21ST STREET
NEW YORK





"Listening" and "Crooning" are the latest fox-trots by the Paul Biese Orchestra. They're business builders for dance-loving customers. Have you ordered a big supply? A-3439.

Columbia Graphophone Co.
NEW YORK

WINDSOR-POLING STORE IS POPULAR

Victrola Dealer Has Attractive Store and Believes in Service—Adds Repair Department

AKRON, O., September 8.—Although less than six months in existence the Victrola parlors of the Windsor-Poling Co., Mill and Howard streets, are a feature of the eastern Ohio talking machine trade. Every detail of the furnishings and



Combined Booth and Show Window decorations is in harmony and the facilities afforded patrons for comfort and service are of the best.

The interior is finished in light gray, with all furnishings, draperies and furniture to match. The furniture is of wicker and gives the store a homelike atmosphere. Booths are arranged along one end of the shop. The first booth, fac-

ing Howard street, serves also as a show window and attractive displays are featured there.

Earl Poling, in charge of the store, says business has been highly satisfactory and that the depression which Akron has felt so keenly has had little effect on them.

Among the many effective business-getting ideas of the company is a series of Victrola concerts as soon as the new records for the month are received. These are proving very popular



A View of the Interior with Victor patrons and many sales of records are the result.

The firm recently installed a complete talking machine repair department for the accommodation of its customers and the trade in general.

The members of the new company are always on the alert for new merchandising ideas and are constantly working to improve its service.

RELIEF FOR TRAVELING MEN

Efforts Now Being Made Through Congress to Secure Interchangeable Mileage Book at Reduced Rates and Also to Have Present Pullman Surcharges Entirely Eliminated

According to a letter sent out to the members of the National Piano Travelers' Association by Albert Behning, secretary, there are excellent prospects that something will be done shortly by Congress to reduce the present excessive cost of railway transportation, which is proving such a tremendous burden to commercial travelers.

At the instance of the National Council of Traveling Salesmen's Associations, with which the National Piano Travelers' Association is affiliated, an appeal has been made to Congress to authorize the issuance of a 5,000-mile book of script to be used on all railroads and giving the traveling man the advantage of a 25 per cent cut below ordinary passenger rates. It is urged that traveling men write, or telegraph, to their respective Representatives or Senators urging the quick passage of the mileage book legislation and also of the bill now before Congress to eliminate the present Pullman surcharge of 50 per cent.

The National Council is also making a strong drive against excessive charges by hotels in practically every section of the country and is seeking to bring about reductions in the prices of both rooms and food.

COALE MUSIC CO. MOVES

Expansion Makes Move of California Business Necessary—Carries Complete Stock

STOCKTON, CAL., September 3.—The Coale Music Co., of this city, due to its rapidly growing business, has been forced to move from its modest quarters on South Sutter street to a new and larger store on the same block. The company, of which Jack Coale is the head, handles a full line of pianos, sheet music, talking machines and records. The sheet music department in the new establishment will be much larger than was formerly possible.

EBERSON-TOPP, INC., GETS CHARTER

Eberson-Topp, Inc., 64 East Van Buren street, Chicago, has been granted a charter of incorporation under the laws of the State of Illinois, with 400 shares of stock having no par value. The firm will manufacture and deal in musical instruments and appliances. Incorporators are: John Eberson, James Topp and M. H. Frost.

THE COMPOSITION PRODUCTS CO.

The Composition Products Co. has been incorporated with a capital stock of \$2,000,000 at Albany for the purpose of manufacturing phonograph products. Those interested are Samuel B. Howard, Robert K. Thistle and Harry C. Hand, all of New York.

Increased Record Business Is Here

You Will Get It With

Okeh
Records

The Record of Quality

KIEFER-STEWART CO.

Distributors of Okeh Records

Capitol Ave. and Georgia St.

Indianapolis, Ind.

HITS

- 4402** | I'm Looking for a Bluebird (to Chase My Blues Away).
 10 in.—85c. | Contralto with Rega Orchestra - - - Vaughn De Leath
 | My Daddy. Contralto with Rega Orchestra - Vaughn De Leath
- 4403** | Honolulu Honey. Hawaiian Instrumental. - Ferera-Franchini-Green
 10 in.—85c. | Sweet Hawaiian Girl of Mine. Hawaiian Instrumental.
 | Ferera-Franchini-Green
- 4404** | Oh Joy! Toddle Dance. - - Harry Raderman's Jazz Orchestra
 10 in.—85c. | Ilo (A Voice From Mummyland). Fox-trot.
 | Harry Raderman's Jazz Orchestra
- 4405** | Mule Blues (The Hee-Haw!) Fox-trot. - Tampa Blue Jazz Band
 10 in.—85c. | Bad Land Blues. Fox-trot. - - - Tampa Blue Jazz Band
- 4406** | Broncho Trot. Fox-trot. - - - Hager's Dance Orchestra
 10 in.—85c. | Old Blue. Waltz. - - - - - Hager's Dance Orchestra
- 4407** | Why, Dear? Fox-trot. - - - Harry Raderman's Jazz Orchestra
 10 in.—85c. | Hardingo. Persian Fox-trot. - - - - Rega Dance Orchestra
- 4408** | Bring Back My Blushing Rose. (From "Ziegfeld Follies of 1921")
 10 in.—85c. | Tenor with Orchestra. - - - - - Sam Ash
 | Learn to Smile. (From the Musical Comedy, "The O'Brien Girl")
 | Tenor with Orchestra. - - - - - Sam Ash

OKeh Records



General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street, New York City







IROQUOIS SALES CORPORATION
BUFFALO, N. Y.

Wholesale Distributors



Okeh Records

JOINS KNICKERBOCKER CO. STAFF

Eugene Wilson to Assist Benjamin Schwartz in Covering the Brooklyn Territory

The Knickerbocker Talking Machine Co., Vice tor wholesaler, New York City, has announced the appointment of Eugene Wilson to the sales staff of its organization. Mr. Wilson was formerly connected with S. B. Davega & Co. and in his connection with the Knickerbocker Talking Machine Co. will assist Benjamin Schwartz in covering the Brooklyn territory.

Abram Davega, vice-president of the company, and Joseph Schwetz, manager, have arranged, on alternate weeks, to spend their entire time calling upon the dealers. The object of these visits is to extend the maximum amount of co-operation and to place at the disposal of the dealers the experience and facilities of the Knickerbocker organization in making the Fall season exceptional from every standpoint.

PATHE PHONOGRAPHS IN SCHOOLS

Oklahoma Dealer Goes After Such Business in a Manner That Secures Results

CHEROKEE, OKLA., September 2.—Pathe dealer Smith, of this city, was strongly of the opinion that every schoolhouse was a Pathe prospect. He carefully studied a map showing the school districts of Alfalfa County and his convictions resulted in twenty-one sales, with the campaign still under way. Mr. Smith displayed a strong spirit of co-operation and where the school budget did not include an expenditure for phonographs he arranged for a series of socials to help pay for the instruments. In most cases the Pathe instrument which was to be purchased played an important part in the money-raising entertainment. Dealer Smith believes that the twenty-one sales already made will multiply through the fact that every one of the school children will become an enthusiastic salesman for the Pathe line in his or her own home.

BARKER BROS. LEASE NEW STORE

Barker Bros., dealers in talking machines and pianos, Fresno, Cal., have leased a new store at 1206 J street for a period of five years and the firm will spend about \$5,000 in alterations, exclusive of furnishings.

The basement of the store consists of two rooms which will be converted into a large recital hall. New sales and record rooms are being installed on the street level.

"TOURING PARTIES" HELP BUSINESS

Suggestion for an Aid to the Advertising Manager for the Creation of New Ideas

The talking machine dealer has unparalleled opportunities for producing advertising which makes a strong appeal. There comes a time to every ad man, however, when he becomes barren of ideas, his work takes on a stereotyped appearance and the pulling power of the ad is lost. The talking machine ad man can not only overcome this fault, but at the same time gain some free publicity by inviting guests on certain days to form "touring parties." As should be specified on the invitation, at a certain time the selected guests start on a tour of the establishment, conducted personally by the manager or proprietor, on a pad and pencil, on which she jots down criticisms and selling points of the machines and records, as well as the other supplies which the store carries. Criticism of the service can also be made a point of the tour. This plan is especially applicable to the small-

town store. The women receiving the invitations should preferably be the best known in the community. In the small town the women who are invited will, in most cases, feel flattered at being selected and will be more than willing to respond. The invitation signed by the proprietor of the establishment is more likely to achieve results and if the proprietor acts as host to his guests and carries out the duty successfully he will at least have made some friends.

PLACES MACHINES IN FIRE HOUSES

Benway Bros., Pathe Dealers in Lincoln, Neb., Try Out New Plan With Great Success

LINCOLN, NEB., September 3.—Edwin N. Kane, manager of the outside sales staff of Benway Bros., Pathe dealers of this city, has been devoting much attention to fire houses. Mr. Kane first obtained permission from the fire commissioner to place a Pathe phonograph in the fifteen fire houses, and the stunt resulted in a good proportion of sales not only to the fire houses, but to individual firemen for their homes.

HARPONOLA

the Phonograph with the "Golden Voice"



THE Harponola proposition will show you why it is a better time—if you are a live storekeeper—to get into the phonograph business and make money, than ever before.

Write for the proposition

THE HARPONOLA COMPANY

101 MERCELINA PARK

CELINA, OHIO

Edmund Brandts, President

Harponola Cabinets are built by the Messrs. Brandia Brothers in a separate up-to-date factory.

Emerson Records

Emerson Wholesale Distributors

Alexander Drug Co.
226 W. First St.,
Oklahoma City, Okla.

Carpenter Paper Co.
Ninth & Harney Sts.,
Omaha, Nebr.

R. K. Currie & Co.
417 W. Fort St.,
Detroit, Mich.

City Department E. P. C.,
206 Fifth Ave.,
New York City

Emerson Philadelphia Co.
810 Arch St.,
Philadelphia, Pa.

Emerson Phonograph Co.
315 So. Wabash Ave.,
Chicago, Ill.

Emerson Ohio Co.
36 W. State St.,
Columbus, O.

Hessig-Ellis Drug Co.
Memphis, Tenn.

Jewel Phonograph Co.,
229 N. Pennsylvania St.,
Indianapolis, Ind.

Marshall Wells Co.
Duluth, Minn.

Lansing Sales Co.
Eliot & Warrenton Sts.,
Boston, 11, Mass.

Murmann Phonograph Co.
1318 Olive St.,
St. Louis, Mo.

Rountree Corporation
111 W. Broad St.,
Richmond, Va.

Southern Drug Co.
Houston, Tex.

George W. Stolte Co.
601 Elm St.,
Dallas, Tex.

Southern Sonora Co.
310 Marietta St.,
Atlanta, Ga.

Sirevold-Paterson Hard-
ware Co.
Salt Lake City, Utah

Tri-State Sales Co.
1017 McGee St.,
Kansas City, Mo.

Every month the Emerson release includes certain numbers that not only invite but positively demand rendition on the Emerson Phonograph. Played on the Emerson they evoke with their full tone quality a music satisfaction that is complete.

However, it's always easy to identify them on any machine. Their verve and animation stamp them immediately as "EMERSONS."

Among the October numbers you will particularly like are:

- 10419 { JUST LIKE A RAINBOW. Fox-trot..... Lanin's Roseland Orchestra
A fox-trot of irresistible rhythm and melody.
- 10425 { BRING BACK MY BLUSHING ROSE..... Charles Harrison
The hit of the "Ziegfeld Follies"
- 10429 { CELESTE AIDA (From "Aida")..... Martino Brefelli
A standard selection that is most admirably sung by Mr. Martino Brefelli.

The complete Emerson list for October:

DANCES

- 10419 { JUST LIKE A RAINBOW. Fox-trot..... Lanin's Roseland Orchestra
CHO CHO SAN. Fox-trot..... Joseph Knecht's Waldorf-Astoria Dance Orchestra
- 10421 { OH JOY! Fox-trot Tiddle..... Joseph Samuels' Music Masters
PING SING. Fox-trot..... Plantation Dance Orchestra
- 10422 { TI-O-SAN. Fox-trot..... Green Brothers' Novelty Band
IN MY TIPPY CANOE. Waltz. Joseph Samuels' Music Masters
- 10423 { YOU'RE THE SWEETEST GAL IN ALL THE WORLD.
Medley Fox-trot..... Bennie Krueger's Orchestra
I'VE LOST MY HEART TO THE MEANEST GIRL IN
TOWN. Fox-trot..... Plantation Dance Orchestra
- 10424 { WHY, DEAR? Fox-trot..... Merry Melody Men
SECOND-HAND ROSE. Fox-trot..... }
SONGS
- 10425 { BRING BACK MY BLUSHING ROSE. Charles Harrison
THERE'S A CORNER UP IN HEAVEN Sam Ash



Emerson
Records and
Phonographs

- 10426 { TUCK ME TO SLEEP..... Eddie Nelson
I'VE GOT THE JOYS..... }
- 10427 { MY SUNNY TENNESSEE..... Vernon Dalhart
DOWN AT THE OLD SWIMMING HOLE..... Hare and Jones
- 10428 { MA..... Fred Hillebrand
KILL 'EM WITH KINDNESS..... }

STANDARD SELECTIONS

- 10429 { CELESTE AIDA (From "Aida")..... Martino Brefelli
UNA FURTIVA LAGRIMA (From "Elsir d'Amore")..... }
- 10430 { ANGEL'S SERENADE..... Longo Trio
THE HERD GIRL'S DREAM..... }
- 10431 { LOCH LOMOND..... Walter Vaughan
BELIEVE ME IF ALL THOSE ENDEARING YOUNG CHARMS.....
Walter Vaughan
- 10432 { LOVE'S OLD SWEET SONG..... Jules Levy, Jr.'s, Brass Quartet
BLUE BELLS OF SCOTLAND..... }
- 10433 { OLD FOLKS AT HOME..... Louise Terrell
IN THE GLOAMING..... Helen Clark

Play EMERSON RECORDS on

THE Emerson Phonograph

WITH THE EMERSON MUSIC MASTER HORN

EMERSON PHONOGRAPH COMPANY, Inc.

New York
206 Fifth Avenue

Chicago
315 So. Wabash Avenue

CONFERENCE OF VICTOR TRAVELERS

Annual Gathering of Traveling Representatives of Victor Talking Machine Co. Ended on August 20—Special Attention Given to Sales Promotion Work for Dealers' Benefit

The annual conference of the traveling representatives of the Victor Talking Machine Co. which lasted for two full weeks, came to an end Saturday, August 20, the travelers leaving for their respective territories full of valuable information acquired during the meetings and with increased enthusiasm for the Victor line.

The travelers, of whom there were twenty five in all, were quartered at Strat Haven Inn, Swarthmore, Pa., where they enjoyed the advantages of beautiful country and enjoyed various forms of outdoor sport between business sessions. There were two special field days at the Riverton Country Club, during which golf and tennis held sway.

During the conference special emphasis was laid on sales promotion work, particularly of the sort calculated to help dealers in increasing their business. The problems of present-day merchandising were discussed at length and the whole economic situation reviewed.

The first week was given over to an intensified study of record analysis and musical appeal to the public through the medium of records, while during the second week general business conditions in sales methods received attention.

The conference resulted in a very much better equipped force of traveling representatives that has heretofore gone out to represent the Victor Co. As the dealer evinces a genuine desire to welcome the representative coming into his store for the purpose of extending to him real and practical helps in the handling of his sales problems, these appointments are important.

Following the conference the following territorial assignments were made, the great majority of the travelers returning to their old stamping grounds: R. A. Bartley, eastern Pennsylvania; R. S. Cron, Chicago, Ill.; W. P. Davis, Baltimore, Md.; R. A. Drake, Albany, N. Y.; F. C. Erdman, Cleveland, O.; C. F. Estabrook, Boston, Mass.; M. deC. Freeman, St. Louis, Mo.; W. G. Gaston, Portland, Ore.; R. P. Hamilton, Memphis, Tenn.; R. C. Hopkins, Newark, N. J.; H. A. Howison, Pittsburg, Pa.; T. L. Huxelton, E. W. Kilgore, Cincinnati, O.; H. D. Leopold, San Francisco, Cal.; A. H. Levy, Brooklyn, N. Y.; T. McCreehy, New York City; E. J. F. Marx, Milwaukee, Wis.; R. H. Nolan, Minneapolis, Minn.; D. S. Prutt, Atlanta, Ga.; G. L. Richardson, Des Moines, Ia.; H. G. Russell, New Haven, Conn.; H. D. Smith, southern New Jersey; F. R. Suddards, Detroit, Mich.; G. N. Swett, Dallas, Tex., and P. W. Willis, Buffalo, N. Y.

BIG DEMAND FOR RECORD ALBUMS

Output of "Nyacco" Albums in Both New York and Chicago Plants Is Increased

Max Willinger, president of the New York Album & Card Co., New York City, manufacturer of the "Nyacco" line of record albums, recently returned from an extensive trip through the Middle West and Canada. Mr. Willinger reports that his trip was satisfactory in every respect and expects rushing business this Fall. The output, in both the New York and Chicago factory, has been substantially increased. Mr. Willinger also reports that general manufacturing conditions have greatly improved over a year ago this time. The paper situation has almost returned to normal and the decreasing prices of other raw material have enabled the New York Album & Card Co. to accordingly reduce their album prices to pre-war figures. Besides selling to the dealers the New York Album & Card Co. do a substantial business in providing sets to manufacturers for album-equipped machines at their factory. Mr. Willinger states that manufacturers are increasing their orders for these albums, which would indicate a decided betterment of conditions throughout the Fall.



On the VICTOR On the COLUMBIA
SUPERIOR UNIVERSAL REPRODUCER

Can Mellow, More Musical Tone on All Makes of Records *Makes the Owner of an Old Machine a "Live" Record Buyer*

- SAMPLES ON APPROVAL**
 Superior Reproducer with 21-VE Victor Elbow—Sample Prepaid to Dealer, Nickel \$4.19—Gold \$5.35
 Retail \$6.50 and \$8.50
 Superior Reproducer with 21-CC Columbia Connection—Sample Prepaid to Dealer, Nickel \$4.45—Gold \$5.95
 Retail \$7.00 and \$8.50
 Superior Reproducer with 21-P Connection for O.S. Paths—Sample Prepaid to Dealer, Nickel \$4.45—Gold \$5.95
 Retail \$7.00 and \$8.50
 Quantity Prices on Application

BARNHART BROTHERS & SPINDLER
 Superior Specialties for Phonographs
 Monroe and Throop Streets CHICAGO

PATHE STARS IN MERIDEN CONCERTS

Several Pathé Record Artists to Appear in Concert to Be Given Under Auspices of Musicians' Club in That City During Fall

MERIDEN, CONN., September 5.—Through the aid of Mark Byron, Jr., manager and opera impresario of New York, the Meriden Musicians' Club has arranged for an artists' series of concerts for this city. It is expected that the high class of talent and the beauty and variety of the programs will prove a source of delight to every lover of the best class of music. The programs will embrace the names of a number of Pathé artists who are celebrated on the concert and operatic stage, and who will need no introduction to Meriden musical patrons, with whom they have become favorites through the medium of Pathé records.

The concerts will be given November 29, January 31 and March 28, and the first recital will include Charles Hart and Lewis James, tenors; Elliott Shaw, baritone; Wilfred Glenn, basso, and Vera Cory, pianist, whose ensemble and solo work is familiar to owners of Pathé

records everywhere. The second concert will introduce such stars as Mme. Alice Godillot, the soprano; Hans Kronold, the cellist, and Francesco Longo, the pianist, and at the third concert Mr. Byron will present Miss Rosalie Barker, contralto; Alexander Debruelle, violinist, and Herbert Roselle, pianist.

ADD FLOOR SPACE TO STORE

J. M. Stoddard & Sons, talking machine dealers of Shortsville, N. Y., have let out contracts for the construction of a two-story addition at the rear of their establishment on Main street. The rapid growth of the company's business will necessitate the use of the first floor as an extension of the salesroom.

CLARION RECORD CO. GETS CHARTER

The Clarion Record Co., New York City, has been granted a charter of incorporation under the laws of the State of New York, with a capital of \$5,000. The new firm will handle talking machines and records. H. and M. Edelman and R. Gymbarg are the incorporators.

THE PHONOSTOP
5th Successful Year

ACCURATE—SIMPLE—DURABLE



Reasonable Price

Guaranteed Fully

Nickel or Gold

UNIVERSAL STANDARD



NEED-A-CLIP
New Fibre Needle Clipper

Guaranteed

RETAIL AT

75 cents

Trade Discount

A SUPERIOR TOOL

THE PHONOMOTOR CO., 121 West Ave., Rochester, N.Y.

EVERY Honest-Quaker main spring is packed in a separate rust and dust proof carton. By referring to our main spring chart you will see at a glance the exact spring required. *No More Guessing!* Every spring we sell is guaranteed to give absolute satisfaction.



If you have not received our catalogue of main springs and repair parts, write for your copy

The Repairman's Friend

Most of our customers are familiar with the tools illustrated. They are made of the finest grade of tool steel and are super-hardened for rough usage.



These tools will more than pay for themselves in short order

Price per set \$5.00



Removes any kinks in the centre, regardless of the shape they may be twisted into.

Makes the centre smaller, or larger.



This spring vise inserts any size spring in a jiffy. No more cut hands, or cussing.

FOUR IN ONE

VEST POCKET SOUND BOX TOOL

- A. Hardened Screw Driver
- B. Holds Spivot Screw Nut
- C. Holds Stylus Bar Nut
- D. Adjustable Screw Ring Re-mover

Price \$1.00

TERMS:—To customers with satisfactory commercial rating, 2% discount for cash within 10 days, or 30 days net. TO OTHERS, 3% discount for cash in full with order, or 20% of total purchase with order, balance C. O. D. Kindly include Parcel-Post charges, if wanted that way.

EVERYBODY'S TALKING MACHINE CO.

MANUFACTURERS

MOTORS
TONE-ARMS



SOUND-BOXES
AND ACCESSORIES

38 NORTH 8TH STREET
PHILADELPHIA, PA.

HANDSOME CARUSO WINDOW

Grinnell Bros. Feature Artistic Window Display
—Also Use Timely Newspaper Advertising

DETROIT, MICH., September 6.—Many of the local Victor stores have presented exceptional, timely and artistic window displays coincident with the untimely death of Enrico Caruso, world-famous tenor. Several of these displays have been noteworthy for their distinctiveness and beauty, and



Grinnell's Strikingly Appropriate Caruso Window

one of the most attractive windows in Detroit was prepared by Grinnell Bros. at their headquarters at 1515 Woodward avenue.

This display, which is shown here with, portrays Caruso in some of the operatic roles that have made him world-renowned. Hundreds of passers-by have stopped daily to admire the window in detail, and the display has served as a well-deserved tribute to one of the greatest artists in history.

In conjunction with this window, Grinnell Bros. used timely publicity in the local newspapers, giving a partial list of the Victor records made by Caruso, and paying a sincere compliment to Caruso's art and fame. This publicity was a factor in the tremendous demand for these records, which has continued unabated for the past few weeks.

INTRODUCE NEW SALES PLAN

Bubble Book Division of Harper & Bros. Announces Unique Sales Idea—Dealers Using Plan to Stimulate Sales Throughout Country

The Bubble Book division of Harper & Bros., New York, recently inaugurated a novel campaign for the promotion of bubble book sales throughout the country. This plan is in the form of miniature cut-out dolls, representing the different characters portrayed on Bubble Book records. These miniature dolls, which are made from original drawings by Rhoda Chase, an artist who is well known for her work in depicting fairyland characters, are finished in four colors and embrace a series of sixteen well-known fairyland figures, such as Little Bo Peep, Jack and Jill, etc.

These little figures are made up in cardboard for children to cut out and attach together, so that they will stand. A pedestal is furnished which fits over the spindle of the talking machine turntable reproduced in the shape of a record and painted in water colors to represent a bubble, on which these little figures are placed and rotate with the revolution of the turntable during the time that the record featuring each particular character is being played. The method of instructing the children how to put out these figures is in the form of an appropriate poem, which gives added interest to the idea.

The Texas Talking Machine Co., of Dallas, Tex., has obtained a five-year lease on the ground floor of the building at 912 Main street. This will be used as headquarters for wholesale patrons and distributors.

OPENS NEW JEWETT ACCOUNTS

Sales Manager Fair Returns From Successful Trip—Extensive Publicity Plans for Coming Fall Will Increase the Jewett Output

DETROIT, MICH., September 8.—A. A. Fair, sales manager of the Jewett Phonograph Co., returned recently from a trip through New York State. Mr. Fair closed several important deals and started negotiations with a number of well-known retail houses which will probably be consummated in the course of the next week or two. He is enthusiastic regarding the outlook for Jewett business in the East, and this enthusiasm is based on the receipt of substantial orders.

Among the recent accounts opened by the Jewett Phonograph Co. were successful retail houses in Detroit, Mich.; Oxford, Mich.; Eaton Rapids, Mich.; Charlotte, Mich.; Rochester, N. Y.; Newark, N. J.; Gowanda, N. Y., and Canton, O.

The Jewett Phonograph Co. is preparing a handsome exhibit for the Michigan State Fair, and will also be represented by an exhibit at the annual convention of the Ohio Music Merchants' Association to be held in Columbus next week.

Publicity plans completed by the company call for the use of extensive advertising in various ways. Particular attention will be paid to Detroit territory, and, according to present plans, billboards, newspaper advertising and painted signs will be used. Mr. Fair is devoting con-

siderable time to this campaign, and will welcome the suggestions of Jewett dealers as to the best means of making this advertising productive of results.

MOVES TO NEW QUARTERS

Wax & Novelty Co. Located in New Home—Increased Business Made Move Necessary

The Wax & Novelty Co. has recently moved from 57 Paris street, Newark, N. J., to larger quarters at 165 Bloomfield avenue, Bloomfield, N. J. The new factory is equipped with additional up-to-date machinery, to take care of the company's increased business in wax business blanks and master was used in the manufacture of talking machine records. F. W. Matthews, proprietor of this concern, has established a fast-growing business in the talking machine field, which has increased to such proportions that this latest move into a larger factory was imperative.

BUBBLE BOOK CHIEF RETURNS

H. B. Foster, general manager of the Bubble Book division of Harper & Bros., New York City, spent the last two weeks of August on a well-earned vacation in New England, visiting many Summer resorts. Mr. Foster spent the last few days of his vacation at his home in New Haven, Conn., returning to New York greatly refreshed and prepared to take up his active duties in anticipation of a healthy Fall business.

MAXIME PATHÉ GOES TO CHINA

It is expected before long that the Celestial will learn to jazz to the music of Pathé records. Maxime Pathé has gone to Shanghai, China, to take charge of the Pathé phonograph plant of the Far East. M. Pathé was at the Brooklyn factory for a number of months and later went to the London plant to begin the manufacture of Actuelle Cut Needle Records.



Librola
NEW TRADE MARK PAT.
A LIBRARY TABLE - PHONOGRAM

PERIOD MODELS
Queen Anne and Louis XVI
A High Grade Phonograph and Library Table Combined

Two-thirds of top is stationary. No need to move anything when playing phonograph. Fully equipped to play all disc records. Your satisfaction guaranteed. Large percentage of reorders indicates satisfied dealers. Write for Prices and Discounts.

Immediate Delivery in Mahogany Burl Walnut Golden Oak



No. 2507. Price applied for. To retail at \$250. Used discount to dealer.

48" long, 28" wide, 31" high. Finished all around Oak, Mahogany or Walnut

SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK
Pacific Coast Representative—J. W. ROE, 1711 E. Harrison St., Seattle, Wash.



Pablo Casals' 'cello wizardry adds new charm to "Liebestraum." All lovers of instrumental music will want this magnificent record. Columbia 49812.

**Columbia Graphophone Co.
NEW YORK**

CANADIAN IMPORTS MUST BEAR COUNTRY OF ORIGIN

Amendment to Canadian Customs Act, Effective October 1, Requires That All Imported Goods Be Stamped or Branded to Indicate Country of Origin—Penalty Provided for Neglect

The music trade, as well as other industries, has occasion to be much interested in an amendment to the Canadian Customs Act which goes into effect on October 1, 1921, and which provides that all goods imported into Canada must be marked, stamped, branded or labelled, so as to indicate the country of origin. Failure to so mark goods makes them subject to an additional 10 per cent duty.

The bill will not only make it necessary to mark pianos, talking machines and other musical instruments, but will require that street music also be marked. The text of the amendment in full reads:

"That all goods imported into Canada which are capable of being marked, stamped, branded or labelled, without injury, shall be marked, stamped, branded or labelled in legible English or French words, in a conspicuous place that shall not be covered or obscured by any subsequent attachments or arrangements, so as to indicate the country of origin. Said marking, stamping, branding or labelling shall be as nearly indelible and permanent as the nature of the goods will permit.

"Provided that all goods imported into Canada after the date of the coming into force of this section which do not comply with the foregoing requirements shall be subject to an additional duty of 10 per centum ad valorem to be levied on the value for duty purposes, and in addition such goods shall not be released from Customs possession until they have been so marked, stamped, branded or labelled under Customs supervision at the expense of the importer.

"Provided, further, that if any person shall violate any of the provisions relating to the marking, stamping, branding or labelling of any imported goods, or shall deface, destroy, remove, alter

or obliterate any such marks, stamps, brands or labels, with intent to conceal the information given by or contained in such marks, stamps, brands or labels, he shall be liable, on summary conviction, to a penalty not exceeding one thousand dollars, or to imprisonment not exceeding one year, or to both fine and imprisonment. The Minister of Customs and Inland Revenue may make such regulations as are deemed necessary for carrying out the provisions of this section and for the enforcement thereof.

"(2) This section shall come into force on the first day of October, 1921."

NEW EDITION OF MUSIC BOOK

Victor Co. Announces Issuance of Revised Edition of "What We Hear in Music"

The Victor Talking Machine Co. announces that a new revised edition of the book, "What We Hear in Music," by Aung Shaw Faulkner, is now available for distribution throughout the industry. This work in its earlier form is quite familiar to the trade, for it has been accepted as an authoritative reference and textbook on the teaching of music history and appreciation by colleges, conservatories and schools and also in the home. The issuance of the revised edition is in response to a strong and persistent demand that has developed for the book.

J. TARLOW WITH HARTFORD FIRM

Jules Tarlow, formerly manager of the talking machine department of Gishels in New York City and of the same department of Kaufman & Baer in Pittsburgh, is now manager of the new talking machine department of Sage, Allen & Co., of Hartford, Conn.

SOME MUTUAL CORP. CHANGES

Herman Segal Resigns as President and A. P. Frangipane Is Appointed General Manager

The Mutual Phono Parts Mfg. Corp., New York, manufacturer of Mutual tone arms and soundboxes, has announced the resignation of Herman Segal as president. Mr. Segal was associated with Nathan Garfinkel, who purchased the business about a year ago. Mr. Garfinkel will continue the business as heretofore and the appointment of Andrew P. Frangipane as secretary and general manager of the company has been announced. Mr. Frangipane has been connected with the Mutual Phono Parts Mfg. Corp. during its entire existence and was formerly connected with the Mutual Talking Machine Co.

WAR TAX ON F. O. B. SHIPMENTS

According to recent decisions, if the agreement calls for the delivery of goods F. O. B. destination the seller must pay the war tax, which is part of the freight and carrying charge. A number of retailers in the music industry have been in doubt about this point and will be interested to know the way the courts look upon it.

GARAGE MAN TO OPEN MUSIC SHOP

FAR ROCKAWAY, N. Y., August 31.—Seaman Bowers, who for some time has conducted a garage here, is planning to enter the music business. In furtherance of this plan he is converting the garage into quarters suitable for housing his new stock. Musical instruments and talking machines will be handled.

The Electro Self-Winding Photograph Co., New York City, has been granted a charter of incorporation under the laws of the State of New York, with a capital of \$100,000.

The Needle of The Century

A Near Permanent Needle

**A CACTUS NEEDLE
THAT
SELLS ITSELF**

Produces clear, natural tones;
eliminates surface noise;
brings out all subtle details of
the music and preserves the
records.

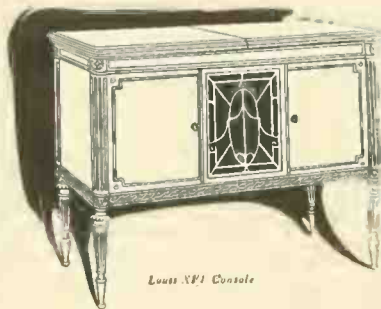
Needles can be repointed on
sharpeners enclosed in package, so
that each needle will play an in-
definite number of records.



**ATTRACTIVE INDUCE-
MENTS MADE TO JOBBERS**

For Samples and Particulars
Write to

**THE PERMO COMPANY
4215 TERRACE ST.,
OAKLAND, CALIFORNIA**



Louis XV's Console

Granby Works WITH You and FOR You

When you take on the Granby line we back you to the limit. Everything is done to make your franchise profitable and satisfactory to YOU.

That is our platform.

Granby Sales Helps Help You Sell Granbys

Granby literature is aimed to sell—and to help you sell. Attractive display cards, mailing cards, miniature musical magazines—all will prove strong factors in building business.

These are just a few examples of the Granby ammunition.

In addition, we offer you our intensive local newspaper advertising campaign, that is 100 per cent. effective.

Let us send you the Granby Proposition. Learn what it means to you. Lose no time.

Write—or wire—TODAY.

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

ADVERTISING OF USED INSTRUMENTS

General Counsel of Music Industries Chamber of Commerce Offers Opinion That Dealer Cannot Be Restrained From Using Trade-marked Name of an Instrument in Advertising

The practice of using well-known and respected trade names in the advertising of second-hand musical instruments and other goods by dealers has long been a subject of comment, and although successful efforts have been made to put an end to, or at least curtail materially, any attempts to use such names in a fraudulent manner, there has been little done to prevent the dealer from using in his advertising the names of standard instruments, provided, of course, he had them to sell.

A well-known piano manufacturer some time ago set out to prevent dealers who were not authorized agents for his line from using the trade-marked name of his product in the advertising of such second-hand instruments of his make as should come into their possession. It is very probable that the warnings of possible legal actions sent out by this manufacturer to various dealers prompted the following inquiry being sent to the Legal Bureau of the Music Industries Chamber of Commerce, which was answered by George W. POUND, general counsel, to the effect that in his opinion a merchant cannot be restrained from using the trade-marked name in the regular course of business when he doesn't indulge in unfair business methods.

The query and Mr. Pound's answer to the same follow:

Query: Can a piano or other musical instrument manufacturing company so protect its instruments through corporate trade-mark and other similar means that a second-hand instrument in the hands of a merchant cannot be advertised and sold by him under such trade name?

Answer: In my opinion, no.

Assuming that the maker had so protected his output, had incorporated his company under such title, had trade-marked his product under

ANNOUNCING ENLARGED QUARTERS —

More space will enable us to give maximum service—central location will prove of great convenience to our many out-of-town friends.

A large line of samples displayed—quantity inquiries from manufacturers and wholesalers everywhere solicited.

Our direct factory connections permit attractive quotations on any item of phonographic interest

D. R. DOCTOROW

Tel. Vanderbilt 5482

VANDERBILT AVENUE BUILDING

opp. Grand Central Terminal
51 E. 42nd STREET, NEW YORK CITY

the same title, had by use and exploitation fairly acquired the trade name used, then sells this product in the open market, parts with title, and in the course of trade said instrument is acquired by a merchant who offers it for sale under its trade name, at a fair sale value, without any unfair business methods, and in regular course of business, I am strongly of the opinion that such merchant is entirely within his rights, and cannot be restrained from so doing by the maker.

In fact, it may well be that the privilege of advertising and selling such instrument under its well-earned and quality trade name is the essence of value in the transaction to the dealer. The transaction is without prejudice to the manufacturer where it is conducted in the dug and regular course of business, without any unfair business methods, in good faith, and as above indicated.

VISIT'S C. BRUNO & SON

Among recent visitors at the headquarters of C. Bruno & Son, Victor wholesalers, New York City, was William F. Brouson, accompanied by Mrs. Brouson. Mr. Brouson is connected with Landau's Music Store in Hazleton, Pa., and was in New York on his honeymoon. Jerome Harris, secretary of C. Bruno & Son, was a recent visitor at the Victor plant at Camden.

CHILDREN'S RECORD WEEK

Columbia Dealers to Feature Educational Records During Week of October 3

The Columbia Graphophone Co. has advised its dealers that the week of October 3-8 has been set aside as children's record week, and advertising literature, window display material, newspaper advertising, posters, etc., will be furnished to the dealers in order that they may take full advantage of the sales possibilities of this week.

In announcing the children's record week the educational department of the Columbia Graphophone Co. suggested to the dealers that they carry in stock one or more type D-2 Grafonolas and Pushmobiles, with a sufficient quantity and variety of educational records. It was also suggested that the dealer endeavor to get the local school superintendent and music supervisor into the store, play records for them, make arrangements for placing a Grafonola and records in the schools on trial and establish a permanent and cordial basis of co-operation with the schools.

There are two kinds of employes—those who command a large amount of special knowledge and general education, and those who have got common sense. It is rare to find both qualities combined in the same man.

Individuality in Your Product Will Mean More Sales for You!

The New Empire Universal Ball Bearing Tone Arm and Reproducer

Made in Two Lengths:

8" and 9"

WE are prepared to submit to reliable manufacturers samples of our tone arms and reproducers in order to enable them to determine the merit of our product. Our prices are low and the quality of our product is second to none.

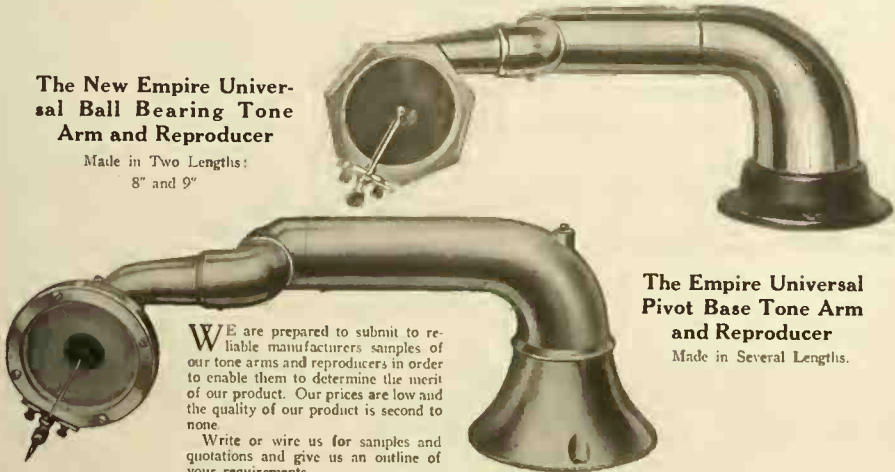
Write or wire us for samples and quotations and give us an outline of your requirements.

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



The Empire Universal Pivot Base Tone Arm and Reproducer

Made in Several Lengths.

3 New Brunswick Models



Model 207
Retail Price
\$125

Model 200 Brunswick

Finished in Adam Brown or Red Mahogany
and Fumed or Golden Oak
Height 43 1/2 inches, width 19 inches,
depth 21 inches
Trimmings Nickel Plated

Equipped with all-wood Oval Tone
Amplifier; single diaphragm Ultona;
Brunswick double-spring motor, nickel
plated; twelve-inch turntable; auto-
matically balanced lid; automatic stop;
tone modifier; self-filing system, de-
signed to accommodate albums.



Model 200
Retail Price
\$100

Model 207 Brunswick

Finished in Adam Brown or Red Mahogany
and Fumed or Golden Oak
Height 45 1/2 inches, width 19 inches,
depth 21 inches
Trimmings Nickel Plated

Equipped with all-wood, Oval Tone
Amplifier; single diaphragm Ultona;
Brunswick double-spring motor, nickel
plated; twelve-inch turntable; auto-
matically balanced lid; automatic stop;
tone modifier; self-filing system, de-
signed to accommodate albums.



Model 210
Retail Price
\$150

Model 210 Brunswick

Finished in Adam Brown or Red Mahogany
and Fumed or Golden Oak
Height 47 inches, width 20 inches,
depth 21 inches
Trimmings Nickel Plated

Equipped with all-wood, Oval Tone
Amplifier; single diaphragm Ultona;
Brunswick double-spring motor, nickel
plated; twelve-inch turntable; auto-
matically balanced lid; automatic stop;
tone modifier; seven albums for filing
records.

For Every Home—Every Purpose

There's a Brunswick—16 Models in the Line

No matter what the circumstances or requirements of your trade, there is a Brunswick to meet each one. From the portable style to the Beaux Arts, there are Cabinet models and Period designs in a wide variety of finishes.

That is but one advantage the Brunswick dealer has. Fair profit, fair treatment, extensive advertising and the prestige of being a Brunswick dealer are others. Write for complete list.

Brunswick

PHONOGRAPHS AND RECORDS



COLUMBIA ACTIVITY IN DALLAS

Will A. Watkin Co.'s Columbia Department Closing Healthy Business—Sales Expanding

DALLAS, TEX., September 6.—The Columbia department of the Will A. Watkin Co., of this city, is meeting with exceptional success, notwithstanding the temporary depression in business circles, and a considerable measure of this success may be attributed to the efforts of the sales staff. Robert N. Watkin, secretary and treasurer of the company, who has long been an



The Columbia "Pushers" at Watkin's enthusiastic admirer of Columbia products, is in personal touch with the activities of the Columbia department.

In the accompanying photograph W. R. Long, manager of the Columbia Gramofola department, may be seen at his desk, and the other members of the staff in the photograph include Miss Aileen Daniel and Miss Christine Ewing, of the record sales staff, together with two members of the Watkin sales organization. For the past ten years the record business closed by the Will A. Watkin Co. has shown an increase year by year, and, judging from all indications, 1921 sales totals will be the largest in the history of the company.

While judging men do not ask so much for the effects of their mistakes as for their causes.

BENJAMIN LANDAY RESIGNS

To Enter Talking Machine Business for Himself—Spent Vacation at Lake George

Benjamin Landay, for the past twelve years associated with Landay Bros., Inc., recently resigned to enter the talking machine business for himself. His experience has been particularly successful in the metropolitan district and out-of-town stores.

He has been spending his vacation at the Acrely Country Club, The Hague, Lake George, N. Y., where he has been mastering the game of golf and getting into condition for his new venture, which will take place some time in September.

VICTOR DEALER ENTERTAINS STAFF

The employees of the establishment of C. M. Millard, 1803 Myrtle avenue, Brooklyn, were the guests of Mr. and Mrs. Millard on an automobile trip to Rye Beach recently. Although the weather was inclement, the members of the party spent a most enjoyable day, thanks to the ample lunch provided by Mrs. Millard and the entertainment program prepared by Mr. Millard, which was enjoyed by all.

The evening's activities included a picnic supper and theatre party, and during the afternoon the dancing devotees had plenty of time to show the latest steps. The entire staff was in attendance, including Miss Taubenbaum, Miss Goodman and Mr. Palcher, together with Mr. and Mrs. Millard and their family.

J. N. HALLINAN ENJOYS VACATION

J. N. Hallinan, manager of the New York office of the Unit Construction Co., departed on August 26 for a well-earned vacation of from ten days to two weeks. Mr. Hallinan went to the home of his father in Suffern, N. Y., and from that point motored to the many points of interest in New York and New Jersey.

SIAM SOO FOR GENERAL TRADE

Well-known Dancing Doll Will Be Aggressively Merchandised—New Campaign Announced by Manufacturers—Specialty Very Popular

The Morton E. Converse & Sons Co., manufacturers of the now famous Siam Soo dancing doll, are making extensive plans to distribute this well-known talking machine novelty throughout this country and Canada. Due to the amount of interest shown in Siam Soo by talking machine dealers everywhere, the manufacturers decided to enlarge their scope of activities so that all dealers will be able to handle this well-known dancing figure and meet the demand created for it. R. E. Brann, sales manager of the Morton E. Converse & Sons Co., is keenly enthusiastic over the results obtained by dealers in the sale of Siam Soo and feels confident that in the next few months sales totals will reach the high-water mark.

Siam Soo is an exact reproduction of one of the royal dancers in the harems of a king of the Orient. To distinguish these royal dancers, the face is covered with a thick paste to conceal any facial expressions, making it necessary for the dancers to depend exclusively on the motions of the dance for the effectiveness of their performances, and Siam Soo is true to all these details. The mechanism of this dancing figure has been carefully worked out and the result is that every motion is distinctly lifelike.

The plans of the company include an intensive advertising campaign which promises to make Siam Soo even more popular than it is to-day. As one of the first dancing dolls in the field, Siam Soo is well established in all sections of the country.

NEW INCORPORATION

The Rivola Mfg. Corp., New York City, manufacturer of musical instruments, has been granted a charter of incorporation, with a capital of \$20,000. Incorporators are: G. and M. Mannello and J. Schwartz.

Okeh Records

More Winners of sales

Okeh Records



Vaughn De Leath

- 4355 { ALL BY MYSELF Vaughn De Leath
- { WHO'LL BE THE NEXT ONE Vaughn De Leath
- 4402 { I'M LOOKING FOR A BLUEBIRD Vaughn De Leath
- { MY DADDY Vaughn De Leath
- 4404 { ILO—Fox-trot Harry Raderman's Jazz Orchestra
- { OH JOY!—Toddle Dance Harry Raderman's Jazz Orchestra
- 4407 { WHY, DEAR—Fox-trot Harry Raderman's Jazz Orchestra
- { HARDINGO—Persian Fox-trot Rega Dance Orchestra

We Make Immediate Shipments

STERLING ROLL and RECORD CO.

Big Distributors of

Okeh Records

Pittsburgh, Pa., 434 4th Ave.

Cincinnati, Ohio, 137 W. 4th St.

Available Now to All Dealers

SIAM SOO

THE ORIGINAL ORIENTAL DANCER
AN ORNAMENT—NOT A TOY

A Live Proposition for Live Dealers
ANIMATED—COLORFUL—ARTISTIC—ATTRACTIVE

SIAM SOO

Will Dance
Herself Into
Your Customers'

Homes

Retail Price

\$2.50

Liberal
Discount to
the Trade

*A Splendid
Proposition to
Distributors*

*Write for
Particulars*



Patented by Bank Patent
Dresses patented against SIAM SOO Infringements

SIAM SOO

Creates

Record Sales

SIAM SOO

In Your Window
Attracts Crowds to
Your Store

Siam Soo

Best Known
Best Selling
Best Advertised
Novelty in
Years

*Place Your
Order Now*

MORTON E. CONVERSE & SON CO.

MANUFACTURERS

221 FOURTH AVENUE, NEW YORK Introductory Offer, Parcel Post Prepaid: One-Quarter Dozen SIAM SOOS for \$5.00.
Factory: WINCHENDON, MASS.

Clip this Coupon
and Mail Today

MORTON E. CONVERSE & SON CO.
221 Fourth Avenue, New York City

Send me parcel post prepaid one-quarter dozen SIAM SOOS, for
which I enclose \$5.00.

Name

Address

Florence Macbeth sings the beautiful "Bell Song" from *Lakmé* in a manner few other sopranos can equal. She sings "Caro Nome" from *Rigoletto* in a way in which lovers will delight. A-6189.



Columbia Graphophone Co.
NEW YORK

APPOINTS NEW OKEH JOBBERS

J. K. Polk Furniture Co., Atlanta, and Junius Hart Piano House, New Orleans, Are New Okeh Jobbers—Well Equipped to Develop Record Business in Their Territories

The general sales department of the Okeh division of the General Phonograph Corp., New York, announced recently that arrangements had been completed whereby the J. K. Polk Furniture Co., Atlanta, Ga., and the Junius Hart Piano House, of New Orleans, had been appointed Okeh jobbers. Both of these concerns are well known in their respective territories, and plans are being made whereby the dealers in these localities will receive maximum service and cooperation in handling Okeh records.

W. C. Fuhr, general sales manager of the Okeh division of the General Phonograph Corp., who closed all of these deals on his recent Summer trip, is enthusiastic regarding these jobbers' facilities for the development of Okeh business. Both of these companies have well-trained sales organizations which are making a careful study of the record field before introducing records to the Southern trade.

LONG CABINETS REDUCED

Special Price List for Month of September—Announcement Attracts Attention of Trade

The Geo. A. Long Cabinet Co., Hanover, Pa., manufacturer of Long disc records and player-roll cabinets, has sent out a special letter to the trade announcing a set of reduced prices on all Long cabinets during the month of September. This special sale is the second one that the company has inaugurated this year, and, judging from the success of the announcement last February, talking machine dealers throughout the country will welcome the September reduction.

According to the letter sent to the dealers the prices of Long cabinets during the month of September will be 25 per cent lower than the prices in effect since April 1. This includes every disc record and player-roll cabinet in the company's line, and the popularity of these cabinets with the dealers will undoubtedly be reflected in the reception given the new price list. This special sale of Long cabinets will close September 30, and orders have already been received from dealers in all parts of the country requesting immediate shipments of the various Long disc records and player-roll cabinets.

CONGRATULATIONS

Robert Daniel Everhart, head of the firm of Everhart & Brown, Richmond, Va., Okeh jobbers, was married on September 8 to Miss Miriam Isabel Dean, of Waverly, Pa., the marriage taking place at the home of the bride in Waverly.

Hilman Gaskill, of Cream Ridge, N. J., is planning to open an exclusive Victor shop on Main street, Allentown, N. J.

SINGLE ARTIST CONCERTS

Recordings of One Well-known Artist Have Often Greater Power to Attract Certain Customers Than the Usual Mixed Concerts

A departure from the usual talking machine concert has been adopted by the Victrola department of the Griswold, Richmond & Glock Co., Meriden, Conn., which is stimulating interest in the department among the music lovers of the community. Instead of the usual arrangement of selections, the entire concert is devoted to the recordings of one artist.

For example, the concert which is staged in the afternoon at this establishment is joyfully announced through newspaper advertising and publicity, and personal notices are sent to customers stating the fact that a Gluck concert is to be given on a certain afternoon. At this concert only the records of Alma Gluck will be played unless there is a special request from a member of the audience for a particular selection by another artist.

The plan outlined above can be followed with advantage by other talking machine dealers. Of the large percentage of music lovers in any community, a number favor particularly a certain artist, and consequently when the announcement of a concert by their favorite artist, whether it be Caruso, Galli-Curci, Kreisler, Gigli, Toscanini, or numerous others, comes to their atten-

tion they will be sure to attend, and in many cases it will be found worth while to have a good stock of records similar to those played on hand to meet the sudden demand. A series of concerts, one staged each week, will give the dealer an opportunity to reach a great number of people in his community and possibly many in surrounding towns.

E. J. HYAMS TO VISIT AMERICA

E. J. Hyams, head of E. J. Hyams, Ltd., Wellington, N. Z., representative for the Gramophone Co., Ltd., and the Zonophone Co., of London, as well as agents for a number of American products of various kinds, left Auckland, N. Z., on August 15 for an extended visit to the United States, Canada and Great Britain.

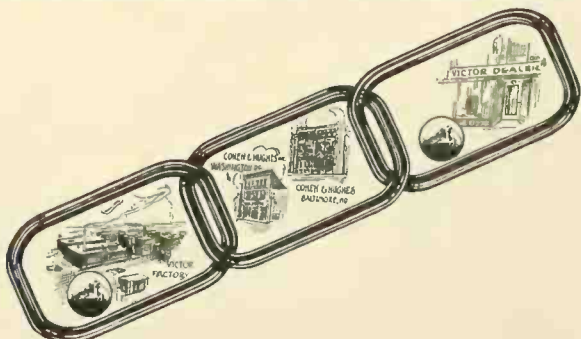
C. C. FLETCHER MOVES TO IOWA

KANSAS CITY, KAN., September 4.—C. C. Fletcher, who formerly operated a talking machine repair shop here, has sold out his establishment and moved to 804 Eighth avenue, Sincannah, Ia., where he will operate a similar business.

The theory of holding up the advertising campaign until the storehouse is crammed full of merchandise to be sold reminds us, says the Voice of the Victor, of the story of the man with a leaky roof; when it rained he couldn't fix it, and when it didn't rain it didn't leak.

"CO-OPERATION"

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



COHEN & HUGHES

Wholesale Exclusively

BALTIMORE

WASHINGTON

Service



Consolidated Talking Machine Co.

Progressive Distributors of

OKeh Records

Fall is the opening date for the beginning of keen competition in the selling of records.

The Hits the publishers have been holding back are now being put on the market.

The Dealers first to put these hits on sale will reap the harvest of profits.

OKeh Can Help You to Be *First*

OKeh is rushing, as usual, early releases of these hits—in large quantities.

OKeh is safeguarding your fall trade.

If you aren't an OKeh Record Agency don't wait until it is too late to become one.

The company nearest you may become one first! Then it will be *too late* for you. Let us sign you up now. Write us today for details.

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.

MAGNAVOX ACTIVITIES IN THE EAST

Many New Accounts Established—Sales Manager Davis Enthusiastic Regarding Sales Totals

The New York office of the Magnavox Co. is well pleased with the success attained by the Magnavox in Eastern territory. The Summer months have produced many desirable sales and from all indications the Fall and Winter months promise to establish gratifying sales totals for the Magnavox. W. R. Davis, sales manager, is optimistic in his predictions for the future, and is now making extensive sales plans for the Magnavox in the East. He states that the establishment of a New York office has enabled the company to serve efficiently its many customers in the East, as shipments of all styles of instruments can be made directly from New York to all points with the least possible delay. This service is keenly appreciated by dealers, as it enables the company to keep in close touch with its clientele in the East.

INSTALLS NEW MACHINERY

WABASH, IND., September 1.—The Cardinal Cabinet Co., manufacturer of talking machine cabinets, was closed during the entire month of August and new machinery was installed. The company is planning to manufacture furniture in addition to talking machine cabinets.

VICTROLA FEATURED AT THE RIVOLI

At the Rivoli Theatre, New York, recently the Victrola figured prominently in an impressive tribute to the memory of Enrico Caruso. While motion pictures of Caruso in his better-known opera roles were flashed on the screen a Victrola XVI on the stage reproduced Caruso's staging of "Vesti-la guibba" (On With the Play), from "Pagliacci."

The Controla Music Shop, Hamilton, Pa., dealer in talking machines and records, has been opened by Michael Lonzetta.

TALKING MACHINE PROTECTS FRUIT

Barking Dog Record Scares Away Tourists Who Plan to Pillfer Orchard and Vineyard

ZILLAH, WASH., September 4.—Edward Delle, owner of an orchard and vineyard here, has adopted a novel method of protecting his crops of fruit from marauding tourists. Mr. Delle rigged up an old-fashioned talking machine, which he secured up in a deserted beehive. The record is operated by an electric attachment and when a machine is heard to slow down where the orchard touches the highway the music is turned loose and the barking of two dogs reverberates through the orchard. This has never failed to discourage prospective purloiners of fruit.

Since installing his barking apparatus Mr. Delle has had no losses, and in addition has had more fun than a circus might give him by watching the frightened folks climb back into their cars and speed away.

A TIMELY QUESTIONNAIRE

The August bulletin issued by the Putnam-Page Co., Victor wholesaler, of Peoria, Ill., asks the following pertinent questions of the dealers: Are you using every avenue to increase sales?

How often do you go through your file of customers' record orders?

Have you phoned or written that their order is not forgotten and suggested other records?

Every possible opportunity to talk with your customer is a means of keeping your shop before them—your service—your personal interest—are you looking for opportunities of this kind?

NEW PATHE BANNER FOR AWNINGS

The Pathe Freres Phonograph Co., Brooklyn, N. Y., has produced a large three-colored muslin banner that can be used effectively on the store awning. It is entirely decorative, weather-proof and made of durable material and adds excellent advertising value.

AMERICAN ODEON CO. IN NEW HOME

Manufacturer of Odeon Records Established in New Quarters—Office and Sales Facilities Greatly Increased to Meet Demands

The American Odeon Co., of this city, is now installed in larger and more attractive quarters at 100 West Twenty-first street, New York, in the same building where it has been located for the past year. The office quarters are twice the size of the former offices, and the floor space available for stocking and shipping Odeon records has been more than trebled.

The executives of the company are greatly pleased with these new quarters, as they are far more comfortable than the old home, with ample facilities for handling rapidly increasing business in Odeon records. This move was necessitated by the continued expansion and rapid growth of Odeon distribution throughout the country.

DISCUSS MICA RATES IN NEW BILL

BROOKLYN, CONN., September 4.—James I. Brereton and Marion Dorian, of this city, representing the Columbia Graphophone Co., appeared before the Senate Finance Committee last week to urge reduction on the proposed duties on mica in the Fordney Tariff Bill, now before the Senate. They declared that the Underwood rates are satisfactory to their industry, but the rates proposed in the Fordney bill are too high. They assert that the mica industry is amply protected by the Underwood rates and to raise them would unnecessarily increase the cost of production.

NEW "VICTOR SHOP" OPENS

BUSINESS, ILL., September 1.—The "Victor Shop" is the name of a new talking machine establishment recently opened here by Messrs. Barnes and Sowers. The store is located over the Barnes Drug Store and is managed by Miss Blanche Kriebaker. The shop has been renovated and attractively decorated.

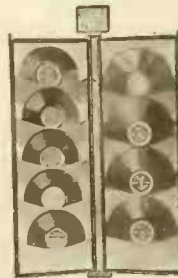
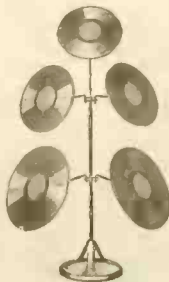
These Silent Salesmen Increase Your Sales and Cut Down Your Overhead

The day of "allotment" is past. The problem is the same in the talking machine field as in other lines—intensive sales effort to move "dead stock"—Universal Displays do this with comparative ease. Records are displayed where customers can read all the titles easily, causing inquiries to play and clinching many sales that otherwise would be lost.

**UNIVERSAL SELF-SERVICE DISPLAYERS
SUBSTITUTE SIGHT FOR SEARCH**

*There are 50 Different Styles
Ask Your Jobber for Them*

**Universal Fixture Corporation :: 133 West 23rd Street
NEW YORK**






THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



The Highest Class Talking Machine in the World

Discriminating buyers are quality buyers




The buying power of the discriminating public is very apparent in the tremendous demand for the highest quality motor cars, furs, clothing, jewels, etc. The **discriminating purchaser** is a **profitable purchaser**.

The Sonora is a **Quality Instrument** designed and built to appeal to the most critical and discerning judgment.

It is the only high-class talking machine in the world selling at present-day prices. The recent decreased cost of labor and raw materials has made it possible to offer the Sonora at new revised prices without affecting Sonora quality. New prices range from \$50 to \$1,200.

Sonora will bring valuable prestige and substantial profits to you and will establish your business on a firm and profitable foundation.



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

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

W. B. Glynn Distributing Co.,
Saxtons River, Vt.
States of Maine, New Hampshire, Vermont and part of Massachusetts.

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

Hessig-Ellis Drug Co.,
Memphis, Tenn.
Arkansas, Louisiana, Tennessee, Mississippi.

Kiefer-Stewart Co.,
Indianapolis, Ind.
Entire State of Indiana.

Lee-Coit-Andresen Hardware Co.,
Omaha, Nebr.
State of Nebraska.

M S & E,
221 Columbus Ave., Boston, Mass.
Connecticut, Rhode Island and eastern Massachusetts.

Sonora Phonograph Co. of Pittsburgh,
820 Liberty Ave., Pittsburgh, Pa.
Western Pennsylvania and West Virginia.

Sonora Distributing Co. of Texas,
Dallas, Texas.
Western part of Texas.

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

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

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

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

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

Southern Drug Company,
Houston, Texas.
Southeastern part of Texas.

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

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

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

Robinson-Pettet Co., Inc.,
Louisville, Ky.
State of Kentucky.

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

Strevel-Paterson Hardware Co.,
Salt Lake City, Utah
Utah, western Wyoming and southern Idaho.

C. J. Van Houten & Zoon,
Marquette Bldg., Chicago, Ill.
Illinois and Iowa.

Yahr & Lange Drug Co.,
Milwaukee, Wis.
Wisconsin, Upper Michigan.

Moore-Bird & Co.,
1751 California St., Denver, Colo.
States of Colorado, New Mexico and Wyoming east of Rock Springs.

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

Greater City Phonograph Co., Inc.
311 Sixth Avenue, New York
All of New York City except that lying east of Broadway, Brooklyn; counties of Westchester, Putnam and Dutchess, south of Poughkeepsie and all Hudson River towns and cities on the west bank of the river, south of Highland.

Long Island Phonograph Co.
461½ Fulton St., Jamaica, N. Y.
All of Long Island and Brooklyn, north of Broadway.





"Cherie," sung by Nora Bayes, is an American song with a Parisian twist, and her "When You're In, You're In, In Indiana" is a "booster" song for the Hoosier State. Both these selections are bound to boost sales. Order big. A-3443.

Columbia Graphophone Co.
NEW YORK

MISS YOUNG VISITS COLUMBIA SHOP

LOS ANGELES, CAL., September 3.—Clara Kimball Young, celebrated screen artist, was a recent visitor at the Liberty Grafonola Shoppe, in



Clara Kimball Young and the Grafonola this city. While visiting this attractive establishment Miss Young autographed an H-2 Grafonola and consented to pose for the accompanying photograph.

When business is dull don't sit back and wait for it to pick up. Think of ways and means of surmounting the difficulty.

GALVESTON PIANO CO. EXPANDS

O. Springer, Proprietor of the Establishment, Enters Partnership With A. M. Cain

GALVESTON, TEX., September 5.—Expansion of the Galveston Piano Co., by the formation of a partnership between A. M. Cain and Oscar Springer and the establishment of a retail store in the near future at 510 Twenty-first street, was announced here recently.

The piano company has been in operation for several years under Mr. Springer's management, but, due to increased business, it was determined to expand its activities. In addition to the present agencies of the company several large lines of pianos will be handled, including the Steinway agency. The company has also obtained an agency for the Victrola and its accompanying records.

The store will be thoroughly modern and will include everything in the category of music, sheet music, instruments and teaching materials.

CORRIGAN WITH KIEFER-STEWART CO

G. J. Corrigan, formerly sales engineer for the Magnavox Co. in San Francisco, Cal., has joined the staff of the Kiefer-Stewart Co., Sonora jobber in Indianapolis, Ind. Mr. Corrigan will cover the State of Indiana, calling on the talking machine trade in the interests of the Sonora product, replacing H. S. Caperton, who recently resigned as sales manager for the Kiefer-Stewart Co.

A REAL FOUNTAIN OF KNOWLEDGE

C. T. Westmoreland, Factory Superintendent of the Granby Phonograph Corp., Has Had Wide Experience in the Woodworking Field

The faculty of knowing everything connected with his many and varied executive duties has earned for C. T. Westmoreland, factory superintendent of the Granby Phonograph Corp., the name of "Dad" because of the well-known saying, "Ask Dad, he knows." Mr. Westmoreland



C. T. Westmoreland

is the designer of a number of graceful period models of the Granby phonograph and also patentee of numerous labor-saving devices. Prior to his association with the Granby Phonograph Corp. he was factory superintendent of one of the largest furniture factories in the South. He has been in the woodworking field for the past twenty-seven years and has acted in the capacity of factory superintendent for twenty-five years. He is another individual of the group of executives who have effectively co-operated in advancing the Granby, to its present advantageous position.

MECHANICS' SERVICES FOR DEALERS

The Knickerbocker Talking Machine Co., Victor wholesaler, New York, is placing at the disposal of its many dealers the services of a talking machine mechanic. This highly trained man will be available to the dealer at his own warehouses on short notice. Similar service is also planned in the polishing of Victrolas.

MAKES AN ASSIGNMENT

The Model Music Co., Inc., New York, dealing in phonographs at 309 Eighth avenue, has assigned to Simon Marx. This company was incorporated in 1919.

The General Phonograph Mfg. Co. Model "E" Table Phonograph

The Greatest Value on the Market
IMMEDIATE DELIVERIES IN ANY QUANTITY



New Model "E"

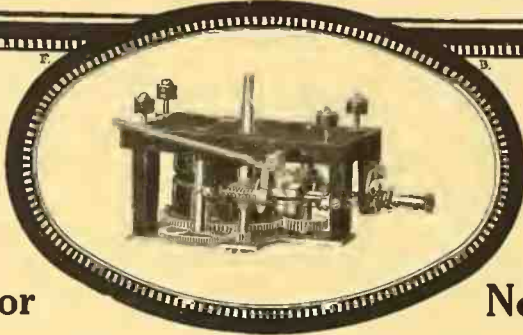
Plays All Makes of Records Superior Tone Quality

Write for our Proposition

The General Phonograph Mfg. Co., Elyria, Ohio

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

HEINEMAN



MEISSELBACH

Sorting Out the Dead Wood From the Prospect List to Save the Time of Salesmen

One of the problems of the dealer who is building up a new sales campaign for the Fall and Winter is that of cleaning up his prospect list so that the efforts of the sales staff can be concentrated on the element of population likely to be in the best position to spend money and buy his goods. It does not require an extensive survey of the field to find that many people who were mighty fine prospects for talking machine sales a year ago are very much in the doubtful class to-day, and that some of those who were overlooked intentionally in making up last year's list are worth considering now.

In every industrial center the question of unemployment is a vital one. Some of the trouble is due to strikes for higher wages or against wage reductions, or there has been a lack of demand for the manufacturer's product and he had to close down his plant. In either case it means that some hundreds of thousands of workmen are out of employment for weeks or even months.

The dealer in making up his prospect list, if he knows his business, has seen to it that the occupation of the head of the house is carefully listed, for the information will save money in many ways.

If the leading industry of the town is shut down for months it means that the average workman who has been laid off will probably not recover his financial status to a satisfactory degree for a period of four or five months at least. It would be well under such circumstances for the dealer to put such prospect cards in the deferred file, so that his sales staff will not waste effort on such employes at a time when there is likely to be such little chance of results, and when effort can be expended more profitably in other directions.

The business authorities have called attention several times recently to the fact that the "white collar" man, who was below par as a prospect during and immediately after the war, is once more worthy of consideration. His income, it is true, is not that enjoyed by the war worker,

although he has not really received increases in his income commensurate with the rising cost of living, but with living costs adjusting themselves the salaried man is getting back into his own slowly but surely.

The advantage of this type of prospect is that his income is more or less permanent. He is employed on a monthly or yearly basis and is seldom affected by labor discussions, shutting down of factories or the other troubles that beset the ordinary factory worker. This steadiness of income, if other conditions are up to standard, means that the salaried man is an excellent credit

chant to read. If the plants to the East of the town are shut down it's up to him to shift his efforts to the West, where they are still working. It is not, however, building up trade for the store to have salesmen waste their heavy selling talk on the head of a family of several children who has not been working for several weeks and has little chance of working for several weeks more. Such a prospect is not in any mood to enjoy the honor of the situation, and in his depressed frame of mind is most likely to take serious offense at the efforts of the salesman to get him to spend a substantial sum of money when there is nothing coming in. Then, too, the credit risk in the case is dangerous, and with many dealers that is a really important consideration.

Certainly it is no offense to the unemployed man to let him alone until he gets on his feet again, and the time saved can be used most profitably in going after many prospects who are left on the files and who are still in a position to do business.

CANADA FIRST IN JUNE IMPORTS

Mexico and Japan Follow in Imports of Talking Machines, Records and Accessories

WASHINGTON, D. C., September 1.—Canada leads in imports of talking machines and records and accessories from the United States during June, according to statistics just made public by the Department of Commerce. The value of talking machine imports by Canada during June totaled \$51,320, and records and accessories exported to this country are valued at \$46,016. Mexico was second in talking machine imports, which are valued at \$20,458, and Japan, third, with imports valued at \$8,845. Mexico also ranks second in imports of records and accessories and Japan is third.

The talking machine dealer who studies his customers is like the commander of an army who knows the plans of his enemy. He knows just how to deploy his forces. The merchant's army consists of advertising and service.

Change in Industrial Situation Means a Like Change in Character of Buyers—Going After Live Ones

risk. He may not be able to buy the most expensive period models, nor is he likely to buy a machine for the parlor and another for the kitchen, as some suddenly wealthy mechanics are reported to have done in the past, but his money is there and is likely to be there for a year from date. It means that the instalment payments are likely to be met.

In selling goods, just as in hunting game, the idea is to go where the game is. The hunter who plods around at random on the chance of a stray shot generally wastes a lot of strength and time and gets little results. The merchant who covers his prospect list at random without system or understanding, is in the same boat. In short, the business news of the day is the most important literature for the local mer-

What More Can You Ask

All the features that go to make a talking machine *Profitably Salable* you will find as regular equipment of *Magnola*: "Built by Tone Specialists."



Watching the Music Come Out

Complete description of all these features is to be found in our handsome illustrated catalog, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

MAGNOLA TALKING MACHINE COMPANY
 OTTO SCHULZ, President
 General Office: 150 Candler Bldg., Atlanta, Ga.
 Chicago Office: 150 Candler Bldg., Chicago, Ill.

REYNOLDS
 VICTOR RECORDS
 VICTOR MOBILE DISTRIBUTOR
 ALABAMA
 Spring
 Victor Dealers
 in
 Mississippi
 Alabama
 Florida

MR. PHONOGRAPH DEALER

Solve the Music Problem for Your Local

MOVING PICTURE THEATRE

With a Magnavox Telemegafone Using *Two Tone Arms*

Continuous Music, Appropriate to the Scenes

How much better music from a phonograph than from an automatic piano or roll organ. Many theatres are using phonograph music, and the only complaint is that the music is not Loud enough. This feature can be entirely overcome by the use of Magnavox music and voice Telemegafones type MV-1. Dealers should take advantage of the immense opportunity indicated here for the sale of the Magnavox, as well as the boost in record and phonograph sales.

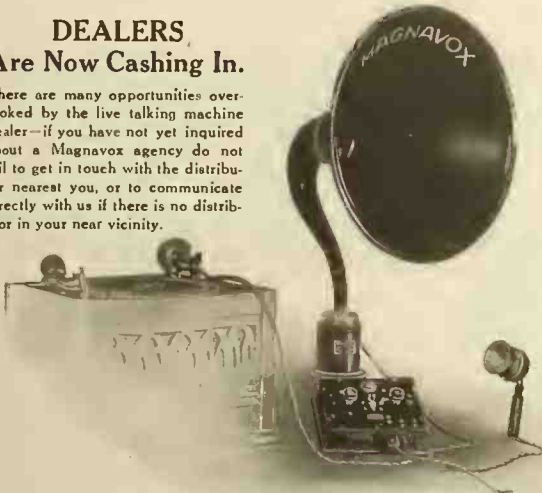
Two turntables supplied with Magnavox tone arms will give the operator opportunity to have the music continuous, and appropriate to the scenes of the picture. A small stock of records, carefully selected, will give a number of standard records to fit the feature picture. The Magnavox horn should preferably be set back of the screen, and the music regulated to suit the size of the theatre.

This is only one small suggestion; there are thousands of other uses for the

MAGNAVOX

**DEALERS
Are Now Cashing In.**

There are many opportunities overlooked by the live talking machine dealer—if you have not yet inquired about a Magnavox agency do not fail to get in touch with the distributor nearest you, or to communicate directly with us if there is no distributor in your near vicinity.



DISTRIBUTORS

Will be glad to hear from you

I. MONTAGNES & CO.
Toronto, Canada

J. W. SANDS CO.
123 East 5th St., Dayton, Ohio

KIEFER-STEWART CO.
Indianapolis, Indiana

SOUTHWESTERN DRUG CO.
Wichita, Kansas

TELEPHONE MAINTENANCE CO.
17 No. La Salle St., Chicago, Illinois

SONORA DISTRIBUTING CO.
Dallas, Texas

MINNEAPOLIS DRUG CO.
Minneapolis, Minn.

The Magnavox Co.

FACTORY
Oakland, Calif.

GENERAL SALES OFFICE:
Penn. Terminal Bldg.
370 7th Avenue,
New York City

Telephone Longacre 3718

CHAMBER OFFERS THANKS TO CO-WORKERS IN TAX FIGHT

Members of Music Industry:

Finding it impossible to answer in person without seriously delaying the transaction of other important business the many letters received from members of the industry who are co-operating in the campaign to eliminate excise taxes on musical instruments, the Chamber thus publicly, through the courtesy of the trade press, acknowledges their receipt and expresses its appreciation to their writers.

Most of the letters are in acknowledgment of suggestions from the Chamber as to the best way to handle the fight locally and assurances that effective work is being done along the suggested lines.

Many of the letters offer advice which is gratefully received and used.

Music Industries Chamber of Commerce, Alfred L. Smith, General Manager.

NEW BRANCH IN TORONTO

Columbia Co. Opens Wholesale Headquarters in Toronto, Under Supervision of A. E. Landon

As announced recently, the Columbia Graphophone Co. has completed plans whereby it will open its own wholesale branch at Toronto. Arrangements to this effect were completed a few weeks ago and the branch is now serving Columbia dealers in Toronto territory. A. E. Landon, manager of Columbia interests in Canada, is actively in charge of the Toronto branch.

H. L. Pratt, branch service manager of the company, spent the past week in Canada, visiting the Toronto and Montreal branches. R. F. Dalton, sales manager of the International record department, also spent the week in Canada, conferring with Mr. Landon regarding plans for developing foreign language record business.

KIESS STUDYING RETAIL TRADE

General Field Supervisor for Pathé Co. Spending Several Months at Pathé Shop in Indianapolis for the Purpose of Studying Conditions

O. M. Kiess, general field supervisor for the Pathé Frères Phonograph Co., is spending several months in Indianapolis, making a direct study of retailing conditions through the medium of the Pathé Shop of that city. This direct contact with retail trade will enable Mr. Kiess to back up his promotion work among Pathé distributors and dealers throughout the country with first-hand experience in their problems of to-day.

DELEGATES VISIT GRANBY FACTORY

Insurance Men at Annual Convention in Virginia See How Granby Phonographs Are Made—Souvenirs Distributed at End of Tour

Newport News, Va., September 2.—The insurance men of Virginia held their annual convention during the early part of last month in this city. The program included a visit to the American Cabinet Mfg. Co.'s factory, where the Granby phonograph is manufactured. More than ninety insurance men were shown how Granby phonographs are made, being escorted through the factory by Irving Beckhardt, who gave a talk at each stage of the process of manufacture.

When the personally conducted tour was ended Mr. Beckhardt distributed special souvenirs and on the following day was the guest of the insurance men at their annual banquet at the Hotel Warwick.

O. F. Benz, record sales manager of the Columbia Graphophone Co., is now making an extensive trip through Southern and Western territory. Mr. Benz has already visited the Atlanta, Dallas and New Orleans branches and will probably call on Chicago and Minneapolis branches before returning home.

OPEN NEW BRUNSWICK ACCOUNTS

Pronounced Activity in Brunswick Line in East—August Sales Ahead of 1920—Manager Strauss Returns From Summer Vacation

The phonograph division of the New York branch of the Brunswick-Balke-Coleider Co. reports August sales as showing a decided increase over last August, with every indication that the coming Fall will be an active and healthy season for Brunswick dealers throughout the year.

One of the new Brunswick accounts opened in this territory was the Brunswick Shop at 573 Main street, New Rochelle, N. Y., which will handle the Brunswick line exclusively. Chester I. Abelowitz, Brunswick metropolitan representative, closed this deal with J. Solomon, well-known talking machine man, who also conducts a retail establishment in New York City.

The Brunswick Shop at Astoria, L. I., is another new account recently established by Mr. Abelowitz. This store will handle the Brunswick line exclusively, and is owned and man-

aged by Francis Zimnich, well-known talking machine salesman in Long Island.

Edward Strauss, sales manager of the Brunswick phonograph division in New York, returned recently from his Summer vacation, which he spent at his former home in Ashland, O. Mr. Strauss motored from New York to Ashland, and on his return trip visited the Brunswick headquarters at Chicago. He also called upon Brunswick dealers in Buffalo, Pittsburgh and other important points.

Frank Elliott, New York State representative for the Brunswick phonograph division, states that the dealers in his territory closed an active Summer trade and that prospects for Fall business are very encouraging. In spite of the prevalence of unemployment in some of the cities up-State, the Brunswick dealers, through the use of efficient sales methods, have kept their sales at a satisfactory figure. Quite a number of Brunswick retailers in New York City spent the Summer in decorating and improving their warerooms in order to be thoroughly equipped to handle the Fall trade.

It Pays to Fight a Good Idea Through—

PRINTERS' INK MONTHLY for June tells about Bubble Books "that sing" from the day they were invented to the present.

It's mighty interesting reading. We will be glad to send you a reprint.

Here is an extract:

"So remarkably have the Bubble Books fitted into the life of the children of America that Bubble Book parties have now become quite the rage in the tiny tots' social world!

"Phonograph dealers in all parts of the country report that they sell phonographs to many people who explain that they 'don't care for talking machines' themselves, but that they must have one to play the Bubble Book records for their children. Naturally, having taken the machines into their homes they overcome their first prejudice and buy other records as well, so that the Bubble Books have actually been a means of stimulating phonograph and phonograph record sales.

"Many dealers report also that people who have phonographs in their living-rooms come in and buy a smaller machine for their nurseries, so that their children may play the Bubble Book records themselves."



BUBBLE BOOKS "that Sing"

now sell at the old price—\$1.25

Dealers are making steady, profitable sales by taking advantage of our 1921 dealer service plan. Write for it today.

HARPER & BROTHERS

Bubble Book Division

130 WEST 42nd STREET

NEW YORK



No other single feature equals DALION'S "AUTO-FILE"

MOST phonograph advertising, past and present, lays stress on "exclusive features"—the majority of which must fall far behind the "Auto-file" found on Dalion instruments.

Other DALION Advantages

The motor in a Dalion is a splendid power plant; silent, dependable, and as nearly proof against spring breakage as choicest Swedish blue strip steel can make it.

No line of instruments carries with it a more practical, helpful sales co-operation; your inquiry now will bring particulars.

Tone fidelity is first with us; next comes super-finish of the best designed, best constructed machines we know how to make. But the Dalion has *features*.

What greater feature of convenience than a cabinet which *automatically* keeps each record in its rightful place?—That positively prevents its return to any *but* the right place?



Milwaukee Talking Machine Mfg. Co.

MILWAUKEE, WIS.

A BLOTTER HOUSE ORGAN

The Usual Blotter Advertisement Can Be Converted into an Interesting House Organ

The blotter containing the advertisement of the merchant, for distribution to customers, has long been used as an advertising medium, but this can be carried a long and effective stride forward if the side of the blotter ordinarily used for the name and address of the dealer is used as a one-page house organ. The house organ blotters could be distributed to customers once each month, thus forming a productive, mending chain between the dealer and the customer.

The blotter, which should be eight or ten inches long, should contain space for a major heading, and beneath this two columns of text in plain print. The text matter could be made interesting in a number of ways. Suggested subjects include a description of the service facilities of the establishment, brief, snappy items of local news, business conditions, etc.

MUSIC CONTEST HELPS PATHE SALES

Pathe Dealer Takes Part in Music Memory Contest and Finds It Profitable

MEADEN, CONN., September 1.—A music memory contest was conducted by the public schools of this city at the end of the last school year. The local Pathe dealer took an active part in demonstrating the fifty numbers selected for the contest among the pupils and played these numbers on the Actuelle. The Pathe Actuelle made an excellent showing which was augmented considerably by the wide range of both the classical and popular selections included in the repertoire of the Pathe catalog. Forty of the fifty numbers called for in the contest were found in the Pathe list. In referring to the contest this enterprising dealer, in a letter to Pathe headquarters, stated: "The carrying qualities of the tone of the Actuelle proved a revelation, for it made it possible to use this instrument in a large auditorium like the high school, or, placing it in a hall and opening the doors of the various rooms, it has been possible to demonstrate, without any trouble, to the various classes. I have been very enthusiastic regarding this memory contest, as I believe it is a great factor in helping our business. If you could see the interest and knowledge displayed in fifty classical selections, played by children from ten to fifteen years of age, you would be very much surprised. It is teaching these children to love good music and choose good music, and they are very eager to learn."

CARUSO RECORD ENVELOPE

Halsted Williams Corp. Announces New Record Envelope Bearing Picture of Great Tenor

The Halsted Williams Corp., distributor of talking machine accessories and dealer service specialties of Brooklyn, N. Y., is announcing to the trade that it is now ready to deliver a new Caruso record envelope. O. H. Williams, general manager of the company, stated that these envelopes are now being delivered to the trade and that the demand for them has been very heavy. They can be used not only for stimulating sales of Caruso records, but can also be used in the delivery of any records to the customer.

The envelope has been produced in a very attractive manner. The figure of Caruso appearing as "Rhodames" dominates the front of the envelope with a reproduction of a Red Seal Victor record adjoining it. The inner seal of the record is a bright red like the Victor Red Seal record, while the costume of Caruso is reproduced in black and Ben-Day blue, all of which give the envelope a very striking and handsome appearance, and render it more than usually valuable as a producer of sales.

Harrison Flanders, of Topeka, Kan., recently opened a talking machine repair shop in that city.



Superior Universal Reproducer on the Edison

The Ideal All-Record Reproducer for the Edison Disc Phonograph

Superior Reproducer with 21 E. Construction for Edison—Sample Peroid to Dealer, \$4.75 Nickel—\$6.15 Gold
Retail Price, \$7.50 Nickel—\$10.00 Gold
Quantity Prices on Application



Superior Specialties for Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO

A PROFITABLE VACATION TRIP

Jack Auerbach and Jack Lee, of the Auerbach Music Co., Dispose of Two Truckloads of Grafonolas in the Mountains in Two Days

DEWEA, CAL., September 2.—A pleasant and profitable vacation was enjoyed by Jack Auerbach and Jack Lee, of the Auerbach Music Co., Rock



Going After Business and Getting It Springs, Wyo. This aggressive pair traveled 250 miles, crossing Rabbit Ear Pass, an elevation of 9,600 feet, with a truck loaded to capacity with ten Grafonolas and two hundred records, in addition to a complete camping outfit. They sold the ten machines on a one-day stop-

over and decided that they could save time by going to Denver for another load instead of returning to Rock Springs.

They crossed the Berthoud Pass, which has an elevation of 11,300 feet, and again loaded their truck with Grafonolas, leaving for the mountains to conclude their vacation. The second load was disposed of as rapidly as the first in spite of the fact that the mines in this section are only operating two days per week.

MACOUN JOINS MAGNAVOX STAFF

A. F. Macoun, a well-known talking machine and Magnavox salesman, has resigned his position with the J. O. Morris Co., formerly Eastern distributor for the Magnavox, and is now connected with the New York branch of the Magnavox Co. Mr. Macoun will concentrate his activities on the development of Magnavox business in the territory East of the Mississippi.

USE YOUR TELEPHONE

When the day is rainy and trade is dull use your telephonic. Get in touch with customers and suggest records which they might like to hear. If desired, send a number of selections to the customer's home at an appointed time for demonstration purposes.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment Personal Appearance of

Eight Popular Victor Favorites on One Program

A live attraction for live dealers and jobbers

Bookings now for season 1921-1922
Sample program and particulars upon request

P. W. SIMON, Manager

1658 Broadway New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



FRED VAN EPS



FRANK BANTA

Famous Ensembles including

Campbell & Burr - Sterling Trio - Peerless Quartet

FOLLOWING UP SCHOOL SALES

Columbia Dealer Prepares Interesting Educational Campaign—Plan Proving a Success

Wilson's, Inc., a Columbia dealer in East Radford, Va., has a novel way of securing business. His plan as outlined in the Columbia Record is as follows:

With every dollar's worth of records purchased he gives to the customers asking for it a coupon worth 10 cents. This coupon is to be gathered by the school children and turned in to the school principal. These will be redeemed at their face value in cash by the dealer, the money to be used by the schools for the purchase of a Grafonola. In other words, the dealer is willing to give a Grafonola to the school, provided the children are willing to work for it.

This plan has only just been put into operation and the heads of all the local schools have given assurance that they will be glad to take hold of and push it. Following it up, this dealer is giving a children's concert in his store every week. The concerts are being conducted by the head of the school music department in East Radford, and as a special treat for the little ones ice cream is served at each entertainment.

As an additional drive, from time to time, twenty-five educational records are sent out on approval to schools, and each time records are sold. The first time that was worked a sale of thirteen resulted, and at another time a sale of seventeen.



An Artistic Window Display Used by the William Gushard Dry Goods Co., Decatur, Ill., Brunswick Dealers in That City

HELEN YORKE AT MAINE FESTIVAL

Helen Yorke, coloratura soprano and exclusive Pathé artist, will appear as a star at the Maine Music Festival in October. This festival, which is one of the conspicuous musical events of New England, opens in Bangor on October 8 and will include a recital in Portland on October 12. A number of brilliant stars have been engaged, including the celebrated Ponselle and Charles Marshall.

DEVICES PARCEL POST GUIDE

Chart Drafted by E. B. Hyatt, of Hyatt Talking Machine Co., Portland, of Great Value and Is Used by Local Post Office

PORTLAND, ORE., August 31.—The Portland business men and all others who have occasion to use the parcel post system from Portland to the zones in Oregon, Washington and Idaho have to thank E. B. Hyatt, of the Hyatt Talking Machine Co., for simplifying their efforts in ascer-

taining the postal rates on packages. Mr. Hyatt has prepared a chart showing the class and the rate of postage due, which can be seen at a glance.

Mr. Hyatt has had the chart copyrighted and it is now used at all of the windows in the main post office of Portland and at all of the branch offices in the city. If one should go to the post office in Portland and ask for a postal guide that would give him the above information he is immediately referred to the Hyatt Talking Machine Co.

IT PAYS TO DEAL WITH
KENNEDY-GREEN CO.

IT PAYS TO SELL

Okeh Records

BIG PROFITS FOR YOU

IN

Our Specialty—Latest Hits

—QUICK DELIVERY—

KENNEDY-GREEN COMPANY

1865 Prospect Avenue

CLEVELAND, OHIO



HERE IT IS!

The
**FLETCHER UNIVERSAL
TONE ARM and REPRODUCER**

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs.
SAMPLES \$8.00 Specify 8½" or 9¼" arm

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

THE GEORGE McLAGAN FURNITURE CO., STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

HAVE A WORKING ORGANIZATION

No Time for Dissension in the Selling Force
Just Now—What Is Needed Is Team Work

Is your organization, Mr. Manager, working as a unit—or is there dissension? Like the link in the chain, one weak person or element spells failure. Every department must co-operate, pull together with one common interest, or we wudo our best efforts.

You who come in daily contact with your sales and office force are best fitted to give constructive criticism. There must be a real leader, one who stimulates interest, inspires confidence—a salesman and one who has a vision of the Victor business, at the head, or big results are lacking, says a writer in the Putnam-Page Co. Bulletin.

We forget that real people mean real sales. Keep your organization alive to your interests. We who work want to know—we like the person who helps us give our best. Study your organization—it can be made 100 per cent.

Shops, like people, have personality and it is well for us to consider just what the personality of our shop is. Is it alive or dead? Has it the vital something that brings people to you and brings them back? If not, why not? All things

are possible and those who know must lead.

Do you, Mr. Manager, encourage your sales organization to be constantly on the alert for better and improved methods—their ideas are often very valuable.

Why not a "creative department" of new ideas—there is always a "best way." Are we looking for it? The least amount of time, the least effort and accomplishing greatest results.

NEW MUSIC COMPANY IN TOPEKA

TOPEKA, KAN., August 31.—The Theo. Morse Music Co. and the Frager-Cramer Song Shop formally opened their business at 708 Kansas avenue, this city, last week. The firms are affiliated and occupy joint quarters.

They will handle all the latest song hits and a variety of sheet music. The stock will be complete with musical specialties and adaptations. Mr. Morse has the agency for the Masterphone phonograph. He will also handle other musical instruments and operate a saxophone repair shop.

Half the problems of any business man are equally the problems of his competitors. He cannot solve them alone; nor can a single competitor solve them alone. But by all working together these problems can be solved.

BECKHARDT UNDERGOES OPERATION

Credit Manager of Granby Phonograph Corp. Under Surgeon's Knife Second Time in Month

NEWARK, VA., September 4.—J. Beckhardt, credit manager of the Granby Phonograph Corp., this city, underwent another operation on August 15 for the removal of an abscess which had developed as the result of an old injury. It is expected that this last operation will put an end to the trouble.

C. T. Westmordland, superintendent of the Granby phonograph factory, has returned from his vacation spent in the eastern part of Tennessee.

H. H. Schumaker, general manager of the Granby Phonograph Corporation, is spending a month's vacation in Wisconsin.

M. Fante, manager of the Granby Phonograph Corporation's office in Cincinnati, O., has returned from a most enjoyable vacation, which he spent with rod and line in Kentucky.

The Granby Phonograph Corporation's general sales office has just moved into its new quarters in the Levy Building, Main and Church streets, Norfolk, Va.

Rosalie Miller, Pathé soprano, is appearing in recital work in England.

**SOMETHING ENTIRELY NEW IN TONE ARMS
THE FLETCHER "STRAIGHT"**



**STRAIGHT INSIDE—Taper Outside
BALL BEARINGS THROUGHOUT
NEW DESIGN NEW CONSTRUCTION**

Yes, it is universal and equipped with the Regular Fletcher Reproducer, giving the same natural tone quality as heretofore

Made in two lengths, 8½" and 9¼" SEND FOR PRICES AND TERMS

FLETCHER-WICKES COMPANY

6 EAST LAKE ST.

CHICAGO

Turning Record Stocks Into Ready Cash

By P. J. Burns, Sales Promotion Manager, The Phonograph Corporation of Manhattan

Present conditions call for straight thinking and real work. Merchants in most every line of business, and in every community, realize they must forget war-time methods and adopt a new order of things.

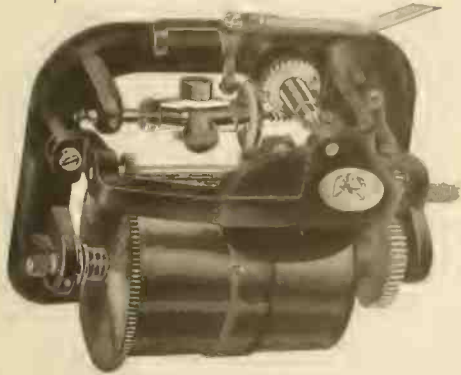
One of the biggest problems of retailers, in reaching a new basis, is to move their present stocks. Vast amounts of money and energy are being spent to accomplish this. Some hires and many merchants have to depend on their advertising to bring buyers into their stores. The goods they sell do not permit of "Go Out and Get It" methods. Not so with an Amberola dealer.

We recently had it demonstrated to us that an Amberola dealer is admirably equipped to penetrate the lack of buying on the part of the public. Our dealer up in Peekskill took notice his clients were not buying records as regularly as

he thought they should and, as a consequence, his stock of records began to increase in inventory value. This dealer did some straight thinking and followed it up with real work. He made a list of his non-buying owners. He then turned to his overstocked shelves and made up several packages of a dozen records.

The next move was to divide his list of owners into routes, much the same as your Uncle Sam does for his letter carriers. Thus, with his plan systematized, the dealer delivered a package of records to each non-buying owner, with the comment he was passing their way and thought he would leave with them for a day or two a few selections which he believed they would enjoy. At this point I want to say the dealer was careful to put in each package the kind of selections he thought would appeal to each owner.

The SPHINX MOTOR



Motor Refinement

*Better Designed
Better Built
Better in Operation*

SPHINX GRAMOPHONE MOTORS, Inc.

21 EAST 40th STREET, NEW YORK

ILSLEY'S GRAPHITE BRONO SPHING LUBRICANT

Itley's Lubricant makes the Motor make good
is prepared to the great advantage, will not run out, dry up, or
become sticky or erratic. It results in an original better recording.
Put up in 1, 5, 10, 25 and 50 pound cans for dealers.

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special prospectus to address
ILSLEY-DOUBLEDAY & CO., 229-231 First St., New York

The owners were re-visited two days after the delivery of the records. Sales were made in every case, averaging four records per owner. In addition to the primary idea of turning his record stock into ready cash the dealer obtained from the owners the names of several persons who were in the market for talking machines. In fact, the dealer takes the attitude he has gained at least four distinct advantages, as follows:

1. Reduced record stock.
2. Immediate profits therefrom.
3. Interest of owners renewed.
4. Instrument prospects secured.

Peekskill, we are assured by the dealer, will not have many dormant Edison owners, as the plan has been found practicable and profitable. It is being recommended to every Edison dealer in the Metropolitan district, and we have enough faith in the plan to believe it will work as well in any other part of the country.

OUT-OF-TOWN TRADE VISITORS

W. C. Griffith Visits New York T. M. Co.'s Offices—Al. Edelstein Brings Optimistic Reports Regarding General Business Conditions

W. C. Griffith, assistant sales manager of the Chicago Talking Machine Co., Victor wholesaler, was a recent New York visitor, calling at the offices of the New York Talking Machine Co. Mr. Griffith also visited the Victor factories at Camden, N. J., and his comments regarding general business conditions at Chicago were noteworthy for their optimism and confidence in the future.

Another recent visitor at the offices of the New York Talking Machine Co. was Geo. Deacon, of the sales staff of the Cleveland Talking Machine Co., Cleveland, Victor wholesaler, who, several years ago, was a member of the sales staff of the New York Talking Machine Co.

"Al" Edelstein, owner of the Strand Temple of Music, Albany, N. Y., exclusive Victor retailer, was a caller at the offices of the New York Talking Machine Co., renewing acquaintances with many of his old friends. Mr. Edelstein attended the outing of the Talking Machine Men, at Terra Marine Inn, and was given a royal welcome by the local trade.

FOREIGN RECORD TRADE GROWS

Pathé Foreign Record Catalog Increasing Rapidly in Size and Interest

The foreign record business of the Pathé Frères Phonograph Co., Brooklyn, N. Y., has extended to large proportions. The Pathé foreign catalog is showing a greatly increased number of foreign numbers which are being produced in the *Actuelle* needle-cut record as well. This department is under the excellent leadership of Dr. Joseph Kalman. Pathé foreign recordings are made in more than fifteen languages. A recent issue of Pathé News devotes considerable space to the subject of foreign records and a campaign is under way showing the dealer the profits to be derived from building up an efficient foreign record department of his business.

COTTON FLOCKS

FOR...
Record Manufacturing
THE PECKHAM MFG. CO., 210 South Street
NEWARK, N. J.

Leo Carrillo

AMERICA'S STAR



DIALECT COMEDIAN RECITES EXCLUSIVELY FOR

HITS

TRADE MARK REG.

RECORDS

ANNOUNCEMENT

This company, through efficiency of service and excellence of product, is rapidly gaining the patronage of the greatest stage favorites of America, among these being MR. LEO CARRILLO, America's favorite dialect comedian, who for the first time, has made records of his famous stories of Italian and Chinese characters. Mr. Carrillo has written us as follows: "I am highly pleased with the records you have made of my recitations. Of their quality, I am satisfied they are of the highest, and this adds to my satisfaction. The voice is clear and distinct and free from all the twang usually noted with phonograph reproductions. In brief, they are the very best I have ever heard."

Distributors and dealers should stock well up with these records, as well as with those of equally famous artists that we will soon release.

Latest hits of Broadway shows manufactured in any quantity for you under your own label or ours. Address



UNITED STATES RECORD MANUFACTURING CORPORATION, Hits Department
249 West 34th Street
New York City

UNUSUAL PUBLICITY CAMPAIGN

Okch Record Features Compositions Written by Tom Mix, Motion Picture Star—Effective Publicity Plans Now Under Way

The advertising department of the General Phonograph Corp. in conjunction with the publicity division of the Fox Film Corp. has inaugurated a special campaign featuring Okch record No. 4406. This record comprises two selections entitled "Broncho Trot," a fox-trot,



Tom Mix Mounted on "Old Blue" and "Old Blues," a waltz, both of which were written by Tom Mix, the famous moving-picture star.

These two selections were written by Mr. Mix as a tribute to "Old Blue," a horse which he rode for many years, and which until its death was closely identified with some of Mr. Mix's most pronounced film successes. The two compositions have already attained considerable popularity, and although they will be listed in the November Okch releases, they probably will be announced as specials in order that Okch dealers may take full advantage of the publicity campaign inaugurated in behalf of this record.

JACOBSEN WILL REMAIN ABROAD

The Columbia Graphophone Co. was advised recently that Sascha Jacobsen, exclusive Columbia violinist, will probably not return to America for several months, as the demand for his services on the concert stage is growing every day. He recently received a flattering offer to appear in Vienna during the September music exposition, and Serge Koussevitzki, the great Russian conductor, has asked Mr. Jacobsen to appear at one of his concerts to be given at the Paris Opera during the coming Fall.

DOEHLER CO. TO ERECT GAS PLANT

The Doehler Die Casting Co., Brooklyn, N. Y., has decided to install its own gas-making plant, according to H. H. Doehler, president of the company. Mr. Doehler stated that the gas bill of the company last year amounted to more than one hundred thousand dollars. It is expected that the new plant will produce gas for about forty-two cents. The rate for city gas is \$1.25. This concern is well known as a maker of die castings for the talking machine trade.

The Record Service Shop was recently opened at Stevens Point, Wis., by Floyd Angers, of Manitowoc, Wis.

H. J. Smith Laboratories

Manufacturer Phonograph Jewels
Telephone 2896 Market

833 Broad St. Newark, N. J.

Sapphire Ball Jewels, Pathé, Okch, Brunswick, Edison Diamond Points, Edison New Playing Wonder, Recording Sapphires, Lateral Styluses, Hill Dale Styluses, Recording Machines, Shaving Machines, Recording Diaphragms, Experimental Work, Recording Wax.

WIDDICOMB REDUCES PRICES

Well-known Phonograph Manufacturer Announces New Price List—Will Go Into Effect September 15—Will Stimulate Buying

The Widdicomb Furniture Co., Grand Rapids, Mich., has announced that effective September 15, the prices on the complete line of Widdicomb phonographs, both upright and console models in various period styles, will be reduced to a pre-war basis. The company states that it is able to make this reduction owing to the lower cost of labor and material and increased production. Another factor is the desire of the company to stimulate the renewed buying activity now taking place in business generally and which will help to promote the prosperity of the country.

It is expected by the Widdicomb organization that the new price list will be an important item in increasing Fall sales, which have already begun to show the effect of the renewed confidence and buying spirit of the public.

HICKMAN CLOSES IMPORTANT DEAL.

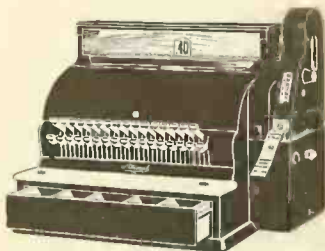
Exclusive Columbia Artist Will Supervise Music for Ambassador Hotel System—Welcome News for Columbia Dealers

LOS ANGELES, CAL., September 6.—Art Hickman, famous orchestra leader and exclusive Columbia artist, visited this city recently and completed arrangements whereby he will take charge of the music for the Ambassador Hotel system, comprising a chain of six hotels located on the Pacific Coast and in the East. This important deal will undoubtedly be welcome news to Columbia dealers, who will be able to feature Art Hickman records along new lines.

The Art Hickman Orchestra opens at the Ambassador Hotel, Los Angeles, on September 29 for a stay of approximately six weeks, after which it will go to the Alexandria Hotel in this city for another six weeks. It will then visit all of the six hotels in succession, planning to reach the Hotel Ambassador in Atlantic City during the Winter.

Another improvement in National Cash Registers.

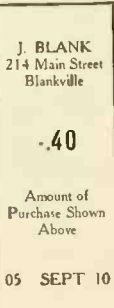
Low-priced receipt printer.



To all merchants:

When you press a key on this register—

- ① It shows the price of the article.
- ② It prints a record for the merchant.
- ③ It prints this receipt for the customer. →
- ④ It opens the cash drawer.
- ⑤ It adds up the money received for the day.



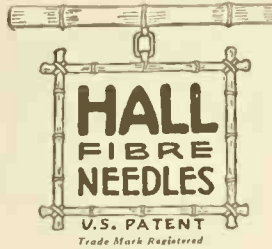
Copy of receipt printed for each customer

Now there is a receipt-printing National Cash Register for every line of business.

Old registers bought, sold, repaired, and exchanged. Easy payments. Liberal allowance for old registers.

We make cash registers for every line of business. Priced \$75 and up.

NATIONAL CASH REGISTER CO.
DAYTON, OHIO.



When a Man—

passes from the first stage of appreciation of a talking machine as a novelty to appreciation of the instrument as a source of continuous enjoyment, he finds out for himself—whether anyone tells him or not—that the

Hall Fibre Needle

is the supreme needle for the best and most permanent reproduction.

As a dealer it is your duty to tell him first. The information will be appreciated.

HALL MANUFACTURING CO.

33-35 W. Kinzie St., Chicago, Ill.

JAMES SPILLANE A BENEDICT

Popular Young Talking Machine Man of Brooklyn Receives Hearty Congratulations

The many friends of James Spillane, of the Park Slope Talking Machine Shop, 310 Flatbush avenue, Brooklyn, N. Y.—and they are legion in the wholesale and retail talking machine fields—have been showering him with congratulations on his marriage recently to one of Long Island's very charming and attractive daughters. Mr. Spillane has many of those fine qualities of the heart and mind which make him a favorite with those who know him. It may be said with truth that he is a real "chip of the old block," for his father, J. L. Spillane, of Collings & Co., Victor distributors, Newark, N. J., is one of the old-timers in the industry who is deservedly held in high esteem.

The new Victor warerooms of Herbert Thiele, Sheephead Bay, New York, were recently opened and will provide this community with excellent Victor service.

GIVES CLUB CONCERTS

Energetic Columbia Service Supervisor Uses Effective Sales Plan—Grafonola and Magnavox Featured to Advantage

OMAHA, NEB., September 7.—W. F. Mullen, dialer service supervisor of the Omaha branch of the Columbia Graphophone Co., believes that Sunday can be used to advantage in enhancing the popularity of Columbia product. Through the courtesy of one of the members of the Carter Lake Club, Mr. Mullen recently secured a boat



W. F. Mullen's Clever Stunt

in which he placed a D-2 Grafonola and a Magnavox. He then proceeded to give a concert for the club and also along Sandy Point Beach and Mury Beach throughout the afternoon and evening.

In the latter part of the evening he brought the Magnavox and Grafonola to the boat dock and played popular pieces for the members of the Carter Lake Club. Between 300 and 400 people listened to the music and the members of the club were so delighted with the entertainment that they requested Mr. Mullen to make arrangements for the use of the Grafonola and Magnavox at a club dance.

CLEAN-UP WEEK A SALES FACTOR

Montana Company Redecorates and Cleans Up Store—Plans Other Improvements

BILLINGS, MONT., August 31.—The Webster-Allen Co., of this city, engaged in a regular clean-up campaign about a week ago and the appearance of the establishment has been greatly improved. The store was redecorated and the stock rearranged. The company is planning additional improvements, which include the enlargement of the sheet music department and the installation of a modern record-filing system, which makes possible the handling of a larger number of records. A complete stock of musical instruments and supplies is carried.

OPENS VICTROLA PARLORS

GIRARD, O., August 30.—Roy E. Purdam announced the opening of an exclusive Victrola Parlor in the waiting room of the B. & O. Building in this city. He has an exceedingly up-to-date music shop, and besides the Victrola and records will handle musical merchandise and sheet music.

SALESMEN, TAKE NOTICE!

"The art of war does not require complicated maneuvers; the simplest are the best, and common sense is fundamental." This quotation is taken from Napoleon's diary, and if for the word "war" is substituted the word "salesmanship" a very excellent principle for times of peace is available.

BIG RECEPTION FOR NOTED ARTIST

ROCK-HILL, S. C., September 1.—William Simmons, baritone singer and Pathé artist, received a great reception at a recent recital in this city. Mr. Simmons holds positions in two of New York's most prominent churches and his concert bookings for the coming Fall are numerous.

BUSINESS SITUATION REVIEWED

Pleasing Reports Made Regarding Fall and Winter Prospects in Response to Canvass Made by Unit Construction Co.—3,000 Dealers Interviewed in a Widely Extended Territory

PHILADELPHIA, PA., September 6.—In a recent canvass made by the Unit Construction Co., of this city, manufacturer of Unico equipment for the talking machine warerooms, the results were very encouraging. The Unit Construction Co. reports, as a result of this campaign, firstly, that a business revival has started with the retail talking machine trade; secondly, that in a number of districts sales are ahead of 1920 and thirdly, that a very active Fall and holiday trade is predicted. This canvass was wide in scope and covered from coast to coast, which included a personal visit to all of the principal trade centers and interviewing approximately 3,000 dealers. The Unit Construction Co. reports that this upward tendency has also been reflected in a greatly increased demand for Unico service from all sections of the country.

The
Tiffany
Lift



MODEL C

"Stands for Quality"

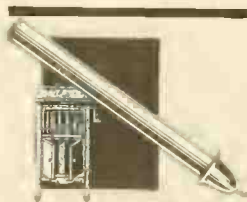
Four attractive models

A Few Tiffany Features

- Exceptionally strong motor
- Springs guaranteed for 5 years
- Perfected automatic stop
- New and improved type of Tone Arm and Reproducer
- Sliding doors for modifying tone
- Unique filing arrangement
- Workmanship and Finish unexcelled
- Write or wire today for our attractive selling Proposition

Tiffany Phonograph Sales Company

Sales Office
1404 East Ninth St. Cleveland, Ohio



AT LAST!

One Phonograph Needle for all Tones

Lowest Medium and Soft Needle Unnecessary

Jonofone

The Needle With a Flexible Point Has Solved The Big Problem

The point being flexible and softer than the records will neither tear nor flatten them.

IT'S THE GREATEST INVENTION OF THE PHONOGRAPH AGE

Each Jonofone Plays 70 to 50 Records Any record—A, B, C, Graph, or ORIGINAL TONI and VDLUME

The best needle value ever offered

4 for 10¢ - 12 for 25¢

No dealer's stock is complete without this needle that satisfies music lovers.

It improves new records and makes old records almost like new.

Wholesale Distributors in all important commercial centers.

Write for samples, prices and full particulars about free advertising helps and the Wonderful Tonofone Window Display.

R. C. WADE CO.

110 South Wabash Avenue CHICAGO
Inventors and Sole Makers

Pathé

REG. U. S. PAT. OFF.

~ RECORDS
Sapphire Played

HELPING YOU TO

PROGRESSIVE MERCHANDISING

Merchandise to sell and real *Merchandising* to sell it! That is what Pathé spells to the far-sighted dealer, up against conditions which call forth his full reserves of *Salesmanship*, for Pathé gives him not only goods to market but practical and business-producing selling helps, many of which he has exclusively.

THE PATHÉ ELECTRIC MOTOR

A marvelous new electric motor whose simplicity and efficiency are apparent at a glance. Only two movable parts! No brushes to "stick" and wear. Wireless armature which cannot burn out. Runs evenly because it does not depend upon voltage to the same extent as other motors. Placed in any Pathé Phonograph or Actuelle without additional cost to your customer.

THE PATHÉ PHONOGRAPH

The Pathé Phonograph line is *complete*, consisting of eight different standard and period models, handsome and authentic in design, of substantial construction, and with a tone quality *supreme!*

Attractively priced, yet carrying a profit so generous that he can divert part of it to *local advertising over his own name*, and still have left an excellent and satisfying margin.

RECORDS OF DISTINCTION

Both needle and sapphire played. A product appealing to the hypercritical. Different from the average mechanically recorded article with which the market is flooded.

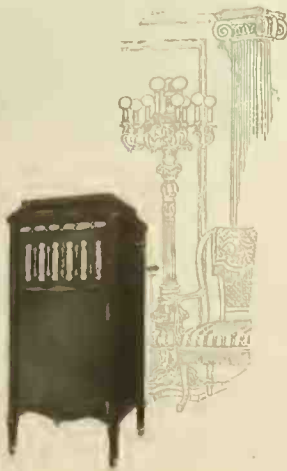
The Pathé Record Library not only represents the art of famous operatic, concert and vaudeville favorites of this country, but of European celebrities who have not yet been heard here and whose records are listed by Pathé exclusively.

THE PATHÉ ACTUELLE

Another exclusive and valuable asset of the Pathé dealer.

The Actuelle has no competition, because it is the sole instrument of its kind in the world, marking the only real advance of a quarter century in the science of sound reproduction.

In the Actuelle the regulation tone-arm, sound box and sound chamber have been eliminated. A taut wire conveys the sound vibrations directly from the record to a shallow cone of parchment. This parchment cone receives, amplifies and reproduces the voice or instrument, with a fidelity and richness of tone volume, absolutely unattainable by the conventional type of talking machine.



Pathe Actuelle

REG. U.S. PAT. OFF.

~ RECORDS
Needle Played

FIND A MARKET

NEW PATHÉ AND ACTUELLE RECORDS

The "Cream" of the Current Big Selling Hits. Also an Exceptional Group of Old Favorites and Classical Selections.

NOTE! Actuelle records (needle played) are identified by prefix "O" to record number.

NEW POPULAR FOX-TROT HITS

- | | | |
|------------------------------------|--|--|
| 20615
Newville
020615
85c | REMEMBER THE ROSE
(Intro. "Always") | Merry Melody Men |
| | ONCE IN A BLUE MOON
(Intro. "Not Long Ago") | |
| 20616
Newace
020616
85c | ILO
WHY DON'T YOU BELIEVE ME? | Nicholas Orlando's Orchestra
Raderman's Orchestra |
| 20617
Nacine
020617
85c | I CALL YOU SUNSHINE,
ROSY CHEEKS | Piedmont Dance Orchestra
Raderman's Orchestra |
| 20618
Nacour
020618
85c | MA
WHEN THE SUN GOES
DOWN | Casino Dance
Orchestra |
| 20619
Nagging
020619
85c | CANADIAN CAPERS
SOUTH SEA ISLES (From
George White's "Scandals") | Casino Dance
Orchestra |
| 20620
Nagster
020620
85c | I LOVE YOU, WONDER GIRL,
NEAR ME (Intro. "Bundle of Joy") | Joseph Samuels' Music Masters
Merry Melody Men |

NEW POPULAR SONG HITS

- | | | |
|--------------------------------|--|------------------------------|
| 20612
Nami
020612
85c | BRING BACK MY BLUSHING ROSE (From
"Ziegfeld Follies of 1921") | Billy Jones |
| | TUCK ME TO SLEEP (In My Old Kentucky
Home) | Ernest Hare |
| 20613
Nobi
020613
85c | YOU
MOTHER, I DIDN'T UNDERSTAND. | Elliott Shaw
William Rees |

- | | | |
|------------------------------------|--|---|
| 20621
Nacoul
020621
85c | I'M NOBODY'S GAL.
ANNA IN INDIANA | Aileen Stanley
(Comedienne) |
| 20614
Nobok
020614
85c | THERE'S ONLY ONE PAL AFTER ALL,
WHO'LL BE THE NEXT ONE (To Cry Over
You?) | Crescent Trio
Lewis James |
| 54078
Mosaic
12"-1.50 | AVE MARIA (Schubert) in English | Yvonne Gall |
| 54079
Miazar
12"-1.50 | L'AMORE DEI TRE RE (Montezzi) ("Son
quarant' anni") (It is forty years since) in
Italian | Adamo Didur |
| 20606
Pared
020606
85c | PASSAGE BIRD'S FAREWELL,
THE VACANT CHAIR | Lewis James and Elliott Shaw
Shannon Four, Unaccompanied |
| 20608
Paticone
020608
85c | FORSAKEN (Verlassen),
DREAMING ALONE IN THE TWILIGHT, | Shannon Four, Unaccompanied
William Lowe |

STANDARD & CLASSICAL INSTRUMENTAL

- | | | |
|--|---|---------------------------------|
| 20611
Pulvine
020611
85c | MELODY IN F (Rubinstein)... | Rae Eleanor Ball
(Violinist) |
| | SPRING SONG (Mendelssohn). | |
| 27038
Lubacore
027038
Diligently 1.00 | BOUREE IN B MINOR
(Bach-Saint Saens)... | Rudolph Ganz
(Pianist) |
| | VALSE IN E MINOR (Chopin) | |
| 20609
Pulgarize
020609
85c | HAWAIIAN
HAWAIIAN CHIMES. Waltz.
SUSQUEHANNA SHORE
Waltz | Ferera and
Franchini |

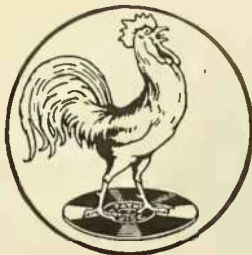
IMPORTANT

Pathe Actuelle Records play perfectly on any make of Talking Machine. A special needle is unnecessary. Use any of the well-known brands of steel needles.

The Forward Looking Dealer

Who has not yet done so will immediately investigate the profit bearing potentialities of a Pathe agency. From such, communication is invited.

PATHÉ FRÈRES PHONOGRAPH COMPANY
BROOKLYN, N. Y.



WE are glad to announce to the trade the cheerful and interesting fact that the Van Veen organization has shipped during the month of August twice as many installations of Van Veen equipment as the same month last year.

This proves that those dealers with judgment and foresight are buying the best the market affords, so they may profit most from the renaissance of good business which has already begun.

Built to maintain a reputation—sold to meet competition.

VAN VEEN & COMPANY INC.

12 YEARS OF STUDY AND EXPERIENCE IN
BUILDING AND PLANNING MUSIC STORES

• HEARING ROOMS • RECORD RACKS • COUNTERS •

EXECUTIVE OFFICE
47-49 WEST 34th STREET
NEW YORK CITY

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA

SOME "CORN-FED" PHILOSOPHY

An Interesting and Inspiring Talk on Selling Offered by Clifford A. Sloan in His Little Magazine, "The Wanderer"—Too Much Reading and Too Little Real Work

Clifford A. Sloan, one of the nationally known figures in the advertising field, issues each month a little magazine, called "The Wanderer," filled with human interest and what is described as "corn-fed" philosophy. Mr. Sloan has the knack of putting real human interest into his writings and gets away from the usual type of "pep" stuff, which is now so plentiful in the magazines but which really means so little. We reproduce below an extract from the September issue of The Wanderer, under the caption "Put Down the Book!"

"It was in a Cleveland hotel. He was tall, clean-cut, well built. When he entered the lobby and swung up to the desk I took him to be a salesman, for his manner reflected familiarity with hotels and clerks and bell boys. He checked his bags and then sat down to read a book. It was just two o'clock. At half past two he was reading. At three o'clock he was reading. At three-thirty I scraped up an acquaintance with him.

"He was a salesman for a hardware store

He told me that he covered Ohio and a part of Indiana and that it was a good territory. He said that Cleveland was a splendid city for him; that he had many good accounts there. He told me that he had been with his house for a year and that he was ambitious to make a good showing.

"I am going to make this territory the best of all," he said. "Inside of a year I'll have it at the top of the list."

"When I left him, at four o'clock, he picked up his book and went on with his reading."

"That is the whole business trouble to-day; we're all busy reading, figuratively speaking, of course. We're busy reading—waiting for somebody to start something. Busy reading when we ought to be starting something ourselves by getting out and hustling harder than ever. A leading business man of Cleveland hits the ball when he says, 'I believe that it is your job and mine to work ten times as hard to put our business across now as we would in former times. And not purely from the selfish reason that it will make a little additional profit for ourselves, but because it will add impetus to the great wheel of business. Many in business and out are waiting for a mythical, all-powerful and yet hopelessly impossible someone to step in and start the wheels turning.'

"There is business. Orders are being placed in every line. Not so many orders as in previous years, no, but some. Just so long as we sit around waiting, however, there is going to be a business depression.

"Long enough, now, have we been sitting in the lobby reading.

"Let's put down the book now!

"And get back to the territory—get back to business!"

PREPARES EFFECTIVE DISPLAY

DETROIT, Mich., September 7.—Owen & Co., exclusive Columbia dealers in this city, recently arranged an attractive window display which was designed to appeal to practically all classes



Display Made by Owen & Co.

of buyers. Various Grafonola models were arranged in a semi-circle in the fore part of the window and two cards on either side featured recent national advertisements. In the background two racks elaborately arranged carried many of the recent selections by exclusive Columbia artists.

Lee S. Roberts, the versatile composer, says: "What has made the talking machine business is the fact that it is fool-proof and reproduces as the artist intended to present his or her art!" And he added, "Also it is instructive and educational."



PHONOGRAPH CASES Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Records

Let us figure on your requirements

MADE BY

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

DECIDED TRADE QUICKENING THROUGHOUT NORTHWEST

More Abundant Harvest Than Predicted Causes Optimism—What Leading Jobbers Report Regarding General Trade Outlook—Despite Unemployment in Mining Section Good Feeling Prevails

MINNEAPOLIS and St. Paul, Minn., September 6.—While there has been a decided quickening in trade conditions in the Twin Cities within the past fortnight the wise men are advising everyone to be cautious until the future offers a clearer view. It is now certain that many sections of the Northwest will have a more abundant harvest than had been predicted, but even so the farmers will have little or no surplus of cash unless there should be a marked rise in the price of grain. Local dealers in the rural sections are generally optimistic and are sending in large orders, but the jobbers and distributors hesitate to fill them, as they are not sure that their customers will be able to dispose of the goods after they get them.

The "iron country," which has been a fine field for the talking machine people, does not promise much remuneration. Only about a fifth of the normal forces are employed at the mines and no one seems to know when normal operation will be resumed and, to make matters worse, many other large industries which usually take on additional help at this time of the year are dropping a considerable number of office and shop people.

But the Northwest has great recuperative powers and the majority of the music merchants see a silver lining in the cloud that long has overcast this section of the Union. For one thing there has been a positive improvement in trade. Local sales are much more numerous and road men are sending in good reports and good orders. The big State fair, which was held September 3-10, always has been a puller for business and it has sustained its reputation this year. If the farmers can be induced to forget their troubles all will be well.

Victrola distributors, and in particular the Beckwith-O'Neill Co. and W. J. Dyer & Bro. refuse to see anything but rosy skies in the future. Col. Hoyt, who is touring North Dakota and Montana in his car, writes to Beckwith-O'Neill Co. that North Dakota crop reports have been somewhat erroneous and is sending in orders to prove that the farmers still have money. The company is doing a nice business with the Srelex counter. Recently it installed five counters in the new phonograph department of the New England Furniture Co., Minneapolis, and has received orders from vari-

ous rural dealers. The New England Co. will also have twenty demonstration booths.

The outlook is so fine to the Minnesota Phonograph Co. that Milton Lowy, the manager, has found it advisable to put on three additional salesmen. The sales thus far for 1921 have surpassed the record for the corresponding period of 1920, states Mr. Lowy. Laurence H. Lucker, Northwestern distributor of the Edison machines and records, declares that general conditions are eminently satisfactory.

The most encouraging reports come from the Vocalion headquarters of the Stone Piano Co. Col. Stone says that everything looks lovely just now, but he admits that he wants to wait thirty days longer before expressing any opinion as to the Fall prospects. The record business is picking up wonderfully, says the manager.

Poster & Waldo Co. are pressing hard for business and are getting it. R. O. Foster is a dynamo of energy and enthusiasm and has infected his entire staff. He expects to add as high as fifteen more to his sales force by the time that the Fall trade reaches its peak.

A large number of big talking machine jobbers visited the Twin Cities after the convention. Among the visitors were Mr. and Mrs. E. C. Reith, of St. Louis; J. Newcomb Blackman, of New York, and Louis Bueh, of Philadelphia.

E. K. Kern, Northwestern director of the Brunswick-Balke-Collender Co., announces that the Brunswick has not halted in its progress outward and upward and expresses himself as quite satisfied with the results he is obtaining.

E. F. WALLACE ON WESTERN TOUR

E. F. Wallace, president of the Sphinx Gramophone Motors, Inc., left New York early this month for a tour of the Middle Western territory. The company has just completed plans for a new sales drive and, owing to the fact that the executives of the firm see a revival of demand for talking machine motors, the new sales plans will care for additional business.

Remember that when you have sold your establishment to a customer he or she is bound to tell a neighbor or friend about it. This is profitable publicity. Courtesy and a square deal will do the trick.



BLANDIN

To enjoy a steady increase in trade under present conditions is proof positive of unusual merit. This is what the Blandin Phonograph is enjoying. The demand is brisk. Dealers find no trouble in interesting the customer because of the Blandin superiority in reproducing most difficult records without any discordant and marring sounds. Write for complete particulars.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.



NOVEL PUBLICITY STUNT

As a means of attracting people, a Columbia dealer had a number of holes punched in the iron cover over the coal hole in the sidewalk. Then he had a phonograph placed in the cellar, near the lower opening of the coal chute, and the music actually came up through the sidewalk.

There are a number of dealers who have the idea that where the phonograph is arranged so that the music comes out over the transom or through the doorway it cheapens the general aspect of the store. To such this plan would undoubtedly make an especial appeal.

The salesman who isn't sold on advertising is a good deal like an executive who is jealous of an ambitious assistant.

Mr. Dealer:

Are you making enough profit on your phonograph needles? Let us show you how to get the best results and increase your needle sales.

We Help You
Sell NUPOINTS

This Stand FREE

Some Jobbing Territories Still Open—
Write for Proposition

NUPOINT MFG. CO.

1208 W. 59th Street CHICAGO, ILL.



New Records

New Hits

The Cardinal Records



We announce the advent of the new Cardinal Records—new quality—new recording arrangements—new pressing plant and our policy of new hits first

LATEST VOCAL HITS

- 2048 DOWN AT THE OLD SWIMMING HOLE—Quint. Orch. Accomp. Sung by Ernest Hare and Billy Jones
- SUNNYSIDE SAL—Baritone Solo. Orch. Accomp. Sung by Arthur Fields
- 2049 STAND UP AND SING FOR YOUR FATHER AN OLO TIME TUNE. Baritone Solo. Orch. Accomp. Sung by Arthur Fields
- AIN'T YOU COMING OUT, MALINDA?—Tenor Solo. Orch. Accomp. Sung by Vernon Calhart
- SLEEPIN' PRETTY-PRETTY—Tenor Solo. Orch. Accomp. Sung by Vernon Calhart
- 2041 MY SUNNY TENNESSEE—Tenor Solo. Orch. Accomp. Sung by Charles Harrison
- THEY NEEDED A SONG BIRD IN HEAVEN, SO GOD TOOK CARUSO AWAY—Tenor Solo. Orch. Accomp. Sung by Antonio Urato
- 2040 THERE IS NO DEATH—Tenor Solo. Orch. Accomp. Sung by Antonio Urato

CARDINAL DANCE HITS

- WHY, DEAR?—Fox Trot The Merry Melody Men
- 2042 MY BLUSHING ROSE—Fox Trot (introducing "Sally, Won't You Come Back?" from Zigfield Baller of 1921) The Merry Melody Men
- 2043 SECOND HAND ROSE—Fox Trot Van Eps Quartet
- JUST BECAUSE—Fox Trot Van Eps Quartet
- OIXIE—One Step Van Eps Quartet
- 2044 FANCIES—Fox Trot Jos. Knecht's Waldorf-Astoria Orchestra
- ONE KISS—Fox Trot Jos. Knecht's Waldorf-Astoria Orchestra
- 2045 REMEMBER THE ROSE—Fox Trot (introducing "Always") The Merry Melody Men
- TIO-SAN—Fox Trot Green Bros. Novelty Orchestra
- 2046 EL RELICARIO (My Spanish Rose)—One Step Jos. Knecht's Waldorf-Astoria Orchestra
- MISSISSIPPI CRADLE—Waltz Green Bros. Novelty Orchestra
- 2047 CANADIAN CAPERS Fox Trot Green Bros. Novelty Orchestra
- AIN'T WE GOT FUN Fox Trot Lamin's Roseland Orchestra
- 2038 MARIMBA—Fox Trot Jos. Knecht's Waldorf-Astoria Orchestra
- CHERRY BLOSSOMS—Fox Trot Lamin's Roseland Orchestra
- 2039 IN A BOAT—Fox Trot Lamin's Roseland Orchestra
- WANG-WANG BLUES Cardinal Jazz Band
- 2033 WEARY BLUES Cardinal Jazz Band

CARDINAL IRISH RECORDS

- 2037 STACK OF BARLEY—Jigs Flanagan Bros., Accordion and Banjo
- THE GLAOSTONE—Waltz Flanagan Bros., Accordion and Banjo
- TRIM THE VELVET—Reels Played by Tom Ennis with Irish Pipes
- 2029 HUMORS OF BANDON—Irish Long Dance Played by Tom Ennis with Irish Pipes
- LITTLE JUOY—Medley of Irish Reels Played by Tom Ennis with Irish Pipes
- 2028 COOK IN THE KITCHEN—Irish Jigs Played by Tom Ennis with Irish Pipes
- SINN FEIN AWAHN—Tenor Solo Sung by Dennis O'Hara
- 2030 WRAP THE GREEN FLAG AROUND ME, BOYS Tenor Solo Sung by Hugh Oonovan
- THAT TUMBLE DOWN SHACK IN ATHLONE Orch. Accomp. Sung by Charles Harrison
- 2022 THAT OLO IRISH MOTHER OF MINE Orch. Accomp. Sung by Charles Harrison

STANDARD SELECTIONS

- LIGHTS OUT—March. Played by Cardinal Concert Band
- 2026 AMERICAN PATROL—March Played by Cardinal Concert Band
- WHEN YOU AND I WERE YOUNG, MAGGIE Played by Taylor Trio—Piano, 'Cello, Violin
- 2021 SWEET GENEVIEVE Played by Taylor Trio—Piano, 'Cello, Violin
- SOUVENIR—Violin Solo. Piano Accomp. Played by Vera Barstow
- 2010 BERCEUSE—Violin Solo. Piano Accomp. Played by Vera Barstow
- SUNNY SOUTH—Medley Played by Cardinal Concert Band
- 2011 BLUE OANUBE—Waltz Played by Cardinal Concert Band
- ALOHA OE—Instrumental Duet Played by Ferera and Franchini
- 2012 HONOLULU WALTZ—Instrumental Duet Played by Ferera and Franchini
- SACRED HYMNS
- ONWARD, CHRISTIAN SOLEIERS—Sacred Hymn Orch. Accomp. Sung by Gotham Quartette
- 2006 NEARER, MY GOO, TO THEE—Sacred Hymn Orch. Accomp. Sung by Gotham Quartette

DEALERS AND JOBBERS:

Write to-day for full information regarding Cardinal representation in your locality. Secure this quality record for your Fall and Holiday business.

An exceptional catalogue of Jewish and Italian records ready next month

CARDINAL PHONOGRAPH CO.

106 EAST 19th STREET, NEW YORK CITY

FACTORIES — NEWARK, OHIO — ZANESVILLE, OHIO — BRIDGEPORT, CONN.

CONVENTION PLANS OF IOWA VICTOR DEALERS' ASS'N

Elaborate Program Formulated for Annual Meeting of Victor Retailers to Be Held in Des Moines on September 19-20—Interesting Address to Be Made by Prominent Speakers

DES MOINES, IA., September 3.—Elaborate plans have been completed for the fifth annual convention of the Iowa Victor Dealers' Association, which will be held in this city on September 19-20, the convention headquarters being at 411 Fourth avenue.

The visiting dealers will be welcomed by Mayor H. H. Barton, of Des Moines, and then attend an educational demonstration by Miss M. A. Jardine, of the Mickel Bros. Co. On the afternoon of the first day there will be several open discussions in the form of debates. The first subject will be "Records on Approval," the affirmative side being taken by C. West and the negative by J. Vance. The next subject will be "Interest on Contracts," affirmative, L. A. Murray, and negative, R. B. Townsend; third subject, "Outside Salesmen," affirmative, J. Donahue, and negative, J. C. Britt; fourth subject, "Trade-ins," affirmative, M. Sanford, and negative, C. B. McGregor. One of the principal addresses will be that of John Gregg Paine, of the Victor Talking Machine Co., whose subject will be "Victor Supremacy." In the evening the delegates will be entertained at a vaudeville show at the Orpheum Theatre.

On the second day E. H. Haglund, of the Mickel Bros. Co., will talk on "Governor Adjustments," Jack Cameron will follow with a talk on "The Art of Selling Through the Show Window." H. A. Beach, vice-president of the Unit Construction Co., will give a talk on "Retail Store Equipment," with the aid of stereopticon views; E. Lyman Bill, of The Talking Machine World, will talk on "Sizing Up Your Sales Problem!"; Roy E. Waite will talk on "The Value of Trade Papers," and J. J. Rockwell, of the Reincke-Ellis Co., will talk on "Militant Merchandising."

At the afternoon session new officers will be elected and the question box opened and the

queries answered. The only address at the last session will be that of Prof. O. E. Klingman, of the Iowa State University, who will talk on "The Victor Survey of Iowa."

The convention will end with an elaborate banquet at the Hotel Fort Des Moines, at which the principal speaker will be Governor N. E. Kendall, of Iowa. The banquet will be followed by a dance.

The present officers of the Iowa Association are: President, L. R. Spencer, Iowa City; vice-president, L. A. Murray, Davenport; secretary H. B. Stinson, of Des Moines, and treasurer R. B. Townsend, of Des Moines.

The visiting delegates will be welcomed by a committee consisting of L. A. Murray, C. Dalin, M. W. Duncan, M. J. Soukup, F. H. Walter and H. L. Woodward.

INAUGURATES FALL CAMPAIGN

NORFOLK, VA., September 1.—Harry Coplan, field sales manager of the Granby Phonograph Corp., this city, has already inaugurated an intensive Fall campaign. After an extended trip covering territories from Atlanta to New York Mr. Coplan left for Boston, where he expects to spend a week with Mr. Widener, of Widener's Inc., Granby distributors. Mr. Coplan also covered New York State and spent some time with the Inouquois Sales Co., Granby distributors of that territory.

Rene Jaccard, final inspector at the Granby factory, and E. F. Carson, assistant general manager, recently made a flying visit to New York. Mr. Jaccard, upon his return, left for Western Ohio, where, it is rumored, he will renounce his state of single blessedness.

I. Beckhardt, credit manager, who is again at the helm, is on a motor trip to Boston and calling upon Granby dealers en route.

NEW CHENEY JOBBER IN DALLAS

Riddle Phonograph Co. to Distribute Well-known Chicago Product in That Section of the Great Texan State—Important Connection

DALLAS, TEX., September 5.—The Riddle Phonograph Co., of this city, has just made the announcement that it has been appointed a jobber for the Cheney Talking Machine Co., of Chicago. The new jobber will look after the territory of northern Texas and southern Oklahoma. The Riddle Co. is now in process of organizing a special sales force that will look after its business in the location above referred to.

The deal was consummated between George W. Riddle, president of the company, and W. E. Burr, sales manager of the Cheney Talking Machine Co., who came from Chicago for that purpose. Mr. Riddle, his sales being conducted with the phonograph company bearing his name, is one of the best-known of the well-to-do merchants in this city. For years he has been engaged in commercial activities here and at present is also vice-president of the Security National Bank of Dallas. When Mr. Burr, of the Cheney Co., was here he spent much time with Sales Manager Richardson, of the Riddle Co., in laying out sales plans and organizing the new sales force.

SONORA ON DIRIGIBLE ZR-2

A Sonora portable talking machine was included in the appointments of the giant dirigible ZR-2, which was destroyed in a trial flight in England last week. The Sonora machine was in place in the forward cabin when the explosion occurred. A Sonora portable was also part of the equipment of the R-3 when she made the first trans-Atlantic flight.

Window displays indicate the character of the merchant, therefore great care should be exercised to make them attract, not repel.

VICTROLA DISPLAY STANDS



Show up the machine so it sells. Occupy small space—Light and convenient.

A detachable Top makes it a Utility Table or Service Stand for Booths and Corners. Finishes to match—Victrolas—Enameled to match Booths and Interiors.

A Better Display Sells the Victrola and it sells at a profit with the Victrola for Home and Camp.

Ships "Knock Down" 2 in a fiber mailing case, weight 22 lbs., per package of 2 complete—Order Samples from us and we will charge to your jobber.

Knock Down Display Stands
Are Patented

Solid Quar. Oak	Net \$3.60	Retails \$5.00 or \$6.00
Mahogany Finish	Net \$3.85	Retails \$5.00 or \$7.00
Solid Mahogany	Net \$4.25	Retails \$7.00 or \$8.00
Utility Detachable Top	\$.50	

Mail them back the minute you see them if you are not pleased and the postage will be refunded. This is our GUARANTEE. Low price—High quality.

NOW IS THE TIME TO IMPROVE YOUR SERVICE

And increase your sales by using Ogden's Patented MODERN STORE EQUIPMENT

RECORD CABINETS TO FIT YOUR REQUIREMENTS
A FILING SYSTEM WHICH DELIVERS THE GOODS
PRIVATE SALESROOMS WHICH "SELL"

OGDEN'S COMPLETE MODERN STORE

Costs less than carpenter work.

Everything ready for business the day you get it—Sectional—Unpack and "Set it up Yourself."

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

Sectional Models Fit Any Size Stock and Help You Grow



Ogden Sectional Cabinet Co.

LYNCHBURG, VA.



Ries' "Perpetuum Mobile," played by Duci de Kerekjarto as a violin solo, means sales for years and years to come. Columbia 79721.

**Columbia Graphophone Co.
NEW YORK**

INTRODUCE NEW CARDINAL RECORD

Extensive Campaign Planned—New York Staff Increased—New Catalog of Italian and Jewish Records—Business Shows Betterment

The Cardinal Phonograph Co., of New York City and Newark, O., is bringing out a new Cardinal record this month. New recording arrangements have been made and new plating and pressing plants have been secured.

Robert Clifford, sales manager of the company, is planning an extensive campaign on the Cardinal record and announces that a new catalog of Italian and Jewish numbers will be issued next month. Mr. Clifford plans to offer the Cardinal dealer a wide selection of artists on the Cardinal lists and states that the Cardinal policy will be to feature recordings from every prominent artist not under exclusive contract.

The Cardinal Phonograph Co. reports a decided increase in business and this increase gives every indication of continuing straight through

the Fall season. In order to handle this increased business two extra men have been added to the New York staff of the organization, one of which, Jerome Sullivan, is well known throughout the trade through his former connection with the Linerson Phonograph Co.

NEW SILENT MOTOR CATALOGS

The trade will shortly receive the first catalog issued by the Silent Motor Corp., 325 Dean street, Brooklyn, N. Y. While it will contain much material covering a minute description of the silent motor, its plant and organization much space will also be devoted to interesting and comprehensive information upon talking machine motor problems.

Before sending out your next letter, price list or pamphlet take it out of the envelope and see if it comes out right side up and face to the front. If it does not, instruct your office boy in the proper method of doing this task.

FIRST VICTOR RECORDS BY MORINI

The Young Viennese Violinist Who Scored Triumph in America During Past Concert Season Makes Her First Records for the Victor—Heralded as Violin Genius

The latest addition to the notable list of Victor recording artists is Miss Erika Morini, whose first recordings have already been offered to the public. Miss Morini is heralded as a genius of the violin. She came to the United States in January of this year, unheralded as it were, and quickly won for herself a position among violinists to-day. Her first concert at Carnegie Hall, New York, was a triumph, and the triumph has continued since.

Not only has the young violinist given proof of her genius on the concert stage, but that genius is clearly reflected in the first of her Victor records. Doubtless her records will prove a prominent factor in the future that is before her.

The Mutual TONE ARMS & SOUND BOXES

"TRY THEM AND BE CONVINCED"

REDUCED PRICES

The Mutual Phono Parts Mfg. Co.

149-151 Lafayette Street

New York

Ask for New Price List and Samples

We Manufacture Tone Arms and Reproducers for High-grade, Medium and Low Priced Phonographs

PACIFIC COAST BUSINESS IS RAPIDLY FORGING AHEAD

Development of Musical Interest in San Francisco Due to the Talking Machine—Dealers and Jobbers Optimistic Regarding Fall and Winter Trade—Pathe Shop in Reno—Other News

SAN FRANCISCO, CAL., September 3.—With the end of labor troubles in the building field in sight the trade looks for a decided toning-up of the general business situation during September. Talking machine dealers have had a hard Summer for the most part; still, in spite of the business depression, there have been practically no important failures and there have been a number of new enterprises launched. The field is attractive to capital, large and small, and the talking machine business on the Pacific Coast is going to forge ahead faster than ever as the present-day problems are solved. The development of musical interest on the Coast is nothing short of marvelous in the last few years.

No longer can it be truthfully asserted that San Francisco is the only real music center of the Far West. Now every city is a music center. This development is due principally to the availability of good music in talking machine records and the high-class musical programs provided by the motion picture theatres. To-day San Francisco alone is paying more for music, in one form or another, than the whole State paid not very many years ago.

It is being commented upon frequently these days that the manufacturers of talking machines and records are certainly producing satisfactory merchandise and that the products of the leading producers conform to a general high quality standard. The market for "junk" seems to have been greatly reduced.

Sherman, Clay & Co. are having a better demand for talking machines of the larger types this month and the call for Caruso records has increased steadily since the death of the great singer. Billy Morton, manager of the retail talking machine department of this company, is down the San Joaquin Valley on a business trip at the present time.

F. P. Corcoran, manager of the talking ma-

chine departments of the Wiley B. Allen Co., of this city, returns this week from his three weeks' vacation in northern California.

J. J. Black, treasurer, and Harold Procht, sales manager, of the Wiley B. Allen Co., will leave September 1 to attend the annual "Flight" of the Family Club, which will be held at Family Club Farm, near Woodland, Cal. Upon their return Mr. Black will go to New York with Frank Amrys, vice-president and general manager of the company.

The San Francisco music houses this month paid tribute to the genius of Caruso in various ways, but most of the stores had window displays with the singer's portrait prominently displayed. The Wiley B. Allen Co. had a beautiful show window decorated in deep purple. Several of the leading motion picture theatres featured the Victrola playing Caruso records, in company with the orchestra, in their music programs.

C. H. Fyle, formerly one of the proprietors of the Menardi Music Co., of Reno, Nev., has opened the "Pathe Phonograph Shop" in the store of the Baldwin Piano Co., on Sutter street, this city. He has the full Pathe line and is featuring the new Actuelle machines and records. The Baldwin Co. has discontinued its talking machine department. Mr. Fyle is a progressive business man of high ideals and he reports opening business most satisfactory. The period designs of Pathe machines make a very attractive display in the show rooms and the new Actuelle is attracting special attention.

A number of civil suits have been filed against George A. Parker, sales agent for the defunct Mercantile Finance Co., of San Francisco, which is the concern promoted by Frederick Stern, of the Stern Talking Machine Co., also bankrupt, as the result of recent exposures. The complaints allege that the defendant falsely and

fraudulently represented that the company was a solvent going concern, doing a profitable business and paying large dividends. Frederick Stern, the late president of the defunct concern, has been indicted by the Grand Jury on two counts, one charging that money was obtained under false pretenses in selling stock in the company and the other that he rendered a false financial statement of accounts.

Irving C. Franklin, Pacific Coast manager for the phonograph department of the Brunswick-Balke-Collender Co. has resigned his position to accept the post of general sales manager for the Burnham Phonograph Corp., with headquarters in Los Angeles. Mr. Franklin is a "go-getter" of the progressive type and his many friends in the talking machine fraternity wish him success in his new work.

E. E. Graham, phonograph salesman in the wholesale Brunswick department in San Francisco, who is calling on the trade as usual, reports good success with the Stratford model and also with the new table model Brunswick. The sale of Brunswick records shows a steady increase in this territory. The records of the recently acquired artists, Giuseppe Danise and Florence Easton, are moving well and the demand for the records by Mario Chamlee is bigger than ever. Chamlee will sing in San Francisco the latter part of September with the Scotti Grand Opera Co.

H. D. Leopold, California representative of the Victor Talking Machine Co., is back on the Coast, after a six weeks' stay in the East, where he attended Victor conferences and spent his annual vacation. He is at present in Los Angeles. R. E. Kane, formerly of the traveling sales force of the wholesale Victor department of Sherman, Clay & Co., has accepted the position of assistant manager of the wholesale department in San Francisco in the place of Otto Rothlin, who has resigned. Mr. Rothlin is preparing to engage in the retail music business on his own hook at Richmond, Cal. He will carry pianos, players and talking machines.

(Continued on page 62)

Sherman, Clay & Co.

Pacific Coast Distributors



**Victor Victrolas
Victor Records
Victor Accessories**

Main Wholesale Depot:
741 Mission Street, San Francisco

Branch Wholesale Depots:

444 So. Broadway, Los Angeles, California
45 Fourth St., Portland, Oregon
Oceanic Bldg., Cor. University and Post Sts.,
Seattle, Washington
427 West First Ave., Spokane, Washington



PACIFIC COAST BUSINESS EXPANDS

(Continued from page 61)

It has just been announced that the Sonora phonograph groups on the Pacific Coast will carry the new Sonora piano. Samples of the new line are expected to arrive in the late Fall. J. DeBell, manager of the Columbia store in Denver, attended the conference of Columbia dealers in San Francisco this month.

C. A. Arkley, manager of the local office of the Columbia Graphophone Co., is making a trip in the North, calling on the dealers. He is accompanied by his family and C. M. Kinnel, of the sales force. The Columbia idea of "selling by truck" in the various towns and cities is bearing good fruit in the form of unusual sales of Columbia merchandise.

Charles Hackett, Riccardo Stracconi and Leon Rothler, Columbia artists, will sing with the South Grand Opera Co. in San Francisco in September.

E. H. Moses, president of the Moses Stationery Co. at Hilo, Hawaii, has just been in San Francisco on a business and pleasure trip. He carries a full line of musical merchandise, including talking machines and records. He says the Japanese and native Hawaiians love the talking machine, but that the records made in Japan are more suited to the demand at present.

Miss Melva Fourness, formerly in the talking machine business in Sacramento, is now with the City of Paris phonograph department in San Francisco.

KEEN COMPETITION IS HELPING TRADE IN CINCINNATI

Dealers Injecting "Pop" Into Their Sales Force by Offering Special Inducements—Columbia Week Scores—Many Merchandising Plans in Vogue That Are Helping Business—News of Interest

CINCINNATI, O., September 6.—Talking machine dealers in Cincinnati are highly pleased with business for August. The month, while not a record-breaker, by far surpassed the preceding one and has strengthened the predictions of local dealers that business will continue on the increase each month until the first of the year, when it will then be normal. Keen competition is accountable for the steady headway in this city. A great many dealers are staging contests and special sales offers. They are also injecting "pop" into their sales forces by offering prizes to salesmen having the largest number of sales to their credit at the end of each month. Those who have had the latter plan in operation say it is doing wonders in developing business. With vacuoity practically over the dealers have started in to "do things." They are optimistic and they have their business nose to the grindstone.

Columbia Week a Success

The Columbia dealers of this city have just closed one of the largest publicity campaigns that has ever been staged in or near Cincinnati by any talking machine company. Chester Park, one of the largest amusement places in the city, was taken over for six days ending September 3 for what was termed "Columbia Week." Nine dealers tied up on this proposition, each setting

up a separate display booth of exclusive Columbia products. The dealers who had booths were: The A. & N. Music Co., the May Stern Co., Rosin & Bohm Co., Smith Piano Co., E. M. Abbott Piano Co., R. Freiberg's Pharmacy, Casino Co., Nirkart's and the Hoffman Music Shop. The gross sales for the week exceeded expectations.

Places G. A. Neunstiel in Charge

Alfred Wiley, of the Alfred Wiley Piano House, at Huntington, W. Va., visited the local Columbia branch during the month. He anticipates a considerable increase in business for the Fall and Winter and has engaged G. A. Neunstiel, who was formerly with the Herman Straus Co., of Louisville, Ky., to run his Grafonola department.

E. M. Abbott is a "Live" Wire

E. M. Abbott, proprietor of three stores in the city, predicts a large Fall business. All his departments are making good monthly reports. Both the outside and the drop-in trade improved very much during the last month. Mr. Abbott has two service trucks, seven outside men and two five-passenger touring cars, all working to bring customers into his stores.

Twenty thousand tags were distributed by Mr. Abbott during "Columbia Week" at Chester Park. The tags were in connection with a "duplicate tag contest" which he is staging this week, the winners of which will be given a talking machine.

P. H. Oelman Tells of Business Progress

"A good sign that the trend of business is upward is the optimistic view recently taken by farmers who have been predicting a good Fall," said P. H. Oelman, manager of the New Edison Co. "The sales reports for the last three months, each showing an increase over the preceding one, prove that the turning point has been passed in the phonograph business," he continued. "The month of August was the best month we have had since the first of the year."

The sales contest being held by the Edison Co. has helped considerably to stimulate sales and inject "pop" into the sales force. The prizes, which are to be trips to the School of Salesmanship, to be opened at some time after January 1 by the Edison Co., are worth while working for. Points in the contest are given for the number and kind of machines sold by each individual. Edith McDonald will tie in this territory on a six weeks' "Tune Test" tour beginning September 5 and followed by a four weeks' tour by Elizabeth Spencer.

Granby Line Going Well

Morris Fattile, manager of Widener's Columbia Shop, returned last week from his vacation at Cedar Point, O. Reports for the month have been highly satisfactory, he says. August surpassed any month since the first of the year

(Continued on page 64)

Ward's Khaki Moving Covers

Distributors

DRIBTOL & BARBER, INC.
3 E 14th St., New York City

YANK & LANGE ORUO CO.
207-210 E. Wacker St., Milwaukee, Wis.

CONEN & HUDNER, INC.
Waukegan, O. C.
DECKWITH O'NEILL CO.
Mississippi, Minn.

STREVELL-PATERSON HAWKOWARE CO.
811 Lake City

C. L. MARSHALL CO., INC.
Berkley City, Cleveland, O.
Ottler Olds, Detroit, Mich.

THE REED CO.
237 Fifth Avenue, Pittsburgh, Pa.

C. J. VAN HOUTON & ZODM
140 S. Dearborn St., Chicago, Ill.

SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas

FRIGHT-CAMPBELL MUSIC CO.
1508 Wyoming St., Denver, Colo.

CHAS. H. VATES
311 Levee Bldg., New Orleans, La.

W. O. & C. N. ANDREWS
Buffalo, N. Y.

SACHS & CO.
425 So. Webster Ave., Chicago

SHERMAN, CLAY & CO.
741 Mission St., Los Angeles, Cal.

JOHN A. FUTON CO.
35 Ashburn Ave., Atlanta, Georgia

1500 South Oakland, Charlotte, N. C.
530 Washington St., Dallas, Tex.

ORTON ORTHEM MUSIC HOUSE
Sault Ste. Marie

ORAY & ODVLEY CO., Nashville, Tenn.
ASSOCIATED FURNITURE WFRS.
By LaGrange, Mo.

W. J. OYER & BRO., St. Paul, Minn.
AMERICAN PHONOGRAPH CO.
Buffalo, N. Y.

JOSEPH BARNETT & CO., Cedar Rapids, Ia.

Grade "D" Cover with

No. 3 Straps

THE C. E. WARD CO.

(Well-Known Lodge Regalia House)
101 William Street New London, Ohio
Also Manufacturers of Robbing Coats
and Suit Covers for the Warehouse



Modernola

THE
MOST MODERN
OF
PHONOGRAPHS



Attractive, Salable, Serviceable

In building a permanent Phonograph Business the Modernola forms a genuine asset. Here is a Phonograph built on entirely different lines from the rest, and with several added features that have instant appeal. A little careful study of the above illustration shows the points of the Modernola's uniqueness and its supremacy in sales possibilities.

To this is added the *serviceability* of the machine—its lasting qualities, due to trustworthy construction and conscientious mechanical finish in which you can place the utmost confidence. In other words, it is a guaranteed machine.

With the Modernola on display in your store you can rest assured that it will not take long to "put it over."

Put Your Order in Now

**THE
MODERNOLA COMPANY**
Johnstown, Pa.

The Holiday Season is approaching rapidly, so that you should put this line in at once. We have a number of beautiful finishes, and would be glad to give you full information. Just address Dept. D.

Dealers and Distributors—

We have several choice territories open and would be glad to discuss the matter of closing with any live possibility. Address Sales Dept.—the earlier the better.

**A Little Birdie
Whispered It To Me**

A New "One Step" Novelty Song
WRITTEN and PUBLISHED
By **Jack Snyder**
1658 BROADWAY, N. Y.

PUBLISHED FOR
BAND ORCHESTRA

COMPETITION HELPS IN CINCINNATI

(Continued from page 62)

Robert C. Clark, selling agent for Indiana, Ohio and Kentucky for the Granby line, which the Widener Shop added to its stock, still is piling up sales in this territory. Manager Faule states the Granby line is the most successful proposition ever taken over by the firm.

Takes on Talking Machine Line

O. C. Reifschneider opened a complete Grafonola shop in connection with his drug store at Mill and Dunn streets, Lockland, O. The new dealer will cover a good territory that has heretofore been overlooked by other dealers.

Tributes Paid to Caruso

Tribute to Enrico Caruso was paid at the Capitol Theatre here, when movies showing his funeral cortege were being exhibited. The theatre was darkened when the procession was shown on the screen, the organist played a few

introductory bars and then a Victor record of the golden voice of the famous tenor was heard, reproduced on a talking machine.

How Chubb-Steinberg Shop Attracts Notice

Mr. Chubb, of the Chubb-Steinberg Music Shop, which opened its doors to the public last month, returned from a vacation trip last week. He motored by way of Indianapolis to Chicago Business for the month was good, he says. Frank Ritzenthaler, machinist and electrician, has been added to the company and placed in charge of the repair and service department as an expert mechanic. Along with his ability Mr. Ritzenthaler appreciates music and Mr. Chubb believes he will prove highly satisfactory.

Much attention is being attracted by a sales developing plan which the Chubb-Steinberg Co. is featuring this month. A painting by a widely known artist, valued at \$2,500, has been placed in the window with a large placard inviting all to come in and guess the name of the artist's

title to the picture. A prize, consisting of \$10 in records, is to be given to the winner. One of the questions asked of all those who guess is, "Do you own a phonograph?" In this manner the company expects to get a line on a large number of prospects. Mr. Chubb stated the display is attracting the better class of trade, in whom he desires to cater.

Upward Trend of Sales

"While the sales of machines have fallen off during the month our record sales are still on the upward trend," remarked F. X. Donovan, manager of the Shillito talking machine department, and added, "However, everything points to a good Fall business beginning September 1." Mr. Donovan was passing cigars this week in honor of the arrival of a new son at his home. His friends think he will probably teach him the phonograph business, so that he can fill his father's shoes when the old boy gets ready to retire.

PEOPLE NOWADAYS ARE TELLING EACH OTHER—"BE SURE YOUR WALNUT IS ALL WALNUT."



WALNUT—
THE MOST
PLANTED
WOOD TO
DAY—AND
TO COME.

SALESMAN
SHIP SAYS;
"SELL THE
EYE AS
WELL AS
THE EAR."

AN AMERICAN WALNUT
PHONOGRAPH CABINET

AMERICAN
WALNUT

"The Cabinet-wood Superlative"

A PHONOGRAPH CABINET

of American Walnut scores twice—it charms the eye and ear alike—thus giving double emphasis to the selling arguments of both manufacturer and dealer.

Write for data for Makers, or data for Dealers, and the "Brochure de luxe" for your Salesmen. Address the responsible producers of American Walnut Lumber and Veneers, the

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION, Room 1022, 616 South Michigan Boulevard, Chicago, U. S. A.

OUTING OF TALKING MACHINE MEN

Association of Local Talking Machine Dealers Holds Annual Picnic on August 17—Paul Whiteman's Orchestra an Attractive Feature—Dinner and Dancing on the Program

Over 200 members of the Talking Machine Men, Inc., the talking machine dealers' organization for New York, New Jersey and Connecticut, together with their friends and invited guests, attended the Association's annual outing,



Ready to Start From New York

held August 17 at the Terra Marine Hotel, Huguenot Park, S. I. An interesting program had been prepared by the Association's arrangement committee, but the athletic events were cancelled, owing to the downpour of rain which started at two o'clock and continued uninterrupted throughout the afternoon and evening.



E. G. Brown in Service

and after a delightful sail arrived at Midland Pier about 11.30. Automobiles were waiting for the party and a tennis ride through some of Staten Island's most beautiful suburbs was keenly enjoyed. Arriving at the Terra Marine Hotel the talking machine dealers and their guests were welcomed

by George L. McFarlane, owner of the hotel, and Judge Tiernan, one of the leading citizens of the borough of Richmond.

Luncheon was served and a feature of the



Solving the Great Mystery

luncheon was the appearance of Paul Whiteman and his famous orchestra, exclusive Victor artists. This popular dance organization played



No. 32767/10 Palm Plant, 48" high, 10 fronds—with 250 natural sprouts, excellent.

MY SEASONABLE CATALOGUE No. 25 containing illustrations to orders of Artificial Plants, Ficus, Mimos, Gleditsias, Hanging Plants, etc. will be MAILED FREE FOR THE ASKING.

	Inches High	Palm Leaves	With Pot	Without Pot
32767/4	24	4	\$1.10	\$0.60
32767/5	30	5	1.25	.75
32767/7	42	7	2.00	2.00
32767/10	48	10	3.00	2.50

FRANK NETSCHERT
61 BARCLAY ST. NEW YORK, N. Y.



Members of the Talking Machine Men, Inc., Photographed at Terra Marine Hotel on Their Annual Picnic at Huguenot Park, Staten Island

a number of selections, which were enthusiastically received, and if the diners were given their choice this orchestra would have been obliged to play for hours without interruption.

At two o'clock the athletic events were scheduled to commence, but the rain started when the ball game had only proceeded for one inning, and it was necessary to cancel practically all the events, with the exception of one or two minor affairs.

Dancing and other forms of amusement adaptable to a rainy afternoon kept the crowd in good humor until six o'clock, when dinner was served. One of the pleasing events at the dinner



The Crowd Enjoying Music

was the appearance of Miss Vaughn de Leath, well-known contralto and exclusive Okeh artist, who favored the diners with several numbers that were received with keen appreciation and enthusiastic applause.

After dinner many valuable prizes were given to the members holding the lucky numbers, and after the dance devoted had had an opportunity to practice the latest steps the party left for Midland Pier at 9.30, returning to New York on the ten o'clock boat.

E. C. RAUTH ENJOYS WESTERN TOUR

E. C. Rauth, vice-president and secretary of the Koerber-Brenner Co., St. Louis, together with Mrs. Rauth, has returned home after an extended tour through the Canadian Rockies, following the convention of the National Association of Talking Machine Jobbers in Colorado Springs in July.

Why Break Records? Just File Them!

This is if you have the wonderful Record filing system which is a feature of

The Marvelous MAGNOLA



Watching the Music Come Out

This is only one feature of many that will command your interest and attention. Let us send you hand some illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Office

Branch Wholesale Branch

715 MILWAUKEE AVENUE
CHICAGO

1530 CANDLEL BLDG.
ATLANTA, GA.



Aladar Sio's Gypsy Orchestra plays the Columbia Novelty Record this month.

"Evening Tales" and "Sari" are sentimental selections full of weird, sensuous Gypsy rhythm. E-7247.

**Columbia Graphophone Co.
NEW YORK**

DEMONSTRATING ROOM ESPECIALLY FOR CHILDREN'S USE

Talking machine dealers who are making a special appeal to children through the arrangement of records and record rooms are reaping a very generous reward. To secure results there must be a definite policy in mind, and that

and record lists covering musical or educational records should be prepared especially for the children. A very attractive demonstrating room specially designed to meet the requirements of the little ones, and which has done much to

INTRODUCES NEW DIAPHRAGM

W. D. De Gans Is President of New Manufacturing Concern—Chicago Territory Allotted

GREENLAND, O., September 6.—W. D. De Gans, president of the De Gans Phonograph & Diaphragm Co., reports

considerable progress in the affairs of the company which was recently incorporated for \$100,000. The company's principal activities are in relation to the manufacture of wooden diaphragms, which are made from violin spruce and undergo a heat treatment in connection with wax and shellac. They are concave, the average diaphragm ranging from forty-eight one-thousandths of an inch at the outer edge to eighteen one-thousandths of an inch at the center.

The officers of the company are: W. D. De Gans, president; Charles Melbourne, vice-president, and M. B. De Gans, secretary and treasurer. On a recent trip to Chicago Mr. De Gans allotted the Chicago territory to W. F. McClellan, who is secretary of the National Association of Piano Tuners.

If your copy is placed in medium, read by people who can buy your product your advertising plan is sound.



How Sanger Bros., of Waco, Tex., Appeal to children—environment that will attract and hold their attention—where mothers can accompany their children and in this way realize the tremendous value of the talking machine as an educational factor. Then special announcements

bring business to the Victor department of Sanger Bros., in Waco, Tex., is pictured herewith. It is a most artistic creation and, if the dealer's territory includes a great many children, a room like this may be found well worth installing.

FREE OFFER



This attractive metal and glass counter case given free with 3 cartons at \$3.30, total \$9.90.

MAGNE DO

THE OLDEST AND FASTEST SELLING

TEN-PLAY NEEDLE

Seven years of constant advertising has developed an ever-growing demand from all over the country for MAGNE DOS solely because of merit.

Magnedos offer substantial profit to Jobber and Dealer.

Retails at 10c. a box

Dealer's price \$3.30 carton of 60 boxes



MANUFACTURED BY **SUPERTONE NEEDLE WORKS** 18 WEST 20th STREET NEW YORK

OKeh Records

October Bulletin

- | | | | |
|--|---|---|--|
| <p>74041
10 3/4-in.
\$1.25</p> <p>72501
10 3/4-in.
\$1.25</p> <p>72601
10 3/4-in.
\$1.25</p> <p>52102
12-in.
\$1.50</p> <p>5005
12-in.
\$1.75</p> <p>6009
10-in.
\$1.25</p> <p>4393
10-in.
85c.</p> <p>72401
10 3/4-in.
\$1.25</p> <p>4394
10-in.
85c.</p> <p>4384
10-in.
85c.</p> <p>4385
10-in.
85c.</p> <p>4389
10-in.
85c.</p> | <p>LOHENGRIN (Elsa's Sang an die Luft) (Ye Wandering Breezes)—Wagner—Soprano (in German) with Orchestra Emmy Destinn</p> <p>MEFISTOFELE (Son lo Spirito) (Boito)—Bass (in Italian) with Orchestra Adamo Didur</p> <p>NORMA (Casta Diva) (Queen of Heaven) (Bellini)—Soprano (in Italian) Accompanied by the Chorus of the La Scala Opera Giannina Russ</p> <p>BARBER OF SEVILLE —Largo al Factotum (Room for the Factotum) (Rossini)—Baritone (in Italian) Riccardo Stracciari</p> <p>LUCIA DI LAMMERMOOR—Mad Scene (Ardon gl'incensi) (Donizetti)—Soprano (in Italian) with Orchestra Marina Campanari</p> <p>LA BOHEME—Mi Chiamano Mimi (My Name Is Mimi) (Puccini)—Soprano (in Italian) with Orchestra Marina Campanari</p> <p>RIGOLETTO—E il sol dell'anima (Sun of the Soul) (G. Verdi)—Soprano-Tenor Duet with Orchestra Campanari-Lamont</p> <p>RIGOLETTO (Questa o quella) (Amongst the Fair Throng)—Tenor with Orchestra Forrest Lamont</p> <p>BEDOUI N LOVE-SONG—Baritone with Orchestra, Bernard Ferguson</p> <p>WHERE MY CARAVAN HAS RESTED—Baritone with Orchestra Bernard Ferguson</p> <p>TRAUMEREI (Reverie) (Schumann)—Violin Solo, Franz Von Vecsey</p> <p>ROMANCE, PART I (Rubinstein)—Violin Solo, Piano Accomp. M. Michailow</p> <p>ROMANCE, PART II (Rubinstein)—Violin Solo, Piano Accomp. M. Michailow</p> <p>MARCH RELIGIOSO (Onward Christian Soldiers) (Intro.: "Adeste Fideles") (W. P. Chambers)—March Conway's Band</p> <p>LE PERE DE LA VICTOIRE (Father of Victory)—March Conway's Band</p> <p>THE WARBLE R'S SERENADE—Bird Voices by Sibyl Sanderson Fagan Conway's Band</p> <p>SUNFLOWER DANCE (W. E. MacClymont, Op. 11, No. 1)—Whistling Solo with Orchestra, Margaret McKee</p> <p>KAWAHA—Hawaiian Guitar Duet, Ferera-Franchini</p> <p>HE LEI NO KAINANI (Wreath for Princesses)—Hawaiian Guitar Duet Ferera-Franchini</p> | <p>4386
10-in.
85c.</p> <p>4390
10-in.
85c.</p> <p>4387
10-in.
85c.</p> <p>4388
10-in.
85c.</p> <p>4399
10-in.
85c.</p> <p>4391
10-in.
85c.</p> <p>4392
10-in.
85c.</p> <p>4395
10-in.
85c.</p> <p>4396
10-in.
85c.</p> <p>4397
10-in.
85c.</p> <p>4398
10-in.
85c.</p> | <p>O'ER WAITING HARPSTRINGS OF THE MIND (Christian Science Hymn)—Contralto with Orchestra Nevada Van Der Veer</p> <p>SHEPHERD, SHOW ME HOW TO GO (Christian Science Hymn)—Contralto with Orchestra, Nevada Van Der Veer</p> <p>SHOUT ALL OVER GOD'S HEAVEN (Negro Spiritual) Southland Jubilee Singers</p> <p>MY LORD'S WRITING ALL THE TIME (Negro Spiritual) Southland Jubilee Singers</p> <p>LOVE SENDS A LITTLE GIFT OF ROSES—Tenor with Orchestra Sam Ash</p> <p>I'D BUILD A WORLD IN "THE HEART OF A ROSE"—Tenor with Orchestra Sam Ash</p> <p>HELD FAST IN A BABY'S HANDS—Tenor with Orchestra Liam O'Kennedy</p> <p>LASSIE O' MINE—Tenor with Orchestra, Charles Hart</p> <p>MA—Tenor with Orchestra Billy Jones</p> <p>MOLLY ON A TROLLEY (By Golly With You)—Tenor with Orchestra Billy Jones</p> <p>GOING HOME BLUES—Colored Vocal Quartette Norfolk Jazz Quartette</p> <p>BLUES THAT DROVE MAN TO RUIN—Colored Vocal Quartette Norfolk Jazz Quartette</p> <p>HANS, THE HOLLANDER—ADVICE TO WOMEN—Holland Dutch Monologue Frank Kennedy</p> <p>HANS, THE HOLLANDER—ADVICE TO MEN—Holland Dutch Monologue Frank Kennedy</p> <p>CROONING—Fox-trot Damon's Orchestra</p> <p>ORIOLA—Fox-trot Rega Dance Orchestra</p> <p>BRING BACK MY BLUSHING ROSE (Intro.: Chorus, "Sally, Won't You Come Back?") (From "Ziegfeld Follies, 1921")—Medley Fox-trot, Rega Dance Orchestra</p> <p>LEARN TO SMILE (Intro.: Chorus, "The Conversation Step") (From the Musical Comedy, "The O'Brien Girl")—Medley Fox-trot, Rega Dance Orchestra</p> <p>DANGEROUS BLUES—Fox-trot, The Tampa Blue Jazz Band</p> <p>GET HOT—Fox-trot The Tampa Blue Jazz Band</p> <p>ALL BY MYSELF—Fox-trot, Green Brothers' Novelty Band</p> <p>PEGGY O'NEIL—Waltz, Green Brothers' Novelty Band</p> |
|--|---|---|--|

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street New York City, N. Y.



Factories: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.
Branch Offices: Chicago, Ill. Toronto, Can.

TRADE NEWS IN BROOKLYN AND LONG ISLAND

Increased Sales of Machines and Records Reported—Jobbers and Dealers Perfect Selling Plan for Fall and Winter—Conditions in This Territory Most Encouraging—The Outlook

The talking machine trade in Brooklyn and Long Island is unanimous in stating that September to date has produced increased business in both machines and records. Many dealers have renovated and enlarged their warerooms, added improvements to their equipment in anticipation of increased sales, selling staffs have been reorganized and this Fall and Winter should place Brooklyn and Long Island dealers well in the lead in the metropolitan district in achieving totals in machines and records.

Equipped to Give Practical Service
The American Talking Machine Co., Victor wholesaler, is prepared to give Brooklyn and Long Island dealers practical service. R. H. Morris, general manager, states that no effort has been spared to prepare his organization to meet and acquaint the dealer with up-to-date selling methods in keeping with the times. C. F. Offerman, Long Island representative for this company, is visiting the trade after an enjoyable two weeks' vacation spent in motoring through New York State and the Thousand Islands.

Manor Music Co. Reorganized
The Manor Music Co., at 1774 Eighty-sixth street, Columbia and Victor dealer, has recently reorganized and is now ready for Fall business. E. Stange, for several years a partner of this concern, sold out his entire interest to his partner, Mr. Eskild, who will carry on the business as heretofore under the same firm name. The store has been entirely renovated and a modern equipment has been installed. Mr. Eskild, who caters to a large foreign population, especially in Scandinavian records, will continue making this department a special feature of his business.

Sales Campaign a Success
Stephan Bros., well-known Pathé dealers on Third avenue, report that Pathé sales have more than held their own during the past two months. Mr. Kraus, manager of this department, has been successful in selling many Pathé machines through an aggressive outside selling campaign, especially in the Bath Beach section.

Installs Selrex Equipment
The Sterling Piano Co., at 518 Fulton street, has equipped its talking machine wareroom with



VICTOR
RECORDS

An Objective

INDICATIONS point to an improvement in the general economic situation. It is well for Victor Retailers to prepare now in every sense to secure their full quota of Sales for this coming season.

To imbue a sales spirit in your organization, set a weekly or monthly quota to be obtained. Co-ordinate and focus the united effort toward this objective.

VICTOR
RECORDS

G. T. WILLIAMS' CO. Inc.

217 DUFFIELD ST. ~ BROOKLYN, N.Y.

the new Selrex equipment, which is creating considerable interest among the talking machine trade in Brooklyn. E. A. Cature, manager of the Victor department, is very enthusiastic about this new equipment, as it is proving an efficient and quick method of selling records and is meeting with favorable comment by customers when purchasing records.

Believes Tide Has Turned
G. T. Williams, head of the G. T. Williams Co., Victor distributor, is firmly convinced that Victor retailers will enjoy a healthy Fall trade. Mr. Williams believes that the turning point has been reached in the depression in the retail trade during the past few months, and feels that this condition also applies to general business as well as to the Victor industry.

Develops Foreign Record Sales
The possibilities of developing a foreign record trade are well exemplified in the unusual success obtained in this field by the Atlantic

Talking Machine Co., at 144 Hamilton street, A. Mendel, proprietor of this store, has established for himself a business in this field that is exceptional. Mr. Mendel's activities are spread out all over Brooklyn and by direct circulation, newspaper advertising and continuous effort he has built up his foreign record sales to unusual proportions.


Doubles Sales Facilities
James B. Russo, Columbia dealer, 187 Harrison street, is making extensive alterations and enlargements in his already attractive quarters. Mr. Russo is doubling the capacity of his store by leasing an adjoining store and combining the two into one large and commodious showroom. Sound-proof hearing rooms are being installed and Mr. Russo expects to be able to announce the formal opening some time during the present month.

Establishes Envious Record
To be known as one of the oldest exclusive Victor dealers in metropolitan New York is the distinction accorded A. Settanni, at 1832 Fulton street. Mr. Settanni, years ago, opened up a small musical instrument store near his present location and was one of the first Victor dealers established by the Victor Co. To-day Mr. Settanni's Victor business overshadows his musical instrument business. His present store is arranged with every modern convenience, including eight private record hearing booths and an attractive display room for his machines.

Great Demand for Caruso Records
The talking machine department of Frederick Looser & Co. has experienced a decided stimulus in the sales of records and machines during the past two weeks, states W. H. Bishop, manager. "The death of Caruso not only stimulated the buying of Caruso records, but also had an astonishing effect on the sale of all Red Seal records," added Mr. Bishop. "Our sales of the classics now exceed the sale of popular and dance records for the first time and there is a sudden demand for machines which can only be attributed to the passing away of the great tenor."

The above is merely an illustration of what other stores are experiencing to a greater or less extent and it proves conclusively that people will buy machines and records despite the so-called hard times if proper methods are taken by the dealers to arouse the desire for the possession of talking machines.

The Brooklyn dealers, without exception, are all alive to the great opportunities which the industry is facing the coming Fall and Winter.



AMERICAN TALKING MACHINE CO.

**VICTOR
WHOLESALE**

**BROOKLYN
NY**

DO NOT DELAY

ARE YOU PREPARED FOR
THE FALL TRADE?

YOUR STOCK AND EQUIP-
MENT SHOULD BE IN
FIRST-CLASS SHAPE NOT
LATER THAN OCTOBER 15.

IS YOURS READY?

THE DEALER WHO IS
PROPERLY PREPARED
IS THE ONE WHO WILL
REAP THE GREATEST
BENEFIT.

Hyman Bros. & Co.
47 West 34th Street
New York
Eastern Distributors

The Windsor Phonograph

Our Distributors sell at prices
same as direct from
factory



Queen Anne



Louis XV.

The
Windsor
is the original Period Design
PHONOGRAPH
It is a Musical Instrument as
perfect

as human skill can make it. It is a
beautiful, well-made

Piece of Furniture,

made by a firm which for 36 years has
produced the best Furniture in America.
All its productions are made of

Solid Wood

All Carving and
Finishing done by
hand.



Louis XVI



Italian

made by

The Windsor Furniture Company,
CHICAGO, U.S.A.
Sold only through Dealers.

LOS ANGELES DEALERS HONOR ENRICO CARUSO

Stores Pay Tribute to His Memory—Public Memorial Held—Exhibitors at Industrial Exposition—Demonstrating Records by Wireless at Richardson's—C. H. Yates' New Move

LOS ANGELES, CAL., September 3. One of the outstanding events of the month of August—a very sad one—was the news of the death of Enrico Caruso. In every music house the deepest regret was felt and expressed at the loss of one whom everybody had learned to regard as a man of desirable personality and sterling qualities in addition to his artistic genius and marvellous God-given voice. There was an instinctive desire on the part of practically all the Los Angeles Victor dealers to refrain from any form of advertising or publicity which might suggest an attempt to commercialize, to the least degree, the announcement of the bereavement in Naples. The public, which notices these things, was quick to recognize this exhibition of good taste on the part of merchants, and there were many expressions of commendation and appreciation from leading people in the city. However, there was immediately an almost overwhelming demand for Caruso's records; sales of fifty or hundred dollars' worth of Caruso records have been frequent occurrences all through the month, while, in the early days of the death news, people stood in line waiting to buy. Dealers' stocks have been very greatly reduced, while the wholesale house is practically depleted.

Caruso Memorial Recital Given

A free concert and recital was given at the great moving-picture house—Grauman's Million-dollar Theatre—on Friday, August 5, at 9 a. m. The concert, which was attended by thousands, was arranged by the Los Angeles Evening Express and Sid Grauman, and was given as a memorial only, and without taint or suspicion of commercialism. A beautiful rendition of "Nearer, My God, to Thee" was played on the pipe organ by Harry Murtagh and was followed by a series of Victor records of Caruso's played on a large period Victrola. Each Los Angeles Victor dealer was requested to send one record, with a representative to operate. The wonderful acoustics of the theatre were revealed by the remarkable clearness and fullness of each record and the audience showed its appreciation by calling for encores.

Industrial Exposition Held

A very successful industrial exposition was held August 15-20, inclusive, in the great Terminal Building on East Seventh street. Buyers from eight Western States attended and had the exhibit to themselves each morning from 9 a. m. until 2 p. m., after which time the general public was admitted. In the furniture section of the exposition exhibits were given of the Blue Bird, Burnham, Sequoia and Siskin phonographs, all manufactured in Los Angeles.

The Blue Bird exhibit by the Blue Bird Talking Machine Co attracted a great deal of attention, owing to the fact that several new and unique models were shown. These new models represented beautiful pieces of furniture, with concealed Blue Bird phonographs built in; for instance, an attractive desk, which would in itself form an elegant piece of furniture for drawing or living-rooms, had a Blue Bird phonograph constructed within which could be operated conveniently and, at the same time, lost none of its beauty of reproduction.

The same thing applied to a mahogany tea wagon and several other kinds of distinctive furniture. M. F. Flybush, general manager of the Blue Bird Co., also showed a new record filing device, invented by Arthur Hineman, which, in an ingenious fashion, raised the record files from the cabinet, thus obviating all stooping and bending. Blue Bird records were also demonstrated.

The Burnham Phonograph Corp. had a very attractive display, featuring a number of its moderately priced period models. Okels records, for which the Burnham Phonograph Corp. is the



Scottford Model I Reproducer on Victor and Columbia
 Plays Only Hill-and-Dale Records, but Plays Them at Their Best
 Scottford Model I Reproducer 1-1/2" for Victor—Sample Prepaid to Dealer
 \$3.85 Nickel; \$4.75 Gold—Retail \$5.00 and \$7.50
 Scottford Model II Reproducer with 1" Columbia Connection—Prepaid
 to Dealer, Nickel \$4.25; Gold \$5.50—Retail \$6.75 and \$8.75
 Quantity Prices on Application

Superior Specialties for Phonographs
BARNHART BROTHERS & SPINDLER
 Monroe and Third Streets CHICAGO

Pacific Coast agent, were used to demonstrate the merits of several of the instruments.

C. A. Einstein, general manager of the Sequoia Co., was in charge of the exhibit of Sequoia phonographs and Sequoia automatic record files, as well as a new sound box, which drew many favorable comments from dealers and the general public.

The Siskin phonograph is manufactured by the Angelus Furniture & Manufacturing Co., and the models consist of period living-room andavenport tables, with concealed sliding drawer phonograph attachments. The models exhibited were very much admired.

Records Demonstrated by Wireless

A novel arrangement has been made by Richardson's, Inc., with the Western Radio Electric Co., by which a Victrola has been placed at the open transmitter of a wireless telephone and enables hundreds of operators at a thousand-mile radius to "listen in" and hear the latest jazz or grand opera records. Many commendations have been received from all over the country, particularly from lonely stations, and Richardson's, Inc., are receiving orders from all directions.

Several Visitors Here

Walter S. Gray, president of the Walter S. Gray Co., of San Francisco, spent two or three weeks in the Southland recently. Mr. Gray is known as the Needle King of the Pacific Coast.

W. G. Walby, of the W. G. Walby Co., of El Paso, Victor distributor, visited Los Angeles early in the month.

George T. Hively, manager of Hale's Victrola department, San Francisco, was in Los Angeles for his vacation. He states that the weather North has been unusually cool this year. Business with Hale's has been good.

L. J. Unger, assistant secretary of the Brilliantone Steel Needle Co., arrived in Los Angeles and spent several days here recently.

C. H. Yates Returns to Wholesale

C. H. Yates, who until recently was engaged in the retail phonograph business in Hollywood as an Edison dealer, has sold out to the Hollywood Music Co. and will devote his time to the wholesaling of the Motrola and phonograph accessories.

Daynes Opens in South Pasadena

R. E. Daynes, who for a number of years has been employed in one of the large music stores in Los Angeles, has just opened a store of his own in South Pasadena and is carrying the Brunswick line of phonographs and records, together with pianos and player-pianos. Mr. Daynes contemplates opening one or two stores in the near future.

Nobody can convince another man if he does not want to be convinced. Do not insist on rejected arguments, but find new suggestions.

PRICES REDUCED

We wish to announce a decrease in price on our "FULTON" \$35.00 MODEL TABLE MACHINE
Samples now \$13.50, Three or more \$12.50

There is a large demand for a good, serviceable table machine. Here is your opportunity to secure an instrument that will sell at any time and yet net you a large profit.



Phonographs and accessories, repair parts for all makes. Best steel needles of American manufacture at 30 cents per thousand. Distributors of the Arto Records and Arto Music Rolls. (Write for dealers prices.)

Mahogany, 16x16x10, Double Spring, Universal T. A. Back Coating and Metal Hero

ORDER TODAY as these discounts are for a limited time only

Terms on all merchandise—cash or deposit with order, balance C.O.D.

FULTON TALKING MACHINE CO.
 253 Third Avenue, New York

When *Frank Bacon* and his Company left for their "Lightnin'" engagement in Chicago, an escort of 100,000 people gave him enthusiastic tribute at the train.



Frank Bacon

Noted Star and Co-Author of

"*LIGHTNIN'*"

MAKES
VOCALION RECORDS
EXCLUSIVELY

Amid the greatest demonstration of public approval shown any stage favorite in recent years, Frank Bacon has concluded his three years' New York run in "*Lightnin'*".

The Aeolian Company has the honor of announcing that the expressive voice of America's great actor will be reproduced exclusively on Vocalion Records.

Mr. Bacon's initial records from "*Lightnin'*" now on sale are the most remarkable speaking records ever recorded. Ask to hear "*The Bee Story*" and "*In the Reno Divorce Court*."

Vocalion Records Just Released

If We Get Them Out Special They're Good!

The Bee Story—"Lightnin'"	} <i>Frank Bacon</i>	No. 14224 \$.85
In the Reno Divorce Court		
There's Only One Pal After All	} <i>Ernest Hare</i>	No. 14230 .85
Stand Up and Sing for Your Father an Old-Time Tune		
Bring Back My Blushing Rose (Sally, Won't You Come Back?)—Ziegfeld's Follies 1921	} <i>Al Jockey's Dance Orchestra</i>	No. 14219 .85
Second Hand Rose (I Know)—Ziegfeld's Follies 1921		
Remember the Rose—Snapshots of 1921	} <i>Selvin's Dance Orchestra</i>	No. 14233 .85
Leave Me With a Smile		

THE AEOLIAN COMPANY
NEW YORK CINCINNATI CHICAGO DAYTON SAN FRANCISCO

Some Sales Pointers That Will Help to Make a Phonograph Store Profitable :: :: By L. C. Lincoln

In the very interesting series of articles that he is writing for the Sonora Bell (Sonora house organ) L. C. Lincoln, advertising manager of the Sonora Phonograph Co., has provided the trade with practical information on important topics. In his latest article, entitled "Selling a Phonograph in the Store," Mr. Lincoln comments, in part, as follows regarding a vital subject:

"The floor salesman or inside man has always been looked upon by the music trade as the finished, super-salesman of the establishment, supposed to know all about the merchandise, about selling and all about human nature. He seldom calls at the home of prospective buyers, this work being delegated to outside salesmen who follow up names of people who have looked at a phonograph in the store but failed to buy, or names received from various sources of people who may be induced to buy a phonograph."

"The outside man must usually call on such people several times before he secures a sale and invariably becomes fairly well acquainted with them. But it is infrequent that the floor salesman is enabled to know anything about a customer before he calls at the store, nevertheless must work on the theory that every person asking for a demonstration may be sold at once. There are many reasons why the floor salesman will not always succeed, but the experienced man proceeds to work on his customer with this one idea in mind and never lets up until something is said which convinces him otherwise."

"Dealers selling phonographs as a side line should realize that they cannot expect to make the sale of a phonograph with the same slight effort as in selling small articles. Selling a phonograph requires the salesman's or small dealer's undivided attention. When you realize that the large, experienced phonograph dealers employ only the most trained, expert salesmen for inside work, it will be seen that the small dealer cannot hope for success unless he, too, learns the selling points and how to demonstrate them in the best way."

"The dealer must learn to be patient. People spending one, two or three hundred dollars for a phonograph cannot be hurried into a sale or given the same consideration as those buying records, music rolls, sheet music, needles, sundries, etc."

"Not being able to learn the buyer's disposition and attitude until the demonstration has

progressed to some extent the salesman cannot make a mistake by playing one record before starting a conversation.

"By this time they have settled down and the salesman should say a few words in praise, with warmth and sincerity, so as to convince the customer that he believes what he is saying. The supply of demonstrating records should be sufficiently large to choose the kind that appeals to each purchaser. A simple song by a well-known artist should start the demonstration."

"Do not keep up a continuous flow of talk while a record is being played, because your customer cannot then concentrate either on your remarks or the music. Learn something about the desires and ideas of the purchasers before explaining all the features, so that you can lay

demonstration than if you wait until you are all through.

"If there are several people in the party you should quickly ascertain which is the buyer and direct your remarks to him. When the demonstration has reached the point where the customer expresses himself about the tone quality, etc., the salesman should explain the phonograph's advantages. It is impossible to deliver a selling talk to a prospective buyer which is practically a lecture unless it is seen that your customer is concentrating entirely upon what you say."

"When the demonstration has progressed where the question of terms is discussed it should be remembered that the prospective buyer, if a stranger to the salesman, should not be quoted definite terms. The customer should be asked how much could be paid as a first cash payment and how much thereafter—do not ask how much per month, because some people will settle up in sixty or ninety days if it is not suggested to them that they pay it off in monthly installments. A purchaser who agrees to settle up the entire balance within sixty or ninety days invariably knows that the money will be forthcoming to meet the obligation so that there can be little fear that terms are being imposed on the buyer that cannot be met."

"When discussing terms it should always be remembered that it is better to make no sale at all than to demand terms which the buyer cannot meet. Most people who buy on installments, after failing to make one or two regular payments, become careless about the others unless the dealer understands the installment business and is constantly reminding them of the amount past due. Merchants who have been successful for years in selling articles for cash frequently fail to get the most out of the phonograph business for the reason that they do not realize that the more long-time business they do the more cash is required to finance it."

"Time sales should always be secured by a chattel mortgage, lease, lien note or conditional sales contract, whichever is most favorable according to your State laws. An attorney will advise you regarding this for a slight charge."

The Hub, one of the most prominent furniture houses in Washington, D. C., has secured the agency for the Sonora phonograph in this territory. The Pathé phonograph is also handled.

The Small Dealer Cannot Hope for Success Unless He Learns the Selling Points So Necessary to Win Trade

stress on those that are especially considered by the buyer.

"Some salesmen will play part of a record when, lifting the sound box, they call attention to a certain note which is very clear. This practice can be overdone, however, and should not be tried in the middle of a strain."

"People coming into your store for a demonstration who say nothing and let you do all the talking have the advantage over you. They know all about you but you know nothing about them. Ask questions. Anything to learn something about them, who they are, where they live, how long they have been thinking about buying a phonograph."

"You will find that the demonstration will proceed more satisfactorily, that you will get their confidence quicker and more easily by getting acquainted during the early part of your

When You Have Seen Our Cabinets, You Will Do Our Advertising

We want you to see our cabinets. Because it will be a better advertisement than we can print.

It will make you want to use our cabinets. As you will quickly realize why our cabinets are the leader in the field.

Now more than ever people are looking for quality and price.

That is the reason why Celina Cabinets are so popular.

The Celina Specialty Co.
Celina, Ohio



Louis XV
Model "R"



Record Department

Machine Department

Unico Department of the Gramophone Co., Ltd.
 363 Oxford Street :: :: :: London, England



Machines Display Rooms



Machine Demonstrating Rooms



Grand Foyer

DO YOU REALIZE that you can in a few days transform your Talking Machine department into the Musical Headquarters of your Community?

BETTER STILL—you need make but a very small immediate cash investment to accomplish this change.

THE UNICO Deferred Payment Plan enables you to finance your improvements out of profits from increased sales.

*The Unico System Is a Sales Stimulator
 and Quickly Pays for Itself*

COMPLETE UNICO DEPARTMENTS, including Demonstrating Room, Counter and Rack Equipment, may be obtained at a cost as low as \$500.00.

Whether your requirement amounts to \$500 or \$50,000 and irrespective of location, the UNICO SYSTEM is unquestionably your wise choice because of guaranteed quality, service and speed of delivery.

The most active machine and record demand of the year is just approaching. Now is the time to improve your selling facilities!

Phone, Wire or Write Our Nearest Office TODAY.

UNIT CONSTRUCTION COMPANY

NEW YORK
 299 Madison Ave.
 Corner 41st St.

Rayburn Clark Smith, President
 58th Street and Grays Avenue
 PHILADELPHIA

CHICAGO
 30 N. Michigan
 Boulevard

The new Columbia Counter Literature Displayer has four small and four large literature pockets, and a space at the top for six complete catalogues. It revolves, attracts customers, keeps your literature clean.



Columbia Graphophone Co.
NEW YORK

BROCHURE ON MOOD MUSIC

Extremely Interesting Volume Just Issued by Thos. A. Edison, Inc., Anent Experiments Conducted by Dr. Bingham on the Effect Which Music Produces Upon the Listener

ORANGE, N. J., September 1.—Thos. A. Edison, Inc., has just issued a very interesting thirty-two-page brochure, entitled Mood Music. It is one of the most unique works ever published regarding the phonograph in relation to the effect which its music produces upon the listener.

The book is a compilation of 112 Edison Recreations, according to "What They Will Do for You," and is based upon psychological experiments conducted under the direction of Dr. W. D. Bingham, director of the Department of Applied Psychology, Carnegie Institute of Technology, who has for some time been associated with the Edison Co.

The following extract from the "Foreword" gives an idea of the unique character of this booklet:

"On the following pages you will find 135 musical selections, arranged in twelve lists, but do not think, therefore, that this booklet is merely a compilation. You will look in vain for 'Operatic Gems' or 'Band Music,' or any other of the familiar classifications. Instead you will find such helpful, suggestive headings as 'To Bring You Peace of Mind,' 'To Make You Joyous,' 'To Stimulate and Enrich Your Imagination,'"

Following the "Foreword" is a discourse on mood music which is developed from an historical viewpoint down to modern philosophers, such as Emerson. It then treats upon Mr. Edison and his vision in the field of re-creating music and concludes with the more recent development by the Edison organization of the mood music idea.

Throughout the book are illustrations picturing the contrast between the business man under

tense strain versus the business man enjoying music's pleasant relief; the nervous and exhausted wife versus the wife soothed and refreshed by music; the stockbroker jarred by the market versus the stockbroker steadied by music; the man of toil too tired to eat versus the man of toil refreshed by music; the lone-some woman versus the woman comforted by music; the housewife too tired to get dinner versus the housewife whose "pep" has been restored by music. There is also a reproduction of the mood change chart filled in by W. J. Burns, the famous detective.

The complete classifications under which, in each case, about a dozen selections are listed are made up as follows: To Bring You Peace of Mind, To Make You Joyous, In Mood of Wistfulness, Jolly Moods and Good Fellowship, For More Energy, Love and Its Mood, Moods of Dignity and Grandeur, The Mood of Tender Memory, Devotion is also Mood Stirring for the Children.

In conclusion there is an article by Mr. Bingham on "Research of Moods in Music." The whole conception of this work on mood music is most interesting and is likely to have a far-reaching effect insofar as providing a new type of sales annuiment for the salesman in the retail establishment.

OPENS NEW STORE IN TUCSON

R. H. Nielson Music Co. Handles Brunswick Phonograph, Jesse French Pianos and Complete Line of Musical Goods Generally

R. H. Nielson, for the past fourteen years affiliated with the Fisher Music Co., Tucson, Ariz., has organized the R. H. Nielson Music Co., in that city, and recently held the formal opening of his new store in the Congress Hotel Building. The interior of the store is beautifully finished in French gray and Ivory, and the same color scheme is carried out in the furnishings. Mr. Nielson is handling the Brunswick phonographs and records, together with Jesse French & Sons pianos, band instruments and sheet music.

TO MAKE AUTOMATIC LID SUPPORT

BLOOMFIELD, N. J., September 1.—The Star Machine & Novelty Co. was recently incorporated for \$100,000 under the laws of this State, to enter into the manufacturing of automatic cover supports. It has opened a factory at 81 Mill street, this city, and production has already commenced. This new company is now placing on the market a new channel type of lid support.

HELPS IN OLYMPIC EXPANSION

E. M. Dalley, assistant sales manager of the Olympic Record Corp., has had great success in the Middle West in bringing Olympic distributors in closer touch with the home office. Mr. Dalley also reports the establishing of additional dealers.



Delivery Envelopes
Art Series
New Designs

Now that many of the good old records are coming, the 60-day service will be more appreciated than ever.

NEW LIST OF RECORDS

Every 60 Days



A Selected List of Victor Records

We Will Be Pleased to Play Any of These for You

101-102	Victor	101-102	Victor
103-104	Victor	103-104	Victor
105-106	Victor	105-106	Victor
107-108	Victor	107-108	Victor
109-110	Victor	109-110	Victor
111-112	Victor	111-112	Victor
113-114	Victor	113-114	Victor
115-116	Victor	115-116	Victor
117-118	Victor	117-118	Victor
119-120	Victor	119-120	Victor
121-122	Victor	121-122	Victor
123-124	Victor	123-124	Victor
125-126	Victor	125-126	Victor
127-128	Victor	127-128	Victor
129-130	Victor	129-130	Victor
131-132	Victor	131-132	Victor
133-134	Victor	133-134	Victor
135-136	Victor	135-136	Victor
137-138	Victor	137-138	Victor
139-140	Victor	139-140	Victor
141-142	Victor	141-142	Victor
143-144	Victor	143-144	Victor
145-146	Victor	145-146	Victor
147-148	Victor	147-148	Victor
149-150	Victor	149-150	Victor
151-152	Victor	151-152	Victor
153-154	Victor	153-154	Victor
155-156	Victor	155-156	Victor
157-158	Victor	157-158	Victor
159-160	Victor	159-160	Victor
161-162	Victor	161-162	Victor
163-164	Victor	163-164	Victor
165-166	Victor	165-166	Victor
167-168	Victor	167-168	Victor
169-170	Victor	169-170	Victor
171-172	Victor	171-172	Victor
173-174	Victor	173-174	Victor
175-176	Victor	175-176	Victor
177-178	Victor	177-178	Victor
179-180	Victor	179-180	Victor
181-182	Victor	181-182	Victor
183-184	Victor	183-184	Victor
185-186	Victor	185-186	Victor
187-188	Victor	187-188	Victor
189-190	Victor	189-190	Victor
191-192	Victor	191-192	Victor
193-194	Victor	193-194	Victor
195-196	Victor	195-196	Victor
197-198	Victor	197-198	Victor
199-200	Victor	199-200	Victor

"BLACK DIAMOND" GRAPHITE Spring Lubricant
The Lubricant Supreme

Guaranteed not to dry up or become sticky or rancid; retains its smooth, silky touch indefinitely. Prepared in just 3/4, 1, 3, 10, 25, 50 lb. cans.

Manufactured only by **HARTZELL CRUCIBLE CO.**
North Side, Pittsburgh, Pa.
Manufacturers' Representatives
LORIS A. SCHWARTZ, INC.
1524 Broadway, New York, City
21 East Van Duren St., Chicago, Ill.
528 Forsyth Bldg., Atlanta, Ga.

FOR SALE BY ALL LEADING JOBBERS

Very attractive proposition to Jobbers

Write for Revised Prices

CLEMENT BEECROFT
5546 North 5th Street
PHILADELPHIA

FORWARD MOVEMENT OBSERVABLE IN BALTIMORE TRADE

Business This Month Shows Distinct Revival—Everyone Optimistically Inclined Regarding Fall and Winter Trade—Southern Negro Quartet Scores—Cohen & Hughes Resume Meetings

BALTIMORE, Md., September 10.—The talking machine business is improving in this city and mid-Summer sales of both machines and records last month went ahead of July, according to reports from both the wholesale and retail trade of this vicinity. And the business that has been done so far this month shows that it is not a "flash in the pan," but a genuine revival of business and an indication of a return to near normal, if not normal, business this Fall and Winter.

Of course, the death of the lamented Caruso, which created a big run on his records here, as well as elsewhere, helped materially in swelling the average for the month, but the sale of other records was also brisk and August records generally sold better than for any previous month for some time.

With the Summer now practically over and the vacationists all home again the outlook is very encouraging and the best-posted men in the business are confidently looking forward to a business this Fall and Winter that will be practically on a pre-war basis or as near normal as it is possible to get under existing circumstances.

Both the Columbia and Victor agencies will resume their regular monthly dealers' meetings the latter part of the month, which were suspended during the Summer, and this is expected to add considerably to the trade impetus that has been noticeable the past month.

The records of the Southern Negro Quartet, "Sweet Mama," "Ain't Givin' Notion Away," "I'm Wild About Moonshine" and "Anticipatin' Blues," are going big in the South and especially in Norfolk, the home town of the quartet.

This quartet was picked quite accidentally by a Columbia salesman in Norfolk, who heard them singing in an alley and immediately got in touch with Manager Parks, of the local branch, who went down to Norfolk and, after hearing them harmonize, wired the New York office

of his "find." The home office got busy at once and inside of a week the "Southern Negro Quartet" was signed up and singing for the company. This required considerable effort, however, as only one of the four could read, and very little at that, it was discovered. So each piece has to be taught them before they can sing it, but when once they get the words they never forget them. The above pieces are the first numbers put out and, judging by the demand for them in the South, Southern Negro Quartet productions are due for a big run in this section of the country, anyway.

Lexington Shop, Inc., of this city, has been incorporated, to deal in talking machines, musical instruments, etc. The firm is located at 108 West Lexington street and the incorporators are A. H. Fisher, M. P. Fisher and S. J. Fisher.

Tront's Music Store, 551 South Third street, Highlandtown, was the only music store represented at the recent Prospect Park Fair in Baltimore County and it had an electric Magnavox playing that sounded like a brass band. Quite a number of prospects were obtained through its display at the park.

The Columbia agency reports it is getting good results from the practice of thoroughly inspecting all machines from the factory before shipping to the dealers, so that a machine can be delivered direct to the customer with the full knowledge and guarantee that it is ready for use when received. The dealers are said to appreciate this service and it is considered a good move by the trade generally.

Manager W. S. Parks, of the Columbia, has just returned from a trip through Virginia and North Carolina and reports a good business in both States, and especially in Norfolk, Va., where he found the trade doing a fine business and placing orders for the Fall and Winter in such quantities as reminded him of the "old days"

Cohen & Hughes, Victor distributors, are preparing to resume their regular monthly dealers' first-shows record meetings the latter part of the month and expect a record attendance, following their excursion last month to the trade, which was one of the most enjoyable affairs of its kind held this Summer.

ATTRACTIVE WINDOW DISPLAY

Columbia October Display Features Violin Music and Popular and Novelty Numbers

The October window display prepared by the Columbia Graphophone Co. for the use of Columbia dealers is exceptionally attractive, and



The Columbia Co.'s October Window is thoroughly suggestive of the best in violin music. The centerpiece of the display is an illustration typical of violin music with no particular artist featured.

Supporting the centerpiece is a card featuring Kerekjarto, exclusive Columbia violinist, a list of several of the best-known violin selections played by this artist and others, and balancing this violin card is an original-Symphony card, featuring Rosa Ponselle and several others of the Symphony vocalists. The three remaining units feature popular and novelty records, and in addition to the regular display units there is an artistic poster of Eddy Brown with a window streamer of the same artist.

A Sign It Took Ten Years to Build

It took ten long years to bring Flexlume Oplex Electric Signs up to their present perfection—ten years of constant striving. The result is a sign which gives day and night—greater reading distance, lower upkeep cost, more artistic designs, better illumination and signs which embody real advertising thought.

You need a Flexlume Oplex Sign. Let us send you a sketch showing one to meet your particular business.

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

TEACHING THE PUBLIC



"LIFT THE LID"

THAT'S THE VALUABLE SLO-
 GAN FOR EVERY VICTOR DEAL-
 ER. SAY IT-WRITE IT-ADVER-
 TISE IT-SO THAT EVERY MAN WO-
 MAN AND CHILD WILL "LIFT THE LID"
 TO MAKE SURE IT'S A VICTROLA.
 "TEACHING THE PUBLIC" IS THE BUS-
 INESS AND DUTY OF EVERY PRO-
 GRESSIVE VICTOR DEALER . . .
 IT'S A PLEASANT JOB TOO, THAT
 BRINGS RETURNS OF A MOST
 SUBSTANTIAL AND
 PROFITABLE
 CHARACTER



C. BRUNO & SON INC.
 351-353 FOURTH AVE.,
 NEW YORK

VICTOR
 WHOLESALERS
 TO THE DEALER ONLY

A LAUGHING FOX-TROT TUNE

VAMPING ROSE

**FULL OF FUN —
A LAUGH IN EVERY LINE**

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

**You can HEAR IT
and BUY IT HERE!**

INDIANAPOLIS TRADE MOST OPTIMISTIC OVER OUTLOOK

Leading Dealers Look for Increasing Volume of Business—Stimulating Edison Trade—Change of Business Management—Sonora Dealers to Convene September 15—Kimball Activities—Other News

INDIANAPOLIS, Ind., September 15. In the talking machine business in this city better news than it has been during the two-thirds of a year just passed? That is the one question of greatest interest to all the dealers at the present time. Before a correspondent can gather any news he must first answer the query, "What are you finding among the other dealers?" What the correspondent knows for sure is that all the dealers are optimistic and confident of better days for the Fall and Winter.

C. P. Herdman, of the phonograph department of the Baldwin Piano Co., said his sales in August were decidedly better than in July, but that he doesn't know whether that was due to better business generally or to the fact that he and his salesman worked harder. C. A. Grossart, of the Brunswick Shop, said the last two weeks of August showed much improvement in both machine and record business. People, he said, are indicating a tendency to give phonographs some consideration and prospects for later sales are unusually good. He designates the present time as the period of "advance agents," who are the young people of the tonics. Later, according to his designation, will come the "purchasing agents" in the persons of the mothers, and following them will come the "buying agents," who are the fathers, with the family pocketbook.

Stirring Up Edison Dealers

The Kipp Phonograph Co., Edison distributor, started a prize contest August 15 among its dealers that Walter E. Kipp, president, announces has already produced noteworthy results.

One thousand one hundred and seventy-five dollars in cash prizes are to be distributed between August 15 and November 1, as follows:

\$400, first prize; \$300, second prize; \$150, third prize; \$100, fourth prize; \$50, fifth prize; \$25, sixth prize, and five prizes of \$10 each. The company offers also for a second contest, to run concurrently with the first and to continue until December 31, prizes of ten free trips, with all expenses paid, to the Edison School for Salesmen, in this city, next January, and also ten trips to the school with only the railroad fare paid.

The award of prizes will be governed by means of 400-hole punch boards, and as each sale is made of an Edison disc machine the salesman will be allowed one punch if the sale is a Chalet or a Moderne model; two punches if a Hepplewhite, a Sheraton or a Chippendale, and three punches if it is a William and Mary, a Jacobean or an Art model. Each sale will count for as many points as shown on the numbers revealed by each punch. The contest is governed by rules necessitating careful accounting of stock by each dealer and careful attention to sales letters and talks.

Get Control of Indianapolis T. M. Co.

Interest in the control of the Indianapolis Talking Machine Co. passed entirely from the hands of A. M. Stewart, president of the Stewart Talking Machine Co., Victor distributor, last month, when H. L. Richardt and William G. Hoag purchased about one-third of the stock of the retail concern from Mr. Stewart. The transaction gave Mr. Richardt and Mr. Hoag a controlling interest. There are several other stockholders, chief among whom are Dr. J. F. Gillespie, of Greencastle, Ind., and Walter T. White and Samuel Brown, of this city. Purchase of a 350-acre farm near Greencastle by Mr. Stewart was involved in the transfer of the stock held by him.

Mr. Richardt is president of the reorganized Indianapolis Talking Machine Co. and Mr. Hoag is vice-president. Mr. Richardt succeeds E. R. Dantell. F. E. Dieks remains as secretary and treasurer of the concern. A. C. Hawkins, of St. Paul, Minn., has been employed as general manager, to succeed William S. Cooke. Mr. Hawkins formerly lived in Indianapolis. During the last five years he has been sales manager for Olson & Boettger, electrical jobbers of St. Paul.

Sonora Dealers to Convene

O. C. Maurer, manager of the Sonora department of the Kieffer-Stewart Drug Co., has invited the 125 Sonora dealers of the State to attend a sales convention, to be held at the Severin Hotel, in this city, September 15. The convention will be followed by a banquet. Mr. Maurer says a similar convention last year was very successful, and, judging by the attendance then, he anticipates an attendance of at least 100 this year.

Mr. Maurer has joined with Chas. Mayer & Co., retail Sonora dealers of Indianapolis, in the equipment of a Sonora booth at the State Fair. The booth will contain eight white columns and the decorations will be in colors, with the background of the booth comprising a sign setting forth the merits of the Sonora. On panels between each column will be the names of the Indiana dealers.

Pathé at Indiana State Fair

O. M. Kiess, of New York, general field supervisor of the Pathé Frères Phonograph Co. and president of the H. N. Ness Co., owner of the Pathé Shop, of this city, has assumed active management of the Pathé Shop until the first of the year. Edgar Eskew, former manager, Mr. Kiess announces, is on a vacation during that period. Mr. Kiess says he is studying present-day retail conditions for the benefit of the Pathé Co. and its jobbers. His first merchandising effort is being made in connection with the Indiana State Fair being held the week of September 5. He has prepared for distribution 50,000 tags.

The Secoy Stop—The Recognized Standard

Read the following Telegram and Letter

AUGUST 9, 1921.

SECOY COMPANY, PIQUA, O.
EXPRESS IMMEDIATELY TWO HUNDRED MODEL X STOPS AS PER
SAMPLE SUBMITTED.

The Secoy Company, Piqua, Ohio.
Gentlemen:

August 15, 1921.

Referring to your Model X automatic start and stop we wish to say that we have been using this device for the past three months and must say that we have found it very satisfactory. In fact, we consider this the best and most serviceable device of this kind in the market. We have adopted it as standard equipment on our machines, and will mail you order for our requirements in the next few days.

Yours very truly,



The convincing evidence of the reliability of the Secoy stop lies in the above letter and telegram. Names of the companies will be furnished on request. Ask us for sample stop.

THE SECOY COMPANY, Piqua, Ohio

numbered in duplicate. The face of the tag bears the name "Pathé" and the number of the tag, with instructions to validate the number of the tag at the Pathé booth and then to find the person with the duplicate number tag.

Each day of the fair two visitors will receive tags bearing the same number. If those two together present their tags at the Pathé booth they will each receive a Model No. 7 Pathé phonograph free.

Mr. Kress said he proposed to dominate the phonograph advertising at the State Fair. He has obtained the exclusive concession to furnish music with the Acheltes for the official dining-room of the Fair Association in the Woman's Building. As an added attraction he will have a Pathé red rooster in a cage in the Rhode Island Red section of the poultry exhibition. The rooster will bear the sign, "Pathé always takes the blue ribbon among phonographs."

Big Increase in Victor Wholesale

George Stewart, general manager of the Stewart Talking Machine Co., says that the business in the State for Victors was nearly 50 per cent better in August than in July and that all signs point to a "dandy" business for the Fall and Winter. He anticipates a shortage in Victor goods. All Victor dealers in Indianapolis say that their business in August showed an improvement that speaks well for the remainder of the year.

Kimball Manager on Trip

E. H. Jarrard, manager of the Kimball phonograph department of the Capital Paper Co., has returned after spending nearly the entire Summer among dealers in West Virginia, Michigan and Illinois. He says he found the only dealers doing worth-while business were those whose salesmen were making a house-to-house campaign. He has employed N. W. and B. G. Greg to take up that work for the Kimball in Indianapolis. Business conditions generally, he says, are about the same in the three States he visited.

Mr. Jarrard is sending the following circular letter to his dealers.

"How about Kimball's for this Fall?

"There is no question but that there will be a solid, substantial business for those dealers who are handling phonographs that have merit. Any number in your locality will buy good phonographs. Are you going to sell them? We have not

pushed you for business this Summer, but with the coming of Fall and Winter we want every live dealer who expects to hold his agency to be aggressive.

"What would you say if we were to tell you that some Kimball dealers are selling fifteen to forty machines a month right now? It is being done and you can get your share if you will only replenish your stock and hustle. We are enclosing folder showing different styles. Check the ones you want and return folder to us."

Dealers Going After Trade

A. Herz, Victor dealer of Terre Haute, has issued a four-page pamphlet listing dance records, popular songs, sacred music, instrumental numbers and Red Seal records. Mr. Herz says the pamphlet has resulted in increased record sales.

W. S. Barringer, Victor dealer of Kokomo, is using a small printed card as an insert for all packages leaving his store, to announce that he has a complete Victor repair department that is under the direct charge of an expert. This form of publicity has increased the work of his repair department, Mr. Barringer says, and has done much toward bringing new business to his store.

Tell of Business Activity

C. H. Becherer, manager of the Sonora department of Chas. Mayer & Co., says business is a bit better. Mr. Herdman, of the Baldwin Piano Co., says the number of prospective phonograph buyers is so large that if they all come across he will be wearing diamonds by Christmas. T. W. Hendricks, manager of the phonograph department of the Pearson Piano Co., says business in all machines is gradually getting better.

W. G. Wilson, of Wideiter's Gramolona Shops, says the sales on the Grauby machine, recently taken on by Wideiter's, are encouraging and steadily increasing. Columbia machines and records have been moving much better in the last two weeks, he says. Reports of increased sales in Emerson phonographs are also made by the Jewel Phonograph Co. As a part of its display at the State Fair that company will use a factory exhibit, showing the process through which Emerson records pass in the course of manufacture. This is bound to attract considerable attention.

SCHIRMER MUSIC STORES MOVE

LOS ANGELES, CAL., Sept. 3.—The Schirmer Music Stores announce that they will move their business from the George J. Birkel Music Stores to the establishment of the Starr Piano Co., 630 South Hill street, September 1. H. G. Neville, manager of the local branch of the Schirmer Co., states that the move is due to the necessity for more floor space. In the new quarters special departments will be installed for piano music, vocal music, orchestral music and foreign publications. The new quarters cover an area of about 3,000 square feet and are splendidly equipped.

STAMPING LAW POSTPONED

OTTAWA, Ont., August 29.—It is intimated officially that the provisions in the Budget of last session, calling for the country of origin to be marked on all imported goods, will not come into effect until the first of the year, instead of October 1, as provided in the act. Importers have pointed out the difficulty of giving effect to the law in regard to goods ordered before the Act was passed and there are other difficulties. The operation of the statute is certain to be deferred.

MICKEL BROS. TO INCREASE STAFF

OMAHA, Neb., September 6.—Mickel Bros. Co., wholesale Victor dealer of this city, is planning to increase its sales force this month. Hugo Heyn, sales manager of the company and secretary of the Nebraska Victor Dealers' Association, is busy working on the program for the Association's convention in Omaha October 17 and 18.

Introducing "Shimandy"

the Modern Dancer for Your Phonograph

START SHIMANDY SHIMMYING IN YOUR WINDOW AND YOU'LL WAKE UP THE WHOLE BLOCK

Great Window Display. A Business-getter and a help to sell records

Shimandy has a classy silk dress, a silk hat with white plume and does many different Jazz and Shimmy steps.

Shimandy—Item 100, \$2.50



RAGTIME RASTUS
PATENTED MARCH 16, 1916

An Automatic Dancing Doll For Your Phonograph

Rastus dances one hundred different steps while the music is playing. Delights the children and amuses the older people, too. Attractively hand painted in four colors. Dances well to any lively record.

Ragtime Rastus, Item 100A, \$1.50



THE BOXERS

Patented March 16, 1915

These Little Boxers are very realistic and create lots of fun. Put on a good lively record and these little box boys away with wonderful speed and accuracy. The figures are attractively hand painted in several colors.

Boxing Dorkies, Item 100B, \$1.75

Combination Rastus and Boxer

Two boys in arms—a big seller. Dancing Rastus and Boxing Dorkies. Has two sets of figures with one dancing mechanism. All in one box. Very popular.

Combination Rastus and Boxer Item 100AB, \$2.00

NOTE: These Talking Machine Toys can be put on or taken off in five seconds. All six Columbia, Victor or other standard machines. (Talking machines with other records, requires our special driving disk, 25 cents extra.) Wholesale and Export Discount on less than 3 doz. lots of one kind or assorted, is 33 1/3%. In 5 doz. lots or more, at one name of assortment, the discount is 40%.

National Company
Cambridge Sta. 39, Boston, Mass.

Free!

TINTED PHOTOGRAPH OF McCORMACK

or your choice of any of the following Victor artists' portraits: GALLI-CURCI, KREISLER, SCHIRMAN-HEINK.

A limited quantity of these tastefully-colored likenesses, suitable for framing in drawing room or demonstration booth.

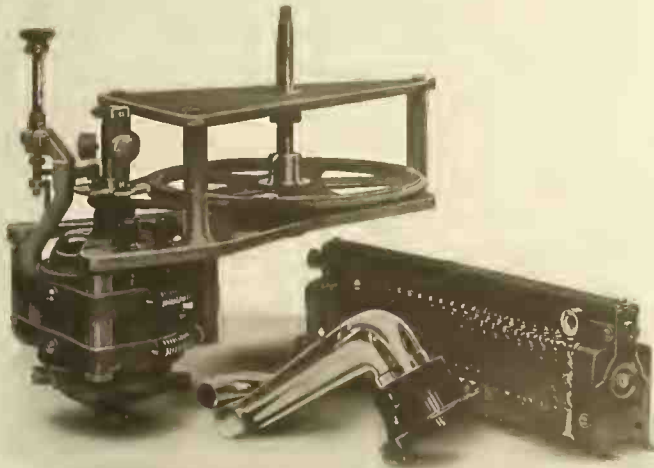
Send Postage Only

These photographs are FREE to Victor Dealers, who send requests on firm stationery and enclose 8 cents in stamps to cover mailing. They are being sent free to introduce our three-dollar set of Famous Victor Artist portraits. Requests for free photographs will be filled as long as a limited supply lasts. **Send immediately.**

STEWART
TALKING MACHINE CO.,
Victor Jobbers
INDIANAPOLIS

The Last Word in Electric Phonograph Motors

Make this *your*
leading line for
the coming
s e a s o n



The Electromophone

Absolutely Silent

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone—Record stops automatically on last note—Never fails!!

The Sole Selling Rights of This Unique Mechanism Are in the Hands of

THE STERNO MANUFACTURING CO.

19 CITY ROAD

LONDON, E. C., ENGLAND

BUFFALO BUSINESS ON THE UPGRADE

More Optimistic Feeling Prevails Following Dull Summer—Leading Establishments Plan Active Fall Campaigns—News of the Month

BUFFALO, N. Y., September 9.—Talking machine men are looking more hopeful these days. With the Summer over they are looking forward to an increased business this Fall. The Summer was dull—unusually dull. In addition to a record-breaking heat wave there was also the abnormal business depression. But business seems now to be on the up-grade. Many of the big plants here are beginning to open and this is reducing the ranks of the unemployed. Stores are preparing to get the new business. Those which have been closing Saturday afternoons during the last two months are now keeping open.

Many of the local branches of the national talking machine companies are planning brisk sales campaigns this Fall, and the managers of these branches are now busy on arrangements for these campaigns.

The various dealers' organizations which have been talking in recess during the Summer will renew their sessions this month.

The music group of the Buffalo Chamber of Commerce plans to meet some time during the month. The first thing to be taken up will be a drive for new members.

The Buffalo Talking Machine Dealers' Association plans to hold a meeting some time during September. A definite date had not been set at the first of the month.

A strong sales campaign for this vicinity will be carried on by N. A. Taber, of the Buffalo Wholesale Hardware Co., local distributor of Pathé. Mr. Taber announces that he is now working out plans for this drive.

The local Brunswick branch also announces that a brisk campaign will be carried on here this Fall, for which arrangements are now being made. The Brunswick business is good, according to reports from the branch. A large number of orders for September delivery have just been booked.

The Columbia branch here reports that sales are showing a steady improvement. Miss Florence Thron, of the Columbia branch, is enjoying a vacation in the Adirondacks. Miss Evelyn McQuade, another of the charming young ladies in the office, goes to New York next week for a fortnight's vacation. R. J. Mullolland, Syracuse salesman for Columbia, is on the job, although he is taking a vacation. He is spending his vacation at Newburgh, N. Y., and reports that he has been calling on Columbia dealers there. A. W. Wallace, Rochester salesman, has just returned from a most enjoyable visit spent at his home at Akron, O.

OPEN STORE IN UTICA

The S. & S. Music Co. has opened a store at 209 Columbia street, Utica, N. Y., with a complete line of talking machines, records and supplies.

TALKING MACHINE EXPORTS DECLINE

Exports, Including Records for Seven Months Ending July 31, 1921, Total \$4,481,579

WASHINGTON, D. C., September 7.—In the summary of exports and imports of the commerce of the United States for the month of July, 1921 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during July, 1921, amounted in value to \$35,183, as compared with \$98,757 worth which were imported during the same month of 1920. The seven months' total ending July, 1921, showed importations valued at \$382,071, as compared with \$547,322 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 2,133, valued at \$100,279, were exported in July, 1921, as compared with 5,496 talking machines, valued at \$255,169, sent abroad in the same period of 1920. The seven months' total showed that we exported 22,757 talking machines, valued at \$1,084,195, as against 45,794 talking machines, valued at \$2,297,640, in 1920, and 31,311 talking machines, valued at \$1,057,218, in 1919.

The total exports of records and supplies for July, 1921, were valued at \$128,761, as compared with \$316,168 in July, 1920. For the seven months ending July, 1921, records and accessories were exported valued at \$1,397,384; in 1920, \$2,365,564, and in 1919, \$1,979,833.

COLUMBIA NEWS ITEMS

Many Visitors to Executive Offices—Department Heads on Vacations—Sales Executives Return

I. D. Ginsberg, of the Ginsberg Furniture Co., Des Moines, Ia., Columbia dealer, accompanied by Mrs. Ginsberg, visited the executive offices of the Columbia Graphophone Co. recently. They had just completed a three weeks' trip by automobile from Des Moines through New England, New York and Pennsylvania. Other recent callers at the Columbia executive offices were S. S. Larmou, sales representative of the Detroit branch, and Miss Stella Hastings, head book-keeper of the Detroit branch.

H. L. Pratt, manager of the Columbia Co.'s branch service division, accompanied by Mrs. Pratt, left New York recently for a vacation trip through New England. J. E. Clokey, of the Columbia branch service department, spent his vacation at Suffern, N. Y., in the heart of the Ramapo Mountains.

R. W. Porter, field sales manager of the Columbia Co., who returned last week from an extended trip through the Middle West, is enthusiastic regarding business conditions, stating that there is a steady improvement noticeable everywhere.

O. F. Benz, record sales manager of the company, also returned a few days ago after making a tour of the branches in the South and South-

H. N. McMenimen
Consulting Engineer

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

Recording, Plating and Pressing

Motor, Tone-Arm and Reproducer Design

Patent and Model Development

Sales Promotion and Advertising Plans

Laboratory:

Scotch Plains, N. J.
Tel. Fairwood 1438

Offices:

2 Rector Street, New York
Tel. Rector 1844

west. His reports are distinctly encouraging, indicating that Columbia dealers are preparing for a healthy Fall trade.

FINE COLLECTION OF OLD VIOLINS

Particularly Interesting Shipment From Europe Received by Buegeleisen & Jacobson

Buegeleisen & Jacobson, importers and wholesalers of musical merchandise, New York City, recently received an exceptionally fine collection of old violins from Europe. They report a steadily growing demand in this country for the better grade violins and the violins in this shipment have been found in much favor among the increasing number of talking machine dealers who have musical merchandise departments. Samuel Buegeleisen, head of the organization, recently returned from a three weeks' motor trip through New York State and Canada. Although the trip was entirely one of pleasure Mr. Buegeleisen found time to drop in for a chat with a number of dealers and reports that he found conditions satisfactory wherever he went.

Announcing

The **CLARION RECORD**

A NEW POPULAR-PRICED QUALITY PRODUCT

Up-to-the-Minute Releases—Song, Dance, Etc., Etc. Immediate Releases.

WRITE FOR OUR PROPOSITION—AT ONCE

CLARION RECORD CO., 56 Bleecker Street, New York City

PITTSBURGH DEALERS LAUNCH BIG CAMPAIGN FOR TRADE

Jobbers and Dealers Report a Decidedly Better Tone to Business—A. B. Smith Pushes the Granby —Liberty Phonograph Co. Incorporated—Vocalion Jobbers in New Offices—News of Month

PITTSBURGH, Pa., September 7.—With the passing of Labor Day the talking machine dealers of the Steel City have launched an intensive campaign for the revival of business, the majority of the trade here feeling that the time has come for marked activity in the sales of talking machines and records after the past Summer, which has been a most backward one as far as actual sales have been concerned.

An optimistic tone is given to the conditions in the talking machine market here, due to the general activity that has been apparent since the closing week of August. This is reflected in trade reports at the Chamber of Commerce, which show that the "turn" has finally come in the business world and the prospects are for a very busy Fall season. While this is contingent on the continued operation of the iron and steel mills of the Pittsburgh district it is now assured that from September 10 on there will be a steady and continuous resumption of mills that have been idle for many weeks. Orders are now being placed by large consumers of fabricated iron and steel and this all tends to better business.

Pleased With World Editorial

Talking machine dealers here were much pleased with the tone of the leading editorial in the August Talking Machine World, under the caption "Planning the Successful Fall Campaign." As one downtown dealer stated: "The editorial had the right ring and it showed the way to educate the buying public and to bring about a movement that will result in increased sales."

Better Tone to Business

A. R. Meyer, manager of the talking machine department of the Joseph Horne Co., who is back at his desk after a vacation outing spent with his family at Conneaut Lake, Pa., in response to a query by The Talking Machine World repre-

sentative said: "We have observed a better tone in the volume of business handled in our department the past week and it appears to me that we will enjoy a very satisfactory Fall trade." Mr. Meyer is also secretary of the Talking Machine Dealers' Association of Pittsburgh and is thus kept in close touch with the activities of the dealers who are affiliated with the Association, which is one of the largest and most influential of its kind in the country.

Local Association Plans

John H. Phillips, the well-known president of the Talking Machine Dealers' Association, who conducts an exclusive Victor shop on the North Side, is also looking forward to a brisk business in his Victor parlors, which are among the most attractive on the North Side. Mr. Phillips also is planning for a busy Fall and Winter season for the members of the Association. The first meeting will in all probability be held early in September. The meeting will mark an informal reunion of the various talking machine dealers who have not sat around the "festive board" for the past three months. The other officers of the Association are Herman Lechner, vice-president, and Henry Wood, treasurer.

With the Vacationists

C. L. Hamilton, secretary-treasurer of the S. Hamilton Co., enjoyed a motor trip to Ligonier, where he spent some time on the golf links.

Edward Hoffmann, of the J. M. Hoffmann Co., Brunswick dealer, spent his vacation at Atlantic City. Miss E. M. Logan, of the office staff of the Hoffmann Co., enjoyed her vacation outing at Lake Chautauque.

Caruso's Memory Honored

A handsome window display of Caruso records and Caruso photos and placards was made the past week by the S. Hamilton Co., the enterprising Victor dealer. The design was outlined by T. F. Shortell, the well-known man-

ager of the Victor department, and his associates. In connection with the display an arrangement was made with the Olympic Theatre, a prominent downtown motion picture house, for a display of the well-known film, "My Cousin," in which Caruso figured as the star. The coupling up between the Hamilton Co. and the "movie" house was well arranged and the mutual benefit for both was very flattering.

The Standard Calendar for 1922

The Standard Talking Machine Co., Victor distributor, is sending out to the trade a very attractive folder, in colors, calling attention to the specially designed calendars for 1922. "Endearing Charms" is the title of the copyrighted painting on the calendars, in which the Victrola is given a prominent part. Dealers are advised to order early for this holiday greeting, which "gives you 365 days of advertising." Shipments will be made during October. At the offices of the company it was stated that the responses to date have been numerous and that dealers acclaim this new calendar offer the best in beauty and desirability that has been offered as yet.

To Represent the Granby

A. B. Smith has been appointed sales manager for western Pennsylvania of the Granby Phonograph Corp. and has opened temporary offices and salesrooms at 23 East Main street, Carnegie, Pa., one of the suburban towns of the Steel City. Mr. Smith has sent out a circular letter to the trade calling attention to the Granby line, which now comprises seven console and six upright models. Mr. Smith also is distributing the Okch records. He is well known in the Pittsburgh district particularly in talking machine circles.

Miss H. H. Taudte, of the C. C. Mellor Co.'s retail Victor department, spent her vacation at Marion, Ind.

With the Mellor Co. Forces

Copies of the educational booklet, "The Victrola in Rural Schools," are being distributed by the C. C. Mellor Co.'s wholesale department, which is under the management of Thomas T.

(Continued on page 82)

ORO-TONE FEATURES

MODEL L S
COMPOUND
ROCKER
ACTION

The highest grade and most scientific repair device ever offered the trade.

Extension A telescopes into large elbow B, giving a length adjustment from 7 3/4 to 9 1/2 inches. Adjustment screw C engages an indexed channel in extension A, assuring perfect alignment. Slightly releasing locking thumb screw E permits height adjustment of large elbow in base ring D. Releasing locking screw E entirely permits tone arm to be removed from base ring D for packing separately before shipping, if desired.

ASK FOR ILLUSTRATED AND DESCRIPTIVE CATALOGUE

The Oro-Tone Co. 1000 to 1010 GEORGE ST. CHICAGO, ILLINOIS

Angle Throw Back Improvement. Permits freedom to clear tone arm when throwing back regardless of whether it is in position for playing Hill and Hale or Lalor cut records.

Capitol!

A Phonograph of Beauty

The Choice of Every Woman



THIS beautiful combination lamp and phonograph is made from the best grade of material. Electrically lighted, and electrically operated by a "Tru-time" Efficiency Electric Motor.

The Lamp is a beautiful creation, on the inside of which is concealed a phonograph that has been declared by the musical profession as having the sweetest and most natural tone of any phonograph on the market

DIMENSIONS

Height	27"
Diameter of shade	20"
Spread of feet	16"

As a Phonograph

Every living room has its lamp, every family wants a phonograph, the CAPITOL combines a perfect phonograph and handsome table lamp in one compact piece of furniture. There is no indication of the phonograph being concealed within the lamp.

The CAPITOL is made in three models:

- Model E (24 carat Gold Plated) retails at \$350.00
- Model L (Silver Plated) retails at 250.00
- Model O (Statuary Bronze) retails at 175.00

The CAPITOL is sold through exclusive dealers only

Manufactured and distributed by

Burns-Pollock Elec. Mfg. Co.

Indiana Harbor, Indiana

Located within Chicago's great Manufacturing District



As a Lamp



Display your attractive Columbia literature neatly in the new revolving Counter Literature Displayer. Do not spread this expensive literature over your counters to be scattered and soiled.

Columbia Graphophone Co.
NEW YORK

LAUNCH BIG CAMPAIGN FOR TRADE

(Continued from page 80)

Evans. Miss Lillian A. Wood, who is the educational supervisor, is back at her desk, after spending the summer at her home in Bradford, Pa. Miss Wood is planning an extensive Fall and Winter campaign in the schools and other educational institutions in western Pennsylvania, eastern Ohio and West Virginia.

Edison Shop Reports Progress

L. A. O'Neill, manager of the Edison Shop of the Bluebonnet Photographic Co., reports an increased demand for the Edison phonographs and also states that Edison records are having a brisk sale. He ascribes the business movement to judicious advertising and the use of an excellent mailing list.

Optimistic About the Future

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Co., is most optimistic concerning the future of the Columbia line in the Steel City and adjacent territory. He said: "We believe that we are on the eve of a magnificent business revival. All things point in that direction and the Columbia dealer who is ready to meet the requirements of his patrons will score most heavily."

Doing Well With the Kimball

The Johnson Music Co., at 741 Smithfield street, is handling a full line of Kimball phonographs. Demonstrations and recitals are given every business day and a very fine business is being built up.

Sells the Widdieomb

The Widdieomb phonograph is being sold in the downtown section of Pittsburgh by the Forney Music Co., which has very attractive offices and showrooms in the Jenkins Arcade. It reports an increasing demand.

Vocalion Jobbers Open Offices

The Clark Musical Sales Co., which in the future will be the distributor of the Vocalion and Vocalion records, as well as the Modernola

and Cirola, has opened offices and showrooms at 505 Liberty avenue, with J. A. Peutz in charge as sales director and Chas. A. Strain as sales manager. The two roadmen are J. H. Russell and J. Dond. M. Hicks, who is well known in talking machine circles, is the new manager of the retail Vocalion Shop in the Jenkins Arcade, which is operated by the Philadelphia Show Case Co.

Elsie Johns Taylor is now connected with the Victrola department of Kaufmann's (The Big Store). Mrs. C. H. Walrath, manager of the department, is back at her post, after spend-

ing her vacation around Cleveland and vicinity.

Fred J. Drake, the well-known manager of the retail Victor department of the C. C. Mellor Co., spent his vacation at his former home, Elmira, N. Y.

Incorporated

A charter of incorporation was granted by the Governor of Pennsylvania to the Liberty Phonograph Co., to buy, sell, export and import phonographs, talking machines and musical instruments and accessories. The incorporators are S. H. Hirschberg, J. H. Hirschberg, G. H. McNutt and L. C. Clark.

ENTHUSED OVER FALL PROSPECTS

Leon Tobias Closed a Good Business for Van Veen & Co.—Some Recent Installations

Leon Tobias, who recently canvassed a considerable portion of the country, has returned to the offices of Van Veen & Co., Inc., New York City, of which firm he is secretary, much enthused over Fall prospects. Mr. Tobias stated that he believes good conditions are rapidly reviving in the talking machine trade and in confirmation of this statement reported a number of extensive installations that have been closed and lined at a goodly list of excellent prospects ready for installations.

Among recent installations closed by Mr. Tobias for Van Veen & Co., Inc., was one in the Columbia warerooms of Philip Pravada, on Main street, New Rochelle, N. Y., which is an exact duplicate of the model installation in the Columbia Co. It is said that this installation represents the last word in wareroom equipment. Six hearing rooms are provided, each one of double construction. Equipment is also provided for music rolls, musical instruments and records. The windows have also been especially treated in wainscoting effect and the entire installation is in ivory finish.

Van Veen & Co., Inc., have also been awarded

the contract for the equipment of the new Victor warerooms of N. E. Estrin, to be opened on Main street, Poughkeepsie. These warerooms, fifteen feet wide by one hundred and forty feet deep, will consist of six hearing rooms, a complete record department accommodating 8,000 records, two counters, showcases, wall cases for musical instruments and cases for music rolls and sheet music. They have supplied an installation for the new Victor department of William H. Rider, located at Kingston, N. Y.

B. G. Paradowski, of 694 Main avenue, Passaic, N. J., has sent his fourth recorder for Van Veen equipment. Six rooms and additional record racks have been added to the existing equipment. The entire installation has been finished attractively in silver gray.

Harry Cohen, of 689 Ninth avenue, has given up his stationery department and is confining his activities entirely to the merchandising of Grafonolas. A complete new department of four hearing rooms, record racks, wall cases, etc., in ivory and blue, has been installed.

Talking machine dealers at Evansville, Ind., are planning to participate in the style show which will be given in connection with the Evansville Exposition, from September 20 to October 1.

OH!
JADA BABY
(SHE'S JUST A LITTLE BABY DOLL)

FOX-TROT
WRITTEN AND PUBLISHED BY
Jack Snyder
1638 BROADWAY - NEW YORK

PUBLISHED FOR
BAND & ORCHESTRA

The Trade in **BOSTON** *and* **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST. BOSTON, MASS.

BOSTON, MASS., September 7. There appears to be a decided change for the better in the local talking machine business, and by local perhaps one should include the New England field. What is true of the jobbing trade is also true of the retail business, for there have been inquiries for goods such as have not been so conspicuously manifest for a long time. While July was a fairly good month as compared to some that had preceded, August was a much better one. By that is not meant that the shops made a great deal of money, some of them did not really make anything, but they did not run behind as has been the case in some of the lean months of the past year or so.

Trade Conference in the Fall?

In October the trade may be called upon to lend its moral support—there probably won't be much asked of them financially—to the idea of holding some kind of a conference of all the music representatives hereabouts, which might include a business session and a dinner. The idea is to get the trade together, especially those who are members of the New England Music Trade Association. At informal conferences of a specially appointed committee held some weeks ago there was a general unanimity of opinion that the idea was a good one; it would have advantages, but the committee could not agree as to just what form this get-together idea should take. There had been some thought of a Music Week, but that was discouraged for obvious reasons. There are a great many trade or business organizations which hold dinners monthly or bi-monthly during the Fall and Winter seasons, but the music trade, whose organization was formerly known by the name of the Boston Music Trade Association, was content to hold one dinner, and possibly two, with the annual meeting which usually was held at the luncheon hour, to constitute the year's activities. To have any organization that really means something in the community it should meet often. Is there anyone who disputes that statement?

Constructive Columbia Activities

The month of August wound up splendidly in the Columbia territory under the jurisdiction of Manager Fred E. Mann, who is very hopeful over the future of the talking machine business, and the Columbia line especially. His optimism has been particularly marked since his

*Assisting the Victor Dealer in
Developing 1921 Fall Business*

We have made a careful survey of the business outlook for the coming Fall, and have no hesitancy in predicting that the progressive Victor Retailer will find this season profitable and active.

Cressey & Allen are equipped to provide Victor Retailers in New England with efficient, up-to-the-minute service, and any Victor Retailer who is confronted with sales or merchandising problems is offered the co-operation of our service and sales organization.

CRESSEY & ALLEN
PORTLAND, MAINE



return from New York, where he was the latter part of August. He said that he came in touch with a number of the company's officials and did not find one that was not in fine spirits as regards the future of the business. Mr. Mann says, too, that the dealers are sharing the same sentiments and they are all looking for good business this Fall.

E. H. McCarthy, one of Manager Mann's crew managers, has just completed a very successful machine and record drive in Salem, and in a few days the team will start to canvass Malden and Everett, where it is likely that similar good results will be obtained. Manager Mann says this crew work is proving of the highest worth. The house-to-house drive invites an interest on the part of householders who might otherwise

have given no thought to the talking machine proposition. Similarly, the truck system in rural communities, says Mr. Mann, has shown its worth and many persons in isolated localities have to thank this method for getting them interested in the final possession of a machine.

Mr. Mann is anxious to resume the dealers' meetings which proved such a potent factor in trade enthusiasm. It is some time since these were held, for the difficulty has been to get the Columbia artists in the Summer time, who always have been a great drawing card. It is not likely, however, that arrangements can be made for a resumption of these meetings much before the new year.

(Continued on page 84)

DELIVERING THE GOODS, AND THEN—

VICTOR Service that extends beyond the mere filling of the dealer's order—that really helps in solving retail sales and stock problems—is vital right now. The spirit of practical helpfulness is characteristic of

DITSON VICTOR SERVICE

With TWO Points of Contact

OLIVER DITSON CO.
BOSTON

CHAS. H. DITSON & CO.
NEW YORK



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

Assistant Manager George P. Donnelly, of the Columbia forces, has finished his vacation at Northport, Me., and is back again at work, after enjoying the first real vacation that he has had in seventeen years. Indeed, it was with difficulty that Manager Mana was able to get him away from business, for Mr. Donnelly is one of those energetic individuals who are wedded to work—and the hardest kind, too.

Vacation Business Continues Good
 Manager Wheatley, of the Vocalion Co., got back from his vacation just in time to encounter some very hot weather, which was quite in contrast to what he had been experiencing at Brookfield, Vt., where he had been with his family. He says this little village is a beautiful spot, which he has found extremely restful for several Summers past. Manager Wheatley says the August business was very good and he is quite hopeful for September. There has been a large call for the red records, numbers which are particularly popular being "Learn to Smile" and "All by Myself," both fox-trots.

A. C. Barg, of the wholesale end of the Vocalion business, got back to the Boylston street headquarters right after Labor Day, having been motoring around New England for a fortnight. Charles Poote also arrived back at the same time, he having spent his vacation in Conway, N. H.

Harvey Store an Artistic Location

It would be difficult to find a more artistic interior than that of the C. C. Harvey Co. in Boylston street now that all the contemplated changes have been effected. All the ground floor is now given over to the talking machine department, wherein are exhibited the Edison Victor and Brunswick machines. On the floor of the main lobby is laid a new composition in imitation of marble, which is extremely effective; on opposite sides are long French plate mirrors of exquisite design, while the chandeliers are of the crystal pendant type, the main

one being large and very expensive; it was imported from England and reconstructed for the purposes of this store by one of the biggest lighting fixture houses in the city. The sales-room proper is reached by a short flight of steps in which some ornate iron grill work adds no effective touch, and over this will be hung, from time to time, some rich decorative fabric. The entrance way is done in black and gold.

Francis White, manager of the talking machine department, spent his vacation at Cambridge, N. Y., where he visited some relatives going and coming by automobile.

Large Territory for C. B. Estabrook

C. B. Estabrook, traveling representative for the Victor Co. in the Eastern Massachusetts territory, has come back to town, following a vacation taken with relatives in the Middle West. In the meantime Mr. Estabrook, who makes his headquarters in Boston, has been given an extended territory and henceforth his field will include New Hampshire and the larger cities in Maine. At the present time he is invading the Maine territory for the first time and getting pleasantly acquainted with the Victor dealers in the Pine Tree State.

Sees Great Improvement in Conditions

There is little news but good news to report from the Eastern Talking Machine Co. at this time. Manager Shoemaker is on the job from more than dewy eve, and he says he sees a decided improvement in the general conditions. He speaks especially of the success of the Caruso records, of which the house fortunately had a large stock on hand at the time of the death of the great singer, and these have gone fast.

Working on New Sound-amplifying Device

Ralph Silverman, of the Court Square firm of the Phonograph Supply Co. of New England, is home from a vacation at Alton Bay, N. Y., where he had a pleasant rest, following his arduous duties in connection with his jewel

EASTERN SERVICE

"NEW ENGLAND SERVICE
FOR NEW ENGLAND DEALERS"



Let us help you make the most of a good thing—the Fall season.

Eastern Talking Machine Co.
85 Essex Street BOSTON MASS.

tro-ampliphone, a new sound-amplifying device which he and his brother, Bernard Silverman, have been working on for some time and which promises to be a revelation when it is put out. When this new device, for which patents have been applied for at Washington, has been given

(Continued on page 85)

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

Brunswick

PHONOGRAPHS AND RECORDS

Could You Become a Brunswick Dealer?

Just as Brunswick factory, materials and methods must conform to absolutely rigid standards, so too Brunswick dealers must prove their desirability. They must show that they appreciate the fact that The Brunswick is a high-class specialty, and that they will always present it to the public as such.

There is no mystery about the astounding success of The Brunswick—built up in four years' time against keen competition. The Brunswick Method of Reproduction has several basic improvements which no other phonograph has or ever can have. The Brunswick Ultona, for instance, is the only reproducer ever invented which actually plays all makes of records just exactly as they should be played, and without using attachments.

The Brunswick offers the most profitable phonograph franchise obtainable, not only because of the excellence of The Brunswick itself from the buyer's viewpoint, but also because of the faster turnover for the dealer.

For The Brunswick has not been and will not be cheapened by cut-price and easy-term devices which tie up the dealer's money in long-time payments.

KRAFT, BATES & SPENCER, Inc.

1265 Boylston Street
NEW ENGLAND DISTRIBUTORS
Boston, Mass.



Steel Needles
Albums
Record Brushes
Khaki Covers

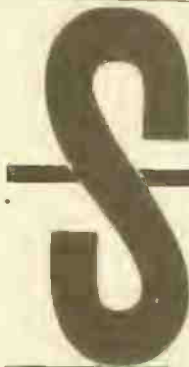
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 84)

a large practical demonstration shortly (it already has come out of several most successfully) further attention will be given it in this department of The World. George Rosen, the other partner in the Phonograph Supply Co., has been in the White Mountains, making his headquarters at Bethlehem, N. H.

Lloyd Spencer Tries His Skill in Boston
Lloyd Spencer, sales manager of the Silas E. Pearsall Co., of New York, was in Boston over Labor Day and was the guest of Kenneth E. Reed, manager of the Victor department of M. Steinhert & Sons. Kenneth and his guest went out on the golf links, but it isn't for us to give away the secret which of the two was vanquished.

Combines Business With Pleasure
Arthur J. Cullen, president of the Lansing Sales Co., took a very profitable trip the latter part of August, going by auto to several of the cities in southern New Hampshire, and he was able to place a large number of Emerson machines, in the handling of which his house has been extremely successful the last few months. Rudolph Lipp, who is associated with the Lansing Co. and is a valuable adjunct to the progress of the concern, has just taken a house in Westwood, one of Boston's handsome suburbs, where he is to make his home. When he gets his Ford in good running shape he plans to go back and forth by auto.

Splendid Quarters for Sonora Display
By a new arrangement which went into effect at a special meeting of the concern Joseph Burke now becomes vice-president and general manager of the Musical Supply & Equipment Co., this to take effect immediately and to continue until the next annual meeting, which of course, is only the formal way of putting it. Through this arrangement it is likely that Mr. Burke will not have to make such frequent trips over to New York as formerly, and he will be able accordingly to give more immediate attention to the Sonora business at this end. Man-



STEINERT SERVICE SERVICES

- Here are some of the salient features in Steinert Service:
 - Educational and Personal Service Bureau.
 - Practical Store Ideas Department.
 - Promotion of Educational Work in Schools.
 - Unsurpassed Record Stock.
 - Efficient Back Order System.
 - Excellent Shipping Facilities.
 - Years of Experience in Victor Merchandising.

This is a part of our service. It is available to you anywhere in New England. We will be glad to help you in your Fall campaign.

M. STEINERT & SONS

Victor Wholesalers

35 Arch Street

BOSTON

AT YOUR COMMAND ANYWHERE IN NEW ENGLAND



ager Burke has found the new quarters on the second floor of the Columbus avenue building splendidly adapted to the business and the new showroom is especially of advantage, for it is large enough to hold twenty-six record models, a number which few individual dealers could carry. Consequently, it works out this way: Whenever a dealer has a prospective customer

he can bring him into the Boston Sonora headquarters, where he can make a selection of the particular model he wishes under the best possible conditions.

Amos Russell "on the Job"

Amos Russell, associated with the F. C. Henderson Co., is back on the job after a rapid convalescence following an operation at the Melrose Hospital. Prior to joining the force of the F. C. Henderson Co. Mr. Russell was connected with the Aeolian and Chubb companies. Mr. Russell's many friends are glad to see him again in harness.

Miss Mann and Gregory Hall Married

Fred E. Mann, head of the local wholesale department of the Columbia, played the role of the fond father of a bride the latter part of August, when his daughter, Miss Emily J. Mann, and Stuart Gregory Hall were united in marriage. The bride's parents live in Newtonville and it was in the Newton Club in that city that the ceremony was performed by Rev. William E. Strong. There were a maid of honor and best man, but no ushers, as the ceremony and reception were limited to a few friends and relatives. Following a honeymoon in the White Mountains the young couple will make their home in Brookline.

Ditson Co. Closes Good Summer Trade

The Oliver Ditson Co.'s Victor headquarters during all this warm Summer was one of the coolest places in the city, leastwise among the talking machine establishments, and those favoring Henry Winkelman with a call remarked upon the pleasant atmosphere in which he and his staff worked. Business with this house has been good all Summer and Manager Winkelman is quite hopeful of the immediate future. Otto Piesendall found the greatest pleasure during his vacation in just staying at home. John Canavan went to Ocean Point, Me., for his vacation. John started off a few days ago on his first Fall trip and had planned to visit some of the cities north of Boston, such as Lowell, Mass.; Nashua, Manchester, Keene and Concord, N. H.

Doing Well With the Granby

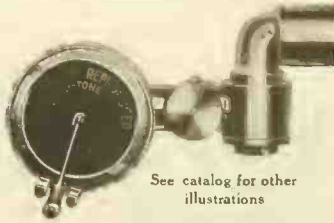
Fred L. MacNeil, local manager of Widener's, Inc., at 23 West street, reports a very good demand for the Granby machines and he says there are indications that business has already begun to pick up. MacNeil spent his va-

(Continued on page 86)

"Perfection" Reproducers and "Perfection" Ball-Bearing Tone Arms Attachments

For Edison, Victor, Columbia

The "Perfection" Ball-Bearing Arm No. 4 combined with "Perfection" Flexi-tone Reproducer No. 7 makes the most perfect combination Arm and Reproducer available for playing all makes lateral cut records on Edison Disc Machine, requiring steel, tungsten or fibre needles.



See catalog for other illustrations

NOTE—Send for our latest catalog and prices.

The "Perfection" Universal Ball-Bearing Tone Arm No. 6 with New Pur-i-tone Reproducer (attached) plays all makes of records on the Edison Disc Machine.

NEW ENGLAND TALKING MACHINE CO.

Manufacturers

16 Beach Street

Boston, Mass.

Factory Representative

L. A. SCHWARZ, Inc., 1265 Broadway, New York City

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 85)

The "Record" Is Broken



in sales of "Lung Quality" cabinets and "Peerless" Albums in New England.

See both advertisements illustrated in this issue.

Send your orders for their lines to

L. W. HOUGH

Factory Representative

20 Sudbury Street Boston, Mass.

calton at some of the resorts around New York City and at Scarborough Beach, Me. E. N. Moore, of the shipping department of Widener's, is just now vacationing at Taunton, this State.

Copley Square Shop Reopened

The Copley Square Music Shop, located in the Hotel Oxford Building in Huntington avenue, within a stone's throw of the square for which the shop was named, suffered considerably from fire early in the month, the blaze having started late at night in the basement at the rear. Following the adjustment of the damage the store was not reopened, which is a loss to the neighborhood, for it was considered a very good location for some enterprising man. The shop carried the Columbia line exclusively.

A few days later the fire department was called about noon to the Rosen Talking Machine Co.'s store, at 11 School street, but while there was some smoke in the rear of the basement no fire could be located by the firemen.

Chelsea Shop Handles the Victor

The Eastern Co. has lately opened up a new account in Chelsea, to be known as the Chelsea Shop, with Morris Kirshon in charge. It will carry the Victor line exclusively. The John A. Cullbert shop, located in Arlington, because of growing business has moved into larger quarters right in the center of the town.

G. E. Sheppard a Victor

G. E. Sheppard, sales representative for the Columbia Co. at Philadelphia, was a caller on the local trade at the latter part of August. Mr. Sheppard formerly was with Manger Fred E.

Mann at the Boston headquarters of the Columbia. When the influenza was rampant a few years ago Mr. Sheppard lost his young wife and her mother, an infant escaping the disease. As Mr. Sheppard originally had come from Philadelphia, where his mother resides, he asked to be transferred there. While in Boston he was very popular in the trade.

Herman T. Baker, of the A. M. Hume Music Co., spent the last week of August at Lake Sunapee, N. H., where his father has a large estate.

Stocker in Charge at Gilchrist's

Norman F. Stocker, who formerly had been with the F. C. Henderson Co.'s Utica, N. Y., store, has come to Boston, where he is now in charge of the talking machine department of the Gilchrist Co., which handles the Victor and Brunswick lines. This is one of the Henderson Co.'s many stores. Mr. Stocker is a young man of progressive ideas and should make good in his new undertaking.

BOOK BIG ORDERS FOR "SHIMANDY"

New Dancing Talking Machine Toy Finds Favor With Trade, Judging From the Demand From Widely Separated Sections

BOSTON, Mass., September 1.—"Shimandy," the new dancing talking machine toy, produced by the National Co., of this city, has met with instantaneous success. Ross L. Douglas, president of the company, in a recent interview with *The World*, remarked:

"Within a few days after our initial announcement of 'Shimandy' in the August issue of *The Talking Machine World* orders were received for the United States and within fifteen days after the date of publication we received orders from Canada and Cuba. We find that the trade, and the public as well, are very well pleased with 'Shimandy' because of the different steps and shoulier motions which she does and which are so true to the extreme modern dances. We find that a number of dealers are making use of 'Shimandy' as a window attraction and that this toy is also doing excellent work in record sales. We are also making a drive, as usual, for the Fall and holiday season on Ragtime Rastus, Boxing Darkies and the combination of Rastus and Boxers. Although these last-named toys have been on the market several years they are continuing in strong popularity and good Fall business is expected."

THE TRUCK SALES PLAN

Columbia Dealers in New Haven Use New Selling Plan to Splendid Advantage

NEW HAVEN, CONN., September 6.—Amendols Bros., of this city, progressive Columbia dealers, took advantage of the recent suggestion offered by the Columbia Graphophone Co. and instituted a campaign featuring the truck sales plan. This



Auto Trucks Used by Columbia Dealers

campaign has proven remarkably successful and this live-wire Columbia concern has closed many sales as a direct result of the drive.

There are three brothers associated with the firm of Amendols Bros. and during the campaign each of the trucks was in charge of one of the brothers, and this fact undoubtedly contributed to the success of the work. Amendols

LANSING KHAKI COVERS

The Pioneer Moving Cover



High Grade

Government Khaki

Dealer's Prices NOW:

\$6.00

medium size

43"x20"x23 1/2"

\$6.50

large size

49"x23"x24 1/4"

\$7.35

extra large

52"x22 1/2"x23 1/2"

Fitzall Leather or No. 3x Strap \$2.50

Piano Moving Covers \$18.00

SLIP AND RUBBER COVERS FOR PHONOGRAPHS AND PIANOS

Lansing
SALES CO.

Eliot and Warrenton Sts.
BOSTON, 11, MASS.

Bros. covered the entire State of Connecticut and also worked through Massachusetts and New York States in delivering the Columbia message during the truck sales drive.

MIDDLETOWN GAINS NEW STORE

MIDDLETOWN, CONN., August 30.—A new music store, one of the chain operated by United Photograph Stores, Inc., will be opened here about September 1. The store, which will be located at 440 Main street, will be managed by Gilson M. Hall, of this city, who is well and favorably known.

"Nameplates With a Personality"

For Manufacturers and Dealers of Talking Machines, Phonographs, Musical Instruments, etc.

E. V. YUELL CO., Malden, Mass.

When You'll Think of Nameplates You'll Think of Yuell.

No Surprise

That the Trade is Extremely Delighted and Satisfied with



RECORDS

Try Them Yourself. They are Make-Good Quality

Bay State Music Corp.

N. E. Distributor

221 Columbus Ave., BOSTON (17)

BACK BAY 6297

BUNGALOW SHOP PROVES A SUCCESS

New Retail Establishment in Lowell, Mass., Accorded Enthusiastic Reception—Furnishings Are Unique and Attractive—Fred H. Walter Is President of This Enterprising Company

LOWELL, MASS., September 9.—The recent opening of the Prince-Walter Bungalow Shop in Prince's Arcade, on Merrimack street, as an exclusive Brunswick dealer has attracted the general attention of music lovers in this section. As a feature of the opening Carl Fenton's Orchestra was present, and this well-known dance organization, which records exclusively for the Brunswick library, was given an enthusiastic reception by the hundreds of visitors to the Bungalow Shop.

Fred H. Walter, formerly New England district manager for Kraft-Bates & Spencer, Brunswick distributors, is president and general manager of the Prince-Walter Co., and



View of One of the Bungalows

Arthur D. Prince, well known in Lowell business circles, is treasurer of the concern.

The equipment of the Prince-Walter Brunswick Shop is unique to a degree, for instead of using ordinary demonstrating rooms Mr. Walter decided to use two houses, built in the form of bungalows, which accounts for the name of the establishment. Each bungalow contains three



One of Rooms of the Bungalow Shop

rooms and these rooms are artistically decorated throughout. Colonial chairs, mirrors, tables and photographs of exclusive Brunswick artists are included in the furnishings.

Two rooms in one of the bungalows can be

HORTON-GALLO-CREAMER CO.

NEW HAVEN



CONNECTICUT

VICTOR SERVICE SPECIALISTS

Vacations are over. Fall is here. Our services and co-operation, in making this season an exceptional one, are at your disposal.

converted into one large display room for Brunswick photographs whenever the occasion requires. The tables are specially constructed with three compartments, giving ample room for record catalogs, monthly supplements, etc. For the special convenience of the store's patrons a

fishment, the Bungalow Shop will soon be recognized as one of Lowell's most successful retail establishments.

CLEVER FLOAT ATTRACTS NOTICE

United Talking Machine Co. Boosts Victor Products in President's Day Parade



Fenton's Orchestra in Record Department

rest room has been equipped with green banniboo furniture, together with a writing desk, magazines, books and other details incidental to an up-to-date comfort room.

The Prince-Walter Co. has made arrangements whereby tickets for all the local theatres may be secured at the Bungalow Shop. Time-tables, auto route books and general traveling information may also be secured and, judging from the enthusiastic reception accorded the new estab-

PLYMOUTH, MASS., September 1.—A float which attracted considerable attention in the parade held here last month on President's Day was that of the United Talking Machine Co., exclusive Victor dealer. The float consisted of a Ford automobile entirely covered with red, white and blue bunting. On the hood directly over the engine was a large Victor dog and on the sides a sign, which was the length of the truck body, bore the following legend: "What the Pilgrims Did for Liberty the Victrola Has Done for Music."

This concern handles a complete line of Victrolas, Victor records and musical instruments and has branch stores in Brockton, Mass.; Webster, Mass., and Willimantic, Conn.

Thomas Young, of the Economy Drug Co., Pendleton, Ore., Brunswick dealer, has just returned from an auto trip through Washington, Idaho and Utah. He called upon a number of dealers en route and they all expressed confidence in Fall business.

PHONOGRAPH RECORD LABELS



This will meet the requirements of the manufacturer of Records. Our experience along this line assures you of the best of results, quality as well as artistic in design. We make record labels for some of the largest record manufacturers.

If we are not making any of the following Specialties for you we would be pleased to quote you as our experience enables us to give you the desired results.

- Our Specialties—
- Phonograph Record Labels
- Gummed Stickers of large quantities
- Trading Stamps, etc.

KEYSTONE PRINTED-SPECIALTIES COMPANY

321-327 Pear Street
SCRANTON, PA.



A New Fox-Trot-Melody
"ONE KISS"
 Will fill your heart with bliss

ASK TO HEAR IT.

*"You can't go wrong
with any 'feist' song"*

CLEVELAND TO HAVE VICTOR EDUCATIONAL CONVENTION

Jobbers in Ohio and Adjacent Territory Arrange for Big Conference—Artistic Cheney Warerooms—Exhibits at County Fairs—Sales Campaigns for Fall—Tributes to Caruso—Other Items

CLEVELAND, O., September 9.—Victor jobbers are completing arrangements for an educational convention in the Ohio and adjacent territory, which will take the form of a sales-building campaign. In which experts will outline business-building features. The meetings will be held in Cleveland, this being the most central point in the territory. One of the big hotels will be the scene of the gathering. About four hundred dealers are expected to attend. The series will be conducted by Mrs. Frances E. Clark, educational director of the Victor organization, and a staff of capable assistants. Initiative in the move is being taken by C. K. Bennett, general manager, the Eclipse Musical Co., and Howard J. Sharple, general manager of the Cleveland Talking Machine Co. Co-operating are the C. C. Mellor Co., the W. F. Frederick Piano Co., the Standard Talking Machine Co., of Pittsburgh; the C. N. Andrews Co. and the Buffalo Talking Machine Co., Buffalo; the Rudolph Wurlitzer Co. and the Ohio Music Co., Cincinnati, and the Perry B. Whitsett Co., Columbus. It is planned to hold the convention early in October, in time for dealers to shape their holiday arrangements.

Exhibits at Music Merchants' Convention

Two important talking machine jobbing factors were to be well represented among exhibitors at the Music Merchants' Association of Ohio Convention at Columbus, September 12-14. The Cheney Phonograph Sales Co. planned to have a complete exhibit of all the models produced by the Cheney Co., as well as a display showing the different processes of manufacture. The Cheney Co.'s entire official staff, including George R. Madison, president, were to be present. The fifteen or more models of the Grunby Phonograph Corp. were to be displayed by the Kennedy-Schultz Co., Cleveland branch of the

Grunby, with C. H. Kennedy, H. C. Schultz and E. H. Hart, from the Cleveland office, in charge. New Salesrooms of Cheney Sales Co.

The Cheney Phonograph Sales Co. has recently completed the finishing touches to its



General Offices of the Company

new salesrooms and stock headquarters at 616 East Sixty-sixth street, just off Euclid avenue. Here is an ideal location and an ideal building for a wholesale talking machine industry. The



Service Department of Cheney Sales Co. storage space for machines will accommodate 4,000 instruments, and the record stock depart-

ment will be sufficiently large to accommodate what is expected to be the largest record supply in the city. A repair and parts department will be complete in every detail to facilitate service to dealers. Shipping facilities have been improved to the maximum by the use of a large elevator, which will raise a loaded truck, thus permitting the loading or unloading of machines or supplies right in the warehouses of the company. The showroom contains one of every model made by the Cheney Co.

Record Sales Co. Organized

Officers of the Cheney Phonograph Sales Co. have organized the Record Sales Co. to handle the distribution of Odeon records in Ohio, Pennsylvania and West Virginia. It is believed this is the first firm to be awarded distribution rights in this country. It will feature at the beginning the popular numbers. The officers are: President, George R. Madison; vice-president, J. L. Stern; secretary-treasurer, T. R. Buel.

The Grafonola in Playground Work

Use of the Columbia Grafonola in outdoor playground work probably will be extended here next season as a result of successful experiments with the instrument in the East Thirtieth street playground this Summer. The instrument has been in operation for several weeks and has proved beneficial in folk song and dance work, according to Miss Lieblein, playground director. The first instrument was supplied by the Columbia branch here, and was carried on since by the Payne Music Shoppe, in whose district the playground is situated.

Co-operating With Dealers at County Fairs

County fair work in Ohio is being ably aided in the interest of dealers by Cleveland jobbing firms. Among those lending assistance to this work is the local branch of the Columbia Co. All materials needed by dealers exhibiting at the fairs is being prepared by Assistant Branch Manager H. C. Cooley and Service Manager E. F. Hughes, and shipped direct to the different fair grounds. The Fischer Co., Pathe distribu-

"WE SERVE THE SOUTH"

WITH

Okeh Records

Correspondence Solicited from Dealers in this Section interested in Okeh Agencies

WHOLESALE PHONOGRAPH DIVISION

OF

J. K. POLK FURN. CO., Inc.

Offices and Show Rooms

294 Decatur Street

Atlanta, Ga.

The Southern Negro Quartette sings "Antipatin' Blues" and "I'm Wild About Moonshine" in a manner to make you anticipate sales that will simply set you wild. A-3444.



Columbia Graphophone Co.
NEW YORK

tor, is assisting dealers who are county fair exhibitors, by the distribution of some 30,000 balloons of large size, which are being given away to visitors by Pathé dealers at the fairs.

Convention of Music Teachers

A convention of music and other teachers in the territory covered by the Cleveland branch of the Columbia Co. is scheduled for early September by W. A. Wilson, head of the Columbia educational department, and Miss Nelle Sharpe, educational director in Ohio. The meetings were to be held for three days in the branch headquarters in this city. Music instructors of national prominence, including Prof. Muhler, of Columbia University, will be in attendance.

Sales Campaigns for Fall Started

Many dealers locally and nearby have started their Fall talking machine sales campaigns. One of the first is the Alhambra Music Co., which has developed its mezzanine floor into a period model shop, where Columbia instruments are featured. At the same time the company's territory is being canvassed with sets of late Columbia records, and more often than not complete sets are bought where machines are owned and where homes are Grafonola-less they are promptly put in the Alhambra's prospect list.

Increasing Demand for Caruso Records

Stimulus to all record business continues as the result of the death of Caruso. Care was taken by dealers throughout the territory not to mix business with this delicate situation, but the public demanded the records, not knowing that many new ones could be made from master records. With little advertising or display effort on the part of dealers local stocks were quickly absorbed, it being quite common for buyers to take the entire number of 150 or more Caruso recordings.

When new stocks arrived from the Victor factory dealers were able to announce there were new Caruso records obtainable. Two conspicuous events marked the interest in these records. Through the Cleveland Talking Machine Co. organization the Park Theatre, largest motion picture house, used a talking machine with Caruso records, the artist being accompanied by the theatre orchestra under Director Homer Walters. The rendition was highly successful and apparently appreciated. At the Lipstran & Co. store an entire window was given over to a miniature stage, on which lancers

slides of Caruso in operatic characterization were thrown. A machine in the store played airs in keeping with the characters. Large crowds assembled to see and hear this display.

Phonograph Co.'s Picnic

The annual picnic of the Phonograph Co. Edison distributor, was held at Hunter Heavlands Park, where nearly half a hundred members of the Phonograph Co. "family" went in motor cars. Many games were played and prizes distributed. The feature of the event was a chicken dinner, followed by dancing at the Farm House. Harry R. Tucker, sales manager, and E. S. Hirschlerger, advertising manager, arranged the affair.

To Develop Music Educational Campaign

Special representatives from the Victor Co will develop the music educational work in the Ohio district this year. This work was started by Miss Genzella Puliver, of the Cleveland Talking Machine Co., last year and was received so successfully by district superintendents that the county institutes are demanding a broader scope this year. The work, consequently, will be conducted by Miss Ella B. Cain, Miss Marie Pimney, Miss Bessie Daniels and Robert E. Coleman. During her stay at Findlay Miss Daniels who has had charge of the theory department at Polytechnical Institute, Los Angeles, will be the guest at a reception being planned by Lester Thomas, dealer, in that city.

New Display Rooms Opened

New display rooms of the Kennedy-Schultz Co., local branch of the Granby Phonograph Corp., have been completed. Soft carpeting handsome draperies at doors and windows, pictures showing processes of manufacture, and wicker furniture offer a pleasing background for the showing of one or more of all the models put out by the Granby. The rooms are lighted entirely by table or floor lamps.

Will Serve Columbus Dealers

In the last issue of The Talking Machine World it was reported in this column that the Cleveland branch, Columbia Graphophone Co. would henceforth serve Cincinnati dealers. The Cleveland branch will serve Columbus dealers not Cincinnati retailers.

Perfects Fall Campaign Plans

Fall campaign plans by the Columbia were outlined to salesmen of the Cleveland branch by Branch Manager J. L. Du Brel, at the pre-September gathering of the representatives. During the latter part of August Robert Porter, agency field sales manager, has been co-operating with Columbia branch officials here, as has been O. F. Benz, record sales manager, on record distribution. Canvass campaigns for dealers are being conducted by Dan Des Foides, of the Cleveland branch, among the conspicuous efforts in this direction being for the Cranner-Perrine Co., Akron, and the Royer & Co., Lancaster.

Great Increase in Okeh Record Orders

Another good indication for Fall business is shown at the Kennedy-Green Co., Okeh record jobbers, where orders are not only more frequent, but on the increase in number as well

Dealers state they are checking their stocks, preparatory to entering the Fall and holiday seasons with ample supplies. Most orders in the last few weeks are 100 to 200 per cent larger than they were at the beginning of the Summer, says A. H. Liebig, member of the company.

Adds ex-Servive Men to Sales Staff

In order to cover the country more extensively the Phonograph Co. has added more ex-servive men to its sales staff. It is the plan of this firm to employ only world war veterans for the sale of Edison machines and records. Even if they have not had previous selling experience they are soon trained in that direction, as well as made expert phonograph salesmen, under the instruction by Harry R. Tucker, sales manager. The plan is proving beneficial alike to the firm, to the young men and to the business, according to L. M. Bloom, treasurer.

Record Exchange a Great Success

Record exchange of the Northern Ohio Talking Machine Dealers' Association has closed its second month of operating, and during that time it has been the means of disposing of more than 5,000 records for member-dealers that otherwise might not have been sold. Plans for augmenting this service will be offered by President Smith, of the Association, and head of the Euclid Music Co. and originator of the exchange, at the first Fall meeting of the organization. The exchange has aided materially in increasing the membership of the Association creating another step forward to a solid State organization.

Newton Joins G. A. Clark Co.

The George A. Clark Co., Columbia dealer in Elyria, O., has acquired the services of C. A. Newton, formerly connected with the Cleveland branch of the Columbia Co.

Protecting Cover for the Victrola No. 50

The VICTROLA No. 50 Portable is an instantaneous success—and on account of its splendid appearance and finish, it is worth while protecting.

Our new protector does this—its firm wool texture acts as a splendid guard against bruises—scratches on the polished case—and this feature alone will sell it to anyone buying a Portable VICTROLA.

"It has a pocket that will hold 6 to 8 12-in. records!"

List price \$5.00 (not binding upon trade).

Dealer's price, 40% discount.

KNICKERBOCKER TALKING MACHINE CO.

Victor Wholesalers
138 West 124th Street
NEW YORK CITY

NEEDLES

WE MANUFACTURE

Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathé

in stock ready for delivery

MERMOD & CO., 874 Broadway, N. Y.



STEGER

*the finest reproducing
Phonograph in the World*



Model
306
\$225.00



Model
302
\$145.00



Model
303
\$165.00



Model
309
\$237.00

THE illusion of reality is at its best when music is reproduced by the Steger Phonograph. Every note that issues from the Steger is true to life, a faithful echo of the human voice or instrumental skill of the master.

The wonderful Steger tone-chamber of even-grained spruce and the unique, patented, adjustable tone-arm make perfect rendition of every disc record certain.

The Steger Phonograph is as beautiful in the artistry of its design and the attractiveness of its finish as it is charming in its tone-reproducing qualities. There is a variety of pleasing designs that will appeal to every lover of the beautiful.

From a sales standpoint the incomparable Steger offers unlimited possibilities to the active dealer. It is backed by a great and profitable merchandising plan that adds immeasurably to the value of Steger representation.

Desirable territory open. Write for the Steger proposition today!

Phonograph Division
STEGER & SONS
Piano Manufacturing Company
 Steger Building, - - CHICAGO, ILL.
 Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

"If it's a Steger—it's the most valuable Piano in the world."



Model
305
\$220.00



Model
304
\$200.00



Model
301
\$115.00



Model
310
\$290.00



Model
300
\$95.00

NOTICEABLE BUSINESS IMPROVEMENT IN NORTHERN OHIO

August Sees the Turning of the Tide in Canton District—Getting Ready for Annual Fall Exhibition—Collections Rather Slow—Recent Business Changes of Importance

CANTON, O., September 6.—Although considered a dull month, August proved one of the best of the year for Canton music dealers, it was learned following a survey this week of downtown music shops. There is a decided improvement in the talking machine trade and some merchants reported that during August their business in this particular line topped sales of the corresponding month a year ago. The hot weather of the last week of August retarded sales somewhat and was felt generally by the retailers, it is said.

There is very little doing from a rural standpoint, for salesmen who have made the country districts claim farmers are not interested now in music, but that their undivided attention is being given to the harvesting of the crops. Some dealers earlier in the season landed a nice volume of business from the farming districts and are making established routes every two weeks. The modern farmer in sixty cases out of one hundred has a talking machine in his home and watches with interest the issuance of the monthly record lists and in many cases is just as educated as the city folks as to what are and what are not the popular records.

Although many dealers report talking machine sales on the increase, they admit collections are slow, but believe an improvement will be noted with the lapse of another month. Steel mills of the Canton district are increasing operations and few are now idle, which improvement is expected to be reflected soon in the retail music business.

Many Canton music dealers, as well as salesmen and department heads, plan to attend the annual meeting of the Music Merchants' Association of Ohio, to be held September 12 to 14 in Columbus. C. M. Alford, president of the Canton Music Dealers' Association, expects to attend the meeting and be present at least two days of the sessions.

Music dealers will lend every assistance possible in the staging of the annual Fall exposition, an event fostered by the retail merchants of Canton. On this occasion three days and nights are given over to the display of new Fall merchandise, with special window displays. Prizes are given the best-decorated windows and judges are selected from out-of-town merchants. Band concerts, special features of all kinds and special advertising sections of local newspapers will help make the event a success.

Canton music dealers will again be represented in the displays at the annual Stark County Fair, which will hold sway here the last week in September for five days. The merchants' exhibit hall is beneath the grandstand at the Stark County Fair Grounds. Among those who will participate are: The Alford & Fryar Piano Co., George C. Wille Co., Klein & Heffelman Co. and the J. W. Brown Piano Co.

"Prospects for the local music trade this month, in my opinion, are very encouraging, judging from the excellent volume of business done by dealers here in the month of August," said C. M. Alford, head of the Alford & Fryar Piano Co. "While I have not compiled my August business I am certain that it was better in point of volume of sales than a year ago. August usually is dull, but there seems to have been a general improvement in business during the month just ended." Record sales and rolls, compared to last year at this time, are about 50 per cent, according to Mr. Alford. Inquiries for talking machines are more frequent and prospects are now beginning to talk with the salesmen, where three months ago it was impossible to even get an interview with the majority of those who were listed, due to the fact that hundreds were out of work.

One of the biggest deals in downtown mercantile circles in some time was consummated this week, when the old-established firm of David K. Zollars & Son combined with the new Klein & Heffelman department store and moved its entire stock into the new Klein & Heffelman build-

ing. Every department in the big store received a quota of the Zollars stock and as a result will be larger and more complete in the future. The Klein & Heffelman Co. before merging its three stores conducted an exclusive music store in Market avenue, north, just opposite the location of its present new building.

The George Wille Co., Market avenue, north, experienced a busy August, with the exception of the last three days of the month, when the hot weather affected business decidedly. George C. Wille, head of the firm, said he knew nothing in particular to which the excellent business could be attributed, for he declared that there were fewer popular numbers issued this season than ever before.

The new console model Victrola promises to go big with the Wille Co., who is giving it much prominence in both window display and daily paper publicity.

TRIFLES THAT COUNT IN BUSINESS

Lack of Attention to Small Details Influences Sales Volume—A Hint on Mailing

Just as pennies help to make a dollar, so do seeming trifles help to build up sales volume to substantial proportions. Putting a piece of direct mail advertising in an envelope seemingly is a trifle, but it is just such trifles as these which, in the aggregate, have a surprising influence on the amount of business transacted.

Did you ever stop to think what an aggravating thing it is when taking a letter out of an envelope to find that it was put in backwards, and before reading it you had to turn it right side up? It is especially annoying when the person receiving it happens to be busy. The irritability thus caused is very apt to result in the letter or pamphlet being thrown into the wastepaper basket.

The man who worries over success achieved by his competitor never finds time to run his own business.

Loyalty to Victor



THE Victor dealer remains true to Victor products because he realizes that the Victrola and Victor records are superior to all other products of a similar nature.

Also the policies which govern the Victor T. M. Co. are of the highest type conceivable.

The Victor dealers served by Curtis N. Andrews have continued their dealings with this company because they have secured the highest type of co-operation and service.

CURTIS N. ANDREWS

Victor Wholesaler

BUFFALO, NEW YORK

SPECIAL SEPTEMBER PRICES FOR LONG CABINETS—(Illustrated)



Style 51—Mahogany and Golden Oak. Height 39 1/2 in. Top 17 1/2 x 17 1/2 in.
SEPTEMBER SALE PRICES:
 Flat top racks \$5.97
 Flat top shelves 10.12



Style 21—Mahogany and Golden Oak. Height 21 in. Top 17 1/2 in.
SEPTEMBER SALE PRICES:
 Flat top racks \$4.53
 Flat top shelves 3.56



Style 22—Golden Oak only. Height 31 in. Top 10 1/2 x 10 1/2 in.
SEPTEMBER SALE PRICES:
 Flat top racks \$10.12
 Flat top shelves 10.87



Style 50—Mahogany and Golden Oak. Height 30 in. Top 10 1/2 x 22 1/2 in.
SEPTEMBER SALE PRICES:
 Flat top racks \$10.12
 Flat top shelves 10.67
 Top moulding racks 10.67
 Top moulding shelves 11.02



Style 27—Mahogany and Golden Oak. Height 30 in. Top 10 1/2 x 22 1/2 in. Made with shelf interior only.
SEPTEMBER SALE PRICES:
 Flat top shelves \$12.57
 Top moulding shelves 13.42



Style 20—Mahogany and Golden Oak. Height 30 in. Top 24 1/2 in.
SEPTEMBER SALE PRICES:
 Flat top racks \$10.41
 Flat top shelves 10.87

There is also a special September price list for LONG Player Roll Cabinets—Write for Details.



Style 10—Golden Oak only. Height 34 in. Top 10 1/2 x 22 1/2 in.
SEPTEMBER SALE PRICES:
 Flat top racks \$10.50
 Flat top shelves 11.50
 Top moulding racks 11.50
 Top moulding shelves 12.00



Style 29—Mahogany and Golden Oak. Height 34 in. Top 10 1/2 x 22 1/2 in.
SEPTEMBER SALE PRICES:
 Flat top racks \$14.25
 Flat top shelves 15.00
 Top moulding racks 19.00
 Top moulding shelves 15.70



Style 17—Mahogany and Golden Oak. Height 34 in. Top 10 1/2 x 22 1/2 in.
SEPTEMBER SALE PRICES:
 Flat top racks \$11.15
 Flat top shelves 10.87
 Top moulding racks 10.87
 Top moulding shelves 11.02

**The Geo. A. Long
 Cabinet Company**
 HANOVER, PA.

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, Pa., September 7.—The talking machine business in the month of August was more satisfactory than was the business during either July or June. Weather conditions were a little more favorable, but that was not the only reason a healthy condition developed, which seemed to be due to general trade betterment.

During the month there have been little or no changes, and it would appear that the dealers are awaiting to get a little further into the Fall to see what their business is going to require of them. H. A. Weymann & Sons, however, have entirely rearranged their talking machine wholesale department and have added very much to its completeness and its effectiveness. They have built an office front for Mr. Balis adjoining the one occupied by Harry W. Weymann, the head of the firm. Back of Mr. Balis' office they have a large reception room for the use of the dealers as they come in, something they have never before had, and there are a number of individual desks, with writing material, etc., so that each dealer will have the required privacy, and they have also placed there machines for his inspection and advertising novelties for his consideration, including a complete set of the Penn Victor operatic figures. Back of this reception room begin the long rows of talking machine record shelves, so that the entire department is quite convenient. Most of this space now occupied by talking machines was formerly used for the shelving and office work in connection with the Q R S music rolls.

Walter E. Eckhardt's Resignation

The resignation of Walter E. Eckhardt as president and general manager of the Interstate Phonograph Co., which was referred to in last month's World, did not come as much of a sur-

prise to those who know Walter Eckhardt intimately, but it created considerable excitement among those who did not. The Pathé business here has been taken over by the Pathé Co. and it will be conducted by them, at least that being the present arrangement.

Mr. Eckhardt is still holding down his former office and is settling up his affairs gradually, as to correspondence and other details, and very shortly we may expect to hear an important announcement from him, as he has the choice of several large propositions, either one of which would be most inviting.

Regarding his resignation Mr. Eckhardt said, "This is not entirely unexpected, as I have given my friends to understand for the past several months that negotiations were pending that would enable me to gain a free footing from business cares, at least temporarily. I am now, for the first time in my business career of twenty-seven years, breathing perfectly free, with nothing ahead of me. It does seem that after all these years given to the phonograph industry, in which time I have managed factories, general distribution and sales and established and operated many wholesale and retail branches, my experience should not be lost entirely to an art which is so important and so prominent in the world's enterprises of the day. It was my first impression that at this time it would be profitable to hesitate and survey the entire commercial field before deciding upon plans for the future, and although my arrangements for retiring were consummated but a few days ago I find myself at the present moment reviewing them with much deliberation, for the time being, and will put on brakes and see how things are from the outside bit. As soon as I am able to calen-

late, in my own mind, just what my plans will be, I will notify my friends through your newspaper columns. I wish, in temporarily retiring, to express my full appreciation of the many, many courtesies extended to me by your paper your staff, my clients and competitors."

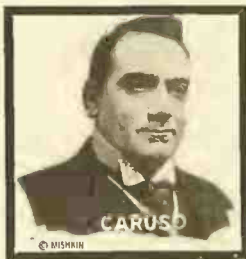
Many Columbia Activities

The Columbia Co. is finding its business gradually on the increase during the entire month, and is looking for a corresponding increase during September. Manager Cummin has spent as much time as possible during the month in the various towns in this State, New Jersey and Delaware, where the firm has representatives, helping the dealers as much as possible in suggestions for the marketing of the Columbia product.

Dealer Service Manager W. J. Lorenzo has been quite busy since he returned from his two weeks' vacation, spent in New York State, in a trip to Atlantic City to arrange a concert to be given by Marion Harris and the Columbia Saxophone Quartet, at the warehouses of the E. M. Blatt store, which is to be held this week, and in going about the city with some of the out-of-town Columbia visitors. Both J. D. Westervelt and F. D. Connelly, of the Columbia store, were also in New York State several weeks during the month on vacation. E. A. Manning, the assistant manager, spent his two weeks' vacation at Atlantic City.

Among the recent Columbia visitors at the local offices were: H. B. Newkirk, Salem, N. J.; J. W. Moss, Shamokin, Pa.; N. Freeman, of Chester; J. M. Carothers, Atlantic City; J. M. Cameron, of the Cameron Piano Co. Allentown; I. Baker, Mt. Holly, N. J.; B. Mingen, Medford.

(Continued on page 94)



THE greatest singer of all time has gone. In his place stand the Victrola and Victor Records.

Put special efforts on Caruso Records—mail work, window display and selling plans—for the public is anxious to purchase them. Buehn Service will aid you in securing the proper sales volume this Fall.



The Louis Buehn Company
Victor Wholesalers
PHILADELPHIA

THE TRADE IN PHILADELPHIA AND LOCALITY.—(Continued from page 93)

N. J.; Mr. Heller, of the Metropolitan Phonograph Co., Reading, Pa.; A. E. Stauffer, Harrisburg; Mr. Hallemann, Pine Grove, Pa.; F. E. Bloom, of the Lauter Piano Co., of Trenton N. J., etc.

Dealers Who Have Taken on the Granby

Percy Trilnick, Norfolk, Va., representing the Granby phonograph, which is jolled in this section from the Widener Shop, spent considerable time in Philadelphia in August, and made a number of important connections. Some of the firms up the State who have taken on the Granby are J. E. and W. H. Nace, of Hanover, Pa.; Sol. J. Phillips, South Bethlehem, Pa.; W. M. Myers, of Wildwood, N. J.; George S. Haines, 517 Delancy street, and Leon Schoeppe, of 1521 Saydel avenue, this city.

Heath Has Big Okch Business

A. J. Heath & Co. report that their business in August was quite satisfactory. They distributed almost double the number of Okch records that they put out in July; they have also sold a number of machines, and they have been made exclusive representatives in this territory for the Double Throat and Tone Arm, and have been doing very well with it. Mr. Heath spent his vacation of two weeks on Long Island, N. Y.

and at Atlantic City. C. A. Malliet, his partner, spent his two weeks during the month at Rehoboth Beach, Del., fishing. Among the Health visitors during the month was A. Thallmayer, manager of the foreign department of the General Phonograph Co.

T. W. Barnhill Returns

T. W. Barnhill, the head of the Penn Phonograph Co., returned to his desk on September 1 after an extended trip to the Pacific Coast, where he was accompanied by Mrs. and Miss Barnhill. He reports having had a delightful trip. During the month the Penn business has been good. The death of Caruso stimulated the sales of his records to a remarkable degree. Victor Moore spent his two weeks' vacation at Atlantic City; Alonzo Streever went on a fishing trip to Towamencin Inlet, N. J., and every day the men at home received some fine legal fish.

Big Demand for Penn Victor Dogs

The Penn Victor Dog business was good during the month, some of the largest orders being received from C. J. Schmidt, of Tiffin, Ohio, who ordered 3,000; the Morris Music Shop, of Portsmouth, Va., 1,000 dogs, and 500 each were ordered by the following firms: A. H. Goodman & Brother, Portsmouth, Va.; the White Music Co.

DECALCOMANIA

Name Plates for Talking
Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.

220-230 N. 6th St., Philadelphia, Pa.

Williamsburg, Ky.; the Welston Talking Machine Co., of Welston, and the Eberhardt-Hays Music Co., of Wichita, Kan.

Mr. Willis, representing the Beckwith & O'Neill Co., of Minneapolis, Wis., was a visitor here during the month, showing the trade the firm's new style of counter, the Selnes, which is very useful to help facilitate sales.

New Columbia Dealers

Among the new dealers established by the Columbia during the month were: Smith & Newack, of Forest City, Pa.; the Prince Furniture Co., of Pittston, Pa., and the Emery Music Store, of Columbia, Pa., the successor of John Wirth.

A Busy Emerson Month

The Emerson Co. had a very busy month of it. It made a supreme effort to introduce the Emerson phonograph and with very excellent success. In the campaign among the dealers in this city Manager Harry Fox had the assistance of W. J. Stevens and A. T. Emerson, of New York. In speaking of this success Mr. Fox says: "The popularity of the Emerson phonograph is increasing. Coupled with the merits of the machine and the local advertising we are getting, it is creating a demand for all our products. We have been establishing more exclusive Emerson dealers than ever before, for we are now in a position to offer a complete phonograph proposition—phonographs and records. We have also been successful in our Gilt Edge Needle drive. Since our appointment as exclusive distributors in Philadelphia and vicinity for this product, we have been receiving some very nice orders."

Mr. and Mrs. Fox spent the Summer at Atlantic City, the former commuting each day, but on the last day of August returned home and opened their city place for the Winter. Mr. Fox reports that collectors, both for machines and records, are coming in in very much better shape. Harvey E. Morrison, of New York, made Mr. Fox a visit recently.

Lower Prices for Certain Cheney Styles

The Cheney Co. here has notified its dealers of a cut in prices of its Nos. 2 and 3 models, which are to be replaced by new models which will be ready by October 15.

Herbert Blake has recently returned from a delightful vacation spent among his former "old home folks" on Lake Ontario. J. M. Elton, of the sales force, spent his vacation during the month at his old home in Palmyra, N. Y. Mrs. MacIwain, the head bookkeeper of the house, spent her two weeks at Ocean City.

P. J. Hawley Takes Charge


P. J. Hawley, of Albany, N. Y., has replaced Mr. Coupe as head of the Girard Phonograph Co., the Philadelphia distributor of the Edison phonograph. Mr. Hawley has had a wide experience as a talking machine man.

Snellenburg Department in Large Quarters

The Snellenburg talking machine department has been removed to the fifth floor of the new building adjoining the piano department, the two departments occupying the entire floor. It has a very good position, and this move should have been made long ago.

Increased Activity With Buehn Co.

Louis Buehn, head of the Louis Buehn Co. and president of the Victor Jobbers' Association, who has been touring the Far West, visiting the leading points of interest, with his family since



Questionnaire

VICTROLA DEPARTMENT

N. L. FOODS FURNITURE CO., Wilmington, Delaware

Do you own a Talking Machine (yes or no).....

What Make.....

Is it in good playing condition (yes or no).....

Is your Talking Machine in active use (yes or no).....

Have you ever thought of exchanging it for a newer or larger model (yes or no).....

Do you receive the Victor Record Supplement each month (yes or no).....

Have you ever thought of buying a Victor Victrola (yes or no).....

Name.....

Address.....

City.....

Victor

(Half Size)

The questionnaire shows you who has a Victrola; who has not a Victrola; who has the desire for a Victrola; who has a machine of another make and wishes to exchange it in part payment for a Victrola; whose name is not on your mailing list for the monthly supplement, but wants it there.

OPPORTUNITY

The Victor dealer enjoys an opportunity at this time such as no other talking machine dealer has. He has back of him a factory and organization whose finished product is recognized everywhere as the best. During the last three years many new machines and several makes of records have been placed on the market. Some have survived, others have fallen by the wayside. The opportunity which is now afforded you is to bring the owners of all these other machines under the Victor banner and to make good Victor customers of them.

How to do this in the most effective way would be a problem if the Penn-Victor dog had not solved the question for you. Before telling you about it, it was tried out in a number of instances and the results have been surprising.

What you want is to get as many talking machine users acquainted with you as possible. Very good. The thing to do is to get them in your store, and you to get acquainted with them. How? That's easy! Here is the plan,—

FIRST—Order 500 or more Penn-Victor Dogs with your name cast in the pedestal at no extra cost.

SECOND—Have printed questionnaires as per illustration.

THIRD—Advertise in your home paper, or by any other plan which seems best, announcing that you will give away absolutely free to every person calling at your store on certain dates a plaster Paris reproduction of the dog in the Victor trade-mark.

You may be sure the public will respond. When a person enters your store hand him or her a questionnaire, saying: "Please fill out the card and present it at (specify the place) and receive your dog." Have plenty of small sharpened lead pencils handy so there will be little delay in filling out the questionnaire.

The questionnaire gives you just the information you desire and provides many prospects for Victrolas.

One dealer gave 5,000 dogs away and did as much business in the first three days of the month as during all the corresponding months in the previous year. Another dealer of whom we know did \$3,000 in three days. He gave 3,500 dogs away and did nearly \$1 worth of business for each dog.

The dog is a binder between the prospect and you, making it easy for your canvasser when he calls at the home to secure a hearing. The Penn-Victor dog is a little missionary, and has been doing good work in the home all the while spreading Victor propaganda. Shall he work for you? It's for you to say. Place the order at once and prove our assertions.

Order Through Your Victor Distributor

PENN PHONOGRAPH COMPANY, Inc.

Victor Distributors—Wholesale Only

913 ARCH STREET

PHILADELPHIA, PA

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 94)

the Colorado Springs convention, returned to Philadelphia on Tuesday of this week. At the house it has been reported that business was good—quite good. Caruso records have been going very big. It is reported that the Victor Co. has a number of recordings by the great artist that have never been listed, and it is quite likely that they will have new Caruso announcements for a long time to come. Among the most recent of the Bucher visitors were: Joseph J. Steif, of Mt. Carmel, Pa.; Frank Tallen, of Chester, Pa., and Mr. Werner, Sr., of the Werner Co., of Easton, Pa.

Opens New Store

The People's Talking Machine Co., of 502 South Fifth street, which specializes on foreign records, has opened a new store at Seventh and Wolf streets. It is doing the largest Hebrew record business of any firm in this city. It has a very fine place at its new branch, which was formally opened on September 1.

Everybody's T. M. Co.'s Expansion

J. A. Fischer, head of the Everybody's Talking Machine Co., has brought his family up and opened his city home after spending the Summer at Atlantic City. The firm reports that it has been enjoying a very excellent business. Recently it had a visit from J. S. Christophe, of the Christophe Co., San Francisco, Cal., and I. Mayers, of Birmingham, Ala.

Everybody's Co. has started the establishing of a number of jobbers to handle its line exclusively from one end of the country to the other, and within a short time it expects to announce a list of these jobbers. It has been adding a few new types of springs to its already long list. Everybody's will feature among its needs one it is having especially manufactured for this company and which is under its exclusive control, entitled the Unan-Tone needle, a three-tone needle. It has already had great success with this product. Phillip Grabuski, the Southern salesman of the firm, spent his two weeks' vacation at Betterton, Md.

Many Cirola Improvements

The Cirola Distributing Co., of this city, distributor of the portable machines of that name, reports a continuance of generally good business throughout the month of August. A new tone arm with a pivoting pin on the side, rather than center, is now being used on the Cirola phonograph. This new tone arm is more strongly built and allows greater amplification of sound. A new leather-covered handle and a sliding door with felt cover to protect the nickel parts are



THE DEALERS'

"PASSING SHOW OF 1921"

has four months to run—the four best months—make them count. Your profits will tell the story of the show.

OKeh Records

are playing and paying. They get business. They net profit. An agency is a continuous attraction—and it pays.

SONORA

COMPANY OF PHILADELPHIA

1214 ARCH STREET

PHILADELPHIA

other improvements which are reported to be much appreciated by the dealer.

Langford Joins Cheney Staff

G. D. Shewell, president of the Cheney Sales Corp., of this city and New York, reports the appointment to his staff of Douglas Langford, formerly connected with the Aeolian Co. Mr. Langford will be connected with the New York office of the company and cover New York and Connecticut. Mr. Shewell reports that a large number of advance orders have been received for the two new models of the Cheney talking machine and that every indication points toward big Fall business.

Placing Big Orders for Victrolas

H. W. Weymann, of H. A. Weymann & Son, Inc., Victor wholesalers, this city, reports that the new No. 50 Victrola portable and No. 300 art model have been received very favorably by the buying public. Dealers have placed very

substantial orders and reorders for further shipments of these numbers. The month of August has shown a decided improvement over June and July on all type Victrolas. Mr. Weymann stated to a representative of The World: "I believe there is every reason to be optimistic regarding the Fall trade and all indications point to a shortage of Victrolas if the demand is anywhere near what the indication shows."

National Publishing Co. Optimistic

H. C. Fry, of the National Publishing Co., manufacturer of albums, this city, reports that he finds that dealers are making energetic plans for the Fall season. The National Publishing Co. has closely kept in touch with the many dealers which it serves and predicts a revival of generally good business during the Fall months.

Reports Decided Improvement

Harry Fox, head of the Emerson Phonograph Co., reports a decided improvement of conditions. August business totaled more than June and July combined. Every indication points toward the continuation of this good business throughout the Fall season.

New Franklin Style Popular

The Franklin Phonograph Co., of this city, reports a noticeable improvement in the demand from the dealer beginning during the last two weeks of August. The revolving-door model of the Franklin phonograph, which this company is featuring, is proving popular and good Fall business is expected in this and the other models comprising the Franklin line.

Extensive Fall Campaign Planned

C. S. Tay, of the Chicago office of the Interstate Phonograph Co. was a recent visitor to the Philadelphia headquarters. All employees of the company are back from their vacation and an extensive Fall campaign has already been inaugurated. C. W. Flood, of the Interstate organization, is at present in Florida, where he made a special trip for the factory.

Keen Talking Machine Supply Co. Opens

Jacob H. Keen, formerly connected with the Keen Talking Machine Supply Co., has opened business under the firm name of the Guarantee Talking Machine Supply Co., at 113 North Ninth street, this city. He will conduct a wholesale and retail business in talking machine supplies and parts.

The salesman who possesses a deep knowledge of human nature invariably produces the biggest results.

Greater Sales



Greater Prestige

The buying public more and more is demanding greater value for each dollar it spends.

The dealer selling VICTOR products has a decided selling advantage.

Our wholesaling facilities are unsurpassed. Weymann Service insures the dealer best results.

VICTOR PRODUCTS

Musical Merchandise

Q. R. S. Player Rolls

H. A. WEYMANN & SON, Inc.

1108 CHESTNUT STREET

PHILADELPHIA

"The Best in Everything Musical Since 1864"

Write for catalogue and special stock list

IMICO INDIA RUBY MICA DIAPHRAGMS

INTERNATIONAL MICA COMPANY PHILADELPHIA, PA. YOKOHAMA, JAPAN

WALTER S. BRAY
SAN FRANCISCO, CAL.

ARTHUR A. BRAND & CO
CINCINNATI, OHIO

INTERNATIONAL MICA CO.
103-110 W. LEXI ST., CHICAGO, ILL.
THE ARTOPHONIC CORPORATION
ST. LOUIS, MO.

V. T. SCHULTZ
CLEVELAND, O.

RATSOLO SALES CO.
LANCASTER, PA.

PROVIDENCE PHONO. CO.
PROVIDENCE, R. I.

Write for "IMICO" representation in your territory—domestic or foreign. Special facilities for Export Business.

"IMICO" and "SERVICE" are SYNONYMOUS

NEW MOTROLA IN DEMAND

H. A. Weymann & Son, Inc., New Wholesale Agents for Motrola, Find Good Market

PHILADELPHIA, Pa., September 6.—H. A. Weymann & Son, Inc., of this city, Victor wholesalers, who were recently appointed exclusive wholesale representatives for Jones-Motrola, Inc., for eastern Pennsylvania, New Jersey and Delaware, report an active demand for the new Motrola with the Universal motor. This device was recently reduced materially in price, and now retails at \$19.50 as compared with the former price of \$30.

The Motrola, which has attained country-wide success, may be attached to any type Victrola or any other make of talking machine, and accomplishes what the self-starter does for the automobile. By pressing a button, the new Motrola winds the spring to the proper tension and then automatically stops winding. An extensive publicity and sales campaign has already been inaugurated for the benefit of dealers, and window display signs, together with other material, are now ready for distribution.

GRANBY AT CHILDREN'S PICNIC

Annual Children's Picnic Given by Harry Cohen Enlivened by Granby Phonograph

PHILADELPHIA, Pa., September 3.—At a children's picnic held recently at Fairmount Park, this city, the Granby phonograph furnished music for the dancing. The picnic was given by Harry Cohen, who makes it an annual event. It was a huge success and the Granby was the center of attraction for the kiddies, who used it for singing as well as dancing purposes.

R. L. Perrett, manager for the Widener's, this city, recently sold a Louis XVI model of the Granby phonograph to a customer. Mr. Perrett was much surprised a couple of days later when the man returned stating he wanted to buy another, which Mr. Perrett was not at all loath to sell him. It developed that the customer's father, whose home is in Italy, was visiting him and was so pleased with the machine that his son made him a present of it. The father took the Granby back to Italy with a generous supply of American records.

FIGHTING TAX ON HOME GROUNDS

Congressional Recess Affords Members of Music Industry an Excellent Opportunity for Presenting Arguments to Senators and Representatives While at Their Homes

Whatever may be thought of the wisdom of the members of Congress in voting to recess at this time, the Music Industries Chamber of Commerce declares that by closing up shop at Washington and going home the Senators and Representatives will afford the members of the music industry an excellent opportunity to tell them to their faces what they think of the excise tax on music.

The Chamber urges all members of the trade to establish personal contact with both of their Senators and their Representatives during the Congressional recess. Write to them at Washington at once, the Chamber suggests. Tell them you would like to have the opportunity to talk with them about the burdensome excise tax on your industry. This in itself will constitute an argument which they will not forget even if they do not go home for the recess.

Have a heart-to-heart talk with your Congressmen who come home. Tell them the women of your acquaintance, wholly regardless of your direct interest in the matter, are becoming alarmed lest the added cost of instruments due to excise taxes will force music teachers into other lines, thus depriving the youths of the land of the foundation for that future love of music which is beginning to brighten the lives of American of all ages. If your Congressmen don't come home, write them to this effect. The women are watching tax revision, and the men who fail to take the burden off music are going to lose the woman vote. Tell them so in no uncertain manner.

During a previous recess of Congress a certain industry in an Eastern State affected adversely by proposed legislation appointed a committee to tour the State to hold conferences with the Congressmen in their homes. The result justified the experiment. The Chamber suggests that our people in all parts of the country adopt some such scheme in the tax fight.

The House tax bill, the Chamber declares, does not solve the problem. It will not bring in the necessary revenue. It is suggested, there-

fore, that the members of the industry couple their demand for the repeal of the excise tax with the suggestion for the adoption of a sales tax.

DEMONSTRATES ACTUELLE AT RACES

Aggressive Pathé Merchant Creates Sensation and Incidentally Boosts Actuelle Sales

PHILADELPHIA, Pa., September 1.—George Ross, proprietor of the Pathé shop at 4546 Frankford avenue, this city, believes in the energetic presentation of the line he sells. He not only believes but, as a number of recent events have proven, has actually put into practice a number of exceptionally impressive methods of featuring Pathé merchandise. Recently, at the Frankford race course, Mr. Ross demonstrated the great volume of the Actuelle. This demonstration created a sensation and tangibly resulted in a number of Actuelle sales. Mr. Ross also has extended his progressive merchandising methods to his windows, which are a decided attraction in his section of the city.

STREIFF HAD NARROW ESCAPE

John Streiff, Remington dealer and distributor, of 73 Flatbush avenue, Brooklyn, N. Y., recently narrowly escaped injury in an accident which damaged his main show window. Due to the breakage of the front wheel of a passing auto the machine jumped the curb and went through his window before it stopped, ruining two Remington phonographs displayed therein beyond repair. Mr. Streiff was standing in the doorway at the time and only through quickly jumping did he escape being crushed.

FOWLER STORE DESTROYED BY FIRE

Mitchell, S. D., September 5.—The talking machine department of Fowler's Drug Store, this city, was entirely destroyed by an early morning fire recently which was caused by defective wiring. The loss is estimated to be about \$4,000.

It is a mighty good thing to seek ideas for increasing business, but the time spent in looking for ideas is lost if they are not carried through to the finish.



Size: 12½ x 11½ x 6
Weight 16 lbs.

"Take Your Cirola Music With You"

CIROLA HAS PROVED ITS WORTH—Dealers everywhere are stocking it this season. REASON: IT STILL REMAINS THE LIGHTEST, SMALLEST, MOST COMPACT, REAL STANDUP BIG TONE PORTABLE MADE.

We are now sole distributors in this territory for a cracklerjack record, "THE PARAMOUNT," which is working well with the CIROLA, likewise the CIROLA NEEDLES AND COVERS.

Write for Proposition.

CIROLA DISTRIBUTING CO., Inc.

Distributors of the
CIROLA PHONOGRAPH

PROMPT
DELIVERIES



204 Colonial Trust Bldg.
Phone Spruce 6337
PHILADELPHIA, PA.
U. S. A.

SOME TWENTY EDISON SALESMANSHIP SCHOOLS

These Will Be Located in Various Cities and 150 Sales Representatives Will Be Accommodated in Each School—To Be Conducted in Twelve Central Points of the Country

ORANGE, N. J., September 8.—According to present indications, and the response already received, there will be about twenty schools of salesmanship established by Thos. A. Edison, Inc. These will be located in various cities and not over 150 sales representatives will be accommodated in each school.

The salesmanship school is an aftermath of the 1921 Edison Caravan Convention, during the program of which a play, by William Maxwell, was enacted, entitled "School for Salesmen." The reaction from this play, and, in fact, from the whole convention, was a demand by the Edison jobbers and Edison dealers for a practical salesmanship school. The Edison Co., therefore, issued a bulletin to its dealers broaching the subject, a part of which reads as follows:

"We have decided to have a real school for dealers' salesmen. This is what we propose. We are going to ask one of the big universities to supply us with two instructors from its school of salesmanship. These men will receive a thorough training at the Edison laboratory, in addition to which they will work for a time with Edison dealers. We shall assign them to some good dealers and to some poor dealers. In other words, we shall add to their present scientific knowledge a thorough practical knowledge of Edison merchandising. When we consider that the training of these men is complete we shall assist them in preparing a short course in Edison salesmanship which we hope will be sufficiently good to be embodied in this big university's course of salesmanship.

"The proposed course of salesmanship will occupy five days. It will be preceded by a one-day 'get-together' meeting of dealers, dealers' salesmen, jobbers and jobbers' salesmen. These courses of salesmanship will be conducted at twelve central points in the United States and Canada, thus reducing the expense of attendance. An effort will be made to find suitable hotel and hearing house accommodations at special rates. Mechanical instruction will be provided at these schools."

There are other features about this salesmanship school plan which are considered as possibilities but which have not yet been definitely fixed as certainties.

The Edison plan, it should be added, is being worked out in conjunction with other large companies in different fields, among which are Cadillac Motor Co., International Heater Co., Hammond Typewriter Co., Certainty Products Corp., G. I. Seiler & Son, P. F. Collier & Son, Inc., Creamery Package Co., Addressograph Co. and "1900 Washer" Co.

INCORPORATES AND CHANGES NAME

The International Record Co., of 30 East Twentieth street, New York City, jobber of Odeon records, has been granted a charter of incorporation, changing its name to the Cosmopolitan Record Co. The company, which was only recently formed, is meeting with fair success due to the intensive sales work carried on by Messrs. Hallam and Mood, who head the enterprise.

NEW SONORA DEALERS IN NEW YORK

Among the dealers who have recently taken on the Sonora line are the Public Music Store, 2750 Eighth avenue, Samuel Milstein, proprietor; Joseph Siegel, proprietor of a music store at 1789 Third avenue, and David Kirsch, of 288 Rivington street.

The merchant who sits in his store and whines about trade depression, instead of doing something to create business, is contributing to his own ruin.

TO MAKE RECORD LIFTING DEVICE
Nifty-Lifter Co. Incorporated in Schenectady, N. Y.—Louis Lang, of New York, Is Sole Distributor for the Manufacturers

SCHENECTADY, N. Y., September 6.—The Nifty-Lifter Co. was recently incorporated with a manufacturing plant in this city for the making of a record-lifting device of the same name. Joseph Lickowitz, of this city, has been elected president of the company. This device has been made to set upon the top of the turntable and this device and lifted from the turntable without stopping the motor, thus allowing records to be changed without the annoyance of stopping and starting. Many other original claims are made for this device.

Louis Lang, of 34 East Seventeenth street, New York City, has been appointed the sole distributor for the Nifty-Lifter Co., and a nationwide campaign will be inaugurated.

E. C. Ackley has been made office manager of the Sterling Roll & Record Co., Cincinnati.

THE EDISON WAS THE PHONOGRAPH
Installed in Minneapolis Post Office Which Has Aroused National Comment

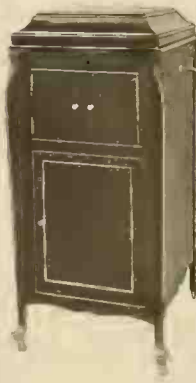
MINNEAPOLIS, MINN., September 7. The Minneapolis Sunday Tribune of August 21 published a very interesting article headed "Want a Free Concert in Your House? Call Up the Man Who Installed the Phonograph in the Post Office."

The article is based upon the now famous Edison Mood Chart Change, and the results arrived at after phonographs were installed for night clerk in the Minneapolis post office. The article covers the best portion of an entire page, and presents many interesting facts. The use of phonographs in the post office of such a large city indicates the potential possibilities which lie ahead as regards the use of music along lines calculated to stimulate men and women engaged in their daily toil.

The experiment conducted in the Minneapolis post office was brought about by R. D. Smith, an assistant in collecting scientific data for the Music Research Department of the Thos. A. Edison laboratories.

Jobbers' Profits and Salesmen's Commission Now Go to the Dealer

This Company have decided to sell their entire output of the Franklin Phonograph direct to dealers, reducing the cost considerably by ordering direct from our factory.



The style illustrated shows our Revolving door model. By merely touching the knob the record cabinet revolves, showing eight specially constructed Albums.

The Cabinet is constructed of five-ply genuine figured Mahogany, all metal parts gold plated, plush turn table.

The Franklin line of phonographs is supreme in tone, cabinet work, case architecture and structural design. Franklin Phonographs occupy a distinctive position among high quality phonographs.

Order a sample of this model. You will find it the best seller you ever had.

Our prices are reduced. Our terms most liberal.

FRANKLIN PHONOGRAPH COMPANY

INCORPORATED

1711-13-15-17 North Tenth Street

Philadelphia

READY TO DELIVER NEW RECORDS

Clarion Record Co. Announces That First of the New Clarion Records Are Now Ready for the Market—Popular Numbers on First List

The Clarion Record Co., formed some time ago for the purpose of manufacturing and marketing a standard quality, popular-priced record,



J. M. Kohner

the particular features of which will be the rapidity by which the latest song, dance and other similar works are released, now announces deliveries of this product.

The executive office of the company at present is located at 56 Bleecker street, New York City, but negotiations are under way to lease larger quarters in the Forty-second street district.

J. M. Kohner, formerly sales manager of the Lyraphone Co. of America, who some time ago severed his connections with that organization, is general manager of the new company. In speaking of the future of the Clarion record he stated:

"We have acquired a pressing plant in Bridgeport, Conn., which at present has a capacity of 10,000 records a day. New machinery is being installed and this production will be considerably increased in the near future. It is one of the best-equipped pressing plants in the country and has much available space for further enlargements.

"While the Clarion product will feature the popular songs and instrumentals we will, at a later date, announce a standard catalog of no mean caliber. It is our intention to release popular works just as rapidly as they reach the class that is known as the 'hits'."

Sales campaigns for Fall should now be planned.

SALES AHEAD OF LAST YEAR

Wm. Maxwell Gives Some Facts Which Lead to Optimism Regarding Business Generally—A. H. Curry Tells of Conditions in Texas

OKLAHOMA, N. J., September 1.—In an interview with William Maxwell, first vice-president of Thomas A. Edison, Inc., The World was advised that the business of Edison dealers in nearly every section of the country made a decided leap forward during the month of August. In some localities the sales are now running ahead of last year and the underlying tone indicates that business this Fall will be of a very fair volume for the retail merchants who are going after business in an aggressive, scientific manner.

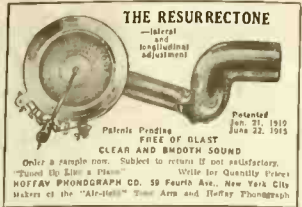
A. H. Curry, second vice-president of Thos. A. Edison, Inc., confirmed the report given by Mr. Maxwell, especially insofar as Texas is concerned. Mr. Curry controls substantial wholesale and retail Edison interests in that State.

WADE CUTTER ACTIVITIES

Fibre Needle Cutter Factory Now Located in Indianapolis—Jobbing Organization Announced

INDIANAPOLIS, Ind., September 8.—E. O. Wilking, president of the Ready-File Co., of this city, has announced the completion of the work of removing the Wade & Wade factory from Chicago to its new factory in Indianapolis. The Wade fibre needle cutters, which have been standard accessories in the trade for years, will henceforth be produced at the new factory on North Liberty street which has been built adjacent to the old Ready-File plant.

"We will continue to maintain the Wade name and standard and to improve our distributing methods," said Mr. Wilking. "The Harwell Sales Co., of Huntington, W. Va., will represent us in the South and in Pittsburgh, and F. A. Ellis will cover the West, traveling out of Kansas City. In the East we will be ably represented by Louis A. Schwarz, 1265 Broadway, New York."



VICTOR RECORDS IN JAPAN

Messrs. Sale & Frazar, Ltd., of Tokio, Distributors, Find an Increasing Demand, Following Recent Visits of Noted Artists in Japan

The increasing popularity in Japan of so many of our famous artists, such as Mme. Schumann-Heink, Altscha Elman, Mme. Galli-Curci and others who are featured in the Victor record lists was the subject of a suggestion in last month's World that there were great possibilities in the way of record trade in that country, and in this connection the question was asked, in a semi-humorous vein: "What enterprising jobber would annex that territory?"

As a matter of fact, for some time past, Messrs. Sale & Frazar, Ltd., No. 1 Wae-su-Cho, Tokio, have been the accredited distributors of Victor products in Japan. As a consequence Victor goods have been and are being distributed in all sections of the Nipponese Empire, and natives and foreigners alike are able to secure service of Victor records. Naturally the demand for these products has grown considerably as the result of the recent visits of so many artists, who are well and favorably known in this country as well as throughout Europe.

For every salesman looking for an order there is a customer looking for an intelligent man to fill his order.

A New Model in the Natural Voice Line

To the models already manufactured to meet the needs of the trade we have added this new style.

The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of Cabinets Without Equipment.

Write for Prices

It will pay you to investigate our proposition.

Natural Voice Phonograph Co.
ONEIDA, NEW YORK



ST50
H37W40D23



ST53
H37W40D23



ST9
H50W23D24

The New Style No. 9 is a worthy addition to this complete line

STEADY IMPROVEMENT EVIDENT IN MILWAUKEE TRADE

Jobbers and Dealers View Outlook Optimistically—Victor Franchise Changes Hands—Lyric Co. Has Kimball Line—Badger Shop Takes on Pianos—Bradford's Big Vocalion Trade—Other Items

MILWAUKEE, Wis., September 10.—So much improvement in the general-situation of Milwaukee industries and other business has taken place since the middle of the year that the talking machine trade, from manufacturer down to the smallest retailer, is more convinced than ever that Fall and holiday trade this year will measure up with the best year-end seasons on record. While the volume of trade so far in the present year is generally not up to last year and two years ago, it is believed that transactions in the remainder of 1921 will be sufficient to bring the mark to an equality.

The Summer season is virtually at an end, although officially, by the calendar, Autumn does not begin until the close of next week. It has been a fairly good season, considering the fact that June, July, August and most of September ordinarily are slow months, with people continually shifting about in an effort to keep cool and getting as far away from home as possible. This was especially true this Summer, with its humidity that was more excessive than anything on the Weather Bureau's records. Heat came in protracted spells, making this an almost unbearable Summer in Milwaukee and throughout Wisconsin.

Such conditions are not calculated to make talking machine trade brisk, nor does any class of retail trade profit thereby, save, perhaps, those who deal in Summer attire for women, children and men. The sale of talking machines other than the small, inexpensive portable types, was pretty much discouraged. On the other hand, the climatic conditions which favored instrument business made for a rather brisk trade in records. There is hardly a house in Milwaukee which is not able to report a generous percentage of increase in sales of records this Summer, compared with any previous season.

Jobbers Are Most Optimistic

Milwaukee Jobbers, whose territory as a rule covers all of Wisconsin and the Upper Peninsula of Michigan, are more optimistic to-day concerning the future outlook than they have been all this year. They look forward to a relatively excellent holiday trade and their views are substantiated by the early orders now being placed by dealers for instrument and record stocks for prompt and nearby shipment in anticipation of brisk demand in November and December. As a

rule, dealers are not ordering more than moderately, although they are not less disposed to buy only on a hand-to-mouth basis than for the past six to eight months. Many dealers are placing conservative orders with the expectancy of putting in frequent rush orders as the holiday trade opens and proceeds. They are thus taking a chance on being left in the cold to some extent in getting their wants filled promptly at the time when goods are needed most urgently, but there is still a certain element of uncertainty in the situation which they feel they dare not overlook.

Sam Goldsmith, vice-president and general manager of the Badger Talking Machine Co., Victor jobber, always a keen student of affairs, but never given to extreme predictions, views the outlook for the rest of this year with considerable optimism of a substantial nature. The business of the Badger Co. so far in 1921 has been growing steadily and yields nothing to any previous year, even the wonderful "boom" year of 1920. Mr. Goldsmith does not look forward to any decided inflation, but he feels sure that the coming three and a half months will develop some good Victor business. Other members of the Badger company concur in his view and they have been making preparations accordingly.

Occupying New Quarters

The Edison wholesale representative in this territory, the Phonograph Co. of Wisconsin, has moved its offices and warehouses from 49-51 Oneida street to new and larger quarters at 340-346 Jefferson street to keep pace with the steadily increasing volume of business.

Inaugurate Lively Fall Campaign

The Yahr & Lange Drug Co., exclusive wholesale representative of the Sonora in Wisconsin and northern Michigan, has started an active Fall campaign, which will strike every spot in its extensive territory and is planned to make 1921 the very best year it has ever had in its Sonora division. Fred E. Yahr, president of the company, is personally in charge of Sonora promotion. He has recently added another assistant to handle the increasing volume.

Takes Over the Victor Franchise

In the retail field in Milwaukee one of the most important changes of the month was the purchase by the American Household Furniture Co. of the Victor franchise, stock and business of the

ASSOCIATED No. 70

UNIVERSAL TONE ARM



Quality Construction
Unusually Good Tone No Blasting
For use in Phonographs retailing up to \$100.
Price for sample—\$2.00.
Quantity price on application.

Associated Phonograph Supply Co.
Dept. 71 Cincinnati, Ohio

R. H. Zinke Music Co. The Zinke Co. was established in May, 1920, by Richard H. Zinke, who achieved an outstanding degree of success as a Victor dealer while manager for several years of the Badger Talking Machine Shop at 425 Grand avenue. The American Co., one of the largest general housefurnishing establishments on the northwest side of the city, has long been desirous of getting a Victor franchise and made the Zinke Co. such an attractive offer that it was accepted. The lease of the Zinke store by other interests from September 15 forward made it advisable to discontinue of the business. The recent death of Mrs. Zinke's father has placed the responsibility of handling several large business projects in Mr. Zinke's hand and will occupy all of his time.

Doing Well With the Aeolian-Vocalion

The J. B. Bradford Piano Co. reports an excellent business in the Aeolian-Vocalion throughout the city and county. Since taking over the Aeolian line the Bradford house has made a remarkable record with the backing of its high prestige and its reputation as "the oldest, largest and longest-established" music store in Milwaukee. Its history dates back to 1872. In the last few weeks the patronage of the main store on Broadway has been greatly enhanced by the fact that it has been designated as the headquarters of the Marion Andrews Concert Bureau for ticket sales. Miss Andrews is now the principal impresario of Milwaukee and had consolidated all of her downtown ticket-selling places at Bradford's.

Takes on Line of Pianos

The Badger Talking Machine Shop, heretofore an exclusive Victor house, is now engaged in the piano business as well, having taken over the local agency for the Ivers & Pond piano. This line has been featured by the Badger Music Shop at Fond du Lac, Wis., owned by the same interests as the Milwaukee Badger Shop, since its establishment. Leslie C. Parker, president of both companies, is a pioneer in the piano business, although for the last eleven years he has been a Victor dealer only. Before taking over the Badger Shop he was manager of the Victor department of Gimbel Bros.

Kimball Line With Lyric Music Co.

The recent death of John McKune, a pioneer Kimball dealer at Kenosha, Wis., has resulted in the entire stock of Kimball pianos and phonographs being placed with the Lyric Music Co., of this city. The Kenosha branch will be discontinued and the territory handled out of the Milwaukee representation, assisted by the Chicago offices.

Some Trade Briefs

The Elgentone Mfg. Co., Marshfield, Wis., which for the past year has been manufacturing the Elgentone phonograph, is being dissolved. F. W. Blandin, head of the Racine Phonograph

(Continued on page 101)

The KENT MASTER ADAPTER



plays ALL RECORDS at their best
on the
EDISON DISC PHONOGRAPH



Write for particulars concerning this, the best known and largest seller of its kind in the market. Attractive prices and terms will be quoted you.

WE specialize in attachments for Edison and Victor machines; also soundboxes, diamond, sapphire and steel needles. Drawn brass tone arms made to order. Tube and pipe bends of all kinds successfully executed.

F. C. KENT CO. :: Specialty Manufacturers
IRVINGTON, N. J.

whose phonograph accessories "win their way by their play"

Factory Representative

LOUIS A. SCHWARZ, Inc.

1265 Broadway
New York City

CHARM



Photograph of N. Y. Sonora Phonograph Co. showroom reproduced by courtesy

THE Talking Machine Cabinet that sets firmly upon the floor, that is not, so to speak, upon stilts, is more sightly and a handsomer piece of furniture—therefore more desirable to your customers.

This is the reason why so many Talking Machine manufacturers are today equipping their models with **Domes of Silence**.

They realize that these slides permit of the Cabinet setting closer to the floor, thus giving an added charm to its appearance as well as saving strain upon the legs and saving floors and rugs.

HENRY W. PEABODY & COMPANY

Domes of Silence Division

17 STATE STREET

NEW YORK

SPECIFY DOMES *of* SILENCE

Riccardo Stracciari sings "La Spagnola" with all the fervor and zest for which he is famous. Lovers of popular as well as operatic music will buy this record. How many have you ordered? Columbia 79719.



**Columbia Graphophone Co.
NEW YORK**

IMPROVEMENT IN MILWAUKEE TRADE
(Continued from page 99)

Co., Racine, Wis., is back from a month's business tour of the East with a nice bundle of orders and optimistic reports concerning the decided revival of business all along the line.

Opens for Business

Beyer & Rauselert is the name of a new firm which has opened for business at 322 North Commercial street, in Neenah, Wis., handling fine furniture and a line of talking machines and records.

Victor Trade-mark in Life

The Grant Music Co., of Racine, Wis., is gaining wide note by reason of its possession of a little fox terrier, which is an exact duplicate of the famous Victor trade-mark. The terrier has identically the same markings and colorings as the "wise" animal which is constantly listening to "His Master's Voice" on all Victor advertising matter. The dog is a big card for the Grant house, as he is named "Victor" and has been trained to run the length of the store with a monthly supplement in his mouth, gravely proffering it to customers as they enter.

Big Call for Caruso Records

All Victor dealers in this territory have had a really remarkable run on Caruso records since the death of the world's greatest tenor was heralded far and wide from Italy recently. For several weeks afterward most stores were able to report that for the time being the Red Seal discs of Caruso's singing eclipsed the sale of popular music, which is a wonderful tribute in view of the "jazz" craze.

Remodels Its Store

The Svoboda Furniture Co., Kewaunee, Wis., has recently remodeled and refurbished its store to provide a new music department and a battery of demonstration booths.

Increase Capital Stock

Harry W. Krienitz, Inc., Victor dealer of this city, has increased its capital stock from \$75,000 to \$150,000. The new issue consists of \$50,000 common and \$100,000 preferred stock and is made to finance the rapidly growing business, one of the largest on the South Side of the city.

Columbia Activity

Columbia business in Milwaukee and eastern Wisconsin is making excellent gains under the vigorous promotion work of Robert H. Walley, 929 Island avenue, local wholesale representative of the Chicago branch.

CREATING A SENSATION!

The Tour to Pacific Coast of Julius and Nestor Roos With the Gilt Edge Needle Scores Big

Progress is reported by Julius and Nestor Roos, who are conducting a tour from New York to Chicago in the interest of the Gilt Edge needle made by the Reflexo Products Co., of New York. The progress reported not alone refers to their near approach to Chicago, the



Gilt Edge Needle Interests Pittsburgh

goal, but the popularity that the Gilt Edge needles are meeting with en route. Immense crowds continue to surround the Gilt Edge auto whenever and wherever it happens to stop. The accompanying photograph taken in Pittsburgh shows a representative audience surrounding the car. The trip has proved, thus far, so successful that the Roos brothers will probably make a return trip of the same kind through different territory.

G. M. SOULE WITH DUAL-TONE

Well-known Piano Man Will Travel Through New York and New England, Commencing September 15 in Interests of This House

Announcement was made this week of the appointment of G. M. Soule as traveling representative for the Dual-Tone Phonograph Co., of Manor, Pa., of which C. W. Bowers, whose headquarters are in Rahway, N. J., is sales manager. Mr. Soule will start on the 15th of this month on a trip through New York State and New England. He is well known in the piano industry, for in times past he has visited practically every State in the Union in the interests of various piano manufacturers with whom he has been connected and he has a wide acquaintance in the talking machine trade.

OFFER MESSAGE OF CONFIDENCE

"The Ball Is Rolling" and Business Is on the Mend, Declare Collings & Co.

In their monthly house organ, The Record, Collings & Co., Victor distributors of Newark, N. J., present the following optimistic message under the caption, "The Ball Is Rolling":

"Business is on the mend. New confidence has been inspired by the public's response to the aggressive merchants' appeal to buy. Stimulated retail sales have encouraged the dealer to purchase not only present requirements, but to anticipate future needs.

"The trend of trade is reflected by the wholesalers' increase or decrease in volume. This barometer indicates a revival in Victor retail business.

"Since July we have encouraged the trade to start buying for Fall. We have not adopted a shortage as our slogan. Just the reverse. Our advice was buy early and prevent a shortage. That very appeal is the gist of our advice today.

"Confidence in the Fall business is not lacking by our dealers, especially those who are making a study of the steady improvement in industrial affairs.

"So much for conditions. Now how are you prepared to meet them? How far will your machine stock carry you? This is September, you know—the standard month which registers the opening of big business."

FARNESWORTH'S RESEARCH WORK

Prof. Charles H. Farnesworth, of the Department of Music, Teachers' College, Columbia University, who is allied with the Edison Co. in the field of school research, is conducting very special work along this line during the Summer of 1921 at his school for young ladies, Hinnum Camp, Theford, Vt. The principal purpose of this research is to determine what particular selections of high-grade music appeal most to young women.

Sensational Fox Trot



ROBERT NORTON CO.
226 West 46th Street, New York City

Where "Service" is more than an advertising catch-word

Badger Talking Machine Co.

G. F. RUEZ
Pres. and Treas.

H. A. GOLDSMITH
Secretary

S. W. GOLDSMITH
Vice-Pres. and General Mgr.

Exclusive Victor Distributors for Wisconsin and Upper Michigan

135—2nd Street

Milwaukee, Wis.

H.K. Lorentzen

Manufacturer of

Exclusive Cabinet Hardware and Accessories
60 Grand Street New York City

NEW CONCERN IN WASHINGTON

Louis & Co. Take Over the Retail Victor Business of Rogers & Fischer in That City—New Home for Latter House as Exclusive Wholesaler—Other Recent Developments in Trade

WASHINGTON, D. C., September 6. The opening of an exclusive Victor retail house and conversion of one of the leading Victor retail houses to an exclusive wholesale concern marked one of the biggest moments in the history of the local trade.

The new concern, Louis & Co., has taken over the retail trade of Rogers & Fischer, Victor

wholesalers, at 1313 F street N. W., and opened one of the largest stores for an exclusive retail talking machine trade in the city, at the corner of Seventh and G streets N. W.

Louis & Co. are headed by Gus Louis, who is the active head, and Joseph Goldenberg. Mr. Louis has been a Victrola representative in Washington for the past nine years. He established the Victor department in the department store of Woodward & Lothrop, with whom he has been connected for thirty-four years. He left their employ January 1 to take active charge of the formation of the new company. The informal opening of the new store was held September 1 and the formal opening will take place

October 1. The store is 20 by 70 feet in size, with show windows across the front and one entire side. Ten large booths are provided, three of them against the display window. The interior is finished in old ivory and blue, with white ceiling and tile floor. In each booth is a mahogany wall desk and record holder.

The sales force includes Miss M. Drury, who has been in the local Victor trade for the past four years, and Mrs. Selma Kline, well-known local singer and formerly secretary to Mrs. Wilson-Greene prominent as a concert singer.

The firm of Rogers & Fischer and its predecessor, the Robert C. Rogers Co., had been in the Victor business exclusively since 1909 at 1313 F street N. W.

The new wholesale store, under the same firm name, will be conducted in a modern three-story fireproof concrete building, now under course of construction at 1219 I street N. W. The building covers a ground space of 26 1/2 by 142 feet. Though the building will not be entirely completed until the middle of October or the first of November, the two lower floors will be opened for business October 1. The moving of goods from the old to the new building has already begun.

Starting September 1 Amsell, Bishop & Turner, 1221 F street N. W., who are handling the Victor line, added an extra four hours to the business day, remaining open until 10 p. m., this making them the only talking machine establishment in the city open after 6 p. m.

During the past month the talking machine record business has shown a slow but steady increase in Washington. In the majority of cases sales are considerably above the normal for this season.

Enlargement of the talking machine department is under way at the store of J. Edgar Robinson, at 1306 G street N. W. In addition to the installation of a number of new shelves two new booths are being built, bringing the number to six. The firm handles the Columbia and Brunswick lines and reports the sale of records "very good."

Acolian-Vocacion sales are reported steady by O. J. DeMoll & Co. and unusually high sales for August are reported in Victor, Sonora and Silvertone lines, handled by the Arthur Jordan Piano Co.

SEITZ JOINS PUTNAM-PAGE CO.

PEORIA, Ill., September 7.—The Putnam-Page Co., Inc., Victor distributor, has acquired the services of H. W. Seitz, of the educational department of the Victor Talking Machine Co., Camden, N. J., as special representative in educational work. The broad experience in the use of Victor products gained by Mr. Seitz through years of work with the Victor Co. will be at the command of Putnam-Page dealers.

PLANS EDUCATIONAL CAMPAIGN

The Remington Phonograph Corp., New York City, is sending out to members of the music industries a twelve-page booklet describing the musical qualities of its product, as part of an educational campaign which will be national in scope. National advertising, which will be placed in the near future and is designed to reach the consumer as well as the dealer and the wholesaler, is a feature of the project.

CAPITAL INCREASED

The rapid growth of the Robert Blair Co., of Pocatello, Idaho, wholesale and retail music house, has necessitated an increase in the capital stock of the company from \$15,000 to \$25,000.



Style M
Mahogany
Oak

One of several Console models

KIMBALL PHONOGRAPHS

Superior Construction,
Faithful Reproduction,
Visible Beauty,
Many Models,
Kimball Prestige,
100% Satisfaction



Style G
Mahogany
Oak
Walnut

Write for Agency proposition

W. W. KIMBALL CO.

Established 1857

Kimball Bldg., 306 S. Wabash Ave.

CHICAGO



Style D
Mahogany
Oak

GEO. W. HOPKINS ADVOCATES NEW SELLING METHODS

In an Interesting Article in Collier's Weekly Vice-president of Columbia Graphophone Co. Offers Some Pertinent Selling Suggestions—Putting Over "Music by the Ton"

George W. Hopkins, vice-president of the Columbia Graphophone Co., has contributed a most interesting article on salesmanship to the current issue of Collier's Weekly, dated September 10, under the caption: "And Then He Started Something." Mr. Hopkins, in his writing, presents his arguments and makes his point as clearly and forcefully as he is known to do in his direct addresses.

In the article Mr. Hopkins emphasizes the point that real success will be attained right now by those who present their selling arguments along new lines and get away from old methods. He illustrates by telling how in helping dealers dispose of records in Georgia there was coined the slogan: "Music by the Ton." The fact that a certain dealer was going to get a ton of records was widely advertised and a presentation of the idea from a new angle resulted in the quick sale of the entire shipment.

In summing up the situation Mr. Hopkins says, in part:

"My more recent experiences in salesmanship have been with music—with the selling of phonographs and records. The sale of them does not differ from the sale of anything else excepting that they are semi-luxuries and therefore in a period that is supposed to be depressed they are somewhat harder to sell than other things. I have been told many thousands of times by retailers, and by bankers, and by men who come from the retailers and bankers, that one had to accept conditions as they were supposed to be. I have listened, and I have observed, and I have discovered these two facts:

- "(1) That during the past year no retailer who put himself squarely to the task of selling failed to sell more in units than in any previous year.
- "(2) That the man who thought in dollars instead of in quantities, and who waited for

people to come in and buy, invariably got the kind of business that he deserved—that is, no business at all.

"The members of the second class are numerous. They are the men who, when the buying boom ceased, sat back and told the salesmen: 'I have made some money and now I think I will wait until things get right again.'

"For none of those men leave things 'gotten right.' They have either gone out of business or are holding on by a thread. But the men who did not take that attitude, or quickly got out of it, have sold and have made money. One man had not done any business for weeks. He had been sitting waiting for it to come in because that was the habit of business during the war years. It did not come in. Then he went out to get it by a house-to-house canvass. He sold fifty-eight machines in one week, which was well above his highest boom record.

"Now look at some elementary facts. There is a difference between paper profits and profits out of turnover of stock. Put it that way and everyone agrees, but how many men have ceased comparing the dollars of business that they are doing now with the dollars that they did under inflation? The banks—which are supposed to know something about inflation—were the first

to advertise their increase of deposits, without bothering to mention that, unless a bank more than doubled its deposits during the war years, it had actually gone back. I find a distinct disposition to regard the dollars instead of the units sold, and to be unhappy because these dollars are fewer in number than for a time they were. The thing that counts to-day, and that always has counted, is not the number of dollars' worth that are sold or sometimes even the number of units sold, but the percentage of the available business that you are getting. Finding out what business is available and then getting a proper percentage of it is the job of the sales manager."

Continuing he says:
 "We are back to normal and have been back to normal a long time. Normal is a period when only a few people make nearly as much money as they would like to make and when the thoughts of all are turned back to some period when they made more money with less work, or ahead to some period when they hope to make more money with less work. That, unfortunately, is normal. Of course, we do not like to think it is normal, for a little easy money spoils all of us, and especially it spoils salesmen, whether they be on the road or whether they be the proprietors or employes of retail stores."
 The article by Mr. Hopkins is one of a series of practical articles on selling that are being run in Collier's Weekly, articles of a type that should have a strong appeal to everyone in the selling game.

MAKES BIG SALES TO SCHOOLS

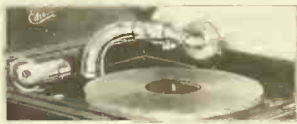
J. G. Lewis, of the Lewis Music Store, Victor dealer in Manchester, Iowa, is reaping the profits of a campaign directed at the rural schools in that vicinity. As a result of his aggressiveness thirty-two machines have been sold to schools in seven weeks.

A business organization must resemble a coliseum; a straight and direct connection must lead from each point to the center.

C. E. BOMBERGER PASSES AWAY

DALLAS CENTER, Ia., September 7.—The recent death of C. E. Bomberger, of this city, witnessed the passing of one of the oldest Victor dealers in this State. Mr. Bomberger had been in the music business for many years and was a Victor booster since the industry's early days.

Thought and knowledge, without action, the will to do, are merely sign-posts—they do not go or get anywhere—they just point the way.



Showing Reprodncer of Jewel Attachment turned up to change needle. Also position when not in use.

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 Reprodncer permits of easy access to needle socket and saves records from unnecessary scratching.

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



Showing Jewel Attachment in position for playing vertical cut records.

THE IMPROVED Jewel ATTACHMENT FOR EDISON

NOT Just Another Attachment BUT

a distinct improvement in Tone Reproduction as well as in Mechanical Construction and Finish. Send for descriptive circular which contains "HINTS REGARDING THE CARE OF A PHONOGRAPH."

If your jobber does not handle, write us.

Price the same. Liberal discount to dealers.

GUARANTEED IN EVERY WAY. MONEY BACK IF NOT SATISFIED.

Retail Price N/P \$7.50
 C/P 10.00

We handle highest grade Jewel Point Needles.



Showing face view of Jewel Attachment in position for playing lateral cut records.

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



Showing back view of attachment in position for playing lateral cut records.

JEWEL PHONOPARTS COMPANY

154 W. Whiting St., Chicago

WORKERS GETTING RESULTS IN KANSAS CITY TERRITORY

Interesting View of Conditions—Reasons for Optimism—Music Appreciation Course Planned—Caruso Records Scarce—Noted Artists Expected—Columbia's Educational Campaign

KANSAS CITY, Mo., September 8.—According to a letter to Victor dealers just sent out by the J. W. Jenkins Sons' Music Co. "Business is good now, but it is going to be better—some say the rush will start early this month, others say January 1—but our close-up on the situation during the past forty-five days prompted us to prepare for a big Fall business." The expectation of better business has already been realized by the dealers as well as jobbers, and both in the sale of records and of machines the revival is on. The August sales were better than those of July and the latter part of the month was much better than the first. The encouraging thing among the jobbers is that the dealers are not only placing orders for immediate use, but are placing them for future delivery—a thing they have not done since the beginning of the business depression.

Reports from over the territory are to the effect that the dealers who are going out after the business are getting it. The Jenkins Co. reports on the activities of a number of dealers who are working out the "Survey" plan, or the going from house to house and gathering the information concerning the musical conditions of the families. This information is carefully studied and then the "follow-up" is based upon an intelligent appreciation of the situation. The age, nationality, the amount of musical education the members of the family have had and the preferences of the persons for various kinds of music are all taken into consideration and are reported on the cards when the survey is made. Then the appeal is based upon the facts and the sales increase in a very gratifying degree.

Another of the follow-up methods is to work out from the home in which there is a talking machine to the neighbors and friends. At the recent meeting of the \$100,000 Club of the Illinois Life Insurance Co. the president of the club

was a man who had sold two million dollars of life insurance in two Illinois townships in two years. He has one stretch of road ten miles long on which every man has either a five thousand or a ten thousand-dollar policy in his company. He works out on the policy of talking it clean, all down the road. There are talking machine dealers who are trying out the same general plan. It works. In fact, the dealers are finding that any old plan that is worked will work.

Many Prominent Artists Expected

During the coming Fall musical season Kansas City will be visited by some of the very prominent Victor artists, including Sousa's Band, Harry Lauder, Sophia Braslau, De Gogorza, Erika Morini, Titta Ruffo and a few others not as yet definitely announced.

The visit of any Victor artist in the past has meant quite a revival in the sale of that particular artist's records and it is anticipated that in this territory there will be the usual increased demand. It is announced that the factories will be able to meet the demand for these records this year, as they are in better position to fill orders promptly than in the past few years. This will be all the more appreciated, because the inability of the factories and, therefore, the jobbers, to furnish the records at the time of the artists' visit has caused the dealers to lose a lot of good trade to which they were rightly entitled.

Can't Get Enough Caruso Records

The sale of Caruso records has been limited because of the fact that the supply has not equaled the demand. Jobbers in the Kansas City territory have sent to the factory and secured what was available and in addition have sent S. O. S. calls to other jobbers, asking for supplies to meet the demands. In reply they have been told that the jobber appealed to has no Caruso records to send them, but that, on the

other hand, they stand ready to take all they can get from any source. The buyers are taking anything they can get so it is a Caruso, seemingly not aware that there will be issued from the factories other records of all his songs so far released and also that there are some twenty new songs, it is reported, that are to be released at later dates.

Quite an Achievement

To make money in a town where business conditions are just readjusting themselves to after-the-war conditions has been considered an achievement worth while during the last few months, but to make money where added to the usual conditions there has been a slump of more



View of Interior of Edgar Shoppe

than 300 per cent in the price of the main product of the trade territory is a triumph. This is the record of the Edgar Shoppe, Victor dealer, of Tulsa, Okla. The price of oil, the main dependence of the city for business, went down from \$3.65 a barrel to \$1.00. "With oil at a dollar a barrel and drinking water at \$1.60 a barrel in Tulsa the Edgar Shoppe still is making money every week" is the way the traveling representative of Schmeizer's put it. The kind of a shop that can do business under such conditions is indicated by the picture of the interior, which is to be found on this page.

The Plans of the Acme Phono. Co. The Acme Phonograph Co. is one of the grow-



BLACK SWAN RECORDS

HAVE

Another Smashing Hit

"HOW LONG, SWEET DADDY, BLUES"

No. 2008

SUNG BY ALBERTA HUNTER, of the Dreamland, Chicago

"BRING BACK THE JOYS"

on the other side

You can stimulate your trade and reach a demand we have created by selling

BLACK SWAN RECORDS

Send for complete list

LATERAL CUT

Regular Discount

PACE PHONOGRAPH CORPORATION

257 W. 138th STREET

NEW YORK, N. Y.

ing enterprisers of Kansas City. It is about three and a half years old and has enjoyed a constantly increasing business from the beginning. The Acme is a distributing company, buying its machines from a Kansas City factory. Starting in an office in the Victor Building, in which it had "desk room," it has continued to grow until it has now the entire sixth floor at 1320-1322 Main street. The success of the company has largely hinged on the financial backing the company has been ready to give to its dealers. This has been of the most liberal kind and it has been unlimited. After the dealer invests his first \$300 and paid his annual fee the system practically carries itself and the merchant can handle an unlimited amount of business on the instalment plan and not invest any more money in the business. The plan has been popular with the merchants and their number has been increased.

Brunswick Activities

Among the new Brunswick dealers is Rora-baugh-Brown Dry Goods Co., Oklahoma City. Betts Bros., of Independence, Mo., will soon open another store on Thirty-ninth street, this city. The new Brunswick Shop, at 1109 Walnut street, will be opened about October 1. Large orders for Brunswick records have come in during August and the orders for both records and machines for future deliveries are among the encouraging features of the Brunswick business.

A Live Wire

The Porter Drug Store, of Hugoton, Kan., is a new Victor dealer. Mr. Porter is one of the live wires of the town. He handles pianos, is the agent for the Burek and gets all over the country pushing his business.

Great Music Appreciation Program

Miss Ruth M. Phillips, supervisor of music of Jenflia, Mo., is preparing to pit on an extensive music appreciation program in the seventeen public schools of that city during the coming Winter. There will be a circulating library of Victor records which will be sent from room to room and the teachers will explain, in accordance with the program, the significance of each record. The supervisor will visit the schools from

time to time and supplement the work of the teachers and hold conferences with the teachers to make sure that they are properly instructed as to the work they are to do in presenting the appreciation lessons. Miss Phillips reports that music created by the Memory Contest during the Spring of 1921 is showing itself in inquiries as to music and music courses, and the Selmselzer Co., wholesaler of the Victor products, states that this increase in interest has been reflected in the increase of sales of machines and records.

Good Wishes for D. R. Walsh

D. R. Walsh, who has been the supervisor of the educational work for the Selmselzer Co.'s Victor department and the leader in their dealers' conferences, has tendered his resignation and will return East in a short time. His family interests are all near New York, and, as he has had a number of opportunities to work with the Victor in that territory, he has decided to accept one of them and combine the business of distributing Victor products with living near his "folks." He will carry with him the best wishes of a large circle of friends, among them the Victor dealers he has helped to better ways of business and bigger profits.

J. W. Jenkins, president of the J. W. Jenkins Sons' Music Co., has returned from his vacation trip among the Northern lakes.

A Progressive Victor Dealer

Noe Noe, for years in business at Hill City, Kan., is now the Victor dealer at Wamego, Kan. He has a jewelry store and handles pianos, and reports business good. He has taken up a campaign among the rural schools of his country and is going to fight to make it unanimous—a Victor in every school in Pottawatomie County.

Columbia Co.'s Educational Campaign

Dealers, teachers and music supervisors took advantage of the opportunity offered by the Columbia Co. on September 1, 2 and 3 to learn more of the educational work that is being pushed by the talking machine manufacturers. The Columbia branch had with it the manager of the educational department, W. A. Wilson, of New York City, and Professor M. H. Mohler

and Miss Florence Huzzlett, of the department. Professor Mohler during the past Summer gave a six weeks' course of instruction in the Summer session of the Teachers' College, at Columbia University, New York City. The music lovers of the Kansas City territory considered it quite a treat to have him with them. The meetings were held in the auditorium of the wholesale department of the Columbia Co. and were well attended. The course was very valuable in creating enthusiasm for educational work, and in introducing approved methods in the use of music in educating the public and thus increasing the sales of music-making instruments.

Had Handsome Float in Parade

At the formal opening of the new Twenty-third street viaduct, connecting Kansas City, Mo., and Kansas City, Kan., one of the leading floats in the large parade was that of the F. B. Gille Hardware Co., which featured a large Grafonola, with the use of the Magnavox. No other float in the parade caused as much comment, due to the fact that Mr. Gille's Grafonola could be heard the length of the entire parade.

Joins the Jenkins Force

In anticipation of the larger business of the Fall the Jenkins Sons' Music Co.'s Victor department has added M. J. H. Hassell to its force of traveling representatives. He has had large experience as retail salesman and department manager and will be able to render real service to the dealers he visits.

Plenty of Business When It Is Dug Out

The contest of the Edison Co. is developing the fact that there is a lot of business right under the noses of the dealers, in places where they have not been in the habit of looking for it. A Missouri dealer had been giving his attention almost exclusively to the farmers. He turned his energies on the town for a week and surprised himself by selling a dozen Edisons right in town. Others who have been working the towns find that there is a good business in "the regions round about." The contest has the Edison dealers on their mettle and many of them are "finding themselves." The contest closes September 15.

Tear this off and mail it To-Day

"Show Me" Coupon

JEWETT PHONOGRAPH COMPANY
958 Penobscot Building
Detroit, Mich.

You say the Jewett will sell faster, make me more profit and give my customers more for their money than any other phonograph on the market.

That's a pretty broad statement, but it's worth investigating.

Frankly, you've got to "show me." I know phonographs and I'm open to conviction. I can tell you in a very few minutes if the Jewett really has exceptional tone quality, whether it is a fine piece of cabinet work and how it compares in value with other instruments.

Let me have a demonstration and I'll tell you pretty quickly whether or not we can do business.

Your Name

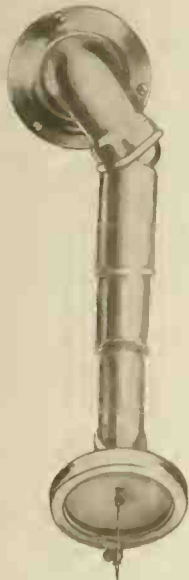
Street Address

City and State



Queen Anne Console, \$225

JEWETT



A New Oro-Tone Product
3-D Arm, O-3 Reproducer

The arm is adjustable in length from 7½ to 9 inches.

Made to meet the demand for a dependable Arm and Reproducer at a low price.

SEND FOR SAMPLE

THE ORO-TONE CO.

1000 to 1010 George St. Chicago, Ill.

SPECIAL MEETING FOR CLERKS

Chas. D. Isaacson to Talk on "How to Sell Good Music" at Meeting of Talking Machine Men, Inc. to be held on September 28

A special meeting of the Talking Machine Men, Inc., the organization of talking machine retailers of New York, New Jersey and Connecticut, will be held on Wednesday afternoon, September 28, at the Wurlitzer Concert Hall, on Forty-second street. On this occasion all clerks will be invited to attend and listen to a talk delivered by Chas. D. Isaacson, editor of "Our Family Music Page" in the New York Globe, whose subject will be "How to Sell Good Music." There will also be a concert for the benefit of the clerks. Strong efforts are being made to have a representative attendance of retail sales people at the meeting.

NEW LOCKPORT STORE OPENS

LOCKPORT, N. Y., September 1. A new music establishment has been opened here by George Haney at 52 Pine street. A complete line of the best-known makes of pianos, including the Gulbrausen, Behning, Apollo, W. P. Haines and Ljungard, are carried in stock. Mr. Haney also has the exclusive agency for the Brooks automatic repeating phonograph in this city.

The business man who does not hesitate to praise his salesmen gets the best results.

NEW COLUMBIA FIXTURE

Dealer Service Department Announces Literature Displayer—Has Practical Sales Value

The Dealer Service department of the Columbia Graphophone Co. has just announced a new display fixture which will be known as Columbia No. 10 counter literature displayer. This fixture is lithographed in imitation mahogany with three colors for decoration and display copy.

The No. 10 fixture has four small and four large literature pockets and a space at the top for six complete catalogs. Referring to the sales value of this new displayer, a recent bulletin issued by the Columbia Dealer Service department said:

"The No. 10 counter literature displayer will immediately attract attention and the fact that it exposes just enough of the literature so that the customers' curiosity is excited will prompt them to at once pick out one or more of the booklets which it contains and in most cases they will keep it for future reference.

"The fact that the fixture revolves gives it another point of appeal, for it is a well-known human trait that everybody likes to 'see how it works.'

"Furthermore, the No. 10 counter literature displayer provides a much neater and a more satisfactory method of keeping advertising material than to spread it about promiscuously on counters and tables, which actually defeats the main function of the literature itself because of the fact that it becomes scattered and soiled and its attractiveness is greatly reduced.

"It saves time because once a quantity of material is put in the fixture it is never necessary

to spend time arranging and tidying up after customers as in the case of literature displayed loosely on tables and counters.

"This fixture calls attention to classifications of music that customers in a great many cases never knew were obtainable. Many of your 'A'



Columbia Literature Displayer

series record purchasers do not know that there are International Columbia records, Children's records, Nation's Forum records, etc. They can be easily introduced to the entire line of musical selections by keeping the advertising material applying to these classifications readily available."

TO REWRITE FEDERAL TAX BILL

Reported That Senate Finance Committee Will Make Many Radical Changes in Measure

That the entire tax bill, as written by the Ways and Means Committee and passed by the House, will be rewritten by the Senate Finance Committee, which already has begun consideration of the bill, is indicated by the following paragraph from a confidential report received by the Music Industries Chamber of Commerce from Washington late last week:

"The members of the Committee say they will have to rewrite the whole bill, but they do not pretend to know how they are going to rewrite it, what they will eliminate and what they will add that is new."

This is the opportunity broadened, according to the Chamber, for the members of the music

industry to work effectively with the Committee and the Senate for the repeal of the war-time excise tax and the adoption of a sales tax.

CONNORIZED PHONOGRAPH RECORDS

Music Roll Co. Announces Ten-inch Lateral-cut Discs With Hit on Each Side

The Connorized Music Co., 817 East 144th street, New York, has just announced the Connorized phonograph record. The company has produced ten-inch, double-disc, lateral-cut records. Each record will contain two hits and besides the number of the record appearing on the label the number of the Connorized music roll of the same selection is also printed thereon. The Connorized Music Co. has been manufacturing music rolls for many years which are well known throughout the music industry.

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

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

"Sonora & Sales are Synonymous"

THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



THE Fall season is coming on and while we shut the doors of our own homes we push open much more frequently the doors of the shops about town. Be sure that you are prepared for the entry of the Fall customer—clean up the shop, polish up the brass-work, dress the windows, and, in general, make a Fall store cleaning like the woman makes a Spring housecleaning.

THERE will be many shoppers in your store in the early weeks of the Fall. As Irvin S. Cobb says: "Shopping implies business for clerks, buying implies business for the house." Be sure to make these shoppers remember your store. An easy way to do it is to give away some practical souvenir which will keep the name of your institution always before them. At this season of the year a pencil with your name and address upon it is about the most sensible type of gift. Not only does a pencil always come in handy to any man, but also, at this time when there is so much shopping going on, and when the women wish to get comparative prices, you will find the women equally as happy recipients of the gift as the men. These pencils can be easily obtained from several sources.

PERHAPS the word Service has been played to death during the last few years. However, it is still the watchword of success for any concern. Here is a new wrinkle in service which will create sales. Two or three weeks after the sale of a machine has been made have a representative of your company call at the residence. Instruct this individual to present himself to the owner of the machine and state that he is from the service department of your concern. Have him look over the machine and find out whether it is running properly. Instruct him to ask questions of the owner to find out whether there is anything there can be done to improve it. This service man should be equipped with a case for carrying records and a few tools to make necessary adjustments. When playing the instrument, to test it out, he should use records which he is carrying, which should be taken from new releases. Any woman will always take time off to watch anyone doing repairing in or about her house. The chances are that when she listens to the new records she will inquire as to what they are. The service man should not sell the records; he should only take orders for them.

If the customer is not home the service man should leave a card which reads as follows:

"Dear Mr. (fill in the name):

"My call today was for the purpose of having a personal interview with you in order to obtain your opinion (and to receive any suggestions which you may have to offer) of the service rendered by your talking machine (insert name of the machine you handle). I will appreciate your advising when it will be convenient for you to see me. Respectfully yours,

JOHN DOE,
SERVICE DEPARTMENT.

These cards should be printed in a neat, conservative manner and bear the name and address of your shop across the top.

ASUCCESSFUL dealer recently worked up a campaign through the American Legion of his city. He went to the secretary of the Legion Post, and inquired as to whether or not the members were interested in raising greater funds for their post. Practically every post is anxious to increase its bank account. He sold it a floor model machine. In turn chances were sold on this machine, letting it be known that the money received, less the cost of the machine, was to go toward financing the American Legion Post of that city. The idea met with enthusiasm and the post raised considerable money. The dealer then went one further and offered to take part payment for the machine in advertising which appeared on the back of each chance sold. In return he received the list of those who took chances. Practically every such name obtained in this manner is a live prospect. During the time that the Legionnaires were selling the chances he tied up with it again in the form of an American Legion window.

EVERYONE realizes that first impressions count for a good deal. A man recently went into a talking machine shop to buy some needles. An attentive clerk waited on him, and he was well satisfied. Pleased with the attention, he paused at the door, reflected a moment, and returned to purchase some records. The service the second time

was by a different clerk and was so poor that he left the store without buying. Perhaps he showed his disgust when he heard the clerk say to another clerk, "Well, I guess the boss can get along without his 75 cents." Perhaps the boss can. You can't buy many theatre tickets on the profit from a single record, but that isn't the point. An impression was created, an impression that may not only keep this individual but possibly other customers out of this particular store. It is not only up to the manager, but it is also up to each and every employee to see that the other clerks by their attitude toward customers do not handicap the efforts of the more efficient salespeople.

HAVE you heard the story of the little boy who was asked by the teacher to give a sentence with the word "notwithstanding"? He replied, "Willie wore out the seat of his trousers, but not with standing."

The talking machines you have placed in the many homes around your city can net you many a sale of records, but "notwithstanding" in a corner. Be sure that you thoroughly circulate with record bulletins the list of homes where you supply phonographs. Also write them letters recommending this or that particular record. By featuring those records which are "stickers" on your shelves you can often create considerable sales. Remember that people are coming back to their homes at this season of the year, and that they are particularly susceptible to any type of literature which promises to make their home more cheery and attractive.

WITH school commencing this is a splendid time to begin propaganda on the value of talking machines and records for child entertainment and education. A very clever window with a child appeal can be gotten up very simply in the following manner:

Divide your show window in two equal parts by running a partition of cardboard from the pane of glass to the rear. In one side of the window place a large reproduction of the cover of a book, bearing the title "A Child's Garden of Verses." Place this book on a mount which should be covered with a throw of dark velvet or other cloth. A neatly printed card should be in the front of this half of the window, bearing the following inscription:

"Robert Louis Stevenson gave to us 'A Child's Garden of Verses,' which is one of our sweetest and dearest books of child lore." In the other half of the window on a mount covered with a throw of material similar to the first half place a small model talking machine. Group about it three or four records, the titles of which appeal to children. In the front of the window place a card similar to the card in the first half of the window, bearing the following inscription:

"The (insert name of your machine) brings to us 'A Child's Garden of Music.' The happiness, the contentment, as well as the education which can be brought to a child through music cannot be realized unless you have a machine and records in your home for their use."

Such a window as this will attract considerable attention and at the same time will carry a good selling argument.

CERTAIN States in the Union recognize the anniversary of the date when some four hundred years ago Christopher Columbus first put foot on this great land of ours. Whether or not this particular day is celebrated in your city or State, you should by all means run a window display of Italian nature on the 12th of October, when this anniversary is celebrated. Your window for this occasion should be draped in red, white and green, which are the national colors of Italy. Place in a semi-circular design a number of records on a rack. Use only those records the music of which has been composed, sung or played by Italians. A long narrow strip bearing the following inscription should be placed along the very front of the window:

"More than 400 years ago Christopher Columbus brought the glad tidings of the discovery of America to the Queen of Spain. To-day the music of great Italian masters brings happiness into the home of His Royal Highness, the American Citizen."

Such a window as this is unusual in its nature, and will create a very deep feeling of good-will with the Italians of your city. And "lest we forget," the Italians are very good patrons and purchasers of high-class music.

EDITOR'S NOTE—Mr. Gordon, who writes this monthly page, is also director of "The Talking Machine World Service." Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you.

"WHAT WE HEAR IN MUSIC"

Fourth Revised Edition of Interesting and Valuable Work Just Issued by Educational Department of Victor Talking Machine Co.

There has just been issued by the educational department of the Victor Talking Machine Co. the fourth revised edition of that most valuable and interesting book on music history and appreciation, "What We Hear in Music," by Anne Shaw Faulkner. The volume, which comprises over four hundred pages, is profusely illustrated, and is divided into four distinct parts, each part in turn divided into thirty lessons, all of them to be given with the aid of the Victrola and Victor records.

It is doubtful if there is any member of the Victor trade who is not familiar with, and enthusiastic over, "What We Hear in Music," and it is certain that educators in all sections of the country have found the volume of inestimable value in carrying on instruction in music. The fact that the demand for the book has been so substantial as to warrant the publication of the fourth edition in itself testifies to its value.

To read and study "What We Hear in Music" is calculated in itself to provide a liberal musical education and the book is so arranged that it is equally adaptable to the home, the club and to schools, conservatories, high schools and colleges. The language and explanations are simple enough to be understood by the child and yet broad enough to be distinctly instructive to the grown-up. The fact that the lessons are arranged to co-ordinate with selected Victor records that demonstrate practically the points brought out in the text naturally lends great value to the work, for it really means that the student is thereby afforded the opportunity for enjoying a series of private lecture recitals on music.

The first section of the book is devoted to the question of "Learning to Listen" and to national music. This section describes the qualities of the voice and of the tones of various musical instruments, as well as the various forms of music itself, and then goes on to explain the distinctive character of the music of various nations.

The second section is devoted to the history of music and handles that broad subject in a thoroughly comprehensive manner. The third section is devoted to the orchestra, with detailed descriptions of the instruments of the orchestra and the manner in which they are combined to produce desired effects. The fourth and last section is devoted to the opera and the oratorio and summarizes that class of music in a way that is both understandable and interesting.

Over 100 pages of the book are given over to analyses of the records listed in connection with the different lessons and these analyses in themselves have a literary and musical value that cannot be overlooked—in fact, they should be included in the library of every record owner. A pronunciation table and various indexes go to complete the volume.

Anne Shaw Faulkner, author of "What We Hear in Music," is a recognized authority on musical instruction and has drawn upon her wide and practical experience for material. The result is indeed satisfying.

"PEDDLER USES TALKING MACHINE"

Instrument Announces "It's Here for You" for St. Louis Ice Cream Vendor

St. Louis, Mo., September 6.—The fact that music of the proper sort really has a practical value is being demonstrated most successfully here by Mack Tate, a negro ice cream vendor, of 1225 Merchant street. Tate, who does not believe in



Here's an Up-to-date "Merchant"

wasting his voice, has equipped his ice cream cart with a talking machine and finds that the library of "blues" never fails to attract a goodly crowd of prospective customers about his cart. It is a rather inspiring sight to see Tate busy filling up cones and taking in the money from a hungry crowd while the talking machine grinds out loudly and appealingly, "It's Here for You; If You Don't Get It, It Ain't No Fault of Mine." He declares that there is something about a "blue" number that seems to aggravate the thirst and develop a craving for ice cream cones.

Publication advertising plus salesman plus follow-up literature make a hard-to-beat combination.

Growing Tremendously



ROBERT NORTON CO.
226 West 46th Street, New York City

NEW BRUNSWICK SHOP OPENS

Attractive Establishment of M. D. Campbell Opened at Alhambra—Carry Complete Brunswick Line of Machines and Records

ALHAMBRA, CAL., September 3.—The new and attractive Brunswick Shop on West Main street, this city, which was opened recently by M. D. Campbell, well known in local business circles, is one of the finest and most modern establishments in this vicinity.

The exterior of the building is of Spanish architecture, with arched doorways and windows, blue-tiled fountain and red-tiled roof. The interior of the shop is striking in French gray and old rose paneling, and the floor-space has been divided into a large display room, a sound-proof demonstration room, and two smaller record rooms. Wicker furniture and floor lamps in the demonstration rooms impart a homelike effect.

A complete line of Brunswick machines and records is carried in stock as well as a stock of electric motors for any make of talking machine. In addition, pianos, player-pianos, sheet music and music rolls will be handled.

DRUGGIST BECOMES VICTOR DEALER

SHEFFIELD, IA., September 7.—C. F. Bokmeyer, the leading druggist in this vicinity, has added the Victor line of talking machines and records to his stock. A complete stock of machines and records is carried.

The Pathe Music Co., of Union City, Tenn., has opened quarters with a fine line of musical instruments.

TONE ARMS for Portable Machines
TONE ARMS for Medium Priced Machines
TONE ARMS for High Grade Machines

Quantity prices from \$2 up, including sound box

Will make specially designed tone arm
and sound box if quantity warrants

Let us know your requirements and we will quote you prices

The William Phillips Phono Parts Corp.

145 West Forty-fifth Street

New York City



YOUR OPPORTUNITY

Mr. Victor Dealer

The law of supply and demand takes its toll, but also gives corresponding rewards.

For several years the problem was more one of being able to buy than to sell. Demand exceeded supply.

In the Victor business we were in duty bound to fulfill our obligations first to those dealers who by long and steady patronage had earned our best support during the great shortage. We regretfully found it necessary to decline business which would have been sought otherwise, and was desirable under normal conditions.

Your opportunity, Mr. Victor Dealer, lies in the fact that the supply of Victrolas and Records at the present time enables you to be more discriminating in your source of supply.

It is our judgment that the present business depression will be followed by an extreme shortage, likely to occur this Fall, and will find many Victor distributors and dealers unprepared.

Our new offices and warerooms reflect not only our confidence in the future of Victor product, but a determination on our part to be prepared for a revival of good business.

If you are not a Blackman Dealer now, but are of the progressive, dependable type, and will need the very best possible support from every angle through "thick or thin—good times or bad times," this is your opportunity.

You cannot realize what Blackman Service is going to mean to Victor dealers until you come in and make it the subject of an interview, after looking over our new quarters.

Your opportunity is to promptly connect with the dependable combination—"The Victor and Blackman."

Opportunity is now knocking on your door, Mr. Victor Dealer.

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

"PRESENTED BY THE ORIGINATOR"

FRANKIE

DON'T BE LED ASTRAY



FOX-TROT
WRITTEN and PUBLISHED BY
JACK SNYDER
1658 BROADWAY, NEW YORK



LOWERS LAMP

SINGLE, DOUBLE, QUARTETTE & COMEDY VERSION, NOW READY

A FIELD WORTH DEVELOPING

The Sale of Talking Machines and Records to Churches and Church Organizations and Clubs Should Prove Profitable to Dealers

A talking machine as a substitute for the church choir is the plan adopted in the First Methodist Church of Norwalk, O. As the records are put on the machine the minister announces the name of the singer, the music is turned on and the voices of the finest artists in the world fill the church. The plan has proved an undoubted success and will be continued.

The above news item is worthy of serious consideration by talking machine dealers everywhere. In every community, both large and small, there are two or more churches, many of which entirely lack an adequate choir. Others possess choirs of inferior ability and no solo singer. Of course, the larger churches are well fixed in this respect, therefore it is a waste of time to approach them with the idea of selling a talking machine as a substitute for a choir, but there are possibilities of sales even here, due to the fact that in the modern church parties and dances are given from time to time.

The small church affords the dealer the best opportunity. It is an easy matter for the merchant to get a list of the churches in his community which lack entirely or have very poor choirs. If no other way is possible, the dealer can attend the services of these churches and gain first-hand information. With the necessary information at hand the next step is to visit the minister or pastor and impress upon his mind the fact that his services can be made very much more effective and church attendance increased by the purchase of a talking machine. In many cases ministers are antagonistic to radical innovations, but every effort must be made to change this viewpoint, inasmuch as the minister, as a rule, can influence the business heads of the church in anything pertaining purely to the services.

In many churches, especially the larger ones, there are clubs of young people and societies and organizations composed of the older members of the congregation. Many of these societies and clubs have their own meeting rooms in the

church, and, besides dances, various social affairs are given. Here is indeed a splendid opportunity for dealers to make sales, due to the fact that only in rare instances have the members thought of purchasing a machine. In many cases when a dance is given one of the members of the congregation loans the talking machine and various other members supply the records. A personal letter from the proprietor of the establishment to the president of a club or society in many cases will result in a sale.

QUARTET PROVES POPULAR

Columbia Records by Southern Negro Quartet Well Received—Artists Well Known in South

The Columbia records produced by the Southern Negro Quartet, a new recording organization, are meeting with considerable success, and dealers are ordering these records in good-sized



Southern Negro Quartet

quantities. This quartet makes a specialty of topical songs and negro jazz numbers, and the popularity of their records is steadily increasing.

The members of the Southern Negro Quartet are Johnny Johnson, Albert Johnson, George Perry and Walter Harris. They were all born and raised in Norfolk, and until the Columbia Graphophone Co. secured their services their popularity had not passed over the Mason and Dixon line. Their Columbia records, however, have given them a country-wide reputation that is steadily growing.

The sale of a talking machine to a church also results in a number of record sales, not only for exclusive church use but also to those members of the church who hear the records played. Hearing a record played which appeals to them and which they have neglected to include in their library often stimulates the listener to the point of purchasing a similar selection for his own private use. Thus the advertising value of one sale of this character to such an institution is well worth the effort.

PLACE ORDERS NOW!

Optimistic Special Bulletin Issued by International Mica Co. States Timely Facts

An entirely encouraging and optimistic special bulletin recently issued by the International Mica Co., of Philadelphia, Pa., calls attention to the fact that good times are ahead of the talking machine industry during the coming four months. It is stated that stocks are practically at a minimum due to the past liquidation throughout the industry, and should Fall business be only normal there will be the usual scrambling for supplies such as was experienced in the Fall seasons prior to 1920. It is urged that orders be placed now in order to allow the manufacturer to give maximum service.

The International Mica Co. conducts a service department which is being used by increasing numbers of members of the talking machine industry. This department is open to answer any request relative to the phonograph industry and also maintains the services of a specialized reproduction expert.

PATHE OFFERED AS A PRIZE

Photograph to Be One of Awards in Fort Dodge Newspaper Contest

FORT DODGE, IA., September 3.—The Times of this city, has announced a seven weeks' subscription campaign for this newspaper. Among the awards offered is a Pathe model No. 12 Pathe Pathe instrument, which is being featured in this extensive advertising, as an exhibition at the Gloutzer Music House, Pathe dealer of this city. This exhibit is attracting a great many visitors to the warehouses, where demonstrations are being up a large list of prospects and purchasers. William Gloutzer, head of the organization, is enthusiastic over the campaign and speaks in the following manner relative to future conditions: "We are greatly enthused about the Pathe and we sincerely believe that we will do a big volume of business during the coming Fall and Winter."

TAKES OVER JOBBING BUSINESS

The Northwest Phonograph Supply Co., of St. Paul, Minn., has taken over the jobbing agency in this territory for Olympic records.

"MAGNET" DECALCOMANIE NAMEPLATES

DORAN CO.
100 WEST 42ND ST.
NEW YORK

HURTEAU, WILKINS & CO.
MONTREAL, QUEBEC

Karshel Piano Co.
ST. LOUIS

FOR TALKING MACHINE CABINETS Etc.

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
149 Church Street New York City

THE PHONOGRAPH CO.
1740 WILSON ROAD (17th Street East)
CLEVELAND, OHIO

SOLE BY
WALTER D. BOSTES & CO.
1121 N. W. 11th Street
MIAMI, FLA.

SOLE BY
J. E. STORD
400-402 1/2 St. A.
ATLANTA, GA.



GENERAL OFFICES

FACILITIES



PHOTOGRAPHIC illustrations showing the very complete facilities of the New York Talking Machine Company in its new quarters.

Light, airy, well arranged Offices.

Record Department with a capacity of 890,000 records in working stock and reserve. Steel equipment throughout.

Ample floor space in the Shipping Department for efficient handling of goods.

Privately operated Lunch Club for the convenience of the Company's workers.

Everything in keeping with the Company's policy to present to the Victor Retail Trade capable co-operation and quick service.

NEW YORK
TALKING MACHINE CO.
521 West 57th Street.

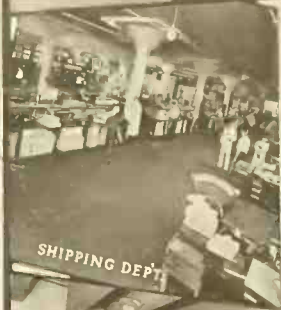
CHICAGO
TALKING MACHINE CO.
12 North Michigan Ave.



LUNCH CLUB



RECORD STOCK R.



SHIPPING DEPT.



RECORD ORDERING DEPT.

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., SEPT. 10, 1921. The World man whose duty it is to maintain contact with the Chicago talking machine trade has recently witnessed two rather unusually interesting occurrences. Both took place in the wholesale offices of large manufacturers and consisted in the entrance thereto of parties who wanted to buy a machine at retail. On inquiry being made it turned out in each case that the name of the machine wanted was well known, but that the prospective purchasers in neither case knew where to go to buy. Now, this is interesting in two senses. In the first place, it shows that the manufacturers and distributors are certainly on the job; while on the other hand it tends to show that some retailers at any rate are distinctly not on the job. For when members of the general public know the name of a talking machine and feel that they want it and no other we have immediate proof that the national advertising of that name is being maintained. But when also those members of the general public do not know where to go to buy the machine of their desire at retail, then the retail advertising in that particular community is certainly not up to the mark. There is something very wrong here. During the last two months especially there appears to have been a very decided let-down in retail advertising. This view is supported by the opinion of many trade observers with whom we have talked. And the result of the neglect must soon be apparent, as incidents like these quoted clearly show. Now, of all times, the retailers ought to be up and doing. One does not advertise for fun or to oblige the advertising medium, but to get business, and to keep it once it has been secured. Advertising is the only key which will open the locked door of business in times of public caution, and it is the only chain which will hold that door open when the public is spending freely. Incidentally, it might as well be added, to put a finish to the story which has furnished the text for this paragraph, that in each of the cases mentioned a sale was made at retail prices to the inquiring prospect and a credit memorandum for the commission thereon was sent to the dealer in whose sphere of influence the prospect's residence lay.

SPEAKING of dealers, a well-known wholesaler has been remarking to the Western Division of The World that the country retailers are showing up just now much better than the city men.

Town, Country and Country Mouse

Why this should be so does not at first appear; but on second thought there is a probable explanation. The country dealer usually serves a widespread community, where territory is more plentiful than folks are, and where the services of Elizabeth de la Fordie, pride of the highway, are in constant requisition, for the dual purpose of covering the country and keeping up with the inhabitants thereof. The country dealer, in fact, never has what can be called an easy time, and usually has it fairly hard all round in comparison with his city brother. The latter sits in his store a great deal, if not too much, and business walks in to him. The natural consequence is that, whereas in the one case hustling is no new thing and so does not alarm or surprise, in the other case any derangement of the accustomed routine provokes yells of agony and shrieks of pain. Which is a parable. For obviously the man who always has to hustle anyway is always, as it were, in training; and when the lean years come he simply tightens the business belt, spits on his hands and bends to the task a little more earnestly than usual. Accustomed to fight for all he gets, anyhow, he never has time to become fat and soft in his business body. Fatty degeneration of the selling faculties never attacks him. It never gets a chance. Whereas those who have suffered, and are again suffering, from that distressing disease know well that it is both insidious and fascinating. It is easily caught and hardly shaken off. Yet shaken off it must be. The remedy is very simple and one well worthy of trade consideration. It lies in the one phrase: Hard Work and Smiles!

LAST month we made some observations in the Chicago department

of The Talking Machine World for the purpose of comparing the talking machine business with the trade in those useful little animals known as Lizzies, Henrys, Fords, etc., etc. The remarks were prompted by the fact that a few weeks ago Ford No. 5,000,000 left the big plant at Detroit, where a complete machine is turned out every sixteen seconds. We said that it is nonsense to talk about our field being overdone when the demand for automobiles cannot be filled even by Ford and all the other makers put together, allowing even that these others are not at the moment working at full capacity. To which it has been objected by a critical reader that the comparison is not good. We have been told: "No doubt five million Fords have been built already and a new one is being turned out every sixteen seconds. But then automobiles of any make do not last like talking machines. They get wrecked or worn out in a comparatively short time. Talking machines wear much longer and already there are four million talking machines, or thereabouts, in existence." Well, the answer to this is fairly simple. In the first place, the average automobile lasts ten years. In the second place, the average talking machine lasts no longer. For even if the thing continues to work all right mechanically, which it ought to, for more than ten years, the American family has a rooted dislike to put up with old, or what it considers to be "out-of-date," goods. Wherefore, as styles change and prosperity increases, new machines are bought. And this is true of every line of articles that can be mentioned. And even so, suppose there are four million talking machines in the country already. Suppose there are five million, for that matter, as many as there are Fords. What of it? There are twenty millions of families in the country and their number increases steadily as the marriage figures show. Well, when every family in the land has a talking machine, and each newly married couple considers one as necessary as a roof to the house, then it will be all very well to talk about the field being exhausted. Meanwhile, such talk is perfect nonsense and can only be made in seriousness by those who either have no faith in their business or have never done any thinking about it. The first ought to be in some other business. The others ought to learn to think.

We learn that Chicago's Pageant of Progress brought in to the exhibitors on the Municipal Pier returns fully recompensing them for their expense and trouble, not to mention prospects for the future of the most encouraging nature.

Our Big Show!

The talking machine firms which had booths on the pier are all glad now that they took the chance. Many visitors talked business at the time and have been coming around to the stores ever since, examining machines, trying records and buying. The fact that the Pageant had a local significance and exhibited the greatness of Chicago was not without its effect upon the patriotism of our citizens of both sexes who flocked in their thousands. It is now expected that the Pageant will become an annual affair, a sort of Chicago Commercial Fair, to which visitors from all over the country may be expected and which will be a veritable exposition of Chicago-made articles. Considering Chicago's position at present as a center for the production of musical instruments, and for the cultivation of musical art, it seems to us that it would be the part of wisdom for the music industries of our city to boost the Pageant idea for all they are worth.

AN excellent point was made by a prominent advertising man recently when he classified window displays as a direct factor in the advertising campaign, and not a thing apart. As the character of newspaper advertising is improved and kept up to standard, so should the window displays be equally improved, for they both fit in together. There is nothing more incongruous, declares this expert, than to see elaborate and high-class advertising and upon visiting the store of the advertiser find window displays that are in every sense most ordinary.

The Window as an Advertiser

From our CHICAGO HEADQUARTERS

EDWARD VAN HARLINGEN

WILLIAM BRAIDWHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

Chicago, Ill., September 8.—We have been hearing expressions likening the business of the country to the ocean, with its waves of prosperity and troughs of depression. The last few years have been looked upon as the crest of a wave. This was followed by a slide into the trough. If business does simulate waves there is every indication that we are again on the ascending side of another wave. Perhaps it will not be as great as the one just passed. Again we have been hearing that business was very depressed and not what it should be. But for the past month or so the industry at large has been acknowledging that the tendency of trade is to pick up. All indications are pointing to this, and at present we believe we can truthfully say that this month's activities are quite in excess of June, July and August.

This is especially true as regards the business of those having to do with the talking machine trade. All manufacturers, jobbers and wholesalers on whom we called in the past few weeks are unanimous in their assertion that the country dealer is doing business far in excess of his city brother. They account for this increase by pointing out the fact that the position of the country dealer is such that he must get out and cover lots of ground in order to do business, whereas the city dealer is content to handle the trade in his immediate neighborhood. If one cares to analyze the situation he will readily find that there is in this statement more truth than poetry. We, ourselves, know from experience that the city dealers who are not content to handle the local trade but who plug around in the territories all over the city are doing an excellent business. But this type of dealer is

scarce, especially in Chicago. Very few of them are even taking the trouble to get out and canvass their respective neighborhoods. Therefore, they are doing very little good business, but a country dealer has learned the lesson that if he attempts to exist on the turnover in a small town alone he will be out of luck. Therefore, he loads his little flogger, or whatever other conveyance he may have, and scours the countryside for miles and miles around. When he gets back after a trip, as a rule, his machine is empty. So after looking over the business situation on both sides of the fence we can only see one thing left for our city brethren to do, and that is to walk across to the sunny side of the street.

At Quincy, Illinois

A new talking machine known as "The Wolf" has just made its appearance on the Chicago market. This instrument is being manufactured by the Wolf Manufacturing Industries, of Quincy, Ill. This concern has for many months been affiliated with the Knittel Co., of that city, in the production of talking machine cabinets. The product of the Wolf Industries is now going directly to the trade under the supervision of Carl Knittel, who has the reputation of being one of the best talking machine builders in the country.

The Wolf Industries occupy a modern factory at Quincy, which has a capacity of approximately 150 machines per day. It is equipped with the very latest machinery and this enables them to produce in volume an instrument of excellent quality and with low production cost. The entire thought of the Wolf Industries, according to Mr. Knittel, is toward a line of instruments

that are satisfactory in workmanship and finish, and yet something that will appeal to the public in design as well as price. These things, coupled with their immediate service plan, they believe, will make them a very desirable source of supply for both dealers and jobbers.

Captures First Prize

Out in Ravenswood, a suburb of Chicago, the business men have an organization known as the North End Business Men's Association. It has been in existence now for nine years. Once a year the members get together and have a carnival with a parade and everything. When they



The Prize-winning Float

pull off the parade they offer a prize to that member of the association who has the most attractive float. This year the prize went to Wm. J. Fregin, who is the proprietor of the Ravenswood Music Parlors at 4737 Lincoln avenue. This store is exclusively Victor and a client of the Chicago Talking Machine Co. There were in all sixty-five other floats in competition with Mr. Fregin's, but his proved the most attractive. The entire body of the float

(Continued on page 115)

**Write or Wire for the
NEW PRICES**

**ON STERLING TONE ARMS
and
REPRODUCERS**

The Sterling Reproducer with Edison attachment plays any and all records. It is different from other Edison attachments. It is the only attachment that can be successfully operated by the lever the same as the Edison Reproducer.

STERLING DEVICES CO.
Manufacturers of the No. 11 Sterling Non-Infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-set Automatic Stop, and the Sterling Reproducer fitted with Victor, Edison or Columbia attachments

534 LAKE SHORE DRIVE CHICAGO

HELP!

You need help in sales promotion. We can furnish it to you. A Victor dealer frequently hasn't the time to lay out advertisements, write mailing literature and create sales helps. Besides, the cost to any one dealer, working alone, would be prohibitive.

Lyon & Healy do it for you—devise real Sales Helps. By selling these Sales Helps to hundreds of dealers the cost is divided until it is very small. And because we sell our services (excepting the window cards) to only one dealer in each town the service is as individual as if it were all your own.



For Windows

A set of four large cards issued each month. Handsome illustrations in many colors featuring the four record hits of the month. Use them in the window, on the counter and about the store. Price **\$2.00** per month.

Write for free samples.



Dress up your Supplements

The Victor supplement that you mail is just the same as the one your competitor in the next block mails, so if you wish yours to attract more attention than his, put it in a fancy dress. That's why we print the Victor Art Cover, a six-page container that takes the place of an envelope and can be mailed for one cent. Printed in the most striking colors, featuring the best records each month. Your name is imprinted.

Write for prices and free samples.

Bill Board Posters

They give you city-wide publicity. But you, as an individual dealer, possibly couldn't afford to have a poster drawn and then lithographed. We'll sell you this 24-sheet poster, 10 by 25 feet, lithographed in four colors, at the remarkably low price of.... **\$2.95**

Write for a miniature sample in color.



LYON & HEALY

Victrola Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS (Continued from page 113)

was covered with a tawny festooning, interspersed with amethyst chrysanthemums. This in turn was surmounted by a harp, the symbol of music. On the front of the float was a huge Victor dog which appeared to be drawing the float. A decidedly realistic touch was carried out in that the harp was composed of Victor mailing tubes covered with gold paper and held together by Victor needles.

New Ambassador Headquarters

The Ambassador Phonograph Co., one of the latest entrants into Chicago's trade, has just opened its new headquarters in Room 300, 19 West Jackson boulevard. The affairs of this new organization are being looked after by Fred K. Weston, general sales director. The Ambassador Co. has on display at its headquarters its entire line of talking machines, consisting of nine models, which embrace consoles, uprights and a portable. During the Pageant of Progress the Ambassador Co., through the efforts of Mr. Weston, gained a great deal of valuable publicity by reason of the many novel stunts he pulled, such as boxing exhibits between Ben Turpin, movie star, and Miss Frances Weston, aged three. Other publicity stunts that were worked for the benefit of Ambassador by Mr. Weston was the sending aloft of an Ambassador machine equipped with a Magnavox on board the glimr airship Santa Maria. When at the height of several hundred feet the talking machine began to play, and the music was wireless to the listening crowds below.

Two New Victor Stores

Chicago's happy family of Victor dealers welcomed the opening of two new stores this month. That is to say, one is absolutely new, whereas the other one moved into a new location which is said to be one of the most handsomely fitted up of any in the west side section of Chicago.

The new store was opened by George Glick, at 6249 South Ashland avenue. The change of business location of the other store was made by Mr. Glick's father, who conducts Glick's Music Store at 2100 West Division street. Both of these accounts are taken care of by Lyon & Healy, and the grand opening on Labor Day was attended by L. C. Wiswell, manager of Lyon & Healy's Victor department, and other Victor officials who happened to be in the city.

The Division street store occupies a ground floor of a double store building, and the work of equipment, such as the installation of booths, record racks, counters, etc., was done by the George Peterson Mfg. Co., of Chicago, newcomers in the talking machine store equipment business. Architects in the employ of the Peterson Co. did some exceptionally clever work in laying out the new headquarters and are to be congratulated on the clever and efficient manner they handled the situation.

New Manager A. J. Perrin

A. J. Perrin, of Grand Rapids, Mich., was recently a visitor to the Chicago offices of the Columbia Co. Mr. Perrin has been connected with the talking machine industry in various capacities for quite a number of years, and he was recently made manager of the talking machine section of the Klingman Sample Furniture Building at Grand Rapids.

Outworks Twenty Men

There was recently installed at the Chicago plant of the Boston Book Co. a machine which is about the most unique we have ever seen in our travels throughout the trade. This automatic wonder is known as a case maker and was especially built for the Boston Book Co. It was two years and two months under construction and is said to be the only one of its kind in the country.

Formerly it was necessary for the Boston Book Co. to employ sixteen men, who, when working at top speed, turned out 800 albums in one day. With the new machine the company is enabled to produce over 800 albums per hour. The machine is twenty-five feet long and glass, cuts corners, and fits the lining and turns the four sides of the album before it drops out complete at the other end. It is only necessary for one

man to operate this automatic machine, and he is enabled to turn out the same amount of albums per day as it formerly took sixteen men a week to do.

The business of this concern is being looked after by Mrs. L. Gelbspan, who, by the way, is not only manager of the concern, but proprietor as well.

Take Additional Space

The firm of Fletcher-Wickes, manufacturers of the well-known tone arms and reproducers bearing their name, have just taken on some additional space in the building wherein they have been located since their entrance into the talking machine field.

The additional space is on the third floor of the building and measures thirty feet wide by seventy-five feet long. The new space has been

turned over to the exclusive assembling of tone arms and Edison attachments. The space on the fifth floor is given over to the executive offices and reproducer assembling.

The treasurer of the concern, R. L. Wickes, is still convalescing in the North Shore Health Resort, where he has been for the past six months, and word comes from there through his physician that he is getting along very nicely and may be able to return to his desk in a few weeks.

Good Roads Count

Dealers throughout the State of Michigan are doing an exceptionally good business, according to a recent report given out by E. A. Fearn, of the Consolidated Talking Machine Co., upon his arrival in Chicago after a recent tour of that (Continued on page 116)

The Oro-Tone
QUALITY FIRST

Just Say
"Send Samples On Approval"

For the Edison

No. I.E. ORO-TONE
For Playing All Records on the Edison
Reproducers Fitted with Special Oro-Tone Disphragms
Attached in a second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONES QUALITY**
—Full, rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.
Retail Price, Nickel Plated, \$7.50. Highest Grade Gold Plated, \$10.50.



For the Victor

No. L.S.V. ORO-TONE
For Playing All Records on the Victor
Reproducers Fitted with Special Oro-Tone Disphragms
Attached in one second. Needle retains or perfect center in playing either lateral or hill and dale cut records. **TONES QUALITY**
—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.
Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plated, \$9.50.



For the Columbia

No. I.C. ORO-TONE
For Playing All Records on the Columbia
Reproducers Fitted with Special Oro-Tone Disphragms
Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONES QUALITY**
—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.
Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plated, \$9.50.



The Oro-Tone Co.
QUALITY FIRST
1000 to 1010 GEORGE STREET
CHICAGO, ILL.

SEND FOR
Copy of the "Oro Tone" Illustrating the
Complete Oro-Tone Line

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 115)

State. Mr. Fearn left Chicago about three weeks ago, via auto. In all, he covered some 1,800 miles, and during the whole trip he only encountered thirty-four miles of bad roads.

"The excellent roads of Michigan are prime factors in the success of the Michigan dealer," commented Mr. Fearn. "The dealers make use of them by loading their trucks with goods and going from town to town, calling on prospects. Whether the dealer in Michigan is located in a big city like Detroit or a small hamlet he is running his trucks over the roads and cleaning up."

While in Detroit Mr. Fearn spent some time at the Consolidated Co.'s branch office there, assisting his brother, J. P. Fearn, who on September 1 was made manager. Mr. Fearn's brother was formerly connected with the automobile business and made quite a success as an auto salesman. Mr. Fearn stated that his brother had things well in hand when he left Detroit and already had plans well under way for an extensive Fall campaign.

Congratulations!

A very, very happy young man is J. Kapp, by virtue of his having been accepted as the fiancé of Miss Frieda Lutz. Miss Lutz is very well known to a great many members of the Chicago trade, and during the Columbia picnic at Glenwood Park recently she won the first prize in the tulle contest.

Up at the Columbia Chicago headquarters,



Miss Frieda Lutz

where Mr. Kapp holds forth as chargé d'affaires of the record department, are many congratulatory letters which he has received from Columbia dealers around town. Just when the wedding will take place has not been announced as yet.

Artistic Needlework

One of the most marvelous needle pictures ever seen in Chicago has just come into the possession of Frederick D. Hall, of the Hall Mfg.

Co. The picture in size is about eighteen by thirty inches. It is a moonlight scene in a bamboo forest. Running through the center of the picture is a little rivulet, and on one of the banks is seen a number of little Japanese thatched houses. This picture is done in natural colors and is entirely of hand needle work. Every bit of the trees, houses and everything else is made of closely stitched silk thread. It is the handwork of the wives of the bamboo cutters who are employed by the Japanese concern from whom Mr. Hall has been buying bamboo ever since the founding of his company. The picture is framed with genuine black bamboo. It just arrived in Chicago via express from Japan and was presented to Mr. Hall by his friend, the owner of the bamboo forest.

Alas, Too True!

As one wanders around through the main offices of the Brunswick-Balke-Collender Co. he sees many little signs sticking up pertaining to business hints, etc. that are well worth while considering. One in particular that has been given a conspicuous hanging place bears the following wording: "All that some people have accumulated in the past few prosperous years is a silk shirt and a supreme contempt for honest work."

New Vocalion Store Opened

A new retail store, known as the J. & M. Phonograph & Supply Co., has been opened in the forty-six hundred block on Sheridan road. The new company is incorporated by J. Jonas,

president; J. J. Jonas, vice-president, and A. S. McCormack, secretary and treasurer. The new place of business retails exclusively Vocalion talking machines and records. The store is ideally located and exceptionally well equipped.

The demonstration booths are handsomely upholstered and the color scheme carried out throughout the entire establishment is of the French café au lait. The directions for the laying out of the demonstration booths, record racks, color schemes, etc., were dictated by J. Jonas, the president. Mr. Jonas, by the way, has seen long service in the talking machine business, in both wholesale and retail lines, and for many years was traveling representative of the Vitaphone Co.

Kimball Credit Man Retires

Louis A. Crittendon, wholesale credit manager of the W. W. Kimball Co., has resigned, effective September 1, to devote his entire time to practical religious and philanthropic work, in which he has for years been interested. Mr. Crittendon has been made general superintendent of the famous Pacific Garden Mission, which for forty-four years has done a wonderful regenerative and restorative work among the semi-criminals, dope fiends and booze artists of the great city. He started with the Kimball Co. thirty years ago as shipping clerk and fifteen years ago was made wholesale credit manager. His associates in the Kimball Co. and the hundreds of dealers throughout the country with

(Continued on page 118)

W. W. KIMBALL CO.

Wholesale Distributors for

Okeh Records

Our co-operation means an increase in your sales.

For Dealer Proposition Consult



W. W. KIMBALL COMPANY

Established 1857



306 So. Wabash Ave., at Jackson Blvd.
Kimball Bldg., Chicago

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you or records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of

DECALCOMANIA

Transfer Name-Plates

The NEW Scotford Tonearm and Superior Reproducer



*A new external shape
of grace and beauty—
without changing the
internal design:*

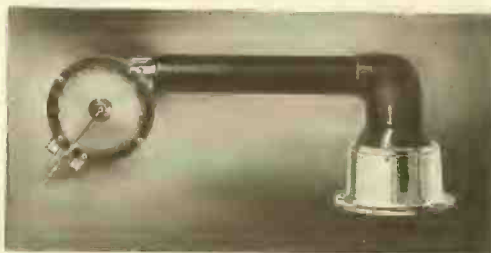


That same angle turn with the solid inclined plane deflecting the sound waves straight downward into amplifying chamber. That same famous Scotford tone—the tone of refinement—genuinely musical. Now in a tonearm of accepted, conventional, popular design. WRITE FOR SAMPLES.

NEW CONSTRUCTION



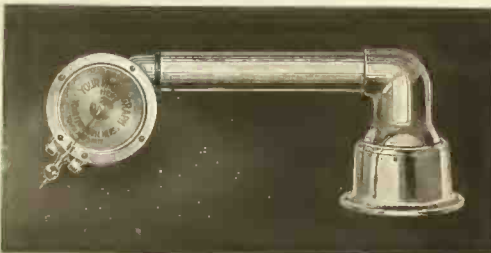
The long straight tube is of drawn Yellow Brass. Tonearm Base, Main Elbow and Connection Elbow and the Reproducer Frame, Face Ring and Back Plate are cast of TENSO White Brass Alloy—an alloy more than double the tensile strength of cast iron—much stronger, harder and lighter in weight than ordinary white metal alloys. New dies have been produced for casting all parts. The new parts are solidly cast, and are very substantial and durable.



STYLE NO. 1 FINISH
A combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 2 FINISH
A different combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 3 FINISH
All parts Plated in Nickel or Gold

In ordering specify whether Reproducer should have Plain Gilt Plate or "Superior" Name Plate. To obtain Individual Name Plate, customer must furnish Decalcomania Transfer

Samples Will be Submitted on Approval

Style 1 Tonearm long tube and main elbow, Reproducer face ring and back Black Japanned; other parts Plated.

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

Style 3 All parts of Tonearm and Reproducer are Plated.

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

Samples Prepaid at the Above Prices

Write for Our
Specification Sheet and Quantity Price List

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets

CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

whom he was personally acquainted will greatly regret his departure from the trade with which he has so long been connected. Mr. Crilteund will establish headquarters at 19 West Jackson boulevard, where he will greet his many friends.

Cole & Dunan Expansion

Cole & Dunan have been for quite a while supplying the talking machine trade with small goods, such as stringed instruments, harmonicas, etc. They have recently increased this branch of their business and have taken on a complete line of jazz equipment. This line embodies saxophones, xylophones, cornets, drums, traps, etc. In order to give the trade at large a better idea of what their musical supply department contains they had printed for them a twenty-four-page catalog, which is being mailed to the trade.

Joins the Order of Benedict

We don't know what's happening to our young men in the trade these days. It seems as though they all must have been bitten by the love bug during the Summer, as they are now feverishly taking unto themselves wives. The latest entrant into the domestic field is none other than our friend Stanley R. Fritz, sales manager of the Lakeside Supply Co. Here's the way it all came about:

All Summer long Stanley had been purchasing ice cream sodas for a young lady by the name of Evelyn Tracy. One Sunday recently they decided to go out for a nice long ride on the interurban. Well, they kept on riding and finally the guard in the train yelled out, "As far as we go." When they came to they found they were in Blgln. Then Evelyn said to Stanley, "Isn't this romantic, to go dreaming away on a train? It's just like an elopement." That put an idea in Stanley's head, so he escorted Miss Evelyn down the street to the city hall and up to the Justice of the Peace. It being Sunday, the Justice of the Peace was busy fixing speeding motorists, but he stopped long enough to send a motorcycle cop after the County Clerk. The County Clerk came and the Justice was about to make

Evelyn and Stanley man and wife when the discovery was made that nobody had a wedding ring. So the Justice and the Clerk took Stanley and Evelyn across the street to a jeweler and had him open his store. When they were in and Stanley purchased the ring the Justice of the Peace stood them up in the show window and pronounced them man and wife. "May they live happily ever after."

On Business Trip to Canada

Charles E. Cohen, vice-president and treasurer of the Nupoin Mfg. Co., is making preparations for an extensive trip throughout the Northwestern States and western Canada. "This trip is warranted," stated Mr. Cohen, "because of the numerous inquiries received through advertising in 'The Talking Machine World.'" In fact, these inquiries have been so great that Mr. Cohen believes it his duty to establish a personal relationship between his company and the inquirers; hence the trip. "We have been doing some very nice business," Mr. Cohen stated, "and things are beginning to pick up faster than we expected."

M. M. Cole Elected President

M. M. Cole, a well-known member of the trade, has affiliated himself with the Illinois Musical Supply Co., and has been made its president. The new company was recently formed and is devoting its activities to the supplying of retail stores with talking machine accessories and small musical instruments, such as ukuleles, banjos, fiddles and accessories adaptable for these instruments. Since Mr. Cole's installation as president he has made a trip through Illinois, Indiana and Michigan, and upon his return to Chicago made the statement that the retail business in these sections is picking up very rapidly and that indications point toward a steady increase in business for the balance of the year.

Taking Long Vacation in Canada

W. E. Burr, sales manager of the Cheney Talking Machine Co., has left with Mrs. Burr for Toronto, Canada, where he expects to take up a protracted vacation. Before leaving Chicago

he stated that he was going to do a lot of golfing upon the links in and around Montreal, and when he returns to Chicago he expects to be in the championship class. He also intimated that if his anticipations bear out, a great many of his friends in the trade who are golf enthusiasts are going to lose their barrels.

Mr. Burr recently returned from a long trip through the Southwestern territory, where he successfully established jobbing relations between the Cheney Co. and the Riddle Phonograph Co., of Dallas, Tex. The new jobbers will look after Cheney business throughout northern Texas and southern Oklahoma. The president of the Riddle concern is George W. Riddle, a well-known business man of Dallas, and vice-president of the Security National Bank of that city.

Upward Trend Now in Evidence

That business is now on the upward trend is an established fact, according to the views of C. E. Swanson, general manager of the Cheney Talking Machine Co. He is of the opinion that the trade has seen its worst depression during the months of May, June and a part of July. "From the reports and evidence of better business that we are receiving from our travelers, the retailers, as a whole, are steadily reviving themselves and are looking forward to large increases during the coming Fall and Winter months. From present indications it looks as though the holiday trade would be greater in the larger centers, but at present it is just the reverse. The country dealer is working harder than the dealer in the city and his business is, therefore, greater."

Help! Succor! Police!

The prying gentry of Chicago have recently inaugurated a campaign, so it seems, that is directed toward the talking machine trade. Seemingly, these gentlemen of the taking ways have a predilection for Columbia dealers. The police of Chicago this week received complaints on two occasions from local dealers.

WRITE US FOR SUGGESTIONS, IDEAS, PLANS AND SPECIFICATIONS



EFFICIENT SALES ROOMS

Our experience with the subject of STORE FIXTURES enables us to interpret the wants of the most discriminating dealers. Get in touch with us before you place your order.

GEO. PETERSON MFG. CO.

Organized 1900

1801 to 1811 No. Lincoln St., Chicago, Ill.

Incorporated 1918

Experienced
Men
at
Your
Service

Prompt
Estimates
on
Complete
Jobs

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

The first complaint was made by the Central Piano Co., a Columbian account, at Adams and Wabash avenue. This concern had an advertising stunt in its window, showing where the purchaser of a Columbia Grafonola was ten dollars in when he bought a Columbia machine. To further carry out the idea they had artistically arranged around the window twelve brand new ten-dollar bills. During the wee sma' hours of the morning somebody heaved a brick through the Central company's show window and managed to get away with nine of the ten-dollar bills before the cops came.

The second complaint was made by A. Cooper, owner of the Cooper Music Shop, a Columbia store, at 3424 West Sixteenth street. Mr. Cooper had been down to the Columbia headquarters and purchased fifty Chinese records. After leaving the Columbia company he drove over to a restaurant at Wabash and Madison, parked his car and left the records therein while he ate his lunch. After leaving the restaurant he discovered his package was gone and reported his loss to the police.

Columbia Shop Opens

The Masonic Temple Song Shop is the name of the new Columbia store that was recently opened at 161 North State street. This shop is now the second ground-floor music establishment on State street within Chicago's Loop. It is conducted by Moe Shubinski and Abe Glatt. Papers of incorporation were recently issued for this concern by the Secretary of the State of Illinois.

Mr. Shubinski was for eleven years connected with the firm of Waterson, Berlin & Snyder in their professional department, and more recently he was manager of the music department of the Chicago Kresge stores. Mr. Glatt is a piano player and has gained some prominence as a songwriter. Several of his compositions have been published and some of them are recorded on Columbia records. Mr. Glatt was also connected at one time with Waterson, Berlin & Snyder.

A Slogan That Gets Results

Walter Fulghum, Victor dealer, located at Richmond, Ind., last May conceived the slogan of "A machine a day during the month of May." Starting in with the first of May he commenced putting his slogan into operation, and at the end of the month found his business so good as a result of said slogan that he decided that even though the slogan "A machine a day during the month of June" lacked alliteration, he would go ahead with the good work, and "A machine a day" slogan has been in effect right along ever since the first of May. May, June, July and August have all brought Mr. Fulghum their quota of business, and over at the Chicago Talking Machine Co. they are marveling at this dealer's energetic efforts and phenomenal success.

Two New Victor Travelers

C. E. Johnson has been added to the traveling forces of the Chicago Talking Machine Co., and will have as his territory the States of Michigan and northern Indiana. Mr. Johnson comes to the talking machine industry from the automobile field, where he has had considerable experience. He started out the first of September on the above-mentioned territory.

H. L. Fricke is the other traveler added to the staff of the Chicago Talking Machine Co., who takes as his territory the State of Wisconsin,

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.



Consolidated Talking Machine Co.
High Grade Talking Machine Disc Records, Talking Machine Supplies, Etc.

227-228 W. WASHINGTON ST., CHICAGO, ILL.
Branch: 2957 Gratiot Ave., Detroit, Mich.

northern Illinois, eastern Iowa and southern Minnesota. Mr. Fricke comes from New York, where he has had lengthy sales experience.

C. W. Hyde, who formerly traveled the Michigan and northern Indiana territory which Mr. Johnson is now traveling, has been brought into the office and will assist the city sales department here. Another change at the Chicago Talking Machine Co. has been the placing of Joseph J. Walsh at the city sales desk. Mr. Walsh will now work on the inside and have the title of city floor salesman.

Eddie Cantor Comes to Town

Emerson dealers throughout the city are making plans for a royal reception in honor of Eddie Cantor, the exclusive Emerson artist, who came to town the first of the month. Eddie is now showing with the Mldnight Rounders at Woods' Apollo Theatre. "The Apostle of Pep," as he is now heralded by the local newspapers, was in

Chicago with Ziegfeld's Follies last year for a number of weeks, and while here he made it his business to call on many of the Emerson dealers and help boost business by giving recitals in their stores.

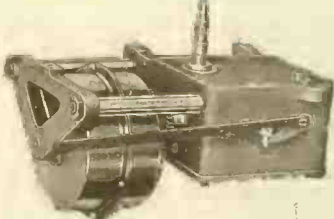
This year Eddie came to Chicago singing a big bunch of new hits far more popular than the ones he used last year, and for this reason Emerson dealers are making early preparations for Mr. Cantor's recitals. Eddie spent the greater part of Labor Day in going over his plans with F. W. Clement, manager of the Chicago branch of the Emerson Phonograph Co.

A number of the songs, Eddie sings in "The Midnight Rounders" have already been recorded by the Emerson company, and just as soon as they are released the Cantor campaign will begin.

Another Aeolian Dealer

The Goldstein Furniture Co., one of the biggest
(Continued on page 120)

Price Reductions on Enclosed Motors



We have recently made sharp reductions in the prices of enclosed, self-lubricated motors—due to decreased costs in labor and material and a larger output.

This will put the Enclosed Motor within the reach of those manufacturers whose desire has been to use this motor, but whose lines have not been high enough in price to do so.


The same quality and high degree of inspection will be maintained.

REMEMBER

You don't have to tune this motor. It comes to you silent and smooth running. It reaches your customers in the same condition.

Ask about various models and prices.

United Manufacturing and Distributing Company
536 Lake Shore Drive CHICAGO



**Edison Diamond
Amberolas--Plus Service**

You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

A TRIAL CONVINCES

Our Service Covers the Country

William H. Lyons
Formerly J. J. Lyons
17 W. Lake St. Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

retail furniture stores located in the southwest section of Chicago, has just taken on the Aeolian line of talking machines and Vocalion records. This company has given over a great deal of space on its main floor to its new talking machine department and the work of remodeling has already been completed. The store is now equipped with several handsomely fitted-up demonstration booths and record bins and counters. The new department is being looked after by Isadore Goldstein.

Among the Travelers

Mr. and Mrs. S. F. Pitchen, of Milwaukee, were visitors to Chicago last week. The couple had been touring Indiana via auto and were on their way back to Milwaukee when they stopped off for a visit to the Aeolian headquarters here. Mr. Pitchen is manager of the talking machine department of the J. B. Bradford Piano Co., of Milwaukee.

W. A. Everly, of the wholesale traveling forces of the Aeolian company, who is now making a trip through Michigan, reports that the trade there has a very encouraging outlook.

Launch Billboard Campaign

The Columbia Graphophone Co., starting September 15 and continuing for nine months, is

Melody Portable Phonograph

Equipped With

Double Spring Motor

Blood Tone Arm and Reproducer Removable Tone Arm and Winding Key

Durably Constructed. Mahogany Waterproof Finish Brass Trimmings Carries 10 Records. Wonderful Tone—equal to that of a \$200 machine. Plays all records—soft, medium or loud as desired. Portable—Weights only 18 pounds.

PROMPT DELIVERY

Here's a Winner for You!

Write for Sample and Terms Today.



Take It With You Anywhere! Have Music Where You Want! In Your Home—In the Nursery—At the House Party—Camping Out—At the Summer Home—Boating or Canoeing—

Portable

Size Metals

Weights 18 Pounds

MELODY NATIONAL SALES CO. - - - - - 190 N. State Street, Chicago, Ill.

the benefits of approximately three hundred large-size billboards posted about the most prominent parts of the city. The message of Columbia Grafonolas and records will be carried to autos and to those who ride on street cars and elevateds, reaching probably a quarter of a million people daily.

"Columbia dealers in Chicago are to be brought to the front in a most impressive way," said John McKenna, manager of the Chicago office. "This is a co-operative proposition and one which offers the dealer the best sort of advertising at the

to remove the door completely. Now, however, the pegs have been done away with and hinges are being supplied in their place. They are also equipping their instrument with a new combination needle cup and reproducer rest. This is a welcome little idea that was recently put on the market. The needle cup and reproducer rest are made in one piece of stamped metal. When the needle is in the reproducer and resting in its proper position, instead of coming down flat on the hard metal, it comes to rest on a little disc of green felt. Plans have also been recently completed at the factory that will offer a better finish throughout the Melody portable in its entirety.

Popular Talking Machine Man

H. Ray Smith, formerly Illinois traveler for the talking machine department of Lyon & Healy, and now in the retail talking machine business for himself in Philadelphia, took unto himself a wife on Tuesday of this week in the person of Miss Eleanor Miller, at Oshkosh, Wis. A number of his old friends in the trade were present, including L. C. Wiswell, his old boss at Lyon & Healy; E. P. Bliss, formerly Michigan traveler for Lyon & Healy and now with Louis Buchn, of Philadelphia, officiated as best man.

Vacationers Homeward Bound

Louis Buchn, of the Louis Buchn Co., of Philadelphia; J. N. Blackman, of the Blackman Talk-

Don't get up
"It stops itself"
Columbia Grafonola

JOHN HANSON & SONS
The Reliable Music House State and Willow St.

One of the Striking Columbia Billboards launching an impressive advertising campaign in Chicago with billboards as the principal feature. Columbia dealers in Chicago are to reap

Invest possible outlay. The value of which Chicago dealers have immediately grasped, and to our original plans for two hundred billboards more. Chicago is to be added almost a hundred more. The posters will be of the large size, twenty-four sheet type attractively made up with human-interest pictures, illustrating the Columbia message. At the bottom of each advertisement will appear the name of the dealer working in co-operation with the parent house. Not only are we going after the business with billboards, but we shall rarry out, in addition, an effective newspaper campaign to supplement our regular national advertising appearing in national weeklies. When it is known that the billboard campaign alone will cost us \$45,000 it can immediately be seen that our present advertising plan is of quite some scope."

Speaking of business during the month of August Mr. McKenna reported that there has been a slow pick-up ever since June. July was ahead of the latter month and August was ahead of July. The last week in August showed a most satisfactory business and augurs well for the future Fall trade.

Hermann Goes With Cusack

G. T. Hermann, for several years past advertising manager of the phonograph division of the Brunswick-Balke-Collender Co., has resigned and will become associated with the Thomas Cusack Co., the large outdoor advertising concern. Mr. Hermann has been in the advertising game for twenty years, has always been a firm believer in outdoor publicity and is well equipped by virtue of experience and ability for the new position he assumes.

Improvement in Melody Portable

The Melody National Sales Co., through its general manager, C. C. Slack, made the announcement this month that several changes have been made in its Melody portable machine. The changes in particular are in the single door which had been held in place by pegs. When the machine was being played it was necessary

"Does It Play All Records?"

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

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

May we send you our handsome illustrated catalog rebook full of information concerning the wonderful construction system of Magnola and the abundance of marvelous results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTIS SCHULZ, President
General Offices
711 MILWAUKEE AVENUE CHICAGO
Southern Wholesale Branch
130 SANDLER BLDG. ATLANTA, GA.

CABINETS WITH OR WITHOUT EQUIPMENT



These High Grade Cabinets, made in Mahogany, Walnut and Oak, built up to the standard for which our product is noted.

For Descriptive Matter Address

FUEHR & STEMMER PIANO CO.
2701 So. Wells St., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

ing Machine Co., of New York, and T. W. Barnhill, president of the Penn Phonograph Co., of Philadelphia, were all in Chicago this week on their way home from the Pacific Coast, where they have been journeying since the talking machine jobbers' convention at Denver.

Announces Three New Brunswick Models

The Brunswick-Balke-Collender Co. announces this month three new Brunswick models. The company states that these models embody

Model No. 200 comes in finishes of Adam brown or red mahogany and fumed or golden oak. The cabinet in itself is forty-three and a half inches high, nineteen inches in width and twenty-one inches in depth, and the trimmings are all nickel-plated.

Model No. 207, as well as No. 210, may also be had in the same finishes as mentioned above. The dimensions of No. 207 are forty-five and a half inches high, nineteen inches in width and twenty-one inches in depth, while Model No. 210

The Brunswick sales force anticipates that as a result of their announcement of these three new popular-priced models there will be a strong demand, and in this connection they recommend that their dealers anticipate their Fall requirements as early as possible.

In commenting upon present Brunswick business A. J. Kendrick, sales manager, made the statement that back orders at the factory have increased from August 8 to August 28 approximately 60 per cent. Mr. Kendrick also stated that it is estimated by the Brunswick Co. that for the balance of the year from August to December, inclusive, they will produce a quantity of goods over 20 per cent in excess of the corresponding period of last year.

Benson's at Marigold Gardens

The Benson Orchestra, which has become popular the country over through Victor records, will be the attraction at the Marigold Gardens, Chicago's popular North Side resort, this Winter.

Sterling Devises Co. Reports Expansion

W. O. Meissner, vice-president of the Sterling Devises Co., Chicago, reports increased business this month. This company has, during the past year, brought out a number of new tone arms which have met with favor and which have helped to stimulate business during the extremely dull period through which we have just passed. The latest Sterling production is the No. 41 tone arm, which introduces the ball-bearing element into tone-arm construction, resulting in a practically frictionless swivel which, the company states, makes it possible to get the most out of the record.

Another Sterling item which has attracted considerable attention is the new No. 31 tone arm equipped with a non-set automatic stop. The inquiries and orders received thus far would indicate that there is much business in store for the Sterling Company on this item. This company has also announced a new schedule of prices.

(Continued on page 122)



Brunswick Style 207

Brunswick Style 210

Brunswick Style 200

greater values, which are made possible by the lower cost of labor and materials. All of these models are equipped with the Ultona oval amplifier and other exclusive Brunswick features. The models are known as Numbers 200, 207 and 210. The retail prices of these new models are in keeping with those popular with the trade of to-day.

comes forty-seven inches high, twenty inches in width and twenty-one inches in depth.

Further equipment than heretofore mentioned as contained in the new models consists of Brunswick double-spring motors, with twelve-inch turntables, automatically balanced lid, automatic stop, tone amplifier and seven albums for filing records.

The Wolf
ESTABLISHED 1890
THE WOLF MANUFACTURING INDUSTRIES
CHICAGO, ILLINOIS

Looks Well, Sells Well, Wears Well

We invite your inspection of **THE WOLF—MASTER OF THEM ALL—in Tone, Design, Cabinet, Construction, Motor and Service—guaranteed for one year.**

A MUSICAL INSTRUMENT—Not an Off Brand, But Just as Good as Money Will Buy.

THE WOLF has just that little necessary Touch in Design that will cause the shopper to Notice it Specially—and then—with its Cabinet, Construction and other Details well carried out in proper proportions goes a step farther—It creates that certain Desire to Purchase.

**THE WOLF IS A MEDIUM TO INCREASE YOUR SALES
MADE WELL TO SELL—NOT TO BUY CHEAP—AND KEEP**

The Wolf Manufacturing Industries
QUINCY ILLINOIS
ESTABLISHED 1890

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 121)

which are proving interesting to the trade. Substantial reductions have been made in line with the universal effort to bring prices down to a point where they "talk" and induce buying.

Returns to Old Love

John D. O'Malley, who for a year and a half has been manager of the Victor department of the Lock & Tool Co. of Peoria, has returned to the management of the Root Dry Goods Co. at Terre Haute, Ind., with whom he was formerly connected.

Advertising the Town of Steger

In the Chicago Journal of August 12 there appears a full-page advertisement of Steger & Sons Piano Mfg. Co., in which the city of Steger, Ill., is prominently featured. "This model town, situated twenty-nine miles south of Chicago, is made up of a permanent, contented, prosperous population, and is a striking testimonial to the broad-gauge, liberal policy pursued by the founder of the Steger institution. Good wages, combined with good treatment, have produced a

unity of purpose that finds no parallel anywhere in the piano industry. The employees of Steger & Sons are remarkable alike for their length of service, their loyalty to the house and their pride in producing a pianoforte of musical and artistic excellence."

The above is quoted from the advertisement. It is good publicity, and along with a photograph of the Steger factories and illustrations of four Steger instruments it makes a forceful and slightly different appeal from the general run of ads.

Change Company Name

The Talking Machine Shop, one of the oldest and most exclusive Victor representatives in Chicago's Loop district, has changed its corporate name to that of Davidson's Talking Machine Shop, Inc. The personnel, which consisted of C. L. Davidson, president; G. W. Davidson, secretary and treasurer; and F. M. Wesley, auditor and credit manager, remains the same. The change, according to G. W. Davidson, was merely made as a matter of better identification.

*The Greatest Sensation of
the Pageant of Progress*

**T H E
AMBASSADOR PHONOGRAPH**

Invites Live Wire Dealers to call at our new Chicago Loop Sales Office

19 West Jackson Blvd., Room 300

TELEPHONE WABASH 4946

Inspect our line—Hear our Business Volume Plans and join us in our march
to **PHONOGRAPHIC SUPREMACY**



Illustration Courtesy Ambassador
Phonograph Co.

*"Others May Follow, None Shall Lead
THAT'S THE AMBASSADOR"*

Ambassador Phonograph Company
19 West Jackson Blvd. Chicago, Ill.



FILING CABINETS

of the Art Model Console
Type especially adaptable
for Victor IX's.



Our line of Talking Machines
covers your trade from

PARLOR to PICNIC

whether you are in the market
for Console Art Models, Up-
right Cabinets (all sizes), Table
Machines, or the

Illinois Portable

(of which we are the sole manufacturers).

Write us today, if quality
and price interest you

Illinois Phonograph Co.
400-412 W. Erie St., Chicago, Ill.
SUPERIOR 8594

This company was formed in 1908 at No. 169 South Michigan avenue, a small store, which measured sixteen by twenty-five feet, and consisted of two small hearing rooms and record counters. The first three weeks of this store's existence were not very encouraging. The entire sales for that period amounted to some \$65, but the men behind it were determined to succeed and before two years had passed business grew to a size that warranted the opening of a second store. The second shop was opened in the Steger building, and both places were operated in conjunction until 1916, when the company moved into its present location at 234 South Wabash avenue. The Davidson Talking Machine Shop, Inc., now occupies the entire building wherein it is located. The building consists of four floors and basement. The first and second floors are divided into thirty demonstration rooms, and the balance of the building is given over to talking machine display space, stockrooms and offices. The successful progress of this company is most convincing evidence that it pays to be constantly on the alert for new ideas.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)

Hints on the Care of the Phonograph

A copy of a very handsome folder has just been received from the Jewel Phonographs Co., of this city, illustrating the Jewel attachment for Edison Diamond Disc phonographs. This attachment, which was designed to play all records on the Edison phonograph, has met with phenomenal success, and the new folder is in keeping with the quality of the product.

One feature of this folder more than passing interest is a section entitled "Hints Regarding the Care of a Phonograph." This article, which was written by A. B. Cornell, sales director of the Jewel Phonographs Co., is well worth the close attention of manufacturers, jobbers and dealers. It reads as follows:

"A reproducer is made as carefully as a watch. Handle it carefully. Do not handle diaphragm or stylus bar of reproducer. If it gets in, it is fragile, easily broken, thus destroying tone quality.

"The needle should touch the record at the proper angle as shown; if too straight it scratches, if too slanting the full groove will not be brought out.

"Lateral cut records have sections recorded on side of record grooves, such as Victor, Columbia, Emerson, Brunswick, Aeolian, Genetti, Paragonini, Okeh, etc. Play these with a steel needle with reproducer facing right side of phonograph.

"Use a steel needle once only on each record.

"Push the needle up as far as it will go in needle-holder and firmly hold with set-screw. Use care not to strip threads of set-screw.

"Do not use a heavy, loud steel needle except for dancing where tempo and noise is more important than music.

"Force the record with a heavy needle is just like forcing the voice of instrument. Strain, wear and noise, not music, results. The best reproduction is obtained by using a long, medium-tone needle. It also greatly prolongs the life of the record.

"If the record does not sound exactly right or its usual, stop playing all once, and change the needle. Poor ones are often found and will quickly ruin a record.

"Vertical cut records, sometimes called 'Hill-and-Dale' and 'Phonographic,' have sections recorded on bottom of record grooves such as 'Edison Recreations' and 'Parlo.' Edison Recreations are played with a sharp-pointed diamond or sapphire jewel needle when played on other than the Edison phonograph. 'Parlo' records are always played with a ball-pointed sapphire jewel needle. In playing both, the reproducer should be turned down, facing the record.

"Do not use a reproducer with a diamond or sapphire jewel point drop on the record, as it will probably break the needle. Otherwise jewel point needles never wear out or need to be changed. See that the jewel point needle for 'Edison Recreations' has a perfectly sharp symmetrical coneshaped point. With a properly shaped diamond or sapphire jewel point, 'Edison Recreations' can be played many more times than a lateral cut record can be played with a steel needle.

"Do not think that a blast, rattle or buzz means always due to a faulty reproducer. If you find that the nuts, screws, wax and everything connected with the reproducer is perfectly tight and in good order, examine the tone-arm, motor and the whole machine to see if anything is loose. See if your needle is a good one (many are faulty) or that something is not lying loose on the motor board or in the tone-chamber that would cause sympathetic vibration. Sometimes it is in the record itself or in some article in the room

that responds to tone vibration. Remember that sound vibrations are like a spoiled child; they get into everything.

"Wind motor slowly with an even movement and not too tightly. Do not wind the motor after playing each record. Let it play several records so that most of the motor spring is used. Occasionally let it run down entirely when through playing. This will prevent the graphite in the springs from caking, which causes knocking in the motor.

"It pays to have your dealer put new graphite in the motor once a year. Occasionally put just a drop of very fine oil on movable parts of motor where there is friction. Do not use mace oil.

"Be sure the turntable is revolving at the proper speed. Seventy-eight revolutions per minute for lateral cut records and 80 revolutions per minute for vertical cut records. Test it by second hand of a watch. Put a record on the turntable and play it, first having placed a small piece of paper between record and turntable. Count the revolutions for a full minute, then correct by the speed indicator on the motor board, making it faster or slower as required. Most speed indicators on phonographs get out of adjustment and the figures shown must be ignored. Many beautiful selections are ruined musically by playing them too quickly or too slowly.

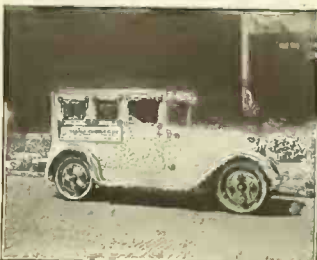
"Clean records before using. Perfect results cannot be obtained from dirty and dusty records. Dust sometimes causes false tones and always increases the scratching noise.

"Discard worn-out records. Many are played long after they are not fit to use, much to the disgust of those who really know what good music is and are compelled to listen to inferior records.

"Never place the phonograph on a bare floor. Put it on a rug or carpet. There is always one position in a room where phonographic music sounds the best. Do not place it before any open space such as a door or window, nor near a radiator or hot air register, and see that it stands perfectly level. Care for a phonograph properly and it will last a lifetime."

Columbia Auto in Parade

In the course of the parade incidental to the recent Pageant of Progress, one of the most attractively decorated automobiles belonged to



Joseph Klinenberg's Decorated Auto

Joseph Klinenberg, Columbia dealer at Forty-ninth street and Ashland avenue. Mr. Klinenberg loaned this automobile to the Chicago branch of the Columbia Co. for use in the

MAIN SPRINGS FOR ANY PHONOGRAPH MOTOR



Order Right From This Ad

48 Hour Delivery! Reduced Prices!

Directability is retained in our late C. & D. variable main springs. Our main springs are made under top tools from the rolling of the steel to the winding of the spring. Each piece of steel that leaves the mill has passed the inspection of a main spring specialist. This assurance of quality is guaranteed.

CRUCIBLE STEEL—ALL SIZES

- FOR VICTOR MOTOR
- No. M100—1 1/2 inch wide, .02212 inch long, marine end. .750
- No. M100—1 1/2 inch wide, .02212 inch long, marine end. .750
- No. M101—New style, 1 1/2 inch x .02212 inch long. .450
- No. M102—New style, 1 1/2 inch x .02212 inch long. .600
- No. M103—New style, 1 1/2 inch x .02212 inch long. .600

- FOR HENKMAN MOTOR
- No. M101—1 1/2 inch wide, .02212 inch long. .450
- No. M102—1 1/2 inch wide, .02212 inch long. .450
- No. M103—1 1/2 inch wide, .02212 inch long, marine end. .350

- FOR BRUNSWICK KRASBERG, SALL, SOMORA, STEPHENSON, SILVERTON, METZELBACH, THOMAS MOTORS
- No. M101—1 1/2 inch wide, .02212 inch long, marine end. .450
- No. M102—1 1/2 inch wide, .02212 inch long, marine end. .450
- No. M103—1 1/2 inch wide, .02212 inch long, marine end. .450

- OTHER STANDARD MAKES
- No. M101—1 1/2 inch wide, .02212 inch long, marine end. .450
- No. M102—1 1/2 inch wide, .02212 inch long, marine end. .450
- No. M103—1 1/2 inch wide, .02212 inch long, marine end. .450

NOTE—Every main spring for which there is a standard design is listed here on this page. Many of these springs are interchangeable; for example, springs used for Victor and Columbia motors can be used for Parlo, Edison and many other makes of motors, etc.

For more prices, or to order, write to C. B. Chicago. Send enough to cover postage if wanted by parcel post or we will ship by express.

COLE & DUNAS MUSIC CO. 50-56 W. LAKE ST. CHICAGO

Write for Bulletin Our new fall bulletin shows errata in phonographs, musical instruments, supplies and accessories. Our bulletin is used as a buying guide by hundreds of dealers because our prices are so low. Write for it. It is free.

Pageant of Progress parade. "Hail Chicago," the official song of the Pageant of Progress, was played continuously, aided by the Magnavox.

The Steger Exhibit at the Pageant

One of the three attractive piano exhibits that marked the recent Pageant of Progress, held on Chicago's Municipal Pier, was that of the Steger & Sons Piano Mfg. Co., which throughout the

(Continued on page 124)

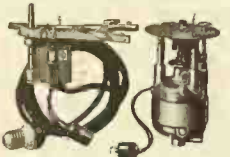


LAKESIDE PHONOGRAPH PRODUCTS

OUR F-26 AUTOMATIC STOP

has only two moving parts. We have hundreds of satisfied customers.

Sample, \$1.40



We have sold about 3,000 of these Electric Motors. Are you getting yours? Sample, \$19.50

Have you tried our No. 776 Arms? We say they are the best small arms on the market. Sample, \$2.75

Send for our proposition on complete electric phonographs upon or the "Electrophone" Send for our parts catalogue

S A A L MOTORS

AT SPECIAL REDUCTIONS

Write for prices.

Sold in quantities only.

LAKESIDE SUPPLY CO., 416 So. Dearborn St., Chicago, Ill.

Phone Harrison 3840



Melodious, New Fox-Trot Song

NOBODY'S BABY

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 123)

busy two weeks was the center of attention of all the crowds that passed the Steger booth. Wherever music played a part, whether it was piano, talking machine, band instrument or vocal, the interest of the crowd was aroused to a higher degree than by the other types of exhibits, and the Steger booth was particularly favored, both because of the exhibit itself and because of the excellent program which was given each day of the Pageant.

D. V. Kettlewell, prominent young Chicago pianist-composer, gave a series of piano numbers every afternoon and evening. The programs were well chosen and the piano selections were interspersed with popular numbers played upon the Steger phonograph. As an added attraction a four-piece dance orchestra, part of the Great Lakes Naval Training Station Band, gave short concerts during the last week of the exposition.

The Steger company featured its style 29 small grand and its style 506 Steger phonograph. The power of music to win and hold attention was strikingly demonstrated at the exhibit, particularly when the phonograph was played.

MAKES ENCOURAGING TRADE REPORT

William Phillips, president of the Wm. Phillips Phonograph Parts Co., New York City, reports a greatly increased demand for its tone arms and sound boxes which has been evidenced since the latter part of August. This company produces tone arms and sound boxes at a wide range of prices and the demand is reported to be well apportioned among all grades. Mr. Phillips points out that this is an indication of the prospective resumption of trade this Fall and that it shows that both high-priced and low-priced machines will be produced. The speed with which business is picking up is to be found in the large number of telegraphed rush orders being received.

HAS CHARGE OF ALL ADVERTISING

Sam J. Turnes Reappointed General Manager of the Brunswick-Balke-Collerander Co.—Will Have Charge of All Phonograph Exploitation

CHICAGO, Ill., September 8.—Sam J. Turnes has been reappointed general advertising manager for the Brunswick-Balke-Collerander Co. It was



Sam J. Turnes

in 1918 that Mr. Turnes went with the company in that capacity and organized the publicity of the phonograph division and practically created the very admirable and intensive Brunswick dealers' service. He displayed such ability in the direction of sales promotional plans that the following year he was made sales manager of the company's tire division. In that capacity he has traveled in practically every State in the country, and has incidentally kept in touch with the Brunswick phonograph dealers and the condition of the trade. His resumption of the phonograph advertising, in addition to that of the other

products of the Brunswick Co., is entirely in line with Mr. Turnes' predilections. He is wedded heart and soul to the music business and has a most thorough knowledge of what will appeal to the dealer and help him the most.

He broke into the music trade in 1909 as secretary to the late Fayette S. Cable, president of the Cable-Nelson Piano Co., and later assumed charge of the advertising and selling. Later he resigned his position and went to the Coast and for years sold pianos and talking machines at retail, his purpose being to gain an intimate knowledge of the dealer's problems and viewpoint. On his return he became advertising manager of the George P. Bent Co., piano manufacturer, and inaugurated a general advertising campaign that was a distinct success. Then in 1918 he went with the Brunswick Co.

Under his direction a very aggressive publicity campaign for the benefit of the Brunswick dealer will be waged this Fall. The periodical campaign which is now in progress covers a dozen leading mediums of national circulation, including double spreads once a month in the Saturday Evening Post. The newspaper campaign in co-operation with the dealers, which has proved so distinct a success, will be continued and amplified.

"The Brunswick dealers," said Mr. Turnes, "spent \$500,000 the first six months of the year in their local papers and they were reimbursed for half of this by the Brunswick-Balke-Collerander Co. The company's dealer service in general will be considerably extended this Fall and some attractive new features added."

THERE IS A DIFFERENCE

There is a vast difference between courtesy and servility. The former helps to make sales and the latter disgusts and drives away customers.



S
E
R
V
I
C
E

Consult Us For

Okeh Records

INDEPENDENT JOBBING COMPANY

122 E. Centre Street, N.

Goldsboro, N. C.



S
E
R
V
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C
E



AT THE MINNESOTA STATE FAIR

Several Lines of Talking Machines and Records Exhibited by Local Distributors

ST. PAUL, MINN., September 6.—A goodly number of music houses were represented with exhibits at the Minnesota State Fair, which was formally opened yesterday with a very heavy attendance. The fair usually attracts about a half million visitors, and it is expected that the attendance record this year will be very satisfactory. The exhibitors consider that the advertising value of a display at the fair is very high.

The State Fair management unfortunately does not appear to regard the industrial arts very highly judging from the crude structure allotted to displays of that character, but nevertheless the music men did their best to overcome the handicap.

W. J. Dyer & Bro. have two booths at the fair, in one of which was displayed a full line of Victrolas and Victor records for which the Dyer house are wholesale distributors. This booth

was in charge of George Mairs, Jr., and Frank Cecka.

Laurence H. Lueker and the Minnesota Phonograph Co. displayed a complete line of Edison phonographs with the various period models receiving much attention.

The Pathe line was shown by G. Sommers & Co., local jobbers, with Samuel Levinson, manager of the phonograph department of the company, in charge. The Actuelle model was the hit of the display.

The Stone Piano Co., local distributor for the Acolian Vocalion and Vocalion records, had a special booth devoted to that line in charge of O. E. Tiller, and the Weyand Furniture Co., of St. Paul, had a handsome exhibit of Cheney phonographs.

NOVEL PLAN TO BOOST TRADE

Attention Attracted to Lohr's Talking Machine Shop by Message Printed on Strip of Linoleum Placed in Front of Store

MUSCATINE, IA., September 7.—Ralph G. Lohr, manager of Lohr's Talking Machine Shop, Victor dealer of this city, is beating the depression by his novel advertising and sales ideas. One particularly profitable innovation was the placing of a bright colored piece of linoleum in front of his store on which the words "New Victor Records on Sale To-day" were printed. Opposite the message was a painted arrow pointing to the door of the Lohr establishment. According to Mr. Lohr nine out of every ten persons passing stopped and read the sign and an appreciable percentage of them entered the store. People whose gaze was elsewhere when they stepped on the linoleum invariably looked down and read the sign when they felt the difference underfoot. This proved to be a very clever and profitable merchandising idea.

DEATH OF A. N. SCHELL

A. N. Schell, president of the Schell Music Co., piano and talking machine dealers of Chico, Cal., died recently at his home in that city. The business will be discontinued.



QUEEN ANNE MODEL
No. 300

Retail Price, \$150.00

Genuine Mahogany, hand-rubbed, piano finish. All metal parts gold plated.

Insert showing round, white ivory and 5 record filing boxes



SHERATON MODEL
No. 250

Retail Price, \$135.00

Genuine Mahogany, hand-rubbed, piano finish. All metal parts gold plated.



HEIGHT, 51 1/2"
WIDTH, 24"
DEPTH, 25"

Five Wonders of the Age

- 1st. Unusually low retail selling price!
- 2nd. Big profits to the dealer!
- 3rd. Perfect cabinet work and finish!
- 4th. Exclusive design of latest type!
- 5th. Perfect tone and volume unsurpassed!

**SEVEN UPRIGHT MODELS IN ALL FINISHES
BACK TO PRICES BEFORE THE WAR.**

We also sell cabinets only. Write us for price on large and small quantity.

Write us today for Booklet and Discount to Dealers. We have got something good for you.

PLAYER-TONE TALKING MACHINE CO.

967 LIBERTY AVENUE, PITTSBURGH, PA.

IT PAYS!

IT PAYS!!

IT PAYS!!!

To meet the customer with a smile instead of a frown.

To approach the customer with a brisk, businesslike air instead of a downcast slouch.

To talk quality instead of price when closing a sale.

To boost your own wares instead of "knocking" others.

To interest yourself in the customers' problems, even if you do not feel inclined to do so.

To respect the judgment of others instead of slighting it.

To demonstrate and convince instead of fighting an argument.

To answer questions with a show of patience instead of trying to sell "something just as good."

To treat every "looker" as a buyer instead of turning away in disdain.

To show the caller the merchandise asked for instead of trying to sell "something just as good."

To keep in mind the wants, wishes and requests of your caller instead of working along reverse lines.

To use tact in every transaction instead of trying to force the issue.

To say "good morning" and smile instead of a "grunt" and a frown.

To treat every caller with the same politeness as you yourself expect when making a purchase.

To "jot" down the names of your customers instead of resorting to memory for names and faces.

To keep your store display neat, clean and businesslike instead of having goods in a disordered heap.

To send the customer away from your store with a feeling of good will.

To say "thank you" every time a sale is

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

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

made instead of allowing the customer to carry away a wrong impression as to the store's appreciation.—Women's Wear.

PUSHING THE ACTUELLE ABROAD

E. A. Widmann Returns From Europe—Pathé Co. of Paris Buys Pathé London Plant

Eugene A. Widmann, chairman of the board of directors of the Pathé Frères Phonograph Co., Brooklyn, N. Y., arrived in New York during the

latter part of August on the "Aquitania." It is reported that the Pathé Co. of Paris has bought the London plant of Pathé Frères Phonograph Co. and that the French house is also planning to put vigorous effort behind the Actuelle. The Actuelle was originated and is controlled by the Pathé Frères Phonograph Co., of Brooklyn, N. Y.

CARUSO FEATURED IN DISPLAY

Window Display of H. A. Weymann & Son Pays Tribute to Great Tenor—Photographs of the Singer, Records and a Harp Form Setting

PHILADELPHIA, Pa., September 3.—The show windows of H. A. Weymann & Son, Inc., with their strategic position on Chestnut street, the great shopping thoroughfare of this city, have



Caruso Display at Weymann Store

always been timely in their dressing, whether they featured the newest popular musical hits, patriotic or local civic affairs. The death of Caruso was the occasion of an exceptionally attractive and well-thought-out window during the latter part of August. In the center of the window, fittingly draped in black, was a portrait of the great tenor, while to the left and right were the flags of the United States and Italy. Two Victrola models, a selection of the great singer's records, a harp and photographs of his various operatic roles were also used harmoniously in the attractive setting of the window, as pictured herewith. The display was dedicated to "Caruso, the world's greatest tenor, Victor artist. His voice lives forever on Victor records."

INCORPORATED

The United Capital Co., dealer in talking machines and pianos, Wilmington, Del., has been granted a charter in that State with a capital of \$500,000.

WARNING

Wall Kane Needles Are Being Imitated

WALL KANE NEEDLES are the standard, trade-marked needles of the phonograph industry. They are guaranteed to play ten records without injuring the grooves, the last record playing as clear as the first.

Beware of Imitations

Inquire for our new
jobbing proposition

The Greater New York Novelty Co.

3922 14th Avenue

Brooklyn, N. Y.

APPENINGS IN THE DOMINION OF CANADA

A REVIEW OF CONDITIONS IN TORONTO AND VICINITY

Dealer Develops Merchandising Idea—Slogan to Combat Depression—Columbia Establishes Distributing Branch in Province of Ontario—Vocalion Records From Old Country—Other Items

TORONTO, ONT., September 4.—Your correspondent is in receipt of particulars of a scheme worked by a talking machine dealer in a small city which is said to be most successful. He made a series of visits to the heads of the largest factories and business enterprises in town and to each he made a proposition. Free of charge he would provide an adequate supply of strong manila paper envelopes, neatly printed with the concern's name, and all that the dealer asked in return was the privilege of printing on one side of the envelope his own advertising and the trade-mark of the phonographs he handled. Practically everyone to whom he made this offer was pleased to fall in line, and as a result Fridays and Saturdays are very busy days at this dealer's store. Salaried men and wage earners alike all come to his store with money in their pockets. They have received the buying suggestion at the psychological moment and the number of records that change hands over the counter of that store is ample evidence as to the potency of its value as a stimulator of sales.

W. D. Stevenson, vice-president of the Starr Co., of Canada, Ltd., London, has returned to his firm's headquarters after a visit to Wloneipeg, Brandon and Regina.

G. L. Laing Co., 41 Richmond street E., Toronto, has been appointed agent for Tonofoe needles, made by the R. C. Wade Co., Chicago.

Convinced that much of the talk of bad business is psychological and arises from comparing present business conditions with those of war years, and not with pre-war days, John G. Kent, general manager of the Canadian National Exhibition, is using as a slogan for this year's exhibition, "Business is Good."

Lord Byng of Vimy, Canada's new Governor-General, will make the official opening speech at the Canadian National Exhibition through the Magnavox. I. Montagnes & Co., Canadian distributors, are supplying the instruments.

The Columbia Graphophone Co., Toronto, has established its own distributing branch for the Province of Ontario, thus handing itself the Ontario Columbia jobbing business heretofore done by the Music Supply Co. It is the purpose of A. E. Landou, the Canadian Columbia manager, to take the first step in extending a hand of confidence and fellowship by personally calling on the Columbia dealers.

The Seythes-Vocalion Co., Ltd., Toronto, Canadian distributors of Vocalion phonographs and Vocalion records, have received from the "Old Country" their first shipment of the English Vocalion records for the Canadian market. A feature of these is the new annotated series, comprising excellent recordings by Vladimir Rosing, Zola Rosovsky, Lenghi-Cellini, Kathleen Destoumel, Caroline Hatchard, Maurice Oger, Colin O'More and many others.

The Ottawa branch of the R. S. Williams & Sons Co. recently made a big point of the appearance of Miss Winnifred Bambrick, the talented harpist, with Sousa's Band in Ottawa. Manager A. E. Mandy, of the Williams store, has announced that Miss Bambrick, who is an Ottawa young lady, is an exclusive artist for Edison records.

D. A. Tait, the Music Shop, Oshawa, Ontario, tells in the following letter how he uses "His Master's Voice" products. His example might well be imitated by other dealers in the trade who are anxious to promote Summer business. He says:

"I have a cottage at Oshawa Lake for the Summer called 'The Better 'Ole'—four of us in that cottage saw service in France, hence 'The

Better 'Ole.' The 'His Master's Voice' sign with 'Victrola Records for Sale Here' adorns the outside, and I have also a sign placed in the dance pavilion telling people they can purchase Victrolas and records at Cottage 13, 'The Better 'Ole.' There is dancing to a five-piece orchestra in the pavilion, run by the management of the beach, on Tuesdays, Thursdays and Saturdays.

BERLINER CO. LABORATORY IN CHARGE OF I. R. HOLMES

Was Formerly With the Columbia Co. in England—Plenit of Berliner Records—Starr Phonograph Co. Opens Department for Sale of Starr Machines and Forces in Quebec

MONTREAL, CAN., September 1.—The recording laboratory of Berliner Gramophone Co., Ltd., this city, is now in charge of I. R. Holmes, formerly with the Columbia Graphophone Co.'s European business. Mr. Holmes, who is an Englishman, has had an extensive recording experience, and among other experts in sound reproduction his ability is very highly spoken of. He has done much work in different countries in Europe, and has recorded the voices and instrumental music of a long list of celebrities in the musical world. His coming to Canada to take charge of the Berliner, Gramophone Co. laboratory should mean a great deal to "His Master's Voice" dealers, who are thus assured of an excellent list of Canadian recordings.

With an attendance of about twelve hundred, including employes, their friends, invited guests of the company, and about sixty dealers in "His Master's Voice" products from Toronto, Ottawa, Valleyfield and elsewhere, the eighth annual picnic of the Berliner Gramophone Co., Ltd., was held early in August at Lalvalrie. When the steamer "Three Rivers" left Victoria pier to carry the picknickers to the pleasure grove the Victor dog, the fox terrier with the ever-attentive ear, had the place of honor in the forefront of the upper deck. On the journey, down the river there was dancing to the music of the Victrola, and contests for prizes were held. Luncheon was served on arrival at the grove, following which a program of sports occupied attention. One of the chief events was the baseball game between the employes of His Master's Voice, Ltd., Toronto and Montreal offices. Montreal has held the cup ever since it was donated, and Toronto came prepared to "lift" it. After a well-contested game the score stood at 3 to 1 for the Montreal office.

The entire Montreal official staff was present, including Edgar M. Berliner, vice-president, and R. L. Chivers, general sales manager. Among the out-of-town dealers were W. H. Tovell, St. Mary's, Ont.; C. H. Brown, Bramford, Ont.; Paul Hahn, Toronto, and Mr. Marchand, Valleyfield, Que.

New firms registering in Montreal include Acoustiques Phonographiques, Ltd., and Bour-

So I have arranged to rent the pavilion dance hall on Mondays, Wednesdays and Fridays and have installed a Victrola model 25 to play dance records to the public free. This will advertise my business both at the beach and uptown and will doubtless help give me additional trade in the Fall."

The Canadian delegate to the annual convention of Sonora distributors, concluded recently at Suginaw, Mich., was I. Montagnes, of Toronto, who was accompanied by his firm's service and repair department manager, W. J. Pickering.

val Piano and Gramophone, Ltd., Montreal, who have incorporated for \$200,000.

Emile Berliner, of Washington, D. C., president Berliner Gramophone Co., Ltd., Montreal, was a recent visitor to this city.

J. A. Beraler, Regd., 211 Bernard avenue, is featuring the Starr machine and Gennett records.

Layton Bros. are doing considerable billboard advertising in the interest of the Brunswick phonograph.

The Starr Phonograph Co., of Quebec, has opened a record department for the sale of Starr machines and Gennett records in Gay's stores Mount Royal avenue E.

A number of improvements are being made in the premises of the Starr Phonograph Co., of Quebec, including an additional private office for Manager L. R. Beaudry.

PASSING OF CARUSO REGRETTED

Members of the Trade in Toronto Pay Tribute to His Memory in Various Ways

TORONTO, ONT., September 8.—Caruso, dead, has been immediately recognized as one of the immortals. He is the first really great artist to die whose voice has been recorded on the talking machine, and for this reason it is interesting to note what effect his death had upon the music-loving people of Toronto.

Since the day the great tenor died at Naples the sale of Caruso records has jumped enormously. Curiously enough the sale of grand opera star records of all descriptions has also increased. Various reasons have been advanced for this, but probably the best one is that, with Caruso gone, records of his great voice will increase in value just as the paintings of a great artist increase in value with the years.

All dealers report increased sales of Caruso records. "The sadness of his taking off when still a young man, and his great popularity, turned people's thoughts to the increase." "The impetus comes because people know that the records will be very valuable in years to come and people should care for them," said another dealer.

TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENE MADE SPRINGS and PARTS is not accidental but is the result of years of painstaking devotion to the highest standards of machine shop craft.

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.

Montvale, New Jersey

See page 147

To
ALL DEALERS
of
RECORDS and
WORD ROLLS

The Sensational
 Successes of
 the new season
 on Records and
 Word Rolls

“JUST LIKE A RAINBOW”

by Mary Earl & Ted Fiorito, writers of “Beautiful Ohio,” “Love Bird” and others

The stupendous “Ziegfeld Follies” Fannie Brice Hit

“SECOND HAND ROSE”

Composed by James F. Hanley, composer of “Rose of Washington Square”

The tremendous song fox-trot success

“MANDY 'N' ME”

By the composers of “Margie,” “Bright Eyes,” “Palesterna” and others

The sensational college comedy song hit

“I AIN'T NOBODY'S DARLING”

The greatest gang song in America

Ted Lewis' sensational fox-trot hit in the Greenwich Village Follies

“I'm Coming Back To You

MAYBE”

The sensational hit in George White's “Scandals”

“MOTHER EVE”

By Ballard Macdonald & James F. Hanley, writers of a dozen tremendous hits

ALL FROM THE GREAT MUSIC HOUSE of
SHAPIRO BERNSTEIN & CO.
 INC.
 BROADWAY AT 47th St. . NEW YORK

GLEANINGS from the WORLD of MUSIC

PROMISING SEASON FOR MUSIC

Music Publishers Report Increased Demand for Popular Numbers, Which Would Indicate a Similar Increase in the Record Demand—Cooperation That Brings Results

That there is to be renewed activity in the demand for popular record numbers is a foregone conclusion inasmuch as popular publishers who, up to several weeks ago, experienced one of the greatest sales slumps in the history of their industry, now report that the demand of the past several weeks has increased from 25 to 50 per cent.

This increased interest developed during the last two weeks in August and is hardly to be taken as a normal Fall demand, but rather as an improvement in general business conditions. Now, with the Fall season upon us, the publishers look forward to a continuance of the activity shown.

The catalogs of all the leading publishing houses are not lacking in salable works. Indeed, there hardly has been a time in the history of the music publishing business when a greater number of meritorious works were active.

The publishers anticipate a normal season. Almost without exception plans have been arranged to exploit songs on an extensive scale, the publishers believing that while the season will be normal it will require more than the usual publicity to capitalize and get the most out of their products.

If the popular publishers have material that has a wide sale and a national demand this will

be reflected in the sale of popular records. From the publishers' angle there is to be nothing lacking in their efforts to closely co-operate with record manufacturers, distributors and dealers.

During the past year several of the publishing houses made campaigns on their leading numbers in close "tie-ups" with the talking machine trade. Results of the linking up of the retail record dealer simultaneously with the sales drive made in other directions proved most fruitful and will be continued, without doubt, by those who have found these methods successful.

The plans are along the line of selecting a particular number during a given month and making it the feature in vogue, orchestra and motion picture houses, as well as having the sheet music trade give the particular number window display, etc. At the same time the player roll manufacturers and dealers are encouraged to give particular attention to the song in question and the talking machine record field is likewise covered actively during the period.

After all, there are only a limited number of songs during the year that are really big and if the sales drive on these numbers is distributed over the twelve months of the year the most can be realized on them in all directions.

No doubt, in a given month a drive of this sort could be made by two or more publishing houses and while this would not be the most advantageous situation it would contribute toward the general activity, there always being room for more than one number as an active seller and it is up to the retailer to use his own judgment as to what song he wants to give the greater preference.

ATTRACTIVE WINDOW TREATMENTS

Good Work of Prominent Concerns Acts as Example to Retailers in General—The Use of Sheet Music in Show Window Exhibits.

Practically each month since the opening of the new Warlitzer store on West Forty-second street, New York City, some music publisher has secured one of the large windows for a special display of a record for which he publishes the music. The window being quite large, it lends itself to displays that could hardly be used advantageously in a majority of dealers' windows. It has been the means, however, of developing the window dressing in connection with talking machine records on a quite extensive scale and as these are often photographed and reproduced in circular form and forwarded to the trade in general it has, undoubtedly, encouraged more elaborate displays throughout the country.

There has been some talk of syndicating displays of a more elaborate kind and with some numbers, particularly of the waltz variety, this is a most feasible idea. With the majority of numbers there would not be the likelihood of so much success inasmuch as the popularity of numbers of that type is often too short. With a waltz, however, and numbers of the better sort, having a popularity of over a six-month period, an elaborate display would lend itself to syndicated purposes and with the progress that has been made in displays of this sort on elaborate lines there will, without doubt, be marked developments.

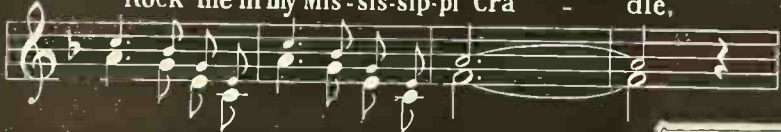
The present Warlitzer display is of the Jack Mills, Inc., number, "Sleepy Head."

The Most Talked-About Song since "MISSOURI WALTZ"

"MISSISSIPPI CRADLE"



Rock me in my Mis-sis-sip-pi Cra - dle,



Let me look in-to my mam-my's eyes;



Published by the publisher of "MISSOURI WALTZ," "NAUGHTY WALTZ," "SWEET, SWEET, LOW," "KISS A MISS"

FIVE RECORD RECORD BREAKERS

TUCK ME TO SLEEP IN MY OLD
"TUCKY HOME"
 Another "My Mommy" by the same writers

"CRY BABY BLUES"
 Will be as big a hit as "All by Myself"

I'VE GOT THE
"JOYS"
 Successor to "Home Again Blues"

"WHEN THE SUN GOES DOWN"
 Sensational new "Dance Tune"

YOU'RE JUST THE TYPE FOR A
"BUNGALOW"
 Novelty Song Hit of the Year

IRVING BERLIN, Inc., 1587 Broadway, New York

MAKING PROFIT ON SHEET MUSIC

Talking Machine Dealers Have Met With Considerable Success in Handling Popular Sheet Music in Their Stores During Past Year

Reports from leading sheet music jobbers of the country have shown that during the past year there have been a considerable number of talking machine dealers who have stocked the faster selling popular numbers in sheet music form and generally with success. Particularly has this been true in the larger trade centers, the dealers of which have taken kindly to the handling of popular numbers.

This leads the way to the dealer in smaller communities following suit. After all, there is probably no other industry that has as little distribution as that found in popular sheet music. There are far less than 5,000 dealers who stock such goods. Thus the field is wide open for those interested.

In most communities the talking machine dealer can look around him and if his territory is not covered by a sheet music dealer, which he will find exists more often than not, it will probably pay him to consider the advisability of stocking such goods himself. The present wholesale and retail prices of popular numbers allow a good margin of profit and quick turnover. The newer method of displaying the goods in music racks gives a good display of titles and takes up little floor space. In fact, the racks can be hung upon the walls. There are at least fifty popular numbers, including better sellers from

the musical shows, which are always quite active, and as these can be obtained from distributing houses in centrally located points depleted stocks can be filled overnight; thus a great quantity of goods need not be carried and the whole would require an investment at the very most of \$200 to \$300.

The dealers who handle such prints are almost unanimously of the opinion that the sale of sheet music in no wise affects the record sale of the same number. In fact, over a period it is generally found that both the sale of the sheet music and records of popular numbers will show an increase under such an arrangement.

START CAMPAIGN ON "SWEETHEART"

Leo Feist, Inc., has just started an elaborate campaign on "Sweetheart," which is being featured by a number of the leading orchestras. Paul Whiteman and his orchestra of ten men, who play twenty-six instruments, gave a novel interpretation of "Sweetheart" recently, using all the instruments in the record time of one minute and fifty-nine seconds.

ISSUES "BLUE AND WHITE SERIES"

Irving Berlin, Inc., announces the issuance of a new series of high-class standard publications to be known as the "Blue and White Series." The first of these new issues will include the popular numbers, "Passion Flower," "There's a Corner Up in Heaven," "Purple Lily" and "Dewy Dangling."

WANT CHAIN OF MUSIC STORES

Capitalists Endeavoring to Interest Publishers in Proposed New Venture

There have been a series of conferences during the past few weeks between music publishers and capitalists who are endeavoring to induce some of the leading publishers to form a chain of retail stores, the purpose of which will be to handle sheet music, talking machine records and player rolls. The publishers seemingly are not enthusiastic over the proposition. The money interests involved have made a very flattering proposition in order to get their support. At the time of going to press nothing definite regarding the proposition had been arrived at.

NOTED LYRIC WRITER COMING EAST

Jesse G. M. Glick, famous as the author of many songs, and especially as the poet who created the words of "Pale Moon," left San Francisco on a tour through the Eastern cities August 15. Mr. Glick has been connected with the firm of Sherman, Clay & Co. for some years, and this is his first trip East in a long time.

"YOO-HOO" FROM "BACK PAY"

"Back Pay," a new play by Fannie Hurst, opened recently at the Eltinge Theatre, New York. In this new drama, which was well received, appears one musical number. It is "Yoo-Hoo," published by Maurice Richmond, Inc., and is from the pens of Al Jolson and Bud de Sylva.



Coming Attractions!

SAL-O-MAY (SALOME) INTERNATIONAL FOX-TROT HIT — SANG AND DANCED THE WORLD OVER
BABY FACE JOE HOWARD'S WINNER
DOWN AT THE OLD SWIMMIN' HOLE NOVELTY FOX-TROT
DADDY, YOUR MAMMA'S LONESOME FOR YOU
HONOLULU HONEY \$5000. HAWAIIAN PRIZE WINNER

EDW. B. MARKS MUSIC CO.
 102-104 WEST 38TH ST. NEW YORK, N.Y. REHEARSAL ROOMS—226-6675



EUROPE'S BIGGEST DANCE HIT

MY MAN (MON HOMME)

AMERICA'S BIGGEST DANCE HIT

Sung by MISS FANNY BRICE in

ZIEGFELD FOLLIES of 1-9-2-1

"ASK TO HEAR IT" "You can't go wrong with any 'Feist' song" A "Tune" You Can't Forget

INTEREST IN CARUSO'S SONGS

Much interest has been aroused through the death of Enrico Caruso in 1 vocal songs published by Leo Feist, Inc., of which he was the composer. Chief among these is the song

CARUSO CARTOONS CARUSO

AS THE CELEBRATED TENOR SEES HIMSELF COMPOSING HIS FAMOUS SONGS' LOVE BALLAD



Title Page of Ballad Written by Caruso "Dreams of Long Ago," of which he also made a record for the Victor Talking Machine Co. The other numbers are "The Forsaken Window," "Song of Spite" and "Olden Times." A new edition of "Dreams of Long Ago" has just been published in admirable form by the house of Feist.

GET RIGHTS TO "VIOLET SONG"

Big European Success to Be Published Here by Witmarks as "The Violet's Dream"

The American rights of "The Violet Song," the latest number by Maurice Yvain, composer of "Mon Homme," have been secured by M. Witmark & Sons, who carried on the negotiations for the rights by cable. The number is a fox-trot and was introduced in the prevailing Paris revue, "Cach' Ton Piano," by the well-known artiste, Mlle. Rose Amy, and is also being used in "The Whirligig," the revue at the Palace Theatre, London. The English version of the number is published by West & Co., London, under the title of "The Golden Butterfly," but the American publishers will issue it under the title "The Violet's Dream."

WINS PRIZE FOR MUSIC SETTING

Franz C. Bornschein's Setting for "The Four Winds" Judged the Best

Franz C. Bornschein has been awarded the prize of \$100 offered to composers of the United States for the best setting for the poem "The Four Winds," by Charles Luders. The prize was offered by the Swift & Co. male chorus, Chicago, and attracted the attention of many composers. Mr. Bornschein is a teacher of violin and composition and is also connected with the Peabody Conservatory of Baltimore.

PURCHASES "MONASTERY BELLS"

The Sam Fox Publishing Co., Cleveland, O., has just purchased from Lee S. Roberts, Inc., the song "Monastery Bells," the music of which is by Pete Wendling and the lyric by Edgar Leslie. The company will start an aggressive campaign on the number during September, and a big output is expected.

NEW FORSTER NUMBERS

Three High-class Editions to Be Featured by Chicago Publisher

Forster, Music Publisher, Inc., has just completed arrangements with De Koven Thompson and Alfred Anderson whereby the Forster organization will publish "If I Forget," a love song which has been sung in all her recent concerts by Madame Schumann-Heink. Forster will also publish "Some Day Will Never Come" and "Oh! Dear Lord, Remember Me," a sacred song of much dignity and sincerity, by the same writers.

The sales department of the above publishing house, in speaking of these new editions, said: "The resources and equipment of the Forster establishment will be back of these numbers and neither money nor effort will be stinted in giving them the publicity they deserve."

OLDEST MUSIC TO ENGLISH WORDS

The oldest written music to English words is "Sumer Is I Cumen In," now in the British Museum, London. It is in a book which once belonged to Reading Abbey, containing a calendar of the abbey. "Sumer Is I Cumen In" is thought to have been written about 1240 at the latest. Writing of the time in Music and Youth, Nancy Gilford says:

"Before me is a facsimile of the old MS. The feeling of it, music and words, seems to me to be as fresh and Springlike now as it must have been about 500 years ago, when some unknown man wrote in the monastery book a tune which was probably known to all the little country children in that part of England."

Music merchants throughout the State of Iowa are taking advantage of the annual fairs held in many parts of the State to stage exhibits of their lines.

THE COUNTRY'S QUICKEST "BLUES" HIT

Everywhere is heard the

Ta De Da Da De Dum



Publishers, **J. W. JENKINS SONS' MUSIC CO.,** Kansas City, Mo.
Also publishers of "12th Street Rag," "Sweet Love," "Colleen O' Mine"

ODD TRAITS OF BUYERS INTEREST THE DEALERS

Talking Machine Retailers Have Their Pleasant as Well as Provoking Experiences in Catering to Buyers—The Music Maniac a Problem That Compels Special Trade Consideration

Talking machine dealers in every section of the country who have had provoking experiences with so-called music "shoppers" who apparently come into the store and have records played simply for their own entertainment will appreciate the following story from the Bronx Home News, of New York.

The music maniac is with us. He invades the local talking machine and player-piano stores, listens to his favorite artists or melodies and makes his getaway when expected to make a purchase. Proprietors of stores are trying to recognize the music maniac when he makes his appearance. Unlimited hours and expense have been wasted in humoring the arrogant tribe.

As described by one dealer, they enter stores with a pompous confidence, summon a clerk or the proprietor himself and give the names of a half-dozen arias they would like to hear. They recline on the best chairs while the clerk busies himself collecting the desired numbers, order them played as their fancies dictate, and when finished slip out of the store, generally unobserved.

The music maniac knows music, dealers agree. Most of them have fastidious taste, have a contempt for jazz, a fanatical devotion to the highly technical and almost invariably have a critical faculty built on long association with the art. Jazz hounds are never music maniacs. The lover of syncopation is the devotee of Terpsichore, not Orpheus. His love of music is predicated on his love of rhythm.

The music maniac, on the other hand, is a fervent disciple of the modified art. Music store owners have confessed that many of them possess a knowledge of music superior to that of the owners.

Called a Public Nuisance

As a public nuisance the music maniac has been accorded the honors by unanimous approval of all who have come in contact with him.

Detailing incidents involving specimen creatures of the clan, one dealer said:

"I think the chief of the gang was in my store the other day. His gall was positively epic. It was Saturday and it was one of the busiest days we had known for a long time. I was playing some Paul Whiteman numbers for a young girl who needed a half-dozen dance records for the same night for a party at her home.

"The music maniac made his appearance while one of the records was being played. He heard the first few bars of jazz with a distinct frown. With a contemptuous gesture he called me and told me to get out one of each of the Caruso

TWO NEW WITMARK WORLD BEATERS

JABBERWOCKY
THE FOX TROT ECCENTRIC
WITH KENNIS and BROCKMAN
LYRICS BY FLETCHER
MUSIC BY FLETA JAH BOON
AND BROCKMAN
AND EASTWOOD
AND WESTER

FANCIES
THE FOX TROT BEAUTIFUL
LYRICS BY FLETA JAH BOON
MUSIC BY HERBERT SPENCER
THE STARS

M. WITMARK & SONS - NEW YORK

records I have in stock. Anticipating a large sale I rushed about, forgetting everything, and brought him the records. I played every one of them, listening to his comments, which were decidedly interesting.

"When I had played all the records," continued the dealer, "I turned to the counter to replace the records in their envelopes and once, as I turned, I saw him leaving the store. I was so suddenly shocked by his gall that I shouted after him. He turned and faced me. 'Aren't you going to buy anything after asking me to play more than a dozen records?' I asked him.

Delivers Sermon

"Like myself he was a Hebrew, and glared at me in grieved surprise. After a moment's hesitation he asked: 'What I should buy on Saturday?' Well, he didn't let me return to the store until he had delivered a sermon on the Orthodox observance of the Hebrew Sabbath.

"With the progress of mechanically produced

music the music maniac has multiplied, so that now he is classified by his preferences. Some of them prefer the Pianola to the phonograph—they cause the greater mischief.

"They are the ones who get us angry. You know playing a Pianola is work. Well, they come in here and, like the phonograph fiends, ask for a selection of music and listen to it. They even seem to enjoy watching us work. We pump away while the melody transports them to their musical Paradise. Then they beat it. You can't say anything to them. But it's an awful temptation."

As a result of his experience with the music maniac a Prospect avenue dealer said that he believed it was a good policy to ask all those who requested operatic arias or any music of classical distinction whether or not they were asking for a concert or intended to make a purchase.

"I say this without feeling that it exaggerates

MY RUBY PAL
(I CALL MY HAPPINESS)

FOX-TROT
JACK SNYDER

PUBLISHED BY
FOX and ORCHESTRA
1658-BROADWAY
NEW YORK

WRITTEN AND
PUBLISHED BY

HAVE YOU HEARD EDITH WILSON
and the Original Jazz Hounds?—Well, they have made

“NERVOUS BLUES”

On a Columbia record backed by

“VAMPIN’ LIZA JANE”

NOTE:—I wrote “Crazy Blues” and made Mamie Smith—so watch Edith—she is a winner

PERRY BRADFORD, Inc., 1547 Broadway, New York

the condition,” he said. “The jazz-lover never bothers us in this way. He or she comes in with the name of a piece, or asks for the latest in dance orchestration. Generally we don’t have to play it through. They hear the first few bars and tell us to wrap it up.

“But the classical fiends, they sit around while we grind the box or pump the Pianola, waste our needles, occupy our time, then leave without a word of thanks. It is a curious condition and while known to some other businesses it is not practiced to the same extent as in our own.”

GOOD MUSIC IN “PUT AND TAKE”

“Put and Take” is the title of a new musical comedy, the book, lyrics and music of which are by colored writers and the cast of which is composed of colored performers. The show opened recently at the Town Hall, New York, and evidently is to have a lengthy Fall run. Among the song numbers are “Nervous Blues,” sung by Edith Wilson; “Old-time Blues” and “My June Love.” The latter is apparently the outstanding song of the show and has created some comment. Alan Dale, the New York American critic, describes it as a wonderful melody. The music for “Put and Take” is published by Perry Bradford, Inc., New York City.

TIMELY WORDS OF A GREAT MAN

“Go, sir, gallop, and don’t forget that the world was made in six days. You can ask me for anything you like except time.” These were the instructions of Napoleon to his chief of brigade on the occasion of his leaving for Russia, and illustrate the value which this great strategist placed upon the element of time. They are words that can well be taken to heart by many business men.

NEW FEIST SONG RELEASED

“Mother, I Didn’t Understand,” a new song, has just been released by Leo Feist, Inc. It is by Bud Green, Howard Johnson and Al Plantadosi.

MEETING OF SCHOOL TEACHERS

Omaha Teachers Attend Lecture at Columbia Model Shop

OMAHA, NEBR., September 3.—More than one hundred Omaha school teachers met recently in the Model Shop of the local wholesale branch of the Columbia Graphophone Co. The meeting was addressed by Miss M. Middleton, superintendent of music in the schools of Council Bluffs, Ia., and Miss Juliette McCann, superintendent of music of the Omaha schools.

This interesting meeting was arranged by



Omaha Teachers at Lecture in Local Columbia Headquarters

R. L. Wilder, Omaha branch manager of the Columbia Co., and was instrumental in conveying the message of Columbia’s activities in the educational line to the school teachers.

Talking machine dealers will find sheet music and standard folios a profitable side line in the development of their business.

JOE HOWARD’S LATEST SONG

“Baby Face” is the title of a new song by the veteran popular singer and composer, Joe Howard, of “I Wonder Who’s Kissing Her Now” fame, which is being published by the Edward B. Marks Music Co.

“TANGERINE” OPENS IN NEW YORK

Late in August there opened at the Casino Theatre, New York, the musical comedy entitled “Tangerine,” which at least, according to newspaper reports, is the best of the newer musical

offerings. Among the song numbers deserving special mention are “Sweet Lady,” “Listen to Me,” “Love Is a Business” and “In Our Mountain Bower.” “Sweet Lady” and “In Our Mountain Bower” are already acknowledged successes. Leo Feist, Inc., publishes the score.

MARKS MUSIC CO. AS SALES AGENT

The Edward B. Marks Music Co. has been appointed sole selling agent for the Sophie Tucker song, “Daddy, Your Mammy Is Lonesome for You,” originally published by the Triangle Music Co., New York City. The Edward B. Marks Music Co. also

handles exclusively other works bearing the Triangle trade-mark, including “President Harding March” and “The Rambling Blues.” There is an increasing demand for these numbers.

It Has Arrived



ROBERT NORTON CO.
226 West 46th Street, New York City

Charley Straight and Roy Bargy have Written an Unusually Attractive Fox Trot Ballad

IT MUST BE SOMEONE LIKE YOU

Starting Splendidly!

CHICAGO **MCKINLEY MUSIC CO.** NEW YORK



WORKING HARD FOR SALES IN ST. LOUIS AND VICINITY

Wholesalers and Retailers Who Are Showing Proper Effort Are Getting Results—New Quarters for Lehman Co.—New Dealers Who Have Entered the Field Recently—General News

St. Louis, Mo., September 10.—September, generally considered an Autumn month, is a Summer month in St. Louis, with the temperature sometimes higher than in July and August, so present business conditions are not a fair index to what Fall business is going to be. Generally speaking, the St. Louis talking machine business is uneven, but it is fair in spots and there are signs of further improvement. Retailers are having better business than distributors. The explanation suggested is that conditions are better in the city than in the country, where dealers have been carrying their former customers and are still carrying them. Most of the retail sales are of the more expensive instruments. Once in a while the grouping of a few sales of period models runs up a very nice day's business and helps to hold the average fairly high.

When Figures Count

It was that way the other day with H. J. Arbuclie, manager of Widener's, Inc., who not long ago took the Granby agency. He met a competitor from across the street who asked him languidly, just to be making conversation, how business was, and came to attention when Mr. Arbuclie said he did a four-figure business the day before. The competitor was skeptical, but Arbuclie showed him the sales and convinced him. Of course, four-figure sales are not made every day, but a few of them help out. Mr. Arbuclie says the Granby period models are going very well. Edward Schumaker is traveling in Illinois and southern Missouri for the Granby line and is lining up some very good business.

Lehman Piano Co. Leases New Quarters

The Lehman Piano Co., which handles the Columbia and Victrola talking machines, has taken a ten years' lease of the six-story building at the northwest corner of Eleventh and Olive streets and will take possession October 1, moving from 1107 Olive street. In the new location unusual facilities for the display and demonstration of talking machines will be provided and greater attention will be given to the talking machine branch of the business. Welch & Co. furniture and talking machines, now occupying 1109 Olive street, will spread out and occupy both 1107 and 1109.

Motion picture theatres in St. Louis have been featuring events connected with the death of Caruso. In one of the largest houses a Victrola XVII was used to give the "Vesti la giubba" of Caruso with the orchestra joining in the accompaniment. In another a local singer in the costume of Caruso impersonated Caruso and sang the same number.

W. D. Wiley, of Anis, Ill., recently opened a Victor department in his book store. One of the first things Mr. Wiley did was to secure an educational representative to give daily lectures at the Teachers' Institute in that town on August 22-26. The Koerber-Brenner Co., Mr. Wiley's

distributor, co-operated with him in furnishing a lecturer.

The September Red Seal Analysis of the Koerber-Brenner Music Co., Victor distributor, is given up to an impressive appreciation of Caruso.

Robert Cone Files Suit

Robert Cone, Jr., founder and former president of the Ariophone Co., has filed suit in the Circuit Court against Edwin Schiele and Jesse G. Krauer, officers of the reorganized Ariophone Corporation, alleging that \$9,900 of the claim was due him for stock in the company not now in his possession, \$5,100 was due him for salary for fifty-one weeks under an agreement, and asking for \$15,000 as damages.

A new St. Louis neighborhood Victrola shop opened its doors August 26 at 2017 East Grand avenue. Situated in a very busy shopping district, the Becker Music Co. anticipates a lively business this Winter. The store is equipped with booths, racks and counter finished in ivory with gray wicker and etronite furniture, and is a credit to the business.

Miss Lorraine Merritt, manager of the Victrola department of Scruggs-Vandervoort & Barney department store, has returned from a vacation spent motoring among the Northern lakes. Miss Blanche Rosebrough, of the Victor educational department, has also returned from her vacation at Lincoln, Ill.

Helping ex-Service Men

The Silverstone Music Co. is putting into operation a plan for helping former service men who are out of employment. Edison owners are being asked by circular letter to permit recreation concerts and "mood parties" in their homes. All that is required is that the owner invite at least ten friends to the concert. The company will hire the ex-service men to conduct the concerts, having set aside \$5,000 for that purpose. It is expected that some of the men will show themselves sufficiently capable to be retained permanently.

It was incorrectly stated in last month's World that G. H. Downey, formerly of the Musical Instrument Sales Co., had joined the Silverstone organization and that Culp Bros., Piano Co., Fort Smith, Ark., Hartalorn, Okla., and Russellville, Ark., had taken on the Edison line. Mr. Downey is with the Brunswick organization and the Culp Bros. have taken on the Brunswick line.

Finds the Dealers Optimistic

Manager E. M. Morgan, of the Columbia Graphophone Co., has made several business trips to Missouri and Illinois points and found an increasingly optimistic attitude among dealers. Farmer trade is reviving encouragingly, with a consequent improved business outlook. Similarly encouraging is the viewpoint expressed by leading Columbia dealers who have been recent visitors at branch headquarters, among them

Retail Experience

In order to be of the greatest possible assistance to the Victor dealers whom we serve, we have built an organization, every member of which has had considerable retail sales experience in the Talking Machine business. Our recommendations are made only after thorough consideration from a retail viewpoint. Someone in our organization can help solve your particular problem.

C. C. MELLOR CO.

Victor Wholesalers
1152 Penn Avenue
PITTSBURGH, PA.

L. A. Witherspoon, manager of the Haverly Furniture Co.'s store at Memphis, Tenn.; J. H. Rudy, of J. A. Rudy & Sons' department store, Paducah, Ky., the largest department store in that city, and G. F. H. Coy, proprietor of the Coy Drug Co., Farnett, Mo. The business of the St. Louis branch for the month of August showed a very substantial increase over that of July, amounting to approximately 25 per cent.

Opening of New Victor Store

On August 12 the J. E. Rice Music Co., new Victor dealer of Mt. Olive, Ill., held its opening. Mr. Rice has added booths, record racks and counter to his already prosperous music shop, and bids fair to be the most optimistic Victor dealer of the vicinity. The Victor opening was on the fourth anniversary of the opening of the Rice music store.

Miss Annabelle Weible, of the Weinel Hardware Co., Columbia, Ill., recently showed her interest in the Monroe County Teachers' Institute by a very attractive window. It contained school desk and chair occupied by a huge doll as a kindergarten, the figure of a lady for teacher, maps, etc., and of course a portable Victrola for the country school, for rural teachers predominated in this meeting. Miss Golda Airy, of the Koerber-Brenner service department, appeared before the teachers with a demonstration of music in the rural school.

New Quarters for Hub Furniture Co.

The Hub Furniture Co., of this city, has just moved into its new store at Seventh street and Washington avenue. It has enlarged its Colum-

FROM FACTORY TO DEALER DIRECT

TALKING MACHINE PARTS FOR EVERY MAKE

WE MANUFACTURE—

SUPERIOR Motors, Springs, Tone Arms, Sound Boxes, Attachments, Cabinet Hardware, Accessories and parts for all makes of Phonographs and Motors

FOR—

Victor, Columbia, Brunswick, Heineman, Meisselbach, Krasberg Saal, etc.

Our New Catalog and Price List is ready—Write for your copy

SUPERIOR

PHONO PARTS CO.

Brooklyn, New York

556 Grand Street

"FROM FACTORY TO DEALER DIRECT—TALKING MACHINE PARTS FOR ALL MAKES"

bia department to take care of the increased Grafonola and record business that will result from its favorable location on one of the busiest corners in the city.

Tower Music Shoppe Change

The Tower Music Shoppe, 1919 East Grand avenue, has been taken over by Samuel A. Berger and Samuel Shulman, who succeed Morris Serakoff, former proprietor. They will continue it as an exclusive Columbia shop.

Some Recent Visitors

Other Columbia dealers who have paid visits to the St. Louis branch are W. E. Griswold and wife, of Hannibal, Mo., where Mr. Griswold is proprietor of the largest department store in the city; J. H. Davis, proprietor of the Davis Complete Furniture Co., Moberly, Mo.; R. L. Byars, of Shelbina, Mo.; E. A. Schubert, of the St. Charles Music House, St. Charles, Mo., and M. E. Rubinowitz, who operates two Columbia stores, one in Litchfield, Ill., the other in Nokomis, Ill.

Some News Brieflets

J. N. King, of the Vocalion department of the Aeolian Co., has returned from a vacation trip to Kansas City, Mo. Mrs. D. Howard, of the same department, has returned from a vacation trip to the country.

The Kieselhorst Piano Co. has moved its talking machine warehouse from 1007 and 1009 Market street to 125 South Eighth street.

J. F. Ditzell, manager of the Famous & Barr Co. talking machine department, has returned from a week's vacation.

T. W. Maetten, manager of the Kieselhorst talking machine department and president of the Tri-State Victor Dealers' Association, has returned from a fishing trip on Jack's fork of Current River in the Ozarks.

Goldman Bros., Olive street furniture dealers, have opened a new Vocalion record department.

Saturday closing at the talking machine departments of the department stores terminated with August. The stores are now on their Winter schedules, 9 a. m. to 5.30 p. m.

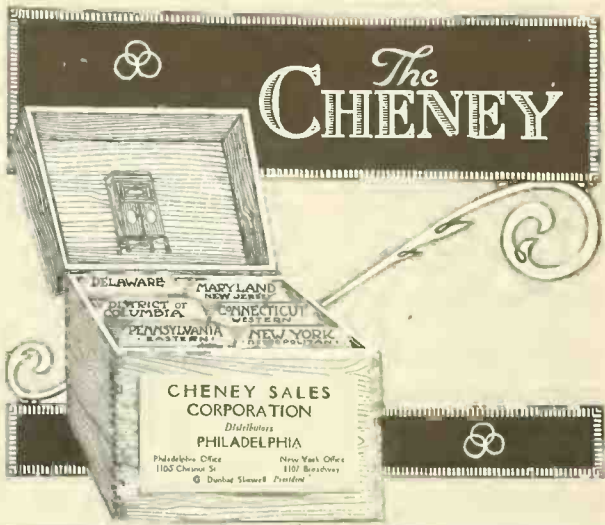
The Hewitt-Schmidt Music Co., 3749 South Jefferson avenue, has opened an exclusive Brunswick branch at 2006 Gravois avenue.

Miss Helen Ingraham, of the Silverstone Music Co., has returned from a vacation trip to Pinckneyville, Ill.

J. E. Maender, manager of the C. D. Smith St. Louis Sonora branch, has returned from a business trip through Missouri.

R. N. Johnson, Dealer Service supervisor of the Columbia Co., has returned from a two weeks' visit to relatives at Osceola, Neb.

F. E. Weale & Sons Music House, of Port Jervis, N. Y., has purchased the Columbia agency of Ruskin Bros., of Middletown, N. Y.



MORRIS SHOP RENOVATED

Second Floor of Shop Given Over to Victor Display Room and Demonstrating Booths

NORFOLK, VA., September 7.—Extensive improvements and renovations in the Morris Music Shop, 206 High street, that have been under way for several weeks, have just been completed, and the second floor given over to a display room for different types of Victrolas and six additional individual demonstration rooms will be opened to the public this morning. The fitting up of the second floor constitutes the principal change made in the building. The establishment now has eleven demonstration rooms.

John A. Morris, the proprietor, says that the fitting up of the second floor had become very necessary because of the former inadequate number of demonstration rooms for the accommodation of the increasing number of patrons of the shop.

After the sale has been made it is up to the dealer to see that the purchaser stays sold.

HALF A MILLION TITLES SENT IN

National Contest for Edison Slogan Greatly Interests the Public

ORANGE, N. J., September 6.—The number of titles or slogans entered in the national contest for a slogan to describe the New Edison, which has been running under the auspices of the Thos. A. Edison Co., has reached approximately a half-million. The contest officially closed on Friday, September 2, and the work of properly filing and studying the enormous number of entries has already begun. Just when the winner will be announced cannot be estimated.

CONCERTS BOOM RECORD SALES

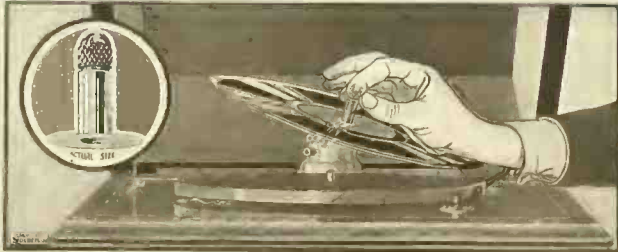
ROME, N. Y., September 8.—An exhibition of Edison and Brunswick phonographs and daily concerts in the Children's Building here, staged by Schuderer & Castle, is gaining a great deal of valuable publicity for the firm. The latest hits are played at the concerts and as a result record sales have been greatly stimulated.

Nifty Lifter
FOR RECORDS

This article will bring you many dollars easily. It's a simple device. It sells on sight and leaves you a big margin of profit.

8 BIG REASONS WHY NIFTY LIFTERS SELL ON SIGHT

1. Prevents Breaking of records.
2. Does away with unnecessary handling and prevents scratching of records.
3. Saves wear and tear on brakes and gives machine double life.
4. Doubles life of records.



5. Prevents bruising of finger nails.
6. Saves Energy.
7. Eliminates annoyance of stopping and starting machine to change records.
8. Saves time in changing records.

Retail Price: Nickel Plated, only 50c each—Gold Plated only 85c each

Liberal margin of profit for you

Write today for full particulars and prices

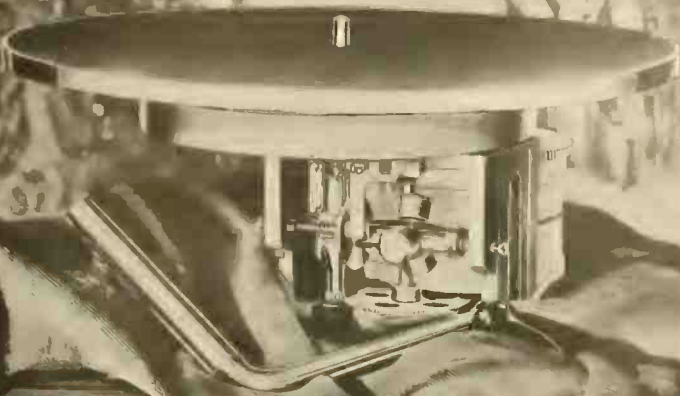
LIBERAL DISCOUNT FOR JOBBERS

NIFTY LIFTER COMPANY

SCHENECTADY, NEW YORK

THE STEPHENSON MOVEMENT

Power



To meet the requirements of the most exacting phonograph user, there must be sufficient power to permit the pull of high notes and a reserve easily maintained by a few turns of the handle. Greater power than this will accomplish nothing; but rather, makes

necessary a design both awkward and clumsy. In the self-contained springs of the Stephenson Movement, there is sufficient power with suitable reserve; and the design is most compact.

The Stephenson Movement is Precision-Made.

STEPHENSON

DIVISION

OF RAND & NICHOLS INC.

One of the best and the only Designing Street
New York, New York



When Rosa Ponselle, supreme soprano of the New York Metropolitan Opera Company, sings "A Song of India" from *Sadko*, she makes you feel the charm of the Far East surrounding you. Columbia 49920.



Columbia Graphophone Co.
NEW YORK

OTTO HEINEMAN BACK FROM EUROPE

President of General Phonograph Corp. Returns From Visit to Leading European Countries— Gives Interesting Résumé of Conditions in the Various Countries He Visited

Otto Heineman, president of the General Phonograph Corp., returned on the steamer "Ordina" a few days ago, after spending six weeks abroad. He was accompanied on his re-



Otto Heineman

turn voyage by Mrs. Heineman and Mrs. W. G. Pilgrim, wife of the treasurer of the General Phonograph Corp. Although this trip was supposed to be a combined business and pleasure voyage Mr. Heineman spent the greater part of his time visiting the most important industrial centers in Europe and, with his usual keen ob-

servatlon, secured invaluable data relative to business activities in Europe and the trend of industrial affairs.

Commenting upon general conditions in the leading European countries, Mr. Heineman said: "When I visited England this country was suffering from the effects of the coal strike, although I was glad to note that there was an undercurrent of optimism in practically all industries which was substantiated by signs of a trade revival generally.

"France is recovering more slowly than any of the great European countries, and this must be expected, as this country is facing exceptional conditions. The improvement will be gradual, although by next year I feel sure that France will be on the road to steadily increasing prosperity.

"Germany was a revelation in many ways. Although I had heard that German industries were in excellent shape, I had not imagined that they had improved so remarkably as evidenced on my visit to this country. Germany is securing a material proportion of English trade, owing to the fact that she is producing merchandise at very low prices. Internal conditions throughout Germany are excellent, and in practically every manufacturing field the factories are working to capacity. Orders are being received from all over the world, and an important factor in German manufacturing activity is the labor question, for at the present time German labor is receiving one-eighth of the wages paid to labor by the rest of the world, owing to the present rate of exchange.

"The phonograph business in Germany is very prosperous and the larger companies are paying 20 per cent dividends. Export trade is rapidly increasing and I found that the quality of German merchandise had improved greatly as compared with previous years. The phonograph business in England is fairly active, with the outlook for the future very promising, and a general spirit of optimism exists that is encouraging."

PROTECTION FOR TRADE-MARK

Patent Office Now Recording Articles of Incorporation of Companies

Clarence J. Loftus, of Chicago, counselor in patent and trade-mark cases, has called attention to an order recently entered by the Commissioner of Patents in Washington which provides in substance that for "the present the Patent Office is recording the articles of incorporation of companies, so that their names may be available for trade-mark searchers."

Mr. Loftus points out that the new order should prove of interest to, and be taken advantage of, by mercantile and manufacturing corporations and their representatives in the protection of their patent and trade-mark interests, for the system of registration should tend to eliminate largely the possibility of unauthorized and misrepulous persons registering in the Patent Office trade-marks which are the principal part of a corporate name.

RETURNS FROM WESTERN TRIP

PHILADELPHIA, Pa., September 7.—Harry A. Beach, vice-president of the Unit Construction Co., this city, manufacturer of Union equipment for talking machine warerooms, returned on August 30 from a seven weeks' trip throughout the West. Mr. Beach reports that a very optimistic spirit is manifested throughout that section of the country and that the dealers expect good Fall business with the increased activity lasting throughout 1922.

L. C. WIRES HEADS ORCHESTRA

LITTLE FALLS, N. Y., September 12.—Leland C. Wires, manager of the Victrola department of the B. Feldman & Sons store, has resigned to accept the position of manager and leader of the Liberty Theatre orchestra in Herkimer.

MASTER WAX

BUSINESS BLANKS

Special Waxes for Recording and Black Diamond Business Blanks

Due to our increased business, we announce that we have moved from 57-59 Paris St., Newark, N. J., to a new and larger factory at 165-167 Bloomfield Ave., Bloomfield, N. J., where we are equipped to produce at a maximum.

We would be glad to discuss a sales proposition from different territories for our output.

The Wax and Novelty Company

165-167 Bloomfield Avenue, Bloomfield, N. J.

F. W. MATTHEWS

NEW OFFICES FOR FAVORITE CO.

Headquarters to Be Established in New York, With Branch Shipping Department in Brooklyn—To Announce New Machine Line

Announcement was made early this month that the Favorite Mfg. Co., 1506 De Kalb avenue, Brooklyn, N. Y., had acquired a lease of the quarters formerly occupied by the Wonder Talking Machine Co., 105 East Twelfth street, New York City.

The New York building will house the executive offices and the main shipping departments of the company, the Brooklyn address becoming a branch shipping point for service to Brooklyn and Long Island dealers.

The company was recently appointed distributor by the American Odeon Corp. and now carries a full line of that firm's foreign records. Particular attention is to be given the German catalog.

In addition to the foregoing the Favorite Mfg. Co. is distributor for the General Phonograph Corp. and handles a full line of Meisselbach and Heinenan motors, as well as tone arms, sound boxes, etc. The company also distributes the Hubner harmonica and a complete line of main springs, cabinet hardware, parts and accessories. It is understood the company will shortly announce a new line of popular-priced table talking machines.

CAPITOL SHOP OPENS IN DETROIT

Stanley Grzankowski to Open Chain of Similar Shops Through Michigan

DETROIT, Mich., September 8.—Mayor Conzelius of Detroit and a group of his intimate friends were guests of honor at the opening of the Capitol Phonograph Shop this week. The new shop,



View of the Interior of the Capitol Phonograph Shop

the first of its kind in this city, is located at 1408 Washington boulevard, in the vicinity of both the Cadillac and Statler Hotels and was opened by Stanley Grzankowski, one of the leading business men of this city.

Mr. Grzankowski while on a visit to Indiana Harbor, Ind., some three months ago stopped in

at the headquarters of the Buras-Pollock Electrical Mfg. Co., of that city, and while there made arrangements with this concern to represent them throughout the State of Michigan. Plans are now well under way for the opening of a chain of exclusive and attractively arranged Capitol Shops throughout the State of Michigan.

The Capitol phonograph, which is being placed on the market by the Buras-Pollock concern, is a combination lamp and talking machine of rare beauty and design. The lighting is done by two fifty-watt incandescent bulbs, concealed within the shade. The turntable and tone arm are also concealed therein. The shade is so arranged that the upper portion may be lifted up in order to gain access to the turntable. The motor and all working parts are mounted in a case of solid copper, which is entirely hidden from view. The base of the lamp is of the flared pedestal design, and this base is utilized as an amplifier.

The new Capitol Shop is handsomely fitted up to represent an up-to-date drawing or music

room; in fact, the modern home is carried out in every detail throughout the entire shop, the idea being to give the patrons a better suggestion of how the Capitol phonograph is in keeping with the popular styles of home outfits.

GIVING PRAISE WHEN IT IS DUE.

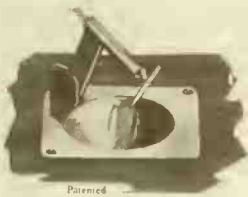
The dealer who is big enough to praise a salesman when he performs a commendable bit of work is inspiring his men to greater loyalty and efforts. Salesmen are human and they like to receive credit when credit is due. Many merchants hesitate to do this for fear that the salesman will develop a swelled head, but, as a rule, nothing of the kind happens. On the contrary, a little encouragement goes a long way to bolster up the determination of the salesman to make a better showing.

REPORTS BUSINESS IMPROVING

John Synott, Columbia dealer in Fort Scott, Kan., was a recent visitor at the Kansas City Columbia store. He reports business conditions improving and the outlook good for a large business for talking machine dealers in Fort Scott this fall.

One sale to a satisfied customer is worth a dozen sales to unsatisfied customers. The satisfied customers always come back.

IT PICKS THEM UP!



NEEDLES DIMES DOLLARS

Send in your order for a sample dozen

WE GUARANTEE SALES

HUTCHES ENGINEERING ASSN.

451 East Ohio Street
CHICAGO, ILL.

80 Malden Lane
NEW YORK CITY

Represented in South America, West Indies, Mexico by

MEXICAN NATIONAL TRADING CO.
233 Broadway, New York City

Victor Dealers,

It is not yet too late to begin preparations for your Christmas trade.

In proportion as your vision is great or small so will
be your Fall Victor business.

THE TOLEDO TALKING MACHINE CO.

TOLEDO, OHIO

WHOLESALE



EXCLUSIVELY



New Creations in Phonographic Art

Blue Bird phonographs are the last word in scientific construction, artistic appearance and tone reproduction.

Blue Bird phonographs play all records



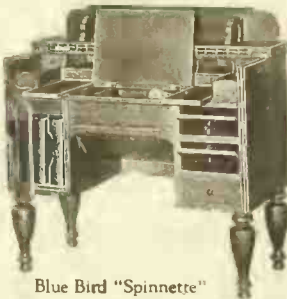
Streamline Model
(Disappearing Cover)

The epitome of convenience and elegance.

Retail Price \$250

This classic colonial type Spinnet Desk (at right) with concealed phonograph is a supreme achievement of artistry and utility. One of several "9 in 1" feature pieces. Appropriate for living room or library.

Retail Price \$275



Blue Bird "Spinnet"

PATENT PENDING

The Blue Bird factory is devoted exclusively to the manufacture of phonographs and is one of the strongest and best equipped organizations of its kind on the Pacific coast.

If you are not selling Blue Bird phonographs, there is a big opportunity for you in your city.

Write for full information and special discounts to dealers.

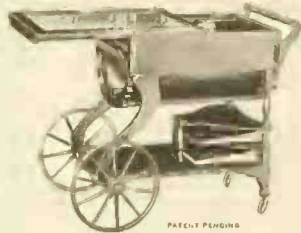
The "Blue Bird" fills a place all its own in phonographic achievement. Three new models here shown have been created by Blue Bird craftsmen to round out a complete line of authoritative models which will satisfy the most exacting tastes.

The "Emanator" — an automatic record container, practical and efficient, is a special Blue Bird feature.

Variety of styles in Blue Bird phonographs range in price from \$65 to \$325.

— and now Blue Bird records are ready for distribution to all dealers, whether they handle Blue Bird phonographs or not.

Their tone purity, infinite range and freedom from surface noise distinguish them from all other instruments.



Blue Bird "Teakar" Phonograph

Handsomely modeled; adapted to garden parties and entertainments. Sliding top for duplex use.

Retail Price \$140

BLUE BIRD TALKING MACHINE CO.

Los Angeles, California

NEW YORK TALKING MACHINE CO.'S HANDSOME NEW HOME

Prominent Victor Wholesaler Established in New Quarters on West Fifty-seventh Street—Maximum Conveniences for Employees a Feature—Luncheon Club Proves Success

The New York Talking Machine Co., Victor wholesaler, is now completely established in its new home on the tenth floor of the Willys-Overland Building, at 521 West Fifty-seventh street. In addition to providing exceptional facilities for every department of the company's organization the new home is noteworthy for the comforts

Arthur D. Geissler, president of the New York Talking Machine Co., is a firm believer in the value of personal comfort for his employees, and with this idea in mind, there are being provided on the roof of the building extensive facilities for appropriate sports. The new home of the New York Talking Ma-

idea of the artistic layout of the New York Talking Machine Co.'s present home, but these illustrations hardly do justice to the magnitude of the floor and the many interesting details that can only be appreciated by personal inspection. This should be indulged in by visitors to New York City.

OTTO GOLDSMITH IN HARNESS

Otto Goldsmith, president of the Cabinet & Accessories Co., distributor of accessories, New



Some Interior Views of the New York Talking Machine Co.'s Present Home

No. 1—View of Record Van. No. 2—Section of Repair Department. No. 3—George Kelly's Division. No. 4—View of General Offices. No. 5—The Luncheon Club in Aetna.

and conveniences that are afforded the company's personnel.

One of the features of this spacious floor is a comfortable luncheon, which is meeting with the enthusiastic approval of the employes. In fact, it is becoming more than a luncheon and may well be considered a luncheon club, for the members of the organization gather there daily to exchange views and promote good fellowship.

chase Co. has many distinctive features, one of the most important being a record stock van, with a capacity of over 500,000 records. Shipping facilities are ideal, as the building is adjacent to practically every freight terminal of importance. The sales division occupies comfortable quarters in the rear part of the floor, where cozy furnishings have been provided for the comfort of visitors.

The accompanying photograph will give some

York City, spent his vacation amidst the scenic beauties of Pike's County, Pa. On the return trip, which was made by car, a serious accident occurred which badly damaged the car, but fortunately none of the occupants was injured at all. Mr. Goldsmith found when he returned that business had greatly increased even in the ten days that he had been away and he has returned feeling fit to handle the largely increased business that he predicts for this Fall.

High-Class Cutter

Sharpens the Fibre Needle without removing it from the Tonearm.

THE LIDSEEN Fibre Needle Cutter

CONVENIENT

FAST SELLER

GOOD PROFITS



MECHANICALLY RIGHT

Jobbers—Line up on this live one and get ready for the season.

LIDSEEN

632-840 So. Central Ave., CHICAGO

SOSS

INVISIBLE HINGES



Soss Invisible Hinges

are essential to preserve the beauty of design, particularly when it is desired to disguise the talking machine cabinet. In many of the better cabinets of today Soss Hinges are used. They are mechanically accurate and can be installed quickly and easily.

Write for Catalogue



SOSS MANUFACTURING COMPANY
778 Bergen Street, Brooklyn, N. Y.

? ? ? ? ?
Looking for a Most Selling Heavy Makers?
? ? ? ? ?

Try "PHONO-MOVIES"

The High-class Phonograph Entertainer

Always a diversified performance

A highly perfected amusement feature. The unlimited number of the "Phono-Movies" will produce the liveliest and most interesting you seek at a three-ring circus.

Now is the time to stock the "Phono-Movies" for the holiday trade and enable customers to enjoy this happiest of far-reaching, merry-producing novelties.

The "Phono-Movies" are irresistible in their appeal to the phonograph owner, and as the cost does not exceed the price of some records, the outfit is within the reach of all.



Dancing Dorky



PHONO-MOVIES
Patented Feb. 11, 1919

COMMERCIAL ART SHOP, Covington, Ky.
First enclosed \$1.00 for complete "Phono-Movie" complete outfit and money-making paraphernalia.
Name
Address

In addition to the three parts that comprise the working device, three "Phono-Movie" subjects are included with each set. Operated by disc phonograph without attachments of any kind.
This "Music in the U. S. A." diversity of merit, well timed, all complete with three discs.
Use the coupons for sample and money-making paraphernalia.

Commercial Art Shop Covington, Ky.



Ballot Dancer



Scott Crane

OPEN HANDSOME NEW DEPARTMENT

Cleverly Arranged Opening Recital of Edison Department in Store of Robinson & Son's Co., San Jose, Cal., Brings Surprising Results

SAN JOSE, CAL., September 3.—The Robinson & Son's Co. recently installed a fine Edison phonograph department in their big furniture store in this city, and have equipped the department in a way that has aroused great interest locally. The department is equipped with several glass-enclosed sound-proof booths, a main display and demonstration room, a turntable room, all located under the balcony of the main floor, utilizing that space to excellent advantage.

The formal opening of the new department proved a real event in the local musical world. Warren M. B. Reilly, the store manager, sent out handsomely engraved invitations to a selected list, and advertised the fact in the newspapers that a recital and reception would be held at the store on a certain Saturday afternoon, admission being by card only. Cards were obtainable at the store, each applicant being called upon to give name and address, which meant the building up of a substantial prospect list.

With each invitation was enclosed a card offer-

ing either an autographed photo of one of the Edison artists or a reproduction of a famous painting free of charge. This card, too, was to be filled in with the name and address of the applicant, who was called upon to answer at the bottom the following questions: "Do you own a phonograph?" and "What make?" It is hardly necessary to say that, with the prospect of getting something for nothing, several hundred people filled in the information requested without a question.

Attractive programs of the recital were handed in each guest, together with a pencil so that the desirable selections could be checked off on the list as they were rendered. The number of record orders that resulted from this scheme surprised even Manager Reilly. There were also several immediate machine orders booked.

BARKER HOME FROM COAST TRIP

W. H. Barker, of the American Talking Machine Co., Brooklyn, N. Y., Victor wholesaler, has just returned home after a trip to Seattle to visit his brother. Mr. Barker attended the jobbers' convention in Colorado Springs and went to the Pacific Coast following the meeting. He joined up with the Elks' Convention party on the Coast and came east on the Elks' special train. He is still suffering from a creek in the neck caused by too much sleeping in Pullman berths.

FEATURE OF OLYMPIC LIST

In the October list of Olympic records, made by the Olympic Disc Record Corp., of New York, appear the first recordings on disc records of the Ritz-Carlton orchestra. It is expected that the recordings of this famous orchestra will prove very popular and create a very strong retail demand.

CAN SELL GOODS NOW, SAYS HOOVER

Writes Sell Now League That Business Is Emerging From Worst Slump

Because of the consuming proclivities of the public goods can be sold right now, Herbert Hoover told the Sell Now League, which has been carrying on a campaign to encourage salesmen, merchants and manufacturers to sell their products more intensively to that part of the consuming public which is in a position to buy them.

"There is never a very long period in peace times when goods cannot be sold by consistent, persistent effort," states Mr. Hoover in his letter to J. Mitchell Thorsen, chairman of the Sell Now League, "simply because the human animal goes on consuming. He slows up at times, but over a long term both his production and consumption are always increasing.

"We have had fourteen depressions since the Civil War and fourteen periods of prosperity, each of the latter greater than the one before. We have passed the valley in this slump—the worst and most rapid we have ever fallen into—but we are coming out of it steadily through the intelligence and capacity of our business men."

KENNY MUSIC STORE OPENS

GRANDALE, CAL., September 3.—The Kenny Music Store was recently established here by L. C. Kenny, who is well known in local music circles. Mr. Kenny was formerly connected with the wholesale department of the Columbia Graphophone Co. at Omaha, Neb.

J. Blumberg, exclusive Columbia dealer of Waukegan, Ill., made an interesting exhibit of Columbia Gramofones at the Libertyville fair on September 5-7.

U. S. Player Rolls

At Your Own Price

We are confining our business strictly to Talking Machine Accessories and have several thousand rolls to sell at auction by mail. Will gladly send you a list of numbers on hand. Make your bid.

WALTER S. GRAY CO.
942 Market Street, San Francisco

New Jewel Automatic Stop

Simplest and most effective automatic stop made. Watch-like in its accuracy, yet of the most substantial construction. No parts to get out of order. Can be installed in a moment on any make of phonograph. Set correctly and it always works. Can be set in a second.



154 West Whiting Street
Chicago

Distributors Wanted

*To Take Over Wholesale Business in
Established Territories for*

ARTo RECORDS

The ARTo Co. is ready to appoint Distributors to take care of its rapidly increasing National Business. All established accounts will be turned over at once to these Distributors, and they will be accorded full co-operation from the main office.

This Is a Real Opportunity

for either large or small organizations with aggressiveness and ability—responsible firms who are already organized, or who can immediately become organized, to handle big volume business.

Nine Sound Reasons for ARTo Distributors' Success

- ARTo Records—"Hits Always First"
- ARTo Records are of the highest quality
- ARTo Records have practically no surface noise
- ARTo Records excel in physical appearance
- ARTo Records are long wearing
- ARTo Records rank high in musical value
- ARTo Records lead in "Blues"
- ARTo Records comprise all classifications
- ARTo Records are selling in daily increasing volume

The ARTo Co.

CAN and DOES Make Prompt Deliveries

Actual performance has gained for ARTo an enviable reputation for *Prompt Deliveries* and has also won national recognition for "Hits Always First." These two established factors mean TURN-OVER—and "Turn-Over" is the Twin Brother of "Profit."

The *new* ARTo Distributor's Proposition provides liberal discounts and insures large and constant profits to the right kind of Distributor. Extensive Advertising Campaign now ready to launch. Prompt action necessary.

Address:

THE ARTo CO.

1658 Broadway

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New York City

TALKING MACHINE EXHIBITS AT MICHIGAN STATE FAIR

Several Prominent Lines on Display—Every Indication of Active Fall Business Season—Co-operating for Music Week Celebration—Various Detroit Concerns Make Good Reports

DETROIT, Mich., September 10.—A dull Summer in the talking machine industry locally is bound to react into a good Fall. This is the way the local dealers look at the situation and they seem to be justified in their conclusions, as already there is quite a brisk demand for machines and records. With the Summer practically over and with people coming back from the resorts, the reopening of schools and colleges and the opening of the Fall musical season everything points to greater interest than ever in things musical. Dealers have noticed it and have prepared for as good a Fall business as during the days that followed the war. Another point in favor of good Fall business this year is the industrial improvement in Detroit, which is very noted and which has resulted in materially reducing the number of unemployed. Furthermore, the big motor companies operating in Detroit and in many of the larger cities look for steady business right through the Fall and Winter, which means they will be employing more men than ever. The price-cutting the past few months has certainly stimulated automobile buying.

Exhibition at Michigan State Fair

The Michigan State Fair opened on September 2 and runs for nine days. This year it is very important from the standpoint of the talking machine industry, as quite a number of manufacturers are represented there through the jobbers and retailers. For instance, Grinnell Bros. have a large booth there, showing Victrolas and playing Victor records. The Jewett Phonograph Co., of Detroit, has a very attractive exhibit there in charge of Elmer Sharpe and assisted by the salesmen and the Jewett dealers. The Starr Piano Co. has an exhibit of the Starr phonographs and Gennett records; the J. L. Hudson music store has an exhibit there showing a number of the various phonographs which it handles. And there are others, too. Some of the dealers say that it has already produced considerable business and in addition has furnished them with a great many prospects to work on. Later in the month there will be a number of county fairs and space has already been reserved at some of them by Grinnell Bros. and local dealers.

To Co-operate With Music Week

The Detroit Talking Machine Dealers' Association will get together some time this month to complete plans for co-operation in connection with Music Week, which will be held in some thirteen Michigan cities at the same time—starting October 12. Just what the dealers will do has not been decided, but at the September meeting suggestions will be received and some action taken. Robert Lawrence, of New York, and a staff of assistants have already arrived on the job and opened headquarters for the whole State at the Detroit Board of Commerce.

Anticipates a Great Season

Sam Lind, of the Lind & Marks Co., Vocalion jobber, reports that business has been jumping for the past three weeks as never before and he anticipates a great season. Mr. Lind has eight dealers in Detroit, with applications on file from at least a dozen more. Dealers are doing a splendid business in the record departments with the Vocalion line. Especially is this true at present on the record made by the Henry Theis Ritz Detroit Orchestra. The Vocalion dealers are Barnes & Farrell, Goldberg Phonograph Store, E. H. Jeffery, Moon Bros., Robinson & Cohen, W. R. Woodmansee, Walker's Phonograph Store and John P. Yuergens.

Wilkinson Production Manager

E. H. Wilkinson, formerly with the production department of the Aeolian Co., is now production manager of the Jewett Phonograph Co.'s factory at Allegan, Mich. Mr. Wilkinson is constantly striving to improve the line and already has brought about some great improvements.

Grinnell Window Display Praised

Grinnell Bros. had a very attractive window display immediately after the death of Enrico

Caruso that not only attracted considerable attention, but resulted in a brisk demand for Caruso records, so much so that reorders were placed on nearly every Caruso number. C. H. Grinnell, manager of the Victor wholesale department of Grinnell Bros., says that Victor dealers in all parts of the State have flooded him with orders for Caruso records.

Starr Department Doing Well

The talking machine department of the new Starr Piano Co. store, at Broadway and John R streets, was opened several weeks ago and the first day, without any advance announcement, over \$200 worth of records was disposed of, besides a half-dozen phonographs. The department is in the basement and there are a half-dozen booths, complete record racks, etc.

What the Columbia Dealers Report

We interviewed a number of Columbia dealers

the past few weeks and learned that their business has been steadily improving. Their stocks have been materially reduced and now most of them are again buying. Columbia records are gaining favor right along and this is especially true of the Van and Scherck records, as well as the Art Hickman's. These are in great demand and dealers reorder almost as rapidly as the first batch are received. Columbia dealers, more than ever, are realizing the value of the name "Columbia" and what the line means to them.

Dealers—Get After the Business

In closing—just a reminder to talking machine dealers in this section—there is a lot of business hidden away in the corners of every city—and it only needs some strong argument to get it. The dealer who exploits properly and who goes after the business is going to get it. This is true now more than ever before, owing to the increase in the number of makes of phonographs and the increase in the number of phonograph retailers.

Appointed Emerson Distributors

R. K. Currie & Co., 417 West Fort street, are now Emerson wholesale distributors in Detroit.

Get Ready For a Big Fall Business in Victrolas and Records

Business is constantly improving. Many who have delayed purchasing an Instrument or Records for their home will buy soon. Aggressive dealers all over the country are reporting increased activity. You are just entering upon a busy Fall season. Don't let the demand find you unprepared.

We Are So Located and Equipped as to Give You the Utmost in Helpful, Business-Building Service

Write for list of Records selected by our committee as the best sellers for the coming month. To allow us to furnish this will not obligate you in the least—and it will help you in making up your order.

—An order, large or small, will convince you of this. We make it a rule to fill orders same day received—to fill them carefully and correctly—and, with the excellent and varied transportation facilities at our command, we are in position to get the merchandise to you with especial promptness.

Grinnell Bros

Wholesale Distributors
of Victrolas and Records

First and State Streets, Detroit

The "Say It With Records" Idea Has Made a Big "Hit" With the Talking Machine Trade

The "Say It With Records" idea, which was described along one special line worked out in last month's Talking Machine World, is based upon an undoubtably correct principle, and some of our friends have suggested that its possibilities ought to be further developed.

Some New Ideas

Merchants and manufacturers alike are looking

for new ways and means to sell records. Evidently in the trade is thinking along these lines. What we have to say here opens up a great many suggestive possibilities.

The Great Gift Business

Last month we showed that the merchant or advertising man who thinks closely about the habits and ideas of the community he serves can-

not but be struck with the immense amount of business done through the desire of the average young American to make himself solid, as it were, with his girl. Every young American has a girl and spends money on her. Hitherto that money has been spent mainly on candy, flowers, theatre tickets and taxi fares. We suggested how some of that money might be diverted toward talking machine records. It is now time to carry the same notion a step further.

Another Slogan

Suppose we get up a new slogan, running somewhat as follows:

"If you cannot find the words to say it, Let the record say it for you."

and consistently use this in our advertising at all appropriate times, we shall find it a powerful weapon for getting under the consciousness of the community. A few instances of what we mean will be useful. The American husband has an enviable reputation as a good fellow, who is fond of his wife and spends a good deal of money on her. But it always takes a powerful stimulus to change long-settled habits, and the American husband's habit has been for long fastened to the candy box and the flowers. He ought to be told constantly that his wife has her own ideas quite different from the ideas of her husband and her family. The mistress of the household is likely to be musically more refined than the others of the family circle, but only too often the purchases of records are made exclusively for the young folks and represent a class of music which does not particularly appeal to the wife. Hence the fact that a present of a high-class record once in a while will be highly effective in proving to Madame that Monsieur her husband loves her as of old and has time to think of her in the intervals of making a living.

Then "Mother" Enters

A good many different changes can be rung on this idea. For instance, there is the well-known "Mothers' Day," which was last year taken up and cleverly worked out from the talking machine standpoint by the advertising department of the Brunswick Co. The "Mothers' Day" idea is a true gift-giving persuasiveness. It is intended to teach the young men and young women to show their appreciation of what their mother has done for them by bestowing on her, once a year, all the services she has always so unselfishly bestowed on them. American sons and daughters need the reminder. Now, it is not difficult to couple with this idea the other, less broad but equally acute, that a appropriate present conveys the whole thought more beautifully and in more definite form than anything else. So we can readily apply our "Let the Record Say It" in this case. Mother usually appreciates music and very often cares only for the best. Here is the same idea, then, coming back with renewed force, to provide for the advertisement writers a theme on which they can play innumerable variations.

Beware the Sloppy

Incidentally, however, while talking about

FAVORITE MAIN SPRINGS OF HIGHEST QUALITY



and Phonograph Repair Parts, Motors, Tone Arms Sound Boxes, Cabinet Hardware and Accessories

Main Springs Tone Arms

TEMPER AND LENGTH SUBSTANTIUM

- 1 In. x 0.22 x 10 Ft., Molsenbach No. 10, Each \$1.45
- 1 1/2 In. for Bellows Tone, Each 1.75
- 1 1/2 In. x 0.22 x 17 Ft. for Victor, Each 6.00
- 1 1/2 In. x 0.22 x 11 Ft., Victor new style, Each 0.90
- 1 1/2 In. x 0.22 x 10 Ft., Helmsman No. 4, Each 0.60
- 1 In. x 0.16, elastic type, for Molsenbach No. 10, Each 0.50
- 1 In. x 0.16, oval hole, for Helmsman No. 10, Each 0.50
- 1 In. x 0.20 x 12 Ft., Helmsman No. 23 & 17, Each 0.10
- 1 In. x 0.20 x 10 Ft., for Columbia, Each 0.40
- 1 In. x 0.20 x 12 Ft., Victor, Each 0.40
- 1 In. x 0.20 x 13 Ft., Victor, Each 0.40
- 1 In. x 0.20 x 10 Ft., for Hill & Knowlton, Each 0.22
- 1 In. x 0.22 x 10 Ft., oval hole, Each 0.75
- 1 In. x 0.22 x 8 Ft., for Savins motor, Each 0.22
- 1 In. x 0.22 x 11 Ft., for Bellows, Each 0.22

- No. 8 with sound box, Each \$2.75
- No. 9 with sound box, very loud, Each 8.00
- No. 31 with sound box, very loud, Each 4.10

SOUND BOXES

- No. 31 Helmsman No. 10, Each 1.75
- No. 3 Helmsman, III Victor, Each 0.75
- No. C Helmsman, III Victor, Each 1.00
- No. F Percival, III Victor, Each 1.75
- No. J Percival, III Columbia, Each 1.75
- No. K Percival, III Victor, Each 2.50
- No. M Percival, III Victor, Each 0.50
- No. H Helmsman, III Victor, Each 0.50

LID SUPPORTS

- Automatic, nickel-plated, Each 0.25

NEEDLE CUPS

- Highly etched plated, Per 100 1.50
- Devere for cups, Per 100 0.75
- Highly gold plated, Per 100 1.00
- Cover gold plated, Per 100 2.00

REPAIR PARTS

- Columbia detent shaft, No. 1178, Each 0.50
- Columbia level plating, No. 1533, Each 0.75
- Columbia level plating, No. 2192, Each 0.50
- Victrolite level plating, latest style, Each 0.50
- Victrolite level plating, No. 2192, Each 0.50
- Columbia Stylus bar, Each 0.50
- Columbia detent gear, material No. 2192, Each 0.25
- Columbia crank, 2 sizes, Each 0.45
- Columbia governor spring, Each 0.50
- Columbia governor spring, No. 3004, Each 0.50
- Columbia governor spring, Per 100 1.00
- Columbia governor spring, Per 100 0.75
- Columbia ball, No. 2011, Per 100 1.00
- Windmill crank, for Victor motor, Per 100 1.00
- or lock, Each 0.45
- Stylus bar for Victor Victrolite, Each 0.50
- Stylus bar for Victor Victrolite, Per 100 1.00
- Stylus bar for Victor, Per 100 1.00
- Victrolite ball, for Victor, Per 100 1.00
- Rubber hangers for Exhibition box, Each 0.25
- Steel hangers for Victor, 4 sizes, Each 0.55
- Turn-plate felt, 10 lb. round or square, 2.10
- Furnishable felt, 12 lb. round or square, 2.10
- Motor bottom gear for Triton motor, Each 0.25

MICA DIAPHRAGMS

- 1 1/2 In. Victor M. Box, oval grain, Each \$1.15
- 1 1/2 In. new Victor No. 2 very loud, Each 0.15
- 1 1/2 In. for Helmsman, Each 0.15
- 2 1/2 In. for Columbia No. 6, Each 0.70
- 2 1/2 In. for Triton or Brunswick, Each 0.15

SAPPHIRES

- Hard, very best hard tone, Each 0.12
- Hard, soft tone, Each 0.15
- Bellows, very best, medium tone, Each 0.15
- Bellows, very best, hard tone, Each 0.18
- Bellows, medium tone, Each 1.25

STEEL NEEDLES

AMERICAN blade extra long, long, medium and soft needles, Per 100 0.50

ATTACHMENTS

- In shell or nickel-plated, Each 0.75
- Keel attachments for Victor horn, Each 0.75
- Keel attachments for Helmsman with C horn, nickel or gold-plated, Each 1.50
- Keel attachments without box for Nat. Each 1.50
- Keel nickel or gold-plated, Each 1.15
- Victor, Helmsman, old style, Each 0.25
- Columbia attachment, Each 0.25

MOTORS

Distributed by Helmsman and Molsenbach Motors. Best Price. Immediate Deliveries.

TERMS: With satisfactory rating, 2% discount for cash, 10 days, 5% 30 days and otherwise, 3% discount for cash, or 20% payment with order, balance C. O. D.

FAVORITE MFG. COMPANY

MAIN OFFICE:

105-107 East 12th St., New York City
Telephone Streetview 1868

BRANCH:

1506 DeKalb Ave., Brooklyn, New York
Telephone Evergreen 4815

Warbletone Record Renewer

Cleans and polishes old records and makes them sound and look like new.

Cleans the groove and the general surface, removing dirt, grit and foreign matter without the least injury to the record. Cleans themselves.

This new invention gives new voice and renewed tone to records and will positively clarify articulation.

One bottle will last indefinitely. Very simply applied.

Immensely valuable to dealers as well as to music-lovers. "It drops in a second."

If your jobber cannot supply you order direct.

Price 50 cents per bottle retail. Liberal discounts.

WARBLETONE MUSIC CO.

225 Massachusetts Ave. INDIANAPOLIS, IND.



THE BIG HIT FROM "TANGERINE" —
A CATCHY MELODY YOU CAN'T FORGET
"Sweet Lady"
Sung by JULIA SANDERSON and FRANK CRUMIT

ASK TO HEAR IT

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

Mother, let us beware of the temptation to become sloppy when writing advertising copy. It is not true that "Mother" is necessarily a feeble-looking old female person in a gown of 1870 vintage, with large spectacles and white hair and a general air of being rather weak and helpless, not to say afflicted with rheumatism. The advertisement writer is too often in this, as in other cases, afraid not to be sloppy, on the ground that the thing must be tearful if it is to have "heart interest." All wrong! The modern Mother reads, thinks, votes, finds time to belong to a club, wears her hair prettily, dances, is not afraid to show her legs and dresses in style. Ask the milliners, the dressmakers and the manufacturers of women's garments. They know. In carrying out the plan, then, of connecting Mother with the gift of records, let the work be done neatly, not sloppily.

And Still Another Way

Mothers' Day leads one to think of anniversaries, of which every family has its little lot, the birthday of Maumy and Daddy, the wedding anniversary and the various other little rubrics of the domestic calendar are always coming around. It always is worth while saying to fathers, brothers and husbands.

"When that anniversary comes around, Let the record say it for you."

One can go still further. Observance of holidays and patriotic anniversaries is fortunately still an American custom and one which, apparently, will not die off in a hurry. All the patriotic anniversaries are celebrated in one form or another in every American home and, as we said last month, every home has, or will have, a talking machine. Wherefore, again, the same idea comes in. There is plenty of suitable music and to spare in the record catalogs covering each and every American anniversary, as well as most of the foreign ones. It is simply a matter of connecting up the date with the names and numbers of the records which the family will like to

have at that time, and then of bringing the idea to Daddy's notice.

And so one might go on for much longer. There are innumerable possibilities in connecting the talking machine record with the general American tendency to give presents in profusion. From time to time we shall present some of these. Meanwhile, what has been said will be not without its value to merchants and to all who are looking for new ideas or, rather, for new applications of old ones.

CARUSO MEMENTOS POPULAR

Juth Mfg. Corp. Establishes Many Accounts—
New Plaque Well Received

In a recent chat with *The World*, Henry Birger, president of the Juth Mfg. Corp., Brooklyn, N. Y., stated that the demand for Caruso busts and Caruso plaques introduced by this company last month had been far beyond expectations. Orders from all parts of the country have been received, and Victor dealers are evincing keen interest in the sixteen-inch and twenty-one-inch Caruso busts. The new Caruso plaque is being ordered in large quantities, and many Victor dealers are using this plaque as part of their Fall publicity campaigns with most telling results.

N. A. LAMSON APPOINTED MANAGER

LANCASTER, Pa., September 8.—N. A. Lamson has been appointed manager of the Remington Music Co., exclusive Remington dealer, of this city. Mr. Lamson reports prosperous conditions and a good demand for Remington phonographs and Olympic records.

Now that the Summer is over many dealers will lack the excuse of heat for neglecting their businesses.

OPENS PARTS DEPARTMENT

Plaza Music Co. Establishes New Department—
Philip Kalmus Will Be in Charge

Philip Kalmus, formerly president of the Eagle Talking Machine Co., is now in charge of a new parts and repair department that has just been established by the Plaza Music Co., New York. Mr. Kalmus is a thoroughly experienced talking machine man, having a detailed knowledge of motor mechanics and having invented several types of successful reproducers.

The Plaza Music Co. will shortly issue an extensive catalog of phonograph repair parts, comprising parts for practically every motor ever manufactured. According to present plans, Mr. Kalmus will start in the near future for an extensive trip for the purpose of introducing repair parts and accessories handled in this new department.

NEW DEALERS IN YONKERS, N. Y.

YONKERS, N. Y., September 8.—The State Music Co. recently opened up a new high-grade music store on South Broadway, of this city. Six up-to-date hearing rooms and a complete record department were installed. A distinctive treatment of the show windows was also made. The entire installation, including window treatment, was made by Van Veen & Co., Inc., of New York City.

AN IDEA WORTH ADOPTING

Various publishers are giving national impetus to the idea of "Buy a Book a Week." Could not some adaptation of this be made along the line of "Buy a Selection of Music a Week" or "Buy a Record a Week" or "Buy a Player Roll a Week?" The idea is well worth consideration by "live" talking machine men.

HARPONOLA

Represents

**OKeh
Records**

up to the
minute
SERVICE

**OKeh
Records**

FOR →

THE HARPONOLA COMPANY

Distributors for



"The Record of Quality"

CELINA, OHIO

Solving the Record Adjustment Problem from the Retailer's Standpoint

By Harry Drew

[*Editor's Note:* The editors of *The World* will be glad to receive ideas from other retail merchants regarding the record adjustment problem and to publish their opinions on this vital subject.]

A great many retail merchants in the talking machine industry have spent so small amount of time pondering over what policy to adopt in regard to people who seek to return records for one reason or another.

It has recently been my privilege to observe how quite a number of talking machine dealers are handling this matter and I am frank to say there is a wide variance of policy, not only between the different retail stores but within the same store. In other words, a great many merchants are not pursuing a uniform policy. They

are leaving the solution of record returns to the individual salesman, who in many instances makes mistakes, as a result of which good record customers are being lost for a given establishment.

One merchant whom I quite recently visited has made a very careful study of record returns and has arrived at a policy which I believe can be advantageously used by other merchants in the same line of business.

This retailer found, by close observation, that after the customer presented his case and the record which he wished to return it was vital to see that no unnecessary delay occurred before he was advised regarding what the store would

do for him. Where indecision was apparent it became evident that the record purchaser obtained a very poor impression of the store, and where the claim was a justifiable one good record customers were liable to be lost. As a result of his observation on the floor this merchant adopted the following plan, which has worked out in a very satisfactory manner:

1. A rule was issued to all the sales staff to the effect that whenever a record customer sought to return a record, for any valid reason, the request should immediately be granted without in any way questioning or seeking to pick flaws in the claim of the customer. It became simply a case of the salesman taking the name and address of the customer returning the record and placing this upon a card, together with the data involved in the particular claim, then give the customer the desired accommodation.

2. The cards pertaining to individual cases were filed alphabetically where they could be conveniently referred to by the members of the sales organization. Also, as soon as it was practical to do so, investigation and analysis were made of the claim made in each case to determine, insofar as it was possible to do so, the true worth of each claim.

3. Orders were issued to the sales organization that any one person should be granted the privilege of returning two records without any discussion of the facts.

4. When the salesman refers to the record file and finds that a customer had already returned two or more records, provided the previous cases were marked as having been judged O. K. after investigation, the third and later requests are granted with the same precision and rapidly as in the preceding instances. However, if the card file shows that the previous cases were seriously questioned as to their true validity and the facts of previous cases indicate the particular person involved is really trying to take advantage of the store, the request is then immediately referred to the manager.

5. Whenever a case is referred to the manager he makes it a point to hold a personal talk with the person seeking to return a record for the third time. If he feels sure that this person is intentionally seeking to "gyp" the store he frankly refuses to grant the request and leaves the customer to infer that his establishment no longer is especially interested in the record business of that individual.

The plan as outlined, it will be noticed, has several good features. In the first place, it removes all delay in the case of legitimate claims and thereby tends to secure good will and continued business from record customers. In the second place, it insures a uniform policy and treatment for each person bringing a record back to a given store. In the third place, it means no request will be refused unless three or more requests have been made, and then only with the absolute knowledge of the manager and through his personal contact with the customer. In the fourth place, this plan makes it possible for a retailer to get an accurate line on the people with whom he is doing business, so that if there are any chronic cases of record-returning they will come to his attention in due course, and he can decide to pass up this particular person's business or not, as he may see fit.

As a general practice, forty-eight hours seems to be a reasonable time within which a customer should return a record if, for any reason, he desires to do so.

Among the reasons which seem thoroughly justifiable for granting an adjustment in the case of returned records are: (a) Unwitting duplication; (b) defects in the manufacture; (c) injury after manufacture; (d) where record has been

\$2.40

EACH month spend a two-cent stamp on the home that has no Victrola, and hammer away at it every month for ten years, and your bill for stamps will be \$2.40!

Think of it! Circularize a thousand people each month at an expense of only \$2,400 at the end of ten years. If you said only "Jones—Victrolas" to a thousand Victrolaless homes every month it would develop your business enormously.

We can tell you how to organize for selling by mail.

We can supply you with the material you need, and an efficient envelope-addressing machine, and, furthermore, can supply our customers with the Victrolas needed to back up a campaign of this sort.

Write to us today.

Buffalo Talking Machine Co., Inc.

Wholesale Victor Distributors

Buffalo, N. Y.

"Honey Lou" and "Honeymoon Home" are two fox-trots by Art Hickman's Orchestra. That means that all dance lovers will buy them. How many of these have you ordered? A-3440.



**Columbia Graphophone Co.
NEW YORK**

given as a gift and does not at all meet with the taste of the donee; (e) failure to get what the purchaser really desired.

The cases which come under the heading "unwitting duplication" are, no doubt, obvious, and it is of course reasonable that from time to time certain members of the family will purchase and take home records which they find, on getting home, have already been secured by other members of the same family.

Defects in manufacture are also quite obvious and include such things as bubbles, cracks, etc. But in this field there is, of course, a considerable opportunity for the customer to attempt to "gyp." Where records have been damaged by the customer or scratched by him, it is certainly not fair to expect the dealer to offer any adjustment. It is usually not difficult to determine whether material defect in a record really occurred in their manufacture or as a result of poor treatment on the part of the customer.

Of course, from time to time records will be damaged in shipment, packing, unpacking, etc., and in such case the dealer naturally wants to grant adjustment. However, here again there

is an opportunity for the customer to cheat, and it is important to watch each case carefully. It is very unlikely that the same customer will have several cases within a short period of the same sort, and therefore if the customer presents identical or similar cases frequently it appears on the face of things that this customer is seeking to "gyp" the dealer.

More and more, records are being looked upon as ideal gifts for birthdays, anniversaries, graduations, etc. In many instances, the person making the gift does not aptly appraise the taste of the one to whom he is giving the record or records. Obviously, where records are brought back by the donee in such cases it behooves the dealer to see that the donee is granted the privilege of exchanging the records brought in for records that he or she really likes. Granting requests along this line, of course, builds up new record customers and establishes a good-will connection right at the start, and no doubt also results in some good verbal publicity.

Once in a while the customer leaves the store thinking he has exactly the record he wants, but, on getting home, finds that he was sent to get a dance number and has returned with a vocal number; that he meant to get a certain song by a great opera singer, but got the wrong song by that singer, etc. In such instances, it is good policy to grant the record return, because by seeing that the customer gets what he really wants, even though in some cases it may take time for the customer to correctly state what he wants, good will and future business will be built up.

HOW AND HOW NOT TO SELL

Prospective Customers Resent Inference by Salesmen That They Are Unable to Pay for the Best—Dress No Indication of Finances

The writer was standing in a music store not very long ago and while waiting to receive attention he overheard the salesman say to a poorly dressed customer who had entered a moment before, "That machine is too expensive for you." [This was the answer the prospective buyer received in response to his inquiry as to the price of the machine. Did the clerk (the surely was not a salesman) make a sale to this man? He most emphatically did not, and what is more, he probably loses a great many sales for the firm by which he is employed. It is wise to get rid of such a salesman at once, because if his services are retained for any length of time he will cause incalculable harm.

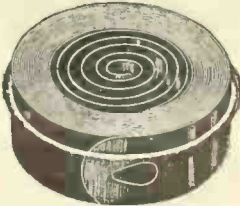
A person who enters a store usually does so for the purpose of looking over the stock with the idea of buying. Perhaps the prospect is not in a position to make a purchase at the moment, but if the proper courtesy is extended and a favorable impression is made by the establishment the customer is pretty sure to return when he or she is ready to do business.

Whether a man is poorly or richly dressed, he is human and resents any inference that he is unable to pay for the best. Another angle of the situation is that one can seldom tell from the dress of the prospective buyer what his finances are. Many men with very substantial incomes are engaged in occupations which prohibit the wearing of smartly pressed, expensive apparel all the time. There are also many persons whose love for music is so great that despite their small incomes they are willing to assume the responsibilities involved in purchasing the best talking machine, and they will make sacrifices in other things to meet the payments regularly.

It is not always the customer with the least money who will try to cheat by avoiding and delaying payments. In many cases this class of people take great pride in their honesty and as a result they pay with the greatest promptitude.

The friendship of many a customer is lost through lack of attention at the store.

Main-Springs



**For any Phonograph Motor
Best Tempered Steel**

Each			
1/2	to 1 1/2 feet for all small motors	\$.40
3/4	" 1 1/2 " " Columbia, Pathé, Edison50
1	" 2 " " Columbia with horns on ends55
1 1/4	" 2 1/2 " " Victor60
1 1/2	" 3 " " Victor, one by old style75
1 3/4	" 3 1/2 " " Westman and Pathé80
1 7/8	" 4 " " Westman and Pathé85
2	" 4 1/2 " " Seal, DeLorenzo and Bonora90
2 1/4	" 5 " " Westman, Seal and Bonora95
2 1/2	" 5 1/2 " " DeLorenzo, Seal and Bonora95
2 3/4	Full size for Edison type Machine	1.00

SAPPHIRES—GENUINE

Pathe, very best, loud tone, genuine, each 15c, 160 tone \$1.50.
Edison, very best, loud tone, 15c each, or \$12.00 in 100 lots.

TONE ARMS

The very best in throw-back style, very loud and clear, \$5.00 each.

PHONOGRAPH NEEDLES

We are jobbers in Brilliance Oval Needles, Magnode, Wall-Kens, Teasdale, Nupolet, and the Gill BIXIE Needles.

ORDER RIGHT FROM THIS AD

Send for price list of other repair parts and colors. Terms—Prices are F. O. B. St. Louis. Send enough to cover postage if wanted by parcel post, or we will ship by express.

The Val's Accessory House
1000-1002 Pine St. St. Louis, Mo.

LEONARD BACK AT OLD POST

Ernest C. Leonard, of the sales staff of the Remington Phonograph Corp., New York, after two months spent in special work co-operating with the retailers, will return to his wholesale duties on September 15 and immediately start out to cover his former territory. Everett T. Holmes, sales manager, reports that the sales of both Remington phonographs and Olympic records have had a remarkable increase within the last thirty days. Not only have Remington and Olympic dealers substantially increased their orders, but many new dealers have been added as well as a number of additional distributors of Olympic records.

Do You Throw Money Away?

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

RENE MADE SPRINGS AND PARTS ARE BETTER COST LESS

RENE MFG. CO.

Montvale, N. J.

MORE ACTIVITY IN NEW ORLEANS

Leading Jobbers and Retailers Report Increasing Demand for Machines and Records—Some Attractive Window Displays—News of Month

NEW ORLEANS, La., September 7.—September, heralding the Fall months, is here and it finds the talking machine dealers of this city getting ready for an unusually busy season. Reports from the nearby country districts are very favorable, splendid crops of sugar cane, rice, corn, etc., giving rise to much optimism and with the prospect of 25-cent cotton the situation is exceedingly bright.

Parham Werlein, of the house of Werlein, along with Mrs. Werlein, is receiving congratulations upon the recent arrival of Parham, Jr. The youngster is a "great fellow" and the illustrious career of the house of Werlein, both past and present, assures his future as a music merchant.

The Malton Blanche Co. got off to a good start for September with a drive on Victrola Model

ETCHED METAL NAME - PLATES

FOR MANUFACTURERS AND DEALERS



Write for prices
stating quantity
desired



EYE-GLASSING

NEAT IN APPEARANCE

ELECTRO-CHEMICAL ENGRAVING CO., Inc., 52 Vanderbilt Avenue, New York, N. Y.

90 and Manager J. D. Moore looks for a big month in this feature. Much advertising in local papers, as well as large Canal street window displays, is contemplated.

Manager Will Berry, at Dwyer Plano Co.'s department, reports an unusual demand for large-type machines of late and believes this augurs well for Fall.

The Dugan Victrola Club is "going over good," to paraphrase June Bernice Jaleuak, who names John Dugan's Victrola department. "Dollar down" on cabinet models with cash purchase of records is the feature.

Paul Ashton expected little for August, but got much, so things are humming at the Ashton Music Co. in preparation for a big Fall business.

A clever window featuring a beach scene, effectively showing the possibilities of the new portable Model "50" Victrola for out-door entertainment, has kept Ned Wilson and the Collins Piano Co. in the limelight the past thirty days.

And speaking of clever windows, Manager Powell, at Werlein's retail department, has had something to crow about himself. An Arctic scene, with the "aurora borealis," Eskimo tents, polar bears, six "Victor" dogs hooked to a sled, etc., is the magnet for Canal street crowds, driving home the "Keep Cool With a Victrola" idea, during the past several sweltering weeks.

Paul S. Felder, secretary-treasurer of Philip Werlein, Ltd., visited the Victor factory early in the month and later will spend some time vacationing with his family in North Carolina.

Over at Grunewald's Manager Ralph Young is happy over his big business score for August.

Miss Emma Delery, of the Werlein wholesale department, is back from a pleasant two weeks' stay in the North Carolina mountains. She was accompanied by her little niece and they had an enjoyable trip.

Walter Schroeder, traveler for Werlein's wholesale, was married recently to Miss Beulah Bedgood, of Montgomery, Ala. They are receiving the well wishes of their many friends.

ENTIRE FLOOR FOR DEPARTMENTS

Piano and Talking Machine Departments of Burgess-Nash Co., Omaha, Now Located on Fifth Floor of Company's New Building

OMAHA, NEB., September 5.—The piano and talking machine departments of the Burgess-Nash Department Store, this city, are now located on the fifth floor of the company's new nine-story building, the departments occupying the entire floor. The floor space is now being divided into separate demonstrating parlors for player-pianos and talking machines, and it is planned to provide an auditorium seating several hundred people, to be used for giving demonstration concerts and also to be placed at the disposal of local music teachers for recital purposes. Eugene M. Francis is manager of the department and is enthusiastic over the new quarters.

ONE-MAN TRUCK A SUCCESS

Lea Truck Well Received by Trade—Has Many Valuable Features

FINDLAY, O., September 6.—The Self-Lifting Piano Truck Co., of this city, is receiving many letters of commendation from talking machine dealers relative to the value of the Lea talking

machine truck which this company introduced some time ago. This truck, which can be handled by one man, loads and delivers to any floor the largest type of talking machine, thereby cutting down overhead expense. It may be quickly adjusted to any size of machine and is equipped with rubber-tired wheels. The company is finding a ready sale for this truck in all parts of the country.

BETTER BUSINESS

is already here. Let us help you make your accessories business build up big profits for you this Fall.

Get All Your Accessories from One Source

Portable Machines

Cirola
Bradley
Charmaphone

Lundstrom Converto Cabinets

Bubble Books
Record Albums
Record Delivery Envelopes
Motrolas

Gilt Edge Needles

Record-Lites

Fibre Needle Cutters

Brilliantone Needles

Talking Machine Toys

Boxing Darkies

Dancing Rastus

Shimandy

Fighting Roosters

Amorita

Red, White & Blue Needles

Polishes and Oils

Repeaters and Rotometers

Wall-Kane Needles

Record Cleaners

Dust and Moving Covers

Motor Spring Safety Device

Console Tables

Caruso Photos

Caruso Busts

Sanozone Products

Cabinets

Cabinet Hardware

Motors, Tone Arms and Springs for all Makes of Talking Machines.

THE CABINET and ACCESSORIES COMPANY

Otto Goldsmith, Pres.

145 E. 34th St. NEW YORK

Stop! Look!! Order!!!

Send-Annual Inventory Shows a Small Stock of Odd



HARMONICAS
ACCORDEONS
CONCERTINAS
VIOLINS
BOWS
TRIMMINGS AND
OTHER
STRINGED
INSTRUMENTS

WE WILL NOT LIST THESE IN OUR FALL CATALOG, THEREFORE CLOSING OUT BELOW COST WHILE THEY LAST. MAIL YOUR ORDER FOR ASSORTMENT AT ONCE

A few of the numbers—Write for special list of others

VIOLINS

- 8434 "Laurientos \$torion!" light brown. From \$6.00 to \$ 8.00
822 Strad Model selected figured back and neck, French polished. From \$8.00 to 6.00
1300 Imitation old, lightly flamed back. From \$18.00 to 10.00

HARMONICAS

- 8115 Ten single holes. From \$2.16 to 1.50
102 "BELL BRAND" 4 inch, 10 single holes, 25 reeds. From \$5.50 to 2.00
447-25 5-inch, 16 double holes, 22 reeds. From \$9.00 to 4.00

ACCORDEONS

- 111 12&16, 10 keys 2 bases, 3 sets of STEEL BRONZE REEDS. From \$5.50 to 1.00
310 10&14, 10 professionally pearl keys, 4 bases, 2 sets of reeds. From \$7.50 to 4.25
3105-25 11&14, 21 pearl keys, 8 bases, 14 fold extra long bellows, STEEL BRONZE REEDS. From \$12.00 to 2.00



Write for our new Fall catalog
Make sure your name is on
our mailing list!

Buegeleisen & Jacobson

5-7-9 Union Square
New York



ODEON FOREIGN RECORDS

COMPLETE STOCK OF IMPORTED GERMAN SONGS,
INSTRUMENTALS, STANDARD NUMBERS and OPERAS

Prompt Service

Immediate Deliveries

Send for Catalog

We Are Appointing Dealers



FAVORITE MFG. CO.

105-107 EAST 12th ST.

NEW YORK CITY



TALKER MUSIC AS AN AID TO GOLF

Well-known Golfer Improves His Driving Many Per Cent by Practicing Swings to the Rhythm of Music Produced by Talking Machine—What Will Be Next in Line?

Talking machine men addicted to the golf habit, and who oftentimes complain about their inability to make their expected scores, can now be of good cheer, for music, and particularly talking machine music, having found its way into practically every other line of endeavor, has now been introduced into golf, according to a story told by Robert Edgren in the New York Evening World recently.

According to Edgren the adoption of music as an aid to golf is to be credited to Alex Morrison. In this connection he says:

"Alex Morrison—after reading that name you know this is a golf yarn—has invented a new way to drive a golf ball and says that he expects to revolutionize the good old game.

"Alex has set his drive to music. Several months ago Alex was in his back yard practicing swings with a driver. In the house someone turned on a phonograph. Alex began unconsciously whistling the tune, at the clover tops. After a moment he suddenly became aware—that's the way he explains it—that his swing was as smooth as oil and the club head was going through with no effort and a speed that made it sing.

"That afternoon Alex went out on the golf course and took his phonograph along. Swinging in time to the music, which was a waltz, he began popping out 250-yard drives right down the middle of the course.

"Next day Alex had a game on with his friend, Ed Flannigan. He figured on getting an extra caddy to carry the phonograph along, set it down at each tee and keep it cranked up. But it was too bulky. He left it home.

"On the first hole he hooked his ball off the course, which was some hook, so he told Flannigan about the musical drive, and Flannigan composed a tune which he hummed loudly whenever Morrison drove. The words were nothing much—they just went "da-da-da-da-da-da-da-da-da"—but the tune was so rhythmic that Morrison increased his drive by twenty-five yards.

"Then Flannigan began working on the musical drive. He used a phonograph for practice. I'd played with Flannigan before that. His maximum drive was about 125 yards. He is now driving a consistent 250, and he can do it with an iron if he wants to.

"He keeps his swing timed to a new tune that he hums under his breath, so that no one else can get it. And he's thinking of going after a match with Barnes.

"As for Morrison, he has added a new feature. After taking his stance Alex blindfolds himself with a scarf, hums his tune, swings his driver up in time, down in time, and drives a Babe

Ruth straight down the fairway every time. Alex says that the blindfolding is another improvement on the great old game, for when you don't see the ball your swing can't be influenced by any hesitation about just where you're going to swat it."

A. A. FAIR VISITS NEW YORK

Sales Manager of Jewett Phono. Co. Arrives Here for Important Conferences—Jewett Factory Working to Capacity

A. A. Fair, sales manager of the Jewett Phonograph Co., Detroit, Mich., arrived in New York recently for a few days, in connection with important details relative to New York representation. Mr. Fair was in conference with several of the leading retailers in this territory, who had requested him to give them details regarding the company's plans for the future.

Mr. Fair brought with him one of the new

Jewett console models, which he exhibited at the Hotel Pennsylvania. Many of the local dealers evinced keen interest in this instrument, commenting particularly upon the attractiveness of the cabinet design and the tone quality. Mr. Fair states that the Jewett factory is working to capacity and within the very near future an announcement will be made relative to several new models that will complete the Jewett line. The console models have attained phenomenal success and under Mr. Fair's able direction the Jewett sales staff is opening new accounts in all of the leading trade centers.

MOVES INTO LARGER QUARTERS

The Alex Robinson Typewriter & Phonograph Exchange, of Elton, N. Y., has moved to larger quarters in that town. A full Brunswick line is carried. Clean Chesebrough, well-known local tenor, is in charge and has started an active drive for Fall sales.

THREE GOOD REASONS

WHY YOU SHOULD INSTALL A SHEET MUSIC DEPARTMENT

- 1.—Substantial Profit.
- 2.—Small Investment.
- 3.—Draws Trade for Other Merchandise.

Hundreds of Merchants in your line are now enjoying active trade as a result of installing a Sheet Music Department.

A New Department can be opened with a \$100 Investment, including necessary Display Racks.

Let us tell you about our guarantee offer. It enables you to start a Sheet Music Department at our risk.

PLAZA MUSIC CO.

18 WEST 20th ST.

NEW YORK

DEPARTMENTIZE YOUR BUSINESS

Various Activities of a Business Should Be Carefully Classified in the Interests of Efficiency, Says the American Business Manual

Every business should be departmentized for the purpose of knowing just where you stand. According to The American Business Manual the following is the way it should be done.

Departments—Following the division indicated, there will be, in a wholesale mercantile house, under the supervision of the general manager or proprietor, the following departments which are to a certain extent interrelated:

1. Purchasing department, whose duty is to replenish stock.
2. Stores department, which receives and stores goods till needed.
3. Sales department, which has charge of the selling.
4. Advertising department, which is often an adjunct of the sales department.
5. Credit department, which passes upon all sales and accounts.
6. Order department, which fills all requisitions.
7. Traffic department, which decides upon the routing and shipping and checks shipments and freight bills.
8. Shipping department, which assembles all outgoing goods, packing and shipping them as directed.
9. Collection department, which has charge of outstanding accounts.
10. Accounting department, which records all transactions.
11. Correspondence department, which has charge of all letters and documents, and general filing work for all other departments.

W. C. Griffith, formerly in the talking machine business in Oucida, Tenn., recently went to Bluefield, W. Va., where he accepted a position as manager of the Edison department of the Goody-kontz Drug Co.

To Sell the Victrola IX's

Get immediate action. Clear out your Victrola IX's. With the price that's now on this Cabinet 1403, you can put it with a Victrola IX, sell it for less than \$100, and make money. Your Victrola IX's will stay on your floor until you hook them up with cabinets. Write today for at least one sample.

\$14.85
F.O.B.
Indianapolis

Horizontal Shelves With Patented Hinged Rem. Height, 26 1/2 in. Width, 19 in. Depth, 22 1/2 in. Holds 10 Victor albums. Aluminum Front. Quartered Oak Front. Average weight, graded, 99 pounds.



No. 1403

The UDELL WORKS

1309 West Twenty-Eighth Street

AT INDIANAPOLIS

GRETSCH BANJOS

Tenor Banjos and Banjo-Mandolins

EIGHT handsome models, ranging in price from \$15.00 to \$65.00 (wholesale), make up the line of GRETSCH Professional Banjos. The series is complete, providing a Banjo, Tenor Banjo and Banjo-Mandolin in each model.

Laminated, 3-ply rock-maple rims—built-up necks that can't warp—these are points of distinction that mean rugged strength and staying powers. Artistic beauty of finish and focal brilliance are other features that make them ready sellers.

With these instruments in your stock you are prepared to please the professional player (and the amateur as well) with the kind of a banjo he needs—and buys.

For the prices are right—just to your customer and just to you. You'll find it easy to ask and get a generous margin of profit. And best of all, you'll have the satisfaction of knowing that you've served your customer to his satisfaction when you sell him a GRETSCH Banjo.

WRITE us, on your own letterhead, for descriptive Circular of GRETSCH Banjos and also for our Confidential Trade Price List—the latter quoting wholesale and retail prices on our entire big line of Quality Musical Merchandise.

The FRED. GRETSCH MFG. CO.
Musical Instrument Makers Since 1883
60 Broadway BROOKLYN, N. Y.

F. P. OLIVER INJURED IN ACCIDENT

Popular Talking Machine Man Injured in Automobile Accident—Escapes Serious Injuries

Fred P. Oliver, vice-president and sales manager of the Blackman Talking Machine Co., New York, Victor wholesaler, is suffering from the effects of a serious automobile accident which took place near Mr. Oliver's Summer home at Lake Mahopac a fortnight ago. Mr. Oliver, ac-

companied by several friends, was riding in an open touring car en route for the golf course when a reckless driver of a semi-racing car smashed into the side of the touring car. Mr. Oliver was thrown out of the car, but through a miracle escaped serious injury, falling on his right arm, which may possibly be sprained. His left arm is also slightly injured, but he hopes to be in first-class shape before the month is out.

NEW PATHÉ POSTER FOR DEALERS

Special Twenty-four Sheet Poster, by Cugot, Now Available for Dealers' Use

The Pathé Frères Phonograph Co., Brooklyn, N. Y., has announced a new twenty-four sheet poster which it has provided for free distribution to Pathé dealers. This poster, 9x21 feet, has been painted specially for Pathé by Cugot, the brilliant French poster artist. It depicts an ensemble of opera stars in various roles which are available on the Pathé record list, together with an excellent reproduction of the Pathé machine. Across the top is the Pathé slogan, "Pathé costs no more than the ordinary phonograph."

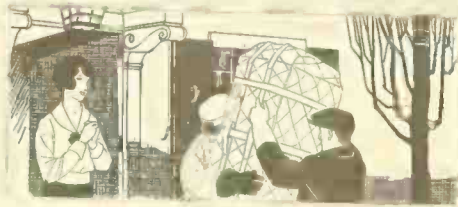
EQUIPMENT FOR REMICK STORE

Van Veen & Co. to Supply Fittings for New Establishment in Chicago

CHICAGO, Ill., September 8.—Jerome Keil, secretary of Jerome H. Remick & Co., recently placed a contract for the installation of eight hearing rooms and a complete record department, with counters, etc., with Van Veen & Co., Inc., who will supervise the entire work, in their new store at 240 South State street, this city. This store is the newest of the chain operated by Jerome H. Remick & Co. throughout the country and is strategically located in one of the busiest centers of this city. When completed it is expected to be one of the finest talking machine and sheet music shops in the Middle West.

PERCY HEMUS IN "THE IMPRESARIO"

Percy Hemus, well-known baritone and exclusive Olympic artist, is starring in the new musical play, "The Impresario." This production will start on a tour early in October and the present bookings cover over 100 different cities. The Olympic Disc Record Corp. of New York, will feature Percy Hemus records in the various cities in which he is to appear.



How many talking machines will be delivered to new buyers this Fall

Not so many as last year. But *certain* retail merchants will make sales equal to or better in volume than their sales for the Fall of 1920. *Other* merchants will do a greatly reduced volume and may "pass out of the picture" altogether.

The class that does a good business will be handling reputable merchandise and selling it by every conceivable, practical method of sales promotion—not the least important of which will be by *advertising*.

In this latter connection we have worked out, by actual experience, a proven method of producing **GREATER RESULTS** from newspaper advertising. Does that interest you in your effort to increase your sales?

The retail talking machine merchant in every city in the country stands squarely between two troublesome fires today. On one hand there's the increasing difficulty of getting business and on the other the unceasing climb in advertising costs. Briefly, he is obliged to pay more for less results, and this means prompt, well-directed action, if he is to forge ahead. He cannot afford to cut down his advertising appropriation without starting backward, nor can he afford to continue to use the same big space of the past, unless it can be made to produce greater results than ever before!

It is a situation which requires a progressive economy.

By actual test of several hundred merchants like yourself, in their respective newspapers, we have established the fact that talking machines and records can be successfully advertised with smaller space than most stores are now using, and that by increasing the variety of appeal, by dove-tailing your window display and direct mail effort with your newspaper advertising, and by being brief and to the point, a small appropriation can be made to bring a substantial volume of people and sales to your store.

This, then, is not the kind of economy that will retard your progress, but one that will carry you further ahead!

Write us to find out how you can, by prompt action, secure the exclusive use of this unique *Business-Bringer* in your city. We don't object to your taking the "Show me" attitude of the man from Missouri, but we do want you to give us the chance to show you the details of a proposition which you cannot procure from any other source.

Our Service will help you economize in your sales promotion effort and at the same time enjoy a prosperous 1921 Fall season.

TALKING MACHINE WORLD SERVICE

373 Fourth Ave., New York

Under the auspices of



Phone Madison Square 5982

REPAIRS
TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM
Conducted by Andrew H. Dodin

REPAIR ADJUSTMENTS HELP TRADE

The coming of September means to many thousands of homes the ending of the vacation season, with the occupants straightening out their homes in preparation for the coming Winter. It also means, officially, that the talking machine again comes into active use after a rest of two or three months. How many dealers take advantage of the opportunity thus offered at this season of the year to have a salesman or repairman make an inspection trip among their customers to look over the various talking machines and adjust the many little things which may require it after the machine has been idle for some time?

Perhaps nothing may be found wrong with the machine and, in fact, in most cases the machine will be in first-class condition, but the mere fact that the dealer has shown enough interest in his customer to see that the machine is in perfect running condition should strike a responsive chord in the customer and sooner or later bring him, or her, to the store in quest of new records, or perhaps a larger or more elaborate type of machine.

Seeing to it that the customer's machine is in proper playing condition is not to be regarded as profitless service to that particular machine owner. The idea behind the move is that the customer is likely to have friends call at intervals and for them to hear a perfect-playing machine and to learn of the dealer's interest is the best kind of advertisement for that particular dealer's store. Such interest on the part of friends means further sales for the dealer.

What better advertisement can a dealer have than a perfect-playing machine in the customer's home? Surely it does not suffice to say, "I sell the _____ machine; there is none better." Even the best-constructed motor and sound box is liable sooner or later to go wrong, either through natural causes or through unskilled handling by the owner. Under such conditions the dealer cannot afford to have representing his store a machine that will not play or plays inefficiently. When he sells the outfit it is good business to

"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other in the construction of the

MARVELOUS MAGNOLA
"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music, Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day. Send us your name and let us send you some real Talking Taps.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President
General Office: 111 MILWAUKEE AVENUE, CHICAGO
Southern Warehouse: 1506 GARDNER BLDG., ATLANTA, GA.



Bought as you tell her to buy

Once you win the confidence of a customer, she buys as you tell her to buy. She accepts your knowledge on various things and can be schooled to clean records for the sake of the life of the disc and the smoothness of sound. She accepts the record cleaner and the plate

you charge her as one of the necessary parts of the outfit. She will agree that a dusty cleaner should be furnished and replaced periodically by a new one. Start her right using Scotch-Tone, samples of which we will be glad to furnish and quote on request.

We also make the well-known Recco, Supreme, Velveteen and Gilco Brushes.

E. T. GILBERT MFG. CO., Rochester, N. Y.



Mr. Dealer

**AT LAST IT'S HERE
LET YOUR CUSTOMERS MAKE THEIR OWN RECORDS AT THEIR HOMES**

THE "RECORDOLA"

Just what you have been waiting for

The Perfect Recorder and Reproducer. May be attached to any phonograph

SIMPLE TO USE. POSITIVE IN OPERATION

Every Phonograph Owner a Prospect

Complete "Recordola" outfit, handsomely nickelled, including a double-faced recording blank that may be used for making 50 to 100 different records.

RETAIL PRICE \$26.00, usual trade discount

RECORDOPHONE CO.

1045 Westchester Ave., New York, N. Y.

ANNOUNCING—

THE OPENING OF OUR NEW EASTERN FACTORY FOR THE

Manufacture of Record Envelopes

Eleven years experience—Specializing in such manufacture. For many years supplying record envelopes to all the largest manufacturers.

SEND FOR SAMPLES AND QUOTATIONS on our latest style envelope—with highest grade printing. Immediate deliveries



Western Envelope Corporation

55-67 Hope Street

Brooklyn, New York

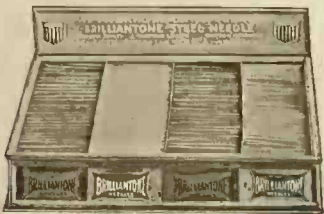
Service

Dependable-- Constructive-- Intelligent



Putnam-Page Co.

Peoria, Ill.



SPECIAL BRILLIANTONE GLASS DISPLAY OUTFIT

Consists of 500 packages assorted sizes, Brilliantone Records, packed in metal and glass flame-retard display cases. A skilled salesman and an inviting picture for your window that will double your window sale.

**100% PROFIT
DISPLAY STAND FREE**

No. 322AN—Dealer's price for complete outfit of stand and 200 packages Brilliantone Records, all lower

\$15.00

COLE & DUNAS MUSIC CO. CHICAGO

50-56 W. LAKE ST.

Write for our new fall bulletin. Many bargains in records, phonographs, etc.

cell with it upkeep service to a reasonable degree. It is one of the liveliest business-building opportunities at the dealer's command.

The dealer may say "I do not maintain a repair department" or "I have all my repair work done at the shop of my jobber and he could not possibly do this for me." The conclusion is wrong, for this particular service should be the duty of one of your salesmen—the man who is in a position to take immediate advantage of buying interest. The salesman should be sufficiently versed in the minor adjustments of the motor or sound box to be able to make them in the home without difficulty. The motor that needs a new mainspring or the sound box that needs a new diaphragm should be sent to the repair shop.

When the machine has been adjusted and put in good condition the salesman should bring into play his selling ability. If he has been observant he has found out by looking at the records what class of music the machine owner favors, and he can suggest new records of the same type. If he has with him samples of the latest records he can demonstrate them and sell them on the spot. This is being done every day in the week by certain dealers I know and with surprising results.

The salesman who calls at the door with the request that he be permitted to demonstrate the new records is almost certain to be sent on his way, but the one who calls on the plea of inspecting and adjusting the machine without charge is admitted in almost every instance, and once in the house can put his selling ability into practice with little effort.

The adjustments that a salesman is competent to make depend largely upon the salesman himself and the interest he has taken in studying the mechanical features of the machine. I suggest that he obtain from the manufacturer of the particular machine he is selling all the printed matter possible in reference to the construction and repair of that particular product. Let him study the matter carefully, take one of the motors in the store apart and then reassemble it and study the replacing of minor parts, such as a



Let One Man Deliver Your Talking Machine

The Leo Talking Machine Truck will handle the large machine with ease and safety. No stiles too steep. Quickly adjusted to any size or make of machine. Equipped with rubber-tired wheels. The saving of this second man on the wagon will soon pay for the truck.

Write for Circular and Prices

Also

Piano Trucks, Hoists, Covers and Straps

Made only by

Self Lifting Piano Truck Co.
FINDLAY, OHIO

broken governor spring. He should learn particularly the proper places to inject oil, where gear grease is required, etc. He should wind the motor up full and allow it to run down, listening to the sound it makes in running so that he is enabled to determine whether it is noisy or if the springs jump, a sign that the motor needs to be sent to the shop to have more graphite put in the springs.

The sound box should be studied carefully, particularly the manner in which the needle arm is tensioned. The salesman should be able to judge when the sound box blasts whether the trouble is in the tensioning of the arm or in the fact that the gaskets have become dead and do not hold the diaphragm tight enough.

Experience is always the best teacher and practice makes perfect. A few days of work and study should make the salesman competent to discover and adjust the minor talking machine troubles and, in fact, to tell what is the matter with a machine that doesn't work. Every time a machine is put into perfect playing condition through his efforts he has won a friend in the

customer and has opened the way for a substantial increase in record sales.

OPENS EASTERN OFFICES

Walbert Mfg. Co. Located in Fifth Ave. Building
—Manufacturing Geer Record Repeater—Sales Campaign Inaugurated in East and West

N. H. Fuller, sales manager of the Walbert Mfg. Co., Chicago, arrived in New York a few days ago to open up Eastern offices for the company. Mr. Fuller is now established in the Fifth Avenue Building, at 200 Fifth Avenue, and arrangements are being made to give the Eastern trade efficient service.

The Walbert Mfg. Co. is producing the Geer record repeater, a repeating device which is meeting with considerable success in the trade. A sales campaign has already been inaugurated and, judging from the orders already received, the dealers are giving this repeater a cordial reception. Particular attention will be paid to developing Fall and holiday trade.

AT LAST !!

A PERFECT RECORD REPEATER

As simple to use as a record.

Instantaneous—sure fire—fool-proof

Has absolutely no effect on record, machine or needle.

NOW READY FOR DELIVERY



U. S. Patents and Foreign Patents Pending

WALBERT MFG. CO.

925 Wrightwood Avenue, Chicago
New York Office: 200 Fifth Avenue

**GOVERNMENT ENDORSES
USE OF MUSIC IN HOME**

Official News Letter of U. S. Department of Agriculture Emphasizes the Big Part Played by Music in Civilization—An Argument to the Farmer That Should Assist the Trade

Except when considering the question of raising revenue the Federal Government, through its various departments and bureaus, has indicated a strong appreciation of music and its value. Not only are there schools maintained for the instruction of musicians by both the Army and the Navy, but other departments of the Government have occasion to use or support music in one way or another.

The most direct "boost" that has been given to music by any one Government department, however, was that offered recently in the weekly news letter issued by the U. S. Department of Agriculture. In a box in the middle of the title page of the August 21 issue there appeared under the heading "Music Is a Blessing" the following statement:

"Have you music in your home? Are you making any effort to supplement the splendid offerings of talking machine records and player rolls with home-produced vocal and instrumental melody?"

"Will there be a singing school in your community this Fall?"

"Good music in the farmhouse will contribute much toward a wholesome contentment and a happy family life," Secretary Wallace recently wrote in response to a request for an expression on the subject. "Music is one of the good things of our present civilization, which, in common with other blessings, is as readily available to those who live in the open country as to those who dwell in the cities. In the old days music was an important factor in rural community life.

Many of us remember the old-fashioned singing school. Community singing should be revived generally. The township music teacher should be working in every community."

Since the weekly news letter is issued as the official publication of the Department of Agriculture, and is sent free as a news service to the press of the United States, it is believed that the influence wielded by the publication of the statement with Secretary Wallace's opinion concerning music will be enormous. It is expected that the article on music will be reprinted in a great many newspapers of the country, and

A.F.Co.

felts

is a factor in the wonders performed by the talking machine.

As a turntable cushion it has no substitute.

That there is likewise no substitute for A. F. Co. Turntable Felt seems to be the attitude of the world's foremost makers. They use no other make.

**American Felt
Company**

TRADE MARK



BOSTON
100 Summer St.

NEW YORK
114 East 13th St.

CHICAGO
325 S. Market St.

especially in the rural areas. This should cause a general awakening of the farm population to the benefits of music and be reflected in the commercial side of music, which has been suffering to some extent in the past year by reason of slack demand from farmers.

To those retailers who are devoting much attention to the farm trade the statement of the Department of Agriculture should prove a great help in overcoming the strong sales resistance that has been encountered among the farmers largely by reason of their stubborn attitude against buying, growing out of the slump in prices of crops.

There are already indications in the leading farm sections of the country that the agriculturists are inclined this year to sell the crops they have been holding, together with the new crops, and take a loss rather than to hold out indefinitely for the return of war prices. In many cases the farmers realize that there is little basis for hoping for war prices, and that

cash in hand is worth more to them than wheat or corn in the elevator.

The rural trade promises to prove a most important factor in the business of the present Fall, and is looked to by merchants in and out of the music trade to fill up the gap caused by depression in industrial circles. Any propaganda that will influence the farmer to buy musical instruments is therefore doubly welcome, particularly when it bears the official stamp of the Government.

This new attitude toward music in official and semi-official circles should prove most welcome to members of the music industry and unquestionably should have a definite effect upon the business. Within the last two or three years the propaganda for music has been widespread and sufficiently varied in character to appeal to all classes of prospective purchasers. An endorsement of music such as that offered by the Department of Agriculture, having an official status, is calculated to prove as helpful to the music trade proper as many pages of straight display advertising.

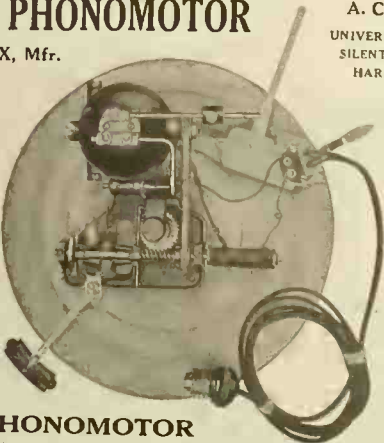
THE PHONOMOTOR

G. C. COX, Mfr.

Office
73 State St.,
Rochester, N. Y.

The best is cheapest in the end. Increase your sales by making your Phonograph Electric.

Send for Sample.



A. C. or D. C.
UNIVERSAL MOTOR
SILENT—DURABLE
HARM PROOF

Prepared to fill quantity orders—Thousands giving owners perfect satisfaction. Guaranteed to meet every condition.

THE PHONOMOTOR

A complete electrical equipment for any make of Phonograph
Quietest, simplest, most effectual and most economical drive on the market.

"VICTROLA AS YOU GO"

The Portland, Ore., branch of Sherman, Clay & Co. has taken a leaf from the advertising book of the Kodak people and has adopted the vacation slogan, "Victrola as You Go." The slogan properly presented through the medium of window displays influenced considerable business during the Summer season just closed.

Smashing Hit



ROBERT NORTON CO
226 West 46th Street, New York City

Attention!

The right capital, preferably with high-class woodworking facilities, can secure the services of the most successful manufacturing and merchandising man in the independent Phonograph industry. Address: Box No. 1001, care of Talking Machine World, 373 Fourth Ave., N. Y. C.

ALEX. STEINERT EXPECTED HOME

Boston, Mass., September 8.—Alexander Steinert, head of M. Steinert & Sons, Victor distributors, who has been on an extended European trip, is expected home some time in the middle of September. Mr. Steinert, who is accompanied by his son Robert, visited a number of historical centers in Europe.

The dealer who only talks price to customers loses many sales to people who want products of quality.

September Specials

Motors

- No. 2 Single 5 1/2" main spring, 10" lamtable, worn case, governor drive, long handle. Regular wholesale price \$3.75. Now.....\$1.90
- No. 4 Double Spring, plays 4 10" records, 10" turntable, top regulator, machine running suitable for \$1.00 machines. Regular wholesale price \$7.50. Now.....\$3.10

Tone Arms

- No. 2 Internal, good tone, nickel, complete with reproducer.....\$2.50
- No. 3 Victor style, with reproducer, nickel.....\$4.90

Main Springs

- 10" oval holes, per dozen.....\$2.50
- 10" oval holes, per dozen.....\$2.00
- 1 1/2" 18 feet long, Columbia or Edison, per doz. 7.00

Needles

- Resisting new—something better. Special nickel-steel needles. Same needle can be used to play loud or soft notes.
 - 108 in catalogue, per M.....\$ 39
 - 10,000 or more, per M.....\$ 29
 - 108 in metal box, per doz. boxes.....\$ 30
- Shipping card with order.

Other Specials

- Handies, with knobs, cast, nickel, per dozen.....\$1.75
- Iron box, good steel, per doz......85
- Felix, 12", best quality gram, per dozen.....\$ 65
- Strollers, metal cabinet, per doz.....\$ 1.00
- Novelties (cut, nickel plated), per doz.....\$ 2.50
- Government Strollers, Victor size, best grade, per 100.....\$ 1.00
- Stiles, assorted sizes, per doz.....\$ 2.00
- Butler table, reproducers, per 100.....\$ 2.00
- Government needles, asst., per doz.....\$ 1.00
- Government needles, asst., per doz.....\$ 1.00
- Turntable, asst., 12", per doz.....\$ 2.00
- Stiles gear wheels, asst., per doz.....\$ 2.00
- Novelties, handies, asst., per doz.....\$ 1.75
- Novelties, handies, asst., per doz.....\$ 1.75
- Novelties, handies, asst., per doz.....\$ 1.75

We manufacture a line of reliable low-priced machines

- Model D—12" 12" 27", mahogany finished, universal tone arm, plays 4 10" records, nickel case, \$5.00
- Model D—12" 12" 27", mahogany finished, with center, nickel music, plays 4 10" records, universal, 50c. mahogany price \$2.00
- Model 38—12" 12", 10" 12", floor standing style, mahogany finished, double motor, universal tone arm, nickel case, price \$2.00. Now.....\$1.50
- Model 35—12" 12", 10" 12", mahogany finished, double motor, universal tone arm. Now, mahogany.....\$3.00

We guarantee our goods to be best as represented. In addition to the above list prices we offer a cash discount of 3% when purchase no. longer for C. D. D. accompanies an order, E. & B. New York.

Wollman Talking Machine Mfg. Co.

560-562 Grand Street
BROOKLYN NEW YORK
55 years in the same location Telephone, Nigg 07A.
Reference: North Side Bank of Bklyn., Biltz Plaza Ur.

LATHAM JOINS PEARSALL STAFF

Popular Talking Machine Man Will Cover New Jersey and Pennsylvania—Liked in Trade

Lloyd L. Spencer, sales manager of the Sllas E. Pearsall Co., New York, Victor wholesaler, announced this week the appointment of Eugene M. Latham as a member of the company's sales staff. Mr. Latham, who assumed his new duties a few days ago, will cover New Jersey and Pennsylvania territory.

Mr. Latham is not a newcomer to the Pearsall organization, having been a member of the Pearsall staff for a number of years prior to his appointment to several important retail posts in the local trade. He is thoroughly familiar with the problems confronting the Victor dealer, and his many years' experience in the trade will enable him to co-operate with the Pearsall clientele to excellent advantage.

DANCING GIRL HELPS WIN PRIZE

Proves the Feature of the Display of the Poindexter Co., Ft. Worth, Tex., During Style Show—Talking Machine Provides Music

A handsome period model talking machine has been winning for the Poindexter Furniture & Carpet Co., Ft. Worth, Tex., the first prize at the recent Style Show in that city. The various awards were for the most homelike displays and the Poindexter Co. arranged a series of rooms simple and practical and representing the well-furnished rooms in the average home. The feature of the display, however, was the living room, a commodious apartment, in which Miss Evelyn Burgess, a local dancer of some reputation, did classical dances several times a day to the accompaniment of talking machine music. The dancing served to attract a crowd that packed the street practically the entire day.

FEATURES NEW RECORD REVIEWS

Perry B. Whitst Co., Victor Wholesaler of Columbus, Inaugurates Daily Paper Feature of Genuine Value to the Retail Trade

COLUMBUS, O., September 6.—A service as unusual as it is beneficial to the dealers is one just inaugurated by the Perry B. Whitst Co., Victor wholesaler, 211 North Fifth street, through its publicity director, T. T. Frankenberg, in sending a monthly review of Victor records, written by H. E. Cherrington, well-known music and dramatic critic, on the Columbus Dispatch. Mr. Cherrington hears all of the records of the week before they are released and runs the review in the Sunday music section of the Dispatch immediately following their release.

TRIBUNE DISCUSSES RECORD MAKING

Newspapers Throughout Country Devoting More Space to Talking Machine Problems

An article appearing in the New York Tribune of Sunday last describes the various processes necessary to the manufacture of talking machine records and discusses the quality of different voices and difficulties of recording them. While the article was written in a semi-humorous vein, facts were faithfully adhered to. There is nothing new in this particular article, but the fact that the newspapers of the country are devoting more and more space to factors of talking machine manufacture and are thus educating the masses is in itself an indication of the interest which is being manifested by the public in this industry.

EBERSON-TOPP, INC., GETS CHARTER

Eherson-Topp, Inc., Chicago, has been granted a charter of incorporation under the laws of Illinois for the manufacture of musical instruments, supplies, etc. Incorporators are John Eherson, James Topp and Maxwell H. Frost.



STEADY CUSTOMERS

are made through sales of



Semi-Permanent

NEEDLES

THE profit on each sale of Sonora Semi-Permanent Needles, while important, is not the only point to be considered.

Every time you make a sale you gain a steady customer because Sonora Semi-Permanent Needles will play a great many times WITHOUT INJURING THE RECORD and give a superior quality of tone.

Keep a complete stock of these needles always on hand—place them in a convenient, conspicuous place. Make it EASY for your customers to secure them.

Your customers are asking for these. Place your order at once to secure prompt delivery.

Light—Medium—Soft

10 cts. per card of 5

Sonora
Phonograph Company
GEORGE E. BRIGHTON
President

New York, 279 Broadway

Canadian Distributors:
I. Muntagoye & Co., Toronto

CAUTION! Beware of similarly constructed needles of inferior quality.

CONNECTICUT DEALERS ORGANIZE

Columbia Dealers' Association of Connecticut Organized Last Month at Outing—Ben F. Morrison Elected President—Over Fifty Members

NEW HAVEN, CONN., September 6.—At an outing of Columbia dealers of Connecticut held at Double Beach, Branford, Conn., last month, the Columbia Dealers' Association of Connecticut was formed with a charter membership of about fifty members, representing practically every city and town in the State.

The officers of the new State Association are: Ben F. Morrison, president; L. H. Merwin, vice-president; C. F. Brodrihan, secretary, and J. W. Ballou, treasurer.

The organization of the Association was the result of a get-together meeting held in connection with the picnic, a very successful affair in the course of which the dealers and their families enjoyed a number of outdoor sports followed by a dinner at the Double Beach House.

The business meeting which followed the dinner was presided over by L. H. Merwin, president of the New Haven Columbia Dealers' Association, who reviewed the work of that body and pointed out some of the benefits of its accomplishments. He emphasized the importance of exchanging opinions and discussing plans at occasional meetings of dealers in the same line and told of the possibilities for good that lie in a State organization of the same sort.

Following Mr. Merwin, Ben F. Morrison, treasurer of the Geo. B. Clark Co., Bridgeport, was introduced and spoke on "Organization—Co-operation and Sales Plans." The next speaker was H. W. Jennings, assistant manager of the New York branch of the Columbia Graphophone Co., who expressed the good will of the members of the New York organization and offered their co-operation to the new association.

H. L. Morrey, the Columbia salesman covering a large section of Connecticut, also spoke and offered his help in getting the support of all the dealers. President Morrison then took the chair and the new association was officially launched. Membership in the new body is open to all dealers in Connecticut carrying the Columbia product.

WALKER TAKES CHARGE

W. R. Walker, formerly in the hardware business, recently assumed the management of the talking machine department of the Warren M. Crosby store, Topoka, Kan.

Your Problem Is Ours

Good Profits (to you)
+ Good Service (to your customers)

Answer: TONAR RECORD BRUSHES

(Trade Mark)



Have we solved the above problem correctly?

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

Made in mahogany, oak and ebony colored finishes

PARKS & PARKS, Inc.

TROY, N. Y.

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



NEW YORK JOBBERS: Chas. H. Ditson & Co.; Cabinet & Accessories Co.; Bristol & Barber; Kuekerhocker T. M. Co.; Geo. Borgfeldt & Co. NEWARK JOBBER: Collings & Co.

DANCING DOLL CO., Inc.

115 East 18th Street Phone: 2293-9055 Stuyvesant New York City

The Response to Our First Advertisement in this Paper Was So Tremendous that We Have Actually Been Carried Off Our Feet

The result is that we are going to give you the benefit of our vast experience in these lines and give you fair warning that

YOU PLACE YOUR STOCK ORDERS NOW

If you want to get AMORITA in your warerooms for the Holiday Trade.

Amorita shimmies and shakes her hips at the same time and never gets out of order. Amorita is a doll and the mechanism is not visible.

Amorita is made in 9-inch and 13-inch sizes and retails for \$2.50 and \$3.50 respectively.

Write your nearest jobber or direct to us

DEVELOPING RECORD SALES

Dealer Sells Polish Record by Mail—Value of Intensive Follow-up

PITTSBURGH, Pa., September 6.—W. Cranowicki, a Columbia dealer in this city, received recently a letter requesting a catalog of Polish records. This letter, translated from the Polish, read as follows:

"Be kind enough to send me a catalog of all Polish records you may have in stock, for being an American emigrant I have a few dollars for which I am compelled to buy Columbia records made in America."

On receipt of this the dealer in question complied with the request for a catalog and enclosed an order blank. In the course of time it was returned, ordering twenty records with a remittance which represented the equivalent of about 23,000 Polish marks.

Some salesmen talk too much and say too little. Think this over.

LARGE AND SMALL STORES

Many Merchants Lose Money by Having Too Large Stores and Others Lose Profits on Account of Excessively Cramped Quarters

Many merchants who do a fairly good business find that their profits at the end of the year are not in proportion to the amount of business transacted. This is due to only one thing, and that is overhead expenses. It is very well to have a large store, but it is by far better to have a store in keeping with the size of the business. It is a foolish policy to pay a high rent for a big store when the business does not warrant it. On the other hand, there are many small stores which are doing a big business that really need larger quarters. People like an establishment where there is sufficient space to provide for attractive displays.

A new talking machine establishment handling the Kimball phonographs has been opened at Madison, N. Y., by Mr. Way, of Hudson, N. Y.

It is the consensus of opinion that conditions have improved materially the past fortnight.

ACME-DIE

CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALLOYS

AcmeDie-Casting Corp

Bohler, Rochester, Brooklyn, N.Y. Detroit, Chicago

INCREASED DEMAND FOR RECORDS

USUALLY BEGINS IN SEPTEMBER

NOW IS THE TIME

to prepare for the increased

business, which is coming

NOW IS THE TIME

to order your supply of

COTTON FLOCKS

YOU WANT THE BEST WE MAKE IT

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



COMPOSED BY ENRICO CARUSO DREAMS of LONG AGO

*You can HEAR IT
and BUY IT-HERE*

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

TO ENCOURAGE USE OF MAHOGANY

Mahogany Association Forms to Educate Trade and Public to the Value of That Wood and to Urge Its Use More Generally

For the purpose of teaching the consumer what is meant by mahogany; its value and intrinsic worth in furniture and cabinet work, including piano cases and talking machine cabinets, importers of, and dealers in, mahogany wood and veneers recently formed the Mahogany Association.

The purpose of the Association is to further the use of mahogany by a campaign of education carried on among housewives, merchants, architects, interior decorators, etc., and emphasizing the good qualities of mahogany, its honorable antiquity and the fact that the great masters of furniture all have used it to express their higher ideals in furniture making.

The publicity plan as at present contemplated calls for an advertising campaign running in eleven national magazines and an intensive direct mailing campaign, to manufacturers, dealers, architects, interior decorators, musical instrument manufacturers, etc., to interest them in a more general use of mahogany. It is stated that the campaign will be carried along ethical lines and will be strictly educational in character.

From the time that mahogany was introduced into England the latter part of the sixteenth century it has always been the favorite wood of furniture manufacturers. Chippendale, the Adam Brothers, Sheraton, Heppelwhite and our own interpreters of Colonial designs all used mahogany and many of their original masterpieces are in use to-day.

Twenty or twenty-five years ago when a piece of furniture was purchased the chances were that it was constructed of genuine mahogany. To-day the chances are that the furniture will consist of 25 per cent mahogany and 75 per cent other wood. This, of course, is a general statement and should be accepted as such, and in a number of cases the use of other woods, especially during the war, was due to the fact that the Government required the best of mahogany for airplanes.

Both manufacturers and retailers of furniture and cabinets realize the necessity of a better product with the more general use of the genuine wood, it is said, especially in view of the fact that genuine mahogany is again available to the trade in quantities. Hence the campaign of education.

It is stated that the new Mahogany Association has nothing in common with interests who have been threatening legal action against furniture manufacturers and dealers who are manufacturing and selling furniture or cabinet work as mahogany which is made of inferior wood.

NEBRASKA DEALERS MEET IN OCT.

The fifth annual convention of the Nebraska Victor Dealers' Association will be held in Omaha, Neb., October 17 and 18. William Zimmann, treasurer of the Hospe Co., is arranging the program. Secretary Hugo G. Heyn says he expects a large attendance.

SHERMAN, CLAY & CO.'S FINE WORK

Sherman, Clay & Co., whose success is a monument to their progressiveness, are in active touch with the National Bureau for the Advancement of Music and have been utilizing their assistants in stimulating interest in music in the Pacific Northwest. Substantial results have already been secured. A very successful Music Memory Contest has been put on in Portland, eliciting attention and co-operation from the whole community, but Mrs. McClusky, the head of Sherman, Clay & Co.'s educational department, not content with one city, is pushing the idea throughout the entire States of Washington and Oregon.

FILE BANKRUPTCY PETITION

CHICAGO, Ill., September 9.—A petition in bankruptcy was filed yesterday against the Endless Graph Co., of this city, by Cyrilan Ikliv, Wasyl Ikliv and Wykyta Ikliv. It is alleged that the three petitioners loaned the company notes which it failed to pay.

The average person is apt to be suspicious of the dealer who throws in accessories to make a sale. They have a suspicion that the goods are not up to requirements and the thought enters their minds that the machine is overpriced or the dealer would not make such offers.

PHONOGRAPH CABINETS

1,500 phonograph cabinets, first-class construction and finish. We are compelled to realize the cash quickly and will sell cheap. If necessary, will complete with first-class two-spring motor and first-class tone arm and sound box. A great opportunity to get your holiday line of phonographs at real rock-bottom prices. Write us for prices and terms. The Universal Cabinet Co., Greenville, O.

The Most Dependable and Inexpensive Lid Support on the Market

The new channel support is constructed of one piece of metal and it works automatically perfect. The hinges are made in two styles—flexible and bent. Samples on request.

STAR MACHINE & NOVELTY CO.
81 MILL STREET BLOOMFIELD, N. J.



Supplement Envelopes for Everyone



Supplement Envelopes, green sulphite or brown kraft, 10 and 12 inch plain* and printed.*

Delivery Bags, grey or brown kraft, 10 and 12 inch plain* or printed.

Featuring seasonal displays in a way to attract attention. Blue, pink, green and white—dealer's choice of paper color. Prices and samples on application.

* Can be delivered upon receipt of order

HALSTED WILLIAMS CORPORATION

815-819 Monroe Street

Brooklyn, New York

BLACKMAN AND BUEHN RETURN FROM TRIP

Prominent New York Distributor, Accompanied by President of Jobbers' Association, Had Delightful Trip to Pacific Coast—Mr. Blackman Tells The World of His Experiences

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler, returned to his desk a few days ago, after making a coast-to-coast tour, which included a visit to many of the important points between Colorado Springs and the Pacific Coast and in Western Canada. After attending the annual convention of the National Association of Talking Machine Jobbers, held at Colorado Springs the first week in July, Mr. Blackman, accompanied by Louis Buehn, president of the Louis Buehn Co., Philadelphia, Pa., Victor wholesaler and recently elected president of the National Association of Talking Machine Jobbers, laid out plans for a most interesting trip to the Pacific Coast and surrounding territory. The

members of the party included Mr. and Mrs. Blackman and Albert Blackman, Mr. and Mrs. Louis Buehn, Miss Adeline Buehn, Miss Elsie Buehn and Louis Buehn, Jr.

After leaving Colorado Springs the party visited Salt Lake City, where they were entertained by John Elliott Clark, Victor wholesaler in that point. A journey was then made through Yellowstone Park, the party at that time comprising in addition to the Blackman and Buehn

PHONE ARMS and SOUND BOXES

Especially designed for portable phonographs. Special designs made to order. We also manufacture portable motors playing four ten-inch records. Strictly high grade and fully guaranteed. We can better your equipment and save you money. Samples on request.

TRIANGLE PHONO PARTS COMPANY

722 ATLANTIC AVENUE

BROOKLYN, N. Y.

TELEPHONE STERLING 1120

families, several other Victor wholesalers, including L. C. Wiswell and family, of Chicago, and G. T. Williams and family, of Brooklyn, N. Y. After going through Yellowstone Park the Blackman and Buehn party returned to Salt Lake City, while the other travelers left for their respective homes. From Salt Lake City the tourists left for Los Angeles, where they were entertained by Sherman, Clay & Co., Victor wholesalers. They were also met there by A. C. Tretton, who was formerly one of Mr. Blackman's neighbors at East Orange, N. J., and who is now general manager of Phonographs, Ltd., Edison jobbers at that point. Many enjoyable side trips were made from Los Angeles, including a visit to Catalina Islands and to Hollywood, the center of the moving-picture industry. At the latter city the Blackman and Buehn party was entertained by Theodore Roberts, famous moving-picture star, who is a cousin of Mr. Blackman's. This was their first meeting in twenty years and they took advantage to reminisce over the progress of the talking machine industry since the days when Mr. Roberts had made several records in the Academy of Music at Mr. Blackman's request.

In commenting upon his trip to a representative of The World, Mr. Blackman spoke particularly of the prosperity that is evidenced in Los Angeles, stating that he attributed a considerable measure of this prosperity to the fact that labor is working on the open-shop plan in that city and building is therefore going ahead at full speed.

At Riverside, Cal., the party visited the famous Glenwood Mission Inn, which is one of the show places of the Pacific Coast, and after leaving Riverside the next stops were Santa Barbara and Del Monte.

San Francisco was the next city on the schedule where the visitors were met by Andrew G. McCarthy, of Sherman, Clay & Co., and Mr. and Mrs. Tretton, who had journeyed north from Los Angeles to welcome them. A feature of the five days' stay at San Francisco was a visit to the magnificent estate owned by Leon F. Douglass, chairman of the board of directors of the Victor Talking Machine Co. This estate with its fifty-six rooms and 130 acres of land is famous along the Pacific Coast, and a tour of inspection was keenly enjoyed. At San Francisco the party left for Portland, Ore., making the trip along the beautiful Columbia River drive. They were entertained in this city by Sherman, Clay & Co., who also welcomed the party at Seattle. At this point they were invited to inspect the super-dreadnaught of the United States Navy, the U. S. S. Tennessee. The commander of the battleship is Lieut.-Commander Payne, who was one of Mr. Blackman's neighbors at his Summer home, Brightwaters, L. I.

Vancouver, B. C., was the next stop, with a visit to Victoria, B. C. The trip through the Canadian Rockies was a feature of this trip, and several days were spent at Lake Louise, the most beautiful spot in this region. At Banff the party stayed three days and Mr. Buehn took advantage of the opportunity to roll up new golf scores. In fact, Mr. Blackman states that outside of golfing and swimming Mr. Buehn's sole exercise consisted in an honest endeavor to be the first one in the dining room three times a day.

From Canada the party left for St. Paul and Minneapolis, being entertained in the Twin Cities by W. J. Dyer & Bro. and the Beckwith-O'Neill Co., Victor wholesalers, and Laurence Lucker,

Noiseless Strong Successful

THE SILENT

PHONOGRAPH MOTOR

Over 300,000 In Actual Use

Satisfactory Service Proved by the Test of Time

8 Special Features of the SILENT Motor 8

1. Governor shaft mounted with a universal ball-and-socket bearing, insuring automatic self-alignment and flexibility. An exclusive SILENT Motor feature.
2. Turntable spindle mounted with adjustable bearing, by means of which rigidity of spindle is insured. An exclusive SILENT Motor feature.
3. Absolutely silent worm-wind.
4. Playing capacity guaranteed in excess of rating. An exclusive SILENT Motor feature.
5. Noiseless in operation.
6. All moving parts balanced.
7. Absolute precision in manufacture.
8. Exhaustive inspection and tests.

Send for a Sample Motor—Quotations on Request

The Silent Motor Corporation

CHARLES A. O'MALLEY, President
(Successor to the Phonomotor Mfg. Co.)

321-323-325 Dean Street

Brooklyn, N. Y.

Something New and Profitable for Victor Dealers



CARUSO BUST

4 1/2" High—Packed one in a box, \$10 per hundred
 10" High \$22 per dozen
 21" High \$50 per dozen
 Special Prices on Quantity

The Two Greatest Novelties Ever Presented to Victor Followers Are Now Ready For You.

Victor Dealers Can "Clean Up" With These Caruso Busts and Plaques. Order Today—the Demand Is Steadily Increasing.

Order Through Your Distributor.



CARUSO PLAQUE

Size 7 1/2". Three different colors: ivory finish, plain white and cream. Embossed on special order. Price, \$20 per hundred, packed one in a box. Special Prices on Quantity

The Juth Toy Mfg. Corp.

HARRY BURGER, President

404 OAKLAND STREET

BROOKLYN, N. Y.

Originators and Sole Manufacturers of the Caruso Busts and Plaques Illustrated

an old-time friend and Edison jobber. George Mairs, of W. J. Dyer & Bro., who was recently elected treasurer of the National Association of Talking Machine Jobbers, was in personal charge of the entertainment.

Chicago was the next stop, according to schedule, and from that point the party visited Peoria, Ill., where they spent two days as the guests of the Putnam-Page Co., Victor wholesalers. Messrs. Putnam and Page royally entertained the visitors, and the side trips included calls at the Automobile Club and the Country Club. On their return to Chicago L. C. Wiswell was the host and Mr. Blackman was gratified to learn that business conditions had improved materially since the first of August, and that there was a noticeable industrial revival all along the line.

From a business standpoint Mr. Blackman commented in part as follows regarding his observations: "Everybody seems to realize that there has been a grand spree of extravagance and recklessness and that we must sober up. In almost all cases the average business man is confident and optimistic, and in practically every industry the tide has apparently turned."

"If business generally is willing to take a sufficient loss on stock on hand and immediately place a figure on goods that will constitute a fair present market value compared with goods produced under present conditions, the business revival would have marked impetus. The business man must be willing to charge this off to profit and loss, good will, etc., and likewise if labor will take the same attitude and recognize immediately the necessity of reduced wages it will be possible to give the public increased buying con-

fidence that will be reflected in the movement of merchandise.

"It is impossible to bring about a quick revival of business for the reason that so much financing has called for loans on stock on hand, both finished and in the raw state. With a quick readjustment the collateral value of this stock would be seriously impaired, and while it might



J. Newcomb Blackman

be better from some angles to have a speedy resumption of business there would probably be too great a strain, and therefore the readjustment will have to be as it is to-day, gradual, sure and inevitable.

"It is most significant and fortunate, as outlined in a recent address by Mr. Freeman, director of distribution of the Victor Talking Machine

Co., that a forecast of trade conditions does not and will not make necessary radical adjustments or reductions in the prices of Victor product. I mention this in order that the above remarks about the readjustments of prices will not be misunderstood when applied to Victor merchandise. The demand for the new 300 and the number 45 portable type is beyond expectations, and indicates in my judgment a certain scarcity of these models, particularly of the former.

"In conclusion I might add that I am more optimistic than ever, and those talking machine dealers who are preparing for the Fall and holiday trade by securing sufficient stock will cash in without question. Factory curtailment has been necessary, owing to the unprecedented drop from reckless buying to almost a refusal to buy, and when the revival of business comes this Fall it will be impossible for the Victor factory, or, in fact, any large factory of similar character, to take care of the demands of the trade in time to satisfy everyone. I would, therefore, recommend to Victor dealers that they buy ahead of actual requirements, with the suggestion that they buy cautiously but wisely, and their confidence will be well justified."

RECORD-MAKING FIRM INCORPORATES

The Harmony Recording Laboratories have been granted a charter of incorporation under the laws of Delaware, with a capital of \$150,000, to make talking machine records. Incorporators are: Howard Burns, Seavickley, Pa.; A. A. Alles, Aspinwall, Pa., and W. Crow, Pittsburgh.

HOUSTON DRUG COMPANY

HOUSTON, TEXAS

Are pleased to announce to the trade that they are now distributing

OKeh Records

and are prepared with a large up-to-date stock to give prompt and efficient service to dealers of

"THE RECORD OF QUALITY"

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.

WANTED—Salesmen calling on the talking machine trade to sell our line of record-cleaning brushes as a side line on a liberal commission basis. E. T. Gilbert Mfg. Co., Rochester, N. Y.

POSITION WANTED—Recording expert familiar with all branches of record business, having own recording machine, open for engagement. Will be pleased to submit estimates on fitting laboratory. "Box 1003," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Experienced phonograph salesman for New York City and Eastern territory. One acquainted with the trade; salary, commission and expenses. Frederick P. Allisclud, 112 West 23rd St., New York City.

POSITION WANTED—Technical laboratory man and backed up matrix expert with eighteen years' experience will hold interview with any talking machine company. Address "Box 1012," care The Talking Machine World, 373 Fourth Ave., New York City.

A SIDE LINE WITH SUBSTANTIAL PROFIT. Men now selling phonographs or benches will find it entirely profitable to sell our popular line of pianos and players. Fine as side line. Address Opportunity, "Box 848," care The Talking Machine World, 373 Fourth Ave., New York City.

LIVE WIRE RETAIL SALESMAN wanted to co-operate with our dealers in Pennsylvania. A splendid opportunity for a hard-working man who can produce good sales. State age and give list of all employers during past ten years. **WEAVER PIANO CO., INC.**, Pathé Jobbers, York, Pa.

POSITION WANTED—I wish to expert in the making of castings and also records. Have supervised some of the largest record making plants in the country—since 1902, care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Young man desires position as a record order clerk and salesman with a large concern, except not real salesman, knowledge of records in all foreign languages (Viet and Columbia), 3 years' retail experience with largest concern in the south. Salary and commission or straight salary. Short hours preferred. Address "Box 1009," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Thoroughly experienced wholesale and retail manager, executive and road man, desires connection. Highest class references. Address "Box 1007," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Travelling or retail store. You need experience handling standard phonographs and records. Thoroughly capable handling any position, up to date, low reasonable. Address "Box 1011," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Reputation and salesman young man with years of all-around experience as all makes, wishes steady position in New York City or Brooklyn. Best references. Address "Box 1014," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Young boys with eight years' experience in the phonograph line. Capable of taking full charge of store. Would like to connect with better type of phonograph concern. Address "N. B.," 422 Columbia Ave., New York City.

WANTED

Dealers and distributors in every state to sell the So-ave tone line of talking machines. The machine with a personality. The J. K. Mohler Co., Ephrata, Pa.

CABINETS

Beautiful new design in mahogany, oak and walnut. Send for circular. Everett Hunter Mfg. Co., McHenry, Ill.

OPPORTUNITY

Partner wanted on the most profitable attachment ever put on the market for talking machines. Address Osborn, 1716 Caton Ave., Brooklyn, N. Y.

WANTED

Dealers and distributors in several choice territories not yet covered by the Modernola—the most modern of phonographs. The Modernola is a thoroughly trustworthy machine of a different shape than all the rest and offers wonderful possibilities as a real sales proposition. Write at once. The Modernola Co., Johnstown, Pa.

WANTED

Two pair matrices with one pair dies to fit for pressing records. Ten-inch blank matrices preferred. Selection on matrices can be done. Send details to Box 1005, care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Dandy patented Record Lifter. Instead of grinding records with the finger nails to remove them from the turntable, my device removes them easily. This gives you an advantage to pull business over other competitors. "Box 265," Station C, Los Angeles, Cal.

FOR SALE

Recording machine and tools for lateral recording, price reasonable. "Box 1004," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Magnavox, complete with battery, \$150. Wanted purchased and as good as new. Theodore W. Olson, care Page & Young, Morris, Ill.

SEND US YOUR INQUIRY

Do all kinds of parts for talking machines, heavily indus-trial and secured American Walnut. Can also furnish brass mouldings, legs or any parts desired. Send samples or specifications along with quantity wanted and we will quote you an exact, either cut to approximate size, machined ready to assemble, or assembled and in the white. Write us today. Mount Kisco Wood Working Co., Mt. Kisco, N. Y.

OPPORTUNITY

We have about 2,000 phonograph cabinets of prominent makes, which we wish to dispose of either in the WHITE or COMPLETE. Splendid proposition for jobbers or exporters. Good opportunity for anyone wishing to enter the talking machine field without the burden of manufacturing. Mount Kisco Wood Working Co., Mt. Kisco, N. Y.

VICTROLA BUSINESS FOR SALE

A splendid opportunity to purchase an old established and good paying Victrola business in large town, a good farming locality, bonds being a great business asset. Business can be developed by a "five star" job thoroughly understood by the Victrola line. Business well established. Address "Box 1008," care The Talking Machine World, 373 Fourth Ave., New York City.

BUSINESS OPPORTUNITY

WANTED—Salesmen to sell a line of metal mangles to talking machine dealers and manufacturers. Big profits, no bulky samples. Commission paid on receipt of orders. Can be handled in connection with any line. Write for our proposition to-day. Postary Manufacturing Co., Dayton, O.

POSITION WANTED—Recording expert, understands equipment of laboratory from A to Z, familiar with up-to-date methods and has new ideas. "Box 1006," care The Talking Machine World, 373 Fourth Ave., New York City.

REVOLUTIONARY

I have for sale patents covering a new type of talking machine that can be produced cheaper than any machine ever manufactured. Any responsible manufacturing concern desiring to make this machine will find my proposition attractive. The patents are basic and the tone quality of the machine is excellent. Full details upon application. Address "Box 1013," care The Talking Machine World, 373 Fourth Ave., New York City.

Phonograph Cabinets and Disc Record Filing Cabinets

Smallest below cost. Period and upright phonographs with or without equipment. Also disc record filing cabinets. Write for prices and specifications.

VALUE-TONE TALKING MACHINE MFG. CO. Car. Borden & Front Sts. - Lima Island City, N. Y.

REPAIRMEN

Free—gratis, a little tool every repairman needs. It is FREE for the asking. No obligations. Send for one and it will be mailed to you promptly. Postage prepaid. Address "Box 1008," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Columbia Grafonola Shoppe Beautifully equipped Columbia Shoppe. High-class mahogany furnishings, ten booths, small stock of Columbia records and machines on hand. Will close out at a bargain at quick sale. Located in city of 30,000 with drawing power of 60,000. Inquire "Box 1015," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

Hydraulic press with cooling plates, hand pump and pressure gauge attached, small, second hand, for pressing records. Must be in perfect working condition with price cheap. Address "Box 1010," care The Talking Machine World, 373 Fourth Ave., New York City.

SPOT CASH

We BUY

Job Lots, Close-Outs
Discontinued Stocks, etc.
in all lines. No quantity too
small. Cash terms. Free
shipping. Send list of goods
to
FAUNTUS BROS., 625 S. Dearborn St., Chicago

WE BUY ANYTHING

Sacrifice Sale of 25,000 Standard 9-10-11-12 BOTTLE DISC RECORDS

Very large assortment
All uniform—no specialties

In 100 lots, 10c.	In 2,000 lots, 10c.
In 250 lots, 10c.	In 5,000 lots, 10c.
In 500 lots, 10c.	In 10,000 lots, 10c.
In 1,000 lots, 10c.	Other sizes, 10c. each.

Write: Nat. P.O.B. Chicago. Subject to prior sale.
Various lines, 219-311 W. Dearborn St., Chicago, Ill.

FOR SALE

Established music store in one of Michigan's good towns. Splendid line of pianos and phonographs. A good investment. Frank F. Smith, Alma, Mich.

WANTED

Victor Red and Blue Seal Records in all languages. Also parts and motors. Spot Cash Paid. Victoria Phonograph and Record Exchange, 150 East 59th St., New York City.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Sales Developments Along Progressive Lines Now in Evidence With Holidays at End—Conditions Steadily Bettering—A New Portable Gramophone—Export Trade Increasing—Aeolian Co.'s New Capital Issue—Window-Advertising Competition Intensified—Caruso's Passing—Trade Activity in Germany—Mermod a Visitor—Brunswick Activities in London—Alfred Clark Married—Other News

LONDON, ENGLAND, September 1.—The month of August is known as a holiday month, more or less the world over, I suppose. Anyway, it has lived up to it this side. Quite a number of prominent gramophone men are out of town seeking a well-earned rest in preparation for the expected early trade revival. Sales developments along progressive lines may certainly be looked for within the next week or so. At this time trade prospects appear very healthy. An examination of the situation brings uppermost the fact that industrial labor trouble is practically non-existent to-day. Millions are still unemployed or working short time, it is true, but, consequent upon the reopening of factories and businesses which had been closed down for this or that reason, the cause is removed and men are returning to work at an average rate of about 100,000 each week. That most excellent sign surely indicates the availability of an increasing amount of spending money, which must become more plentiful proportionate to the country's expanding wages bill. From this the gramophone trade may not, perhaps, feel substantial benefit immediately, but it is undoubtedly coming. Already there is an improvement in

trade, a condition of things which during the past six months at least has certainly not been experienced by any section of the British musical instrument industry. However that may be, the pleasant fact remains that gramophone and record sales are livelier than for some time and once on the welcome road of progress it puts every one concerned in good heart for real effort during the forthcoming season.

Of these good influences manufacturers, wholesalers and large dealers will almost certainly take full advantage. They realize that a change has set in with scope for trade expansion dependent upon energetic methods. By the ordinary course of things gramophone sales must naturally show substantial improvement, but that is good enough. The great army of dealers, who are rather prone to take things as they come without making any special attempt to stimulate sales, will need considerable encouragement. That encouragement is best given by the manufacturers, in the direction of general publicity, advertising literature, free advertising cuts and propaganda work. Because of this very complete service, which, at present, is provided only by two or three companies, a great number of dealers are emboldened and encouraged to maintain consistent enterprise in making sales where otherwise things would be flat. With few exceptions it is actually a fact that the success of any retail business depends upon the man in charge. To the salesman I would say—it is not what the people buy so much as what you sell them that sums up your degree of success in business.

Though it may not be a record one, this season,

I am convinced, will be good just according to the amount of individual push exercised. Everything is in favor of a trade revival—gradual, but sure. Let each one see that the most is made of it.

Termination of the Excess Profits Duty

The commissioners of Inland Revenue draw the attention of taxpayers to the provision of the Finance Act, 1921, dealing with the termination of the excess profits duty and granting relief in certain cases in respect of losses arising from a fall in value of trading stock. In regard to the relief in respect of trading stock the Commissioners bring to the notice of taxpayers that any claim for relief specifying under which parts of the schedule the claim is to be made must be given in writing to the Commissioners of Inland Revenue before March 31 next.

Congratulations!

The following announcement appeared in the Daily Telegraph of August 4: "Silver wedding. Cullum-Scott—On August 4, 1896, at Tatsfield Parish Church, by the Rev. F. W. Parsons, H. J. Cullum, M. B. E., of Tower Dene, Northwood, to E. L. Lockwood Scott." Mr. Cullum is managing director of the well-known gramophone house, Perophone Ltd., City road, London.

A Good Proposition for the States

In view of the fact that the American public has come to look upon the portable gramophone with increasing favor I am sure that a first-class American house will find the "Grippla" gramophone, a wonderful portable instrument, worthy of consideration because of its ingenious

(Continued on page 162)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammobon-Aktieselskab, Pribhavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañia del Gramofono, 56-58 Bolesia, Barcelona.

SWEDEN: Skandinavisk Grammobon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, (Petersburg); No. 1, Solovyan, Solzansk Dvor, Moscow; 4, Oleninsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 130, Balinghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

AUSTRALIA: S. Hoffmann & Co. Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darler & Sons, Post Box 174, Cape Town; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McLabon, Post Box 418, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Hooley, Post Box 108, East London; B. J. Swain & Co., Post Box 54, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenco Marques.

HOLLAND: American Import Co., 22a, Amsterderveenlaan, The Hague.

ITALY: A. Bossi & Co., Via Orefetti 2, Milan.

EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND



YE "POPULAR" RECORDS

Double-Sided
Superb Needle Cut "10 Inch"
"Lateral"



LONDON'S LEADING VALUE!!!

QUOTATIONS

LOWEST in ENGLAND

FOR "HIGH GRADE PRODUCTS"

5,000 Lots and up "Your Selection" or a Sample 1,000,
made up with "One Example" from Catalogued Pairings.

Address: **SOUND RECORDING CO., Ltd.** CABLES "Grammavox"
EXPORT DEPT., 18-19 Swallow Street London
Highbury, London, England "QUOTATIONS CABLED FREE"

POINTS We can give customers their own design label for large parcels or deal with any proposition for supplying master records, material or plant.

- Repertoire Approx 3,000 Titles—Covering
- Superb Selection, Bands and Orchestras
- Lightning Shipments
- Packing by Experts
- Rock Quotations "Always"
- F. O. B. London
- We attend to all insurances "if Requested" to Buyers A/c
- Our Shipping Services, this Side FREE
- Correspondence Invited—any language

FROM OUR LONDON HEADQUARTERS—(Continued from page 161)

construction. It is the invention of H. J. Cullinan, M. R. E., managing director of Periphone, Ltd., 76-78 City Road, London, who, in the course of an interview, stated that patents are pending in the U. S. A. and all other important countries. Mr. Cullinan believes in the probability of securing master patents in America, as he is assured of good authority that you have nothing in any way approaching the style of construction and unique automatic action of the Grippa portable. It is Mr. Cullinan's own patent and is the result of much experimentation over a considerable period.

This little gramophone measures 12½ x 10½ x 5½ inches, weighs nine pounds, nine and one-half pounds and thirteen pounds (according to model) and is put up in six different models, with four styles of cases, i. e., polished wood, leatherette, solid oak, solid cowhide. A number of records can be carried in the lid and the equipment includes two sliding locks. The Grippa will play ten and twelve-inch records. There are no loose parts, doors or other fittings in hither over. The simple action of raising the lid automatically brings the tone arm in position ready to play—a very clever arrangement this. Though comparatively small, of necessity, the sound-remitting chamber arouses admiration by reason of its special shape and general design to ensure, as it does, a full, evenly distributed tone almost the equal in volume of a large trumpet machine. The material used is stout sheet metal. Certainly the Grippa represents remarkable value; it can be manufactured on a very competitive price basis, and from these facts it is not surprising that its sales have reached a substantial figure this side.

British Export Trade Increasing

For the past several months an enormous decline of our trade has been registered. It is, therefore, the more satisfactory to report that the July figures show a slight increase over those for June. Taking round figures, the July exports at £48,000,000 show an increase of £5,000,000 over last month. This is still enormously behind the total for July, 1920, by over £94,000,000! It is a significant illustration, firstly, of the general decline in world trade and, secondly, of the stagnation to which our industries have been brought by the miners', rail and other strikes and labor disorganization generally.

Acolian Co., Ltd., New Capital Issue

Of interest is a statement made by the chairman of the above company at a meeting of the preference shareholders. It appears that a resolution passed at a meeting in June, 1920, gave the directors authority to issue £500,000 notes, bearing interest at 7½ per cent. Owing to the stringency in the money market it was afterwards thought best not to issue these notes. The directors are now advised to make the issue one of debenture stock, bearing interest at 8½ per cent.—which would permit it to be made practically at par and would thus make available

the necessary amount of new capital. This new stock is redeemable at any time after the first five years. A resolution to the foregoing effect was duly put to the meeting and carried.

Under a new arrangement the ordinary shareholders who at present own the Acolian Co. (Proprietary), Ltd., of Australia, which, it was stated, has surplus assets of £116,000, agree to transfer that business to the London Co. in exchange for an equivalent amount of ordinary shares. In closing the meeting the chairman further remarked, urging shareholders to attend their company's meetings, "I think and hope that we have got through difficult times, and things look much more encouraging than they were."

An Attractive Window-dressing Competition

Open to all "Winter" dealers a very interesting window-dressing competition has just closed, Messrs. J. B. Hough, Ltd., devised a generous scheme involving the payment of money prizes to the value of over £400. Its introduction during a quiet period of the year gave dealers an opportunity of devoting time and thought to the idea. Some excellent window shows of Winter records and machines resulted; indeed, the response all over the country was remarkable for the very keen interest displayed and the number of dealers who participated in the competition. It was significant in its demonstration of the ability of the retail trade to devise

effective and eye-compelling windows, and if for no other reason the enterprise of the Winner people will serve to awaken a keener regard for the selling effect of attractively arranged windows than has perhaps been the case hitherto. **The Passing of a Great Artist—Caruso Records**

All the newspapers have commented in terms of keen regret upon the lamented death of the world's greatest operatic star, describing his loss as irreplaceable. Many writers find some consolation in the fact that Signor Caruso's magnificent voice still remains with us in the form of gramophone records. And such records as only "His Master's Voice" can produce! Some of them were recorded as long ago as 1901, but I doubt if these early ones are still on the list. Special Caruso windows shows at the Gramophone Co.'s Oxford street and Cheapside premises were made. Surrounding a portrait of the great artist (traped in black) were a number of his records, and the whole being so reverently treated evoked the respectful attention of passers-by. As may be expected, Caruso's records are in special demand at this time. Some customers were content with nothing less than a complete set our enthusiast ordered as many as 200.

The manager of the "His Master's Voice" Co. is reported as having informed a newspaper man that "We are going to take care of the originals for quite a while, but the records preserved in museums will, of course, in themselves immortalize Caruso. For twenty-six (sic) years



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CABLE
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LONDON"
ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

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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

Caruso's songs have been recorded on the gramophone, and we have always advocated the storing of such as these by schools and libraries, so that a singer's early efforts may be compared with his greatest successes, perhaps many years hence."

German Trade Activity

Remarkable tales of German trade revival are reported here. There is said to be a minimum of unemployment, the work-people are in good heart, fairly well satisfied, look well fed and are decently clothed. There are no labor disturbances of importance, though unsettlement is rife in some districts. If reports be true gramophone conditions leave little to be desired. Home and export trade is working up to satisfactory proportions, but, as with England, some of the German pre-war markets are partially closed by heavier tariff restrictions. So-called pianos are turned out in Crefeld at about £21, it is said, just £3 more than before the war. Industries dependent upon raw materials from abroad are more or less stagnant, owing to the low exchange value of the mark.

William Mermod Visits London

The above member of Messrs. Mermod Frères, St. Croix, was a recent visitor to London. His firm is the manufacturer of the well-known gramophone motor that bears its name and of which the Stereo Mfg. Co., this city, is the United Kingdom agent. Mr. Mermod was here primarily to consult with Mr. Sternberg upon business matters affecting their mutual interests. During the course of an interview with your correspondent Mr. Mermod referred to trade conditions in Switzerland as being none too good at the moment, though signs of improvement were visible. "In my country," said Mr. Mermod, "labor is anxious to work longer than the legal eight hours permitted per day. The men have unsuccessfully petitioned the Government to remove this eight-hour restriction so they can earn more money when trade revives."

Colonel Tatton to Visit America?

It is to be recommended to the grand council of the Federation of British Music Industries that its organizing director, Colonel R. H. Tatton, should visit America and Canada to study on the spot the work of associations similar to the Federation existing in those countries.

The Brunswick Phonographs Seen in London

The president of the Canadian Manufacturers' Association, William B. Puckett, was recently in London with a complete range of Brunswick phonographs. He is managing director of the Musical Merchandise Sales Co., Toronto, Canadian distributor of the Brunswick line, and in collaboration with the Chicago headquarters Mr. Puckett came here for the purpose of investigating the possibilities of a sales campaign in this market.

Interviewed by your correspondent Mr. Puckett evinced a keen appreciation of British trade conditions. Though our gramophone trade is mainly confined to the sale of instruments up to the value of \$50 it is significant that all the better-class dealers now stock cabinet machines.

FROM OUR LONDON HEADQUARTERS—(Continued from page 162)

After a thorough examination of the situation, personal investigation around the trade, Mr. Puckett expressed his belief that the British market offered big prospects for a high-class selling campaign and he avowed that "We have scarcely touched the fringe of the big trade."

There is certainly scope for effort based upon new methods of exploiting the British gramophone field and some of our manufacturers fully realize that the retail size of the business needs a push.

The Brunswick instruments that I had the pleasure of examining are a revelation in many ways. Their adaptability for playing any make of record, fidelity of tone, artistic and solid construction, properly shaped sound chamber, beautiful mechanism, etc., are points which convince.

Early developments may be expected if Mr. Puckett returns here next year, the possibility of which he intimated to the writer.

"Homochord"—A New Record

It was exclusively reported in these columns some few months ago that the extensive Homophone record repertoire would become available in this market. Full particulars of the plans and policy of trading were then disclosed by David Sternberg in the course of an interview with your correspondent. A new company has now been formed to carry these plans into effect. It is styled the British Homophone Co., Ltd., capital £25,000, in £1 shares, registered office at 19 City road, London. A first list of well-versed vocal and instrumental numbers is by now in the hands of the trade and I understand that the records in point of quality and general value have met with a good reception. The two or three numbers played over in my presence were of first-grade tonal quality and volume. At present the "Homochord" record, as it is called, is being pressed in ten-inch (double-sided) size only and will retail at 3s. each.

Miscellaneous Items of Interest

Edison phonographs and records are being increasingly featured here by factors and dealers. In particular, the Blue Amberol cylinder enjoys quite a following from the nucleus of the cylinder veterans.

The instalment sales plan initiated by Keith Frowse & Co., Ltd. in connection with Sonoras has been received with favor by leading retailers.

There is a small improvement in the demand for electric motors for gramophones. British dealers are somewhat slow to cut new ground, but encouragement is derived from the fact that electric mechanism is now interesting a number of big gramophone houses.

The new premises opened by the "His Master's Voice" in Oxford street, London, evoke widespread admiration. All departments have now settled down and on the occasion of a recent visit I observed that interested buyers occupied all but one of the dozen or so sound-proof audition chambers.

It is reported that the capital of the Polyphonwerke Aktiengesellschaft, Wahren, Ger-

many, has been increased to 21,000,000 marks.

Advice is to hand from J. Curwen & Sons, Ltd., Berners street, London, that they have relinquished their musical instrument department. F. M. Crossman, who managed this department, has taken over Messrs. Curwen's stock and in partnership with A. C. Rosetti will trade as Rosetti & Co., 5 Fitzroy Court, Tottenham Court road, London. All success to the new business!

Marriage of Alfred Clark

A happy ceremony took place in London on July 21, when Alfred Clark, managing director of the "His Master's Voice" Co., took unto himself a charming wife in the person of Miss Ivy G. Saunders, who is by no means unknown to the gramophone trade. Mrs. Clark is a forceful writer on a number of topics, and besides editing "The Voice" for a period a year or so ago she counts to her credit an interesting invention in the form of a mute or tone controller. Heartly felicitations to both!

No Variation in Price of Winner Records

The recent notification of a reduction in the price of a well-known record, to take effect in October, has evidently caused a certain amount of speculation among dealers as to its effect upon the price of other makes. At least that is the inference to be drawn from a circular issued to dealers by the Winner Record Co., which takes the opportunity of denying that there will be any variation in the price of this famous record. The price reduction in question may certainly have the effect of creating a little disturbance in the minds of dealers, "rendering it advisable," as the Winner people say, "to assure the trade that there will be no alteration in the price of Winners." Continuing, the circular goes on to remind dealers that "Confidence is necessary for good trade," etc. All the way through Winner prices have remained steady. That has been of undoubted advantage to Winner dealers and we may be sure that when, if at all, the price of materials and other circumstances permit of a reduction being made in the interests of their dealers and of their world public the Winner directorate will immediately respond to such conditions.

Meanwhile the Winner record standard of quality is being maintained at a high level, very comprehensive lists of new titles are issued each month, as always, and the trade looks with every confidence to the future well-being and continued progress of this old-established all-British firm.

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., September 8.—Reproducer for Talking Machines. Otto H. Vandersee, Rochester, N. Y., Patent No. 1,380,345.

The present invention relates to reproducers for talking machines and more particularly to the mounting of the stylus lever, an object of this invention being to provide a mounting which may be readily changed to obtain different tones from the reproducer.

Figure 1 is a plan view, partially in section, of a reproducer embodying the present invention; Fig. 2 is an edge view of the reproducer partially in section; Fig. 3 is a section through one of the blocks employed for supporting the stylus lever, the section being taken on the line 3-3; Fig. 4; Fig. 4 is a bottom view of one of the blocks; Fig. 5 is an end view of one of the blocks; Fig. 6 is a fragmentary enlarged view showing the stylus lever connected to one of the

In the accompanying drawings Figure 1 is a perspective view of a graphophone, showing the position of the releasing mechanism in respect to the cover; Fig. 2 is an enlarged vertical sectional view showing the cover in full lines locked

also serves to modulate the tone of the main diaphragm to a more natural voice tone, preventing the common unnatural high pitch of certain sound waves and materially, if not entirely, preventing what may be called blasting sound waves, which are common with metal sound boxes when reproducing certain sound waves.

In the accompanying drawings Fig. 1 is a perspective view of the improved sound box, showing it supported in relation to a disk record and a part of the tone arm. Fig. 2 is a central transverse sectional view through the improved sound box. Fig. 3 is a front elevation of Fig. 2.

Sound Reproducer. Jose Hloffay, New York. Patent No. 1,382,086.

This invention relates to improvements in sound-reproducing devices, and has for an object to provide an improved structure wherein the sound-reproducing element is connected with the stylus by a non-metallic substance, whereby the metallic sound or scratching of the stylus will not be reproduced.

Another object of the invention is to provide a reproducing device arranged with a pair of diaphragms connected up with a single stylus through a non-metallic member arranged in such a manner that when the stylus is operated both of the diaphragms will be operated according to the direction of movement of the stylus, and will by their own action return to their original positions, causing the vibrations necessary for the productions of sounds.

Another object of the invention is to provide a reproducing device formed with one diaphragm connected with a single stylus bifurcated into two transmitting levers through a non-metallic member so that the diaphragm will be operated from each side.

Another object of the invention is to provide a bifurcated stylus lever straddling the diaphragm and connected with opposite sides thereof by means of articulating elements arranged substantially perpendicular to the plane of the diaphragm and the longitudinal axes of the forks of the lever whereby the diaphragm will be positively vibrated by the undulations in the groove of a record and also whereby the molecular vibration set up in the stylus and lever by the surface inequalities in the groove will be neutralized and not transmitted to the diaphragm to distort a true note. The high "C" of a tenor vibrates 512 times a second and, if in the record reproduces 1,000 supplemental vibrations should be set up during this second

in the closed position, and, in dotted lines, in its raised locked position; Fig. 3 is an enlarged perspective view of the lock-carrying plate and its locking member.

Reproducer for Talking Machines. J. W. Kaufmann, Baltimore, Md. Patent No. 1,381,201.

This invention is an improvement in reproducers for talking machines, and has for its object to provide a new and improved connection between the needle and the diaphragm controlling lever, for improving the tone, making the reproduction more faithful and distinct, and eliminating the detachable machine element of the tone.

In the drawings: Fig. 1 is a front view of the improved reproducer. Fig. 2 is a section on the line 2-2 of Fig. 1. Fig. 3 is a partial plan view of the spring. Fig. 4 is a front view of the needle holder and support. Fig. 5 is a plan view of a modified form of needle holder.



Fig. 6 is an edge view of a modified form of spring before bending. Fig. 7 is a partial front view, showing a modified mounting for the reproducer lever. Fig. 8 is a section on the line 8-8 of Fig. 7.

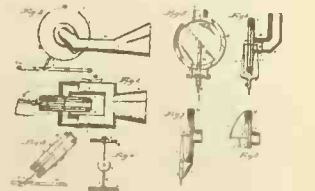
Sound Box. Fredrick N. Green, Willmantic, Conn. Patent No. 1,372,018.

This invention relates to improvements in sound boxes for talking machines, and particularly pertaining to talking machines of the well-known Victor and the Columbia type. One object of the invention is to provide a sound box composed of wood, whereby a more natural and accurate reproduction of the sound waves on the record is produced, and also for the purpose of materially reducing the scratching noise common to metal sound boxes, and to thereby reduce the weight of the sound box, which reduces the wear on both the record and the needle, whereby both are longer lived.

A further object is to provide a sound box having a main or needle diaphragm and an outer auxiliary diaphragm carried by an auxiliary sound box which is connected to the



main sound box, which materially increases the sound waves or vibrations made by the main diaphragm by forcing the sound wave or vibrations in increased volume through the tone-arm connection. This auxiliary diaphragm and sound box, in addition to increasing the volume,



by the surface inequalities in the record groove, the note is thinned and reproduced at a higher pitch, but the invention overcomes this by permitting this molecular vibration to pass to the ends of the tines without effect on the elements joining the same to the diaphragm for the reasons that the line of direction is changed by the perpendicular arrangement of the said elements with respect to both the lever tines and to the diaphragm and that the said elements have an articulating connection with said tines and with said diaphragm whereby the lever may have longitudinal molecular vibratory movement without effect on the diaphragm and the tines



blocks; Fig. 7 is a view similar to Fig. 6, showing the block in section on the line 7-7; Fig. 8; Fig. 8 is a view of the parts illustrated in Figs. 6 and 7, showing a section on the line 8-8; Fig. 9 is a detail view of one of the extensions of the stylus lever; Fig. 10 is a perspective view of one of the sound pieces; Fig. 11 shows in plan view a modification of the reproducer from that illustrated in Figs. 1 to 10, inclusive; Fig. 12 is a section on the line 12-12; Fig. 13 is an edge view of the parts illustrated in Fig. 12; and Fig. 14 is a section on the line 14-14; Fig. 11.

Phonograph Needle. Arnold F. Willat, San Rafael, Cal. Patent No. 1,380,089.

One object of the present invention is to provide a needle for a talking machine which can be used on a very large number of records. Another object is to provide a needle which can be used to produce from the record loud or soft tones as desired.

In the accompanying drawings Figure 1 is a front view of the improved needle on an enlarged scale; Fig. 2 is a vertical sectional view



on the line 2-2 of Fig. 1; Fig. 3 is a detail side view on a still larger scale of a feed shaft, and a sleeve thereon, broken away.

Dome Support. Nixon L. Carter, Newport News, Va. Patent No. 1,380,946.

This invention relates to new and useful improvements in hinged cover supports. The object of the invention is to provide a support of this character adapted to hold a cover of any character in a raised position, so that access may be had to the receptacle, and also provide means whereby said support may be readily released for closing the cover as well as means for locking the cover closed. Another object is to provide a cover support in which the whole mechanism is contained within the receptacle and has a neat appearance.

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 164)

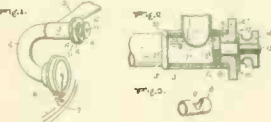
of the lever counterbalance each other in the molecular vibration.

Fig. 1 is a side view of a reproducing device embodying the invention. Fig. 2 is a section through Fig. 1 approximately on line 2-2. Fig. 3 is an edge view of the device when turned so as to use a record having vertical indentations. Fig. 4 is an enlarged fragmentary sectional view of a slightly modified form of the invention. Fig. 5 is a front view of a slightly modified form of the invention. Fig. 6 is a sectional view through Fig. 5 approximately on the line 6-6. Fig. 7 is a view similar to Fig. 6, but showing a further slightly modified form of the invention. Fig. 8 is a fragmentary sectional view showing a slightly modified form of the invention to that shown in Fig. 7.

Sound Regulator for Talking Machines. Wm. A. Lomas, Detroit, Mich. Patent No. 1,382,297.

This invention has relation to a sound regulator designed for use with talking machines of the "Victor" type, wherein the sound box or reproducer is mounted at the free end of a pivoted arm or goose neck.

In order to soften the tone or reduce the volume of sound of a talking machine it is now necessary either to reduce the speed of rotation of the record, which takes time for adjustment and results in the record being played in a different or lower pitch or scale, or to change



to a wooden or soft-tone needle, which also takes time to remove and replace the needle and requires that such needles be purchased, whereas applicant finds that he can accomplish an equally good or better result by the invention referred to.

Fig. 1 is a perspective view of the invention as applied. Fig. 2 is a central longitudinal section of the same, partly broken away. Fig. 3 is a detail perspective view of the controlling sleeve.

Modulator. Fred H. Ferris, Wilmington, Del. Patent No. 1,382,493.

This invention relates to talking machines and has for an object to provide a talking machine and modulator for varying or modulating the tones or sounds produced in the operation of the machine.

The invention comprehends, among other features, a modulating device which is so arranged and incorporated with the construction of the tone conveyor and amplifier that the tones and sounds produced can be increased or decreased in volume by the mere operation of a suitable lever or other operating element provided, in conjunction with a pallet, to bring about an increase or decrease of the area of the throat of the tone or sound conveyor.

Various kinds of modulating devices have been employed heretofore in connection with talking machines, for the purpose of modulating the tones and sounds produced, but in a majority of these instances the pallet, or modulating device, consists of a flat disk or plate disposed in the sound conveyor or amplifier in such a man-

ner that when it is desired to diminish the volume of sound or tone the disk or plate is arranged to choke, or partially choke, the tone conveyor or amplifier. Similarly the modulation of the tones of a talking machine has been carried out by partially or entirely closing the larger end of the amplifier, through the medium of doors or slides. This latter form of arrangement, however, again, is but a choking off of the sounds and tones produced.

In this construction it is aimed to provide a modulating device which is so arranged that the modulation of the tones produced will be accomplished without the interposition, in the path of

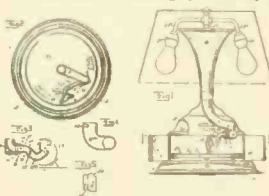


the sound, of any kind of an obstruction, the design, construction and arrangement of the apparatus being based somewhat upon the principle of the restriction or modulation of the human voice, as it would issue from the throat and mouth of the producer.

Fig. 1 is a fragmentary vertical sectional view taken through a talking machine, showing the construction applied thereto, parts being broken away to disclose the underlying structure with the modulator plate or element shown in full lines in one position and dotted lines in another position. Fig. 2 is a fragmentary horizontal sectional view taken substantially on the line 2-2 in Fig. 1, looking in the direction of the arrow. Fig. 3 is a fragmentary vertical sectional view taken through a slightly modified form of the invention. Fig. 4 is a horizontal sectional view taken on the line 4-4 in Fig. 3.

Phonograph. Walter W. Thorpe, Pelham, N. Y. assignor to Electric Phonograph Corp., New York. Patent No. 1,382,692.

This invention relates to talking machines or phonographs, the object being to provide various improvements in the mechanical construction thereof. In the accompanying drawings Fig. 1 is a view in side elevation, partly broken away, of the improved phonograph showing the



doors in open position. Fig. 2 is a section on the line 2-2, looking down. Fig. 3 is a detail view, partly in section. Figs. 4 and 5 are relatively enlarged views of detailed details.

Phonograph Repeat Mechanism. Wm. B. Benham, Washington, D. C. Patent No. 1,384,034.

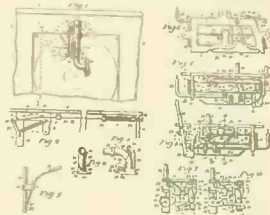
This invention relates to phonographs, and has for one of its objects to provide an attachment whereby the reproducer device, after passing over a record, may be returned to the starting point, or disposed in position to repeat the record, without stopping the movement of the motor or injuring the record.

Another object of the invention is to produce a device of this character which may be adapted without material structural change to the various makes and constructions of talking machines.

Another object of the invention is to provide a device of this character which may be applied to the instrument without structural change therein and without disfiguring or changing the cabinet or casing.

Another object of the invention is to provide a device of this character which may be operated by a simple pull button, or knob, or similar device, from the exterior of the cabinet.

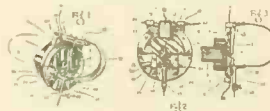
Fig. 1 is a plan view of a portion of a conventional phonograph cabinet, including a portion of the motor board, the turntable, the tone arm and sound box. Fig. 2 is an enlarged detail in section on line 2-2 of Fig. 1. Fig. 3 is a side elevation of the base and a part of the needle mechanism attached. Fig. 4 is a front elevation of the parts shown in Fig. 4-4 of Fig. 3. Fig. 5 is an enlarged detail of a portion of the supporting post or standard and a part of the supporting arm. Fig. 6 is a plan view, enlarged and partly broken away, of the part of the device which is attached to the motor board or platform. Fig. 7 is a front elevation of the parts shown in Fig.



6. Fig. 8 is a rear elevation of the parts shown in Figs. 6 and 7. Fig. 9 is a transverse section on the line 9-9 of Fig. 8, looking in the direction of the arrows. Fig. 10 is a transverse section on the line 10-10 of Fig. 8, looking in the direction of the arrows.

Reproducer for Talking Machines. John W. Kaufmann, Baltimore, Md. Patent No. 1,381,998.

This invention is an improvement in reproducers for talking machines, and has for its object to provide a new and improved connection between the needle and the diaphragm controlling lever for transmitting in as perfect a manner as possible the movement for the needle to the diaphragm, to provide for softening of the tone and elimination of mechanical elements therefrom, as well as for increasing the



volume of tone. In the drawings Fig. 1 is a perspective view of the improved reproducer. Fig. 2 is a front view. Fig. 3 is a section on the line 3-3 of Fig. 2.

WHY THE "DALION" IS POPULAR

MILWAUKEE, Wis., September 8.—The Milwaukee Talking Machine Co., maker of the Dalion phonograph, is entering the Fall campaign for trade, following a busy Summer, with distinct assurances from retailers that its product will play no unimportant part in the trade field during the next four or five months. The beautiful cabinet designs, the individual constructive features of these instruments and their most convenient auto-file system, have helped to make these phonographs extremely popular.

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TELEPHONE, SPRING 1194

ADVANCE RECORDS FOR OCTOBER

(Continued from page 167)

- Town (Maehle/Kastanier)—Fox Trot, Vocal Solo, Okeh, Acceomp. Clifton Dance Ork.
- 10424 Why Dear? (Henry H. Cohen) ... Boston, Vocal Solo, Okeh, Acceomp. Sam Ash
- Swing-land Rose (From "Ziegfeld Folies of 1921") (James F. Hanley) ... Fox Trot, Vocal Solo, Okeh, Acceomp. Terry Melody Men
- 10425 Think Back My Blushing (Jack Frank) ... Tenor Solo, Okeh, Acceomp. Charles Harrison
- Thee's a Corner Up in Heaven (Living Hymn) ... Tenor Solo, Okeh, Acceomp. Sam Ash
- 10426 Think Me in Sleep in My Old Kentucky Home (Heaven Young Men) ... Baritone Solo, Okeh, Acceomp. Billy Nelson
- 10427 My Sunny Tennessee (Kathryn Ruby) ... Vocal Solo, Okeh, Acceomp. Billie Nelson
- Character Song, Okeh, Acceomp. Billie Nelson
- 10428 Al! (Earl Unwin) ... Comedy Solo, Okeh, Acceomp. Earl Unwin
- 10429 Kill 'Em With Kindness (Silver Tacey) ... Comedy Solo, Okeh, Acceomp. Earl Unwin
- 10429 OPERATIC AND STANBARD SELECTIONS (Various Artists) ... Comedy Solo, Okeh, Acceomp. Earl Unwin
- 10429 (Various Artists) ... Comedy Solo, Okeh, Acceomp. Earl Unwin
- 10430 Al! (Earl Unwin) ... Comedy Solo, Okeh, Acceomp. Earl Unwin
- 10430 Auntie's Stride (G. Dixie) ... Instrumental Trio, Vocal Solo, Okeh, Acceomp. Longo Trio
- 10431 The Hen! Girl's Dream (Arthur Lubin) ... Longo Trio
- 10431 Let's Lament! Tenor Solo, Acceomp. by Violin, Okeh and Piano ... Walter Vaughan
- Believe Me if All These Believing Young Chaps (Tom Moore)—Tenor Solo, Acceomp. by Violin, Okeh and Piano ... Walter Vaughan
- 10432 Love's Old Sweet Song (Bingham Young) ... Vocal Solo, Okeh, Acceomp. Billy Nelson
- 10432 Kiss Me (John Lewis, Jr.) ... Brass Quartet
- 10432 Old Folks at Home (Stephen C. Foster) ... Vocal Solo, Okeh, Acceomp. Marjorie Breckell
- In the Gloaming (Fred Johnson) ... Soprano Solo, Okeh, Acceomp. J. Lee Clark

ARTO RECORDS

- 9087 Breaker in the Rose (From "Ship Shape of 1921") (S. H. Simon) ... Fox Trot, Vocal Solo, Okeh, Acceomp. Artie Dance Ork
- 9088 Sweet Lull (Ernest "Tangerine") ... Fox Trot, Vocal Solo, Okeh, Acceomp. Artie Dance Ork
- 9089 Second-hand Rose (From "Ziegfeld Folies of 1921") (James F. Hanley)—Fragrant, Vocal Solo, Okeh, Acceomp. Artie Dance Ork
- 9090 I Wonder If You Still Care for Me (Fred Snyder)—Waltz, Vocal Solo, Okeh, Acceomp. Artie Dance Ork
- 9091 Maj (S. Chase)—Contrad—Tenor Solo, Okeh, Acceomp. Billy Nelson
- 9092 Tark Me to Sleep in My Old "Ducky Home" (Heaven Young Men) ... Tenor Solo, Okeh, Acceomp. Sam Ash
- 9093 Al! You Comin' In, Alameda! (Singing)

- Miriam (Was Teller)—Tenor Solo, Okeh, Acceomp. Vernon Dahlart
- 9093 Sunrise and Sun (Arthur A. Penn)—Tenor Solo, Okeh, Acceomp. Gerald Griffin
- 9094 Fancies (V. J. Brown)—Soprano—Tenor Solo, Okeh, Acceomp. Gerald Griffin
- HAWAIIAN RECORDS
- 9079 Carolina Lullaby (E. Fennell)—Duet, Hawaiian Lullaby—Vocal ... Feera and Franklin
- 9080 Isle of Paradise (Earl T. Foster)—Duet, Hawaiian Lullaby—Vocal ... Feera and Franklin
- 9081 Little Canton Jolly (H. H. Bird, A. Gebel)—Phonation Song Male Voice, Unaccompanied ... Creston Quartet
- 9082 He Shantim (H. Poitelle)—Male Voice, Unaccompanied ... Creston Quartet
- 9083 HAWAIIAN VOCAL "HILLES" RECORDS
- 9084 Dangerous Blues (A. W. Brown)—Vocal—Contralto Solo, Okeh, Acceomp. Alice Leslie Carter
- 9085 Cry Baby Blues (Lewis Young)—Vocal—Contralto Solo, Okeh, Acceomp. Alice Leslie Carter
- 9086 You'll Think of Me Blues (Conralte Solo, Okeh, Acceomp. Alice Leslie Carter
- 9087 Memphis Blues (W. C. Handy)—Fox-Trot, Contralto Solo, Okeh, Acceomp. Lantia Southern Serenaders

CLARION RECORDS

- 1101 Warm, Warm—Dance-Foxtrot ... Clifton Dance Ork
- 1102 My ... Ray Miller and His Black and White Boys
- 1103 Remember the Rose ... Fox-Trot ... Merry Melody Men
- 1104 My ... Ray Miller and His Black and White Boys
- 1105 My ... Ray Miller and His Black and White Boys
- 1106 My ... Ray Miller and His Black and White Boys
- 1107 My ... Ray Miller and His Black and White Boys
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- 1119 My ... Ray Miller and His Black and White Boys
- 1120 My ... Ray Miller and His Black and White Boys

EXHIBIT AT FAIRS

Sherman, Clay & Co., San Francisco, Cal., Victor wholesalers, have arranged to have elaborate displays of Victrolas and records at the State Fairs at Sacramento and Stockton, Cal.

TRIBUTE TO G. W. HOPKINS

Silver Bowl and Bound Volume of Letters of Praise Presented to Vice-president of Columbia Graphophone Co. by Advertising Club

Gra. W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co., was presented recently with a magnificent silver bowl, together with a bound book of letters by his associates in the New York Advertising Club. Mr. Hopkins has just completed two terms as president of this well-known organization and his regime was noteworthy for the tremendous strides achieved by the Advertising Club during this period.

The bound book of letters contains hundreds of communications from members of the Advertising Club, all of which speak in the highest terms of praise of the success attained by Mr. Hopkins as president of the organization, constituting as a whole a remarkable personal tribute to Mr. Hopkins' efforts in behalf of the Advertising Club of New York.

MEETING OF TALKING MACHINE MEN

The monthly meeting of the Talking Machine Men, Inc., the organization composed of progressive talking machine dealers of New York, New Jersey and Connecticut, was held on August 11 at Keen's Club House, 72 West Thirty-sixth street, and over fifty members of the organization were present.

Resolutions were read by E. G. Brown, secretary of the Association, on the passing away of Enrico Caruso and M. Gorlansky, the well-known talking machine dealer of Yonkers, N. Y.

Al Downis and Richard Finch, of the professional department of Waterson, Berlin & Snyder, demonstrated several songs which that firm is to feature in the Fall season. These included: "Silent Kisses," "Simmy Tennessee" and "I Wonder If You Still Care for Me?"

Charles D. Isaacson, editor of the "Music in the Home" page of the New York Globe, will, early in September, address a gathering of the retail clerks of the metropolitan district in the auditorium of the Warlicker Co. Arrangements were completed by the Talking Machine Men, Inc., to join the National Association of Music Merchants.

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- Dallas, Tex., Columbia Graphophone Co., 818 North Preston St.
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- Kansas City, Mo., Columbia Graphophone Co., 2600 Wyandotte St.
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Executive Office

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Gotham National Bank Building New York

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