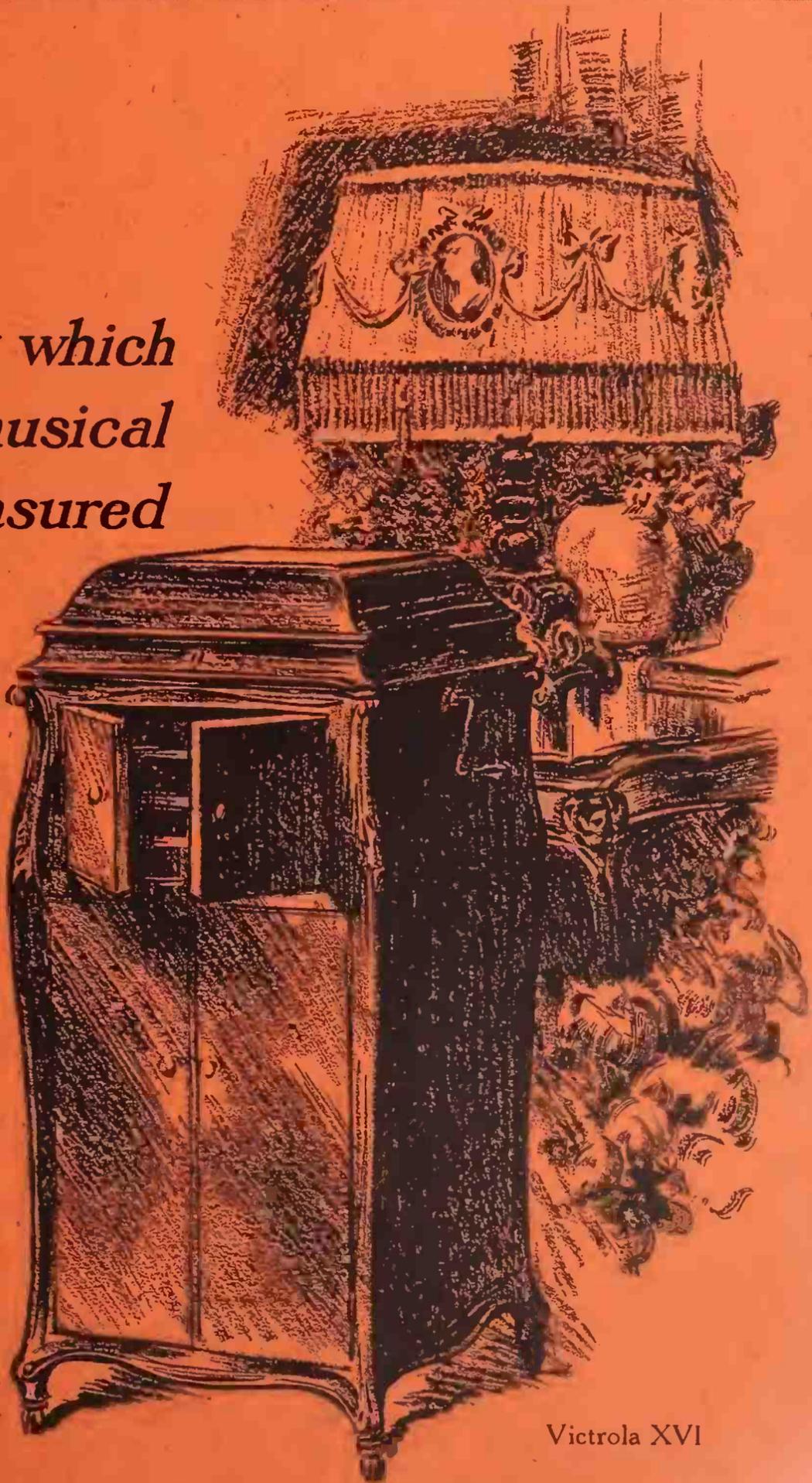


The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, September 15, 1920

*The instrument by which
the value of all musical
instruments is measured*



This trademark and the trademarked word "Victrola" identify all our products. Look under the lid! Look on the label!

VICTOR TALKING MACHINE CO.
Camden, N. J.

Victrola XVI

C L E A R A S A B E L L

Sonora

*The Highest Class Talking Machine
in the World*

“SECONDS” and “Job Lot” phonographs are appearing and it is well for dealers to remember that “cheap” phonographs aren’t wanted. You’re noticing that the public has turned to *quality* phonographs.

Sonora has won an international reputation for matchless beauty of *tone*. Sonora’s *designs* are the last word in elegance, and when it comes to important, exclusive *features*, no phonograph can be compared with Sonora.

Sonora, unequalled in value, as a matter of course is in tremendous demand. *If you would like to enjoy the prosperity which Sonora brings to its dealers, write us today regarding an agency.*

*Magnificent upright and period styles
\$75 to \$2500*

Sonora Phonograph Company, Inc.
George E. Brightson, President

New York: 279 Broadway
Canadian Distributors: I. MONTAGNES & CO., TORONTO



“Nocturne”

*Sonora is licensed and operates under BASIC
PATENTS of the phonograph industry*



The Talking Machine World

Vol. 16. No. 9

New York, September 15, 1920

Price Twenty-five Cents

COMPREHENSIVE REVIEW OF FALL BUSINESS PROSPECTS

Reports Gathered by The World From Talking Machine Men in All Sections of the Country Practically Unanimous Regarding Present Situation and the Outlook—Industrial and Agricultural Conditions as Well as Buying Attitude of Public Summarized as Fair—More Energetic Selling Effort Necessary to Keep Up Business Totals

In view of developments in the general business field throughout the country during the past few months, talking machine dealers, as well as merchants in all other lines, have been moved to give far more than passing thought to trade prospects during the coming Fall and Winter, and to what the future as a whole has to offer.

It must be admitted with a great deal of pleasure that the talking machine men as a rule are to be included among the optimists. Optimism of itself, however, hardly proves satisfactory as a steady diet unless that optimism is supported by some foundation in fact, and The Talking Machine World, through the medium of several hundred correspondents in all sections of the United States, has gathered for the information of the talking machine trade an exhaustive, interesting and authentic summary of industrial, agricultural and general business conditions and prospects, which is submitted in full in another section of The World this month.

This information has come from the members of the talking machine trade themselves—men who are acquainted with the problems and possibilities of the industry and are naturally expected to base their opinions upon the degree in which they believe the various conditions will serve to affect their own particular business. Incidentally there is a surprising unanimity of opinion relative to the general industrial and agricultural conditions, the attitude of the public towards buying, the character of sales methods and terms, and the condition of stocks.

This business survey, coming early in September and immediately after the official, if not actual, opening of the Fall retail buying season, should prove of inestimable benefit in encouraging retailers who have taken a rather blue view regarding the situation, and giving to the manufacturers facts upon which to regulate their campaigns. Considering the reports as a whole, there is nothing, so far as talking machine wholesalers and dealers are concerned, that will tend to hinder the development of business which will prove normal or better between now and January first. It is very true that the business path will not be entirely one of roses, and even the most optimistic do not look for a continuation of the demand that made itself felt during the past season or two—a demand far exceeding available supplies.

In the first place production, while not yet normal, has caught up to the demand in a very satisfactory manner, as is indicated by the excellent condition of stocks in the retail warerooms. In the second place, buyers in all sections of the country are reported to show a tendency toward conservatism. They have not stopped buying nor will they stop buying, but they have ceased to accept the first thing offered at any price asked, and to demand a fair measure of value for their money. This is to be interpreted as a healthy sign, for it means the upholding of the quality product.

Business conditions in any retail trade are affected primarily by industrial and agricultural conditions, for when industrial workers are kept at the peak of activity, and crops are excellent and valuable, then there is in prospect the money to keep the retail store going.

Just now industrial conditions in the various sections of the country range from good to fair. In Massachusetts, for instance, there is a slowing down in the manufacture of woollens, while most other industries are fairly active. In other sections certain lines of manufacturing are likewise experiencing a slowing down process, while other industries in the same sections are working at normal speed or better. Throughout the country the industrial situation shows the most surprising uniformity. There is nothing for the retail man to worry about. There is little or no unemployment, and with all the slowing down factory operations are on a better than normal basis.

While in some sections bumper crops are reported, in other districts certain crops have proved disappointing. This is particularly true as it relates to cotton. There are no crop failures in prospect, however. Taking the agricultural situation as a whole, it measures up most satisfactorily with previous years, this in view of the fact that farmers are receiving much higher prices for their produce, which means that the rural trade is going to prove a highly important factor for the talking machine dealer during the Fall and Winter months.

The conservative attitude of the public toward liberal buying has been expected, and is not surprising. It is an attitude that the average dealer has counted upon and has been prepared to meet. It will mean more intensive advertising and sales effort. It is said that in some sections retail advertising is not producing desired results in sales, which would indicate that more attention must be given to the advertising problem to the end that results are obtained.

The general run of terms is reported as distinctly satisfactory and the efforts of certain customers to have expensive outfits put into their homes on a small payment basis have not served to influence the majority of dealers to any extent. Present wholesale prices and the condition of the money market make it essential that terms be kept short and that every effort be made to get as much cash as possible. To follow out this plan greater selling effort and more effective advertising, rather than long terms, must be relied upon to develop business.

The majority of the several hundred wholesalers and dealers with whom The World has been in touch appear fully cognizant of the conditions that exist and promise to develop in their respective territories, and are fully prepared themselves to meet those conditions.

With stocks in good shape, there is reported every opportunity for energetic advertising and selling and the sort of campaign that is calculated to offset any tendency of the public to prove over-conservative in making purchases. There is nothing in the general situation that is calculated to interfere with retail business between now and January first, and probably well after that date. The responsibility of the dealer, therefore, lies in going after business in his own territory with some extra energy and realizing the profits that will accrue therefrom.

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Twelve Months Ending June 30, 1920, Total \$7,615,155

WASHINGTON, D. C., September 4.—In the timely summary of exports and imports of the United States for the month of June, 1920 (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 June, 1920, amount in value to \$86,934 as compared with \$35,921 worth which were imported during the same month of 1919.

The twelve months' total ending June, 1920, showed importations valued at \$808,592 as compared with \$318,239 worth of talking machines and parts during the same period of 1919.

Talking machines to the number of 8,665 valued at \$436,194 were exported in June, 1920, as compared with 4,531 talking machines valued at \$177,229 sent abroad in the same period of 1919. The twelve months' total showed that we exported 79,406 talking machines valued at \$3,653,595 as against 49,717 talking machines valued at \$1,544,870 in 1919, and 91,217 talking machines valued at \$2,610,866 in 1918.

The total exports of records and supplies for June, 1920, were valued at \$388,694 as compared with \$345,143 in June, 1919. For the

twelve months ending June, 1920, records and accessories were exported valued at \$3,963,560; in 1919 \$2,998,462 and in 1918 \$2,073,463.

WILLIAM ROBYN A VICTOR ARTIST

William Robyn, a lyric tenor of wide reputation and distinguished ability has become an exclusive Victor artist. His first records will be released soon.

INCREASE CAPITAL TO \$20,000

The Strand Temple of Music, Albany, N. Y., has had its capital stock increased from \$10,000 to \$20,000. The Victor line is handled.

Making the Mailing List an Active and Profitable Business Developer :: By Robert A. Hewitt

The mailing list is one of the most important and valuable assets of the talking machine dealer, for upon it he depends in no small measure for the success of his record trade. There are, of course, a certain number of people reached directly by outside means, and others who come into the store, with or without solicitation, in order to hear and purchase new records, but the people reached through the mailing list are looked upon to produce the cream of the record business—the part that means the profit. Yet in the face of all this there are dealers who show a woeful lack of interest in, and understanding of the mailing list and its importance. In the first place they do not make any serious effort to check up on the list to pick out the live ones from the dead ones. If the post office sends a notice to the effect that the mail has been undelivered for some reason the name may be cut off from the list, but otherwise the same line of literature goes out to the same line of prospects month after month.

To keep the mailing list valuable a fairly elaborate checking system must be adopted. In the first place, each month there should be checked off on the list those people who have called at the store, whether or not they have made purchases. The fact that they have called is evidence of their interest. Those who have not called within a reasonable time should receive a second letter, giving some more facts about the new records, and making a second sales appeal. The result of this second letter should also be checked off, and after a couple of months those who have not responded at all should be investigated. They may still be good prospects, but something may have interfered with their purchasing. They may have lost interest temporarily for one reason or another. There may have been a death in the family, or some other trouble that has caused them to keep the talking machine silent. If the salesman sizes up the situation and finds it worth while to follow up the prospect, well and good. If the prospect is sized up as a "dead one" the quicker he is pulled off the mailing list the better. The canvasser's time in making investigations is worth money. So is postage and printing, and an investigation occasionally will pay for itself by keeping the mailing list fresh and worth while.

There is a good deal, too, in the manner in which the literature is sent out. There are a surprising number of dealers who are content with sending out the current record supplements without comment, or at best enclosing a supplementary list of the records that it is desired to feature and move. The trouble with this plan is that the plain supplement coming month after month does not always arouse the proper amount of interest, and, moreover, if the prospect has patronized several stores he may receive as many as a half dozen supplements covering one line of records each month.

A Middle Western dealer has hit upon a plan of announcing the forthcoming list in an advance letter. About a week before the sup-

*Careful Checking
Very Necessary in
Order to Eliminate
the Deadwood from
the Mailing List.*

plements are to be mailed, he sends out a notice to customers to the effect that a certain special record is to be found in the forthcoming supplement, and that the customer should be on the lookout for it. Two or three days later the dealer sends out a postal announcing something to this effect: "The October record supplement will be mailed to reach you Monday. Watch for it. On page blank there is a record that should be of particular interest to you." The results of this follow-up have been found to more than pay for the extra mailing list. The surprising thing is that where a special record has been mentioned in the postal card or letter a particularly strong demand is realized for that selection, whether or not it happens to be of a distinctly popular make.

This same dealer occasionally follows up the

mailing of the supplements, after a few days, with a return postal card inquiring if the supplement has been received. This follow-up is sent to a select list of people he is most desirous of appealing to and the responses, even though they do not result in sales, at least show that the prospect has been receiving the supplement regularly.

Still another dealer encloses with the supplement a mailing card upon which the prospect can indicate the records he would like to hear in his own home by appointment. It has been found that this system not only appeals to the busy man and woman for legitimate reasons, but likewise makes a strong impression upon the class who like to be catered to, and feel that by having the salesman come to their homes they are showing just a little bit of "class." When the salesman is of the right sort he makes this desire to show "class" bring dividends that are worth while.

RECORD ALBUM PLAN GETS RESULTS

Retail Victor Department of Philip Werlein, Ltd., Realizes Excellent Volume of Business From New and Clever Folder

NEW ORLEANS, LA., September 1.—William Dane, manager of the Victor retail department of Philip Werlein, Ltd., has been sending out a special series of folders to retail customers that not only attracted much attention, but brought direct results. In addition to calling attention to the qualities of the Victrola and Victor records, the folder contains suggestions for special albums of Victor records ranging in value from \$13 to \$22. The combinations include ten records and an album, and are designed to meet every taste in music.

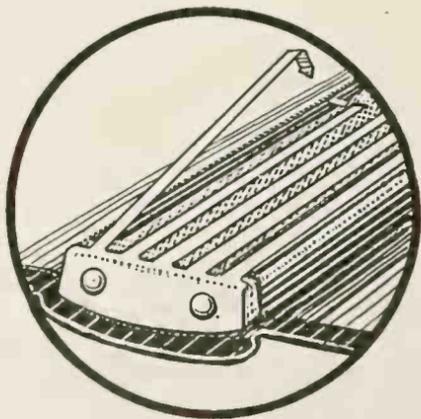
Certain of the albums contain the records by famous baritones, others records by sopranos or contraltos, and still others contain instrumental music. There is also an album of distinctly operatic airs, of concerted numbers and of famous songs.

The idea of having offered to them selected record lists evidently has a strong appeal to many talking machine owners and a goodly number of them have followed the suggestion of purchasing albums full of records as gifts.

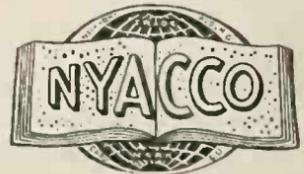
Reasons Why NYACCO Albums Are the BEST

[In Six Chapters]

CHAPTER III



The THIRD consideration in the making of the NYACCO album is that the solid metal piece at the side edges reinforced by steel nails into the solid wooden back, and the staples to be used for the securing of the pockets are made all-in-one which brings the back of the album together with the pockets into a firmer position.



Watch next issue for the fourth Chapter

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

New York Album & Card Co.

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

DISTRIBUTORS:

Boston, Mass.: Boston Talking Machine & Accessories Co.

Cleveland, O.: Cleveland Talking Machine Co.

Philadelphia, Pa.: Penn Talking Machine Co.

Chicago, Ill.: T. J. Cullen
Cole & Dunas Music Co.

Milwaukee, Wis.: Yahr & Lange Drug Co.

Pittsburgh, Pa.: C. C. Mellor Co.
Standard T. M. Co.

New York, N. Y.: Plaza Music Co.

Washington, D.C.: E. F. Droop & Sons Co.

Victor Supremacy is lasting

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

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

"Victrola" is the Registered 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 processes of manufacture, and should be used together to secure a perfect reproduction.

Victor Wholesalers

- | | |
|---|---|
| Albany, N. Y. Gately-Haire Co., Inc. | Milwaukee, Wis. ... Badger Talking Machine Co. |
| Atlanta, Ga. Elyea Talking Machine Co. Phillips & Crew Piano Co. | Minneapolis, Minn. ... Beckwith, O'Neill Co. |
| Baltimore, Md. Cohen & Hughes. E. F. Droop & Sons Co. H. R. Eisenbrandt Sons, Inc. | Mobile, Ala. Wm. H. Reynolds. |
| Birmingham, Ala. ... Talking Machine Co. | Newark, N. J. Collings & Co. |
| Boston, Mass. Oliver Ditson Co. The Eastern Talking Machine Co. The M. Steinert & Sons Co. | New Haven, Conn. ... The Horton-Gallo-Creamer Co. |
| Brooklyn, N. Y. American Talking Mach. Co. G. T. Williams Co., Inc. | New Orleans, La. Philip Werlein, Ltd. |
| Buffalo, N. Y. W. D. & C. N. Andrews. Buffalo Talking Machine Co., Inc. | New York, N. Y. Blackman Talking Mach. Co. Emanuel Blout. C. Bruno & Son, Inc. Charles H. Ditson & Co. Knickerhocker Talking Machine Co., Inc. Musical Instrument Sales Co. New York Talking Mach. Co. Ormes, Inc. Silas E. Pearsall Co. |
| Burlington, Vt. ... American Phonograph Co. | Omaha, Nebr. Ross P. Curtice Co. Mickel Bros. Co. |
| Butte, Mont. Orton Bros. | Peoria, Ill. Putnam-Page Co., Inc. |
| Chicago, Ill. Lyon & Healy. The Rudolph Wurlitzer Co. Chicago Talking Machine Co. | Philadelphia, Pa. Louis Buehn Co., Inc. C. J. Hepe & Son. The George D. Ornstein Co. Penn Phonograph Co., Inc. The Talking Machine Co. H. A. Weymann & Son, Inc. |
| Cincinnati, O. The Rudolph Wurlitzer Co. Ohio Talking Machine Co. | Pittsburgh, Pa. W. F. Frederick Piano Co. C. C. Mellor Co., Ltd. Standard Talking Mach. Co. |
| Cleveland, O. The Cleveland Talking Machine Co. The Eclipse Musical Co. | Portland, Me. Cressey & Allen, Inc. |
| Columbus, O. The Perry B. Whitsett Co. | Portland, Ore. Sherman, Clay & Co. |
| Dallas, Tex. Sanger Bros. | Richmond, Va. The Corley Co., Inc. |
| Denver, Colo. The Knight-Campbell Music Co. | Rochester, N. Y. E. J. Chapman. |
| Des Moines, Ia. Mickel Bros. Co. | Salt Lake City, U. The John Elliott Clark Co. |
| Detroit, Mich. Grinnell Bros. | San Francisco, Cal. ... Sherman, Clay & Co. |
| Elmira, N. Y. Elmira Arms Co. | Seattle, Wash. Sherman, Clay & Co. |
| El Paso, Tex. W. G. Walz Co. | Spokane, Wash. Sherman, Clay & Co. |
| Honolulu, T. H. ... Bergstrom Music Co., Ltd. | St. Louis, Mo. Koerber-Brenner Music Co. |
| Houston, Tex. The Talking Machine Co. of Texas. | St. Paul, Minn. W. J. Dyer & Bro. |
| Indianapolis, Ind. ... Stewart Talking Machine Co. | Syracuse, N. Y. W. D. Andrews Co. |
| Jacksonville, Fla. ... Florida Talking Machine Co. | Toledo, O. The Toledo Talking Machine Co. |
| Kansas City, Mo. ... J. W. Jenkins Sons Music Co. The Schmelzer Co. | Washington, D. C. ... Cohen & Hughes. E. F. Droop & Sons Co. Robt. C. Rogers Co. |
| Los Angeles, Cal. ... Sherman, Clay & Co. | |
| Memphis, Tenn. O. K. Houck Piano Co. | |



Victrola VI, \$35
Mahogany or oak



Victrola IX, \$75
Mahogany or oak



Victrola XI, \$150
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.



AN IMPORTANT ACCESSORY—ALBUMS FOR FILING DISC RECORDS

The enormous demand for "National" Record Albums keeps pace with the ever increasing demand for machines and records, and our output capacity has been enlarged to meet the greater needed supply. Record Albums have proved themselves to be the best and most convenient, as well as economic, method of filing and keeping disc records.

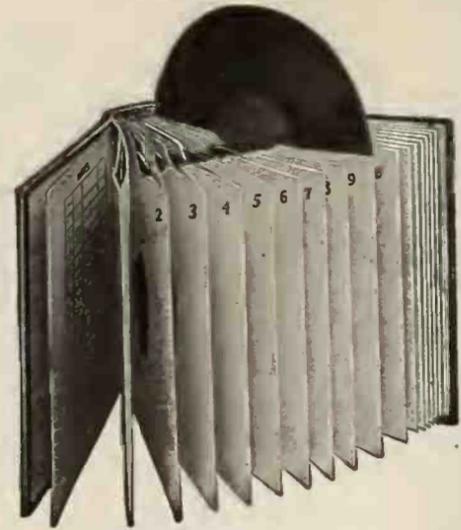


MAKING THEIR SELECTION

Illustrating the daily actual usage of the Album, the most convenient and satisfactory record filing system extant.

THE ALBUM

soon pays for itself in time-saving and preserving records. The initial cost is really an investment which comes back four-fold.



THE PERFECT PLAN

The pockets holding the records are substantially made from strong fibre stock, firmly joined together and bound in attractive covers.

A PLACE FOR EVERY RECORD AND EVERY RECORD IN ITS PLACE

Albums are an Indispensable Requisite in the talking machine business and wherever records are sold. An accessory that is necessary and worth while. Practical and handy. Save time and records. A profitable adjunct to the business. All owners of machines and records want Albums to file and preserve their records.

We manufacture disc Record Album containing 12 pockets to fit cabinets of all sizes and styles. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc records.

For durability, finish and artistic design, our Albums are unsurpassed. We have unexcelled manufacturing facilities, and considering quality our prices are the lowest. Write us, giving quantity you may desire, and we will quote prices.

WE MAKE ALBUMS TO CONTAIN VICTOR, COLUMBIA, EDISON, PATHE, VOCALION AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO. - 239 S. American Street - PHILADELPHIA, PA.

CHICAGO OFFICE: 508 S. Dearborn Street

VICSONIA DISTRIBUTOR FOR CANADA

H. A. Bemister to Act as Distributor for Well-Known Reproducer Throughout the Dominion

The Vicsonia Mfg. Co., New York, manufacturers of the successful Vicsonia reproducer, for the playing of Edison and Pathé records on other types of machines, announces that H. A. Bemister, of 122 St. Antoine street, Montreal, Canada, has been appointed distributor for the Vicsonia throughout the Dominion. Mr. Bemister ranks as one of Canada's largest dealers in phonograph specialties and is in a position to give the Vicsonia an un-

usually fine representation on the other side of the border. He has already placed a most substantial initial order for Vicsonias in anticipation of the coming demand.

BOOKED BIG ORDERS ACROSS BORDER

Head of Phonomotor Co. Finds Conditions in Canada Very Good

ROCHESTER, N. Y., September 3.—W. F. Hitchcock, of the Phonomotor Co. of this city, manufacturer of the Phonostop, returned recently from a trip to Canada. Mr. Hitchcock visited the leading trade centers in the Dominion and

received large orders from many leading manufacturers for this successful automatic stop.

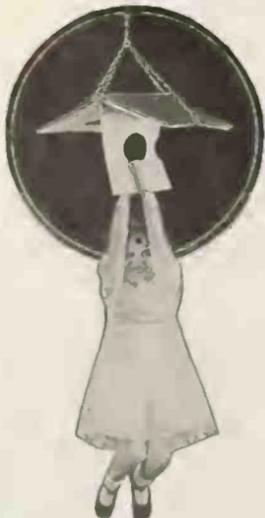
He states that general conditions in Canada are gratifying, and that collections are very pleasing. The manufacturers are making plans for an active Fall trade, and there is every reason to believe that the coming year will be generally satisfactory for the Canadian talking machine trade.

NOW U. S. PHONOGRAPH CO.

Notice has been published that the Victoria Talking Machine Co. of Brooklyn, N. Y., has changed its name to the U. S. Phonograph Co.

Three elements of PEERLESS success

PEERLESS
Metal Back Album



Does it stand the strain?
I'LL SAY IT DOES!

Factory capacity—Quality production—Sound policy

Phonograph manufacturers and dealers who depend on Peerless for their albums do so with the fullest conviction that they will:

1. Receive their albums when promised.
2. Get the best album at the price.
3. Be protected in their selling right.

They also know that the empty album is a constant invitation to the owner to fill it with records—that PEERLESS albums do sell records.

PEERLESS ALBUM COMPANY

PHIL RAVIS, President

43-49 Bleeker Street

NEW YORK CITY

Representatives: BOSTON, L. W. Hough, 20 Sudbury Street;
CHICAGO, W. A. Carter, 57 E. Jackson Blvd.; SAN FRANCISCO, Walter S. Gray Co., 942 Market St.



Our Standard Grade

Lowest-Priced Quality
Album on the Market

Write for
description
and prices



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$75
Mahogany or oak



Victrola X, \$125
Mahogany, oak or walnut



Victrola XI, \$150
Mahogany, oak or walnut



Victrola XIV, \$225
Mahogany, oak or walnut



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



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



Victor Supremacy

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

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

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Victor Talking Machine Co.

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

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, SEPTEMBER 15, 1920

THE NECESSITY OF BETTER SALESMANSHIP

SALES making in all branches of the industry is constantly changing, and wide-awake men should figure new methods of reaching the public. No man who expects to conduct a successful trade enterprise can be indifferent to-day to the radical changes which are going on in every industry. If talking machine men remain indifferent to the opportunities which are round about them, they must expect to have incursions made by others into their field, for it is certain that other establishments, with bright sales managers, can see possibilities in the talking machine field that apparently they do not.

The talking machine has won a position to-day in the world of sales that excites the consideration of "live wires" in every line of endeavor, and no merchant can rest secure in the belief that he has reached the apex. In methods, plans and features, the field is a wide one. No general rule can be applied to business building, but it is possible for a dealer, if he analyzes the conditions fairly and methodically, to develop certain ideas that will apply to his own particular vicinity and line of operations, to the end that he may develop trade along larger lines.

In an industry like ours, where the small man is not at a disadvantage when placed alongside of his larger brothers, there is an unusual opportunity to realize one's strength and, providing there is ambition and grit in evidence, business is certain to advance to a remarkable degree.

In the general field of merchandising the small dealer is cut into more and more by his larger competitors, but in the talking machine field it is different. The small dealer has as great an opportunity as the big merchant to build up a clientele and show substantial profits for himself. But he cannot accomplish this if he sits down and figures that business will come to him without effort. It will not. There is no place in the trade for the drone, especially in this year of grace, 1920.

The time when business came unsought to the dealer is rapidly disappearing and he must get out and hustle to get it if he desires to be a success. He certainly can win out in the Fall months, as well as the Winter months, if he plans and thinks and acts. Never before in the history of the industry did there exist such opportunities for the man of ideas as to-day. The talking machine has won an assured position as one of the great factors in developing musical

knowledge and appreciation throughout the nation. It is proving one of our greatest educators and is exercising a beneficent influence in promoting culture. The dealer of broad mental vision who works not for to-day but for the future will realize that he is engaged in an industry which has immense possibilities—that he is not handling a toy to give temporary pleasure but a real musical instrument which brings into the homes of the people of the nation the very best in music whether it be instrumental or vocal.

WHY THERE IS NO BREAK IN TRADE PRICES

MEMBERS of the trade who may perhaps be a little over-optimistic regarding possible reductions in production costs and, therefore, in the wholesale prices of talking machines, must give thought to several existing conditions before they begin to feel too highly encouraged.

One of these conditions is that in talking machines, as in pianos, there are used many materials of what may be termed a competitive nature, and a prominent piano manufacturer in a recent interview setting forth why pianos will maintain their present price level, or possibly go higher during the balance of the year, lays special emphasis upon this peculiar situation.

Chief among the competitive materials is, of course, wood. Lumber has gone up by leaps and bounds, and it seems as though for every tree that is felled there are a thousand eager bidders from both the building and manufacturing industries. This competition has not only served to advance the cost of lumber almost to a prohibitive degree, but has served to keep it there. In the meantime, we are assured by the Federal authorities that the available lumber supply of the country is being exhausted at a rate five times faster than new replacement timber can be grown. Steel, brass, and in a small measure wool, also go into the making of talking machines, and particularly in the steel and wool markets are competitive conditions also found.

It all means that price conditions cannot be adjusted or regulated from within the industry. It must depend upon the general situation. When the general situation improves—when there is greater production, or a lessening demand calculated to bring about price reduction, then will talking machine manufacturers be in a position to profit. All this does not take into consideration the increased labor costs with which business men in every line are familiar, nor the increased freight rates which must be paid before the raw materials enter the factory, as well as before the finished product is shipped to the dealer.

Talking machine dealers have practically without exception been keen to get such stock as was available, and have shown little or no inclination to stand pat in anticipation of a falling market. In this they have shown their wisdom. What next year may bring forth is a matter of conjecture, but it is certain there will be little or no change in the situation up to January first at least, and the retailer who has set his mind to the task of doing all the business he can get without waiting to see what is going to happen, is going to be better prepared for what does happen when it actually happens.

THE BROADENING FIELD OF USEFULNESS

IT is no great novelty to hear of someone with a view to being original, or for some other reason, dictating a message or a last will and testament on a talking machine record. In most cases it has been regarded more or less as the development of a passing fancy, but in Des Moines, Ia., recently, when a will was thus recorded in the belief that it would be "fraud proof," there arose a serious discussion as to the legality of a will in that form.

The dictator of the will, himself a lawyer, advised his wife to fight the case to the United States Supreme Court in the event action was brought to dispute the legality of the will, particularly as it was duly witnessed by two men of standing who dictated their full names and then spelled them out.

In Iowa they take things seriously, however, and apparently are determined to fix upon the exact status of a will in record form. In that State there is a statute which says conveyances of property worth more than \$200 must be in writing, and lawyers declare that this statute will serve to invalidate the spoken will. The dictator thereof, however, declares that he is going before the next session of the Iowa Legislature and have the statute amended to legalize wills made in record form. If the amendment is passed

it will fix the legality of the talking machine record in one State at least and lend new dignity to that product.

The use of the talking machine as the repository for wills and other legal matter represents the latest development of this product that in its early days was considered just a toy. It may be that the talking machine record will never come into wide use for such purposes, but every new field of possibility thus opened before it adds that much to its importance and makes for the permanence of the industry.

For those who do not take seriously this new use for the talking machine, it is sufficient to recall that few great inventions or movements have gotten under way without being criticised at the outset as foolish and impractical. It is hard indeed to get away from the beaten path.

THE TIME FOR ADVERTISING EXPANSION

ADVERTISING is an absolute essential to business success at all times, but never more so than when evidence of slowing up in demand exists. It may be a difficult task to convince the average dealer that it pays to keep a forceful and telling presentation of his goods continuously before the public, but especially so when business is not strikingly active.

The accepted rule is to reduce the advertising appropriation when trade quiets down or to eliminate advertising entirely. Now this is the first step to business suicide—in fact no greater mistake could be made. Experts in advertising who have given the closest possible study to this question from a cold, scientific standpoint—that is for producing results—are a unit on this proposition. They advise no curtailment of the publicity campaign when business is slow. Just the opposite. They hold that this is just the time to make still further efforts. And where this plan has been followed success has always crowned the efforts of the advertiser.

We are again approaching a period in trade history when talking machines must be "sold," and while sales management, expansion, and control are essentials to success, they are materially aided by the well conceived and developed campaign of publicity.

THE APPEAL OF THE ATTRACTIVE STORE

THE artistic talking machine store is now the rule rather than the exception, and to attract any great attention the establishment of a talking machine retailer must indeed be most elaborate. With this condition existing the retailer cannot under any consideration prove neglectful in the matter of store arrangement, for it is going to count against him and count against him hard in the long run. When people were called upon to shop around from store to store in search of much wanted but very scarce records, or special machine types, the retailer who was able to meet the demand had little or no cause to worry about the appearance of his store, for the buyers came in from necessity rather than from choice.

With the return of competitive conditions, and a fair supply of machines and the latest records at practically all stores, the retailer with the most attractive establishment stands the best chance of receiving consideration. The talking machine business today is on a distinctly high plane. It has been placed and held there by progressive concerns which have been willing to invest capital in attractive store interiors with a firm belief in the permanence of the industry.

The day of the hit-and-miss or the fly-by-night dealer has passed. The industry has developed from the experimental stage. There are certain standards that should, and must be, observed if the retailer expects to reap his share of the business that is here, or that is coming. He must offer something more than the same line that a dozen other dealers in his town are in a position to offer. He must be ready to give service not only in salesmanship, but in the sort of establishment to which he invites his trade. When buyers are in a position to shop about, they gauge not only the merchandise offered, but the manner in which it is offered, and the surroundings in which it is to be found. It is human nature and perfectly logical.

WELCOME CHANGE IN TRANSPORTATION

THE gradual, but general, improvement in the freight transportation situation and the lifting of embargoes on the shipments of musical instruments and other commodities of a similar nature, should prove gratifying to the majority of talking machine jobbers and dealers who in some cases have suffered severely through inability to get goods through from the factory, although production had reached the point where there was hope of taking care of normal demands. It will, of course, be some time before the transportation tangle is entirely unraveled, but by the time the Fall season opens, it is hoped that the trade generally will have this problem at least removed from its list of worries. To know that the factories cannot supply the goods is one thing, but to know that the factories are producing and that the goods cannot be transported proves considerably more annoying. Happily this unsatisfactory condition is rapidly disappearing.

WHERE THE SHRINKING VIOLET IS BANNED

EVERY once in so often The World receives through the mail an opinion or a protest from some member of the trade who, although at some times right and at other times wrong, hasn't the courage to back up his written statements with his signature. The World takes occasion to emphasize again the fact that no unsigned communications will be printed or their contents commented upon in the columns of this paper. The name of the writer will be withheld upon request, but it must appear on the letter to receive attention. If opinions are worth offering, they are certainly worth supporting.



Back to the Wood Pile

VACATION over? All right, let's go.

The holiday season is due. Take off your coat and bend your back over the buck. Make the dust fly now, and when it settles—Gold Dust.



SILAS E. PEARSALL COMPANY

DISTRIBUTORS

WHOLESALE ONLY

Victrolas and Victor Records

10 East 39th Street, New York

Is the Customer Always Right?—If Not, Just How Nearly Right Is He? :: By D. G. Baird

"Do you take the position that the customer is always right? That is, do you undertake to satisfy every complaint, no matter how unjust or at what cost to you?"

"In case the customer thinks you should do so, do you refund the purchase price of an article that has been damaged and rendered unsalable?"

"Do you ever argue with a customer in an effort to convince him that you are right, thereby proving him wrong?"

"Do you find that very many try to take advantage of your business policy in your desire to give satisfaction?"

These questions were recently propounded to a number of talking machine dealers in a large city in an effort to collect data on the subject that would be helpful to others in the trade.

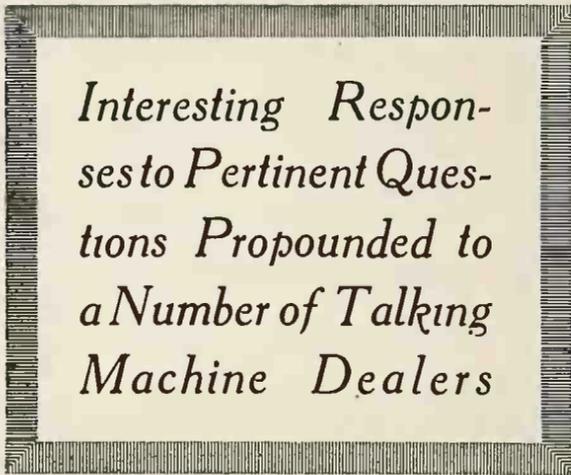
The first dealer interviewed couldn't say that he took the position that the customer is always right, but insisted that he does frequently grant unreasonable demands or requests from his customers. There are circumstances, however, under which he cannot hold such a position.

"We do hold that the customer is right once—absolutely," said this gentleman. "We will accept almost any cock-and-bull story the first time. Afterwards, though, we very naturally have to draw a line. I refer particularly to the matter of payments, or rather to failure to make payments, for many and strange are the excuses that some people will find for not meeting their payments promptly.

"As to refunding the purchase price of damaged goods, we have done that, although we usually exchange the goods. We have had

people utterly ruin expensive records and then come back claiming that they were damaged at the time they got them. And we usually give them other records—or even refund their money . . . once. If the same person is unfortunate a second time with his records we decline, to be imposed upon again.

"We never argue with a customer. That, in our opinion, is the height of folly. If a person



Interesting Responses to Pertinent Questions Propounded to a Number of Talking Machine Dealers

claims that a record was damaged when she bought it—she is absolutely sure that she hasn't abused it in the least—why go ahead and attempt to prove to her that she is lying? That is what it really amounts to; if we are right in our contention then she is wrong in hers. But she will never admit that she has lied about it and arguing the question will only make her mad without doing any good whatever.

"No, we don't find that so very many try to

take advantage of us in that way. I might say that the majority of those who do are women. The women—God bless 'em—are frequently mighty hard customers to please and will take mean little advantages that a man wouldn't stoop to."

The proprietor of one of the largest shops in the city had this to say on the subject: "We endeavor always to give a square deal and at the same time to get one ourselves. Every case is judged on its own merits, and if the dissatisfied customer is at all reasonable we satisfy him even at a loss to ourselves. In general, though, I think I might say that the best any dealer can afford to do is to charge for replaced goods at just what they cost him. Certainly he can't afford to give away money as well as his time and service.

"I have known cases, however, where I felt that the dealer was wrong in not helping his customer bear a loss. For example, a man bought a \$7 record from a certain piano house here, put it under his arm and accidentally crushed it before he got home. He went back to the dealer and confessed his carelessness, and the dealer charged him the full price for another record.

"Now, it wasn't the dealer's fault in the least, but if he had been wise he would have sold that man another record at cost, thereby showing that he was human and willing to help the customer bear his misfortune. I happen to know that man will never again trade there.

"I had a similar experience with a customer myself. A gentleman bought six records from me one day last Winter and broke them every

(Continued on page 11)

OGDEN'S PATENTED RECORD FILING CABINETS

MODEL No. 2150 D.D.
2 UNITS ILLUSTRATED

Locking Roll Top Prevents Dust and Theft, also supplied with Spanish Leather Curtain.

350 10" or 10 1/2" Records on each shelf. Filled in Sales System Covers and with Index Guides.

350 10" or 10 1/2" Records on this shelf, also 3 shelves above.

Soft Flat Supporting Springs Prevent Warping (Patented). Holds 350 10" or 12" records.

10" and 12" Records Filled on same shelf. Held flush at the front by Patented Adjuster.

Sectional Models Fit Any Size Stock and Help You Grow.

2150 THIN RECORDS IN EACH UNIT. STOCK FINISHES: 4300 RECORDS IN 2 UNITS. 2150 EDISONS IN 2 UNITS. WHITE IVORY & PEARL GRAY MAHOGANY & OAK

OGDEN SECTIONAL CABINET CO., INC. LYNCHBURG, VA.

File Your Records so you can find them and it's easy to sell them.

This System pays for itself by increasing Sales through better service and Automatic ordering of "Sold Out" Records.

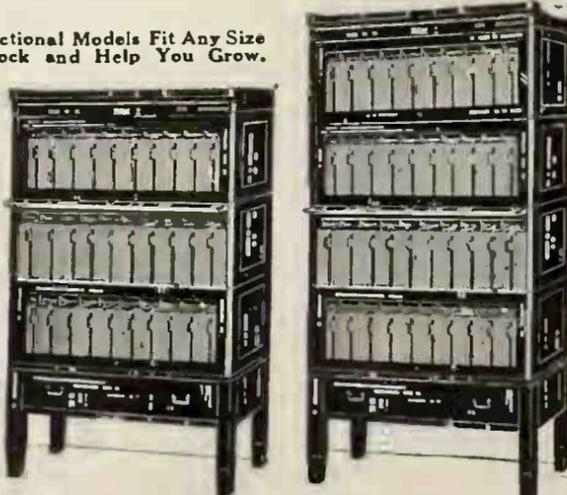
Secure These From Your Jobber:

- COLUMBIA DISTRIBUTORS**
Columbia Co., All Branches.
Tampa Hardware Co.
- EDISON DISTRIBUTORS**
Harger & Blish.
C. B. Haynes Co., Inc.
Laurence H. Lucker.
Montana Phonograph Co.
Phonographs, Inc.
The Phono Co. of Chicago.
The Phono Co. of Cincinnati.
The Phono Co. of Detroit.
The Phono Co. of Kansas City.
The Phono Co. of Milwaukee.

- VICTOR DISTRIBUTORS**
W. D. & C. N. Andrews
Badger Talking Machine Co.
Blackman Talking Machine Co.
C. Bruno & Son, Inc.
Louis Buehn Co., Inc.
The Cleveland Talking Machine Co.
The John Elliott Clark Co.
Cohen & Hughes.
W. J. Dyer & Bro.
Elmira Arms Co.
Eclipse Musical Co.
Elyea Talking Machine Co.
J. W. Jenkins' Sons Music Co.
Mickel Bros. Co., Des Moines.
Mickel Bros. Co., Omaha.
Putnam-Page Co.
Stewart Talking Machine Co.
The Toledo Talking Machine Co.
Talking Machine Co., Birmingham.
The Perry B. Whitsit Co.

- OTHER DISTRIBUTORS**
Buffalo Wholesale Hardware Co.
Interstate Phonograph Co.
C. M. McClurg & Co.
Cabinet & Accessories Co.
Sonora Dist. Co. of Texas.
Yahr & Lange Co.
Crafts-Starr Phono. Co.
W. H. Caldwell.
M. Sellers & Co.
L. E. Lines Music Co.
Ellis Jones Drug Co.
H. A. Copeland Sales Co.
Collter Bros.

EXPORT AGENT
Charmel Trading Co., 1170 Broadway, New York, U. S. A.



GUARANTEED

The Ogden Sales System is Equivalent to an Extra Clerk and Increases Sales

one in a fall on the icy sidewalk before he had gone a block. When he came back and told me about it I expressed my sympathy and sold him six others at cost. He was very grateful—thought that I had done even more than I was under any obligation to do—and has always traded with me since.

"On the other hand, I have had people bring back records that they had bought several years before and want new ones because, as they claimed, the ones they returned never had played right and they had been intending all the time to return them but just hadn't got around to it. In such cases, I very naturally declined to exchange the goods.

"We don't have so very many complaints, but occasionally we get one that is so utterly unreasonable as to be ridiculous. In such cases we don't argue with them at all. We merely tell them courteously, but firmly, that we will not do anything about the matter and leave them."

Many others expressed much the same ideas on the subject. There were varying degrees of opinion as to just how far a dealer should go in his efforts to satisfy a disgruntled customer, but nearly all were of the opinion that he should meet the latter at least half way.

One dealer was found who said that he had tried out the policy of guaranteeing absolute satisfaction, but had been compelled to change his policy. Said this dealer:

"Yes, I tried it. And I got hooked. I advertised for a time that any one might buy a machine from me at any time and if for any reason he was not wholly satisfied with it he might return it and get his money back.

"Well, it was a pretty good advertising stunt and it brought me business, but I soon found that too many became dissatisfied. Not that they found anything wrong with the machines, although they would usually trump up some excuse, but that they simply tired of the instrument after a few weeks or months and decided to take advantage of my liberal offer.

"A talking machine isn't like a diamond. One

who buys a machine is more than likely to play it too much at first, with the result that after a time he and the family begin to tire of it. Then they begin to think of what it cost them and possibly wish they hadn't bought it. Then they think of my offer to refund their money if not satisfied—they are not satisfied—here they come with a tale about the machine's not playing right or a hard luck story of some kind about their not being able to keep up the payments, and so on.

"I kept it up for a time, but I was losing too much on returned machines and butchered records. Now I try in every reasonable way to give satisfaction, but there are times when I have to shut down on the refund or exchange.

"Why, I had a woman come in here one day last week with a record and tell the girl at the record counter that she was returning a record that she had been talking to the manager over the telephone about. The girl looked at the record and saw at once that it had been badly scratched, so she called me to attend to the matter. I knew that no one had been talking to me over the telephone about returning a record, so I suspected something right away. And what do you suppose I found? That woman had bought that record from us one year and five months before. In fact she had bought her machine from us and that record was one of her purchases made at the same time. The record was cut up so badly that it wouldn't play at all. And yet she claimed that she hadn't damaged it in the least and had been intending all the time to bring it back and exchange it but had always forgotten to bring it along when she came down.

"When I refused to exchange the record she picked it up and smashed it on the counter, saying: 'Well, if I can't get my money's worth out of it, I'll see that no one else does!'

"Of course she declared she'd never trade with us again, but I don't know but what we're better off without such trade."

There is no doubt of the fact that satisfied customers are the best advertising that one

may have, but in such a business as that of selling talking machines on the instalment plan it is sometimes necessary to let a customer remain dissatisfied, much as the dealer dislikes to do so.

Probably the best way to avoid dissatisfaction is to be very careful in selling. There are times when it would be well for the delivery men to refuse to deliver a machine after seeing the condition of the home to which it is going. Some of those who live in squalor will pay all right, but too often a sale to such people means a succession of hard luck stories and failure to meet payments until the instrument eventually finds its way back to the dealer in such condition as to necessitate complete overhauling.

There is always a strong temptation to make a sale, especially if the purchaser seems perfectly willing to make a fairly liberal initial payment. But a sale that doesn't remain a sale isn't of very great value to the dealer.

The best policy to pursue, then, would seem to be to exercise care in selling, send a reliable man along to make the delivery and let him decline to leave the machine in case the surroundings look forbidding; examine records, needles and machines before sending them out, and then meet the customer at least half way in case of dissatisfaction. In the case of regular customers who are known to the dealer personally, it will frequently be found advisable to go even farther in this respect.

NAME IS NOW THE SCHMELZER CO.

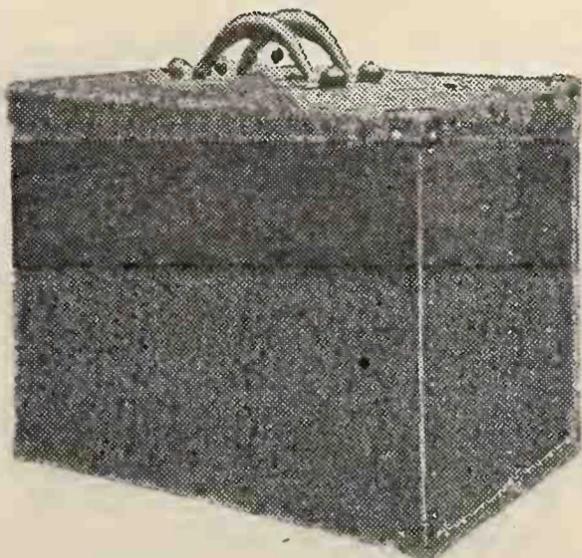
KANSAS CITY, Mo., September 3.—It was officially announced recently that the corporate name of the Schmelzer Arms Co. had been changed to the Schmelzer Co. This well-known Victor jobber is one of the leading mercantile concerns in this section of the country, and its new name is more representative of its present activities.

One self-evident proposition is the value of selling a consumer campaign to the dealer.

Just What You Have Been Waiting For

The GATELY Carrying Case

for VICTROLA VI's



This handsome carrying case will help increase your VICTROLA VI sales.

The Gately Carrying Case is constructed of wood, covered with black waterproof fibre and substantially made so that it can be carried by one man or as baggage.

Each case is arranged to hold thirty 10-in. or 12-in. records, and has a separate place for a sound box, winding key and needles.

Price, \$8.50 Wholesale

Write for Descriptive Circulars

GATELY-HAIRE CO., Inc.

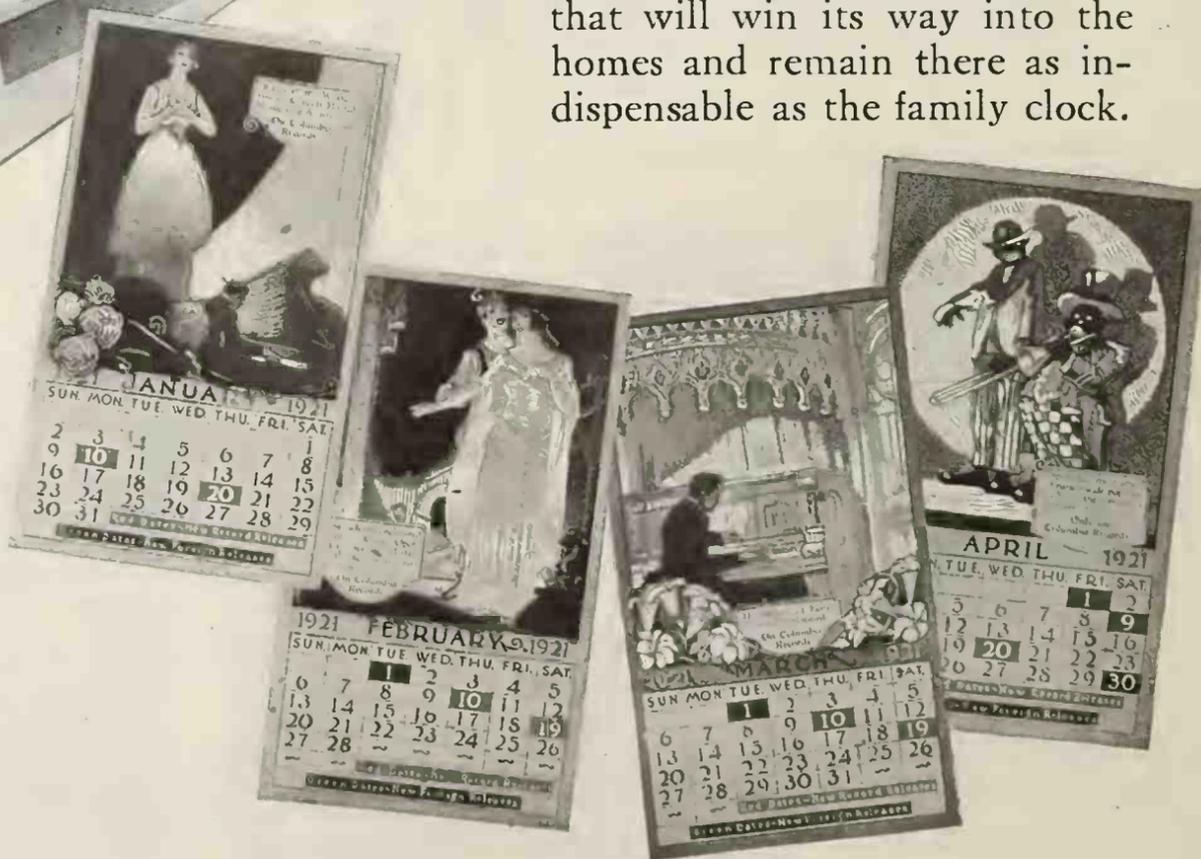
Albany, N. Y.

Columbia



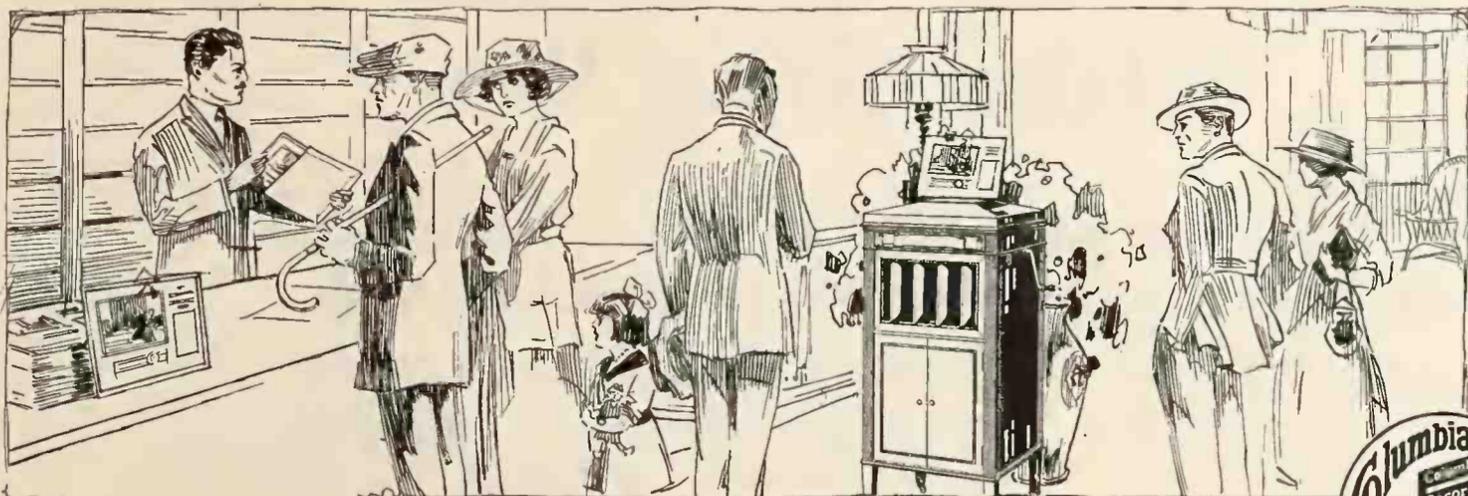
Your 1921 Calendar

An inexpensive publicity medium for individual Columbia Dealers—costing but a fraction of a cent a day per prospect. One that will win its way into the homes and remain there as indispensable as the family clock.



This Columbia Calendar will occupy the most valuable advertising space in the world—space that couldn't be bought—the ideal place to make your music appeal—in the parlors of your neighborhood prospects and customers.

Calendar



Your introduction to future customers

Good Will: By distributing a thousand calendars you diplomatically establish just that many new friends and acquainted prospects of your business—you awaken the interest of old customers in their Grafonolas and rejuvenate the record-buying activity of your whole patronage.

Your Calendar: With your imprint alongside the main illustration, and exactly matching the design, the calendar is *your* advertising.

Quality: The quantity in which Columbia Calendars are printed this year permits a cost ridiculously low compared to the value to you for a quality calendar, which in smaller lots would cost three times as much.

Constant Change: The twelve monthly date sheets, reproduced in full color, con-

stantly renew the calendar appearance, and carry a forceful, seasonable appeal to the *non-owner* of a Grafonola. The record release dates, indicated by a brightly colored numeral on the pad sheets, make a positive record suggestion to the *owner* every 10 days.

Special Envelope: Free of charge, a special craft paper envelope, illustrated in color, accompanies each calendar. Strawboard envelope-fillers for mailing are available.

Your Last Chance This Year to order your Columbia Calendars for 1921. Present orders are fairly swamping our capacity for producing calendars. This is practically your last chance to get your order in. All orders received before October 10 will go forward within one month. **Order your 1921 Calendars today.**

Note: Two shipping points, Chicago and New York, expedite delivery and offer a saving in transportation

Canadian Distribution Points: Toronto, Winnipeg, and Montreal

Ask your Columbia Representative to show you his copy and quote you prices of the Columbia 1921 Calendar

COLUMBIA GRAPHOPHONE COMPANY, New York



Here is the Nation-Wide Advertising to Help You Sell BUBBLE BOOKS "that Sing"

"The fastest-selling merchandise for child-amusement on the American market today"

IN the next five months we are spending \$75,000 in a great national Bubble Book campaign. The two advertisements pictured here from the Saturday Evening Post and the Ladies' Home Journal are only a small part of that campaign.

Similar advertisements are reaching millions of homes—not only in these two great mediums but also in such magazines as the Woman's Home Companion, The Atlantic Monthly, Scribner's, Century, World's Work, Review of Reviews, Harpers, John Martin's Book, St. Nicholas and others.

The demand for Bubble Books is going to be more stupendous than ever in the next year. We are supplying the demand as fast as our presses can turn out the books. And remember—they always come back for more.

When You Sell One You Sell a Habit

One gross is just enough for sixteen customers—one set of nine Bubble Books to each.

Get your share of this business. Order your supply of Bubble Books now. \$1.50 each. Liberal discounts to the trade.

EACH CONTAINS: 1st—A Fairy Story, beautifully told;
2nd—Wonderful colored pictures;
3rd—Three phonograph records, each in its own pocket and ready to play on any talking machine. These records play the songs and stories in the books.



The Harper-Columbia Singing Books

By RALPH MAYHEW and BURGES JOHNSON

PICTURES BY RHODA CHASE

A glimpse of What's in Them:

First Bubble Book

Tom, Tom, the Piper's Son
Mary and Her Little Lamb
Jack and Jill

Second Bubble Book

Simple Simon
Little Bo-Peep
Old King Cole

Third Bubble Book

Miss Jennia Jones
The Farmer in the Dell
Lazy Mary

Animal Bubble Book

The Three Little Kittens
The Three Little Piggies
The Three Blind Mice

Pie Party Bubble Book

Little Jack Horner
The Queen of Hearts
Good King Arthur

Pet Bubble Book

Little Pussy
Little Doggy
Cock-A-Doodle-Do

Many More in Preparation

Funny Froggy Bubble Book

The Frog Who Would A-Wooing Go
The Carrion Crow
The Frog and the Crow

Happy-Go-Lucky Bubble Book

The Jolly Miller
The Plough Boy
The Milk Maid

Merry Midget Bubble Book

Daddy Long-Legs and Floppy Fly
The Fly and the Bumble-bee
The Spider and the Fly

BUBBLE BOOK SALES SERVICE, 130 West 42nd Street, New York
(HARPER & BROTHERS)

How Frequency of Turnover Affects the Gross Profits of a Business

By Edward Kalt

Back on the farm the folks showed some first class business ability when they elected the poor laying hens candidates for the chopping block. It was a case of survival of the fittest and sometimes rather rough on the unfortunate non-producing pullets—but the farm folks were practical.

Strange to say, merchants generally are just beginning to realize the entire significance of this old farmyard principle as applied to their business, and the efficiency with which it is put into practice has in only a few cases attained anything near to its possible 100 per cent.

Perhaps the above crude introduction can be broadened into an analogy which will make clearer the main theme of our article.

Suppose the retail merchant to correspond to the above "down on the farm" chicken raiser; the various articles of merchandise can then be thought of in line with the chickens, a few real speed demons of productivity ranging down in their yield to the absolute slacking candidates for the chop-block. But poultry must needs be fed and likewise merchandise until it is disposed of over the counter, requires continual expenditure in the form of interest and overhead.

The first aim then is to find out who are the poor layers, the articles which occupy shelf space without a justifying return and then apply the process of elimination to obtain a realization on the dead or slow moving stock and a more active assortment with which to continue to do business.

The ultimate aim is more activity in the movement of stock or a quicker turnover.

Just how vitally frequency of turnover affects the gross profits of the business can be briefly illustrated in the cases of two merchants—A and B, both operating on a selling profit of, say, 10 per cent. A carries a \$3,000 stock and sells \$200 worth monthly, a yearly turnover of two-thirds and a yearly income on the investment of 6 2/3 per cent. B, on the other hand, carries only \$500 in stock; his monthly sales are \$100, but his turnover per year is two and two-fifths, resulting in an income of 22 per cent.

The feeble income of our first merchant might be due to sluggish movement of stock throughout the line, but more than likely an absolutely dead minority proportion of the stock is responsible.

In the case of the talking machine dealer, there are undoubtedly some records adorning the shelves year in and year out without moving—patriotic numbers and some old standard and operatic selections perhaps. In the case of the music store, the stagnant profit eaters

might take the form of sheet music, certain instruments perhaps, or a number of the accessories.

Some merchants have attained a degree of efficiency in locating the slow movers through the use of progressive records. One record takes the form of a card file, a card being reserved for each item of merchandise carried. The card at any time gives the amount of stock on hand, quantities received and sold. The rate at which it moves can be easily arrived at. The movement of talking machine records can be kept track of through the use of what is known as a stock record envelope. One of these envelopes acts incidentally as a divider

| No. | Minimum | | | | | | | | |
|-----|---------|-------|---------|---------|-------|---------|---------|-------|---------|
| | ORDERED | QUANT | RESERVE | ORDERED | QUANT | RESERVE | ORDERED | QUANT | RESERVE |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |

Stock Record Envelope Suggestion
or marker for each record number and entries on it furnish a summary of the stock movement.

The envelope also acts as a danger signal for ordering when stock reaches a predetermined minimum.

Some merchants might say that records of this sort are an unnecessary and unwarranted burden. They would probably look more kindly upon statistical methods, however, if they knew that even the poultry practice has evolved into a system whereby each hen is numbered and her productivity entered on a record or chart.

Locating the slow layer in the case of the merchant is not always as difficult as realizing on the laggard item when it is found and it is then that his ingenuity and merchandising ability stands him in good stead. The means that can be used by the talking machine merchant suggest corresponding methods for other lines.

It is very often just a case of bringing the slow moving item definitely to the customer's attention. A sign, "our suggestion for to-day," with a sample of the record mounted on it, has

cleaned out many an apparently dead number. When an ordinary display or featuring of the record is not effective, it is sometimes necessary to make some special inducement such as giving an album at special price with a purchase of five assigned numbers. The particular scheme employed is governed to a great extent by the individual merchant's type of trade and his ingenuity. The aim is to release the capital tied up in slow moving stock.

At this particular point it might be well, however, to draw the reader's attention to the dealer who approaches the other extreme. That is, cuts his stock to so small a line that it is necessary to continually turn away would-be buyers. Although the turnover factor of this dealer might seem to be working out excellently, his stock being reduced to only the most active items, the practice of turning down customers is bound to result sooner or later in their going elsewhere. Once in the competitor's store, the competitor, if he is on the job, will see to it that he retains them as steady customers and the possibility of their returning to the first dealers for further purchases of even the popular numbers which he carries, is small. The merchant who cuts his stock to an indiscriminate minimum is likely to find himself in the position of killing the goose who laid the golden eggs.

Between the two extremes, there is a happy medium that every dealer should arrive at. Discovering this point requires a scrupulous analysis of the movement and income of the various lines. Stock keeping records might be necessary to found the analysis on dependable facts and the expense of such records will invariably be warranted by the increased efficiency which they will make possible.

When a line begins to move slowly, push it, turn it into money even if some of the profit expected from it has to be sacrificed. This is the second factor in formulating a turnover policy. The overhead expense of maintaining a slow line soon equals the sacrifice required in order to sell it.

The limited degree of efficiency which turnover has reached in the average retail store places the merchant who is capable of systematically conducting this end, at a considerable advantage. One of the most prevalent leaks has been in his case converted to profit. In addition, his business is continually at his fingers' tips and within his grasp.

Counting chickens before they are hatched is not generally good policy, but using past experience to determine the future constituency of the chicken colony is good business.



Quality Distinction

THE "VICSONIA" REPRODUCER

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

Fitted with permanent jewel point. No loose parts.

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

Meet the demand—Serve your customers

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

Note: Model "B" Vicsonia plays both Edison and Pathe records

VICSONIA MFG. CO., Inc.

313 E. 134th STREET

NEW YORK, N. Y.

Great Opportunities Await the Dealer Conducting a Suburban Store

By Warfield Webb

Competition is a very significant matter these days, and it has a special reason for consideration by the man who conducts a suburban store for the sale of talking machines, records and other merchandise that should be carried by such stores. The reason why the idea of competition should be looked upon by the proprietors of such stores as vital is the fact that unless they do cater to a class of trade with the idea of making them regular customers there is small possibility for success.

The dealer in the central or downtown section of a city has some advantages over his suburban neighbor. Then he has some disadvantages, too. We must keep that in mind. Competition in the case of the centrally located dealer is more than a myth, it is a real issue and he must be on the alert to keep it some distance from his place of business. But the kind of competition that the suburban dealer has to deal with is all the stores in the central section. Therefore he has to offer something different in the way of an argument, or an inducement to make the local, or, we might term it neighborhood trade, stay at home.

There is the opportunity for the live man in the outlying district. He in reality has some trade helps that the man downtown cannot enjoy. He has an opportunity to get personally acquainted with his customers. He can study their tastes, anticipate their wants and take a personal interest in their likes and dislikes, so that he can in this way be able to purchase at least a fair share of his stock with the feeling that it will most likely sell. He can offer invitations to the home people to come to his store often, and to make his place of busi-

ness a haven where the selections can be played as often as they see fit, and where they can feel so much at home that there will not be required that same personal attention that is given to strangers.

For instance, if a resident of his section comes to his store often the dealer can just about guess what she would like to hear played. He

*The Dealer Who
Caters Intelligently
to Local Trade Is
Sure to Develop a
Profitable Clientele.*

can make a selection of a number of records, place one on the machine and look after other matters, or wait on other trade if such should come in. He does not have to be on the spot at all times to be sure that he is not overlooking anything that will be a help to sales. He can awaken a mutual interest that will help make that party a regular customer.

The large stores are not always so careful and there are likely to be some instances where the salespeople, not feeling particularly interested in the party, will lose some of the earnest-

ness that is at times very essential. Knowing your trade, there is so much in that, and helps of this kind are the real avenues that lead to larger sales, provided they are made the means of sales. The neighborhood trade must be cultivated. The dealer must have a store that is attractive, and that is complete in the matter of stock, for this will be one of his most vital assets to obtain and to retain his trade.

The suburban store owner has to keep his eyes open for local sales; he has to cater to his trade with the personal interest that can, to a great degree, be overlooked by the downtown man. His is a home circle trade, and he must make his trade understand that his place of business is the place where prices, selection, satisfaction and service can be had. Of course, he cannot well afford to sell records at a reduced price that are placed on the market at a given retail price, but he can offer other merchandise at a reduced price at times, because his overhead expenses are not as large as the man who has the big store.

This brings us to another phase of the subject of suburban store operation. There is the matter of overhead. The man in the central district has his large store, and this means that his daily expenses are going to be large. He cannot get away from this, because unless he makes a good showing, with the many details that are looked for at such places, he is handicapped. He has to make a show and to do this means a large outlay. But the suburban store operator can eliminate this; he can do with less help, and this is really as much an advantage as any other feature. He has an opportunity to

(Continued on page 18)

You can do it—with the Kent

Can do what? Sell more machines, if you handle the Edison, or sell more records by catering to Edison owners, as the case may be. Your money invested in the KENT MASTER ADAPTER will yield you prompt and material profits, both directly and indirectly.

PLAYING
LATERAL
CUT
RECORD



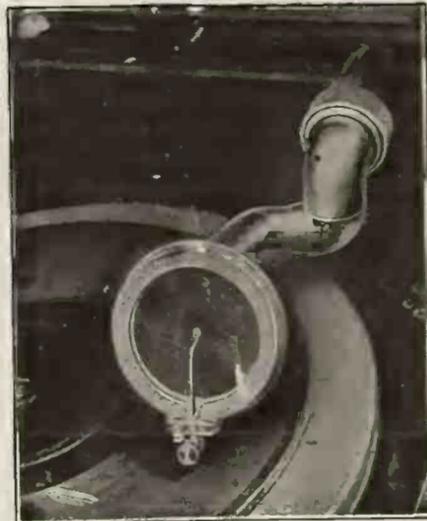
WHY? Because—

The
KENT
Master
Adapter
plays all
RECORDS
on the
EDISON



Registered in U. S. Pat. Office

PLAYING
HILL and
DALE CUT
RECORD



MANUFACTURERS OF

Tone Arms, Sound Boxes and Attachments for Edison, Columbia and Victor Machines. We also have on hand large supplies of Steel, Sapphire and Diamond Points.

KENT PRODUCTS "Win their way by their play."

F. C. KENT COMPANY

IRVINGTON

N. J., U. S. A.

The Windsor Phonograph.



ITALIAN DESIGN OF OAK

Here are two favorite models—in Italian and Louis XV design

LOUIS XV DESIGN OF MAHOGANY



All Windsor Phonographs are carved in solid wood, executed distinctively and with discriminating taste.

One of the WINDSOR products which has helped to make WINDSOR FURNITURE the quality line for 35 years.

WINDSOR FURNITURE CO.

Chicago, Ill.



You have sold a lot of Jolson's "In Sweet September". Now the Paul Biese Trio has made fox-trot records of this song hit and "Sweet Sugar Babe". Some combination! A-2959.

**Columbia Graphophone Co.
NEW YORK**

SUBURBAN STORE POSSIBILITIES

(Continued from page 16)

give that personal service that sometimes we do not find at the large store.

But his store must be inviting. The location should be in a section that is traversed by a large number of people. Car lines should pass his door, or be very near. Often a transfer corner will be a good place, and with an attractive window display he can induce sales. Then there is the opportunity of having a selection played on the machine at frequent intervals that will be a good publicity card for him. We know of a store that is located in a suburban section, and one of the signs seen in the window is to the effect that orders are taken for piano tuning. Not a bad idea, eh? One must do many things to invite the public into his place of business, and these all help. This store sells a limited number of musical instruments. There are player rolls sold here. The idea is to have a number of lines that will act as feeders to the machine and record lines.

There is a reason for the success that some of these outlying stores have, and these are noted herewith. The great aim must be to get the good will of the local, or home trade. The store must be a place where that welcome sign is ever to be noted and that welcome must not be confined to the sign. There must be the welcome smile and the interest that will induce the people to come to you. Often instead of going downtown the trade in a given section will buy from the operator of a suburban store, provided there are a sufficient number of logical inducements to make this worth while. The store that caters to the local trade has possibilities and that these can and should and must be cultivated goes without saying if there is to be hope for that kind of development that makes it of real value.

When the advertising crawls into a hole then business flies out of the window.

TEST MAGNAVOX POWER IN ATLANTA

Southern Sonora Co. Host to Dealers and Others Interested in Remarkable Try-out of Popular Sound Amplifying Device

ATLANTA, GA., September 3.—Fifty talking machine dealers, newspaper men and other interested persons stood away out in center field at the Ponce de Leon baseball park recently and heard Alma Gluck singing "Carry Me Back to Old Virginny" just as clearly as if they'd had their ears leaning against the instrument which reproduced the voice. They heard a political speech or two, and a banjo and even the plaintive ukulele, all played by a small talking machine high in the grandstand, and the voice of the operator who explained things floated over the field, even in the face of a stiff breeze, with every syllable distinct.

It was a demonstration of the new "magnavox," which is being used by many candidates and other politicians to transmit their speeches to the populace. It was this instrument which President Wilson used in his famous "glass cage" in San Diego; and the Prince of Wales used in speaking to 30,000 persons in California.

The instrument was sent to another city later to be used by Presidential Candidate Cox, and it is said Candidate Harding also will use it in addressing large throngs this Fall. It will be distributed in the South by the Southern Sonora Co., and President E. N. Upshaw of that company was host to the Atlantans who witnessed the demonstration. The instrument was handled by William R. Davis, sales manager of the Magnavox Co., who brought the first outfit to the South.

The instrument can be used by speaking directly into a mouthpiece held in the hand, or through the medium of a talking machine record. It is expected to be widely used in announcing election returns, paging guests in hotels, calling automobiles and taxicabs after

theatre performances, and wherever a voice of great carrying power is required.

VIOLINIST USES RECORD AS GUIDE

Eddy Brown Declares That He Finds the Talking Machine of Inestimable Value as a Means of Self-Criticism in Improving His Work

Eddy Brown, the violinist, declares that he finds the talking machine of inestimable value as a means of self-criticism. He says that through the hearing of his records he has been able to make many a correction in his interpretations, for the machine being mechanical it is an unremitting and unforgetting critic. It never fails to record the slightest deviation from pitch, the nicest difference in tone. Let the violinist produce a scratchy tone and it is recorded by the implacable machine, even though the scratch may be of so momentary a nature as to evade the ear and memory of even the most devoted listener.

"Again and again," Mr. Brown asserts, "I have discovered little faults that without the talking machine should never have been revealed to me. Again and again I have realized through its teaching that I have been departing from the good and the true. And I have frequently thought how good it would be, were I to have had the advantage of a similar recording of form when I have essayed to play any game—golf, for instance.

"In point of fact I believe that the talking machine has had considerable influence in the development of that sure and reliable technique which seems to be the possession of every young violinist of the present day. And everyone knows that so far as the purely technical side of violin-playing is concerned there probably has never been a time in which there have been so many violinists of ability."

Even though this is the age of substitution there is no substitute for honesty.

FOUNDED 1835



Distributors

ARMSTRONG'S

There are certain desirable localities still open for wide-awake Pathé dealers in the South.

Our *Superior Service*, co-operation and jobbing experience enable us to give all dealers the right start. A good start is half the game. Write today for full information.

ARMSTRONG FURNITURE CO.

59 and 61 North Main Street

Memphis, Tenn.

How about future deliveries, Mr. Merchant?

“The statement of C. M. Reed of the Kansas Court of Industrial Relations that at the present rate of activity twenty-eight months will be required to move the 1920 grain crop and what is left of the 1919 crop, gives a vivid idea of the difficulties of the present transportation problem.”

—*Chicago Tribune Editorial, Aug. 16, 1920*

“Senator Capper, of Kansas, says 480 cars a day for two months would not get the old crop of wheat in Kansas out of the way of the new crop, but on the day reported, fifty elevators could get only seven cars.”

—*New York Times, quoted in Literary Digest, July 24, 1920.*

An estimate recently made states that 66⅓ per cent of all cars are now under load, and that half of the remaining are in need of repairs, leaving approximately 17 per cent available, with an actual shortage of 250,000 cars.

Without wishing to seem unduly pessimistic, we urge you for your own sake to heed these significant signs of the times. We are doing all we can on our part to speed production and distribution.

But eventually a dead line will be reached, beyond which we cannot promise delivery in time to meet the big demand of the winter buying season.

No man can forecast just when this will be. The only safe course is to order now and be on the right side of the fence in any event.

The situation becomes more acute every day, as the effort to move the crops increases, taking more and more cars.

Anticipation today, is good merchandising.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: 623-633 South Wabash Avenue, Chicago

Branch Houses in Principal Cities of United States,
Mexico and Canada

Canadian Distributors: Musical Merchandise Sales Co
819 Yonge Street, Toronto

Advantages of the Brunswick Franchise

The value of a Brunswick appointment is not confined to the proved merits of the Brunswick Phonograph and Brunswick Records.

In addition, there is the Brunswick direct-to-dealer distribution, which eliminates the sometimes conflicting interests of middlemen, and offers Brunswick dealers at all times the most prompt and efficient service.

The Brunswick territorial system for branch houses insures strict justice in local sales privileges, without the possibility of interference from two or more competing jobbers in the same territory.

By eliminating jobber's expense we are enabled to give Brunswick dealers more support in the form of national and local advertising. This year we are spending over a million dollars in national advertising alone.

Our Dealers' Co-operative Advertising Service is comprehensive and complete, with features suited to all local sales problems.

Brunswick dealers talk direct to the manufacturer. Their view-point on any situation goes straight to headquarters. Brunswick dealers are never at the mercy of any third party who may have an ax of his own to grind.

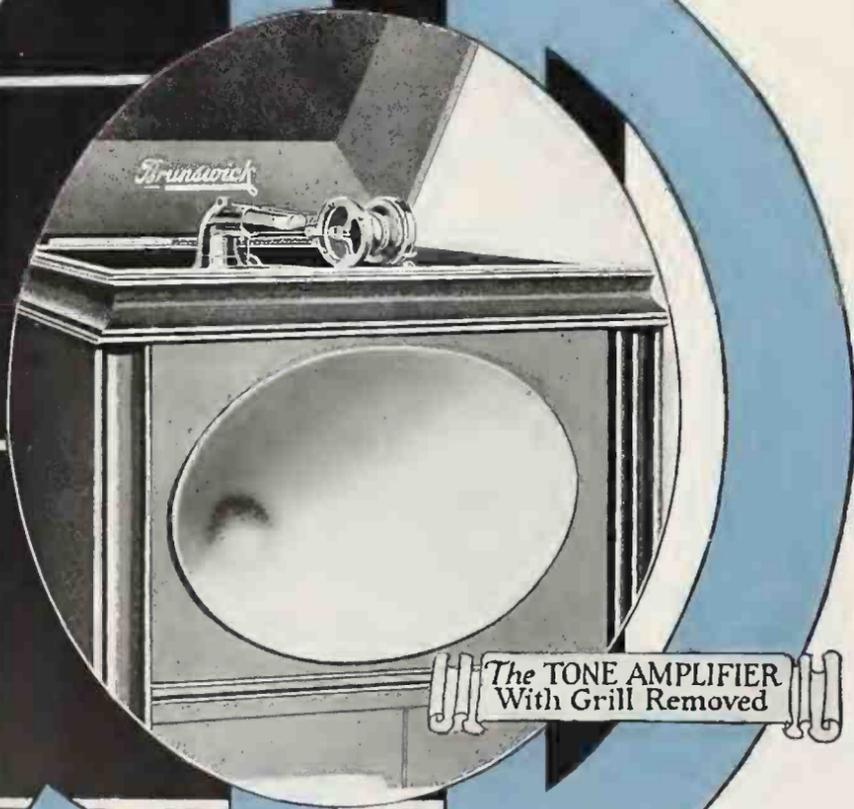
Our six phonograph plants, two record plants, and thirty-eight branch houses place Brunswick men and Brunswick stocks close to every Brunswick dealer. And not only close in mileage, but close in spirit and co-operation, in personal contact.

Increased production makes possible the appointment of some new dealers in localities where we are not yet fully represented.

If you are interested in the most valuable phonograph franchise obtainable today, write for particulars.



The ULTONA
Playing a Brunswick Record



The TONE AMPLIFIER
With Grill Removed

THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: 623-633 South Wabash Ave., Chicago

Branch Houses in Principal Cities of
United States, Mexico and Canada

Canadian Distributors: Musical Merchandise
Sales Co., 819 Yonge St., Toronto



Brunswick Records

*Fitting companions of the
Brunswick Phonograph*

Brunswick Records are meeting with the same warm reception accorded by the public to the Brunswick Phonograph.

Possessing a name long famous for products of superior character, further enhanced by the sensational success of the Brunswick Phonograph, they are winning and holding a dominant place in the hearts of music-lovers everywhere.

Records, being fundamental in maximum Phonograph sales, this enthusiastic reception solidifies the Brunswick Agency into an impregnable business asset.

Brunswick Records offer the ultimate in smoothness, steadiness, and fullness of tone, features recognized at their hearing, especially by those experienced judges long seasoned in musical merchandising.

So you must hear Brunswick Records to appreciate them. Most hearers are moved to praise at the first hearing. There is something there, something intangible, something not easily expressed in words, that wins instant recognition.

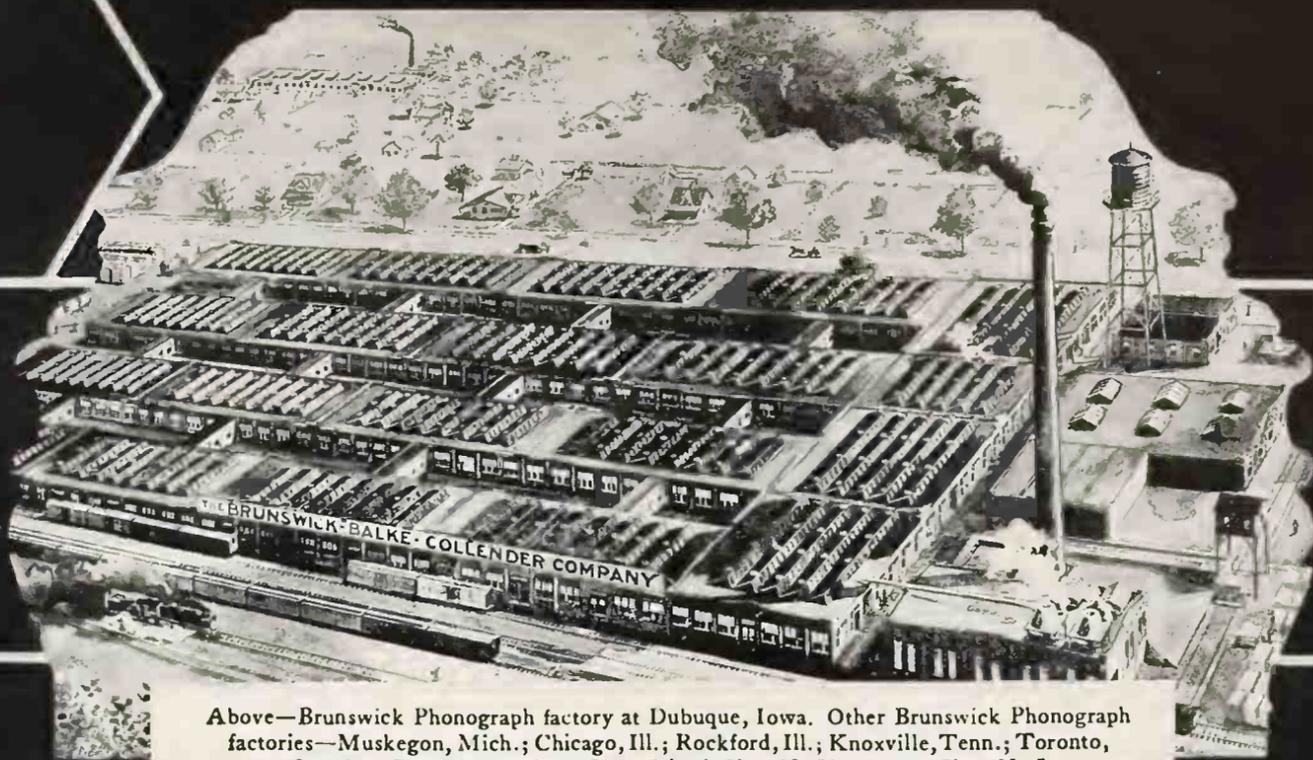
This is the test we ask the public to make. This is the test we ask the dealer to make for himself.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: 623-633 South Wabash Avenue, Chicago

Branch Houses in Principal Cities of United States,
Mexico and Canada

Canadian Distributors: Musical Merchandise
Sales Co., 819 Yonge St., Toronto



Above—Brunswick Phonograph factory at Dubuque, Iowa. Other Brunswick Phonograph factories—Muskegon, Mich.; Chicago, Ill.; Rockford, Ill.; Knoxville, Tenn.; Toronto, Canada. Record factories—Long Island City, N. Y.; Jersey City, N. J.

Brunswick

PHONOGRAPHS AND RECORDS

Brunswick Phonographs

Built complete in our own plants

We make our instruments in six great factories. We control every step absolutely. We *know* that every bit of material and every piece of workmanship is up to Brunswick standards.

In making up our factory costs we do not have to consider any percentage of profit going to outside makers of parts. And the money representing that percentage of profit goes into The Brunswick itself.

Broad, constructive policies such as this spell a permanent business for Brunswick dealers, a steady and

growing trade. They are building, as we are building, for the future upon a rock foundation.

Every Brunswick dealer comes in direct contact with a house 76 years old, a house that has seen the rise of every large industrial enterprise in this country. We are not a new concern, but old-time manufacturers with progressive ideas.

This will be a great Brunswick year, but next will be greater. And every succeeding year will be still greater. A Brunswick franchise becomes more valuable every day.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: 623-633 South Wabash Avenue, Chicago

Branch Houses in Principal Cities of United States,
Mexico and Canada

Canadian Distributors: Musical Merchandise
Sales Co., 819 Yonge St., Toronto

THE AFTERMATH OF THE EDISON CARAVAN CONVENTION

D. E. Wheeler Reviews the Achievements of the Recent Gatherings in New York City, Chicago and San Francisco, and Points Out the Benefits Which Are Bound to Accrue From Them

D. E. Wheeler, the editorial director of Thomas A. Edison, Inc., in giving to some New York friends his impressions of the recent Edison Caravan Convention which held its sessions in the three cities of New York, Chicago and San Francisco in July said:

"What impressed me most on our recent phonograph pilgrimage was the undertone of surprise bordering on unbelief in mostly everybody that I met at these gatherings. Many of the jobbers and dealers, as well as their sweethearts and wives, seemed to be astonished at the quality and quantity of the two-day program we had prepared for them. They had come evidently hoping that they were going to have a good time, but a little bit doubtful. They thought the performances of the caravan were going to be a little dull.

"I closely watched the attitude of our audiences and noted the pleasant relief expressed in many unconsciously eloquent faces as our program unfolded itself. The plays, written by Mr. Maxwell, on various phases of salesmanship, were particularly a delightful revelation to the audience. There was nothing at all amateurish about any one of them, being well written and well acted by professionals.

"This attitude of unexpected pleasure was also reflected in the faces and conversation of various reporters, who came in to cover the convention in the three cities at which they were given. You know, as well as I do, how bored and sophisticated the air of a city reporter can be, and I could see that they had come in a perfunctory way with the intention to be polite and to vanish at the earliest moment possible. Therefore, it was an unusual experience to find them actually interested after they had been present five or ten minutes. And not a few of them, when their duty was over and they had seen enough of the show to write a story for their respective journals, returned to see some more of the program on their own initiative.

"Out in San Francisco there was a newspaper man who had the inclination and authority to make two special stories of our extraordinary sessions. This was George C. Warren, the dramatic and music critic of the San Francisco Daily News. Also the Caravan got in one of the 'colyums.' Charles M. Jackson, the humorist of the San Francisco Bulletin, treated the address of Dr. Bingham, the psychologist who was with the Edison party, in a whimsical and entertaining article. He wrote:

"In common with many others, we have labored under the impression that a phonograph is an unmitigated nuisance, this impression having been, no doubt, created by the fact that the next-door neighbor but two persistently plays 'Sweet Rosie O'Grady' every night about the time we turn the pillow over for the fourth time in an effort to go to sleep.

"But after hearing Colonel V. M. Bingham,

director of the division of applied psychology at the Carnegie Institute at Pittsburgh, talk on this instrument, or talk about this instrument, we have revised our opinion.

"It appears that we have misjudged the phonograph. Properly used, it has the same effect on the human system that playing solitaire has. One can play solitaire and think at the same time. Colonel Bingham cites many instances showing the versatility of the phonograph in affecting the human brain. One mother used it to induce her boys to bathe mornings and by certain selections awaken in them wild desires to dive into the tub. A tired business man found by listening to a phonograph he could forget his office cares and concentrate his mind on a coming horse race. Two architects found the music of a phonograph useful when drawing designs for a 'monumental' building, the selections having been 'grave' ones, no doubt. Airs like 'The Marseillaise' are said to have increased physical strength in men, and light and fanciful music reproduced in a factory where girls are employed augmented the output.

"After looking the matter over, we have decided not to undergo an operation for the transfer of goat glands into our system, but to get a phonograph, with records containing all the meters known to poets since the ode to Anacreon was written, down to 'Lest We Forget,' and everyday we start this colyum to start the wheels going at the same time."

JOHN FISCHER GOES TO WASHINGTON

Resigns as Head of Wholesale Victor Department of C. C. Mellor Co. to Become Sales Manager of Robt. C. Rogers Co.

PITTSBURGH, PA., August 16.—John Fischer, for the past fourteen years manager of the wholesale Victrola department of the C. C. Mellor Co., Ltd., of Pittsburgh, has resigned. The news of his resignation was received with keen regret by the talking machine fraternity of the Steel City, as Mr. Fischer was one of the charter members of the Pittsburgh Talking Machine Dealers' Association and was considered one of the real live members. When it became known that Mr. Fischer had resigned to become sales manager for the Robt. C. Rogers Co., of Washington, D. C., wholesale Victor dealers, Mr. Fischer having acquired an interest in the firm, he was heartily congratulated and wished all sorts of success. There was also some regret expressed that the members of the trade here were not able, owing to the vacation season, to give Mr. Fischer a formal send-off. The successor of Mr. Fischer with the Mellor Co. will be Thomas T. Evans, who is too well known to the trade to require any extended notice. For a number of years Mr. Evans was the right-hand man of Mr. Fischer and is splendidly equipped for his new post.



1+2=3 is a simple problem

- 1—OK Records are GOOD Records.
- 2—Kennedy-Green Co. Service is REAL service.
- 3—A combination of the two means profits for both of us.

KENNEDY-GREEN CO., 1865 Prospect Ave., Cleveland, O.

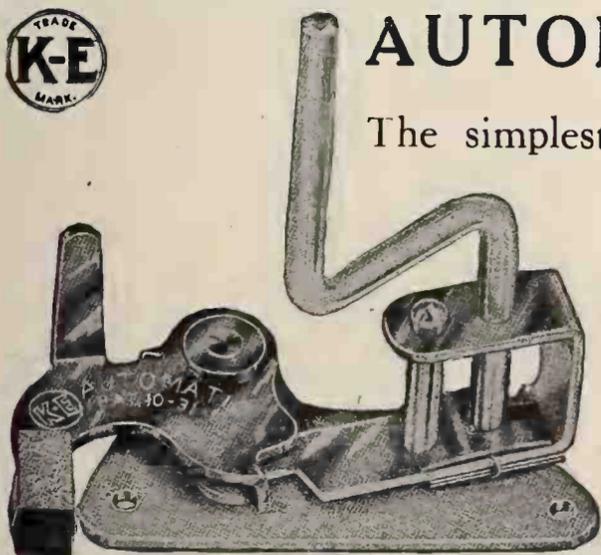


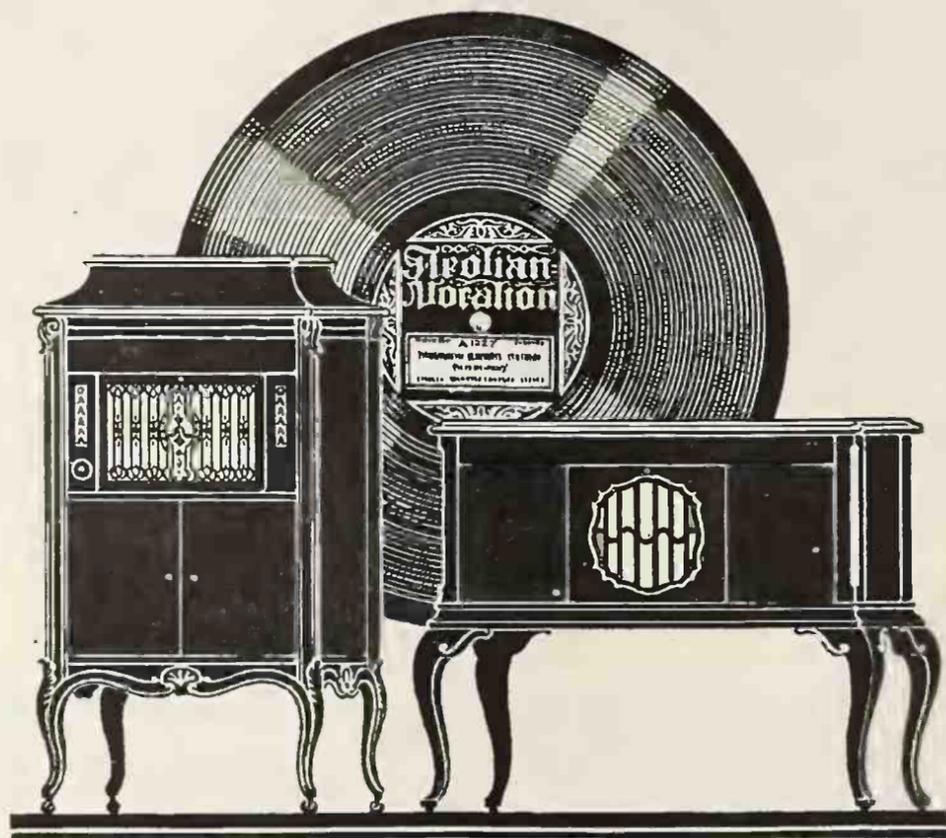
AUTOMATIC STOPS

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

Send 50 cents for Sample Stop

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





A Few Plain Facts for Phonograph Dealers

If you are not satisfied with the results in your phonograph department,
 If you are not securing a satisfactory number of sales,
 If you are not successful in meeting competition,
 If you are not obtaining satisfactory terms from your customers,
 If your record sales are not increasing—

Let Us Talk the Matter Over With You

We have a very interesting proposition to offer, which, we are confident will solve your difficulties.

We can demonstrate to you beyond any reasonable doubt, that with the AEOLIAN-VOCALION and its exclusive features you can increase your business and successfully meet competition.

That the VOCALION advertising campaign in the leading periodicals of National Circulation is attracting the attention of the better class of purchasers, many of whom never before seriously thought of owning a phonograph.

That the new Vocalion Record (lateral cut) is in a class absolutely by itself and that owners of phonographs rarely buy records of other makes after hearing the Vocalion Record.

That the international prestige of the AEOLIAN COMPANY — makers of the Vocalion and Vocalion Records materially assists in making sales.

We have proven these facts to hundreds of the largest and most successful phonograph dealers in the country. We solicit an opportunity of proving it to you.

THE AEOLIAN COMPANY

Distributors

CINCINNATI

OHIO

EMERSON MODEL SHOP READY SOON

Parisian Atmosphere Prevails in Unique Fifth Avenue Establishment—Dealer Meetings Will Be Held in Auditorium on Second Floor

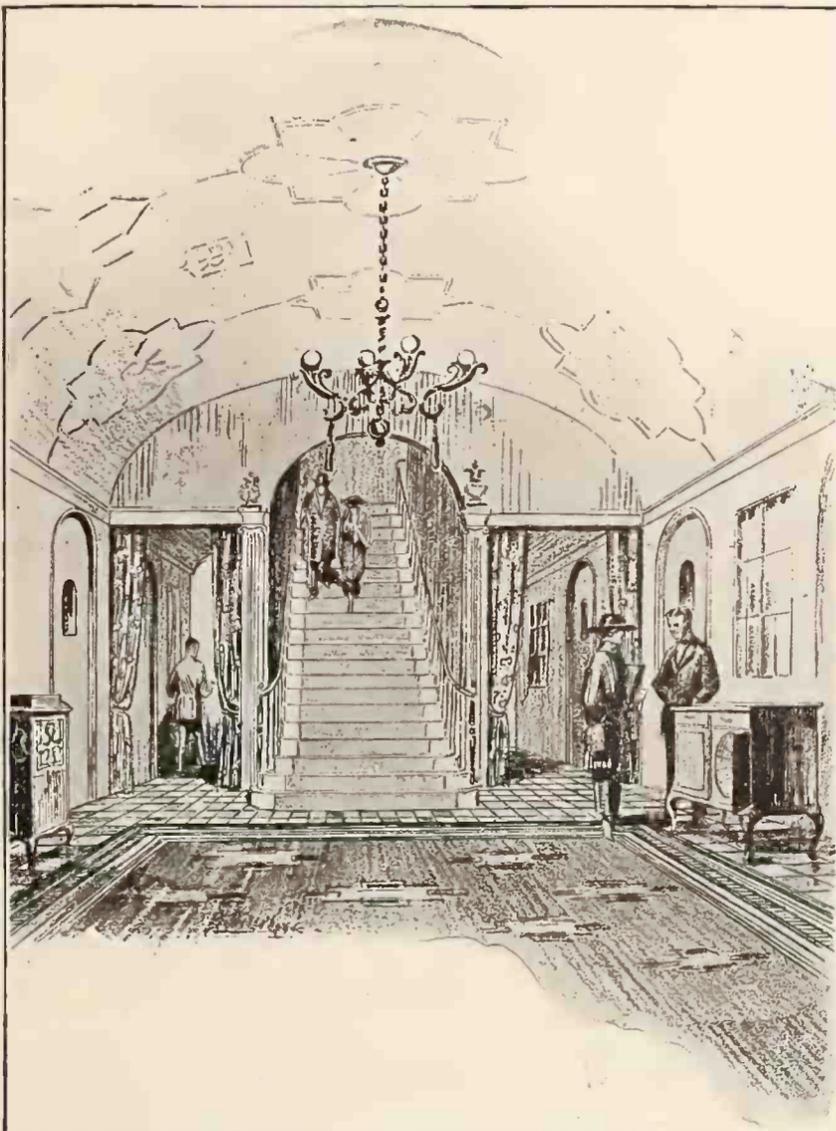
The "Model Shop," which will soon be opened by the Emerson Record Sales Co., Inc., in its headquarters at 206 Fifth avenue, is one of the most interesting developments in the direction of dealer helps that has been introduced to the trade recently. A preliminary glimpse of the shop, which is not entirely completed, gives some idea of the beauty and distinctiveness of this new talking machine establishment.

The matter of expense in the planning of this exhibition room for Emerson product has been a secondary consideration, for the company determined to offer the 700 odd Emerson dealers in this district a rendezvous that should be unsurpassed.

A decidedly Parisian atmosphere is evident in the arrangement of the kiosks and the beautiful decorations of the shop's interior, in the center of which is an arched stairway leading to a delightful auditorium on the Broadway side of the Emerson building.

In this auditorium dealer meetings will be held. These meetings will actually be in the nature of classes at which talks on retail selling, store arrangement, collection systems, finance, stock keep-

ing and the prevention of "dead stock" will be the principal features. Aside from its educational value to the Emerson dealers who will avail themselves of its privileges, the location of this shop (having frontages on both Fifth avenue and Broadway), will, without doubt, add materially to the prestige of the Emerson product and the Emerson name not only locally but nationally.



Interior View of Emerson Model Shop

ASTORIA MAHOGANY CO., INC., MOVES

Now Located at 1031 Steinway Avenue, Long Island City—Will Continue New York Office

The Astoria Mahogany Co., Inc., has advised the trade that it has moved its executive and general offices to its new building at 1031 Steinway avenue, Long Island City. For the time being the company will continue a New York office at 347 Madison avenue.

This concern, which is one of the country's leading mahogany and veneer houses, numbers among its clients the most prominent cabinet and talking machine manufacturers in the industry. The company has made a specialty of co-operating with the talking machine trade, and its sales department is rendering valuable assistance to the manufacturers.

The illustration that shows your instrument at work is the one that has reader interest.

JOINT MEETING OF COLUMBIA MEN

Get-together Session of the Sales Staffs of the Kansas City and Omaha Branches of Columbia Co. Held in Latter City Recently

KANSAS CITY, Mo., September 1.—The Kansas City and Omaha branches of the Columbia Graphophone Co. recently combined in a joint sales meeting held at the Hotel Baltimore here, a meeting that was remarkable for the great exhibition of enthusiasm on the part of salesmen present.

A most interesting program, arranged by E. A. McMurtry, manager of the Kansas City branch and R. E. Rae, manager of the Omaha branch, added to an affair already bubbling over with pep. At the forenoon session W. H. Reed, Jr., of Van Veen & Co., Philadelphia, delivered a very forceful talk on the subject "Hearing Rooms," emphasizing another Columbia achievement. J. C. Clinkenbeard, manager of the Dealer Service department at Kansas City, was the next speaker. After giving his impressions of the Columbia, Mr. Clinkenbeard outlined briefly the scope of the Dealer Service work, assuring all of every co-operation possible. A talk on records by H. L. Kenny proved most interesting and instructive. Following this a general discussion, in which the many features of Columbia products were reviewed, was indulged in.

The next event, always popular on any program, was luncheon. This was followed by a series of three-minute talks covering all phases of sales work. Speakers from both branches were called on and the responses brought out a number of interesting facts, valuable ideas and practical suggestions.

The program was rounded out by Mr. Rae, who expressed in behalf of the Omaha men appreciation of the assistance and co-operation of the entire Kansas City organization.

The following participated in the meeting, which proved most enjoyable and successful, both of which are synonymous with Columbia: Omaha Branch: M. E. Boyle, assistant manager; H. L. Obert, manager Dealer Service department; Sales Representatives G. B. Fredell, G. C. Kenny, A. W. Downs and P. S. Nix. Kansas City Branch: F. E. Johnston, assistant manager; C. L. Schwager, credit manager; Sales Representatives E. R. Smith, L. M. Blythe, D. M. Guthrie, O. F. Winship, W. B. Roy and Thos. Devine.

The Celeste Phonograph Corp., Brooklyn, N. Y., has been incorporated with a capital of \$50,000. The incorporators are F. M. Steffens, J. Leary and W. D. Thode, 480 Kent avenue, Brooklyn, N. Y.

Ormes
Really
Means
Exceptional
Service



SEPTEMBER!

Summer is over and we are entering the Fall Season. We believe the business will be greater than ever. Just how large depends on each individual dealer, but it is apt to be larger if you center your entire energies on Victor exclusively.

ORMES, Inc.

26 East 125th Street

NEW YORK

Victor Wholesale Exclusively

Edison Message No. 78

There Will Be No Deflation of Edison Phonograph Prices

The consumer rightfully expects, and will see, a deflation of prices of most merchandise, as most prices were inflated during and after the war. There will be no deflation of Edison Phonograph prices, however, as the increase since 1914, including War Tax, has been only 15 per cent. There was no inflation.

“Edison Stood The Gaff”

THOMAS A. EDISON, Inc.

ORANGE, N. J.

How "Live" Merchants Feature the Talking Machine in Alaska and Missouri :: By W. B. Stoddard

In Ketchikan, the first port of entry in Alaska, is the enterprising Walker Drug Co. The manager reported that their "talker" department was one of their most profitable ones. "We handle the Victor, Edison and Columbia machines," he said, "so that our patrons have a wide range of selection, both in the instrument and the records. Constant publicity is the secret of our success—as we never allow the people of Ketchikan and surroundings to lose sight of the fact that we handle them. Being so far north it is seldom that concert artists or theatre troupes get up our way, so our people are compelled to furnish most of their own amusements. Dancing is extremely popular, and we have found a way to serve our public and at the same time increase our sales. Over our store is a vacant room, which we have cleaned out and fitted up as a dancing hall, with waxed floor, and good ventilation. Here we have installed a machine, with a large selection of records. We advertise the fact that there is dancing here every evening—sometimes it is informal, at others regular dances are held. Our clerks take turns at operating the machine, the different makes being used on different nights, so that patrons may have an opportunity of seeing which they like best. Between the dances vocal selections, negro and Irish monologues are given, and in this way the dancers become acquainted with all the late records. It is known that we have the agency for these machines and records and many sales of records are made every evening.

"Occasionally we give a full concert, announcing same in advance, and at these we offer selections from the best opera stars and orchestras. Once a month, on Saturday afternoon, we give a special children's concert, with comic selections and songs that appeal to the little ones. These concerts are always well attended, and while we never solicit purchases the people of their own accord flock around at the close to buy those which have taken their fancy. On a blackboard on the wall is chalked up a list of the latest consignment of records, and on a table on the platform are the catalogues of the different manufacturers of records, so that a patron can see at a glance the price of any record he is thinking of purchasing—although of course our salesman is familiar with them all and can give the information whenever desired."

Once a week the store runs a phonograph ad in the paper. One of the latest will show the pertinent style of these announcements:

MUSIC

Is not a luxury; it is a necessity. The soul craves music just as it does sunshine. We sell the Victor, Edison and Columbia machines that bring the world's greatest artists to your own home.

On the day on which the phonograph ad is run they back it up with an appropriate music display, showing a dozen or more of the latest records, set in racks, against velvet drapes of scarlet and gold, that attract attention by their vivid color, and upon which the black records stand out distinctly.

Spectacular Advertising in St. Joseph, Mo.

An unusual manner of advertising talking machines was adopted by the Schneitter Sporting Goods Store, St. Joseph, Mo. When they first decided to take on the machines as one of their side lines they wished to acquaint the entire community with the fact, so decided on some spectacular advertising. "We decided to go into the business thoroughly," said Mr. S., "so purchased an entire carload of machines. People thought we were crazy to invest so much money—but we found the big purchase acted to our advantage as we got a much better rate.

When the car arrived we had pictures taken of it, with the boarding pulled from a number of the machines to show that we were not bluffing. This picture was made into a cut, and run in our regular ad. Afterwards we loaded our big shipment onto trucks, and hung big banners on the sides. We also had a number of banners and wooden signs setting forth the merits of the machines, their price and the vast number of records we had stocked. These signs were carried by boys, parading between the trucks. Then we engaged the brass band and had a regular street parade. We had secured a regular police permit, so were given the right of way in traffic. The whole stunt did not cost over \$150.00—and the advertising was worth to us many times that amount. We followed up our parade with several big newspaper ads, and did extensive billboard advertising. Our best stunt, however, in my estimation, was when we had a number of slides made—showing the truck load of machines, the street parade, and the machine installed in our phonograph section—and run at the local picture shows.

"We appealed especially to women, as we recognized that practically all women are music lovers, and that it is upon the feminine head of the household that devolves the purchase of

cultural and aesthetic objects. In fitting up our phonograph section we had our feminine patrons always in view and were careful to see that it was removed from the section of guns, knives or anything that would suggest bloodshed. Then we sent out a special letter to all the mothers of the community," and he exhibited a copy of the letter:

"Dear Madam:—

"Your children need music—the enjoyment the little ones get as they sing and dance to the perfect music of the phonograph will more than repay you fathers and mothers the cost of installment.

"You of course saw our carload of instruments that have just arrived. Our big purchase enables us to retail them to special advantage. Come in and see them the next time you are downtown. Bring the children along, and hear some of our vast selection of records.

"You will enjoy it thoroughly and we will be glad to explain fully the operation, and the terms on which these pleasure givers may be had."

The combination of spectacular stunts brought their machines to the notice of everybody for miles around and started off the department with a rush of business, which has continued to the present time.

ST. JACOB MUSIC STORE MOVES

John J. Gafner, one of the music dealers of St. Jacob, Ill., has recently moved into new quarters in that city in the building on Douglass street, which was purchased by him some months ago. The building will be remodeled.

TO HANDLE VICTOR EXCLUSIVELY

The Tri-State Talking Machine Co., El Paso, Tex., announces that in the future the Victor line of Victrolas and records will be retailed exclusively, and that several other lines handled by the company will be discontinued.



Genuinely Interested in the Dealer Who is Genuinely Interested in Victor

Elyea Talking Machine Co.
Atlanta, Georgia

Exclusively Victor *Strictly Wholesale*



VOCALIONS

are the easiest selling and most profitable phonographs

THE Vocalion dealer has the edge on other phonograph dealers. *Why?* Because Vocalions are made in upright as well as the most magnificent Period designs—a double selling opportunity for you.

VOCALION (Lateral) RECORDS

Vocalions and Vocalion (Lateral) Records will prove a most valuable asset

STONE PIANO COMPANY

General Distributors

MINNEAPOLIS, MINNESOTA

FARGO, NORTH DAKOTA

BOY OF 11 SINGS FOR RECORDS

Sydney G. Page, of Norfolk, Va., Achieves Musical Distinction by Making Several Records for Columbia Graphophone Co.

"It isn't every city which can boast of a boy-soprano of sufficient fame to attract the attention of a big phonograph company," says the Norfolk Ledger-Dispatch.

"Norfolk has that very boy in the person of Sydney G. Page, Jr., 11-year-old son of Mr. and Mrs. Sydney G. Page, of 312 Olney road.

"This talented lad has just returned from a visit to Mr. and Mrs. J. J. Miller at their Summer home in Bridgeport, Conn., after making a number of vocal records for the Columbia Graphophone Co. in response to an invitation given him through Mr. Miller, his instructor and trainer, who accompanied him on his trip.

"Sydney has been singing all his life. No one knew he was destined for such fame as he has recently attained, however, for he was just a 'regular boy' and up to as much mischief as the average 'kid.'

"About two years ago he applied to Mr. Miller for admittance in the Christ Church choir, along with several other of his school companions.

"At the first rehearsal, Mr. Miller, who has a keen ear for tones, recognized that this boy possessed the possibilities of a soprano soloist.

"By dint of drilling, two weekly rehearsals and arousing the child's ambition, the development of the clear, sweet, vibrant tones are the result which attracted the attention of the music record folk, always on the lookout for good reproducible voices.

"Sydney has surprised and delighted Norfolk audiences in his remarkable solo work for the past year. It was his singing of the 'Inflammatus,' from Rossini's Stabat Mater, however, which 'clinched his job,' as he expressed it, with the Columbia people.

"The records which Master Page made included, besides the 'Inflammatus,' 'Blackbird

Songs,' by Scott; 'I Know a Lovely Garden,' by Chaminade and 'April Morn,' by Batten—all difficult and beautiful solos, which have been sung by the finest soprano artists in the country."

PORTRAITS OF BRUNSWICK ARTISTS

Handsome Series Prepared for Use of Brunswick Dealers Includes All Exclusive Artists

Believing that the public is always interested in the personal history and intimate life of the popular record artists, the Brunswick-Balke-Collender Co. has prepared for its dealers three attractive series of portraits of the exclusive Brunswick artists and is offering these to dealers at a moderate price. It was after a great deal of thought and investigation that the exact type of portraiture was chosen. Ordinary photographs were rejected as being too mechanical, cold and dull. Finally it was decided to use for the larger portraits, which measure 22x28 inches, the finest kind of lithography in eight colors. For the smaller portraits, 9x11½ inches the photo-gelatine process is used. The portraits are sent to dealers already framed and ready for hanging in the store.

EFFECTIVE WINDOW TREATMENT

"Love Nest" Display Wins Front-page Newspaper Story in Uniontown

Manager E. F. Gebhard, of the store of P. W. Simon, Victor dealer in Uniontown, Pa., arranged such an effective window display featuring the musical comedy hit, "The Love Nest," that it won a front-page story in the local newspapers. The scheme of the display included a little cottage surrounded by rose bushes, with a tree stump in the foreground upon which a pair of birds were cooing. On the porch of the house a happy couple carried out the idea of the song and a Victor dog occupied a prominent place on the lawn.

SCOTT & HART CO. INCORPORATES

Terre Haute Edison, Columbia, Pathé and Mandel Dealer Expands Business and Plans Extension of Activities in Indiana

TERRE HAUTE, IND., September 3.—The Scott & Hart Co., dealer in Edison, Columbia, Pathé and Mandel talking machines, has just incorporated for \$1,000,000. D. F. Scott is president and general manager; Richard Robinson is vice-president and secretary, and Oscar Hart is treasurer. This company operates three stores in this city and has branches in Clinton, Linton, Brazil, Vincennes, Ind., and Danville, Ill. Peyton Harding is manager of the music department, which includes a representative selection of pianos. Under his direction this part of the Scott & Hart business has grown over 200 per cent in the past two years.

COX MAKES SOME MORE RECORDS

While in New York recently to attend the New York Police Games and to keep a number of other appointments, Governor Cox, Democratic nominee for President, took occasion to make a half-dozen records of his latest speeches, which are now being pressed and will be ready for distribution shortly.

ARNOLD MUSIC CO. ORGANIZED

The Arnold Music Co., Jacksonville, Fla., has recently been incorporated under the laws of that State to deal in talking machines, records, cabinets and other musical accessories. The officers of the new company are: W. E. Arnold, president and treasurer; W. M. Edwards, vice-president, and W. N. Dunham, secretary.

There is a recognized need for more attention to the specific education of workers, instead of just leaving them to pick up a knowledge of the work as they go along. The problem is, how to go about it to get the best results all around.

Nature said "round," so they made it round

THE Emerson Music Master Horn is, as you know, *round*—*perfectly round*. There is an excellent reason for its being round. It is all a matter of *tone*. The question was referred to Old Dame Nature. She said, "If you are looking for full, *round* tone in that instrument of yours, build into it a full, *round* horn." Or words to that effect.

"And use spruce—*solid* spruce," added the Dame, with a knowing wink.

The Emerson Phonograph Company, Inc., took Nature's sage advice. The evidence of their wisdom is seen in the new Emerson Phonograph with the built-in, solid-spruce, *round* Emerson Music Master Horn—made according to proven scientific principles.*

The Emerson Music Master Horn is round throughout. There is not a single right angle in it for music to collide with or strike against. Not a single unexpected corner for it to echo in. There is nothing for the notes to do but flow out of the *round* Emerson Music Master Horn in a clear, full, smooth, expanding, *spiral* stream.

Hear the new Emerson Records played on any one of the eight splendid Emerson models. Get on personal terms with the Emerson Music Master Horn. See how full and pure and *round* music can be when it flows from a full, *round* horn made of solid spruce, and built into the machine.

The new line of Emerson Phonographs is shown and described in detail in our loose-leaf catalog, a copy of which will be sent you gladly, on request. Write for it today.

*Black and Davis, Practical Physics, Page 384.

Emerson Record Sales Company, Inc.

Exclusive distributors of Emerson Standard 10-inch Gold Seal Records in the Metropolitan territory

206 Fifth Avenue, New York City



"BREAKING THE RECORD" OR A BUSTED CAREER

By FRANK WILLIAMS

When Annabelle Melissa Gray had reached her sweet sixteenth birthday, in June of 1903, her doting mother said: "My dear, you have a voice the world shall hear—an opera star you'll be! Of course, my dear, you did not know last night when you sang 'Old Black Joe' Professor Bean was here; and when you sang 'Sweet Bye and Bye' a large tear glistened in his eye, as your voice sweet and clear came floating through the parlor door. He said in all his life before he'd heard nothing like it. And then, when you sang 'Love's Lost Chance,' Professor Bean was in a trance—I guess you made a hit! The great professor said he'd take you as his pupil and you'd make a prima donna grand. Just think, my dear, how proud I'd be to travel with you o'er the sea, in every foreign land!"

For two years Miss Gray courted fame; meanwhile Professor Bean was game, although he had not earned the weekly stipend that Ma Gray shelled out to him each Saturday for what her daughter learned.

When Annabelle had reached eighteen she knew more than Professor Bean, for there was no high note that she would fail to reach with ease. He knew that meant goodbye to fees, and that's what got his goat. Then he told Annabelle's dear ma that she had better talk with pa and try to raise the price to send their daughter off to Rome—he cared not if they sold their home; with him that cut no ice!

But Papa Gray failed to enthuse. "The girl's too young, so I refuse to let her go away. Let her stay home for four years more; in the meantime I'll think it o'er." Was all that he would say.

When Pa Gray bought a touring car the em-

bryonic opera star refused to be consoled; and when she figured through her tears the flivver's upkeep for four years, it made her blood run cold. Then Ma Gray made a solemn vow she'd sell the hogs and family cow, likewise the oats and hay. When dad heard this he sold the car—and thus another opera star was started on her way!

She went abroad to spend three years like other singers whose careers had long since won them fame. Her head was filled with crazy things and she had dreams of queens and kings all falling for her game. In Florence, Rome and Budapest her training was the very best, then this new diva planned to switch

H. M. HAHN WITH E. R. GODFREY CO.

Milwaukee Paramount Distributor Branches
Out and Plans to Extend Scope of Territory
—Paramount Department in Own Building

MILWAUKEE, Wis., August 11.—As a principal step in the direction of materially enlarging its activities as wholesale distributor of the Paramount talking machine and Paramount records in five Middle Western States, the E. R. Godfrey Co., of this city, has acquired the services of H. M. Hahn as manager of the talking machine department. Mr. Hahn goes to the Godfrey house from the Yahr & Lange Drug Co., of Milwaukee, where he handled the sales work of its Sonora department in its jobbing territory, consisting of Wisconsin and the Upper Peninsula of Michigan.

On January 1 the Godfrey company established the Paramount department, and it has proven so successful that promotion of the interest will be made even more vigorous. It is exclusive jobber of the Paramount line in Wisconsin, Illinois, Iowa, Indiana and Michigan and also handles a wide variety of accessories, supplies, equipment, etc.

The talking machine department occupies its own building, distinct from the Godfrey company's big wholesale grocery house at 294-298

from classic dope to jazz—'twould give H. C. of L. the raz to serve her lyrics canned. She figured she'd have tons of gold in royalties from records sold—she knew what royalty meant—but all her "royalty" that year came through her marriage to a peer who wasn't worth a cent!

Now Annabella is home once more with her husband and kids galore to eat ma's cake and pie; and while she strolls about the farm, with a kidlet perched on each arm, she hums "Poor Butterfly." Meanwhile her dad lets out a roar; he sees the cost of living soar at a terrific rate, and all the while he fumes and frets his titled son smokes cigarettes—and dad pays the freight!

Broadway. The address of the Paramount wholesale house is 293-295 Milwaukee street, an alley separating the two buildings at the rear. The Godfrey company is one of the oldest and largest concerns of its kind in the Middle West and has a large sales organization in the field which is also covering the talking machine business.

The Paramount is manufactured at Port Washington, Wis., by the Wisconsin Chair Co. Paramount records are made by the same company in a separate plant at Grafton, Wis. Recording studios are also maintained in New York City.

Before joining the Yahr & Lange Co., Mr. Hahn was for four years in the retail talking machine business, with C. Niss & Sons, Milwaukee. He entered the wholesale business about three years ago, when Yahr & Lange were appointed distributors of the Sonora.

BRUNSWICK SHOP OPENS IN MINOT

A new talking machine and record store has opened in Minot, N. D., by S. D. Swalstead and will be known as the Brunswick Shop. The formal opening was recently held and was largely attended. Musical numbers of interest were given and several demonstrations of the Brunswick phonograph were arranged.



A WALNUT TALKING MACHINE CABINET

*The finest phonograph is
appropriately encased in*

**AMERICAN
WALNUT**

"The Cabinet-wood Superlative."

Superb and refined beauty — rich shading which even improves with age — wonderful reliability as a cabinet-wood — all these together put AMERICAN WALNUT in the very front rank of woods

For Phonograph Cabinets

More and more purchasers every day are giving to AMERICAN WALNUT their very first (and very insistent) preference. It pays to supply what is demanded.

We illustrate herewith an AMERICAN WALNUT TALKING MACHINE CABINET of elegant design. Could you imagine a more beautifully figured veneer than that which it exhibits?

*Send for our valuable data for manufacturers — or
data for dealers. Also the worth-while Walnut Book.*

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION
Room 1022 616 So. Michigan Boulevard Chicago.

New Hits!



Ready



Soon



Okeh

Records

- 4163 { THE LOVE NEST—Fox-trot . . . Rudy Wiedoeft's Palace Trio
- 10-in {
- \$1.00 { BELLS—Fox-trot Rega Dance Orchestra
- 4164 { A YOUNG MAN'S FANCY (Music Box Song)—Fox-trot, Rega
- 10-in { Dance Orchestra
- \$1.00 { SCANDAL WALK—Fox-trot . . . Rudy Wiedoeft's Palace Trio
- 4165 { CUBAN MOON—Fox-trot, Ray Miller's Black & White Melody
- 10-in { Boys
- \$1.00 { GRANADA—Fox-trot Green Brothers' Novelty Band
- 4166 { JUNE—Fox-trot . . . Ray Miller's Black & White Melody Boys
- 10-in {
- \$1.00 { HOLD ME—Fox-trot Joseph Samuels' Jazz Band

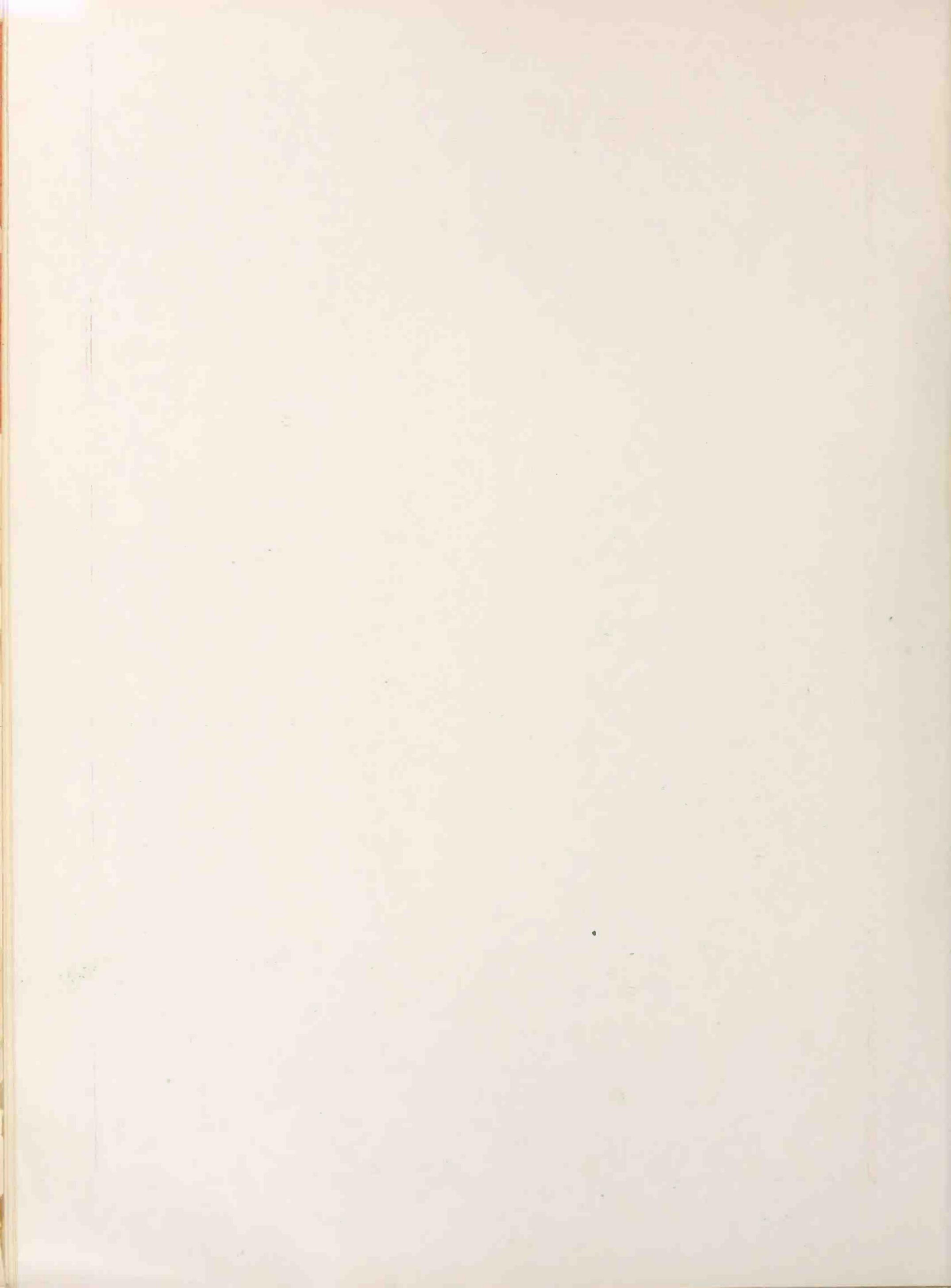
GENERAL PHONOGRAPH CORPORATION

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. London, Eng.





Jeanne Gordon, the new American contralto who made her New York Metropolitan Opera Company debut this year, sings Delilah's seductive aria from *Samson and Delilah*. A big asset for steady sales of your operatic records. Columbia 49752.

**Columbia Graphophone Co.
NEW YORK**



A GOOD SAMARITAN TO SHUT-INS

How One Talking Machine Dealer Brought Comfort Into the Home of the Invalid and Made It Pay—Worthy of Emulation

One talking machine dealer has given practical proof of the fact that it is easy to take money from blind men and cripples and do it legitimately and kind-heartedly. This particular dealer, who happens to be a regular church attendant, accidentally learned of a veteran member of the church who was fond of music, but who was crippled and confined to his home, and had made known his lonesomeness to those who had visited him. In the role of a good Samaritan, this particular dealer took occasion one evening to wander down to the invalid's house, escorted by a boy carrying a portable machine and a selected list of records. His visit aroused great enthusiasm, and the upshot of it was the cripple, who happened to be comfortably fixed financially, insisted upon buying a good machine and a large library of records to while away the hours.

The result of this visit from a humanitarian standpoint made a strong appeal to the talking machine man and he secured from the church a list of "shut-ins" whom he visited in turn with his machine and records. There was in no case a suggestion of a selling campaign—in fact, a number of the shut-ins were in no position to make purchases, but the impromptu concert was given just the same and just as cordially. A dozen visits, however, resulted in the sale of five machines and a goodly number of records. The talking machine man eventually came to the conclusion that in cases where the shut-ins could afford machines he was doing an act of kindness in supplying their wants, and he thereupon embarked in a general campaign to that end. From a score of churches he secured a list of well over a hundred shut-ins and each of them was visited during the Winter by himself or an assistant. The results

in the matter of sales were distinctly satisfying and where machines were not sold the results, as gauged by the measure of gratitude vouchsafed the visitor, were equally worth while.

The supplying of new records to the shut-ins each month now represents a very substantial part of his business. It means the carrying around and demonstrating of the best records in the month's list, but the sales are sure and of a satisfying volume.

HISTORY OF DIE-CASTING INDUSTRY

Doehler Die-Casting Co. of Brooklyn Tells Story of Its Industry in New Illustrated Booklet Just Sent Out to the Trade

The Doehler Die-Casting Co. of Brooklyn, N. Y., has issued a very interesting and instructive book bound in cloth entitled, "Creating an Industry." In the opening article, "Prehistoric to Modern Times," the history of die casting is interestingly set forth, accompanied by illustrations showing casting operations from 1500 B. C. to the present date. The frontispiece is a reproduction of an old wood cut showing a typical foundry of 1724. The remarkable expansion and growth of the Doehler Die-Casting Co. and the improvements that it has contributed to the progress of the die-casting industry are chronicled in an article captioned "The Last Decade." The book is profusely illustrated by half-tone engravings of the various castings produced by this firm and thus an idea is obtained of the varied industries which the Doehler Die-Casting Co. serves. Reproductions of a number of testimonials from satisfied customers, together with views of the two large factories situated in Brooklyn, N. Y., and Toledo, Ohio, conclude this interesting book. Accompanying this book in the mails are individual folders, each specializing on one particular product such as die castings in white metal alloys, aluminum, brass and babbitt-lined bronze and aluminum bearings.

ACME CREDITORS HOLD MEETING

Appoint Committee to Finish Contracts and Straighten Out Affairs of Company

BOONTON, N. J., September 3.—At a recent meeting of the creditors of the Acme Phonograph Co., whose plant at Boonton was closed some weeks ago and a receiver appointed by the U. S. District Court in the person of Harrison Lindabury of Newark, the number of creditors was found to be more than the receiver anticipated.

Nothing at all came of the meeting except the creditors took the matter in hand by appointing a committee of their own. This consists of Cashier Edwin A. Fisher of the Boonton National Bank, James Hoffman of the Acme Screw Machine Co. of Boonton, and Isaac Samuels of the now defunct Butterfly Motor Co. of New York. The committee will finish up about \$25,000 worth of raw material on hand now at the factory on Fairy road here. It is thought that it will cost at least \$10,000 to do this and it is doubtful if any of the creditors are willing to spend any more money in the affairs of the defunct concern.

Vitalis Himmer, of Mountain Lakes, who brought the action in the District Court on account of a mortgage of \$16,600 held by him, is no doubt the largest creditor. The total indebtedness is over \$25,000. The company came here over a year ago, built several buildings and planned to erect a block of houses on the Fairy road.

SELLS INTEREST TO HIS PARTNER

T. E. Davis, of Brady, Tex., has purchased the interest of his partner, J. F. Freeman, in the music house of Freeman & Davis and will continue the business in the same location under his own name. Mr. Freeman retired from the partnership because of ill health and has returned to Waco, where his family is located.

Northwest Phonograph Jobbers, Inc.

122 SOUTH MONROE STREET
PORTLAND SPOKANE, WASHINGTON SEATTLE



Thoroughly Covering Washington, Northern Oregon, Northern Idaho and Western Montana as Factory Distributors for

Emerson Records, Brooks and Paramount Phonographs

and a complete line of Phonograph Accessories, including BRILLIANTONE AND WALL KANE NEEDLES, RECORD ALBUMS, RECORD BRUSHES, ETC.

As a \$100,000 corporation officered by men thoroughly familiar with the musical instrument business as a result of many years' experience, we can assure dealers in our territory at all times

ESPECIALLY DEPENDABLE SERVICE and EXCEPTIONALLY COMPLETE STOCKS

INQUIRIES SOLICITED FROM DEALERS ONLY

How the Talking Machine Has Contributed to the Popularity of Music and Its Literature

It is doubtful if any advertising matter in the world has ever added more to the literature of the civilized countries than has the advertising of the various talking machine companies during the last decade or more. The addition has been, of course, to the musical literature of the world, but it has been notable in its extent and in its scope.

It is true that even before the advent of the talking machine musical bibliography was varied and far-reaching, but for the most part it was heavy, serious, and far above the heads of the masses. It took the talking machine companies, through their advertising and from purely selfish motives, let us concede, to bring the literature of music to the ordinary mortal—to make it understandable to the majority, instead of merely to the minority.

Talking machine advertising, especially through catalogs, supplements and special booklets, has served to popularize grand opera. This does not mean necessarily that even in an era of high wages the average workingman can or is willing to spend seven, ten or fifteen dollars a seat at the opera, but he at least has learned, through the persistent educational campaign carried on by the talking machine interests, to distinguish between the operas, to know what is best among them and to visualize in a large measure just what action is represented by each aria and each chorus. The family who have never bought, and never would buy an opera libretto have, if they own a talking machine, been practically compelled to read simple stories of the great operas in the monthly record supplements. They have learned to recognize the details, and quite frequently the music of the

various masterpieces, and to have some personal interest in the representative artists. Talking machine companies have, in many cases, been forced to draw upon the literature of the piece for descriptive matter upon which to base their stories of the operas and the classics to make them read by, and understandable to, the multitude.

It would seem fitting that in turn these musical interpretations, even though made for strictly advertising purposes, should find their way in some form or other into the permanent musical literature of the generation where they might be read by those who seek simply a general musical knowledge and who perchance may not yet have opened to them the avenue of talking machine ownership.

Some years ago the directors and representatives of the educational department of a talking machine company had to devote much effort and considerable persuasive power to the work of securing hearings before educational conferences and similar gatherings of educators. When they were accorded the privilege of making an address, it was impressed upon them, and they really felt, that a distinct favor had been granted. But the talking machine and record as an educational force naturally won recognition, and that recognition has gained each year. The greatest proof is found in the fact that whereas it was formerly a matter of securing permission to attend and address educational conferences, the talking machine companies find it almost impossible, even with greatly enlarged staffs, to meet the call from the various educational gatherings. The speakers are now being sought.

Just as it should be and probably will be with the printed word—matter that up to the present has been regarded purely as advertising propaganda, as a means for building up sales surely and quickly, it may be accepted as representing a new form of musical literature—the sort of literature that makes for a universal understanding of the better things in music.

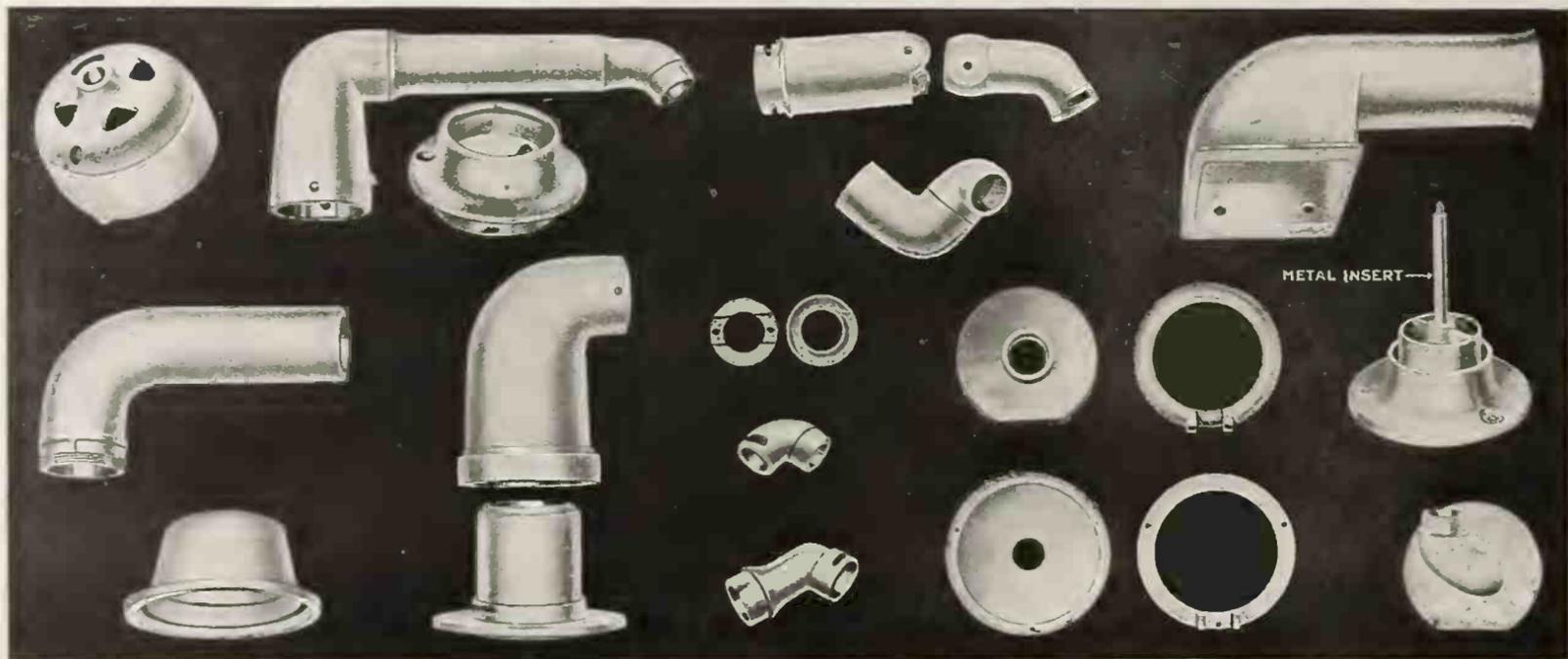
It goes without saying that the advertising and propaganda of the talking machine companies have been the strongest factors in the successful development of the "music in the home" campaign that is now so much in the minds of the trade and of the general public.

MUSIC FROM EUROPE BY WIRELESS

Marconi's Latest Invention May Make This Possible in the Near Future—Combination of the Talking Machine and the Telephone

When the next President of the United States is elected in November he may be greeted by the strains of "The Star Spangled Banner" transmitted by wireless telephone from the cabin of the yacht of William Marconi, the Italian inventor, in the Mediterranean Sea, says a dispatch from Naples, Italy. This is believed possible by experts who have investigated the experiments conducted on board his yacht.

Senator Marconi's guests recently danced on board the Electra to the music of an orchestra playing in London, so distinct was the transmission by wireless telephone. The inventor daily receives the latest news from London by this medium, and exchanges Neapolitan songs by applying a talking machine to the telephone.



Superior Die Castings for the Music Trades

Castings from finely made Dies—Castings of precision and smoothness. Metals to meet any requirement—from the Standard White Metal of 15,000 pounds tensile strength per square inch to an Alloy of 45,000 pounds plus.



THE IDEAL METAL for Soundbox and Tonearm Castings

CA Die Casting Alloy that is Double the Tensile Strength of Cast Iron—

200% Stronger, 15% Harder, 30% Lighter in Weight than Ordinary White Metal Die Castings

A Tonearm of this metal is acoustically better even than brass, because a brass Tonearm would necessarily be thin and would have the tendency of blasting and imparting to the tones a thin and "brassy" effect. If your Tonearm and Soundbox of ordinary die castings or brass are too thin or too weak, or too heavy on the record, let us make the parts right with our special metal. Improve the tone by correcting the weight and balance of your equipment. Make the parts stronger and more durable. Ornamental details and shapes of beauty not possible by other processes and with other metals because of manufacturing or weight limitations are made practicable by our method of manufacture. Superior Die Castings plate perfectly in Nickel, Copper, Brass, Silver, Gold, etc., and will take a durable Japan finish, the metal withstanding the necessary high baking heat.

BARNHART BROTHERS & SPINDLER

Die Casting Division · Monroe and Throop Streets · CHICAGO

Sell GRETSCHE Musical Instruments and make your store THE MUSICAL HEADQUARTERS of your community



We know that our interests are identical with the interests of the men who retail GRETSCHE Musical Merchandise. In fact, the interests of the two are so identical that it finally resolves itself into an active spirit of mutual co-operation—a cordial relationship of dealing with friends.

GRETSCHE Musical Instrument Retailers enjoy genuine sales co-operation—a co-operation consisting not only of extensive advertising, but of individual assistance to meet local conditions. This assistance is nothing less than a complete retail merchandising campaign from which no detail has been omitted.

The GRETSCHE Sales Promotion Department will print your own catalog of STANDARD Musical Merchandise FREE for distribution in your own community.

There are many out-of-the-ordinary advantages in

selling the GRETSCHE line of Musical Instruments.

In selling musical merchandise—it's the quick "Turn-Overs"—that count. GRETSCHE local sales co-operation assures rapid turn-over.

We cordially invite your correspondence on the business prospects of a Musical Merchandise Department. Investigation does not place you under any obligation. Suppose you write for details of our complete assortment plan and HOW—WE co-operate to help you build up a large local trade.

The Fred. Gretsch Manufacturing Co.

Musical Instrument Makers Since 1883

50-80 Broadway, Borough of Brooklyn

New York City



When Oscar Seagle sings "The Barefoot Trail," his hearers all become children again. When he sings that Scotch ballad, "Lassie O'Mine", everyone becomes a lover. That means big sales for these selections. A-2961.

Columbia Graphophone Co.
NEW YORK

JUST GETTING BY VS. MAKING GOOD ON PERIOD STUFF

A Little Hokum Is All Right If There Is a Slight Foundation of Fact to Back It Up—Various Classes of Information Handed Out by Salesmen on the Period Cabinets—And Why

"There is lots of difference between really making good and just getting by, especially in the sale of period machines," declared Smith, the talking machine man, as he started to add up the sales totals for the week.

"We've got a couple of birds around here who really have given some thought to putting over the period idea with the customers either by catering to their artistic tastes, or by bulling them into the belief that the only way to be exclusive is to get an exclusive machine. These babies can talk period stuff to a finish. They can tell who William and Mary were and a lot of things about their home life that haven't been published. They can go right down through the line of the Louis and quote facts and fiction that would sell a period model to a deaf man just because it was romantic. By Louis, of course, I mean Louis of France and not Louis the barber. When it comes down to real English they've got the descendants of the Mayflower passengers backed off the boards for detail. They not only offer the old English style but speak it—the kind of language that used to be spoken before they picked up fifteen or twenty foreign dialects.

"If a professor of literature or the decorative arts breezes down from the university and starts to ask questions he gets some answers. If he wants to know why Chippendale favored Chinese details he learns the facts. He may be told that it was because chop suey had just

become stylish in England about that time, but he learns something just the same, and these salesmen have enough of the real facts to convince a pretty fair master of the decorative arts that they know whereof they speak. They have got some of their knowledge from the dope shot out by the manufacturers, and the rest they have dragged out of thick volumes in the public library on their afternoons off. For the ordinary individual, these fellows are primed to the hilt.

"If an innocent victim simply asks a question as to why a cabinet is finished in Gothic he gets a line of information that makes him loosen up for the price of the machine and feel a strong desire to sit in a cathedral and meditate for the next week or two and if he checks up the dope he finds it's about 90 per cent right. Lincoln was right about fooling the people, even though the merchants of Baxter street, not having heard of Lincoln, managed to fool the public on clothes for many years. A blue skylight may change the color of a suit of clothes, but it won't change the design of a talking machine cabinet. The design has got to be there, and with it the reason for its being.

"We've got a young fellow here who would lose his job if he ever tried to sell a period model. He has got to stick to the straight stuff and to records. We found him one day trying to explain to an old lady that the William and Mary style was named after William Hart

and Mary Pickford, and he would have got away with it if the old lady hadn't been a bit deaf and everybody in the shop heard his line of talk. The laugh killed the sale. The blow came, however, when he was searching through the warehouse for a particular kind of machine. 'What style do you want?' asked the stock clerk. 'I'm looking for one of these Louis cross eye models,' was the reply. We figured out that a fellow who couldn't count as high as eleven in Roman numerals couldn't make a big hit with our high-class clientele.

"There is so much good stuff available about period styles that a salesman has no excuse for playing the dummy. Moreover, the sale of a period model means a substantial commission, sufficient to pay him for all the trouble he goes to. We encourage our sales people to study the decorative arts in their own time, evenings, half holidays, etc. We let them use the store's time for awhile until one fellow went to the library, and when we hunted for him the following day he was found deeply absorbed in volume eleven of the Encyclopaedia Britannica and going strong. Under the circumstances we gave him a two weeks' vacation to read up.

"A salesman with a superficial knowledge of period decorations is simply getting by. He is perhaps fooling one-tenth of his customers and disgusting the other nine-tenths. We would rather have the fellow who interests nine-tenths and bores the remaining one-tenth to death with his knowledge. From a sales viewpoint we figure that that percentage is the best."

Cold feet may be unavoidable, but they never helped a man or a business over a tough spot.



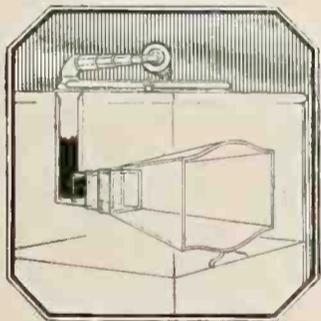
HERE IT IS
The
**FLETCHER UNIVERSAL
TONE ARM and REPRODUCER**

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

FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois
THE GEORGE McLAGAN FURNITURE CO., STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

The CHENEY

ALL MUSIC FINDS FULL AND TRUE EXPRESSION IN ITS MELLOW TONES



The Cheney Acoustic Throat

The HUMAN VOICE and The Cheney

THE BEAUTY of the human voice as bestowed by nature, can hardly be surpassed. And its principles, adapted to THE CHENEY, give rare beauty to the playing of this instrument.

Just as sounds are gathered and controlled in the living human throat, so are sound vibrations gathered and controlled in the acoustic throat of THE CHENEY.

Selling points such as this make THE CHENEY franchise invaluable to dealers.

THE CHENEY TALKING MACHINE COMPANY • CHICAGO • DEALERS EVERYWHERE



Harry Fox sings two Southern Songs, "I'd Love to Fall Asleep and Wake Up in My Mammy's Arms" and "Rock-a-Bye Lullaby Mammy". The sales of this record are sure to make a big supply seem small. A-2964.

Columbia Graphophone Co.
NEW YORK

G. O. P. MUSIC ANNOYS DEMOCRATS

Strains of "Beautiful Ohio" Lure Passers-by Into Republican Headquarters in Twin Cities—Jazz Strangely Lacking at Headquarters

MINNEAPOLIS AND ST. PAUL, September 6.—Strains of "The Beautiful Ohio" floated down the corridors of the St. Francis hotel at noon recently. John Craig, of the State Timber Department, wiped the sweat from his brow, glanced malevolently in the direction of the talking machine and prepared to crank it again.

"It's a great job," quoth Craig, "chauffeur to a music box. And in a political headquarters."

It was the formal opening of an adjunct of Republican State headquarters at 334 St. Francis Hotel. There visitors to the State Fair will be entertained while they learn of Republican doctrines.

One floor down, John Temple, secretary of the Democratic State central committee, closed the windows of Room 234.

"It's a wonder they haven't an orchestra or

a brass band up there," he said. He put on his hat and went for a walk around the block.

Mr. Temple denied he has any fears that Democrats will be lured from their quarters on the second floor to Republican quarters one floor up by the strains of "The Beautiful Ohio."

"Music hath charms to soothe the savage voter," said R. P. Chase, "so we have installed a talking machine.

"But there will be no ragtime, no jazz. If you don't hear Senator Warren G. Harding at the Minnesota State Fair, come to Room 334, and you will hear him on the talking machine."

It is the notification speech at Marion done over again and preserved for Republican posterity.

Visitors at headquarters amused themselves by suggesting records that should be played by the Republicans:

"I Hear You Calling Me," said one.

"I Dreamt That I Dwelt in Marble Halls," suggested another.

And as to woman suffrage:

"You Made Me What I Am To-day."

INTERESTING FACTS ABOUT MICA

Material of Which Diaphragms Is Made Has Many Other Uses—Is Found in India, Canada, the United States and South America

Mica, from which most of the diaphragms used in talking machines are made, is known scientifically as muscovite, biolite or phlogopite, according to the rock formation in which it is found. It is a mineral noted for its very easy cleavage in a single direction, and by the great elasticity, flexibility and toughness of the very thin cleavage flakes. It ranges in color from absolute transparency to jet black.

Mica is found in India, where "books" as much as fifteen feet across are not uncommon; in South Dakota, Colorado and Alabama, in Brazil and in lower Canada. India alone exported 2,800 tons of mica valued at \$2,915,034 during the year ended March 31, 1919. It went to the United Kingdom, as shipments to other countries were then prohibited. The demand for this interesting substance has grown rapidly, due to many uses which have recently been found for it outside of the use in the talking machine industry.

In dressing the mica the books are split along the cleavage into sheets of the desired thickness, and the sheets are trimmed into rectangles by shears, the stained or damaged parts being rejected, but saved for other purposes than those for which the sheets are squared up. The dressed sheets are sorted according to size, transparency, color and freedom from spots or stains. Mica has many uses besides that for diaphragms, such as for electric insulating material, stove and range windows. The waste material is largely used for powdering ornamental cards such as are used for Christmas greetings and advertising purposes. The glistening effect of snow scenes in many a dealer's window is produced by finely powdered or flaked mica.

HATEM'S NEW BRONX STORE

Hatem's is the name of a new talking machine house recently incorporated in New York to do business in talking machines, records and music boxes. The capital of the new company is \$50,000 and the incorporators are J. J. Yabroudl, M. Baddour and S. A. Hatem, 774 Southern Boulevard, Bronx.

NEW QUARTERS FOR UNIVERSAL CO.

The Universal Phonograph Co., Inc., of Philadelphia, Pa., will occupy the property at 520 Market street as soon as alterations now under way are completed.

SEND FOR ILLUSTRATED PRICE LIST AND FREE SAMPLE

"GLOBE" TRANSFER NAME PLATES

DEALERS EVERYWHERE APPLY THEM ON PHONOGRAPHS, PIANOS, ETC.

GLOBE DECALCOMANIE CO.
JERSEY CITY, N. J.

Ward's Khaki Moving Covers

Distributors
BRISTOL & BARBER, INC.
111 E. 14th St., New York City



Grade "D" Cover with No. 3 Straps.

THE C. E. WARD CO.

(Well-Known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

YAHR & LANGE DRUG CO.
207-215 E. Water St., Milwaukee, Wis.

COHEN & HUGHES, INC.
Washington, D. C.

BECKWITH-O'NEILL CO.
Minneapolis, Minn.

STREVELL-PATERSON HARDWARE CO.
Salt Lake City, Utah

C. L. MARSHALL CO., INC.
Beckman Bldg., Cleveland, O.
Butler Bldg., Detroit, Mich.

THE REED CO.
237 Fifth Avenue, Pittsburgh, Pa.

C. J. VAN HOUTON & ZOON
140 S. Dearborn St., Chicago, Ill.

SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas

CHAS. H. YATES
311 Laughlin Bldg., Los Angeles, Cal.

W. D. & C. N. ANDREWS
Buffalo, N. Y.

SACHS & CO.
425 So. Wabash Ave. Chicago

SHERMAN, CLAY & CO.
741 Mission St., San Francisco, Cal.

JOHN A. FUTCH CO.
35 Auburn Ave., Atlanta, Georgia
1500 South Boulevard, Charlotte, N. C.
630 Washington St., Jacksonville, Fla.

ORTON BROTHERS MUSIC HOUSE
Butte, Mont.

GRAY & DUDLEY CO.
Nashville, Tenn.

ASSOCIATED FURNITURE MFRS.
St. Louis, Mo.

S



Because of their unusually high quality, because of their loud tone, because of their low price, because they give absolute satisfaction to phonograph owners everywhere, BRILLIANTONE STEEL NEEDLES have established, for 20,000 dealers who handle them, a record-breaking volume of

ales

Write for samples and prices to your nearest distributor.
If he cannot supply you, write direct to us.

BRILLIANTONE
STEEL NEEDLE CO. of America,
Incorporated

AT 34th STREET **347 FIFTH AVENUE,** SUITE 1003
NEW YORK

FAVOR FINANCING FOREIGN TRADE

Plan of Bankers' Association Endorsed by
Manufacturers' Association

The American Manufacturers' Export Association has just announced that its board of directors has adopted resolutions endorsing the plan of the American Bankers' Association for the organization and development of an institution to assist the American manufacturer to reach foreign markets.

The plan for the financing of America's foreign trade has been outlined by John McHugh, chairman of the committee on commerce and marine of the American Bankers' Association. In explaining this plan Mr. McHugh points out that while there are some few people who believe that the United States is sufficient unto itself, that the continuation of our exports means a continuation of high prices for commodities for our own needs and that a very material falling off in our exports would reduce living costs in this country without creating

unemployment it is certain that the great majority of our people are in harmony with these views. Such provincialism, if practiced effectively, in the opinion of Mr. McHugh, would no doubt bring about temporarily reduced prices which would be followed by great unemployment. The other influences which have been responsible for high prices would then again come into play and again we would have high prices, but with a lessened purchasing power.

HAS A REAL SOUND PROOF ROOM

University of Utrecht Has Chamber Which Is Absolutely Free From Outside Noises and Conducts Experiments on Sound There

It is said that the Physiological Institute of the University of Utrecht possesses what is probably the most remarkable room in the world, a chamber about seven and a half feet square, which is claimed to be absolutely noiseless, as far as sound from outside is concerned.

It is on the top story of a laboratory build-

ing and is an inside room, but is so arranged that it can be ventilated and inundated with sunshine. The walls, floor and ceiling each consist of half a dozen layers of different substances, with air spaces and interstices filled with sound-deadening materials.

Some persons when in the room experience a peculiar sensation in the ears. While every effort has been made to exclude sounds that are not wanted, of course, the object of constructing this singular room was to experiment with phenomena connected with sound. Some of the sounds employed are made in the room itself; others are introduced from outside by means of a copper tube, which is plugged with lead when not in use.

WOULDN'T ACCEPT CANNED SPEECH

Management of Ohio State Fair Bans Plan to Have Harding's Speech to Fair Visitors Delivered Through Medium of Record

While listening to the campaign speeches of Presidential candidates through the medium of talking machines and records may be all right under certain circumstances, the talking machine will not be accepted by voters as a substitute for the physical presence of the nominee when he is within a reasonable distance of the meeting place.

Senator Harding is reported to have endeavored to have a talking machine with records of his speech, together with several spellbinders, represent him at the Ohio State Fair, but the manager of the fair refused to consent to the plan in view of the fact that Harding lived within fifty miles of the fair grounds and could come in person if he wished the fair visitors to hear his message. In view of this circumstance it appears that talking machine records are all right to supplement the personal efforts of the candidate, but will not be accepted as a direct substitute.

THE REAL BARBER SHOP BLUES

A Western dealer appointed the proprietor of a barber shop as a sub-agent. The bootblack or porter kept the instrument running while the customers were being shaved, and the machine entertained the barbers while idle. It is stated on good authority that the barber sold a large number of machines and records by referring his customers to the dealer.

The New Model "E" Garford Phonograph

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY

High
in
Quality
Low
in
Price



High
in
Quality
Low
in
Price

New Model "E" Garford Phonograph

The New Model "E" Garford Phonograph has every desirable feature of the high price phonograph

- 1 Plays all makes of records without an attachment.
- 2 Superior Tone Quality.
- 3 Standard Motor of Recognized Merit.
- 4 Artistic Appearance.
- 5 Guaranteed to Give Excellent Service.

Order Now for Immediate Delivery

SELLS LIKE "WILD-FIRE" THE YEAR ROUND

We have an Attractive Dealer Proposition

The General Phonograph Mfg. Co.

(FORMERLY NAMED THE GARFORD MFG. CO.)

ELYRIA, OHIO

Why Break Records? Just File Them!

That is if you have the wonderful Record filing system which is a feature of

The Marvelous MAGNOLA



Watching the Music Come Out

This is only one feature of many that will command your interest and attention. Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

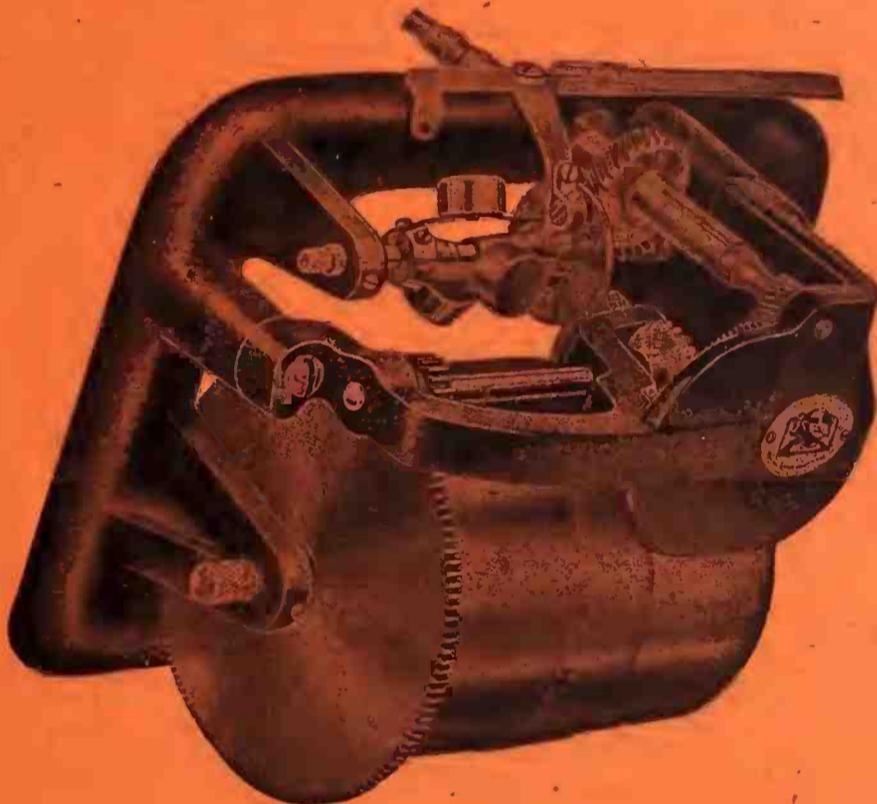
General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.



REG. U. S. PAT. OFF.

*The Standard by Which All
Phonograph Motors are Judged and Valued*



The Substantial Basis of Sphinx Supremacy

The principles of engineering are an open book. Any corps of sufficiently capable and experienced engineers could, by long study and patient experiment, have evolved a motor of the Sphinx type.

The scientifically determined choice and treatment of materials; perfect standardization of parts; minute exactitude of workmanship, and absolute uniformity of alignment and permanency of adjustment, were within the reach of any manufacturer of vision, initiative and unswerving purpose.

But the significant fact remains that in the 20 years' history of the phonograph these vital problems had not been solved; these necessary tasks had not been performed. It remained for the Sphinx engineers and the Sphinx manufacturers to evolve and perfect a motor equal to its work and worthy of its mission.

Investigate the Sphinx now; prompt deliveries are assured.

SPHINX GRAMOPHONE MOTORS, Inc.

512 Fifth Avenue

:-

:-

:-

:-

New York

CARRY YOUR CONCERT WITH YOU

Newest Wireless Receiving Instrument May Be Carried Almost Like a Watch and Enables Owner to Pick Up Music at Any Time or Place—A Most Important Contribution

WASHINGTON, D. C., September 4.—Here is the last word embodied in the portable receiving set idea. This highly efficient instrument has been developed in the radio section of the Bureau of Standards, and although the experts of this bureau modestly referred to it as being in the experimental stage, it is probable that this type of instrument is destined to become widely used on account of its practical and portable nature.

The present portaphone has one stage of radio amplification and two stages of audio amplification; one tube being used both as a radio and audio amplification stage.

When the radio telephone station of the Bureau of Standards at Washington is in operation with an antennae current of two amperes while transmitting, music and speech may be readily picked up by a person situated within the city limits by using the portaphone.

The instrument itself without the horn is twelve inches high and ten inches wide. This gives an idea of its compactness and portable nature. The horn, of course, may be strapped to the case and carried along as well. A desirable feature connected with the instrument is that it is very simple of operation and does not require an expert electrician or radio man to set it in operation. This fact alone opens up considerable future possibilities in the commercial field. Incidentally it would be an ideal set for the more advanced amateur to take along with him on his vacation, be it far into the mountains or at the seashore. He thus can keep in touch with the news, weather reports, radiophone conversations, radiophone music and any other information transmitted by radio.

The approximate range of the instrument in its present development is about twenty miles, but, of course, this can be considerably increased by making use of a regular antennae. An instrument similar to this one has been built at the radio section of the Bureau of Standards which is sufficiently powerful as a transmitter to reproduce record or other music with enough intensive so as to be heard within a room of considerable size, and which, by the way, would be an excellent arrangement for dancing.

A more sensible type of portaphone is now under construction by the Government experts. It will contain three radio and two audio stages of amplification and will be so arranged that the horn and all other instruments are self-contained within the box. With this device music may be heard within the limits of any large city.

Sylvester L. Cavanaro, of Riverhead, N. Y., Edison dealer, has doubled the size of his show rooms and has added several more demonstration booths.



THE COLUMBIA OCTOBER DISPLAY

Timely and Artistic Display Prepared by Dealer Service Department of Columbia Co.

The accompanying illustration will give some idea of the attractiveness of the window display prepared by the Dealer Service department



Columbia Display for October

of the Columbia Graphophone Co. in connection with the October releases. This display has several interesting points, including the following: Timeliness of appeal, tying up to Halloween and harvest thoughts; the centerpiece, which is

an adaptation of Columbia's October magazine advertisement in color, and the Jeanne Gordon artist poster which dealers may frame and display. The general design of the display deals only with exclusive Columbia popular artists in the form of small record holder cut-outs which list Marion Harris, Frank Crumit, Harry Fox and Van and Schenck.

There is also a small record cut-out illustrating in characteristic pose the famous Ponselle Sisters in their new exclusive Columbia record duet. Two small cards are included in the October advertising featuring the Columbia exclusive non-set automatic stop.

WAR CUT IMPORTS INTO PERU

Figures just given out by the Bureau of Foreign and Domestic Commerce show that during 1918 the imports of talking machines and records into Peru showed a great falling off, due without doubt to war conditions, which curtailed the production of the American factories. During 1918 the value of these imports was \$58,349, while in 1917 the amount was \$304,249. The decrease was \$245,900.

NEW PASADENA EDISON DEALER

The Wykoff-Verrinder Co. has recently opened a store in Pasadena, and will handle the Edison line exclusively.

THE PHONOSTOP—The Stop That Stops Them All

Victor, Columbia, Pathé, Edison, even the Lyric. Try all other stops if you wish to, but eventually come to us for the PHONOSTOP, the first and the most efficient; therefore the best. You can set it "in the dark as well as the light." The children operate it perfectly.

Order early—
we will ship promptly



Made Right Acts Right Stays Right

THE PHONOMOTOR CO. - 121 WEST AVENUE ROCHESTER, N. Y.

WESTERN REPRESENTATIVES: CHICAGO
Harry Engel, McClurg Building, and Jewel Phonoparts Co., 630 W. Washington Street;



Sonora dealers are making money

AND what's more, they are building firm foundations for a business that will last for years. Each season a Sonora agency increases in value. If you would like to handle the Sonora, write to your jobber.

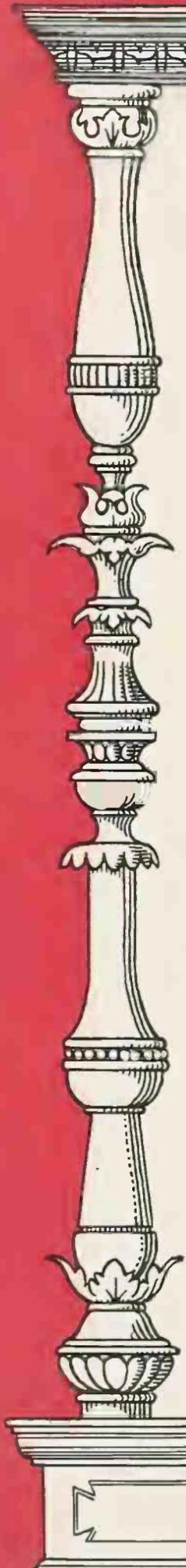
THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

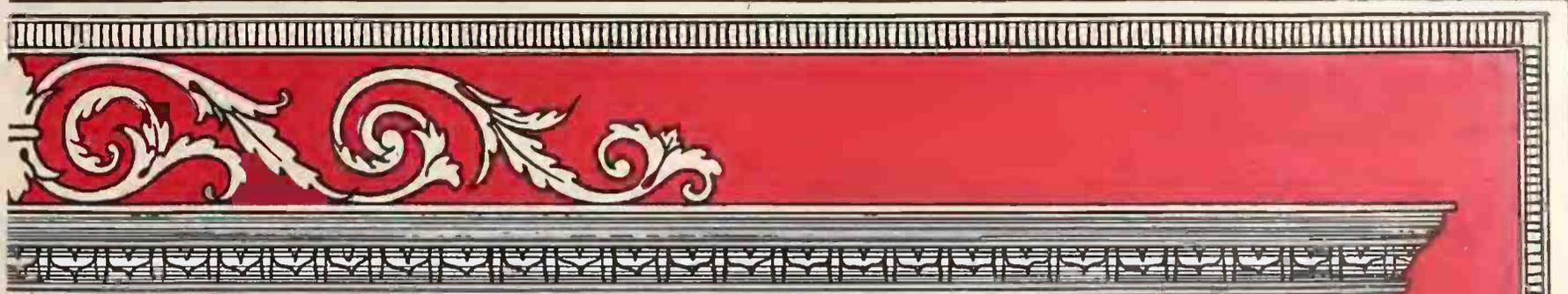


Magnificent in tone, elegant and unique in design, possessed of many important and exclusive features obtainable in no other phonograph, Sonora is sold easily at an excellent profit for you and with complete satisfaction for your customers.

Sonoras don't go begging for buyers! The demand for Sonoras is stronger than ever. Even though the production of Sonoras this year is the greatest in this company's history, the demand increases faster than supply. The public wants quality and this explains the wonderful popularity of Sonora.

*Save your reputation by handling only quality goods
The Highest Class Talking Machine in the World*





Minuet



Colonial



Nocturne

Sonora is licensed and operates under BASIC PATENTS of the phonograph industry

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, Vermont

States of Maine, New Hampshire, Vermont and part of Massachusetts.

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

Hessig-Ellis Drug Co.,
Memphis, Tenn.

Arkansas, Louisiana, Tennessee, Mississippi.

Kiefer-Stewart Co.,
Indianapolis, Ind.

Entire State of Indiana.

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

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

C.L. Marshall Co., Inc.,
82 Griswold St., Detroit
409 Superior St., Cleveland

Michigan and Ohio.

Minneapolis Drug Co.,
Minneapolis, Minn.

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

I. Montagnes & Co.,
Ryrie Building,
Toronto, Can.

Canada.

Moore-Bird & Co.,
1751 California Street,
Denver, Colorado.

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

M S & E,
221 Columbus Ave.,
Boston, Mass.

Connecticut, Rhode Island and Eastern Massachusetts.

Lee-Coit-Andresen Hardware Co.,
Omaha, Nebraska

State of Nebraska.

American Hardware & Equipment Co.,
Charlotte, N. C.

North Carolina and South Carolina.

C. D. Smith Drug Co.,
St. Joseph, Mo.

Missouri, Northern and Eastern part of Kansas and five counties of Northeastern Oklahoma.

Smith, Kline & French Co.,
Philadelphia, Pa.

States of Pennsylvania, Maryland, Delaware, District of Columbia and New Jersey, south of and including Trenton.

Sonora Phonograph Co., Inc.
279 Broadway, New York

Distributors for Greater New York.

Southern Drug Co.,
Houston, Texas

Southeastern part of Texas.

Southern Sonora Co.,
Atlanta, Ga.

Alabama, Georgia and Florida.

Southwestern Drug Co.,
Wichita, Kansas

Southern part of Kansas, Oklahoma (except five Northeastern counties), and Texas Panhandle.

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

Utah, Western Wyoming and Southern Idaho.

C. J. Van Houten & Zoon,
Marquette Building,
Chicago, Ill.

Illinois and Iowa.

Sonora Distributing Co. of Texas,
Dallas, Texas

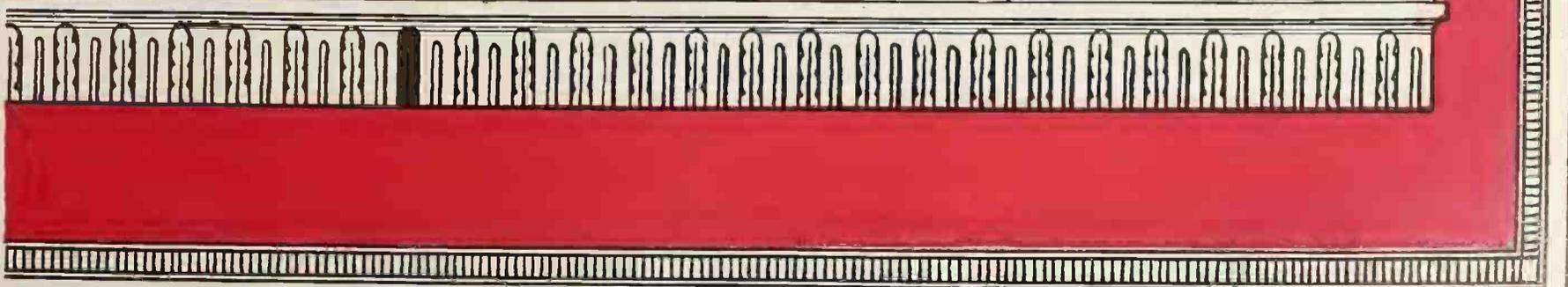
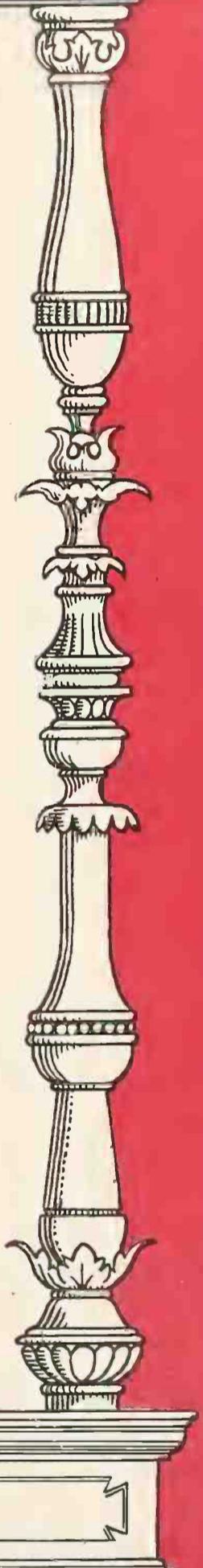
Western part of Texas.

Yahr & Lange Drug Co.,
Milwaukee, Wis.

Wisconsin, Upper Michigan.

Robinson, Pettet Co., Inc.
Louisville,
Ky.

State of Kentucky.



Here Are Tone Arms and Sound Boxes for Every Need

The Mutual TONE ARMS & SOUND BOXES

The Mutual swivel joint gives the tone-arm all the advantages of a throw-back arm, without its defects. A slight turn of the sound-box clicks it back from the record into the position illustrated above, where it "stays put."

The new Mutual Hub Sound Box produces a mellow, entrancing tone.

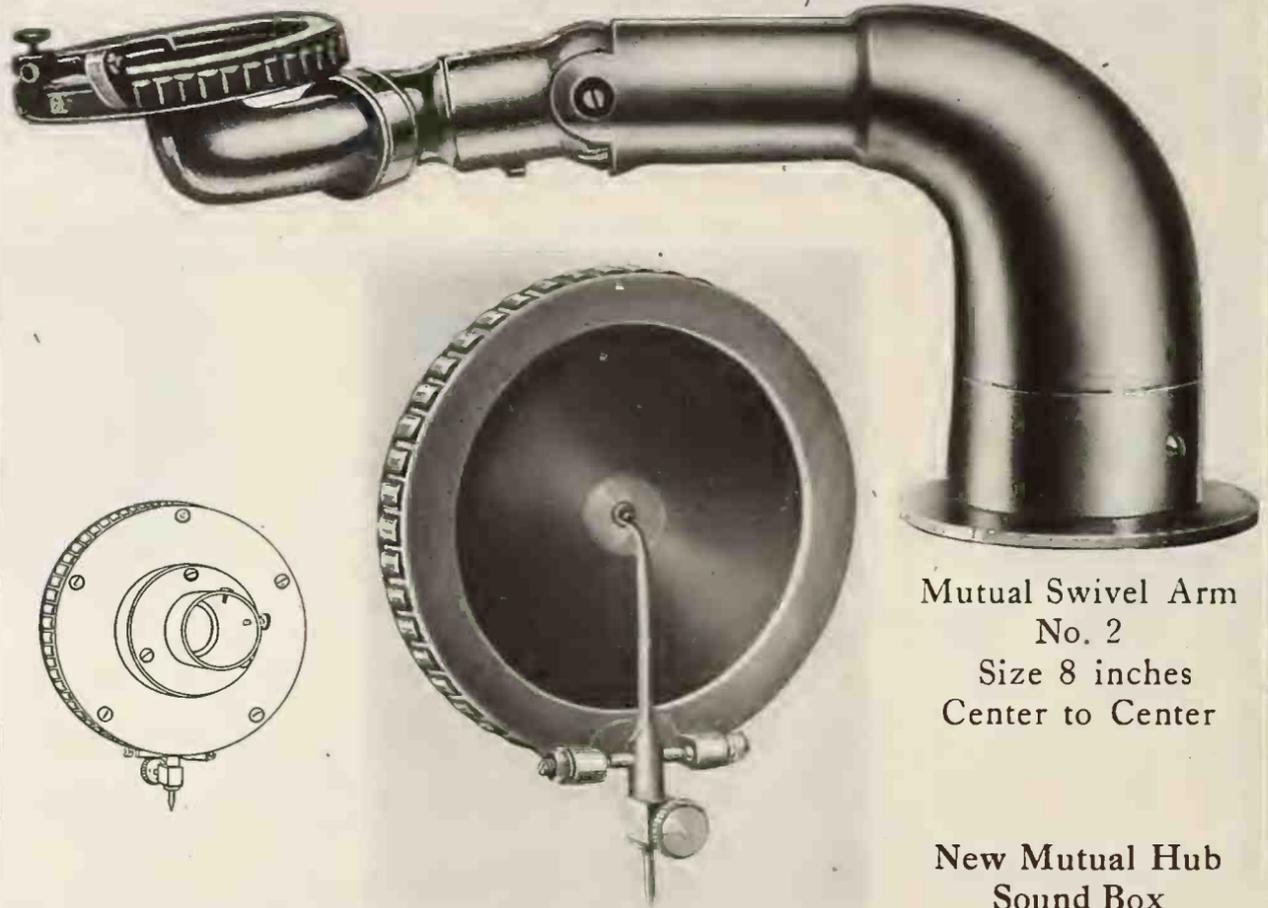
SUPREME TONE ARMS & SOUND BOXES

The Supreme Arm No. 1 is adapted for low priced machines. Supreme Arm No. 2, size 8½ inches, center to center, is suitable for higher priced machines.

The new Supreme Hub Sound Box produces a tone that is a revelation for volume and purity.

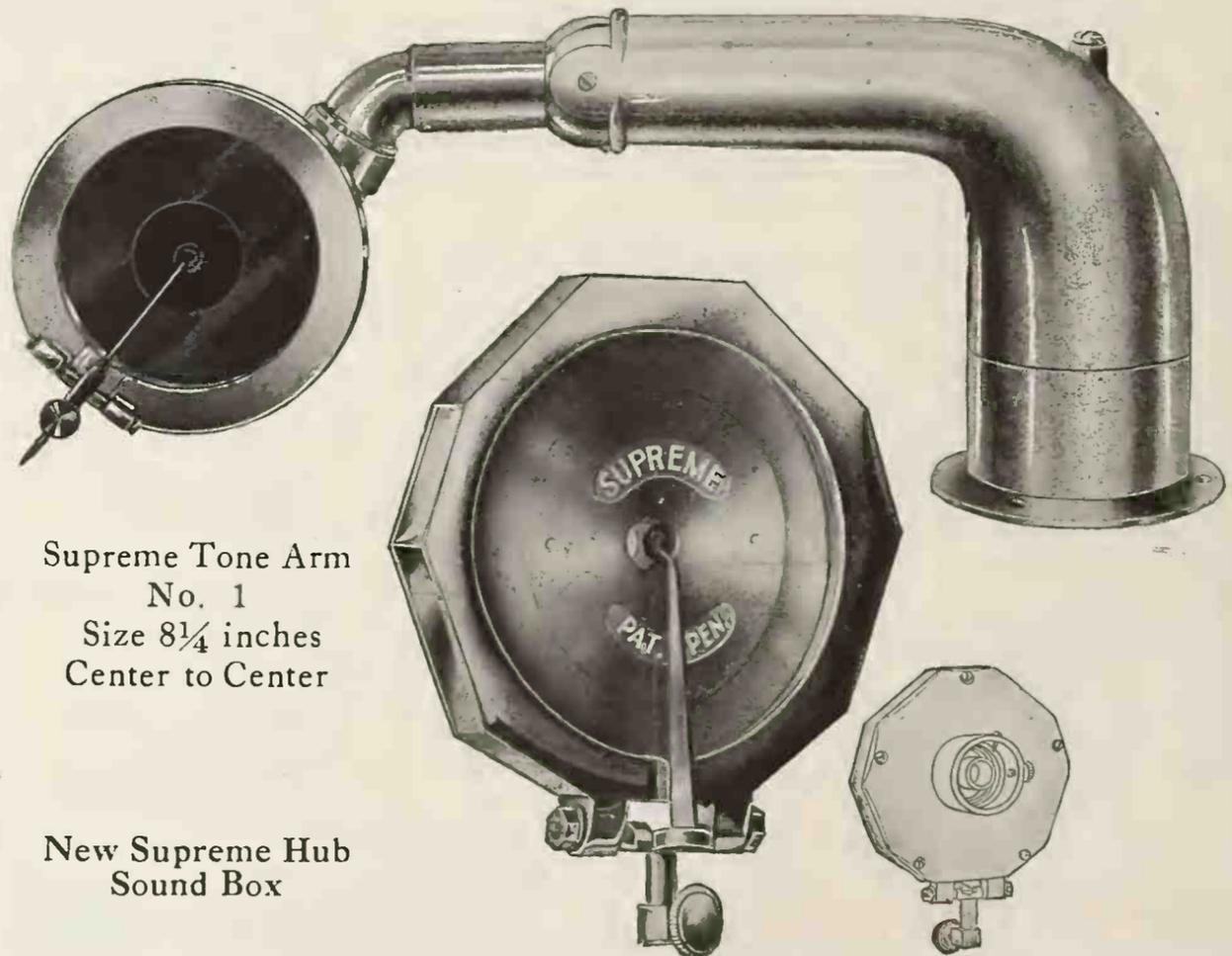
Send to-day for samples and prices of Mutual and Supreme Products.

"Built for Tone."



Mutual Swivel Arm
No. 2
Size 8 inches
Center to Center

New Mutual Hub
Sound Box



Supreme Tone Arm
No. 1
Size 8½ inches
Center to Center

New Supreme Hub
Sound Box

WILLIAM PHILLIPS SERVICE

145 West 45th Street New York

CHICAGO REPRESENTATIVE:

H. Engel, McClurg Building, 218 South Wabash Avenue

What Worth-While Service to the Retail Customer Should Represent

Being an Extract from an Article in the Puritan Magazine

After reading the advertisement of a talking machine dealer who paid particular attention to store service, a clubwoman dropped into that dealer's store and the two fell to discussing the much talked of service question. After being shown by the dealer what real service to the record customer should be, the visitor exclaimed, "If only all merchants would follow your example, the feeling between them and their customers would be entirely changed, and changed for the better. I am tired to death of hearing a lot of storekeepers prate of service when they offer no service worthy of the name. I expect to be waited on civilly and get my change, but when the clerk forgets me when I need a little extra attention, at no cost to them, I always feel like shopping elsewhere. Let me give you an example:

"At our Summer cottage I was arranging to entertain a number of young people. The convenience of having a talking machine instead of renting another piano to furnish dance music occurred to me, and I bought a very good second-hand one. I made up a rather big list of records and gave it to the dealer—one of those who advertise 'service'—with instructions to have them sent on a certain date. A week before my little party the dealer telephoned that he was short several numbers, but would order them immediately, and was sure I would have them in time.

"The missing records were the most desirable in my list, and you can imagine my chagrin when I arrived at the cottage to find that they had not come. However it was not too late to make other arrangements and we played the other records over and over till everybody was tired to death of them.

"When I returned home I called at the store to receive an explanation and was told that the records had arrived from the supply house, but nobody knew for whom they were intended, and they lay in the store for several days before my entertainment took place. Naturally I refused them then and I took the opportunity of expressing my opinion of the kind of service this dealer gave to his patrons."

This is one of the commonest as well as one of the worst faults to be found in talking machine stores and departments. "We are out of that number, but we can get it for you," says the clerk; and you tell him to order it. You wait for a long time, and finally lose interest in the matter. Chancing in the store later on, you are informed that the record is there. Nobody took care to telephone you on the arrival of the number, because your name was not recorded on a back-order slip. You don't want the record now, and you say so; therefore a sale is lost. The store loses something else besides: your good opinion of its quality as a service shop.

There is a small dealer in Boston who knows how to stop this leak effectively. He keeps a card index file beside the record delivery counter containing blank cards, white and blue. When a promise is made to get a certain record for Mrs. Brown, her name and the name of the record she wants is written on the white card, and is filed alphabetically. On the blue card is written the number and name of the record, with the notation, "For Mrs. E. G. Brown, 332 Main street," or whatever the address may be. The card is filed numerically after the order has gone to the jobber or manufacturer.

Whenever a shipment of records comes in the first thing done is to select the records corresponding to the numbers in the waiting list in the numerical card file, and a clerk either telephones Mrs. Brown that her record has been received, or sends her a postal card. The two cards are thrown out as soon as the record is

delivered to the customer, as they are intended only for temporary use.

An important feature of this plan is that it keeps down the stock of records for which there is small demand, because for the reasons stated above, unless the dealer reminds his customer of the arrival of the back-order record, it is likely to go into stock and remain unsold.

There are innumerable ways in which a dealer

MUSIC FAILS TO SOOTHE BIG SNAKE

Playing of "Wearing of the Green" on Talking Machine Instead of "Hindustan" Simply Aggravates Reptile at Large on Ship

The British freighter Bolton Castle, which arrived in New York recently with a cargo of animals from China, brought a weird story of the manner in which a huge boa constrictor took command of the ship and refused to succumb to the music of a talking machine sufficiently to act in a peaceful manner. The snake, declared to be 35 feet long, broke out of its crate in search of something to eat, and after knocking the helmsman away from the wheel wove its sinuous body in and out among the spokes throwing the ship off its course and causing consternation to the officers and crew.

"Sparks," seagoing slang for the wireless operator, got a bright idea and rushing to his cabin returned with a talking machine and a record which he mistook in the dark for "Hindustan." The record, however, turned out to be the "Wearing of the Green" and the music of snakeless Ireland simply served to aggravate instead of calm the reptile. The snake

can lose money. Likewise there are innumerable ways in which he can keep the public coming constantly to his store, and no doubt the surest way is to give Service—the real article—without too much bragging. If records form the backbone of the usual run of talking machine shops, common sense teaches that leaks such as our friend complained of must be stopped if the store is to show a decent profit.

finally got tired of acting as steersman and spurred on by blows of axes and revolver bullets started over the side and finally disappeared.

It is declared that the captain has not yet lost faith in music as a medium for taming wild animals, but insists before he carries another cargo of snakes he is going to lay in a large assortment of talking machine records of genuine snake music.

PAULIN VISITS LOS ANGELES

R. H. Paulin, proprietor of Paulin's, one of the enterprising talking machine stores in Santa Barbara, was a recent visitor to Los Angeles and reported that Victor goods were coming through better in his territory.

W. A. Winkler, a talking machine dealer of Dover, O., has just increased the equipment of his music store by adding two demonstration booths in the talking machine department.

Mrs. Ada Allen has been elected supervisor of music in the public schools of Tiffin, O., succeeding Miss Mae Kinney, who will go to Montana.

Mr. Victor Retailer

SELL MORE

VICTOR TUNGS-TONE NEEDLES

You'll be surprised when we tell you how easy it is to sell more Victor Tungs-Tone Needles without any additional expense

Drop us a line now before you forget

Yours for Service

**KNICKERBOCKER
TALKING MACHINE COMPANY**

138 West 124th Street

Exclusively Wholesale

New York

Exclusively Victor

NEW YORK TALKING MACHINE CO. OUTING A BIG SUCCESS

Royal Entertainment Given Those Who Had the Pleasure of Being Guests of President Arthur D. Geissler—Program of Sports, Music and Barbecue Helped to Make Day a Memorable One

As noted in last month's issue of *The World*, the employes of the New York Talking Machine Co., Victor wholesalers, held their annual outing and games on August 14th at the magnificent farm of Arthur D. Geissler, president of the company. The outing was a signal success, and Mr. Geissler was delighted with the



"A. D." on His Star Mount

expressions of approval which were manifested by his employes during the course of the day.

Two special cars left the Grand Central Station early in the morning for Ossining, N. Y., near which city Mr. Geissler's beautiful estate is located, and upon their arrival at the Ossining station automobiles were on hand to welcome the picnickers. A six-mile drive through the hills of northern Westchester County brought the party to "Dream Lake," Mr. Geissler's home.

The morning's program included a tour of this estate, which comprises about one hundred and fifty acres. In the wooded section there is a lake of nearly fifty acres which is the famous Dream Lake from which the prop-



Luncheon Out of Doors

erty takes its name. In the cleared section there is a large English farm house, stable, garage, tennis clubhouse, boathouse and various other incidental buildings. The members of the party inspected the "57 kinds" of animals which are roaming on the Geissler estate, and every

one in the party was delighted with the scenic beauty of Dream Lake.

The morning was devoted to a series of athletic sports, in which the married men, captained by Arthur D. Geissler, were pitted against the single men, captained by Dan A. Creed of the Chicago Talking Machine Co. The benedicts won the handball match easily, and were also successful in the tennis doubles match, where the opponents were Arthur D. Geissler and James J. Davin vs. Dan A. Creed and Chas. B. Mason. The tug-o'-war followed, and Capt. Creed's team emerged victorious.

The potato race for girls was won by Miss Clara Stewart, and Mrs. H. F. Murchie was an easy victor in the twenty-five-yard dash for ladies. Mr. Geissler's two sons ran a dead heat in the sack race, and the last race of the day, the one hundred-yard relay race, was captured by the married men. The score for the events showed a decisive victory for President Geissler's team of benedicts.

After the sports were completed the party adjourned for luncheon, which was served on "U" shaped tables under huge apple trees.



The Barbecue on the Spit

Needless to say, every member of the party thoroughly enjoyed this luncheon, for keen appetites had been developed by the morning's activities.

The afternoon program called for a series of water sports, and Mr. Geissler, in the course of these sports, emphasized the fact that he is an all-around athlete of exceptional ability. The diving contest was an exciting battle, in which Mr. Geissler emerged victorious with James J. Davin and Morris Owen as the runners-up. In the canoe tilting race Mr. Geissler was also on the winning team, with Howard F. Murchie as his partner. This contest was especially exciting for the onlookers, as in the final heat "Jimmy" Davin sustained a temporary injury to his facial beauty which made him the pictur-

esque hero for the day. The canoe tilting race for singles was won by Fenton Steele. Howard F. Murchie was the victor of the swimming race, and Kenneth Geissler finished first in the tub race. This completed the athletic events for the day, and on an all-around basis the married men were easy victors by a score of 36 to 5.

When the call for dinner was sounded the



Arden, the Youngs, Wadsworth and Silver party prepared for a most unique event, as the program called for an old-fashioned barbecue. All day long the animals that contributed to the barbecue had been on the "spits," and had been visited by the guests at frequent intervals. When dinner was finally served it was useless to serve single portions, for every member of the party was so hungry that three and four portions were hardly sufficient to appease their requirements. The remainder of the dinner was on a par with the delicious flavor of the featured course, and during the dinner music was furnished by the Biltmore Hawaiian Orchestra.

A splendid musical program was then offered, the first artist who appeared being Emilio



Scene During the Potato Race

Carvalo, a member of the New York Talking Machine Co.'s organization, who has recorded several Portuguese records for the Victor catalog. Mr. Carvalo was followed by Monroe Silver, the famous comedian whose Victor records are nationally popular. Wheeler Wadsworth,

(Continued on page 42)



STUDY!

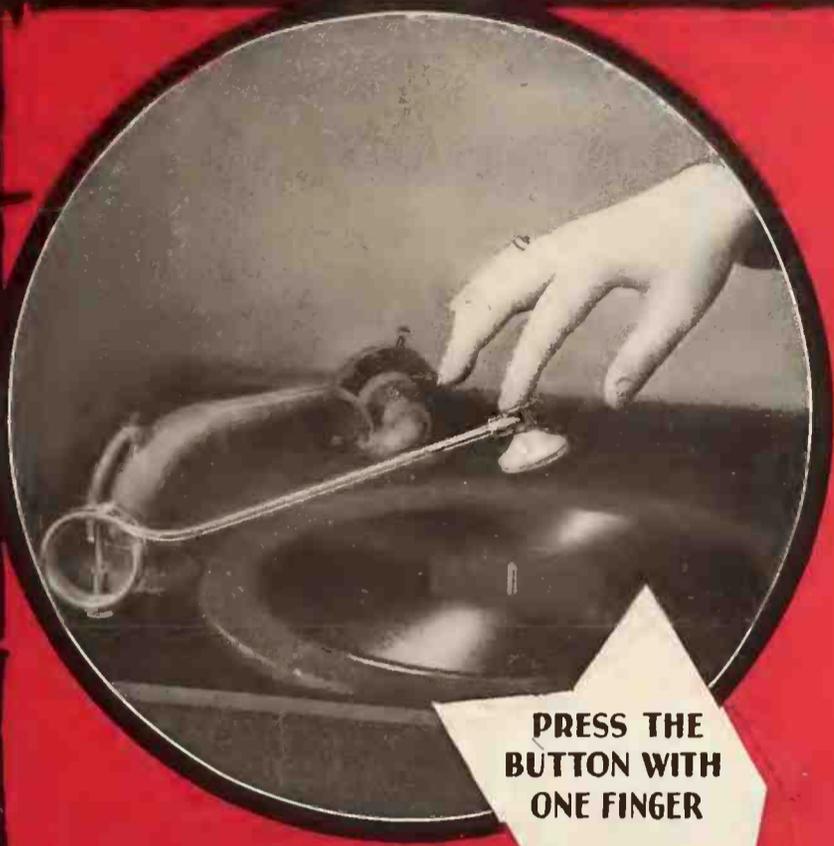


THE ECLIPSE MUSICAL CO.

Victor Wholesaler

Cleveland, Ohio

NO PHONOGRAPH COMPLETE WITHOUT IT!



THE DEALERS' MOST PHENOMENAL SUCCESS

THE SIMPLEST, MOST NECESSARY DEVICE IN PHONOGRAPH HISTORY

SHOULD YOUR JOBBER NOT SUPPLY YOU, WE WILL

PRESS THE BUTTON WITH ONE FINGER

MORE ESSENTIAL TO A PHONOGRAPH THAN A SELF-STARTER TO AN AUTOMOBILE

VACUUM RECORD LIFTER

OF THE FIRST LIQUID FIRE APPARATUS USED

BY THE ALLIED ARMIES

INVENTED BY JOSEPH MENCHEN, INVENTOR

SUCTION LIFTS THE RECORD INTO YOUR HAND

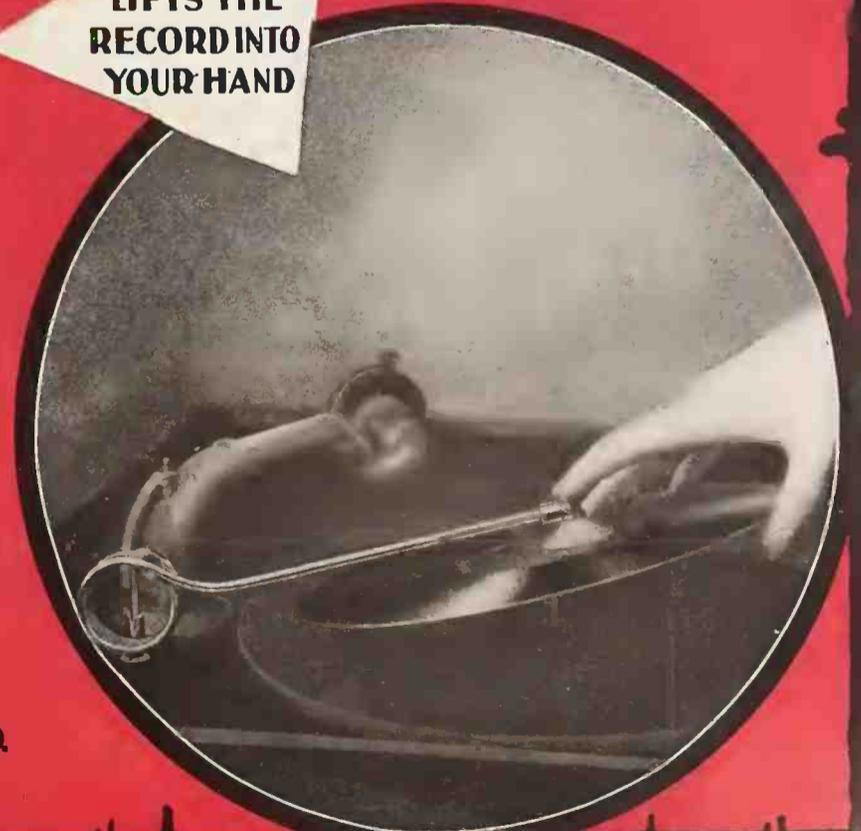
WHAT IT IS —

A SUCTION DEVICE - ADJUSTS ON ANY MACHINE WITHOUT THE USE OF TOOLS - AVOIDS SCRATCHING THE RECORD OR KNOCKING AGAINST THE TONE ARM - NOTHING TO GET OUT OF ORDER - CANNOT WEAR OUT

WHAT IT DOES —

LIFTS THE RECORD SAFELY - SAVES BRUISED FINGERNAILS - BY SIMPLY PRESSING A BUTTON THE PRESENT UGLY DAMAGING METHOD OF REMOVING THE RECORD IS ELIMINATED - A 1919 MASTER PATENT

PRICES NICKEL PLATED \$ 2.50 COMPLETE
GOLD " 3.50 "



VACUUM RECORD LIFTER, LTD.

731 SEVENTH AVE., NEW YORK

NO RECORD SAFE WITHOUT IT!

N. Y. TALKING MACHINE CO. OUTING
(Continued from page 40)

on the saxophone with Victor Arden at the piano, demonstrated that 66 2/3 per cent of the All Star Trio are headliners when the occasion requires. Margaret Young, the popular Victor artist, sang several selections in her own inimitable style, which emphasized the sensational success that she has attained on the vaudeville stage. Margaret Illington Bowes, better known as Margaret Illington, the celebrated stage favorite, was prevailed upon by Mr. Geissler to recite Kipling's "On the Road to Mandalay," and was enthusiastically applauded for this inspiring recital.

Mr. Ernst then acted as master of ceremonies in the distribution of the prizes, and the winning athletes were well rewarded for their day's exercises. After the prizes were given out, Mr. Ernst led resounding cheers for Mr. and Mrs. Geissler. Dan A. Creed and other popular members of the party.

The wonderful success of this outing must be attributed in a large measure to the old-

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

| | | | |
|--|--|--|--|
| <p>MOTORS TONE ARMS REPRODUCERS</p> | <p>CASTINGS Grey Iron and Brass for</p> | <p>TURNTABLES MOTOR FRAMES TONE ARMS HORNS and THROATS</p> | <p>Stylus Bars Screw Machine Parts Talking Machine Hardware</p> |
|--|--|--|--|

Direct Quantity Importations On { **JEWEL and STEEL (Bulk or Packed)**
PHONOGRAPH NEEDLES
GENUINE RUBY BENGAL MICA

EASTERN REPRESENTATIVE
CHERINGTON MFG. CO. **D. R. DOCTOROW**
IRONCLAD MOTORS *Vanderbilt Ave. Bldg.*
51 East 42nd St., New York
Tel. Vanderbilt 5462

fashioned hospitality extended by Mr. and Mrs. Geissler to their one hundred and twenty-five visitors. Nothing was left undone that might add to their comfort and pleasure, and every detail in the day's program was carefully prepared by Mr. Geissler with the able assistance of Mr. Ernst. The day's outing reflected to a marked degree the spirit of good fellowship and cordiality that exists in every department

of the New York Talking Machine Co.'s organization. Among those who were present were: Mr. and Mrs. Arthur D. Geissler Miss Martha Geissler, Master Kenneth Geissler, Master Allen Geissler and Master Arthur D. Geissler, Jr., Mr. and Mrs. Edward Bowes, Holbrook Blinn, Guy Du Val, M. W. Hanna, Kitty Du Val Moore, George H. Moore, Mrs. Kate H. Wells, Mr. and Mrs. R. N. Bird (record order department, Victor Talking Machine Co., Camden, N. J.), Thos. McCready (district manager for the Victor Talking Machine Co.), Mr. and Mrs. Herbert A. Brennan (Brooklyn-Northern New Jersey traveling representative, Victor Talking Machine Co.), Arno B. Reincke (president, Reincke-Ellis Co., Chicago), Daniel A. Creed, Mr. and Mrs. Hugh C. Ernst and Master Ernst, Charles B. Mason, Howard B. Merritt, Mr. and Mrs. Howard F. Murchie, Miss Belle Page, Frank E. Brugman, Mr. and Mrs. J. Higgins and Master Robert Higgins, Mr. and Mrs. R. H. Coleman and Master Vincent Coleman, George Geise, Miss Mirian Ehrhardt, John F. O'Connor, Jack Soffer, G. H. Baker, B. C. Feeny, Herbert I. Bennett, Edward Flynn, Mr. and Mrs. Harry J. Miller, Mr. and Mrs. Ludwig Reinhart, Jr., Fred Graham, Miss Katherine Nicholas, William West, Miss Alice McGuire, Charles Engel, M. C. Stegner, Russell Kelley, Morris W. Owens, Ernst H. Fontan, George C. Kelly, Mr. and Mrs. A. C. Ely, E. J. King, Nat Shilkut, M. M. Reinhard, James J. Davin (Eastern manager, Reincke-Ellis Co., Chicago); John H. Bieling, Mr. and Mrs. Wheeler Wadsworth, Mr. and Mrs. Victor Arden, Miss Margaret Young, Miss Eleanor Young, Monroe Silver, Mr. and Mrs. Raymond Bill, Edward Lyman Bill, Miss Louis Wilder, Miss Mary Platz, Miss Anna Dunn, Mrs. John Stewart, Arthur Stewart, Clair Stewart, Ethel Stewart, John Stewart, Mabel Stewart, Frank Stewart, Harry C. Lansell, A. Murray, F. Dunn, M. Gebhard, E. M. Gebhard, A. W. Schroeder, L. E. Schroeder, L. C. Richards, E. G. McGrover, M. O'Connell, H. Melia, D. Turner.

ASTORIA MAHOGANY
LUMBER & VENEERS



Mahogany Veneer in the Making

When a mahogany log comes up to the standard set by our veneer experts, it is "quartered" in the manner which will ensure the full beauty of figure. Then away it goes on roller conveyors to the steam vats for softening, preparatory to being sliced into veneer.

The perfect co-ordination of man and machine has contributed greatly in making this the largest mahogany lumber and veneer mill on the Atlantic and Gulf Seaboard.

Astoria Mahogany Company, Inc.
1031 Steinway Ave., Long Island City, N. Y.

Successors to
Huddleston-Marsh Mahogany Co. Astoria Veneer Mills and Dock Co.
F. W. Kirch, Inc.

Mills and Yards, Long Island City, N. Y.
BRANCHES—44 North Market Avenue, Grand Rapids, Mich.
2256 Lumber Street, Chicago, Ill.

BUYS BUNGALOW IN SANTA MONICA

Fred Dennison, formerly Pacific Coast manager of the Columbia Graphophone Co., and lately manager of the Buffalo store from which he resigned last March, has just purchased a beautiful bungalow in Santa Monica, Cal.

We are too apt to measure success by the dollars and cents acquired, when the main constituents of real success in the world are to keep clean, do good work, earn friends, be happy and bestow happiness, develop opportunity, and take what is coming to us without whining.

ACME-DIE

CASTINGS
ALUMINUM-ZINC-TIN & LEAD ALLOYS
Acme Die-Casting Corp.
Boston Rochester Brooklyn, N.Y. Detroit Chicago



GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - New York

FACTORIES:— NEWARK, N. J. ELYRIA, O.
PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.



CHICAGO

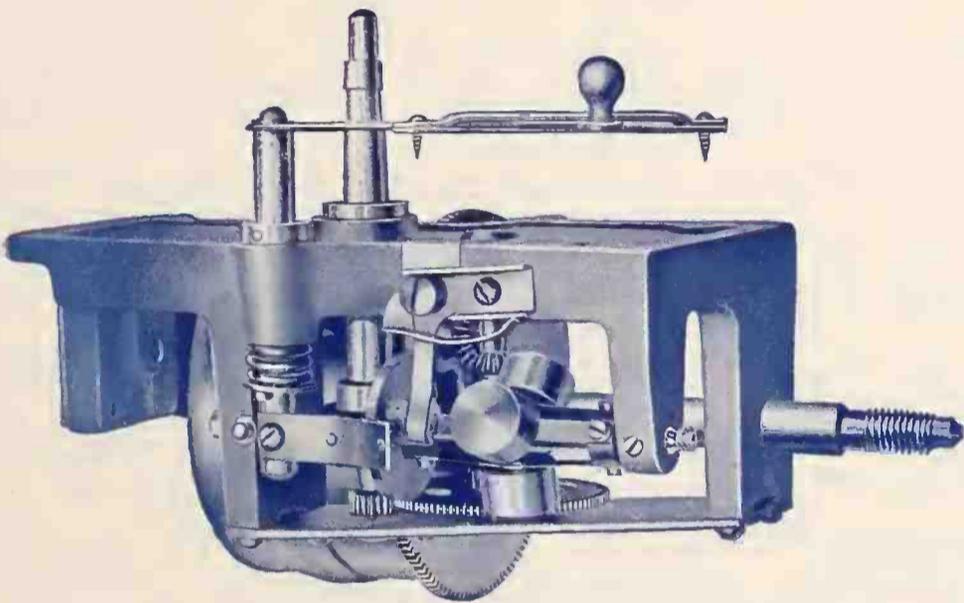
TORONTO

LONDON, ENG.

Let us demonstrate our line of

1921 Meisselbach Motors

Numbers 14, 16A, 17, 19

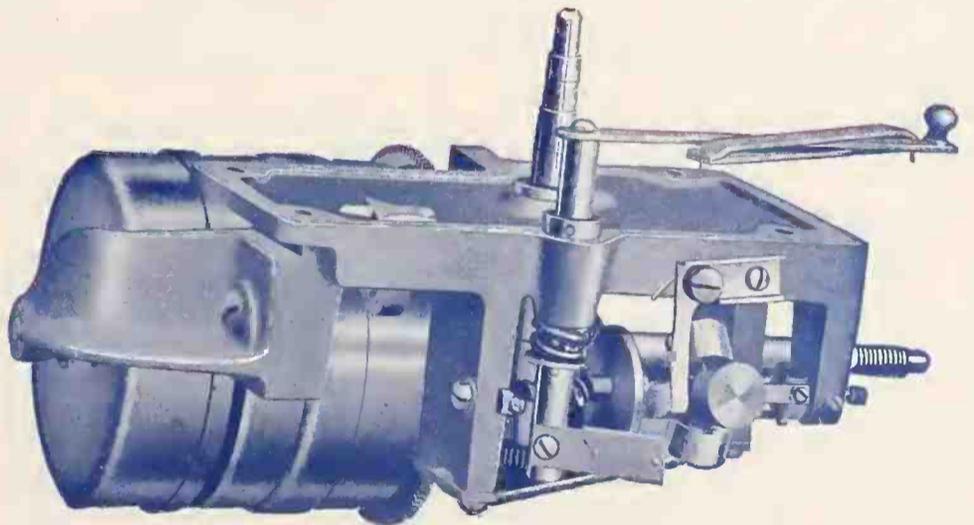


MEISSELBACH MOTOR No. 16

The last word in motor perfection. The use of these motors in your machines guarantees satisfied customers

Ready
for
Delivery

Order NOW



MEISSELBACH MOTOR No. 17

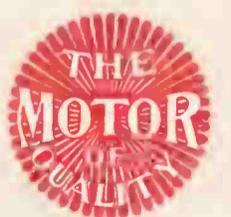


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CHICAGO

TORONTO

LONDON, ENG.

"After You Get What You Want You Don't Want It" is the name of Van and Schenck's latest song but it's not true of this record. And "You Tell 'Em", the slangy, catchy selection on the other side, is just as good. A-2966.

**Columbia Graphophone Co.
NEW YORK**



CLOSES SAN FRANCISCO OFFICE

General Phonograph Corp. Discontinues Pacific Coast Headquarters, Transferring Business to Chicago—New Record Supplement Out

The General Phonograph Corp., New York, announced recently that it has closed its San Francisco office. Louis Gruen, who was manager of this office, will join the New York organization in a capacity to be announced in the near future.

This office was opened by the General Phonograph Corp. to take care of certain special interests along the Pacific Coast, and the executive officers of the company are well pleased with the results of this mission. According to present plans, the Chicago office will take care of the company's business on the Pacific Coast, and a representative from this office will visit this territory at least three or four times a year.

The eleventh supplement of Okeh records contains many selections of interest to Okeh dealers throughout the country. The artists represented in this supplement are popular everywhere, and there is a diversity to the list that insures its ready sale. One of the interesting features of this list is the dance recording of "Love Nest," which is recognized as the most popular current dance selection. There are numerous other dance hits included in the eleventh supplement, together with a splendid record by the Crescent Trio that will be welcomed by Okeh dealers.

John Cromelin, general sales manager of the General Phonograph Corp., has been enjoying a few weeks' stay at Brown's Athletic Farm, Garrison, N. Y.

RESCOUSIE DIRECTS SERVICE WORK

A. T. Emerson, president of A. T. Emerson, Inc., announced recently that Paul Rescouie, connected with the Pathé Frères Phonograph Co. for the past six years, has been placed in charge of the service bureau conducted by his company. Mr. Rescouie has spent many years in the talking machine industry, and is familiar with all of the problems incidental to his new field.

Success does not go to the man with the most opportunity, but to the man who makes the most of his opportunity.

**REPAIRING
AND
REPAIR PARTS**

*for all makes of
Talking Machines*

BOND'S GRAPHOPHONE SHOP
38 Arcade :: Nashville, Tenn.

BIG EDISON CABINET PRODUCTION

Cabinet Output Reaches High Mark and Promises to Eliminate Any Danger of Cabinet Shortage During Coming Fall and Winter

An announcement has just been made by the Edison Laboratories to the effect that Edison cabinet production has reached the highest point in the history of the business and that, through their extensive cabinet manufacturing connections, the Edison Laboratories will be in a position to meet all anticipated requirements. This means that, even should an actual shortage of phonograph cabinets occur this Fall, the Edison trade will not be materially affected thereby.

More than a dozen of the foremost cabinet manufacturing plants throughout the country are now devoting their entire time and facilities to the production of Edison cabinets. The Pullman Co., probably the world's most celebrated organization of its class, is turning out

cabinets for the Edison Laboratories on a large scale. It is understood furthermore that arrangements will soon be completed as a result of which several other large wood-working plants will also devote their entire time to this branch of the Edison industry.

Not only are all cabinets in which New Edisons are encased true examples of period furniture, but the exceptionally high standards of construction insisted upon by the Edison Laboratories have made it difficult for many concerns to accept contracts, owing to their inability to meet the requirements. One or more trained representatives of the Edison Laboratories are at each of the plants, and every cabinet turned out is subject to a most rigid inspection before it is sent on its way.

H. G. Fisher, a talking machine dealer of Fremont, O., has remodeled his store and has put in a new front which affords much better window display facilities. The establishment is most attractively arranged.

"LIBROLA"

A Library Table PHONOGRAPH

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 re-orders indicates satisfied dealers.

Write for prices and exclusive territory.

*Immediate
Delivery in
Mahogany*



No. 250T. Patent applied for. To retail at \$250
Usual discount to dealers.
48" long, 28" wide, 31" high. Finished all around
Oak, Mahogany or Walnut

SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK

CAPT. PATHE PAYS VISIT TO U. S.

London Manager of Pathé Plant Pleased With Progress at Brooklyn Plant—Predicts Great Future for Actuelle—Has Fine War Record

Capt. Jacques Pathé, son of Emile Pathé, one of the founders of the Pathé phonograph industry, of Paris, recently closed a flying two weeks' visit to the United States, having devoted the time exclusively to an inspection of the big Brooklyn plant of the Pathé Frères Phonograph Co., where he studied the manufacturing, sales and advertising features of the business. Capt. Pathé is manager of the London branch of the



Capt. Jacques Pathé

company, which occupies seven acres of land, and the factory buildings of which are among the most modern and best equipped in England, many of the improvements having been modeled on the American plan.

He said he was very much surprised and delighted with the workings of the great Brooklyn plant with its new additions on Grand avenue, and the ideas and information absorbed will be given practical expression on the other side. He was especially gratified at the success of the new Actuelle, for which he predicts a great future, both from a commercial and artistic standpoint. Being an expert in matters musical, he fully appreciated beauty and sweetness of tone of the Actuelle brought out by the new resonator in that instrument.

Capt. Pathé was also impressed with the great popularity of Pathé machines and records in this country and the exceedingly bright outlook for Fall and holiday seasons.

Capt. Pathé was an active participant in the world war, having attained his rank as captain with the French field artillery. Both he and his company were cited for especial bravery and awarded the French Cross of War. He commanded a battery specialized against the incursions of hostile aircraft; was at one time under open fire for two days, his men maintaining their position and keeping up return fire until all but one of their guns were shattered or blown to pieces by the enemy. As his part in this terrific combat he carries deep scars in the neck and arms, where he was badly wounded by bullets and shells.

He sailed for home on Saturday, August 21, in order to reach London in time for the opening of the Fall business season, which starts along about the first of September, and is under full swing by the middle of the month.

NOTABLE SALES AT COLUMBIA SHOP

French Monkey Gland Specialist Chooses Chinese Lacquered Art Grafonola—Other Period Models Shipped to Bombay, South America and Japan—Business Is Very Active

Widener's Columbia Shop, 411 Fifth avenue, New York, has closed many interesting sales recently of Columbia period Grafonolas. Among these sales was that of a Chinese lacquered art Grafonola, with a large quantity of records, to Dr. Serge Voronoff, the celebrated French monkey gland specialist, whose theories and precepts are internationally famous. This sale involved a cash outlay of \$2,300 and the instrument and records left for Europe a few weeks ago on the "Adriatic."

In a recent chat with The World, H. E. Speare, manager of Widener's Columbia Shop, commented upon the fact that during the last few months, this shop has shipped high priced Columbia period models to Bombay, Calcutta, Scotland, South America and Japan. These purchasers stated that this store is undoubtedly selling as many high-priced talking machines as any talking machine store in the country.

In addition to these foreign sales, Widener's Columbia Shop has sold Columbia period models to some of the most prominent citizens in this country. Mr. Speare and his staff have made a specialty of studying the period model field, and their efforts are producing signal results in the way of sales that total a big sum of money.

O. W. RAY JOINS MELODEE STAFF

Well-known Talking Machine Man Takes Charge of Sales in Metropolitan Districts of New York and Philadelphia

Oscar Willard Ray, formerly connected with the Emerson Phonograph Co., recently joined the staff of the Melodee Music Co., Inc., and has taken charge of the sales of Melodee rolls in the metropolitan districts of New York and Philadelphia.

Mr. Ray is a graduate of Norwich University and has had a wide experience in sales work in both retail and wholesale merchandising. For several years he was manager of the New England and Eastern Canadian territories for the Emerson Co., and in 1919 became vice-president and general manager of Emerson New England, Inc., distributors for Emerson records and Q R S rolls, and later became Eastern district manager for the Emerson Co., with his headquarters at New York, and also director in the Musical Supply & Equipment Co., of Boston.

It was during Mr. Ray's position as vice-president and general manager of Emerson New England, Inc., that he became interested in the development of the music roll business and his success in developing this business in New England was due to the belief that every talking machine and record department should have a roll department.

Mr. Ray's hobby is "service to the dealer," and the Melodee music roll distributing headquarters in New York City is being installed under his supervision. The men who are associated with him are to be conveyors of co-operative service to Melodee music roll dealers which, it is said, will mean something entirely new in the way of music roll service.

MERITONE SHOWROOM IN NEWARK

The Meritone Phonograph Co., which recently took over the building at 511-511½ Mulberry street, Newark, N. J., has opened a showroom and salesroom at 86 Belleville avenue. A full line of the Meritone machines will be exhibited and for sale in the new showroom.

NEW CONCERN IN PASADENA

The Wyckoff-Verringer Co. is a new retail talking machine house at 835 East Colorado street, Pasadena, Cal., which is featuring the Edison line in most attractive quarters. Kenneth Wyckoff, manager of the new company, was formerly a member of the firm of Wyckoff Bros., Colorado Springs, Col.

The
Schmelzer Company
Kansas City, Missouri

Exclusively Wholesale
Victrolas and Victor Records



Lundstrom
CONVERTO

PATENTED DEC. 11, 1917

Talking Machine Cabinet

Announcing new model No. 2 M X

THIS new model Converto is now ready for immediate delivery. Designed especially for use with Mahogany Victrola No. VI. Distinctive features are the beautiful mahogany finish; horizontal shelves for record albums; metal ferrules and roller casters.

Dealers will be furnished with attractive colored window cards and leaflets describing this new model; also, cuts for newspaper ads by either applying to their wholesaler or direct to us.

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

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

CONVERTO WHOLESALE DISTRIBUTORS

Atlanta, Ga.....Elyea Talking Machine Co.
Phillips & Crew Piano Co.
Baltimore, Md.....Cohen & Hughes, Inc.
E. F. Droop & Sons Co.
Birmingham, Ala.....Talking Machine Co.
Boston, Mass.....Eastern Talking Machine Co.
Buffalo, N. Y.....W. D. & C. N. Andrews
Burlington, Vt.....American Phonograph Co.
Chicago, Ill.....Lyon & Healy
Cincinnati, Ohio.....Rudolph Wurlitzer-Co.
Cleveland, Ohio.....Cleveland Talking Machine Co.
Columbus, Ohio.....The Perry B. Whitsett Co.
Dallas, Texas.....Sanger Bros.
Denver, Colo.....The Knight-Campbell Music Co.

Des Moines, Ia.....Mickel Bros. Co.
Elmira, N. Y.....Elmira Arms Co.
El Paso, Tex.....W. G. Walz Co.
Houston, Texas.....The Talk. Mach. Co. of Texas
Jacksonville, Fla.....Florida Talking Machine Co.
Kansas City, Mo.....J. W. Jenkins' Sons Music Co.
The Schmelzer Co.
Memphis, Tenn.....O. K. Houck Piano Co.
Mobile, Ala.....Wm. H. Reynolds
Newark, N. J.....Collings & Co.
New Orleans, La.....Phillip Werlein, Ltd.
New York City.....Emanuel Blout
Cabinet & Accessories Co., Inc.
Knickerbocker Talking Machine Co.
Omaha, Nebr.....Mickel Bros. Co.

Peoria, Ill.....Putnam-Page Co.
Philadelphia, Pa.....C. J. Heppe & Son
Penn Phonograph Co.
H. A. Weymann & Son, Inc.
Pittsburgh, Pa.....W. F. Frederlek Piano Co.
Standard Talking Machine Co.
Portland, Me.....Cressey & Allen, Inc.
Richmond, Va.....The Corley Co., Inc.
St. Paul, Minn.....W. J. Dyer & Bro.
San Francisco, Cal.....Walter S. Gray Co.
Sioux Falls, S. D.....Talking Machine Exchange
Syracuse, N. Y.....W. D. Andrews Co.
Toledo, Ohio.....Toledo Talking Machine Co.
Washington, D. C.....Cohen & Hughes, Inc.
E. F. Droop & Sons Co.

SALESMEN SEEK LOWER RATES

Federal Trade Commission Asked to Look Into Hotel Charges—National Council of Traveling Salesmen Heads Movement

A list of specific cases of extortionate charges for rooms and restaurant service by many hotels throughout the country patronized by traveling salesmen is being prepared by a committee appointed a few days ago by the National Council of Traveling Salesmen's Association, to be presented to a Federal commission which the council has asked the Government authorities to appoint at an early date. The attention of Attorney General Palmer has been called to what the council terms "unjust and unreasonable and, in many instances, oppressive charges made upon the traveling public by many hotels and restaurants." Resolutions urging that the Government take steps to curtail the evil of hotel profiteering which, it is stated, exists to a greater or less extent in all parts of the country, have been sent to many Congressmen, the United States Chamber of Commerce and other influential bodies, asking that the earliest possible consideration be given to the matter.

In the resolutions adopted by the salesmen's associations, the resolutions asking for the appointment of a Federal commission request that it be empowered to investigate any and all hotels and restaurants throughout the country as to the nature of their business dealings, the charges that are made for food and lodging, to determine whether such charges are unjust and discriminatory and any and all other matters which in the judgment of such commission may be appropriate to the end that hotels will be precluded from making extortionate charges; to prohibit and prevent hotels from unjustly withholding rooms from guests; to preclude the increase of rates at various hotels because of temporary congestion; to inspect the sanitary conditions of hotels; to fix and determine the reasonable rates that hotels and restaurants may be permitted to charge, which shall be based upon the cost of maintenance of such hotels and restaurants, depending upon the locations of such institutions; to prohibit and prevent the payment by hotels and restaurants to their employes, such as managers, directors, proprietors and others, of excessive, unjust and arbitrary salaries and bonuses, which in many instances is done in order to fix unreasonable and unjustifiable overhead expenses.

It is also sought to compel the proprietors and owners of hotels and restaurants to pay adequate wages to their employes, so as to prevent the necessity for the payment of gifts and gratuities; to eliminate from hotels and restaurants the

Waterproof Gum Plywood

Thicknesses 1-4" and 3-16"

QUOTATIONS ON SPECIFICATIONS
CARLOADS ONLY—PROMPT SHIPMENT
PHONOGRAPH TRADE SOLICITED

MEMPHIS PLYWOOD CORPORATION

MEMPHIS, TENN.

present hat checking privileges; to regulate the basis upon which house physicians employed by various hotels shall be paid, so as to prevent and prohibit the division of fees now existing in many hotels among hotel manager, hotel proprietor and such physicians; to compel the posting of rates in all hotels; to compel such restaurants and hotels to maintain records of room reservations and table reservations which shall be kept in such manner as may be determined by the commission; to do and perform all other acts and things necessary and conducive to the attainment of the foregoing objects or of any and all other objects which may be deemed proper.

TELL THE STORY OF THE RECORD

Get so you can tell the story of a certain record just as a newspaper man reports a fire—make the customer expect something and then give it to him.

Following up your advertising means selling the advertising ideas to your salesman.

MUSIC SECTION A DRAWING CARD

Furniture Man Says Selling Talking Machines and Records Both Pleasurable and Profitable

Selling phonographs and records is pleasant as well as profitable, says a well-known merchant handling furniture and household furnishings. The lively dance numbers, sacred and popular songs and the really high class music, all combine to attract and hold the customer's attention. The music also attracts customers from other departments, who often come into the phonograph department to hear some record which appeals to them.

With the great improvements in cabinet designs, and the fact that the world's greatest artists now make records, the talking machine has reached its rightful position, that of a high-class musical instrument, and is no longer looked on as the toy of former years. Its extensive use in public and private schools brings it to the children's attention and they are often a big factor in influencing the purchase of a talking machine and records for the home.

Announcing the Philwey Phonograph "Rekord Phile"

THE PHILWEY MFG. CO., is ready to book orders for the most practical Phonograph Record File on the market, possessing new and desirable features not contained in any other make. The EJECTING BARS are of metal, and numbered. PARTITIONS are METAL-BOUND, WILL NOT WARP and are not affected by climatic conditions.

EDGES OF RECORDS are in full view, showing vacant spaces, preventing filing two records in single space. The vacant spaces will increase your record sales, acting as a constant invitation to fill the file.

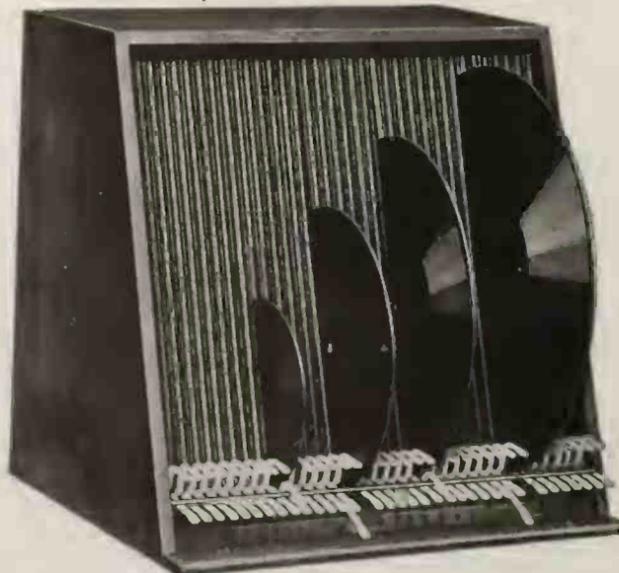
CAPACITY---It contains 63 records in each 12 inches of width.

Built to fit any size machine.

THE PHILWEY EMBODIES EVERY FEATURE NECESSARY IN A PHONOGRAPH RECORD FILE

If you will write us the inside dimensions in width of the Phonographs you sell, we will advise you as to capacity of the Philwey "Rekord Phile" to fit same.

Prices upon application. May we go into details with you?



PHILWEY MFG. CO., Inc.

75 SOUTH AVENUE

ROCHESTER, N. Y., U. S. A.



Sundelius



Easton



Scotney

Pacific Coast Music Lovers

THE SCOTTI OPERA COMPANY will give two weeks of Grand Opera in October in SAN FRANCISCO. Among the noted artists who will appear are:

MME. MARIE
SUNDELIUS

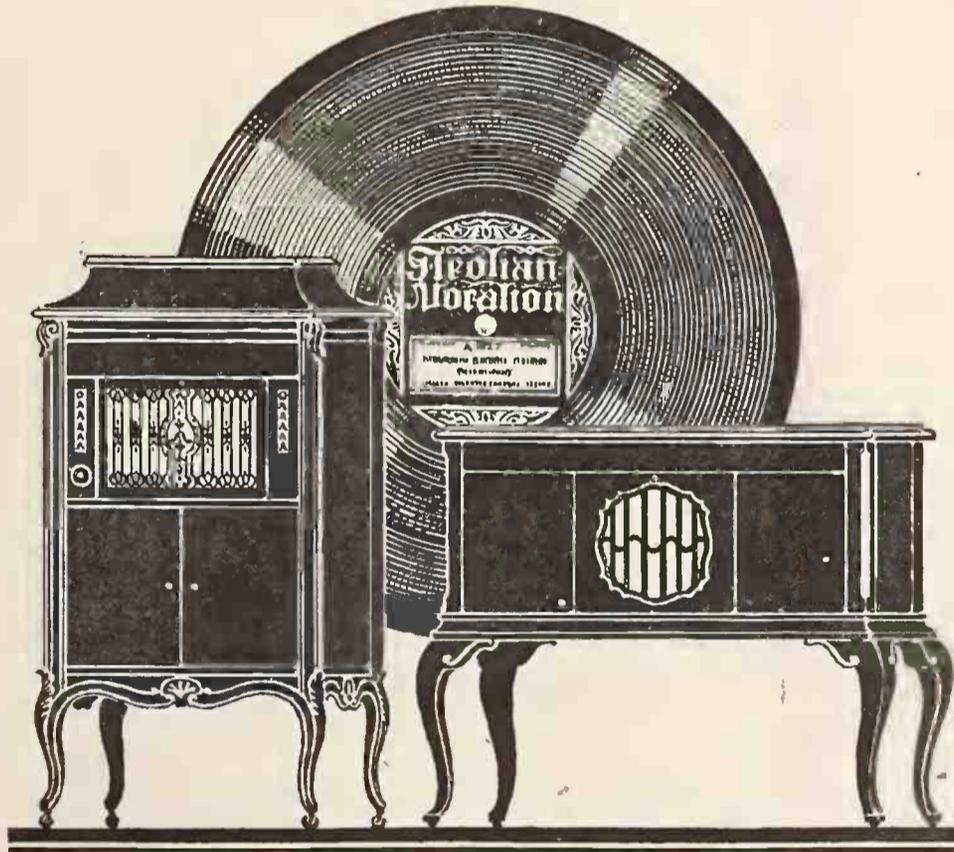
MME. FLORENCE
EASTON

MME. EVELYN
SCOTNEY

These world-famous voices are recorded *exclusively* on

The AEOLIAN-VOCALION RECORD

Conventional Models
from
\$60 to \$350



Period Models
from
\$280 to \$700

The AEOLIAN-VOCALION and VOCALION RECORDS

Present today the finest in phonograph manufacture. There is no question of the excellence of these instruments or of the fidelity with which Vocalion Records repeat the singing and playing of the Artists

MELODEE
MUSIC ROLLS

THE
AEOLIAN COMPANY
OF CALIFORNIA
455 Mission Street San Francisco

The Aeolian Company of California
455 Mission Street, San Francisco
Gentlemen:
Kindly send us an illustrated catalog of
the Aeolian-Vocalion.
Name _____
Address _____

Your Customers don't want this



(Left) The dotted lines show the point of an ordinary steel needle when new. Note that the steel needle is ruined in playing one record.

They do want this



(Right) The dotted lines show the point of the Sonora needle when new. After playing many records the Sonora needle is merely shortened and is still in perfect playing condition.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Semi-Permanent

NEEDLES

are unrivalled leaders to attract new customers to your store and to bring old customers in frequently.

Strongly and continuously advertised, these needles are in bigger demand than ever and are mighty profitable for you to handle. Each Sonora needle sale amounts to 25c. instead of a trifling sum. You get a substantial profit and the purchaser gets full value. Send in your order for Sonora needles and attractive, trade-making display matter will be furnished to you free.

Sonora needle prices:
25c per package of 5 40c in Canada

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President
279 Broadway, New York City

Canadian Distributors:
I. Montagnes & Co.
Toronto

Caution! Beware of similarly constructed needles of inferior quality.

WHEN ARE ORDER BLANKS VALID?

Printed Name of Concern Equivalent to Written Signature in Some Cases—A Typical Case Showing Enforcement of Unsigned Order

Merchants have been giving close attention in the last few months to their legal rights and liabilities under the forms of order blanks used by them in their business. They have been brought face to face, the bulletin of the National Association of Sweater and Knitted Textile Manufacturers says, with the distinction between an order which is a binding legal contract for the purchase and sale of merchandise and one which is no more than a reservation for merchandise that may be canceled at any time by the purchaser or seller, especially in cases where the party sought to be held to the performance of the order has not a signed copy of the order.

Many business men have been introduced for the first time to the old Statute of Frauds which provides that a contract to sell merchandise of the value of \$50 or upward in New York cannot be enforced unless there is an acceptance of partial delivery or a part payment or unless a memorandum in writing of the contract is signed by the party to be charged or his representative. The question arises frequently as to when an order bears a "signature" to satisfy the provisions of this law.

"Our attention has been called to two recent decisions in the Appellate Courts of the Second and First Judicial Departments in New York," the bulletin says, "which we believe will be of great interest to the trade in general, as it may be followed by other courts and in other States.

"These cases decide in effect that, where an order is upon the printed order blank of either the buyer or the seller and filled in by the concern whose name is printed on the blank, or its representative, the printed name on the order blank is the equivalent of a signature to the

order for the purpose of satisfying the requirements of the Statute of Frauds in enforcing the contract against the concern."

In one case cited, the seller wrote out the order on his printed order blank, and the court held the contract was binding even though there was no signature. In the other case, the ruling was against the plaintiff, who was the buyer, because the order was made out by the buyer on his own and not on the seller's form.

COLUMBIA MANAGERS CONFER

Branch Managers of Columbia Co. Attend Informal Conference—St. Louis Dealers Visit New York and Bridgeport Headquarters

The closing days of last month several branch managers of the Columbia Graphophone Co. arrived in New York to attend an informal conference with Geo. W. Hopkins, general sales manager of the company. Among these visitors were Fred E. Mann, Boston manager; W. H. Lawton, Buffalo manager; S. H. Nichols, Pittsburgh manager; A. A. Landon, Canadian manager, and Kenneth Mills, who was previously Chicago manager, but who became manager of the New York branch the first of the month.

These managers conferred with Mr. Hopkins regarding policies and plans for the rest of the year, and during the course of the conference spoke optimistically of the business outlook in their respective territories.

John McKenna, who has long been manager of the St. Louis branch of the Columbia Co., but who became manager of the Chicago branch on September 1, arrived in New York recently, accompanied by eighteen Columbia dealers from the St. Louis territory, together with A. W. Ross, assistant manager of the St. Louis branch. The dealers spent some time at the executive offices of the company in New York, and then visited the immense Columbia factories in Bridgeport.

The UDELL CABINET

ADDS DISTINCTION TO THE MUSIC ROOM
THERE IS A UDELL CABINET FOR EVERY NEED

The sale of a
**Udell
Record
Cabinet**

spells lasting satisfaction to the buyer and business building for the dealer. The style and quality are there.



The
Udell Works
1205 28th Street
Indianapolis, Indiana

The American Home Recorder



The American Home Recorder unites the family circle and provides entertainment by faithfully recording and reproducing the voices of the loved ones of the home

LISTEN

to a sales help for salesmen on a standard ten-inch phonograph record, made for us at the

American Recording Laboratories

where for years speakers, students and singers have recorded their voices for reproduction and personal use and sale.

This Sales Talk is crisp, convincing and embodies the many reasons which will quickly convert prospects to customers.

The value in the home of The American Home Recorder—the pleasure and education to be derived from this practical device for making one's own records—its many-sided appeal—these are but a few of the many arguments emphasized in this Sales Talk.

This is a real recorder—scientifically correct—efficiently made—moderately priced. It is not necessary to fasten it to the phonograph cabinet with screws. It is held in place with the pressure of one padded bolt. A complete unit which enables your prospect to obtain *all* of the value of his phonograph.

Every Phonograph Owner Everywhere is a Splendid Prospect.

Put this PROFIT MAKER to work at once and be sure to have a liberal quantity of American Home Recorders on hand to meet the big demand.

SEND FOR THIS SALES HELP

JOBBERS —There is some attractive open territory available on an exclusive zone basis. This is *your* big opportunity. Get in immediate touch with us.

DEALERS :—Let us tell you all about our carefully worked out Dealers' co-operative plan and put you in quick touch with the jobber in your zone.

AMERICAN HOME RECORDER

49 WEST 45th STREET

NEW YORK

H.K. Lorentzen

Manufacturer of
Exclusive Cabinet Hardware and Accessories
60 Grand Street
New York City

F. T. C. RULES ON ADVERTISING

Outlines Classes of Advertising Which Are Fraudulent Under Present Laws

Clean and honest advertising is one of the important subjects which has been given the closest consideration by the Federal Trade Commission. Recent rulings by this body are of vital interest to all business men. For instance, the following classes of advertising are fraudulent and a means to unfair competition according to a late decision:

"1. Advertising special sales of articles so as to convey to the public the impression of an unusual or advantageous offer for a limited period, when, in fact, the prices during such sales are no different than those obtained at other times.

"2. Falsely representing that articles have been purchased in large quantities, in order to sell them at less than the regular price.

"3. Fraudulently representing or conveying to the public the impression that the advertised price of the article is less than the regular price.

"4. Making false and injurious statements to prospective customers concerning the material of which competitive articles are constructed, or the cost of production of the same.

"5. Attempting to interest prospective purchasers by conveying a false impression of expert and impartial advice on the best make of an article, when, in fact, the advertiser is directly interested in selling a special make."

EDISON JOBBERS TO MEET IN WEST

Second Semi-annual Conference of Western Jobbers to Be Held in Denver This Month

Preliminary announcement has been made of the second semi-annual conference of Western Edison jobbers, to be held during the latter part of September in Denver, Col. The jobbers will be the guests of the Denver Dry Goods Co.

A two-day business session has been proposed, one of which probably will be devoted to the problems of the jobbers' traveling representatives, who will also be present. Each of the jobbers will also be prepared to lead in the discussion of one or more topics suggested in advance. It is likely that the conference will take place at the Brown Palace Hotel. Invitations have also been extended to representatives of the Edison Laboratories to attend.

Among the jobbers present will be Harry L. Marshall, Portland; O. A. Lovejoy, Los Angeles; L. A. Walker, Helena; R. L. Proudfit, Ogden, and D. H. Kent, Vancouver.

Attention—Victor Dealers An Extra Salesman

Would you hire an extra salesman for three dollars a month?

THE USOSKIN MONTHLY DISPLAY SERVICE will sell as much merchandise for you during a month as will a crackerjack salesman—yet all it costs each month is three dollars.

Let us tell you more about this service.

Details and photographs gladly sent upon request.

USOSKIN LITHO, Inc.
230 WEST 17th ST., NEW YORK CITY

UDELL WORKS SUFFER FIRE LOSS

Exploding Lantern Causes Damage Estimated at \$100,000—Company Officials Declare There Will Be Little Delay in Production

INDIANAPOLIS, IND., August 30.—Fire started by an explosion of a lantern at the Udell Works, 2802 Barnes avenue, August 14, caused a loss estimated at \$100,000 by officials of the company. The damage was heaviest in that part of the factory where music cabinets and library furniture are manufactured. The bulk of the loss was due to water damage.

Arthur W. Cobb, vice-president of the com-

pany, said the loss was covered by insurance and that the fire would delay production only a few days.

The fire started when a lantern carried by E. F. Finney, night watchman, exploded. Finney's quick work in sending in the fire alarm, despite the fact the explosion threw burning oil over his clothing, prevented the entire building from being destroyed, Mr. Cobb said. The building to which the fire was confined was a three-story brick structure.

It is not what you happen to know about the theory of salesmanship that will swell your commission account—it is what you really sell.



FEDERAL ELECTRIC SIGN



— 9 Months to Pay

The first payment brings you the sign — you have 9 months to make the final payments. Pays for itself many times over.

— Make Your Store Conspicuous

This Handsome Federal Electric Sign is made of porcelain-enameled steel, finished in blue and white.

It will not rust, rot, or fade—never needs refinishing—and will last indefinitely.

Costs but a few cents a day for electricity—no other expense. An occasional washing keeps it sparkling like new.

It is distinctly visible both day and night from a distance in each direction.

An electric night sign will bring more daytime business.

Send the coupon today for full information—no obligation.

We have just moved into our new model daylight factory which gives us nearly 100,000 square feet of additional floor space.



Tear Off and Mail Coupon Now

FEDERAL ELECTRIC COMPANY

Representing Federal Sign System (Electric) : 8700 South State St., Chicago, Ill.

Please send me full information on Porcelain-enameled Steel Sign for my business. Explain your 9-months-to-pay Plan

Name.....City.....State.....

Street and No.....Business.....

Store Frontage.....No. of Floors.....

(T M W-9)



The BEACON

The future of any phonograph concern lies in the appreciation of its product by the ultimate purchaser.

The dealer who is now buying a mediocre product for a quick sale with excessive profits for himself is not looking ahead.

The Beacon is created for the progressive merchant who has foresight enough to realize that he must handle a product which advertises itself through its owner. In this way only can he be assured of permanent profits and a growing future business.

The Beacon is distinctly a quality product.

The design is exclusive and covered by basic patents.

The tone is musical, pure and *scratchless*.

The motor is silent and durable.

Write to us at once.

If you qualify for an agency, you will be granted a franchise and may have shipment of goods deferred until Fall if desired.

Distributors everywhere East of the Mississippi River.

Beacon Phonograph Co., Inc.
19 Milk Street Boston, Mass.



Beacon service
and co-operation
make Beacon
dealers Beacon
enthusiasts

SUCCESSFUL SHOP IN SPOKANE

Talking Machine Section of Special Department Store in That City a Live Factor

SPOKANE, WASH., September 2.—The accompanying photograph shows one of the conspicuous successes among the phonograph shops of the

tion on the third floor of the store, with eleven demonstration rooms. The Sonora, Victrola and Columbia Machines are carried.

Very complete libraries of Columbia and Victor records are kept in stock at all times. The record library occupies aisle space back of the demonstration rooms, affording easy access to all records from every room in the building.



Attractive Talking Section of the Crescent Department Store

Pacific Northwest, that of the Crescent Department Store in this city. Started a few years ago with one line of machines and two demonstration booths, it now occupies a splendid loca-

The department is under the management of Mrs. A. O'Dea and employs a staff of seven sales people the year round. They are a busy and competent bunch.

RUMANIAN PRINCE BUYS RECORDS

Crown Prince Carol Goes Shopping and Buys a Talking Machine and Operatic Records

The delay in the sailing of the Aquitania on August 28 enabled Crown Prince Carol of Rumania to buy a talking machine and a selection of records to take back with him to his native country. With him on his shopping tour through the Forty-second street district was Miss Flora Boyle, a daughter of Col. J. W.

Boyle, who is at present on a mission in Rumania. Learning that she was in New York the Prince at once got in touch with her and she piloted him through the city and aided him in choosing his favorite selections, which included all the available records from "Madame Butterfly." He showed little fondness for jazz and confined his purchases mostly to operatic records.

No man who is thoroughly occupied with his work is ever entirely miserable.

PATENT APPLICATIONS GROW FAST

U. S. Patent Office Reports Increase of 19,000 Over Last Year—Bureau Nets Profits

WASHINGTON, D. C., September 3.—Patent applications filed with the Patent Office during the last fiscal year showed the greatest increase in the history of the country, totaling 81,984, as compared with 62,755 for the preceding year.

The report of the Commissioner of Patents made public by Secretary Payne also showed that business of the Patent Office was further swelled by an increase of about 10,000 in the number of applications for registration of trade-marks and labels.

Patents granted and trade-marks and labels registered totaled 47,409, an increase of 4,056 over the preceding year. For the first time since 1917 Patent Office receipts, including application fees, exceeded expenditures, the net surplus for the year being \$2,615,000.

MANY COUNTRIES WANT SONORAS

Inquiries Come in From All Corners of the Earth—Foreign Agencies Established

The sales department of the Sonora Phonograph Co. states that inquiries and orders for Sonoras are being received from all parts of the world. The J. & C. Fischer Co., of New York, Sonora export representatives, recently showed the sales department envelopes bearing the postmarks of France, England, Cuba, Serbia, India, Italy, Belgium, Australia, South Africa, Egypt, Spain, Chile, Peru, Argentina, Algeria, Turkey, New Zealand, Iceland, Syria, Panama, San Domingo, Brazil, Ecuador, Mexico, Venezuela and Colombia.

These envelopes indicate conclusively that Sonora is enhancing its prestige steadily in all parts of the world, and the J. & C. Fischer Co. has established important agency connections in many of the leading foreign countries.

**“Easier to Sell
than any other
phonograph in the world”**

That's the way salesmen talk about

The **AEOLIAN-VOCALION**

The new and greater phonograph

VOCALION RECORDS Two distinct styles of records. A lateral cut and a hill and dale. You can therefore sell every phonograph owner in your community.

Ask for our Dealers' Proposition
We are Western Distributors, prepared to give you the goods you want **WHEN YOU WANT THEM.**



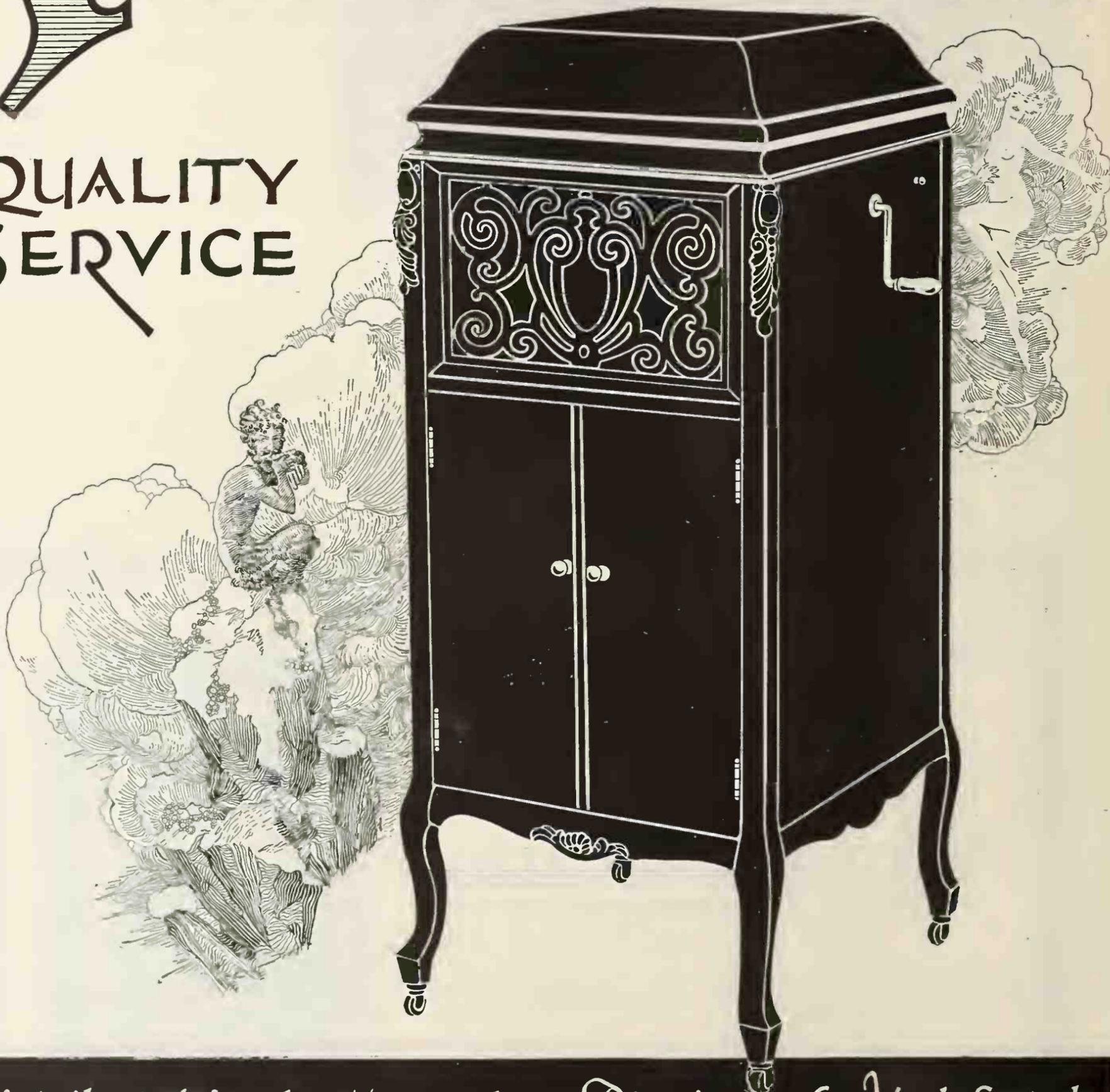
13 to 19 East 1st, South - - - - Salt Lake, Utah



It plays ALL
Records
BETTER

VITANOVA

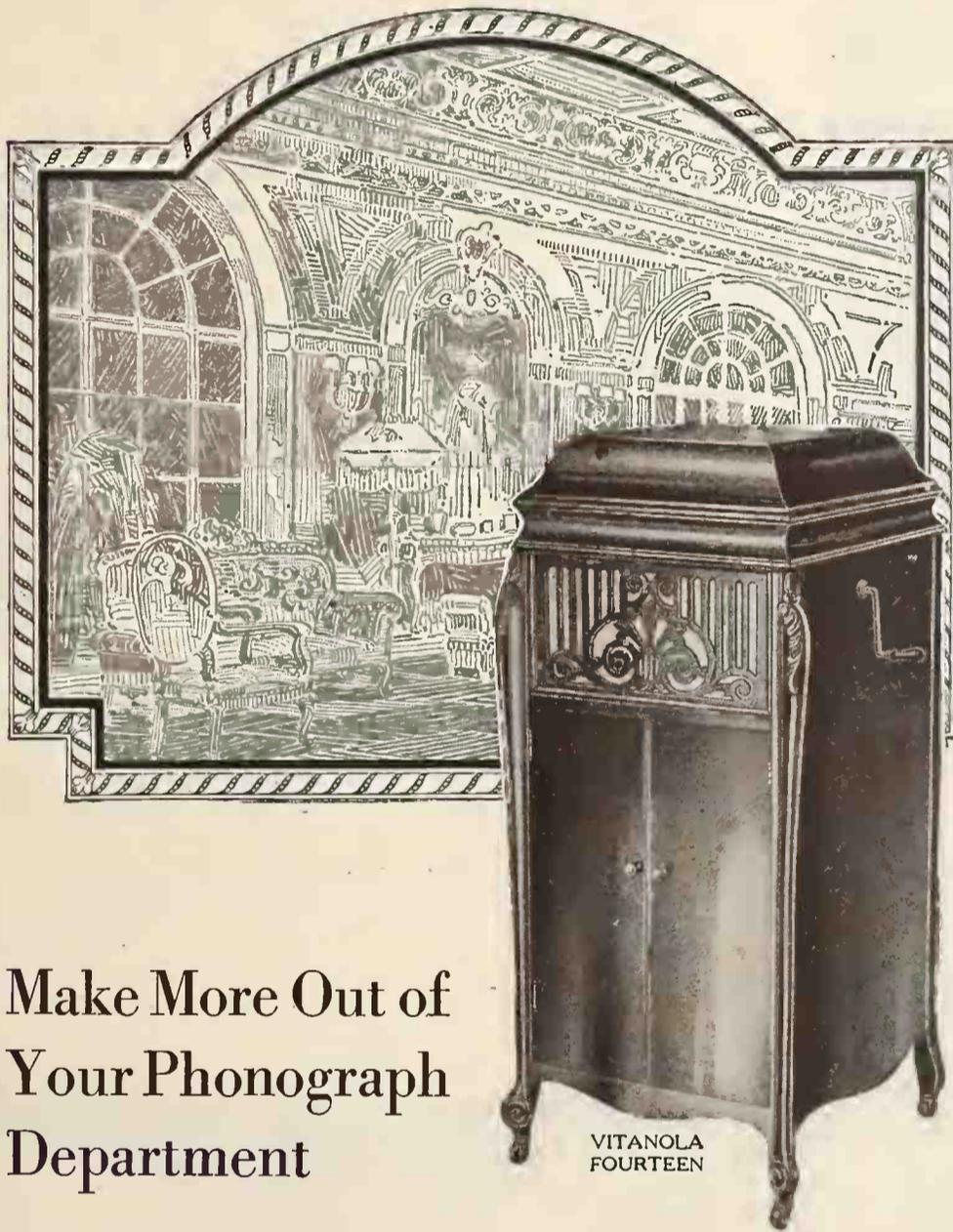
QUALITY
SERVICE



Distributed in the Metropolitan District & New York State by
M. M. ROEMER SALES CORP.
1123 BROADWAY at 25th Street
New York

VITANOLA

The Phonograph of Marvelous Tone



Make More Out of
Your Phonograph
Department

The Vitaphone has been the big sales builder for dealers everywhere, because—

It has the tone quality and design that make it a quick seller and public favorite.

If you haven't information better send now for our booklet "Making a Phonograph Department Pay" and sample of handy vest pocket catalog

VITANOLA TALKING MACHINE COMPANY
Executive Offices, 1918 So. 52nd Ave., CICERO, ILL.

One of Several Dozen
 Letters
 received
 by us
 from en-
 thusiastic
 Jobbers
 and
 Dealers

It
 will
 pay
 you
 to

STOCK REFLEXO
 BLUE STEEL NEEDLES

*(Write for Samples and Prices
 of Reflexo Needles and Polish)*

REFLEXO PRODUCTS CO., Inc.

347 Fifth Avenue

At 34th Street New York City Suite 1003

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

"With the desire to serve our community in every possible way, we dedicate this big 'Department Store to you."

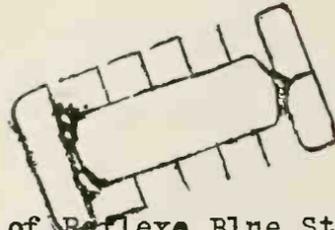
H. H. SCHROEDER, PRESIDENT
 R. W. HALBACH, VICE-PRESIDENT
 E. F. HALBACH, SECRETARY
 GEORGE GABRIEL, MANAGER



May 28, 1920.

Cole & Dunas Co.,
 54 W. Lake St.,
 Chicago, Ill.

Gentlemen:



We received your box of Reflexo Blue Steel needles and to say the least we believe them to be far better than anything we have yet tried.

We believe you will make no mistake in handling them as they have only been on our counter two hours and we have sold over a dozen packages.

Kindly send us another box.

Yours very truly,

HALBACH SCHROEDER CO.

EHW/HKL

Per. *E. H. Williams*
 Manager Sales and Service Department
 for Brunswick.

The
 "BLUE STEEL" NEEDLE
 that "Holds the
 Record" for
 popularity

PLAYS
 TEN
 RECORDS



Are you tying up your local advertising to the great national Columbia campaign by using the new monthly movie slides? They are actual reproductions in color of the current magazine advertisements and the black and white newspaper advertisements and carry your hand-lettered imprint on each slide. If not, begin this month. They bring results.

Columbia Graphophone Co.
NEW YORK



PROGRESSIVE TRADE DEVELOPMENTS IN INDIANAPOLIS

Musical Director for Talking Machine Shop—Notable Pathé Visitors—Stewart Boosting Educational Records—Window Display of Bubble Books—Dealers Optimistic Regarding Fall Outlook

INDIANAPOLIS, IND., August 30.—Carl Anderson, manager of the Indianapolis Talking Machine Shop, has inaugurated something new in the employment of a musical director for his store. Mrs. Charles B. Foster, a well-known local musician, is the director. Mrs. Foster's chief aim is to popularize and encourage the sale of classical records and to instruct the sales force so that they may be able to acquaint the public with the names and achievements of the artists.

Mrs. Foster said that a great many people have been denied the pleasure of the classical records because they have not known what they were. They are not familiar with the names of the artists and they dislike to show "their ignorance" in the store. Mrs. Foster for two years was with the Acolian Co.'s former branch store here and she conducted special demonstrations with the Duo-Art players. During the war she was active in conducting musical entertainments for the soldiers in the several training camps around Indianapolis.

Eugene Widmann, president, and James Watters, secretary of the Pathé Frères Phonograph Co., visited C. O. Mueller, in charge of the Pathé department of Mooney-Mueller-Ward Co., last week. They also visited the Pathé Shop, of which E. R. Eskew is manager.

W. T. McTigh from the Pathé factory is calling on Pathé dealers in this territory explaining the Actuelle. Mr. Mueller reported that the dealers through demonstrations of this instrument at county fairs, have aroused much interest and are expecting it to prove one of the big Pathé sellers.

J. M. Wallace, president of the Red Rooster's organization of Pathé dealers in this territory, has called a meeting of the advisory board at Marion, Ind., September 1, to discuss plans for a Fall meeting and for the annual banquet of

the Association. Mr. Eskew, a member of the board, and Mr. Mueller are planning to attend.

The Stewart Talking Machine Co., Victor distributors, is meeting with much success in its campaign to boost the educational record sales. It has sent its dealers a list of 550 Victor records suitable for educational purposes and has designated those that are exceptionally good. The dealers have responded with generous orders. In connection with the county teachers' institutes now being held throughout the State, the company, through Miss Caroline Hobson, its educational director, and five assistants, is bringing directly to the teachers the benefit of using the Victor machine and educational records in schools.

At the Indianapolis Columbia Co.'s branch, Ben Brown, manager, and Charles B. Lang, assistant manager, are both back from their vacations. They report that the Columbia dealers in this territory are booking large Fall orders.

Will Hill, a live Columbia dealer at Bowling Green, Ky., has completed the remodeling of his store at a cost of \$12,000. Mr. Lang said that Mr. Hill has one of the most modern stores in the country.

Miss Gertrude Woirhaye, bookkeeper at Wideners' Grafonola Shop, joined the delegation of St. Louis Columbia dealers on their trip to New York under the direction of John McKenna, St. Louis Columbia manager. Mr. McKenna invited Miss Woirhaye to take the trip on her vacation. D. L. Mann, one of the salesmen at the shop, has returned from his vacation in the East. W. G. Wilson, manager, reported that August business has been good.

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co. store, reported a brisk record business. During the last week the store has had an unusually

attractive window display on Windsor phonographs.

The Pearson Piano Co. designed a clever window display on the Harper Bubble Book, depicting a nursery scene with dolls. The company is completing the remodeling of its basement where its new player roll department will be installed and also four demonstration booths for the sale of machines. These will be up-to-date in equipment.

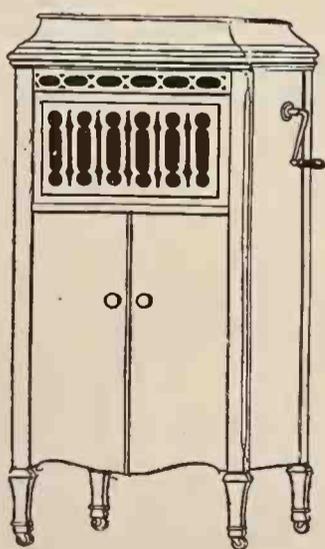
George Standke, manager of the Brunswick Shop, in closing out a line of records the store has stopped handling, put on a special sale offering ten of the records with every machine purchased. Mr. Standke said the sale brought in the business.

H. J. Weir, manager of the talking machine department of the Carlin Music Co., said that prospects were bright for a big Edison and Columbia business starting this month.

Leopard G. Carlin and William Grindle, of the sales staff of the Edison Shop, joined the ranks of the benedicts when they were on their vacations. All the Edison Shop salesmen are now married.

LOS ANGELES PATHE MEN MEET

LOS ANGELES, CAL., August 30.—The Los Angeles branch of the Western Phonograph Co., Pacific Coast distributor of the Pathé, recently held a convention which was attended by the majority of Pathé dealers of Southern California. Addresses were delivered in the morning by James Watters, dealer service department; C. E. Gore, Western field manager; O. M. Keiss, field supervisor. Luncheon was served at Christopher's Cafe. During luncheon Miss Ruth Bowers, soprano, and Miss Olive Reed, violinist, sang and played respectively in unison with Pathé records. Their audience was unable to distinguish between the records' reproduction and the actual voice and instrument. A theatre party at the Orpheum brought the day's entertainment to a close.

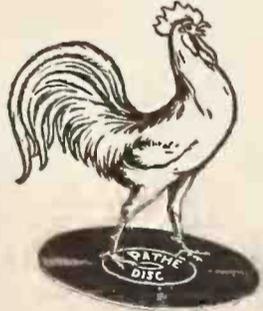


SOUTHERN DISTRIBUTORS

Pathé PHONOGRAPHS and RECORDS

GRAY & DUDLEY CO.

Write Today for Agency Proposition



NASHVILLE
- - -
TENNESSEE

JACK SIXSMITH ARDENT ROOTER

Youngest Member of Iowa Victor Dealers' Association Makes Friends With Famous Victor Dog—Picture Suggests Window Display Idea

Jack Sixsmith, youngest member of the Iowa Victor Dealers' Association, is one of the most ardent Victor supporters. The accompanying photograph shows Master Jack viewing with awe, admiration, and respect the famous Victor dog. Evidently, by his expression, at the same



"Jack" and "His Master's Voice"

time he is trying to call the attention of the Fox-terrier to the fact that he is a wearer of the badge of the Iowa Association.

Incidentally, Jack Sixsmith should inherit a strong liking for the Victor dog, as his father, H. B. Sixsmith, is a Victor man of long standing, who is at present sales manager of Mickel Bros. Co., of Des Moines, Iowa.

It seems that the accompanying picture might be a very good nucleus for a window display, using a kewpie doll to replace the Master Jack. Records should be placed flat on the floor of the

window which should be covered with dark plush or other neutral coloring. The unique characterization of the Victor dog with a kewpie doll would attract attention to the window and the onlookers would be compelled to notice the different records which were being displayed.

PRIZE FOR BEST SONORA POSTER

University of Utah Students Boom Sonora in Novel Advertising Stunt Sponsored by Robinson Bros. Music Co. of Salt Lake City

SALT LAKE CITY, UTAH, September 7.—The Robinson Bros. Music Co. of this city and Provo, Utah, Sonora dealers, centered attention recently on the Sonora by offering a prize of \$50 cash for the best poster submitted on Sonora phonographs by students of the University of Utah. Not only was a \$50 prize awarded to the artist designing the poster considered best, but a special second prize of \$25 was presented to the second choice. Over 100 posters were submitted in this interesting contest, and the Robinson Bros. Music Co. derived splendid publicity from this unique idea.

An effective window display was made recently by this company in its Salt Lake City establishment by showing a large size photograph of Prof. John J. McClellan, a distinguished musician, who is the organist at the famous Salt Lake Tabernacle. Prof. McClellan chose the Sonora for his home, and Robinson Bros. featured Prof. McClellan's purchase of this instrument through the medium of large space in the leading newspapers.

They say that one should not worry about not being a genius, for it is easier for a hard worker to achieve success than a genius.

A bad impression lasts long and it takes many good precepts to wipe the slate clean again.

E. M. LATHAM APPOINTED MANAGER

Former Welte-Mignon Talking Machine Manager to Take Charge of New Emerson Shop

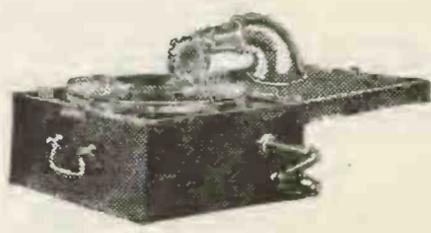
E. M. Latham, one of the best known members of the local retail trade, has been appointed manager of the new Emerson Model Shop to be opened shortly at 206 Fifth avenue, New York City. Mr. Latham comes to this new post



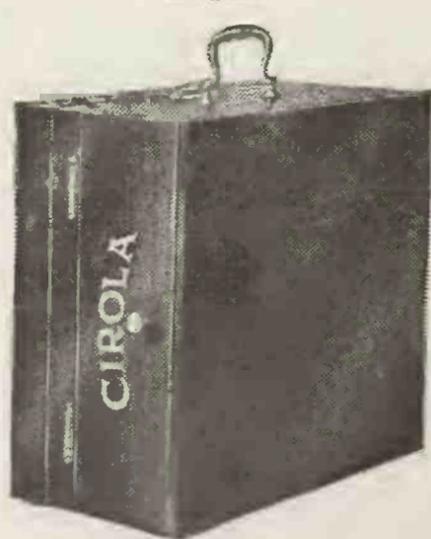
E. M. Latham

well qualified, for he has spent practically his entire career in the retail talking machine field.

Before the war, in which, by the way, he served with distinction, Mr. Latham had one of the best appointed talking machine stores in Atlantic City, in which he still retains an interest. Shortly after his return from abroad, he became manager of the talking machine department in the Welte-Mignon Studios, New York, from which position he resigned to accept the management of the Emerson Model Shop.



*The New
Portable
CIROLA*



***Ideal for the
Vacationist***

Although the Cirola is a good all year round selling proposition, the extreme ease with which it may be carried makes it especially attractive to the Vacationist.

Dealers would do well to take care of this trade with the Cirola. It measures 12½" x 11½" x 6½", is attractive in appearance. It is without sound chamber, has remarkable tonal volume and many exclusive features. Covers may be had if desired.

*Territory is open for distributors.
Write today.*

Cirola Phonograph Corporation
Executive Offices:
1 West 34th Street : New York City

RELIEF AT LAST!!!

No more need for "Loud," "Soft" and "Medium" needles—no more need for changing needles after playing one record

Tonofone

THE NEEDLE WITH THE FLEXIBLE POINT

HAS SOLVED THE PROBLEM

One TONOFONE will play 20 to 50 RECORDS—any disc records ON ANY PHONOGRAPH and reproduce the ORIGINAL TONE PITCH and volume, be it LOUD, MEDIUM, or SOFT.

and

THE POINT being FLEXIBLE and SOFTER than the RECORDS, will neither WEAR NOR INJURE THEM—in fact

THE NEEDLE WEARS — THE RECORDS DON'T

A Very High Authority Writes:

"I have found no needle which transmits the full tone value of the record as does the Tonofone. Its elimination of surface noise and accurate reproduction makes it supreme for demonstrating purposes."

INVESTIGATE

INVENTORS AND SOLE MANUFACTURERS
R. C. WADE CO.
 110 SOUTH WABASH AVENUE
 CHICAGO
 PHONE RANDOLPH 2045

STOCK DIVIDEND PROFITS TAXABLE

Internal Revenue Commissioner Issues Ruling Stating That Tax Applies Where Sales Take Place—Decision of Interest to Business Men

WASHINGTON, D. C., August 31.—Acting Commissioner of Internal Revenue Paul F. Myers has handed down a ruling in the matter of stock dividends that will prove of decided interest to the financial world. It comes in sequence to the recent decision of the United States Supreme Court in the case of Eisner vs. MacComber by which it was held that stock dividends were not taxable as income. The Government by the new ruling adheres to its view that somewhere in the status of such distribution of profits, whether in the form of stock dividends or some other form in the matter of bookkeeping, the tax attaches. To meet the precise application of the decision of the Supreme Court it is now held that the profit derived by the stockholder from the sale of stock dividends is taxable income to him. In order to clarify the attitude of the Government in the situation that arises from the decision

the income tax regulations have been amended, these actions affecting the tax in question being as follows:

"Article 1547, sale of stock received in dividend; stock received as a dividend does not constitute taxable income to the stockholder, but any profit derived by the stockholder from the sale of such stock is taxable income to him. For the purpose of ascertaining the gain or loss

derived from the sale of such stock, or from the sale of the stock with respect to which it is issued, the cost (used to include also, where required, the fair market value as of March 1, 1913), of both the old and new shares is to be determined in accordance with the following rules:

"1. Where the stock issued as a dividend is all of substantially the same character or preference as the stock upon which the stock dividend is paid, the cost of each share of both the old and new stock will be the quotient of the cost or fair market value as of March 1, 1913, if acquired prior to that date, of the old shares of stock divided by the total number of the old and new shares.

"2. Where the stock issued as a dividend is in whole or in part of a character or preference materially different from the stock upon which the stock dividend is paid, the cost or fair market value as of March 1, 1913, if acquired prior to that date, of the old shares of stock shall be divided between such old stock and new stock or classes of new stock, in proportion as nearly as may be to the respective values of each class of stock, old and new, at the time new shares of stock are issued, and the cost of each share of stock will be the quotient of the cost of the class to which such share belongs divided by the number of shares in that class.

"3. Where the stock with respect to which a stock dividend issued was purchased at different times and at different prices and the identity of the lots cannot be determined, any sale of the original stock will be charged to the earliest purchases of such stock (See Art. 39) and any sale of dividend stock issued with respect to such stock will be presumed to have been made from the stock issued with respect to the earliest purchased stock to the amount of the dividend chargeable to such stock."

THE INDUSTRY OF THE NATION

The home builder is the mainstay of the nation, and industries are now giving preference to the men who either have or manifest a desire to build their own homes.

It's just as desirable to know when to forego an advantage as it is to know when to grasp an opportunity.

ROTTEN STONE

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

KEYSTONE MINERALS CO.

41 Union Square, New York City

Do You Throw Money Away?

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

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

RENE MFG. CO.

Montvale, N. J.



The Bell-Hood Surrounding the Needle Clarifies the Tone of Objectionable Surface and Mechanical Noise

A scientifically perfect needle designed after long experiment to better the tone quality of needles

**SEMI - PERMANENT POINT
LOUD - MEDIUM - SOFT**

A profitable needle for dealers to sell. More than 2000 Dealers are now selling them with splendid success. Order from the nearest branch.

The BELL HOOD NEEDLE CO.

183 Church St., New Haven, Conn.

807 The Arcade, Cleveland

N. E. M. I. T. CO.,

89 10th St., South

3442 N. Clark St.

127 E. 23rd St.

Minneapolis

Chicago, Ill.

New York City

Distributors for all states west of
Mississippi River and Wisconsin.

UNCLE JOSH TALES IN BOOK FORM

Stories Known to Victor Enthusiasts Through Victor Records Now Assembled

Kin Hubbard has received much publicity through his quaint old character, "Abe Martin." The bright and humorous sayings of "Abe Martin"—the Hoosier from the hills of Brown County—are not only popular with the people of Indiana, but are read and enjoyed by people all over the United States.

The most recent novelty to be offered to the public is the collection of short stories by Cal Stewart. To the average person these stories are not new. Cal Stewart, like Kin Hubbard, has made a world-wide reputation as a spinner of funny yarns.

In Uncle Josh Weatherby Cal Stewart has a purely imaginary character, yet one true to life. Uncle Josh is full of sunshine and rural simplicity. In his experiences you will observe that there is a bright side to everything.

Uncle Josh stories have been played on Victor records for many years. They have met with great success and for this reason they have been printed in book form and are being distributed by the Victor wholesalers.

ADVERTISING A STRONG ASSET

Fourth Estate Makes Timely Reference to Extent of Columbia Advertising Appropriations

It is interesting to note that the Columbia Graphophone Co. is urging as one of its reasons for being in a strong financial position the fact that during the last four and a half years its expenditures for advertising have exceeded \$10,000,000.

The president of the company used this argument in a statement to his bankers, in support of an appeal for a \$7,500,000 note issue, and the bankers thought enough of the argument to put that part of the president's letter in black type.

"When advertisers can use their appropriations as an argument with their bankers," says The Fourth Estate, "advertising has come into its own."

V. MENDEZ OF CUBA A VISITOR

Sonora Representative in Havana Finds Product Making Good Headway There

During the past few weeks the executives of the Sonora Phonograph Co. entertained V. Mendez, Jr., of Mendez & Co., Havana, Cuba, Sonora representatives, who was accompanied by Claudia Mezzacaso, of Santiago, Cuba.

The Sonora show rooms of Mendez & Co. in Havana are very handsome, and are now being reconstructed in order to accommodate the company's fast growing business. A novelty in these showrooms is a booth in the shape of a Sonora phonograph, and the Sonora trade-mark is worked into the mosaic floor tiling in a very clever fashion.

Mr. Mendez stated that the Cuban industrial situation is very satisfactory, and that the Sonora product is making steady headway in the important cities on the island. Among recent sales was a Louis XV de luxe model to the Casino in Havana, and the throngs who visit this establishment, after trying their skill at the various games of chance, dance to the music of the Sonora Louis XV model.

NEEDLES
WE MANUFACTURE

Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe

in stock ready for delivery

MERMOD & CO., 874 Broadway, N. Y.



HARPONOLA

Use **HARPONOLA**
to Increase Your
Business

A store is judged by the merchandise it carries. A HARPONOLA Department is not only a profit-builder in itself, but adds to your good-will assets by stamping yours as a quality institution.

All you need do to convince your customers that HARPONOLA is the superior phonograph

—is to remove the grille and expose to the eye the hidden beauty of the golden horn of mellow spruce.

Here in this hidden detail is a perfection of finish that is not excelled in other phonographs even in their exposed portions.

And the perfect construction and finish of this golden horn—carefully wrought out of Nature's most vibrant wood—is one reason for the bell-like clarity of the tones that issue from the phonograph with the golden voice.

Perfect mechanism and superior reproduction qualities—coupled with the fact that HARPONOLA plays all records equally well—are further reasons why HARPONOLA sells and "stays sold."

Write for our combination HARPONOLA and OkeH Record proposition.

THE HARPONOLA CO.

101 MERCELINA PARK
CELINA, OHIO

EDMUND BRANDTS, President

The
PHONOGRAPH
with the
**GOLDEN
VOICE**



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:

- | | |
|--|--|
| 9045—Old Man Jazz (Novelty Fox Trot) (Gene Quaw). Saxi Holtsworth Harmony Hounds. | Pretty Kitty Kelly (Penseaud Nelson). Robert Hudson. Tenor—Orchestra Accompaniment . . . \$1.00 |
| Why Cry Blues (Fox Trot) (Durante and Baquet). Jimmy Duraute's Jazz Band . . . \$1.00 | 9055—Kawaii Waltz. Ferera and Franchini, Hawaiian Guitars. |
| 9053—I'd Love to Fall Asleep (and Wake Up in My Mammy's Arms) (Ahlert-Lewis-Young). Flo Bert, Contralto—Orchestra Accompaniment. | Hawaiian Hula Medley. Ferera and Franchini, Hawaiian Guitars. Medley Intro.: (1) Monanalu. (2) Maunawili. (3) Meleana . . . \$1.00 |
| I've Got the Blues for My Kentucky Home (Clarence Gaskill). Flo Bert, Contralto—Orchestra Acc. . \$1.00 | 9056—Silver Moon (Charles Ernst). Frank Kamplain, Yodling—Orchestra Accompaniment. |
| 9054—Pretty Little Cinderella (Franklyn and Vincent). Ballard and Terall, Tenor and Contralto Duet—Orchestra Accompaniment. | Emmet's Cuckoo Song (Emmet). Frank Kamplain, Yodling—Orchestra Accompaniment . . . \$1.00 |

Gennetts better all phonographs. Hearing is believing

THE STARR PIANO COMPANY, Richmond, Indiana

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

FEATURING FRED HUGHES' RECORDS

Nashville Columbia Dealers Use Exceptionally Effective Display in Connection With Theatrical Engagement of Columbia Star

NASHVILLE, TENN., August 30.—Lebeck Bros., of this city, Columbia dealers, recently conducted one of the most effective artist "tie ups" that has been instituted by a talking machine dealer in this territory for some time past. E. A. Vinson, director of publicity for this organization, handled all of the details incidental to this "tie up" and well deserved the congratulations which he received.

This publicity was inaugurated in connection with the appearance in this city at Loew's Vendome Theatre of Fred Hughes, exclusive Columbia artist. Mr. Hughes appeared for three days in the early part of the week, and prior to his arrival Lebeck Bros. utilized every possible means of publicity to advise the public regarding Mr. Hughes' act at Loew's Theatre, the fact that he is a Columbia artist, and that his records are on sale at their store.

The lobby of Loew's Vendome Theatre held



Lebeck Bros.' Window Display Featuring Fred Hughes' Records

an attractive display of Grafonolas and standing by each machine was a large card introducing Mr. Hughes, presenting his records, and featuring the fact that there would be a concert at Lebeck Bros.' store. It was also announced that one of Mr. Hughes' latest Colum-



The Columbia Display in the Theatre Lobby

bia records would be presented to any lady who would sing a chorus of one of his Columbia record hits. Two slides were used at the theatre announcing Mr. Hughes' concert in the store, and one of the acts appearing at Loew's Vendome Theatre during the three days prior to Mr. Hughes' performance advised the public that Mr. Hughes would be present the following week and that he would give a concert at the Lebeck Bros. establishment.

On Sunday morning the newspapers carried half-page advertising, together with text matter incidental to Mr. Hughes' appearance in

Nashville, the following three days. On Monday morning, in addition to the preparation of artistic displays, etc., Lebeck Bros. carried out the following intensive publicity: Follow-up ads were used in all of the daily newspapers; a Grafonola was placed on the stage during Mr. Hughes' act, and was used as the basis of an interesting feature; Mr. Hughes made brief announcements in which he mentioned Columbia records as well as Lebeck Bros., and at each performance a Columbia record was presented to any young lady who would sing one of his Columbia successes.

On Tuesday the concert was given to a crowded house, and this remarkable publicity produced splendid results for these enterprising dealers.

VICTOR CATALOG BASIS OF ARTICLE

A Writer in Printers' Ink Monthly Pays High Tribute to Victor Co. Record Literature

The record catalog of the Victor Talking Machine Co., with the company's monthly record supplements, was made the basis of a most interesting and enlightening four-page article by Roland Cole in the August issue of Printers' Ink Monthly, under the caption: "A Business Built Around a Musical Text Book"

The article dwelt particularly upon the unusual and intimate portraits of Victor artists published in the supplement and the particular appeal they made to record buyers, while special reference was made to the handling of opera subjects in a popular way, and the efficient manner in which the big catalog is kept strictly up to date at all times. The article was published as a guide to manufacturers in other lines who have been seeking ways and means



NYOIL
FOR YOUR PHONOGRAPH

Made in Our Watch Oil DEPARTMENT

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

The Best Oil For Any Talking Machine

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

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

NYOIL is put up in 1-oz., 3 1/4-oz. and 8-oz. Bottles and in Quart and Gallon Cans.

For Sale by all Talking Machine Supplies Dealers
WILLIAM F. NYE, New Bedford, Mass., U.S.A.

for improving their catalogs and giving them individuality. The many details offered should prove of particular interest to Victor wholesalers and dealers who, although they have received the Victor catalog and supplements regularly for years, have little conception of the amount of work involved in their compilation and the excellent system that is followed in preparing them.

OPENING OF OPERA SEASON NEAR

The opening of the opera season is a very important event for talking machine dealers and the Victor Co. in sending out to the trade the October literature makes emphasis of the fact that dealers should now prepare their stores to take care of the increase which is sure to come. There are many things which can be improved now while there is still time. The show windows can be brightened, extra help can be engaged and trained, additional record rooms may be installed and, it is pointed out, there is still time to send at least one salesman to the Victor Salesmanship School. Now is the time to do this, for in a month or so the rush of trade will keep dealers and salesmen too busy to give these subjects attention.

Victor Dealers—

will find in our new wholesale store every facility for the marketing of

VICTROLAS and RECORDS

Our New Location at Penn Avenue and 12th Street brings our wholesale department to within one block of the Pennsylvania Station.

Be Sure to visit the Model Victor Sales Room on the first floor.



Mellor's
PITTSBURGH, PA.



Are you making every Grafonola delivery an advertisement by using our new waterproof delivery covers carrying 14-inch Columbia trade-marks? They mean safety and ease of delivery, convenience of handling, and insurance against breakage in addition to their advertising value.

Columbia Graphophone Co.
NEW YORK

BREMERTON STORE IN NEW HOME

Takes Building Recently Vacated by Keith Furniture Co.—Interior to Be Remodeled

BREMERTON, WASH., September 4.—Features that will make Jackson's Music Store the finest of its size in the Northwest are being installed at the present time in the store left vacant by E. S. Keith, which will be the future home of the Bremerton Music Store.

The entire interior is being finished in white enamel, windows have been enlarged and an inverted lighting system introduced. Six sound-proof record booths and four music studios are built in along the walls and a ladies' parlor and nursery are to be special features of the balcony, which extend around the entire room.

Partitions which divided the floor space of 60 by 100 into various rooms are being torn out to make one spacious room, which will be devoted entirely to the display of musical instruments and supplies.

BUYS WALTER R. GAGE MUSIC STORE

Leon F. Douglass, Jr., Takes Over Management of Hollywood Victor Establishment

Leon F. Douglass, Jr., of Hollywood, Cal., has taken over the Walter R. Gage music store, at 6614 Hollywood boulevard, and the store in the future will be known as the Forrest Victrola Studio. The Victor line of Victrolas and records is carried exclusively at this store and Mr. Douglass declared that he will immediately improve the store facilities to accommodate a more complete line of both machines and records.

ORMES MEN AT VICTOR SCHOOL

H. E. Beauregard and Henry C. Hawken, of the sales staff of Ormes, Inc., Victor distributor, New York City, are attending the Victor school at Camden this month.

INTERESTING EMERSON DISPLAY

Dack's Drug Store Works Out Attractive Display Window Featuring Emerson Records

Talking machine dealers have frequently spent considerable time working out attractive designs featuring records and in many instances

Phonograph Co. received recently an interesting photograph from Dack's Drug Store, Columbus, Neb., featuring a most effective window display in behalf of Emerson records. This display is shown herewith, and a casual study of the photograph will indicate that this dealer has utilized the most effective window display methods in the preparation of this timely and



Clever Record Display by Dack's Drug Store

have found it difficult to devise a window display that would give the public an adequate sales argument.

The advertising department of the Emerson

attractive window. Needless to say, the display produced splendid results and enhanced the prestige of Emerson records in the city of Columbus.

H. T. GRATZ WITH HAVERTY CO.

Takes Charge of Columbia Department of Large Savannah Furniture House

SAVANNAH, GA., September 6.—H. Turney Gratz, who was formerly connected with the Lindsay & Morgan Co., has taken charge of the Grafonola department of the Haverly Furniture Co., to succeed W. F. Thorpe, who has been transferred to the collection department of the Haverly Co.

Mr. Gratz is a musical critic of ability and

has had experience in the phonograph business. He plans to make the Grafonola department of this house the most complete in the South.

Harry A. Chick, who was well known to visitors to moving picture theatres in the good old days when illustrated songs were very popular, is a very efficient and courteous salesman in the Victrola department at Kann's Department Store, Washington, D. C.

When you've set out to do a thing, don't leave the job half done—it's slovenly.

Our Complete Stocks of

Emerson Records

assure prompt service and quick deliveries

Western Iowa and Nebraska Dealers
Write TODAY for this Agency

CARPENTER PAPER COMPANY
OMAHA Distributors NEBRASKA



Stratford

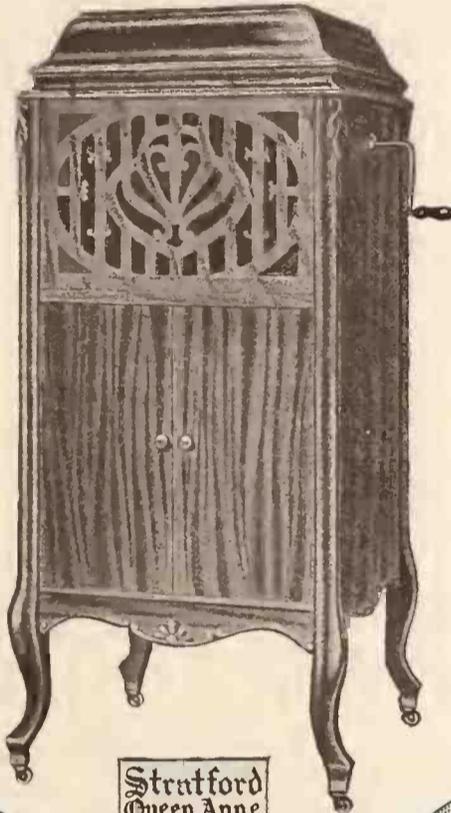
The Shakespeare of Phonographs

NOTED FOR:

Tone
Quality
Distinction
Service
Appearance

MODELS:

Adam
Louis XVI
Sheraton
Queen Anne
William & Mary



Stratford

The Shakespeare of Phonographs

IS A QUALITY PHONOGRAPH

- ☐ Stratford Dealers are Earning Attractive Profits.
- ☐ The outstanding quality of The Stratford; the beauty of its design and finish combined with its distinct reproduction and unusually full, round, natural tone, wins and holds customers for you.
- ☐ Without extra attachments any record is reproduced perfectly.
- ☐ Here is the phonograph you will want to handle; the phonograph your trade will demand.

Progressive dealers everywhere are urged to get The Stratford proposition. It spells attractive profits.

The Stratford Phonograph Co., Inc.

Factories

Ashland, Ohio

General Offices



MR. JOBBER

We want you to investigate the Independent line as a *leading jobbing proposition*

We have one jobber in the South who sells 1,000 Independents per month.

We have a jobber in New England who sells 850 Independents per month.

We have a department store in the middle West which sells 500 Independents per month.

We have several large dealers whose monthly business with us is in excess of 200 machines per month.

We own and operate 3 large factories which are building quality machines, which it will pay you to investigate.

Our manufacturing facilities have been greatly enlarged, and we want a few more live, responsible jobbers who have a following and who want high class talking machines at prices which are lower (quality considered) than anything on the market.

Our discounts are liberal, our co-operation of the very highest order. Our representative will call on responsible people who request same in response to this ad.

INDEPENDENT TALKING MACHINE CO., Inc.

12 East 42nd Street, New York City

Southern Distributors, - 5 Governor Street, Richmond, Va.
New England Branch Office, 105 Washington St., Boston, Mass.

PAN-AMERICAN TOUR FOR SOUSA

Famous Bandmaster to Visit Cuba and Mexico for First Time in Response to Demand for American Music—Strengthens Musical Ties

John Philip Sousa, the famous Victor artist, who will celebrate his twenty-eighth year as band leader with a great concert on September 28 at the Hippodrome, has announced that Sousa's Band will play under the auspices and



Lieut. John Philip Sousa

direction of the Cuban Government for a season of six weeks in Havana and other cities of both that republic and Mexico in 1921. This engagement is regarded as a token of the late growing Latin-American understanding and admiration for the best of American music.

"There is no more musically inclined people in the world than the Latin-American," said Mr. Sousa recently, "and not even their Spanish ancestors were more deeply schooled or more intensely susceptible to lyric art than are the warm-hearted and emotional people of this

island of the Caribbean Sea. And they have great bands of their own, don't forget that; wonderful bands, that have won renown in various parts of the Anglo-Saxon world."

The Cuban season of Sousa's Band is to be followed by four weeks in the City of Mexico, the home of much traditional and written Spanish music on this continent. The joint enterprise will mark Sousa's first visit to cities south of Key West and the Rio Grande, where the fame of Sousa's Band has gone before the bandmaster and his men. Their tour, it is declared, should go far toward cementing new ties of understanding, a sort of musical "Monroe Doctrine" of the fine arts in the Western Hemisphere.

HAS STAGGERED RECORD RACK

Greenfield Talking Machine Man Brings Out "Music Table" Embodying New Device

GREENFIELD, O., September 7.—When the idea of staggering or stepping the partition spaces of a record filing cabinet for talking machines occurred to John M. Waddell of this city, he intended it merely for use in his own home, but after it was completed it received so much attention that he decided to design a talking machine that would be different, at least in this respect.

The result of his efforts was the "Music Table," which features the staggered record rack. This was followed by the music stand, the music cabinet No. 1 and music cabinet No. 2, all using this system, in which two records may be filed in the space usually required for one. Mr. Waddell, who has invented and patented this unique system, is the inventor of many articles, and his instruments, which are manufactured by the Music Table Co., of this city, are meeting with a ready sale.

You have to stay for the showdown if you want a chance at the pot.

A SUCCESSFUL IDAHO MUSIC STORE

Auerbach's Music Store Finds Columbia Dealer Helps Valuable in Improving Business

IDAHO FALLS, IDAHO, September 5.—One of the most successful retail stores in this city is Auerbach's Music Store, which specializes in the sale of Columbia Grafonolas and Columbia records. This store is located on the principal business street of this city, and through the use of efficient sales methods and timely publicity Mr.



View of Interior of Auerbach's Store

Auerbach has developed a profitable clientele for Columbia product.

A section of this store is shown herewith, and the refinement of the decorations, together with the attractiveness of the store lay-out, have contributed materially to the success of the establishment. Mr. Auerbach uses all of the sales helps prepared by the Columbia Dealer Service department, and states that he has found them an invaluable aid in his business.

MULTUM IN PARVO

No manufacturer or dealer is so firmly established in a field that he can afford to let a live competitor do all the advertising.

* * * *

If a merchant doesn't read the papers of his own trade, what the Sam Hill does he read?

The **HOWE**



Tone — RICH
CLEAR • MELLOW
it does not Blast



BALL BEARING
No obstruction
in the base

C.W. Howe & Company
21 East Van Buren St. Chicago Ill.

IMPORTANT COLUMBIA CHANGES

General Sales Manager Hopkins, of the Columbia Co., Announces a Number of Changes in the Sales Personnel of the Company's Branches

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, sent out this week an important announcement relative to changes in the Columbia sales personnel.

Effective September 1, E. M. Morgan, formerly city salesman in the Boston branch, becomes manager of the St. Louis branch, succeeding John McKenna, who has been promoted to the management of the Chicago branch. Mr. Morgan has had extensive experience in the Columbia organization, and is thoroughly qualified to fill his new post.

H. B. Haring, formerly associated with the Baltimore branch in charge of Baltimore city territory, has been appointed manager of the New Haven branch, succeeding H. E. Gardner.

R. H. Woodford, formerly connected with the Philadelphia branch and well known in the Eastern trade, has been appointed manager of the Cincinnati branch, succeeding F. F. Dawson, who recently resigned from the company's service.

Effective September 1, the Columbia Graphophone Co. closed its Portland, Me., branch, and this business is now being handled by the Boston branch. G. P. Donnelly, formerly manager of the Portland branch, has been appointed assistant manager of the Boston branch, which is under the management of Fred E. Mann.

Effective October 1, H. E. Gardner, formerly manager of the New Haven branch, becomes manager of the Detroit branch, succeeding S. E. Lind, who has resigned from the Columbia service.

LITHUANIAN RECORD CORPORATION

The Lithuanian Record Corp., Brooklyn, N. Y., was recently incorporated under the laws of New York State to deal in musical instruments and records. The capital of the new corporation is \$50,000 and the incorporators are J. Girides, P. Buksnaitis and J. Wizas, 317 Eighty-fourth street, Brooklyn.

ARCADE SONG SHOP MOVES

The Arcade Song Shop, Milwaukee, Wis., has recently moved from Room 22 to Room 34 in the Plankinton Arcade. C. G. Creibe, the owner and proprietor, said that it is his intention to add a line of talking machines and records to his present stock of sheet music.

**Intermountain
Victrola
Service**



Our new and completely equipped wholesale plant places us in a position to give careful, first class service.

Progressive Victor Dealers are making new plans to broaden their activities, and we will welcome the opportunity to help make *your* store the musical center of your community.

THE JOHN ELLIOTT CLARK CO.
Victor Wholesalers
SALT LAKE CITY, UTAH

SELL RETAIL SONORA BUSINESS

I. Quimby Tobin Takes Retail Business of Moore-Bird & Co. of Denver

Moore-Bird & Co., Denver, Colo., who were recently appointed Sonora distributors for Colorado, New Mexico and Wyoming (East of Rock Springs), are making splendid headway. The company has secured an excellent location in the center of the city at 1751 California

Moore-Bird & Co. has been sold by them to I. Quimby Tobin, who is conducting the business under the name of the Sonora Shop. He is making an excellent start in the phonograph business, and although this is his first venture in this industry there is every reason to believe that he will attain signal success.

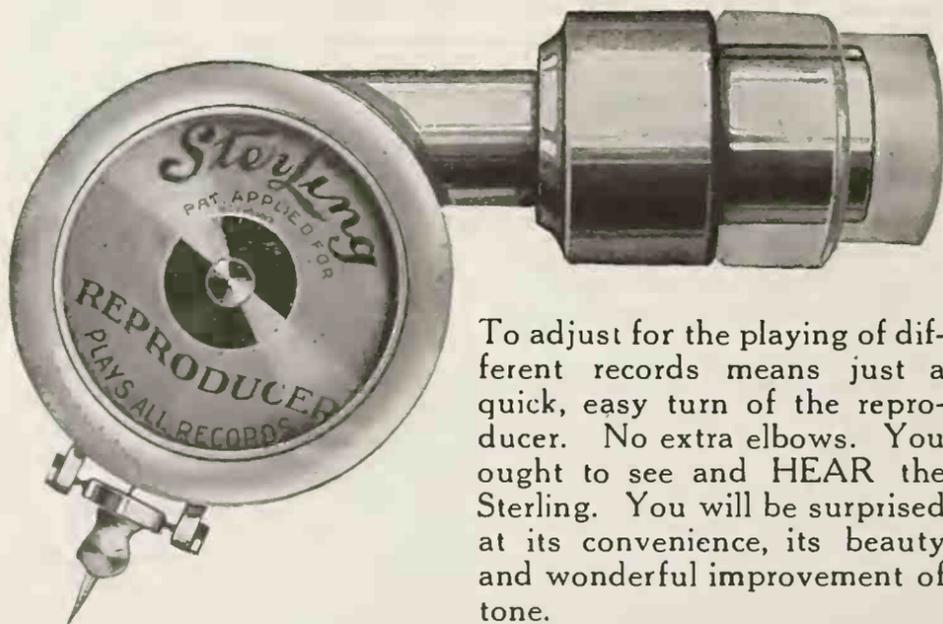
HENRY A. GAUTSCHI NOW MANAGER

Henry A. Gautschi, one of the enterprising members of the talking machine trade in Philadelphia, Pa., is now manager of the talking machine department of the Monroe M. Johnson store, Victor dealer, at 2530 West Lehigh avenue. Mr. Gautschi is planning to take care of an unusually large volume of business in Victor machines and records during the coming Fall and Winter.



View of Moore-Bird & Co.'s Establishment

street, and this building is being equipped in a thoroughly up-to-date manner. The retail business formerly handled by



To adjust for the playing of different records means just a quick, easy turn of the reproducer. No extra elbows. You ought to see and HEAR the Sterling. You will be surprised at its convenience, its beauty and wonderful improvement of tone.

Plays All Records

**ATTENTION
Edison Dealers**

Edison owners want this perfect Reproducer that plays all records.

Send for circular and prices

Standard Phonograph Motors, Inc.

Successors to

Krasberg Engineering & Manufacturing Corporation

451-467 E. Ohio St.

Chicago Illinois U.S.A.

Sell Okeh Records!

Okeh Records have quality, volume and clarity. Earliest releases of biggest song and dance hits! Become a profit sharer of the most lucrative record enterprise. Write your nearest distributor for details of our proposition.

Okeh Distributors

ATLANTA, GA.
Seville Mercantile Company.

BOSTON, MASS.
Musical Products Company, 142 Berkeley Street.

BOURBON, IND.
Stoffer & Stackhouse Company.

BUFFALO, N. Y.
Iroquois Sales Corporation, 14 N. Division Street.

CELINA, OHIO
Harponola Company.

CHARLESTON, W. VA.
Geo. W. Sparkes Company.

CHARLOTTE, N. C.
American Hardware & Equipment Company.

CHICAGO, ILL.
Consolidated Talking Machine Company, 227 West Washington Street.
Magnola Talking Machine Company, 711 Milwaukee Avenue.
Playerphone Talking Machine Company, 338-352 N. Kedzie Ave.
C. J. Van Houten & Zoon, 140 S. Dearborn Street.
Wade Talking Machine Company, 14 N. Michigan Ave.

CLEVELAND, OHIO.
Kennedy-Green Company, 1865 Prospect Avenue.

DALLAS, TEXAS.
Sonora Distributing Co. of Texas.

DENVER, COLORADO.
Moore-Bird Company, 1751 California Street.

DES MOINES, IOWA.
Des Moines Drug Company, 4th and Vine Streets.

GOLDSBORO, N. C.
Independent Jobbing Corporation.

INDIANAPOLIS, IND.
Kiefer-Stewart Company, Capitol Ave. and Georgia Street.

MARIETTA, OHIO.
Stevens Organ & Piano Company.

MILWAUKEE, WIS.
Yahr & Lange Drug Company, 207 E. Water Street.

MINNEAPOLIS, MINN.
Minneapolis Drug Company.

NEWARK, N. J.
Griffith Piano Company, 605 Broad Street.

NEW YORK, N. Y.
Fred Gretsch Manufacturing Company, 60 Broadway, Brooklyn.

Ziegler, Baker & Johnson, 100 Chambers Street.

OMAHA, NEBR.
Lee-Coit Andreesen Hardware Company, Schmoller & Mueller Piano Company, 1311 Farnum Street.

PHILADELPHIA, PA.
Heath & Gorham, 26 S. 15th Street.
Philadelphia Show Case Company, 127 N. 13th Street.

PITTSBURGH, PA.
Philadelphia Show Case Company, 2002 Jenkins Arcade.

PORTLAND, ORE.
Pacific Phonograph Manufacturing Company, 45 Fourth Street.

SAINT LOUIS, MO.
The Artophone Company, 1113 Olive Street.

SAN FRANCISCO, CALIF.
Kohler & Chase, 26 O'Farrell Street.

WICHITA, KANS.
Southwestern Drug Company.

WILLIAMSPORT, PA.
Rishel Phonograph Company.

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 London, Eng.



Art Hickman's Orchestra plays three fox-trots and a waltz—"A Young Man's Fancy", "Tell Me Little Gypsy", "La Veeda" and "In the Gloaming". Have you ordered a big supply? A-2970 and A-2972.

**Columbia Graphophone Co.
NEW YORK**



AN INTERESTING PUBLICATION

The New Catalog Just Issued by the Granby Phonograph Corp., Norfolk, Va., Is Most Admirably Written and Handsomely Illustrated

It is generally conceded that the catalogs produced by the various talking machine manufacturers are numbered among the most attractive pieces of literature sent out by any industry. The premier catalog of the Granby Phonograph Corp., of Norfolk, Va., is well entitled to rank among the foremost in the talking machine field. It is an excellent example of the best work in modern printing and engraving. The same good taste manifested in the artistic perfection of the model designs of the Granby line is carried forward in the printed presentation of the line.

The cover design, in pale green and white, is in entire keeping with the nature of the product described and follows the theme of the "Pipes of Pan." The objective which impelled the production of the Granby phonograph is described in the foreword as "the unsatisfied universal desire for an instrument possessing perfect co-ordination of the functions that give volume and that carry the music to the listener's ear," and it is stated that the musician, the artist, the interior decorator and the lover of home entertainment all find renewed delight and enjoyment in this latest of all reproducing instruments.

In the succeeding pages the eight models of the Granby line are portrayed and described. The models are equally divided between four console and four upright models and a full page is devoted to the illustration and description of each. The designs are the handiwork of one of Grand Rapids' foremost designers and in each instance great care has been taken to have the model true in every detail to the period which it represents. The console models are produced in the Chippendale, Louis XVI, Queen Anne and Adam periods, while the upright models are in Louis XVI, Queen Anne, Adam and Sheraton periods. One of the entirely distinctive features in the upright models is found in the top. The familiar flat top has been eliminated in favor of a curved top, the lines of which give a very pleasing effect. All the upright models are equipped with flush motor boards with dust molding, automatic stop, jewel points for playing all records and 200 steel needles. All exposed metal parts in the Louis XVI model are finished in heavy gold plate, while all other upright models are heavily nickel plated. The same high-class equipment is also found in the console models. Extra powerful two-spring and three-spring motors are used and several of the models have electric light equipment.

In a four-page closing article is given the purpose of the Granby Phonograph Corp., which is to so make the instrument that it will set the pace in the industry. The exceptional tonal qualities of the Granby are described and the damper tone control is mentioned. Considerable space is also devoted to the design, construction and finish of Granby cabinets. In con-

clusion the Granby motor is described as follows: "The most important feature of a Granby phonograph can never be shown or explained in a catalog, no more than the ability of a watch to keep accurate time can be shown by a photograph. Most people need to carry a watch, to wind it a few times and test it in their own possession before they are convinced that a watch is a good time keeper. The possession of a Granby phonograph, and the tests of the motor which will naturally be made, will be the cause of the Granby motor becoming famous the world over."

This first descriptive catalog has just come off the press and is being mailed to interested dealers upon application from the headquarters of the Granby Phonograph Corp., Norfolk, Va.

Tact and cheerfulness are the Gold-dust Twins of salesmanship—they keep things bright.

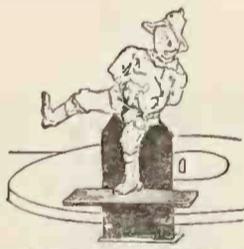
GETS \$1,250,000 POLICY

Brunswick-Balke-Collender Co. President Makes His Concern Beneficiary

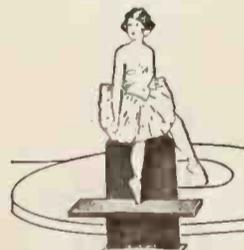
Benjamin H. Bensinger, president of the Brunswick-Balke-Collender Co. of Chicago, recently completed arrangements for a straight life insurance policy amounting to \$1,250,000, naming his corporation as beneficiary. This is in addition to \$1,000,000 carried by Mr. Bensinger for the benefit of his family.

The premium on the \$1,250,000 policy, amounting to \$62,500 per annum, will be paid by the corporation. Eight insurance companies participated in the joint policy. He was examined physically by more than twenty doctors.

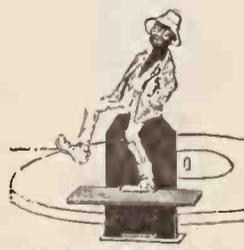
Don't forget that advertising means competing for the reader's attention.



Scare Crow



Bullet Dancer



Dancing Ducky

**New--High-Class
Attractive--Exclusive**

*Carry the Country by Storm
in an Avalanche of Fun*

The "Phono-Movies" enliven the fun while playing popular records.

Cleverly designed, brightly colored figures perform laughable stunts that create unbounded merriment.

The "Phono-Movies" are enduring as a mirth-provoking amusement device and every phonograph owner is won over at once by the funny performance of these manikins as they dance to the music of a lively record.

In addition to the three parts that comprise the working device, THREE "Phono-Movie" subjects are included in each outfit.

Operated without attachments of any kind by any disc phonograph and automatically adjusted.

Retail price \$1.50

STOCK ON HAND FOR IMMEDIATE DELIVERY

QUICK! Get your sample—Send coupon NOW to Commercial Art Shop - Covington, Ky.

Find enclosed \$1.00 for which please send "Phono-Movie" sample outfit complete with three "Movies" and directions, by prepaid parcel post. Also give introductory proposition to

JOBBER }
DEALER } Indicate which
AGENT }

.....
.....

Freeing the Imprisoned Voice

"The *Remington* Reproducer Is a Revelation!"

WE want to repeat that—it's a revelation. That remark will be your exclamation, just as it was of all other individuals when for the first time in their lives they had been gripped, and thrilled by the music coming from a phonograph.

It was not the record; it was not the phonograph, but the *Remington* Reproducer which clearly, distinctly, and purely produced the record of an operatic artist far better than ever heard before.

The more or less cramped, choked, and nasal tones of the phonograph are, and were always its weakest points. How often, as you stood beside a talking machine or phonograph, the thought would flash through your brain—"if I only could do something to stop the machine from choking the tones of the singer."

Alas, the choked and nasal tones have been eliminated by the *Remington* Reproducer. The Patented scientific construction of *elastically mounting* the sound box shell so as to permit the free vibrations of the diaphragm marks the greatest advancement in phonograph tone reproduction thus far brought into the industry.

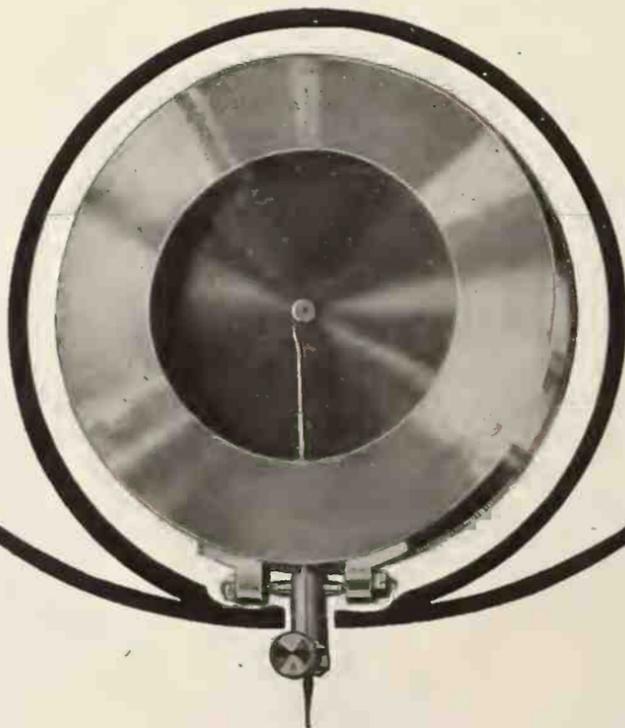
THE REMINGTON PHONOGRAPH CORPORATION

General Offices: 1662-1666 Broadway, New York

Philo E. Remington
President

Everett H. Holmes
Sales Manager

James S. Holmes
Vice-President and General Manager



HANDLING INSTALMENT SALES UNDER REVENUE LAW

Internal Revenue Department Issues New Ruling Covering the Keeping of Book Accounts of Instalment Sales—Information of Great Importance to Music Merchants Generally

The Legal Department of the Music Industries Chamber of Commerce has just notified the music industry that on July 28, 1920, the Internal Revenue Department issued a new ruling (T. D. 3046) reconsidering its previous dictum and adopting the following procedure where a taxpayer engaged in merchandising upon the instalment plan, who has heretofore made returns upon the basis of treating the profit upon instalment sales as realized as at the date of sale, now wishes to change to the basis of reporting the profit as being realized as at the date of collection of the outstanding accounts.

1. In accordance with the provision of Article 42 Par. 914 (as amended sic) of Regulations 45, the balance sheet as at the beginning of the taxable year, which shall be filed as a part of the return, shall carry the instalment sales contracts unliquidated and remaining in force as at the date that this system of accounting is adopted and made effective by the taxpayer, as accounts receivable, such unliquidated instalment sales contracts having been inventoried and determined as at that date. Cash collections on account of such contracts will be credited directly to such accounts receivable, and no part of such collections will be included in computing realized profits for the taxable year.

2. As from the beginning of the taxable year, the following accounts should be set up:

- (a) **GOODS PURCHASED**, which will be charged with the amount of inventory of the goods on hand at the beginning of the taxable year and with the expenditures for goods purchased during the year.
- (b) **GOODS SOLD (cost value)**, which will be credited with the cost value of all goods sold during the year.
- (c) **INSTALMENT SALES CONTRACTS (year date)**, which will be charged only with the amount of instalment sales contracts made during the year specified. This account for each year will be credited with all cash contracts FOR THAT YEAR ONLY, and with the unpaid in-

stalments of defaulted or canceled contracts for that year.

- (d) **UNREALIZED GROSS PROFITS ON INSTALMENT SALES CONTRACTS (year date)**, which will be credited only with the amount of unrealized gross profits upon instalment sales contracts made during the year specified. This amount will be the total of the instalment sales contracts for that year reduced by the cost or inventory value (as carried in account (a) **GOODS PURCHASED**), of the actual goods sold and covered by the contracts; the balance remaining being the amount of the unrealized gross profits. The proforma monthly (or annual) journal entry would be:

| | | |
|--|---------|---------|
| Instalment sales contract | | |
| | Dr. | Cr. |
| (year date) | \$..... | \$..... |
| To goods sold | | |
| (cost value) | | \$..... |
| Unrealized gross profits on instalment sales contracts | | |
| (year date) | \$..... | |

- (e) **REALIZED PROFITS ON INSTALMENT SALES CONTRACTS**, which will be credited from month to month (or at the end of the year), with the profits realized by cash collections upon all instalment sales contracts of any year. Such profits should be computed by taking the same percentage of the cash collections made during the taxable year on account of instalment sales contracts of either that or prior years, as the total unrealized profits on instalment sales contracts for the year against which the collection applies bear to the total instalment sales made during that respective year. Corresponding debits should be made to **UNREALIZED GROSS PROFITS ON INSTALMENT SALES CONTRACTS** for the year affected by such collections. If adjustments to any

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilaley's Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.
Put up in 1, 5, 10, 25 and 50-pound cans for dealers.

This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

or all of these various accounts become necessary in order that it or they may accurately reflect the facts, such adjustments may be made either monthly or as at the end of the taxable year.

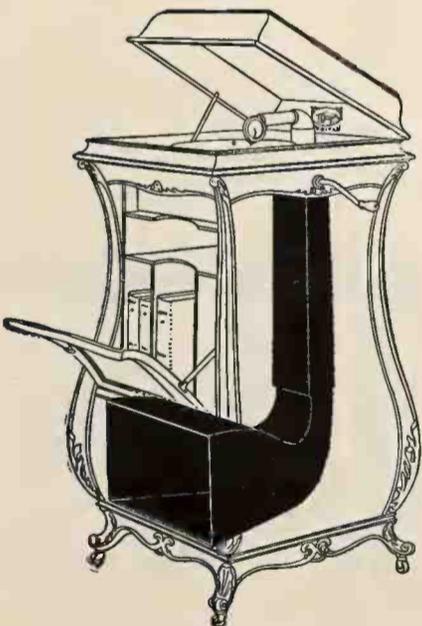
It is believed that sufficient has been said above to indicate the use that is to be made of these special accounts, and it is not necessary to discuss any of the other ordinary accounts.

It will be noted that the foregoing plan which will be permitted upon an explicit statement of facts made to the Commissioner of Internal Revenue by a taxpayer engaged in merchandising upon the instalment plan is not a change from an accrual basis to a cash received and paid basis. In the opinion of this office the income of a merchandising concern cannot be correctly reflected upon the latter basis as the use of inventories is absolutely essential. The plan herein outlined is, therefore, merely such a modification or adaptation of the ordinary accrual method of accounting as in the opinion of this office will enable the accounts of the taxpayer clearly to reflect his net income. Where in the past another method has been used that has failed to reflect the taxpayer's net income an amended return or returns for such year may be made.

In cases where the taxpayer has in the past exercised the option of reporting the profit as realized as at the date of sale and now wishes to change to a basis of reporting the profit as realized as at the date of collection of the outstanding instalments, either of which method is allowable under Article 42 of Regulations 45, amended returns for years prior to the date that the above outlined system of accounting is adopted and made effective by the taxpayer, will not be required or allowed unless in the option of the Commissioner such former method has failed to reflect the net income.

Puritan

Distributors for the Puritan Phonograph in Western Pennsylvania, So. W. New York, Western Maryland, Virginia and West Virginia



Phonographs and Accessories

Operaphone Records and Melodee Rolls

(Write us for our special August Discount)

NEEDLES

BRILLIANTONE WALL KANE TONOFONE VIOLAPHONE
VALLORBES VELVETONE

Record Brushes—Repeater-stops—Record Albums

Reed Efficiency Furniture
Counters

Demonstrating Rooms
Racks

Our Specialty—Write for catalog

Universal Display Fixtures For Your Every Need — 40% off list

THE REED COMPANY INC.

5748-50 Ellsworth Avenue

Pittsburgh, Penna.

Eight beautiful models, ready for immediate shipment.

Each unit manufactured in Puritan's own factory and every part is guaranteed.

The Puritan Phonograph (the phonograph which literally speaks for itself). There is richness and purity in the reproduction—quite different from other instruments—that invariably please the listener. The most critical music lovers declare that each smoothness, clearness and volume of tone has never been produced by ordinary phonograph. (Write us for catalog and dealership.)

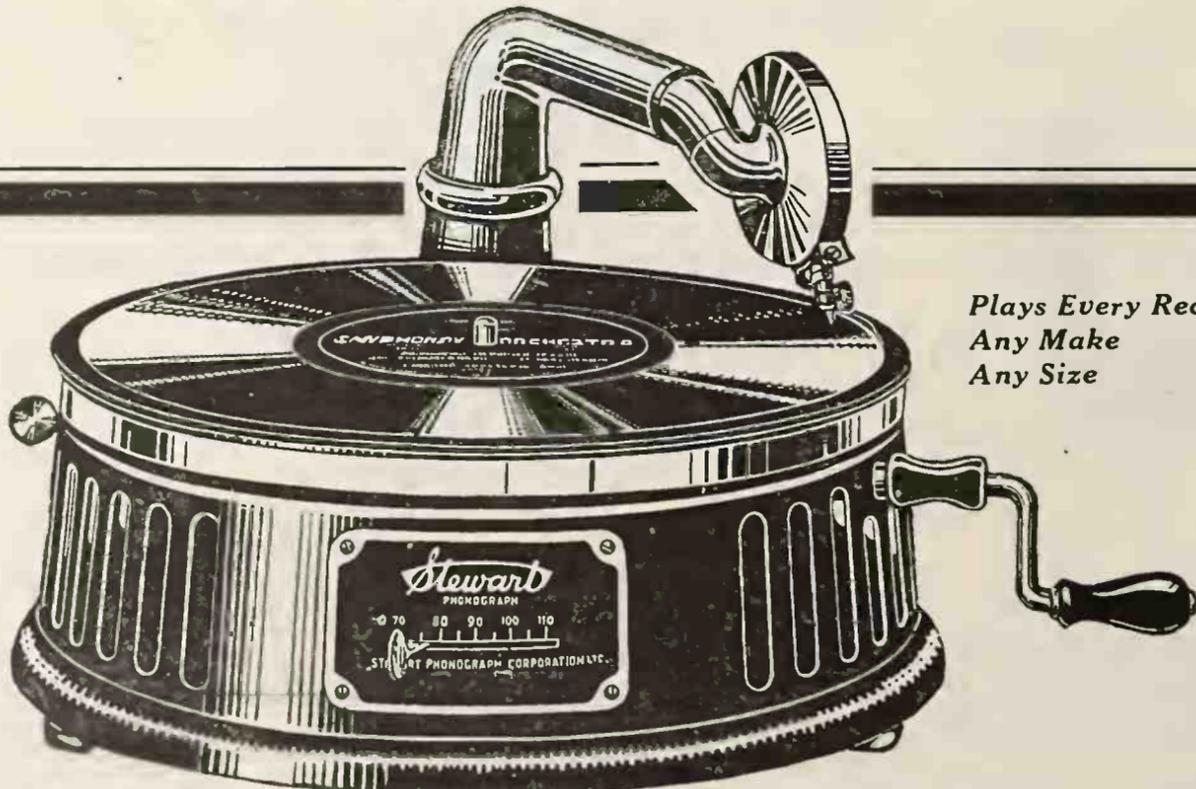
Even with a production of over 500 phonographs a day, we require your order NOW in order to assure delivery for Fall and Christmas selling

Don't let delay rob you of the profits this sensationally low-priced phonograph offers you
Remember—Every Stewart Phonograph is Guaranteed!

STEWART PHONOGRAPH CORPORATION, Inc., Lincoln Bldg., Buffalo, N. Y.

Stewart

PHONOGRAPH

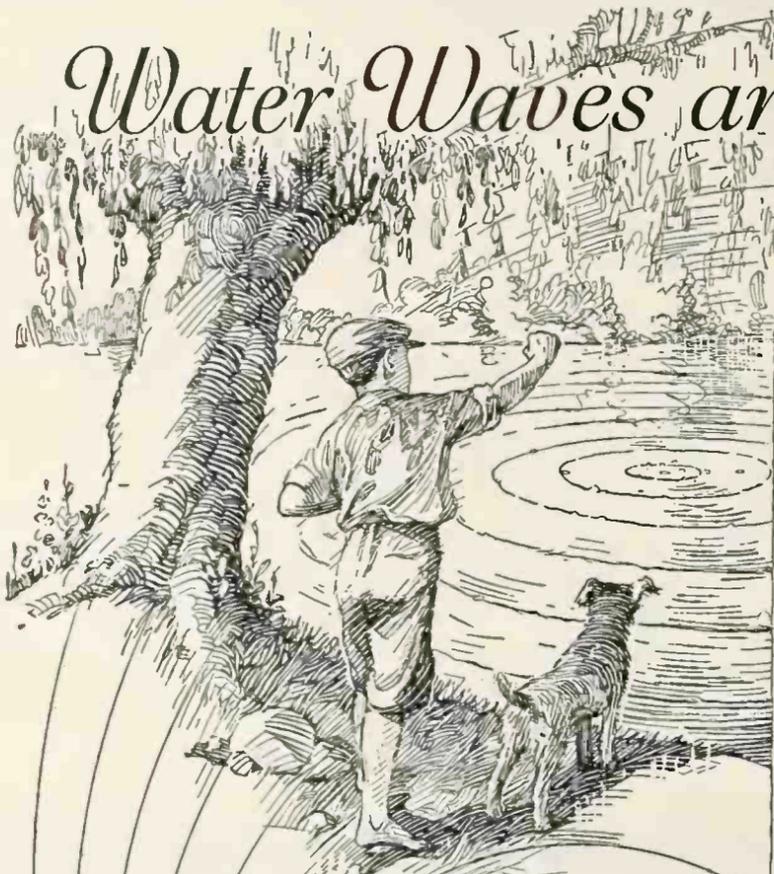


*Plays Every Record
Any Make
Any Size*

THE SATURDAY EVENING POST

September 18, 1920

Water Waves and Sound Waves



WHAT happens when you throw a stone into the water?

A series of ripples spreads out, and keeps on spreading, until the rippling circle attains its greatest circumference and fades slowly away.

Sound waves, like water waves, travel in widening circles. Great experts on acoustics testify to this.

The Emerson Music Master Horn is made *round*—to conform to this scientific principle.

The *round* trumpet construction of the Emerson Music Master Horn permits the music to flow out without interruption or impediment. There are no angles for the sound waves to strike against—no corners for them to echo in—nothing to interfere with the smooth, *round* flow of music.

Every note in every selection flows *full and round* from the Emerson Music Master Horn. Its perfect proportions are your guaranty of *perfectly proportioned tone*—music that is a revelation.

These latest Emerson hits, for example, are heard at their very *best* on the Emerson Phonograph. Any Emerson dealer will be glad to play them for you.

- 10215 The Moon Shines on the Moonshine
Comedy Song Ernest Hare
- 10211 A Young Man's Fancy. Fox Trot Van Eps Specialty Four
- 10219 Bells Medley. Fox Trot Merry Melody Men
- 10218 Anytime, Anyday, Anywhere.
Fox Trot Plantation Jazz Orchestra
- 10216 In Sweet September. Fox Trot Plantation Jazz Orchestra
- 10223 Chili Bean. Character Song Irving Kaufman
- 10222 Pretty Kitty Kelly. Tenor Solo Walter Scanlan

SEND for the new Emerson loose-leaf catalog. It features the first eight instruments in the new Emerson line, including Model 20, here shown. It describes the new Emerson Music Master Horn and explains why this new *round* tone can come only from this acoustically correct *round* horn, made of solid, seasoned, *rounded*, vibrant spruce.

EMERSON PHONOGRAPH CO., INC.
NEW YORK 206 Fifth Ave. CHICAGO 315 So. Wabash Ave.

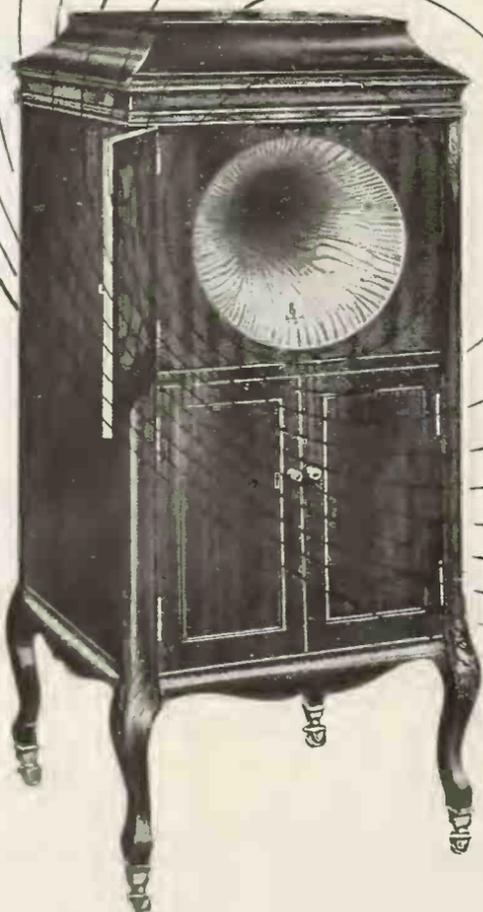
Makers of Standard Emerson 10-inch Gold Seal Records

EMERSON Phonograph

Standard Model 20
Mahogany
Golden Oak
Fumed Oak

with Emerson Music Master Horn, Emerson Thrush-Throat Universal Tone Arm, Emerson True Tone Reproducer, Emerson Special Gold-Edge Clamp-Ring Turn Table, Emerson New Style Patented 21st Century Filing System, Emerson Perfect Tone Control, Emerson Flush Motor-board.

Other Emerson Models, with Emerson Music Master Horn, \$50 to \$1,000.



The Emerson Phonograph

WITH THE EMERSON MUSIC MASTER HORN

In the Saturday Evening Post ISSUE OF SEPTEMBER 18th

will appear this full page Emerson advertisement. Think what a lot of comment it will get! A small boy heaving a stone into the old swimmin' hole—what's *that* got to do with *phonographs*? What's *that* got to do with *tone*? Well, in this particular case, it has everything to do with *one* phono-

graph—the new Emerson Phonograph. For every Emerson Phonograph is equipped with the Emerson Music Master Horn—and every Emerson Music Master Horn on every Emerson Phonograph, is *round*—*perfectly round*! The ad in the *Saturday Evening Post* tells why.

Why the Salesman "With the Facts" Secures the Confidence of the Purchasing Public

Personality in salesmanship has so many variations that it is hard to lay down hard and fast rules regarding its application. These variations are ever present because as many types of buyers exist as there are types of men. Men of long experience in the selling game have appropriated a phrase of the baseball diamond which applies very well to the selling arguments of salesmen. This phrase is "change of pace." Just as the pitcher must study each batter and change his tactics as the conditions warrant, so the salesman in seeking to persuade his customers must be ready to meet the constantly new problems presented. Citing a single example will illustrate this point.

There was a young and very energetic salesman in one of the New York music houses who, under the careful eye of the district sales manager, received some excellent coaching in selling his particular line of instrument. The young man had a splendid opportunity not only to see a super-salesman in action but was also his understudy. Suggestions and criticisms were his for the asking and he was willing to do his best. But he had one fault which he could not overcome and this one thing kept him from becoming a really successful salesman. He had no change of pace. While he might in some instances change his approach to certain customers, he always wound up his selling talk in the same manner. This rubber stamp method was his one great trouble.

Then there is another type, the domineering salesman, who is usually the idol of his class. He likes to tell of his experiences and how he has made the buyer eat out of his hand. Veterans in the profession are apt, however, to call

attention to the fact that, while the "nervy" member can relate quite a few instances of the sort, some inquiry will point to quite a number of cases where nerve and domineering got the same salesman nothing. In fact, to establish a reputation as a browbeater the salesman is apt to overplay his part and get into more hot water than he can comfortably stand.

Interesting sidelights on the subject of salesmanship are brought into prominence by the long-continued sellers' market in the talking machine field. The latter, it seems, has done more to encourage the domineering type of salesman than any other factor. Circumstances made it possible for the salesman to dictate to buyers in a manner never before possible. Not a few of them took full advantage of this new power and, no doubt, deceived themselves into believing it was their strong personality that was "getting across" instead of the dictation of conditions. On the other hand, there are many instances related by salesmen who admit they will never talk to buyers again the way they did until the millennium arrives.

As much as browbeating tactics are criticized, there is many a word said in favor of the method when judiciously used. A subservient manner, on the other hand, is not so well recommended. It has very few, if any, supporters among the salesmen who lead in their profession. Sales diplomacy gets the largest share of credit of any attribute of personality, but a sharp dividing line is drawn between diplomacy and bootlicking. Said a salesman who has an excellent record of achievement:

"Bootlicking gets many deals across because it is human nature for a buyer to relish hold-

ing the whip hand. But with all the sales that have been made this way the element of respect is totally lacking. The man who makes it his business to say nice things to the buyer has to keep busy thinking up new compliments and new ways to make himself more humble. There is nothing quite so tiresome as honeyed words after a time, and it might surprise the salesman who makes constant use of them to know how well an independent and outspoken rival is getting along with the same customer. It is quite a common thing for a buyer to mix up the types of men he does business with. Some will be of the subservient, mealy-mouthed sort, and others will be the breeziest kind of individuals.

"It's when the buyer is thinking of making a change in placing his business that the fellow who is always handing out soft words has to be afraid. The buyer doesn't care a whit what his flatterer thinks of him. Down in his heart he knows that a lot of the compliments he got were pure 'bunk.' He has some respect, however, for the opinion of the man who talks right up to him, and is not so prone to give him offense. Hence the free speaker has the advantage."

When the discussion of sales personality comes up among salesmen there is increased emphasis given to the success of the "man with the facts." From the days of the salesman with the liveliest stories and a pocketbook sufficient to take care of large entertainment expenses, the development is now in the direction of ability to impart the latest and most accurate information concerning business. Business is no longer just "good"; what goes to make up its goodness must be explained. Therefore the quiet-spoken salesman, who knows, is a factor.

GARFORD "BABY" PHONOGRAPHS

A Popular Line of Toy Phonographs
"Nothing More—Nothing Less"

THE "BABY" MODEL
RETAILS AT \$6

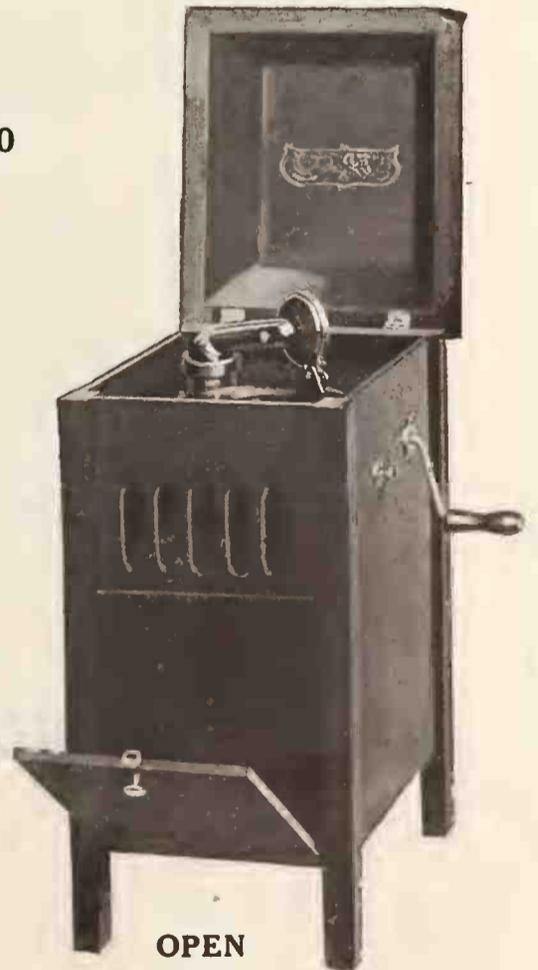


Description of "Baby" Model
Plays Little Wonder or 7-inch records
Metal Cabinet finished in high grade Ebony
Enamel with nickel trimmings.
Length 8 3/4 inches Height 7 1/2 inches
Width 5 1/2 inches Weight 3 1/2 lbs.
Provided with one spring worm gear motor.
5 1/4-inch turntable. High grade sound box,
with wonderfully clear reproduction. Speed
regulator.

MODEL X
RETAILS AT \$10



CLOSED



OPEN

Description of Model "X"
Plays Little Wonder records and also 7-inch records. Cabinet finished in Mahogany
Height 17 1/4 inches Width 8 3/4 inches
Depth 9 3/4 inches
Provided with one spring worm gear motor. 5 1/4-inch turntable. High grade sound box, with wonder-
fully clear reproduction. Speed regulator.

A LIBERAL PROPOSITION FOR PROGRESSIVE DEALERS

GENERAL PHONOGRAPH MFG. CO. Elyria, Ohio

FORMERLY NAMED THE GARFORD MFG. CO.

RAGOVIN JOINS REMINGTON CORP.

Will Cover Eastern States in Interest of Remington Phonographs

The Remington Phonograph Corp., New York City, announce the addition of Harry Ragovin to the sales staff of the company. Mr. Ragovin will cover the Eastern States in the interests of Remington phonographs. Everett H. Holmes, sales manager of the company, has just returned from a trip of several weeks throughout the trade. Mr. Holmes reports general good conditions and that the trip proved decidedly successful from every viewpoint. The offices of the Remington Phonograph Corp. at 1662 Broadway have proved the mecca for many out-of-town dealers who visited the metropolis during the Summer months. Substantial orders have been placed for Fall delivery.

NEW CONCERN IN OKLAHOMA

A. H. Smith Organizes Oklahoma Phonograph Co. for the Purpose of Distributing Paramount Products in That State

OKLAHOMA CITY, OKLA., September 1.—A. H. Smith, formerly an Edison jobber, but for the past four years general manager and secretary of the Phonograph Shop, Inc., operating a chain of retail Edison shops in the principal cities of this State, has sold his entire interest in that concern and has signed a contract with the Paramount Talking Machine Co. to distribute their products in Oklahoma. Mr. Smith has organized the Oklahoma Phonograph Co.

Mr. Jobber

We have created a steady all the year round demand for The Portophone. The largest and best dealers everywhere sell them. Wire or write today for detailed information.

The Portophone



Examine the motor and listen to the tone. You will be convinced that it is a high grade Phonograph. Guaranteed for one year including springs.

The TRI-SALES CO.

Main Office: Victoria Bldg., St. Louis, Mo.

The Portophone plays any disc record with perfect tone

Container in Lid Holds Twenty-four Selections

with headquarters here, and has arranged to carry a full line of Paramount machines and records.

TERRITORY GREATLY EXPANDED

Johndrew Sales Corp. of Hamburg Now Has Distributing Rights for the Dalion in New York State Except New York City Territory

MILWAUKEE, Wis., September 7.—The Milwaukee Talking Machine Mfg. Co., of this city, announced recently that the Johndrew Sales Corp., Hamburg, N. Y., who has been western New York distributor for the Dalion machine for some time past, has attained such pleasing success with this line that its territory has been materially increased. According to present plans, the company will now handle the entire State of New York, with the exception of the Greater New York metropolitan district, and will also cover western Pennsylvania.

In order to handle adequately the demands of Dalion dealers in this large territory, the company has added two new salesmen to its staff: D. L. Green and S. G. Stacey. Both of these men have had extensive experience in the talking machine field, and are well equipped to give splendid service and co-operation to Dalion representatives. A. Johndrew, head of the Johndrew Sales Corp., is enthusiastic regarding the sales possibilities of Dalion product, and is making plans for a banner Fall trade.

OPEN BRANCH AT JAMESTOWN

Empire Veneer Co., Inc., Increases Capital Stock From \$10,000 to \$150,000

The Empire Veneer Co., Inc., Chicago, recently increased its capital stock from \$10,000 to \$150,000. The personnel of the organization remains unchanged. The officers are: J. D. Lassky, president and secretary; F. E. Comiskey, treasurer. H. B. Murray is in charge of sales.

The company announces the establishment of a branch at Jamestown, N. Y., where they will carry from two to three million feet of mahogany and walnut veneer in stock. A change, also, of the location of their show rooms in Chicago is announced. The offices and show rooms are now in rooms 1106 and 1107, Lytton building.

Keystone Die-Casting Co.

Norristown, Pa.

VICTOR WINDOW DISPLAY SERVICE

Hear the New Victor Record



Enrico Caruso

Largo from "Xerxes,"

88617

We send each month to subscribers six genuine photo's, each 6½ by 8½ inches in size, like the pictures in the Current Supplement, with printed captions naming the artist and the new record. Ready for display on the first of the month. Price \$2 a month for six months or a year. Individual pictures like these of ANY VICTOR ARTIST to your order \$1.50 each. We supply cards or frames for displaying these pictures and the captions. They are 11 by 14 inches, of heavy board, lettered in white on black. A set, which can be used indefinitely, costs \$1.50. Each card has an easel mount and can be used in the window.

Send us \$3.50 for a set of frames and one month trial service. Subscribe through your wholesaler or write to us direct.

We have thousands of special negatives of Victor, Columbia, Edison, Aeolian, Brunswick, Emerson and all other record artists.

CARUSO will visit Montreal, Toronto, Omaha, Denver, Tulsa, Fort Worth, Houston and Kansas City. Dealers there should make window displays of our TWELVE NEW PICTURES of him.

BAIN NEWS SERVICE, 255 Canal Street, New York

LAMPAGRAPH



NOTHING BUT CLASS

Lampagraph Company : St. Louis, Mo.

W. J. STEVENS NOW WITH EMERSON

Formerly Held Similar Position With Pathé Frères Phonograph Co.—Will Serve Many Dealers Throughout His Territory

Wm. J. Stevens, recently manager of the New York City jobbing branch of the Pathé Frères Phonograph Co., has assumed a similar post with the Emerson Record Sales Co., Emerson jobbers in metropolitan territory. Mr. Stevens is well known to the local trade, and he leaves the Pathé Frères Phonograph Co. with the good wishes of all his associates.

With over 700 Emerson dealers to serve in the metropolitan district, Mr. Stevens will have



Wm. J. Stevens

unlimited opportunities to utilize his intimate knowledge of the field, and Emerson representatives in this territory are pleased to learn that he is on the Emerson Record Sales Co. staff.

CAREFUL LETTERS TO MEN ON ROAD

Correspondence With Travelers One of Most Important Features of Any Business

A talking machine sales manager says of his correspondence with the men on the road: "If a man's business has not been what I believe it should be I mention this, but before I do so I mention some good thing he has done, even if it only relates to the neatness with which he makes up his orders or something like that. And when I do find fault I usually leave the way open for the man to come right back with the reasons why, so that I can have a second opportunity to write him on the subject and to be more specific in my effort to help him solve his troubles.

"Rather than write a careless letter to one of the men, I would prefer to skimp a letter to one of our best accounts. This would risk losing only one account. The wrong letter to a salesman is likely to be reflected in his attitude toward a number of customers."

Sincerity

No matter what product is chosen for manufacture, any firm succeeds in direct proportion to its appreciation of sincere values.

Phonograph Accessories
For Immediate Delivery—Needle Cups and Double Spring Motors, capable of playing three 12-inch records.
Also—Lid Supports, Automatic Stops, Tone Rods, Knobs, Escutcheons, Sockets, etc.

Furniture Trimmings
A complete offering in all the Period and Commercial Furniture Lines.

Refrigerator Hardware
All sized Locks and Hinges.

Samples and complete information on request

Grand Rapids Brass Company
Grand Rapids, Michigan New York: 7 E. 42nd St.

MUSIC IMPROVES CHARACTER

"Along Broadway" Points Out Great Work Done by Talking Machines in Past Few Years

"It would have been a daring prophet who could have predicted a few years ago that music would have a greater effect on changing the characteristics of the American people than any other one thing, but, nevertheless, it is a fact," says "Along Broadway."

"This is due to the almost universal use of the phonograph. Before its advent, a musical education was restricted to the very few who had the means and the inclination to attend concerts and oratorios at some music center. The music knowledge of the many was limited to hymn tunes and those popular songs that had been preserved because of their fundamental simplicity rather than because of their musical value.

"To-day it is not unusual to hear the farm boy whistling Mendelssohn's 'Spring Song,' or a bit of 'Faust,' while the boy of a few years ago whistled songs like 'Aunt Dinah's Quilting Party' or 'Swanee River.'"

THE VALUE OF ENTHUSIASM

If we read the biographies of great men, we find that the power and influence which they have won can be directly traced to their enthusiasm and ability to enthuse.

TALKING MACHINE TEACHES RHYTHM

Especially Noticeable in Classes Which Teach Typewriting—Proves Great Aid in Increasing Speed and Accuracy of Operation

The universal impulse of rhythm is one of the first to awaken in a race or in a child. Man is a rhythmic being, born into a rhythmic universe. Motion always attracts. The rhythmic element in man is not then the product of culture, it is inherent.

It is stated by the Columbia Graphophone Co. that classes in typewriting respond at once to this universal appeal of rhythm. In accuracy, speed and ease pupils gain almost incredible results through the use of selected rhythmic records. The music, other than furnishing the rhythmic basis for work, tends to decrease the natural tenseness which accompanies any effort to work accurately as well as fast. An atmosphere of pleasant stimulation and enjoyment displaces one of restraint and nervous confusion. Time is saved, for unconsciously all pupils go on working until the musical selection is finished.

The basis of good penmanship is rhythmic movement. The penmanship lesson is one that children proverbially dislike, because of its monotony.

Work is an acquired habit and is one of the best of the good habits to develop.

VICTOR DEALERS:

Study your business from all its angles, weigh carefully the future possibilities of all lines carried.

When this has been done, we believe that you can reach but one logical conclusion, and that will be to become

VICTOR EXCLUSIVELY

THE TOLEDO TALKING MACHINE CO.

WHOLESALE EXCLUSIVELY

TOLEDO, OHIO



Cleartone

PHONOGRAPH

SPEAKS FOR ITSELF

MICA DIAPHRAGMS

We are now cutting our own Mica Diaphragms and can take orders in any quantity. We can furnish you first quality clear Ruby India Mica. Sizes $1\frac{23}{32}$ " to $2\frac{9}{16}$ ". Also occasionally some second quality.

SUNDRY DEPARTMENT

MOTORS

Swiss A. B.—Double-spring, 10-inch turntable, plays 2 10-inch records, \$3.75.

Swiss F. V. B. — Double-spring, \$6.85.

No. 2—Double-spring, 10-inch turntable, plays 3 10-inch records, \$4.00; with 12-inch turntable, \$4.25.

No. 9—Double-spring, 12-inch turntable, plays 3 10-inch records; cast-iron frame, \$7.85.

No. 11—Double-spring, 12-inch turntable, plays 7 10-inch records; cast-iron frame, bevel gear wind, \$9.75.

TONE ARMS AND REPRODUCERS

Play All Records

No. 1—\$1.95 per set.
No. 4—\$4.50 per set.

No. 6—\$4.25 per set.
No. 7—\$3.75 per set.
No. 9—\$2.95 per set.

MAIN SPRINGS

No. 00— $\frac{5}{8}$ in., 9 ft., 29c.
No. 01— $\frac{7}{8}$ in., 7 ft., 29c.
No. 02— $\frac{3}{4}$ in., 7 ft., 29c.
No. 1— $\frac{3}{4}$ in., 9 ft., 39c.
No. 1A— $\frac{3}{4}$ in., 10 ft., 49c.
No. 2— $1\frac{1}{8}$ in., 10 ft., 39c.
No. 3— $\frac{7}{8}$ in., 11 ft., 49c.
No. 4—1 in., 10 ft., 49c.
No. 5—1 in., 11 ft., heavy, 69c.
No. 6— $1\frac{1}{4}$ in., 11 ft., 99c.
No. 7—1 in., 25 gauge, 15 ft., 89c.

We also carry other size main springs to fit Victor, Columbia and all other motors.

Special prices on springs in quantity.

RECORDS—10-inch double disc records, 42c each; 12-inch, 60c each.

GOVERNOR SPRINGS—To fit VICTOR, COLUMBIA and all other motors. Special prices on large quantities to Motor Manufacturers.

We also manufacture special machine parts, such as worm gears, stampings, or any screw machine parts for motor; reproducer and part manufacturers.

Special quotations given to quantity buyers in Canada and other export points.

Write for our 84-page catalog, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts.



No. 135—Price \$135



Model 105—Price \$105

SAPPHIRE, DIAMOND AND STEEL NEEDLES

STEEL NEEDLES

10,000 Lots.....39c per M
100,000 Lots.....35c per M
1,000,000 Lots.....30c per M
5,000,000 Lots.....29c per M

SAPPHIRE BALLS

| | |
|-----------------------|------|
| | Each |
| Dozen Lots | 11c |
| Hundred Lots | 9c |
| Thousand Lots | 8c |
| 5-Thousand Lots | 7c |

SAPPHIRE POINTS

| | |
|-----------------------|------|
| | Each |
| Dozen Lots | 12c |
| Hundred Lots | 10c |
| Thousand Lots | 9c |
| 5-Thousand Lots | 8c |

GENUINE DIAMONDS

| | |
|---------------------|--------|
| | Each |
| Dozen Lots | \$1.00 |
| Hundred Lots | .90 |
| Thousand Lots | .75 |



Model 175—Price \$175

The CLEARSTONE has become very popular because of its quality, splendid value and the advertising sales campaign that now stands back of it. DEALERS! Watch us grow—write for our agency and grow with us. Keep our 84-page catalog of phonographs and all accessories handy—Sent free on request.

LUCKY 13 PHONOGRAPH COMPANY

46 East Twelfth Street, New York, N. Y.

E. PAUL HAMILTON ENTERS RETAIL TRADE IN BALTIMORE

Takes Over Establishment Formerly Occupied by Cohen & Hughes and Will Operate Under the Name of Chickering Warerooms—Has Achieved Great Success in the Retail Music Field

Formal announcement was made recently of the entrance into the Baltimore field of E. Paul Hamilton, the well-known piano man, at present of E. Paul Hamilton, Inc., a new Mary-



E. Paul Hamilton

land corporation operating a retail piano and talking machine establishment to be known as Chickering Warerooms.

The new corporation has taken over the six-story building at 422 North Howard street, formerly occupied by the retail business of Cohen & Hughes, who in future will devote their entire attention to the wholesaling of Victor talking machines and records. The building will be entirely remodeled and it is expected that the alterations will be completed in time for the formal opening on October 1.

The first floor will be devoted to what is expected to be one of the best equipped retail talking machine departments in the East, with a complete installation of Unico soundproof booths for the demonstration of machines and records. In the basement there will be an extensive music roll department, likewise equipped with soundproof demonstrating parlors. The upper floors of the building will be given over to piano and player-piano warerooms, suitable recital halls, and other features.

The line of instruments to be handled by Chickering Warerooms will be a notable one, including the Chickering, together with the Ampico installed in that instrument, the Franklin piano, also with the Ampico, the Hardman, Harrington and Hensel pianos, as well as the Autotone and Playotone. In the talking machine department the Victor line will be handled exclusively.

E. Paul Hamilton is president of E. Paul Hamilton, Inc., which has been incorporated under the laws of Maryland. The vice-president of the company is Frederick Barlow, the well-known piano man of Trenton, N. J. The other officers will be announced shortly.

Mr. Hamilton, who relinquished his post as manager of the Welte Studios, New York, to go to Baltimore, is well known in the trade throughout the country. He first came into prominence as manager of the piano department of Frederick Loeser & Co., Brooklyn, N. Y., where he achieved a notable success. He was instrumental in organizing the New York Piano Merchants' Association and in having that organization endorse a number of his business principles, among them being the granting of allowances on a basis of actual valuation and the elimination of the practice of giving free rolls, scarfs, etc., with piano sales.

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

Mr. Hamilton is at the present time president of the National Association of Music Merchants, and has for a number of years proven an active factor in developing the activities of that body.

The business in Baltimore will be carried on a strictly high-grade basis. There will be no free gifts with sales, and careful watch will be kept on terms. At the present time there is an elaborate advertising campaign being formulated, to be put into effect some time during the coming month.

ARRANGE VICTOR ARTISTS' TOUR

P. A. Ware, sales manager for Putnam-Page Co., Victor distributors, Peoria, Ill., took on the role of "impresario" during August and made a whirlwind tour of Central Illinois in the interests of the eight famous Victor artists, who are being booked through Putnam-Page Co., for concerts under the auspices of Victor dealers. Concerts have been arranged for Galesburg, Peoria and other Central Illinois cities, and the artists will tour through Illinois for the first time during early October.

The difference in reaching a special market by a general medium and by a trade journal is, briefly put, the difference between a fishnet and a blanket.



VICTOR SERVICE

What the Victor trademark means in Service to the ultimate purchaser our name means in service to the dealer.

Andrews Victor Service

W. D. & C. N. ANDREWS - Buffalo, N. Y.





Your Opportunity is Here—Right Now— Mr. Phonograph Dealer!

Fall business has already begun with a rush that promises great things for the dealer who is able to satisfy EVERY demand of his customers.

Do they want a beautiful instrument?

The Brooks is artistic in the highest degree.

Do they ask for a machine that will repeat?

The Brooks Automatic Repeating Phonograph plays and repeats automatically any make of record any desired number of times, then stops automatically with the tone crm suspended in the air. The Brooks is the only instrument possessing these features. Easy to set—reliable in action.

Do they demand rich, clear, mellow tone?

NO instrument surpasses the Brooks in quality of tone.

Do they desire a long-playing motor?

The Brooks plays 6 to 8 ten inch records with one winding.

Besides the above advantages, all Brooks machines come equipped with counter-balanced lids and large door in back giving access to extra filing space.

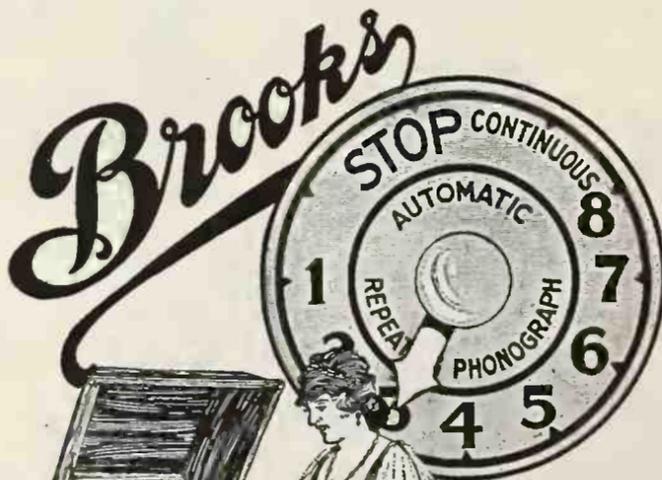
Assure a successful holiday season. Sell this remarkable instrument that combines all the good features of all others—that has many features possessed by no other machine.

The Walters & Barry Corporation

256 MAIN STREET, BUFFALO, N. Y.

We are the largest Distributors of Brooks Automatic Repeating Phonographs in the United States

Dealers in New York, Eastern Pennsylvania, New Jersey and Connecticut are advised to communicate with us very quickly if they are interested in a big sale of phonographs this season.



Prices Range
from
\$175 to \$300

The First Really

Complete Phonograph



WARNING

WALL KANE STEEL NEEDLES are the standard trade-marked needles of the phonograph industry. Like any article that is a proven success, WALL KANE STEEL NEEDLES are being imitated.

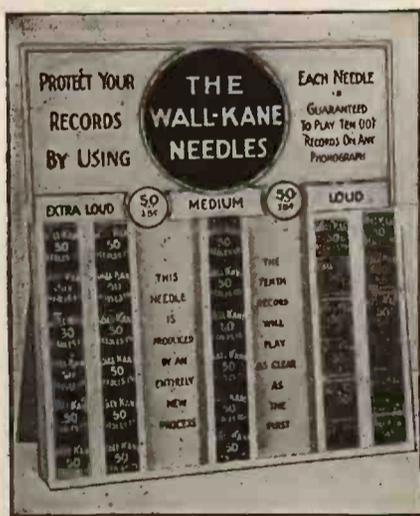
The genuine WALL KANE NEEDLES are manufactured by intricate, chemical processes, and we guarantee them to possess the quality of playing ten records perfectly, the last one as well as the first.

Every WALL KANE NEEDLE is a great improvement of the highest grade steel needles of American manufacture, absolutely uniform in temper, length and taper. You may line up any number of any of the three grades of WALL KANE NEEDLES and you will find the above statement to be correct.

The point of the needle is greatly improved in the WALL KANE. Ordinary steel needles, owing to their fibrous structure, flatten out readily and bring more and more of the grain of the steel in contact with the record grooves. The point of the WALL KANE NEEDLES is treated by various chemical processes, several coatings being placed on it, thereby creating a layer of soft material that will not wear off until at least 3,000 revolutions are made and thus does not permit the grain of the steel to come into contact with the record grooves.

This material placed on the point, is softer than steel and such that it will greatly benefit the record, minimize the scraping sound, prolong the life of the record and play it better.

Any instrument or record will show off best when WALL KANE NEEDLES are used.



BEWARE OF IMITATIONS

This handsome metal enamel display stand holds 60 packages, 2 doz. extra loud, 1 doz. medium, and 2 doz. loud; each package containing 50 WALL KANE NEEDLES, retailing for 15c. Price of Stand to dealers, \$4.60; \$4.90 Far West. Single packages, 7½c; 8c in the Far West.

Attractive display containers, each holding 100 packages of a kind of WALL KANE Needles, cost the dealer \$7.50; \$8.00 in the Far West.

SOME JOBBING TERRITORY STILL OPEN

Progressive Phonographic Supply Co., Inc.
145 West 45th Street, New York

TIME USED IN DEMONSTRATING

Dealers and Salesmen Should Take Care Not to Turn This Feature of Their Business Into an Entertainment—What One Dealer Thinks

The time consumed in demonstrating records has always been a point over which there has been considerable discussion in the talking machine trade, for this feature sometimes takes the form of entertainment rather than simple demonstration for the purpose of inducing a customer to buy. In talking about this subject a prominent member of the trade recently said:

"There are entirely too many salesmen who think they are demonstrating when in reality they are only entertaining. When a man comes into a store he has pretty well made up his mind that the talking machine reproduces music and furnishes him the means of having the music he desires. Putting a record on the instrument and playing it tells him nothing he does not know already, except that it illustrates a new song or melody. What that man should be told is why the particular machine handled by the dealer is the one instrument.

"One of the best demonstrations is somewhat along these lines. Take a good instrumental record reproducing the various instruments. Tell the prospect to listen for some particularly interesting part of the record, telling him in advance that when the record is completed you will explain just how the instrument achieves such perfect reproduction. After the record is played begin the sales talk on the reproducer, the tone chamber, the tone arm, the sound-box, the motor, etc. Then, if necessary, play a vocal record to demonstrate vocal reproductions and one or two ensemble or solo recordings. With this plan, demonstrations will last half as long and produce specific results with a more certain and speedier 'close.'"

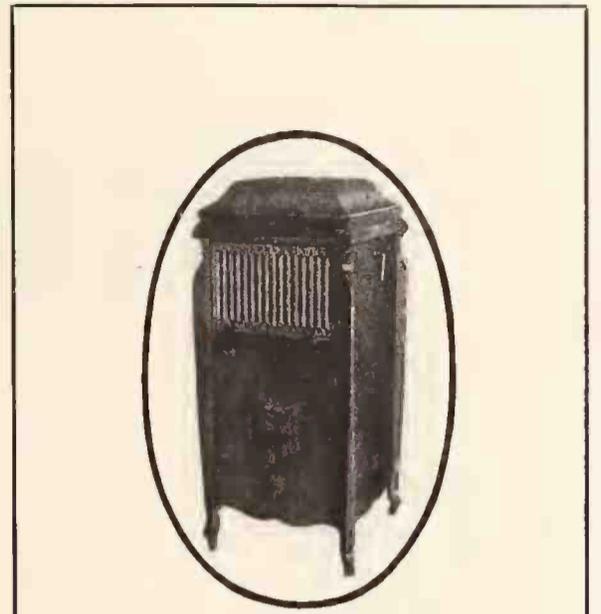
SENDS OUT JOHNSON'S ADDRESS

General Manager of Eclipse Musical Co. of Cleveland Discusses Its Importance and Value

The interesting address delivered by Eldridge R. Johnson, president of the Victor Talking Machine Co., before the convention of the National Association of Talking Machine Jobbers at Atlantic City in July has been sent out in book form by C. K. Bennett, general manager of the Eclipse Musical Co., Cleveland, O., to all the clients of the Eclipse Co. as well as friends and associates in the industry. In this connection Mr. Bennett said: "We believe the address of Mr. Johnson is a masterpiece of thought, as it deals in a strikingly creative manner with the remedy for the ills of our country, and sets forth very aptly our position in those countries across the seas where turmoil now prevails. It is so vital to our well being and we deem it of such importance to everyone that we are spreading this gospel as widely as possible."

STATISTICS ON BUSINESS FATALITIES

Statistics show that more than one-half of all the wholesale and retail stores and factories that begin business in the United States cease to exist within thirty years from the date of organization. Students of economics, indeed, have fixed upon five years as a "generation" in trade. In proof of this statement they show, among other things, that 63 per cent of all retail gro-



BLANDIN

TO plan, develop and produce a book, a play, an instrument, anything—brings a great, fine, wondrous feeling of accomplishment—but the really satisfying feeling comes when most discriminating buyers and users of the product assign it a place of leadership in its field. Music lovers pronounce the Blandin Phonograph first among musical reproducing machines and it is because of that recognition that we invite your inquiry.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.



cery stores, 61 per cent of all retail furniture houses, and 38 per cent of all book and stationery stores die during the first five years, and hardware stores 20 per cent.



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.

Prima-Donna

"The Phonograph Inspired"

TRULY, the instrument supreme. Not because we say so, but because scores of satisfied dealers thruout the country who are selling Prima-Donnas give their hearty indorsement.

Rightfully named Prima-Donna because it interprets correctly all music on any record with a fidelity that's truly marvelous, preserving the matchless qualities of the human voice and the true tones of all musical instruments.

This wonderful interpretation of tone is due to the scientifically constructed all wood amplifier of Prima-Donna—the masterpiece in sound reproduction.

A glance at the design, construction and finish of the Prima-Donna will convince you that they set a new standard for quality, beauty and durability.

Note how all panels which are 5-ply are inserted in a continuous frame, making the cabinet absolutely wear-proof.

Mr. Retailer:—There's a Prima-Donna jobber in your territory who can supply you overnight with these big phonograph values.

Mr. Jobber:—We have some choice territory open. Write us—you may be in territory still available.

GENERAL SALES CORPORATION

1520 Buffum Street

Milwaukee, Wis.

(Owning and Operating—General Manufacturing Corporation
Recorderon Phonograph Company
Manufacturers of Phonographs

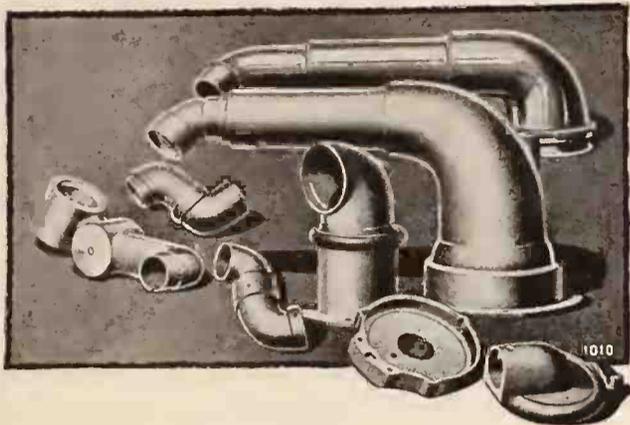
Heaney-Schwab Billiard Manufacturing Co
Makers of
Fine Billard and Pool
Tables since 1882



**SIX
WONDERFUL
MODELS**

**Unqualifiedly
Guaranteed for One Year**

Each Prima-Donna is guaranteed against all imperfections of materials and workmanship; any parts that do not give satisfaction will be replaced free of charge.



Good enough for the best— inexpensive enough for everyone

You can profitably build Doehler Die-Castings into your product.

Let the Doehler Engineering staff advise you.

Doehler Die-Castings are a quality product, first, last and always. Made to an exacting standard, Doehler Die-Castings meet your most rigid specifications for strength, accuracy and uniformity. They are worthy parts of a high grade product. Yet these quality die-castings cost so much less than the same parts made in any other way that they can advantageously be built into the inexpensive product as well as the costly one.

Doehler Die-Castings eliminate much, if not most of the machine work. You can have an intricate design made as a single piece where otherwise it must be built up of several units. Doehler Die-Castings are a finished product, smooth surfaced, perfect in contour, with holes, bosses or projections cast in place, bushings or pins or other inserts placed before casting.

THE WORLD'S LARGEST MANUFACTURERS OF DIE CASTINGS

DOEHLER DIE-CASTING CO.

MAIN OFFICE AND EASTERN PLANT: BROOKLYN, N.Y. CENTRAL PLANT: TOLEDO, OHIO. WESTERN PLANT: CHICAGO, ILL.
SALES OFFICES IN ALL PRINCIPAL CITIES

BROOKS PRODUCTION INCREASED

Saginaw Manufacturers Now Opening Many New Accounts—Big Deal in New Zealand—What General Manager Norris Reports

SAGINAW, MICH., September 4.—The Brooks Mfg. Co., of this city, manufacturer of the Brooks automatic repeating phonograph, is making splendid progress in the development of pro-

duction to meet the ever increasing demand for this well-known instrument.

In a chat with The World, A. W. Norris, vice-president and general manager of the company, stated that for the first half of this year the company was on the defensive as regards the opening of new accounts, for the entire production was required to meet the demand of the present distributors. Within the past two months, however, production has been steadily augmented, and many important accounts have been closed. During the past ten days several of the Brooks distributors visited the factory, and left their specifications for carload shipments calling for immediate delivery.

Mr. Norris states that the present outlook indicates that 1920 production will more than double last year, and the company is well pleased with the general business situation. Last week a new account was established with a distributor in New Zealand, whose orders indicate that he will use approximately 1,000 machines during the coming year.

NEW VENEER COMPANY FORMED

Raymond Veneer Mfg. Co. to Manufacture Mahogany and Walnut Veneers

Papers were filed recently for the incorporation of the Raymond Veneer Manufacturing Co., High Point, N. C., with a capital stock of \$125,000. The incorporators are: Chas. H. Thompson, Sr., president, also president of Lewis Thompson & Co., Philadelphia; R. B. Terry, vice-president, owner of the Dalton Furniture Co. of High Point, and Harry Raymond, secretary and treasurer.

The company is incorporated to manufacture mahogany and walnut veneers, as well as poplar and all native woods.

"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 Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

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

BETTER MUSICAL APPRECIATION

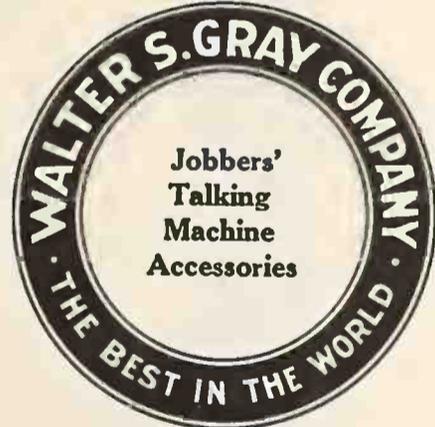
Printers' Ink Says Advertising of Talking Machine Companies Has Had Vital Effect

"What has caused this general knowledge and appreciation of good music?" Printers' Ink answers the question as follows:

"The musical advertising of the talking machine companies and the player-piano makers has had the most vital effect on American national life of any advertising undertaken by any concern or group of concerns.

"No other advertising has so deeply changed the country's characteristics.

"The talking machine manufacturers and the piano manufacturers have, through their advertising, sold music to the American nation. They have, by their advertising, changed America from one of the least musical nations into one of the leading musical nations of the world."



SAPPHIRES IMPORTED

| BALLS | | POINTS | |
|-----------------------|------------------------|-----------------------|-------------------------|
| 20 c. each | 16 c. in dozen lots | 20 c. each | 18 c. in dozen lots |
| 13 c. in hundred lots | 12 c. in thousand lots | 15 c. in hundred lots | 13½ c. in thousand lots |

942 MARKET STREET
SAN FRANCISCO, CAL.

SONG RECORDS BY NOTED INDIAN

Os-ke-non-ton, Native Mohawk Indian of the Grand River Reservation, Joins Columbia Record Forces—Heard in Two Songs

The educational department of the Columbia Graphophone Co. has made a notable contribution to Indian music in the recording of some songs sung by Os-ke-non-ton, a native Mohawk Indian of the Grand River Reservation. This distinguished Indian bears the title of Chief by hereditary right in the proud Mohawk tribe,



Os-ke-non-ton

one of the branches of the Iroquois confederation. His grandfather was a venerated chieftain of his tribe and Oskenton wears to-day the costume, moccasins, beaded suit and plumed bonnet of his tribe.

The early years of Oskenton were filled with the traditions of his people instilled in him by his grandfather. He retains all these traditions, and with his impressive personality and sonorous voice can convey in speech and song all that is finest and most representative of the Mohawk tradition and lore. In addition, he learned in his boyhood to become an adept in handling the canoe, in fishing and hunting, in reading the signs of the weather and in comprehending all the lore of the forest.

The two songs which the Columbia Co. have

recorded are called "Every-Day Song" and "War Song." The first one is sung by both men and women: the men when they are fishing or making snow shoes and other articles, and by the women when they are beading moccasins, carrying water or tending the fire. The song breathes a spirit of gratitude toward the Great Spirit for protection and for strength to toil. The second song conveys the spirit of the warrior as he goes out to achieve fame and adventure.

Oskenton sings these two songs in his native language, accompanying them with the drum. On the same record he gives the content of the songs in well-enunciated English.

No instruction in the public schools to-day of

Indian lore is complete without the songs and dances of the various tribes. The Indian reveals his inmost self in his music. Children in the public schools respond readily to any music which fittingly correlates with history, geography or literature. The Columbia Graphophone Co. is to be commended for adding to its already large list of educational records these two notable Indian songs.

DISCUSS FREIGHT AND PACKING

British Wholesale Distributors in Favor of Charge to Cover This Expense

At a recent meeting in London, England, of the wholesale distributors of talking machines and musical instruments, the question of railway carriage and packing charges came up for discussion. Nothing definite was decided upon but the resolution which apparently held general favor was on the basis of: All orders under the value of £3 to be sent carriage forward and packing charged for. All orders over the value of £3, packing and carriage free. It will be recalled that at a meeting which took place in January last, two resolutions were put forward: (1) (a) That all machine records and accessories should in future be sent carriage forward; (b) That all packing cases should be charged for. (2) All orders under £5 to be sent carriage forward and packing cases charged for. All orders over £5 to be sent carriage paid and packing free. No vote, however, was taken on either of these resolutions.

COMMON NEED FOR COURAGE

The greater part of courage that is needed in the world is not of a heroic kind. Courage may be displayed in every-day life as well as on historic fields of action. The common need is for courage to be honest, courage to resist temptation, courage to speak the truth, courage to be what we really are, and not pretend to be what we are not, courage to live honestly within our means, and not dishonestly upon the means of others.

COTTON FLOCKS

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

The Booth Felt Company, Inc.

Mechanical Felt Products

- Turntable Felts
- Motor Felt Washers
- Motor Brake Felts
- Needle Rest Felts
- Cabinet Strip Felt

We carry a large stock of well assorted merchandise which insures prompt deliveries.

If interested in Velour or Velvetene Discs we can supply them.

FACTORIES

BROOKLYN, N. Y.
463-473 Nineteenth Street

CHICAGO, ILL.
732 Sherman Street

BANG!

NOW READY

Pathe Dealers

Every authorized Pathe Jobber in the United States now has Hustylus in stock.

HUSTYLUS PATS. PEND.

There is no reason for you being any longer without a good supply of this essential accessory for playing Pathe records on standard lateral cut machines.

Herbert & Huesgen Co.
Sole Sales Agents
18 East 42nd Street
New York

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - - New York

FACTORIES:— NEWARK, N. J. ELYRIA, O.
PUTNAM, CONN. SPRINGFIELD, MASS. KITCHENER, ONT.



BRANCHES:

CHICAGO

TORONTO

LONDON, ENG.



To Jobbers

Write for our attractive

NEEDLE

proposition.

We deliver NEEDLES of the highest quality—the famous DEAN NEEDLE—in your own envelopes, or in our “Needle of Quality,” Truetone, or Puritone envelopes.

All tone variations:—The famous PETMECKY needle.

Our proposition affords handsome margins of profits.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - - - - New York

FACTORIES:—
PUTNAM, CONN.

NEWARK, N. J.
SPRINGFIELD, MASS.

ELYRIA, O.
KITCHENER, ONT.

BRANCHES:

CHICAGO

TORONTO

LONDON, ENG.

The Trade in **BOSTON** *and* **NEW ENGLAND**
 JOHN H. WILSON, Manager
 324 WASHINGTON ST., BOSTON, MASS.

BOSTON, Mass., September 7.—When this department is perused by the Boston trade the convention of the New England Music Trade Association will have begun in this city. This forthcoming event is of special interest to the talking machine trade in view of the fact that this industry has no organization of its own as it should, and so the next best thing—as many of the dealers are also in the piano game—they automatically are members of the New England Association, and will take part in the two days' festivities. One of the features will be the Music Industries night at Symphony Hall when the "Pops" will again be running. A golf tournament the forenoon of the first day should attract some of the good golfers among the talking machine fraternity; and one could mention several that should literally "shine" in such a competition. On the second day there is a shore dinner at Nantasket, when Governor Coolidge, candidate for the vice-presidency, is expected to be one of the speakers.

Freight Conditions Again Normal

There will not be a special consignment of Victors coming to New England by the American Express route, as was contemplated a while ago. So successful were the two barges in getting through to Boston with machines from Camden, N. J., and the need of the occasion was so great that arrangements had been made to make a shipment by special train; but in the meantime while plans were under way the freight embargo was lifted and, the merchants and miners being again operative per schedule, the cargoes will come over by that line as they formerly did. Now that old-time conditions obtain it is expected that there will not be the scarcity of Victor goods that has been the case for so long a time.

Beacon Line With J. E. Greene Co.

The Beacon Phonograph Co., of this city, has announced that arrangements have been completed whereby Jos. E. Greene Co., one of Boston's largest and most successful electrical supply houses, will handle the Beacon line of phonographs.

This new dealer recently installed an elaborate window exhibit to demonstrate the Beacon. No expense was spared in the decora-

Steinert Service Serves

WHOLESALE



"HIS MASTER'S VOICE"
REG. U.S. PAT. OFF.
 MDC F. MARCA INDUSTRIAL REGISTRADA

HEADQUARTERS

M. STEINERT & SONS CO.
 35 Arch Street :: :: :: :: :: Boston

tion of this exhibit, which is divided into four rooms, artistically furnished with rich velvet hangings, imported rugs and distinctive electrical lighting effects. These backgrounds form attractive settings for the Beacon phonograph, which will undoubtedly meet with a ready sale through the efforts of Jos. E. Greene Co.

Emerson Franchise Change in Boston

The Emerson franchise for this territory having been surrendered by the Musical Supply & Equipment Co. as announced two months ago in this department, this line of records will be handled by the New England Supply & Equipment Co., which has headquarters in the same

building as the other concern, namely, 221 Columbus avenue. The latter company, which, despite the similarity of names, has no connection whatever with the Musical Supply and Equipment Co., is interested in the construction of a new factory at Framingham where in about a month there will be facilities for pressing between 5,000 and 6,000 records daily. The local offices of the company at 221 Columbus avenue are in charge of Bert Kearsley, the treasurer of the concern.

Handling the Delpheon Line

The Phonograph Outlet Co., which is associated under the same roof with the Phonograph Sales Co. and the Phonograph Supply Co., in Court square, is the name of the retail concern which is handling the Delpheon line, and this wareroom is in charge of Harry Markau, who is a brother-in-law of Harry Rosen, president of the Phonograph Sales Co., which is now the wholesale distributing agency for all of New England for the Delpheon.

Opens Up in Tremont Temple

The Phonograph Supply Co. has opened a room on the fourth floor of Tremont Temple which is auxiliary to the other store and where all the 1921 talking machine parts are on exhibition. The room is open throughout each day and is in charge of someone competent to describe and discuss the mechanical parts of the machine.

Vigorous Sharmat Campaign

The Vitanola distributing house of Sharmat & Son, at 5 Bromfield street, has entered upon a vigorous campaign and, carrying, as it also does, the Lyric records, this pushing firm should meet with pronounced success throughout the New England field. The demand for the Vitanola continues good and with a staff of aggressive men in the field this line, as well as the Lyric record, which was not particularly known until the Sharmats took hold of it, should find quick favor among discriminating music lovers. Leon R. Sharmat, who has been spending considerable of his time for the past two months in New York, plans to give more of his attention hereafter to the Boston end of

(Continued on page 85)

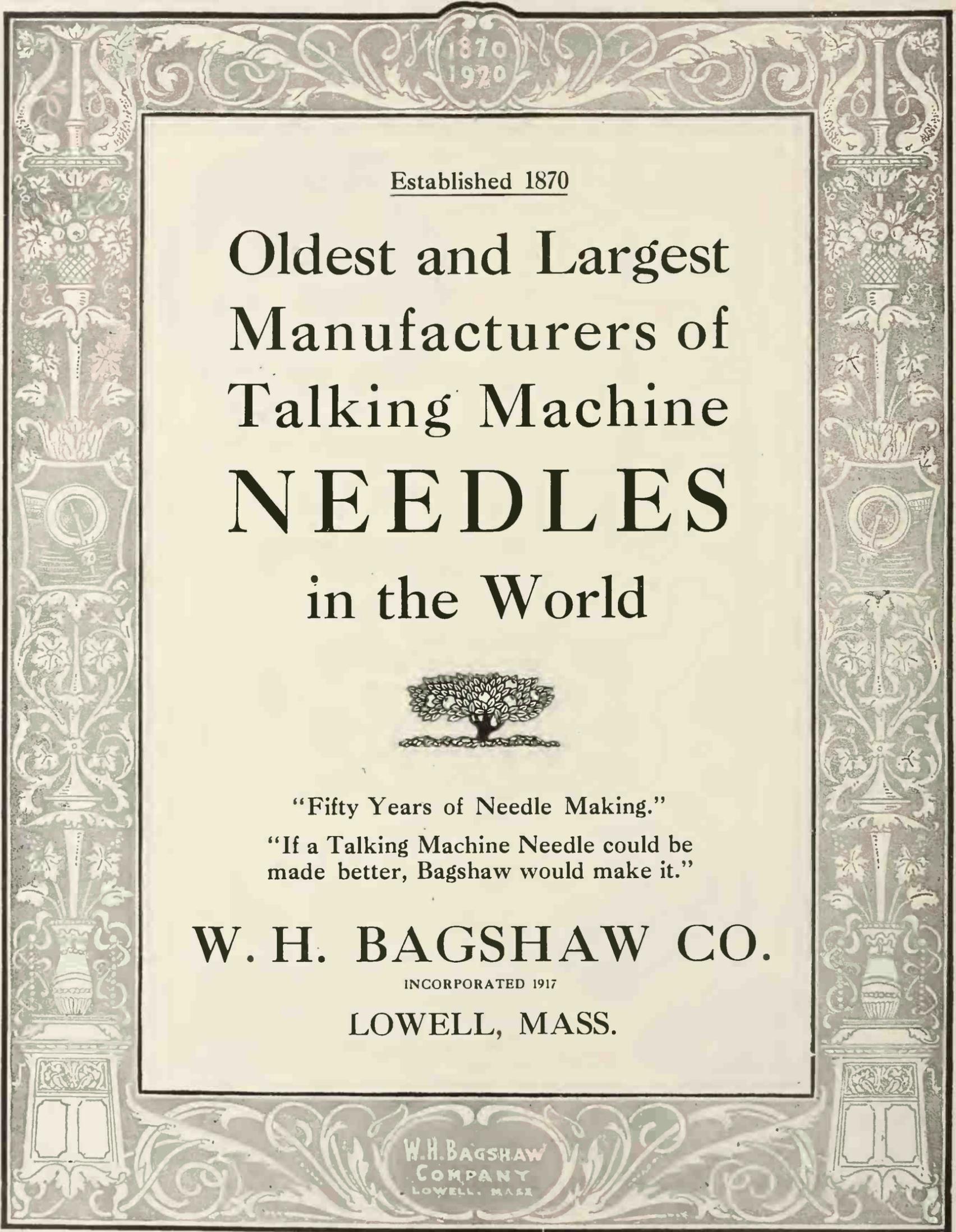
*"New England Service for
 New England Dealers"*



EASTERN SERVICE

The Eastern Talking Machine Co.
 VICTOR WHOLESALERS
 85 Essex Street BOSTON

IT is gratifying to hear dealers express admiration for Eastern Service. It proves in spite of present handicaps that men do appreciate our efforts in bringing our work to its present valuable state.



Established 1870

Oldest and Largest
 Manufacturers of
 Talking Machine
NEEDLES
 in the World



"Fifty Years of Needle Making."

"If a Talking Machine Needle could be made better, Bagshaw would make it."

W. H. BAGSHAW CO.

INCORPORATED 1917

LOWELL, MASS.

W.H. BAGSHAW
 COMPANY
 LOWELL, MASS.



Don't Let Bad Conditions Interfere With Good Profits

SHIPPING conditions are going to be bad this Fall. The heaviest freight movements of the year are soon to begin, with the moving of the crops and the transporting of coal for Winter use. Congestion is already severe. It is going to be worse.

The wise Pathé dealer is he who insures his Fall and Winter profits by stocking up now, while it is possible to deliver the goods. Today we can ship. Thirty, sixty or ninety days hence, we can promise nothing.

You are urged to write us immediately and book your order for early delivery, that we may aid you to escape the freight blockade and shortage of merchandise that is surely in store.

Hallet & Davis Piano Co.

146 BOYLSTON STREET, BOSTON

New England Distributors for
Pathé Phonographs and Pathé Records.

New York Office:
Hallet & Davis Bldg., 18 East 42d Street



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

the business and as he is a live wire this should mean a good deal in the way of business progress. Now that this Boston house has moved to the floor below it has far wider opportunity to expand and large windows offer ample space to boldly exhibit the firm name.

Arrange for Golf Tournament

Harry Spencer, of Kraft, Bates & Spencer, has been putting in a lot of time the past few weeks arranging for the golf tournament which is to be a feature of the first day's program of the New England Music Trade Association's convention. He is one of the committee of three and he has been able to interest several of the leading golf experts in the tournament.

Combine Portland with Boston Branch

The interesting announcement has come from Fred E. Mann, manager of the Boston headquarters of the Columbia Co. that there has been a consolidation of this branch with the

Portland, Me., branch which became effective on September 1. This, of course, has made necessary considerable changes in the personnel of the company's New England representation. With the discontinuance of the Portland branch the interests of Maine and northern New Hampshire will be served from the Boston headquarters and under Mr. Mann's watchful eye the service rendered should be better than ever.

With the discontinuance of the Portland headquarters G. P. Donnelly, the manager, has come to Boston, where he is now assistant manager, succeeding F. R. Smith, who has become assistant branch manager with headquarters at New Haven, Conn. W. R. Ingalls and B. W. Rowe, sales associates in the Maine and northern New Hampshire fields, will continue as the Columbia's representatives there. E. M. Morgan, who has been identified with the Boston city territory for several years, has been

transferred to St. Louis, Mo., where he will be branch manager, succeeding John McKenna, who has become branch manager at Chicago. In this city Mr. Morgan is succeeded by Ray Ott, whose territory has been eastern Massachusetts and southeastern New Hampshire. Stuart Hill will succeed Mr. Ott in his old territory. Herbert Gill has been given the southern Massachusetts territory, and D. A. Ingalls, lately sales associate in the State of Vermont with headquarters at Burlington, has taken the Rhode Island territory and will make his headquarters at Woonsocket. H. E. Gardiner, who for a while was in the Boston city territory, but more recently at New Haven, Conn., has been appointed manager of the Detroit, Mich., branch, succeeding S. E. Lind, resigned.

The tentative appointment of E. H. McCarthy to the Vermont field, replacing Mr. Ingalls, has

(Continued on page 87)

Send for Descriptive Circular

Curry DEMONSTRATION BOOTHS AND RECORD CASES IN STOCK OR TO ORDER

"SOUND PROOF"

FRANK B. CURRY
72-74 Dedham St. Boston, Mass.

LONG TRADE MARK

Disc Record, Player Roll and Sheet Music Cabinets. The Best in the Market
See Display Ad in This Issue

Peerless Record Album

Standard of Quality to preserve the Records
See Display Ad in This Issue

Send your orders for both these lines to
L. W. HOUGH, 20 Sudbury St., Boston, Mass.
New England Representative

New England Dealers!

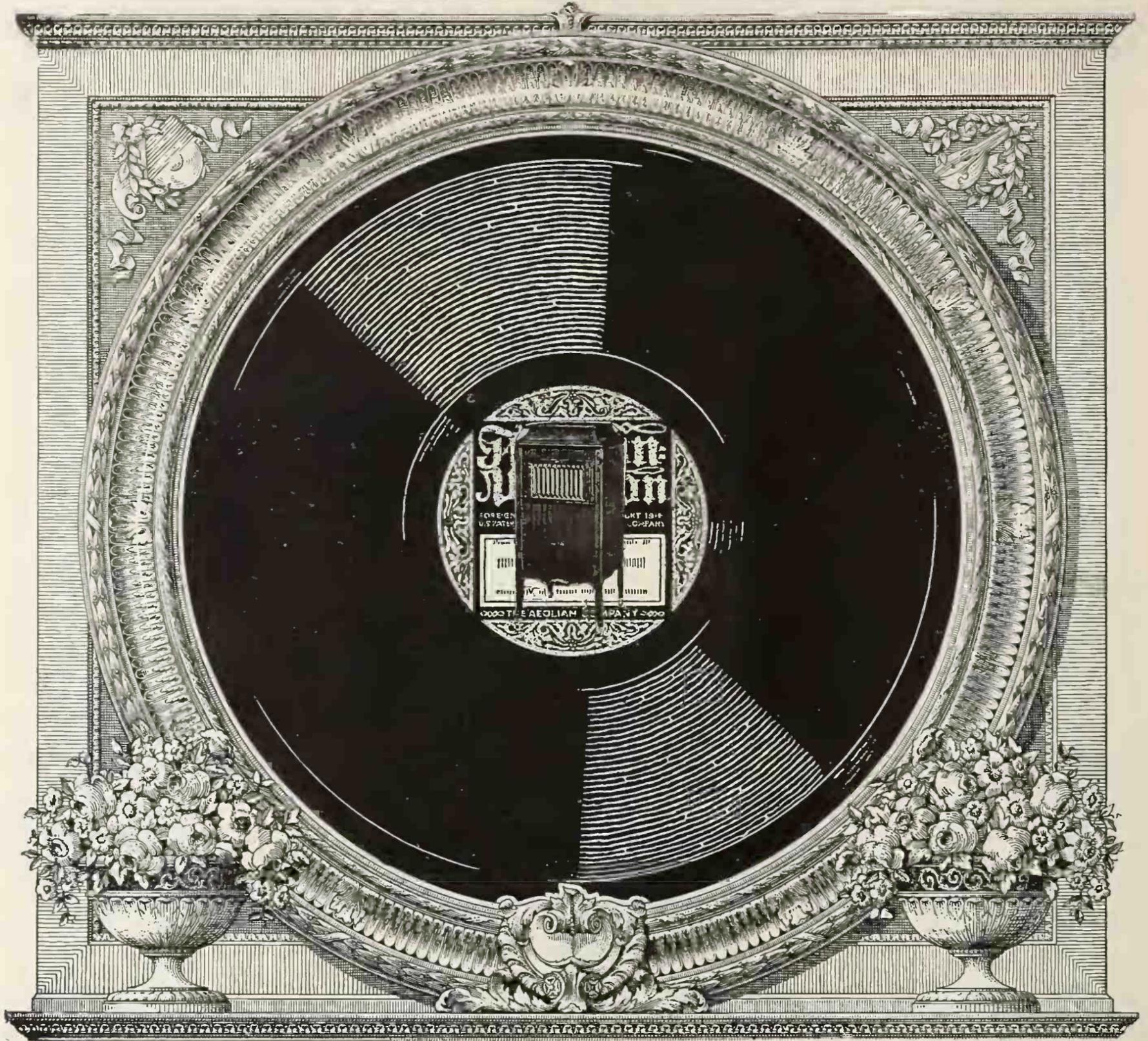
KIMBALL PHONOGRAPHS

Complete line \$115.00 to \$375.00 Liberal discount and terms

Write for Catalogue

Distributors for New England

NEW ENGLAND PIANO and PHONOGRAPH CO.
405 BOYLSTON STREET BOSTON, MASS.



THE VOCALION COMPANY OF BOSTON

*Wholesale distributors for New England and adjacent territory
of the celebrated*

AEOLIAN-VOCALION

and the new lateral cut

VOCALION RECORD

Playable on All Standard Makes of Phonographs

COMPLETE dealer service in all branches including newspaper advertisements, window cards, store hangers, etc. The newspaper advertisements are prepared to enable the dealer to tie up his local publicity with the impressive campaign of Vocalion advertising now being run in the Saturday Evening Post and other mediums.

Address Communications to

THE VOCALION COMPANY

190 Boylston St., Boston, Mass.



been made permanent, and J. J. Moore, Jr., has succeeded Mr. McCarthy as manager of the Dealer Service department at the Boston headquarters. J. F. Carr, who left Boston a year or more ago to take charge of the western Massachusetts territory with headquarters at Springfield, continues in this field, where he is performing valuable service.

Kimball Phonograph in New England

Having returned from a trip to Chicago Charles G. Faux, president of the New England Piano & Phonograph Co., announces that arrangements have been completed whereby this Boston house will handle for all of New England the talking machines put out by the W. W. Kimball Co. of Chicago. With the many branch stores that the New England Piano & Phonograph Co. has throughout this territory the Kimball product should find itself quickly popularized.

Carrying Complete Line of Instruments

R. C. Rose, manager of the Boylston street store of the New England company, announces that the store is now carrying a complete line of musical instruments. This department, which has necessitated considerable additions and rearrangements, is in charge of Miss M. Carney, lately of the Newburyport Music Co.'s store. Hardy Horrocks, vice-president of the company, is now handling the financial end of the business, and he has been giving special attention to the disposition of the new issue of preferred stock. D. L. Phillips, who is in charge of the company's Hanover street branch, reports that the popularity of the establishment among the Italian residents of the district has been such that two upper floors have had to be leased to meet the increasing demands of business. This gives an entire building now devoted to the Italian trade.

Increasing Demand for Beacon Products

Richard Nelson, of the Beacon Co., says that in spite of the dullness of the season there

HORTON-GALLO-CREAMER CO

NEW HAVEN  **CONNECTICUT**

VICTOR SERVICE SPECIALISTS

•••

VICTOR SUPREMACY
coupled with
HORTON-GALLO-CREAMER
VICTOR SERVICE

is the ideal combination for the progressive
VICTOR Dealer.

•••

seems to be an increasing demand for Beacon machines throughout New England, and that a great number of the dealers who had placed small orders during the Summer are now ordering substantially for the Fall, and the outlook for the next few months is very favorable.

Arthur Logan's New Post

Arthur Logan has joined the Beacon organi-

zation, and he will devote most of his time to sales promotion work in connection with the Eastern jobbers, and he will also be in charge of the export business. Mr. Logan is a veteran lumberman, having been vice-president of the New England Lumber Co. and secretary of the Richardson Lumber Co. Later he went into

(Continued on page 89)

**FALL
IS
HERE**





We Are Ready for the Fall Season. Are You?

We have in our warehouse an adequate supply of Pathé merchandise at the present time.

Send us your orders for Pathé machines and records *now*. We have the facilities to render the maximum of service.

The new ACTUELLE is now ready. Ask us about it.



**COMMONWEALTH
PHONOGRAPH**

21-23 LYMAN ST.,
SPRINGFIELD,
MASS.

Steinert Distributes

MEL-O-DEE

Music Rolls

THE WORLD'S FINEST MUSIC ROLL

Steinert Distributing Service Plus Mel-O-Dee
Offers You Quality Service with Quality Merchandise

A SPECIAL HIT SERVICE

| | | | | | | | | | | | |
|--------|-------------------|---|---|----------|-----------------|-----------|---|---|---|-----------|--------|
| 203735 | Tripoli | . | . | Waltz | . | . | . | . | . | . | \$.85 |
| 4019 | Avalon | . | . | Fox Trot | Al. Jolson Song | Word Roll | | | | | 1.25 |
| 3999 | Japanese Sand Man | . | . | Fox Trot | . | . | . | . | . | Word Roll | 1.25 |
| 203587 | Love Nest | . | . | Fox Trot | . | . | . | . | . | . | .75 |

Send for Mel-O-Dee Complete Catalogue containing 3000 numbers

WHOLESALE DEPARTMENT

M. STEINERT & SONS CO. 35 ARCH STREET BOSTON

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS



The Completeness of Brunswick Distribution

ITS ADVANTAGES TO THE DEALER

Many factors make the Brunswick franchise the most valuable a phonograph dealer can have. A super-fine instrument that won preeminence in four years, an immense volume of advertising and the prestige of a name already known to the millions, are some of them.

And in addition there is the vast scope of a distribution system supplying every part of the country with equal facilities.

Six production plants and thirty-eight branch houses assure direct, prompt and efficient service to any dealer, anywhere, at any time.

No matter where you are located, north, south, east or west, Brunswick men and Brunswick stocks are near you, waiting to serve you.

These stocks are complete. And these men are not mere distributors, interested in different lines, with a lukewarm attitude. They are all part and parcel of a great organization. Each one is keyed to enthusiasm in Brunswick ideals and methods.

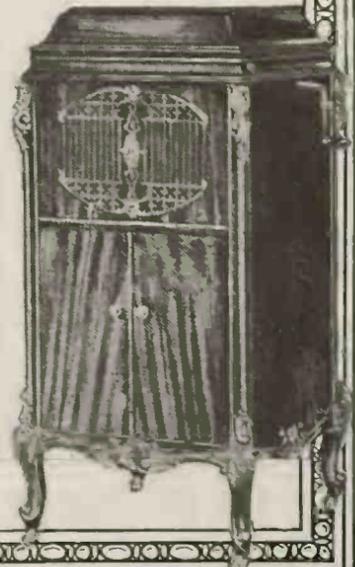
The Brunswick dealer is in every sense a part of this great whole. He receives the benefit of the smooth-running machinery of a production and distribution system standardized in 75 years of merchandising.

He is not dependent upon any middleman, any more than the House of Brunswick is dependent upon any outsider at any stage of phonograph and record making.

Thus the Brunswick dealer is in an enviable position. And his connection becomes more valuable every day.

KRAFT-BATES & SPENCER, Inc., 156 Boylston Street, BOSTON, MASS.

NEW ENGLAND DISTRIBUTORS
TONOFONE, VICTROLENE, MOTROLAS, RECORD FLASHER
Steel Needles Jewel Points Albums Record Brushes Khaki Covers



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 87)

**MICA
DIAPHRAGMS**

Watson Brothers, Inc.
170 PURCHASE ST.
BOSTON - - - MASS.

business for himself. He has long been a deep student of the talking machine industry.

Signs Up Several New Accounts

Manager R. O. Ainslie has lately signed up several good accounts in New England for the Pathé representation, these including W. H. Lambert, of Fall River; Frank Beabe, of Waterville, Me.; the Photo Studio, Worcester,

VITANOLA

The Phonograph of Marvelous Tone



The Popularity of this Wonderful Talking Machine in New England has been unprecedented. If you are looking for

**QUALITY
SEERVICE
AND
PROFIT**

GET IN TOUCH WITH THE MOST PROGRESSIVE HOUSE IN THE EAST

**Lyric
Lateral Records**



Dealers Supplied at Short Notice

S. W. SHARMAT & SON
Wholesale Distributors
5 Bromfield Street, Boston, Mass.

and P. J. Whitten, of Pittsfield. Miss Marguerite Taylor, secretary to Manager Ainslie, is back home from her vacation which was spent at Gilmanton Iron Works, N. H. Business with the Pathé is reported to be progressing finely and August was an unusually good month.

Busy Men Enjoy Vacations

Ralph Silverman, of the Phonograph Supply Co., was able to get two weeks away from business and went up into the Green Mountains, where he had a pleasant vacation; but when it came time for George Rosen, his partner, to go away he took just a single week—couldn't stay away from business. Here is the way one of his friends describes the situation in regular press agent style:

"Now, if you have a mental picture of George in white flannels lazily browsing over a magazine of fiction on the deck of a yacht, forget that film. He just couldn't keep away from the phonograph business entirely, even for a week. He spent much of his time talking things over with the business friends he met in his travels. And his magazines were the trade journals. Yet George declares it was a week well spent, as the Hollow Corners editor would say.

Plan Brunswick Expansion

Wholesale Manager Walter, of the Brunswick-Balke-Collender Co., reports that arrangements will soon be made to sign up with some more dealers in the New England territory, preference being given first to those who have been eager for some time to carry the Brunswick product. All the present dealers, he says, are making every effort to get a large supply of goods, which they are anxious to have delivered to them early. G. W. Curtis has been meeting with much success in the western Massachusetts territory and Kenneth Finney is planning to get out into the field later.

New Sonora Representatives

Manager Burke, of the Musical Supply & Equipment Co., has lately made some appointments as representatives for the Sonora line. These include Tilden-Thurber Co., of Providence, R. I.; the Jackson Furniture Co., of Fitchburg, and the New England Music Co., of Waterbury, Conn. Manager Burke states that the business in Sonora distribution in the past three months was 300 per cent in advance of the same period a year ago.

Returns from Pacific Coast Trip

George Lincoln Parker, who handles the Edison line, returned home the middle of August from his four weeks' trip to the Pacific Coast, where he had a well-spent vacation. He visited Portland, Ore., Seattle, Wash., San Francisco, Los Angeles, Berkeley, Cal., and other places, returning East via the Southern Pacific route, stopping on the way at the Grand Canon and in Chicago.

Aeolian-Vocalion Alterations Complete

Now that the changes in the Aeolian-Vocalion Boylston street headquarters have been completed the interior presents a very smart and attractive appearance. There are now five new demonstration booths and the record department

(Continued on page 90)

REMEMBER

**"IF IT'S A PHONOGRAPH
ACCESSORY OR REPAIR
PART, WE HAVE IT."**

Complete stock of
Needles, Motors, Tone Arms, Main
Springs, Attachments, Repair Parts
and other Accessories.

Prompt Deliveries Fair Prices

Send for our latest monthly Price List

Phonograph Supply Co.
of New England
COURT SQUARE BOSTON, MASS.

Your Guarantee, Mr. Dealer

LANSING KHAKI COVERS

For All Phonographs

Unqualified Endorsement of Biggest
Manufacturers and Dealers



Slip
and Rubber
Covers
for
Phonographs

Slip
and Rubber
Covers
for
Pianos

Distributors of the
"LANSING KHAKI MOVING COVER"

- ATLANTA, GA.
Elyea Talking Machine Co., 11 No. Pryor St.
Southern Paramount Co., 23 Peter St.
- BALTIMORE, MD.
E. F. Droop & Sons Co., 231 No. Howard St.
- BIRMINGHAM, ALA.
Talking Machine Co., 1618 Third Ave.
- BOSTON, MASS.
Hallet & Davis Piano Co., 146 Boylston St.
Oliver Ditson Co., 178 Tremont St.
- BROOKLYN, N. Y.
American Talking Machine Co., 356 Livingston St.
G. T. Williams Co., 217-222 Duffield St.
- BUFFALO, N. Y.
Buffalo Talking Machine Co., 776-778 Washington St.
Buffalo Wholesale Hardware Co.
- CEGAR RAPIOS, IOWA
Churchill Drug Co.
- CHICAGO, ILL.
Brunswick-Balke-Collender Co., 623-633 So. Wabash Ave.
Fuller-Morrison Co., 540-552 West Randolph St.
W. W. Kimball Co., Jackson Blvd. & Wabash Ave.
Wade Talking Machine Co., 14 No. Michigan Ave.
- CINCINNATI, OHIO
The Ohio Talking Machine Co.
- EL PASO, TEXAS
W. G. Walz Co.
- JACKSONVILLE, FLA.
Florida T. M. Co., 226 E. Forsyth St.
- KANSAS CITY, MO.
Schmelzer Co.
- MEMPHIS, TENN.
O. K. Houck Piano Co., 103 So. Main St.
- MILWAUKEE, WIS.
Waltham Piano Co.
- MINNEAPOLIS, MINN.
McDonald Bros. Co.
- MOBILE, ALA.
W. R. Reynolds
- NEWARK, N. J.
Collings & Co., Plum Bldg
- NEW YORK CITY, N. Y.
Columbia Graphophone Co., Woolworth Bldg.
New York Talking Machine Co., 119 W. 40th St.
Knickerbocker T. M. Co., 138-140 W. 124th St.
Blackman T. M. Co., 81 Reade St.
Ormes, Inc., 26 E. 125th St.
- OMAHA, NEBR.
Wright & Wilhelm Co., 10th & Jackson Sts.
- OKLAHOMA CITY, OKLA.
H. A. Mottier Sales Organization.
- PEORIA, ILL.
Putnam-Page Co.
- PHILADELPHIA, PA.
Interstate Phonograph Co., 1026 Chestnut St.
Philadelphia Show Case Co., 127 No. 13th St.
- PITTSBURGH, PA.
W. F. Frederick Piano Co., 635-637 Smithfield St.
- PORTLAND, ME.
Cressey & Allen, 534 Congress St.
- ROCHESTER, N. Y.
Rochester Phonograph Co., 44 Clinton Ave., North
- SALT LAKE CITY, UTAH
Salt Lake Hardware Co.
- ST. LOUIS, MO.
Koerber-Brenner Co.
- TOLEDO, OHIO
The Toledo Talking Machine Co., 425 Superior St.
- WASHINGTON, O. C.
F. P. May Hardware Co., 469-477 C St.
- YORK, PA.
Weaver Piano Co.

FACTORY REPRESENTATIVES

- Pacific Coast Representative, W. G. Kolchmer Sales Co.,
Walter S. Gray Co., Charlotte, N. C.
942 Market St.,
San Francisco, Cal. Louis A. Schwarz,
T. J. Cullen, 1265 Broadway,
21 E. Van Buren St., New York.
Chicago, Ill. I. W. Becker,
H. A. Copeland Sales Co., Hotel Wincoff,
Charlotte, N. C. Atlanta, Ga.



ELIOT and WARRENTON STS.
BOSTON 11, MASS.



CRESSEY & ALLEN

THE VICTOR RETAIL FRANCHISE

Is of course the most valuable in the world. Victor dealers should do everything in their power to prove worthy of it, and in this connection Cressey & Allen as Victor wholesalers are striving in every way possible to be of constructive service to dealers located in New England.

PORTLAND... MAINE

TRADE CONDITIONS IN BOSTON

(Continued from page 89)

ment has been removed nearer to the front of the store. With the beginning of the Fall as ushered in by early September, business is beginning to pick up perceptibly. F. B. Lincoln, of the sales staff, is home from his vacation spent at North Conway and John J. Hart, also of the sales force, has finished a pleasant automobile trip into the White Mountains. Charles T. Foote also spent a restful vacation in the mountains.

News Brieflets

E. C. Cressey, of the C. C. Harvey Co., which carries the Victor, Brunswick and Edison lines, spent his vacation at Belgrade Lakes, Me., whither he motored with Mrs. Cressey.

W. C. Fuhri, general salesmanager of the General Phonograph Corp., spent a few days in Boston the latter part of August.

E. B. Shiddell, of the Musical Products Co., which has been handling the Sonata, is over in New York at this writing, where he is in consultation with certain talking machine officials relative to the future of the company.

Activity Prevails at Ditson's

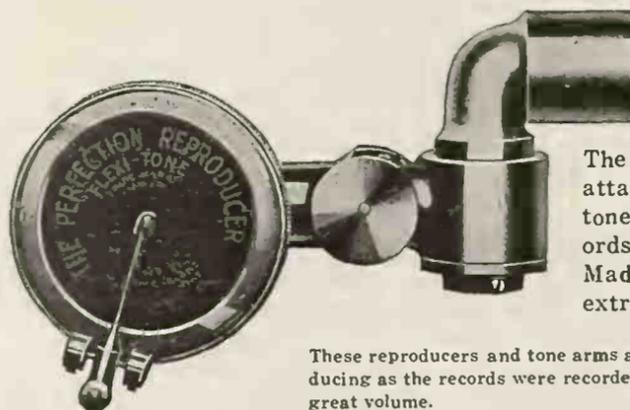
Manager Henry Winkelman, of the Victor department of the Oliver Ditson Co., has not as yet taken a vacation but he may decide to go away later in the season. Manager Winkelman says business has been coming along pretty regularly and that the indications are good for a brisk Fall. Otto Piesendel is back from his vacation but he did not get far away from home contenting himself with short near-by trips. John Canovan just now is visiting the trade.

Preparing for Concerts

Miss Grace Barr, of the service department of the Steinert house, who has finished a vacation at her home in Worcester, is just now busily at work mapping out a program for the Eight Famous Victor Artists who will give concerts in New England from October 24 to 31 inclusive.

PERFECTION ^{BALL-BEARING} TONE ARMS

PERFECTION FLEXI-TONE REPRODUCERS



**Manufacturers—
Jobbers—
Dealers—**

The Perfection Flexitone reproducer No. 7 attached to the Perfection ball-bearing tone arm No. 4 plays all lateral cut records on all types of Edison Disc Machines. Made in nickel and 24 carat gold finish, extra fine quality disc.

These reproducers and tone arms are the very finest made, mechanically—reproducing as the records were recorded in the recording room—clarity of sound with great volume.

WRITE FOR DESCRIPTIVE CATALOG AND PRICES

Manufactured by

New England Talking Machine Co.

16-18 BEACH STREET

BOSTON, MASS.

DISTRIBUTORS:

CALIFORNIA

San Francisco—Walter S. Gray Co.

COLORADO

Denver—Denver Dry Goods Co.

IOWA

Des Moines—Harger & Blish

MASSACHUSETTS

Boston—Pardee-Ellenberger Co.

NEBRASKA

Omaha—Shultz Bros.

NEW YORK

New York—The Phonograph Corp. of Manhattan

PENNSYLVANIA

Pittsburgh—Buehn Phono. Co.
Philadelphia—Girard Phono. Co.

UTAH

Ogden—Proudfit Sporting Goods Co.

VIRGINIA

Richmond—C. B. Haynes Co., Inc.

The MODERNOLA

A Home Delight to Ear and Eye

*“Now That’s
Different”*

Yes, it is!

Prospective purchasers of talking machine instruments are quick to recognize the individuality in The Modernola.

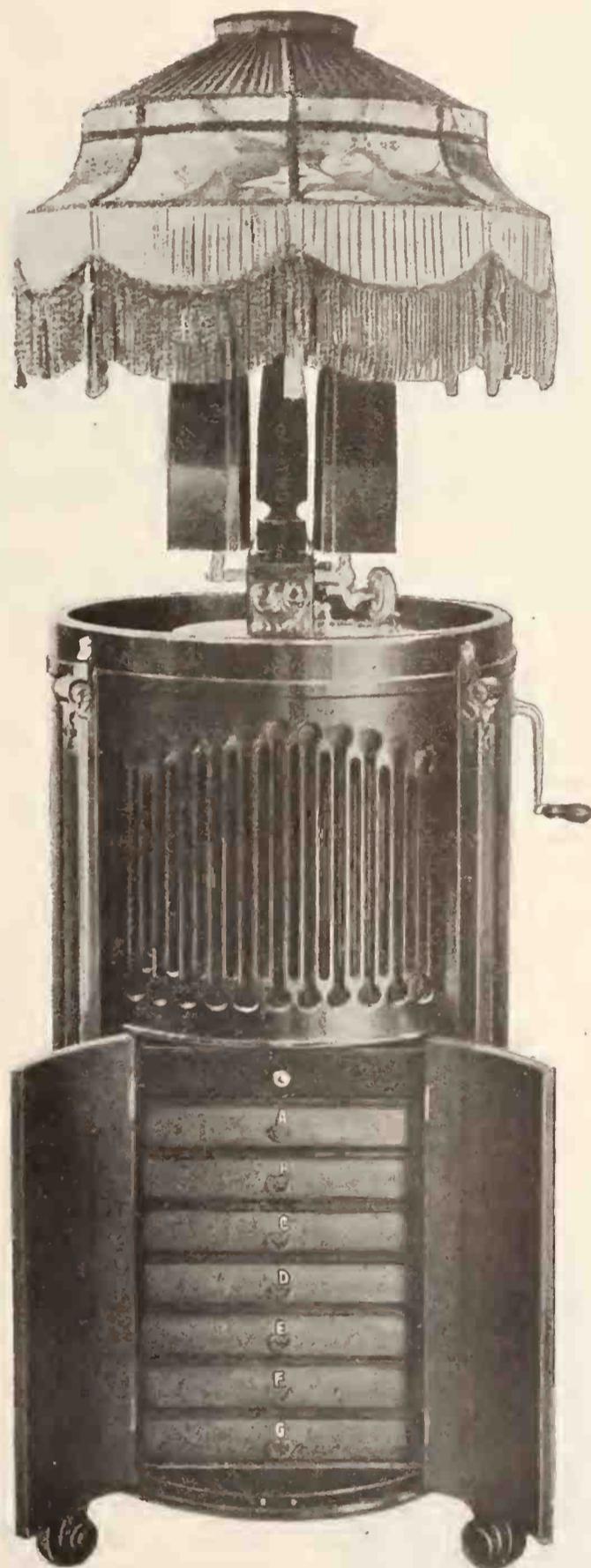
The Modernola is proving its preference in hundreds of instances. Unique in design, wonderfully beautiful with its lamp shade feature, luxurious in its rich finish—The Modernola has irresistible appeal.

It’s winning everywhere!

The Modernola adds wonderfully to a home setting. The colorful lamp brightens and cheers. When the instrument is playing, the soft glow from the silken lamp counts much for impression. The deeper feelings of sentiment are played upon. The value of the music is greatly enhanced.

Increased Modernola production is facilitating delivery. We are placing the Modernola with the jobbing trade. For open territory we have a proposition interestingly profitable.

Write Us—Now!



THE MODERNOLA COMPANY

JOHNSTOWN, PA.

Eastern Distributors:

Eastern Phonograph Corporation, 100 West 21st Street, New York

Crystal Edge MICA Diaphragms

THE STANDARD OF QUALITY AND SERVICE

PHONOGRAPH APPLIANCE CO.

174 Wooster Street, New York

EFFECTIVE EDUCATIONAL EXHIBIT.

Attractive Display Made at Salt Lake City Recently in Connection With the Convention of the National Educational Association

One of the most attractive and effective commercial exhibits at the National Educational Association, held in Salt Lake City recently, was that of the educational department of the Columbia Graphophone Co. The large ladies' par-



View of Exhibit at Hotel Utah, Salt Lake City

lor of the Hotel Utah was engaged for the entire week and in it Grafonolas and Columbia literature were conveniently placed. The exquisite furnishings of the room, with its comfortable chairs, hangings, paintings and flowers, made a most desirable rest room for the many delegates attending the convention.

During the week many teachers, superintendents and visitors availed themselves of the opportunity to listen to Columbia records and to learn about the extensive and progressive work of the Columbia Graphophone Co. to provide practical and worthy educational music material for the public schools. Not only were there displayed the many types of music suitable for music appreciation work, but the records for penmanship, nature study, foreign languages, measurement tests, civics, history, rote singing and physical drill were exhibited and demonstrated.

One interesting feature of the week was a demonstration in this large exhibit room of the work of the children in the playgrounds of Salt Lake City. Under the direction of Miss Stewart, Miss Reuben and Miss Pierson, of the city schools staff, groups of pupils participated in

various folk dances and children's games, all to illustrate the value of this work in the physical life of pupils. Two hundred or more interested teachers witnessed the demonstration.

Two sets of records were of special interest to visitors. Salt Lake City is the home of Lucy Gates, who makes records exclusively for Columbia, and her delightful songs attracted many. The other set comprised the voices of national statesmen discussing the issues of the day, such as Coolidge, Palmer, McAdoo, Clark, Harding, Lodge, etc.

The exhibit was under the direction of Miss Estelle L. Windhorst and J. Milnor Dorey, of the educational department of the Columbia Graphophone Co., assisted by the local staff of the Columbia branch in Salt Lake City and Miss Leone Ammott, of the Daynes-

Beebe Music Co., Columbia dealer in Salt Lake City. It was a most successful affair.

J. QUEVEDO OF CUBA A VISITOR

Reports Sales of Charmaphones in Cuba Are Growing Steadily—Big Fall Trade Predicted

One of the recent visitors to the offices of the Charmaphone Co., 39 West Thirty-second street, New York City, was J. Quevedo, of Quevedo & Cabarga, Havana, Cuba. For over two years this firm has handled the Charmaphone line of machines, and this most successfully, according to Mr. Quevedo's reports. In reviewing the Cuban situation, particularly referring to the Fall season, relative to the talking machine trade, Mr. Quevedo said: "We expect to have an enormous Fall season. All indications point in that direction. Special preparations now under way will enable us to handle the demand to good advantage. If it were not for strikes and difficulties entailed in exporting our phonographs we would have been able to use twice as many machines as we found possible under the situation last season."

AMERICAN LEGION MAKES GIFT

Madison, N. J., Post Awards Handsome Instrument to Ed. Wiechert

MADISON, N. J., September 6.—One of the largest crowds of the year filled the Liberty Theatre recently to witness the award of the talking machine given by the American Legion. Under the conditions of the award six names were selected and from these six, one was to be given the phonograph.

The first six selected from the hundreds of names were those of May Boyle, Harry Bassi, Estelle Squier, Henry Dawson, Mrs. L. A. Waters and Ed. Wiechert. When the second selection was made from this list of six names the award was made to Ed. Wiechert, of Green Village.

PROVES QUITE AN ATTRACTION

The Talk-o-Photo Is Bringing Quite a Number of Movie Fans to Dealers' Stores

R. B. Wheelan, president of the Talking Photo Corp., New York City, reports that the Talk-o-Photo has already gained much popularity throughout the talking machine trade, although it was only introduced several months ago. These phonograph records of the voices of famous movie stars with the photo and reproduction of the autograph of the star on the reverse side have appealed strongly to moving picture fans. It is said that the movie fans who collect pictures of their favorite stars number many thousands. These same fans are evidently now glad of the opportunity to also secure a collection of the voices of their favorites. Mr. Wheelan reports that a number of dealers have made attractive window displays of Talk-o-Photos and found that they attracted much interest in their locality, and materially stimulated the sales of these novelty records. One dealer reported that a prospect came into his warerooms to inquire about these new records and not only bought a liberal supply of the records, but a talking machine on which to play them. New motion picture stars are being added continually to the already large list of those whose voices are recorded on the Talk-o-Photo records.



MODEL C

AMERICANOLA

PLAYS ALL RECORDS

A Talking Machine of Quality, Tone and Workmanship

The Americanola reproduces the music of every instrument and the sound of every voice with complete fidelity. No tone is slurred. No distinctive quality lost.

WRITE FOR DEALER'S PROPOSITION

AMERICAN TALKING MACHINE CO., Inc.
BLOOMSBURG, PENNA.



Lyric Lateral Records

DEALERS SUPPLIED ON SHORT NOTICE
YOU CAN'T BEAT US FOR SERVICE

We are Distributors—placing on your shelves the Latest Hit and supplying you with Bulletins, Hangers, Cut-outs, and Advertising Material is one feature of
LYRIC SERVICE



Unico Installation for Adams-Flanigan Company, New York City

When the Unico Installation was completed Mr. John Flanigan, President of the Adams-Flanigan Company, wrote, in part—

"It affords us great pleasure in writing this letter of commendation as a mark of our appreciation to your firm for the service and attention rendered us from the time we became

interested in the installation of 'Unico' equipment until the department was finished to our entire satisfaction.

"The order for our equipment was placed the latter part of June and was delivered to our store on July 30th, just thirty-two working days after the placing of the order. Your erection men began work at once and on August 6th the department was completely finished."

Sense and Sensibilities

Common sense in commerce has proved that an appeal to the sensibilities is a potent factor in modern merchandising.

This appeal is variously termed. Some call it "sales atmosphere," "impression," and some term it "background."

But, regardless of its name, a successful store must be an inviting store, a store that appeals to the sensibilities.

The installation of Unico Equipment, patented in construction and design, will produce the appeal and at the same time will provide decorative display for goods and efficient, speedy transactions.

Furthermore, its flexibility allows for relocation and future growth, utilizing present with the additional equipment.

Unico Service provides for prompt shipment from stock in ten designs of complete equipment for your entire store or department.

We'd like to recommend a Unico Equipment for your store. A rough floor plan and dimensions are all we need.



A telephone call, telegram or even a letter by an early mail will make this Service and Unico Equipment available for your fall and holiday business.

Unico Construction is patented. Unico Designs are patented.

UNIT CONSTRUCTION COMPANY

NEW YORK
299 Madison Ave.
Corner 41st St.

Rayburn Clark Smith, President
58th Street and Grays Avenue
PHILADELPHIA

CHICAGO
Willoughby
Building

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., September 3.—Talking machine and record business in this city during August was as good as could be expected and suffered little in comparison with last year. In fact, last year business seemed very active because of the shortage of instruments and records and this made it seem as though a tremendous business was being done. This year dealers found that their profits for the month were equal to and in some cases better than the total made in August, 1919. Fall prospects are bright, with the factories turning out machines and records at top speed and dealers laying in all possible stock in preparation for the big rush.

Why H. W. Weymann Is Optimistic

Harry W. Weymann, of the wholesale house of H. A. Weymann & Son, is most optimistic as to the big volume of business in talking machines and records during the remainder of the year. Right along he has been urging the dealers to get in their orders for the Fall and Winter as early as possible in order that they may be prepared against a shortage later or a freight embargo.

"Many of our dealers," says Mr. Weymann, "say that some of their customers have been patiently waiting for several months for the desired style of Victrolas rather than accept any other make which is available for immediate delivery. The conditions that existed last year at this time, where prospective buyers were at the time forced to accept substitutes, will not prevail this Fall, as the buying public is now acquainted with the fact that the increased Victor output will cause them to insist on getting what they want. The Victor record situation, however, has not improved very much

over previous months, but we are looking forward to considerable gains in the shipment of records from the factory, beginning with October of this year."

Varied Columbia Happenings

Splendid reports are being given out by the local Columbia officials and from all their dealers they are receiving reports that they are looking for a heavy Fall business. They are planning at the Columbia headquarters here to put on two new salesmen by the first of October, whose names will be announced later.

C. O. Wood, who has been the superintendent of the Columbia here for some time, has resigned, and he has been replaced by Lewis Klein, who has been connected with the Columbia shipping department for the past four years. An interesting little flurry has been created in the social circles of Columbia in the resignation of Miss Delabar, the private secretary to Manager Cummin, who will shortly be married and will go to Tokyo, Japan, to reside, where the man to whom she will be married has a prominent managerial position.

B. W. Jennings, the assistant manager of the Columbia, was recently at Atlantic City for a week, where he found conditions most satisfactory so far as the Columbia was concerned. For several days, the end of August, Field Sales Manager Robert Porter and O. F. Benz, from the executive offices in New York, were in Philadelphia going over with the local management a new organization and sales plan for the Fall. The Columbia Co. is planning a series of dealers' meetings for the latter part of September and the first of October.

The new Columbia manager, P. C. Cummin, having about familiarized himself with local

conditions, is about to make a trip among all the dealers of the State, accompanied by salesmen. J. T. Callahan, the dealer service manager, has just returned from a two weeks' vacation which he spent at Atlantic City. W. A. Willson, of the educational department of the Columbia Co., New York, was in Philadelphia in August, also H. L. Tuers, the Dealer Service manager. Recent visitors to the Columbia offices were: T. W. DuBois, of Paulsboro, N. J.; Mr. Loeper, of Ashland, Pa.; J. H. Sortman, of Newark, Del., and Mr. Heller, of the Metropolitan Phonograph Co. of Reading, Pa.

Williams Opens New Store

F. E. Williams, who for a considerable time was a Columbia dealer at Seventeenth and Mifflin streets, has just opened a new store at 1723 Snyder avenue, which place he has considerably remodeled.

Installed in Its New Home

The Emerson Philadelphia Co. has finally become fully installed in its new home at 810 Arch street. It has about completed an attractive and commodious series of offices, and has a very large amount of space arranged for the display of records. The finest feature of the place is its splendid light. Harry Fox, the head of the company, states that "The best word regarding the new Emerson phonographs is that we are selling them in large quantities, and the outlook is very encouraging. The phonograph met with a very cordial reception from all of the dealers as soon as we showed them some of the exclusive patents of the Emerson to the credit of this organization. Firms which have already started the handling of the Emerson phonograph at near-

(Continued on page 96)

A phonograph you will thoroughly enjoy selling

A LINE of goods that sells easily is a pleasure to handle. Take the new line of Emerson Phonographs. It is a line to enthuse over.

In the first place it is complete. There are many different models for your customers to select from.

And every one of these models is equipped with the built-in, solid-spruce, round Emerson Music Master Horn. This horn is constructed according to scientific principles and is acoustically correct.

The Emerson Music Master Horn forms your best and big-

gest selling point. It is the nub of your selling argument. Display it—talk about it—play it up—demonstrate it with the latest Emerson song hits and dance hits.

The most inexperienced ear will quickly detect the full, round tone which flows from the full, round Emerson Music Master Horn.

Send for our new loose-leaf catalog showing the various Emerson phonographs and explaining why we make the Emerson Music Master Horn round — perfectly round — as round as a round full moon.



Emerson Philadelphia Co.

810 Arch Street

:-: :-: :-:

PHILADELPHIA, PA.

Distributors of EMERSON RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

by points are: The Brintzenhoff Piano Co., of Reading, Pa.; The Music Shop, of Trenton, N. J.; McPherson's Music Store of Bridgeton, N. J.; the Troxell Music Store of Allentown; the Lundy Piano Co., of Wilkes-Barre, Pa., and E. Finn, of Hazelton, and others." Mr. and Mrs. Fox recently returned from a tour of the eastern part of the State, spending some time at Delaware Water Gap.

Stults Tells of Presser Progress

Manager Robert N. Stults of the Theodore Presser talking machine department, after a pleasant two weeks' motor trip, returned to his office and is predicting great things for the Presser department this Fall and Winter. He states that July was ahead of the July of a year ago, and their August business ahead of the July business. They have been having exceptional success in the nearby suburban towns. Mr. Stults states that they are getting Victor, Brunswick and Cheney machines through in large numbers, and they have already on hand practically their entire Fall and holiday stock.

Large Perfek'tone Business

Manager Adams, of the Perfek'tone Co., believes that business is going to be very good this Fall and bases his assumption on the fact that each month has shown an increase over the corresponding month of last year. He states that the firm has been doing considerable shipping of late to the Far West, and has also received large orders from both South America and Cuba. Mr. Adams had his family at Ocean City for the Summer, and has just returned from spending two weeks' vacation with them.

Emil Bauer Is in Charge

Emil Bauer, long associated with the talking machine industry, has taken charge of the conducting of the Domestic Talking Machine Corp., which for convenience has been removed from Latrobe, Pa., to 728 North Twenty-sixth street, this city. He will not only sell these ma-

**World famous
Weymann
"Keystone State"
String Instruments
and "W & S" brand
Musical Merchandise.**

H. A. Weymann & Son, Inc.

FOR EXTRA PROFITS

to the dealer we heartily recommend a Musical Instrument Department.

Success is practically assured dealers who specialize in quality goods of known merit for which a demand has been created.

Write for catalogue and trade discounts.

chines, but also motors and motor parts. The new address is quite a large factory.

Brunswick Expansion

C. P. Chew, in charge of the Philadelphia Brunswick business, was recently in Harrisburg assisting in the opening up of an exclusive Brunswick shop for the Regal Co. at Second and Walnut streets. He states that they have a very fine establishment, including a

series of fine demonstration booths. They carry the entire Brunswick line. Mr. Chew reports that his business has been excellent and believes that dealers should order liberally in anticipation of a freight tie-up in the Fall.

F. X. Donovan Goes to Cincinnati

The Wanamaker talking machine department has just lost its head salesman, F. X. Donovan, who has located in Cincinnati, where he

**TRY
PHILA. SHOW CASE CO.'S
SERVICE**

Okeh Records

**We are ready to help you stock in Okeh Records
for your fall business**

IMMEDIATE DELIVERY - - - EVERYWHERE

COMPLETE STOCK

PHILADELPHIA SHOW CASE COMPANY
127 NORTH 13th STREET
PHILADELPHIA, PA.

PITTSBURGH BRANCH: 2002 Jenkins Arcade Building



Operaphone RECORDS

PHILADELPHIA DISTRIBUTORS
SUPPLEE - BIDDLE HARDWARE CO.
PHILADELPHIA, PA.

PHILADELPHIA OFFICE FOR ACME

Edward McK. Hunt in Charge of New Office in Philadelphia Bourse—Another Office May Be Opened Soon in Newark, N. J.

The Acme Die-Casting Corp., Brooklyn, N. Y., has recently opened a branch office in the machinery exhibition sales department of the Philadelphia Bourse. This office is in charge of Edward McK. Hunt and will handle the company's rapidly growing business in New Jersey, eastern Pennsylvania, Maryland, Delaware and the District of Columbia.

The Acme Die-Casting Corp. maintains offices at the present time in Detroit, Cleveland, Chicago, Pittsburgh, Rochester, Boston and Philadelphia, and contemplates opening another office in the near future in Newark, N. J. The company specializes in the production of high-grade zinc, aluminum, tin and lead alloy die-castings, and furnishes castings to some of the largest manufacturers of the country.

Die-castings have reached such a state of development, and are so admirably adapted to quantity production that they are rapidly being adopted by manufacturers to replace parts heretofore made by other processes.

NEW QUARTERS IN PHILADELPHIA

United Music Stores Now Occupy Four-Story Building at 619 Cherry Street for Wholesaling of Records, Music Rolls, Needles, Etc.

PHILADELPHIA, Pa., September 1.—The United Music Stores have just occupied their new four-story building at 619 Cherry street, this city, with its 45,000 square feet of floor space, and thus offer concrete evidence of the success that has attended the company's efforts in the wholesaling of musical merchandise of known standing.

The United Music Stores started in business in August 1918 in a small space at 905 Walnut street, where music rolls and other musical

DECALCOMANIA

Name Plates for Talking
Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.

MOTORS—TONE ARMS

We Can Furnish Any
HEINEMAN or MEISSELBACH
Motor or Tone-Arm or part at factory prices.

Send for catalog, enclosing trade card

EVERYBODY'S TALKING MACH. CO.

Authorized Distributors
Heineman & Meisselbach Motors
38 N. 8th Street, Philadelphia, Pa.

merchandise are wholesaled. At the present time the company acts as wholesalers for Pianostyle and ConnORIZED rolls, Brilliantone steel needles, Lyric records, Kleernote pumps, etc.

The first floor of the new quarters is given over to the credit, shipping, sheet music and order departments, and the display room in which are shown samples of the various lines carried by the house. The second floor is devoted to Pianostyle instrumental rolls, and to stocks of Brilliantone needles, Kleernote pumps and Lyric records. On the third floor is found the very complete stock of ConnORIZED Word Rolls, while on the fourth floor are the executive offices of the foreign roll department.

If you have only one suit of clothes, don't worry—you can at least be sure the moths are not eating the other one.

A BUSINESS ORGANIZATION EQUIPPED FOR BIG BUSINESS

Backed by a loyal clientele developed thru years of fair dealing and accurate business methods.

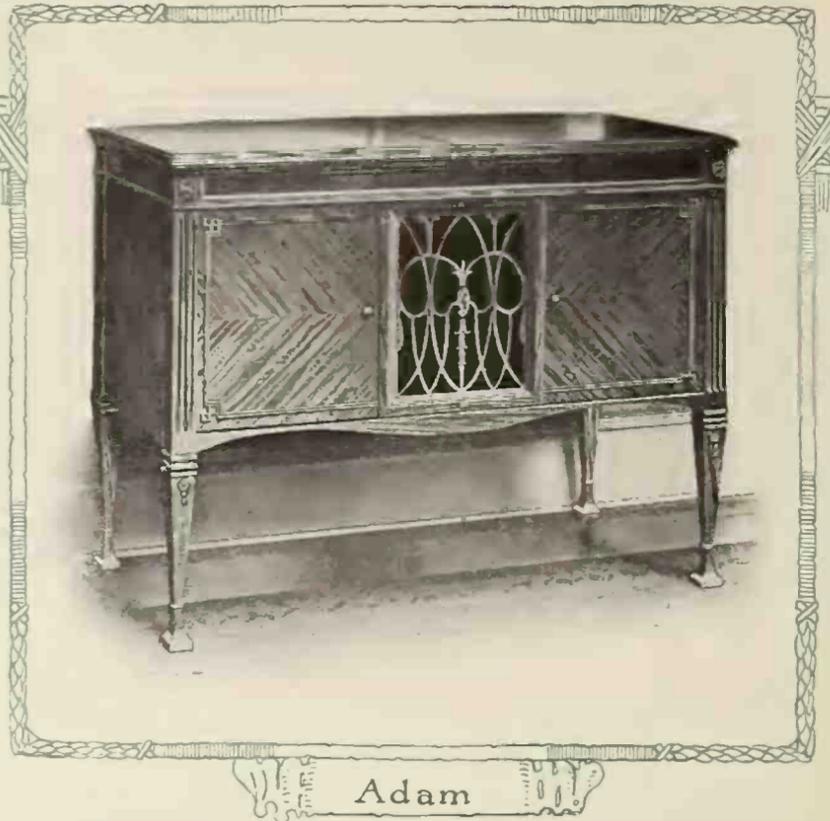
Progressive business program which serves both the higher interests of The Victor Company and our Victor Dealers.

THE LOUIS BUEHN COMPANY OF PHILADELPHIA

Exclusive Wholesale Victor Distributors



Queen Anne



Adam



Louis XVI

What the Granby Proposition Means to the Dealer

THE Granby Phonograph Corporation must not be confused with the hundreds of mushroom growths that have sprung into being in the phonograph field in the last few years.

The Granby Phonograph Corporation has entered the field only after a most painstaking analysis of the industry. The strength and the weaknesses of competing brands have been carefully studied.

The Granby Phonograph Corporation has entered the field permanently—its program is built upon that basis, and to that end offers the following features to representative dealers:

First—the manufacture of an instrument that will bear the strictest comparison with the best in the field, in appearance, in honest construction and in tonal quality.

Second—a close co-operation with the wholesale and retail distributors who are to share in its success. A co-operation that will call for the most intensive cultivation of the local territories where Granby is represented.

GRANBY PHONOGRAPH CORPORATION

☒ N O R F O L K - V I R G I N I A ☒

• Factory • Newport News •



Chippendale



Louis XVI

Third—and highly important, financial resources for carrying out the program outlined, to the letter—resources that do not depend upon an overnight, overwhelming demand, but are ample enough to plan for the future and await the solid development that is the result of such careful planning.

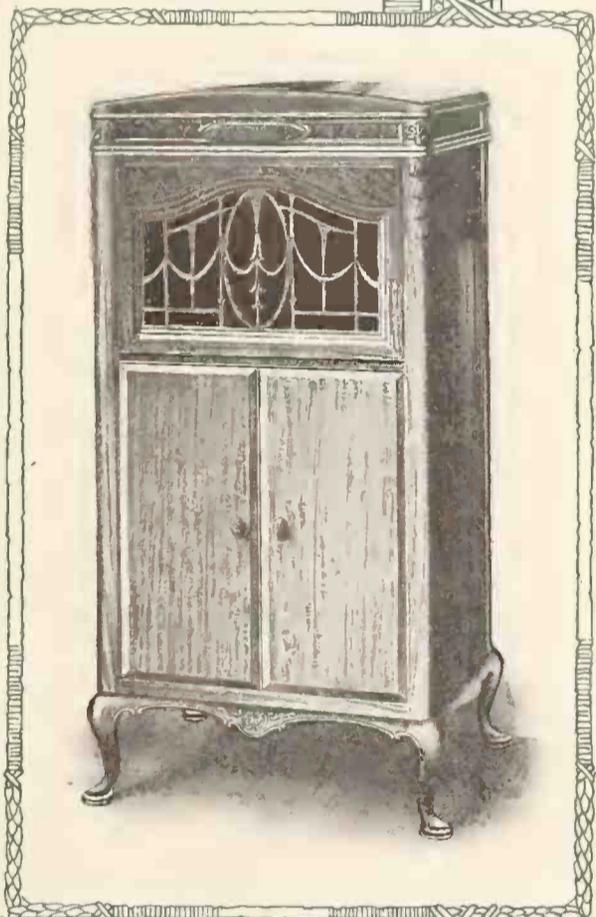
Every wholesale and retail distributor who is fortunate enough to secure the Granby franchise can rest assured that every promise made by the Granby Phonograph Corporation will be fulfilled to the letter.

You can be the fortunate representative of the Granby in your territory—if you act promptly and before your competitor has secured the franchise.

**WE WANT YOU TO INVESTIGATE THIS PROPOSITION THOROUGHLY—
AT OUR EXPENSE**

To that end we would like to have you as our guest at Norfolk.

**Write for details and
DO IT IMMEDIATELY**



Queen Anne

GRANBY PHONOGRAPH CORPORATION

◻. N O R F O L K " V I R G I N I A ◻

Factory Newport News

Saturday
Evening Post

Sept. 11, 1920



MEL-O-DEE

Music Rolls

*A New Music Roll for Player-Pianos
Produced under a
Superior System of Recording*

THIS is emphatically the day of the player-piano. Each year, a larger percentage of all pianos manufactured are of the player type.

The new Mel-o-dee Music Roll has been produced to meet the demand for a better music roll—a music roll designed to take advantage of the improved action of the present day player, and to bring out the utmost

in musical values of which that instrument is capable.

Mel-o-dee Music Rolls are manufactured by an organization with by far, the widest experience in the music roll field.

Musically and mechanically Mel-o-dee Music Rolls represent a new standard of excellence. They will produce effects from any player-piano of which the ordinary music roll is entirely incapable.

Mel-o-dee Song and Instrumental Rolls

The latest, the most popular, the best music, both vocal and instrumental, is obtainable in the form of Mel-o-dee Rolls. Popular hits, both vocal and instrumental are always on the shelves of Mel-o-dee Music Roll dealers, before the demand for them has even begun to develop.

Song rolls, produced by the

Mel-o-dee Music Company, have the words *printed*, not *stenciled* on them. In consequence they are easily readable even from a distance. Mel-o-dee instrumental rolls, including the classic, grand opera and all other forms of piano music, are arranged from the recording of the world's leading pianists and musical authorities.

Owners of player-pianos should insist on receiving Mel-o-dee Music Rolls. In no other way can they realize the utmost of which their instruments are capable.

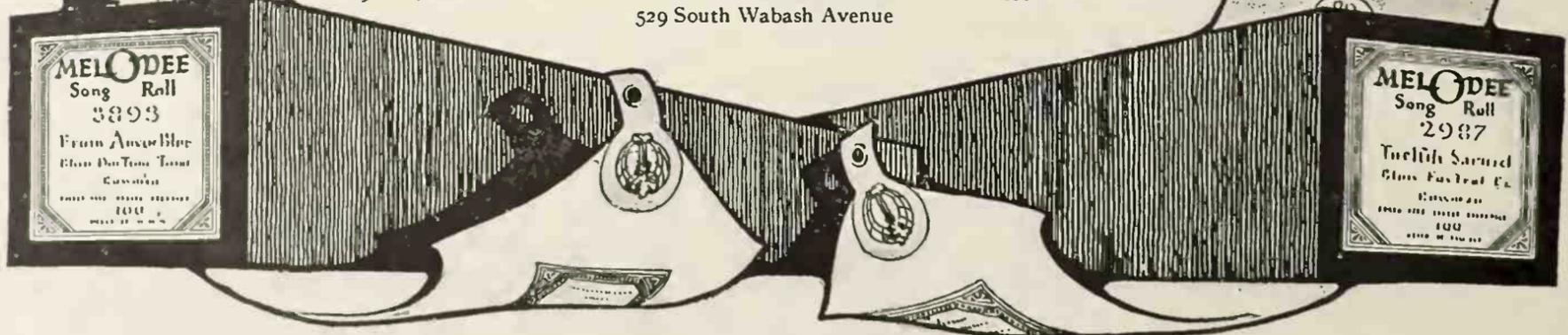
Send for catalog and name of nearest dealer—Dealers Everywhere

THE MEL-O-DEE MUSIC COMPANY

NEW YORK
29 W. 42nd Street

CHICAGO
529 South Wabash Avenue

SAN FRANCISCO
455 Mission Street



Stock Mel-o-dee Music Rolls and Reap the Mel-o-dee Customers
Made by the Mel-o-dee National and Local Advertising Campaign

Write for New Mel-o-dee Complete Catalog Containing 3000 Numbers

A SURVEY OF FALL TRADE PROSPECTS—(Continued from page 99)

are times when the future must be more closely watched than ever before and present-day caution is the predominant element that will ward

off possible embarrassments with resultant good to the talking machine business. This is the general feeling in New England.

for much of the prosperity of that State depends upon conditions in the mining industry, and, as is generally known, the situation there is greatly unsettled. If the miners finally accept the wage awards and work honestly and earnestly, there should be plenty of their money to find its way into the tills of the music merchants during the Fall and Winter.

Settled Industrial Conditions in East

In the territory embracing New York State, Pennsylvania, Ohio and neighboring States, the industrial situation has more bearing upon business prospects than it has in many other sections of the country. An investigation of the industrial situation brings forth the information that while there has been considerable recession in industry, it is believed by many to be just what is required to steady conditions and bring the entire economic situation back to a more normal, stable basis.

As it is now, the great majority of employes are working full time and enjoying high wages, and it is believed that this condition will continue well into next year at least. Where in certain lines of industry working forces have been curtailed and plants shut down for part time, the workers thus released have been for the most part absorbed by other industries, which means that their earning power will serve to make them factors in the retail business to come.

Crops in this section of the country are more diversified than in many other districts, and the prosperity of the farmer does not rest so largely upon one particular crop, such as cotton or grain. The fact that what is known as market produce is bringing record prices makes the farmer a factor to be reckoned with in the music

business for Fall. In fact, he offers a better prospect than the average factory worker.

In this thickly settled section of the East the public is showing an inclination to buy that which is considered necessary, and musical instruments apparently come under this category.

With this carefulness in the spending of money comes also a tendency to demand products of quality, and give to the buyer something worth while for his money. For the most part dealers are under the impression that buyers are holding back only temporarily and will loosen up as it were when the Fall season gets under way.

The condition of stocks in retail stores is varied, for while some retailers are well supplied, others are working along with reduced stocks and buying with great caution. The dealer with the requisite capital, however, is stocking up liberally in anticipation of a possible shortage during the coming months.

The retailers in this section are from sheer necessity demanding cash or short terms on all sales. This enables them to buy advantageously, and what is especially important, to discount their bills. The public on the other hand appears to have the money to meet the dealers' terms and to appreciate the fact that cash means a saving of interest that would be paid on instalment accounts.

East Lake Region Shows Solidity

Conditions and prospects in what might be termed the East Lake Region, taking in Michigan and neighboring States, are very similar to those reported from other sections of the country, and the situation as it exists and promises to exist in Detroit may be accepted as reflecting conditions in that territory.

While it is true that for the past thirty days a few of the Detroit factories have cut down on their number of employes, it is a temporary condition only, caused by inability to get materials or to economize on the use of electricity, having received instructions from the Detroit Edison Co. to reduce their consumption of electric current to the minimum as two of their largest turbines have been out of commission. The demand for automobiles has let up to some extent, yet there is no factory here that cannot dispose of all the cars it produces. Such concerns as the Ford, Packard, Cadillac, Studebaker, Paige, Liberty, Essex, and Hudson, have more orders on their books right now than they can fill, yet some of these companies have laid off men because certain departments could not work twenty-four hours a day because of the shortage of certain parts. The last of the Summer and the early Fall months are always the dullest for the motor manufacturers, as it is the time of the year when they get busy on new models for the ensuing year. They do not shut down entirely—merely shutting off the night shift or a part of it and still running full time during the day.

Detroit not only makes 90 per cent of the motor car production in the United States, but also has many other factories in which it leads the world. Detroit was never more industrially sound. Wages always have been high here and they will continue so. An authority said: "We are all optimistic for the coming twelve months regardless of election or anything else," and these are the sentiments of every business man, retail, wholesale or manufacturing, with whom we have come in contact. In Detroit there is no place for a pessimist.

Agricultural conditions throughout the whole State are excellent and crops will be the biggest they ever have been. This is official from
(Continued on page 105)

Prospects Excellent in the Southeast

In the Middle and South Atlantic States the members of the retail music trade are evidently well prepared to do a very satisfactory volume of business during the Fall, but realize that extra efforts must be made to make sales totals measure up to former records. Throughout this section, which is steadily assuming more importance industrially, it is declared that general conditions are for the most part fair. In some States, for instance in Maryland and in Georgia, the industries are active. In Virginia and North Carolina the average is fair, although in certain lines there is evidently a distinct falling off. In Florida the situation is fair, although the long standing strike of cigar makers has had its effect.

Taking cotton and tobacco as the two main crops, the agricultural situation is not one to encourage enthusiasm. The cotton crop promises to be somewhat sub-normal, and a price drop is expected to have a certain influence on general business. The tobacco crop is about the average, while the crops of general market produce and of fruits promise to be most generous.

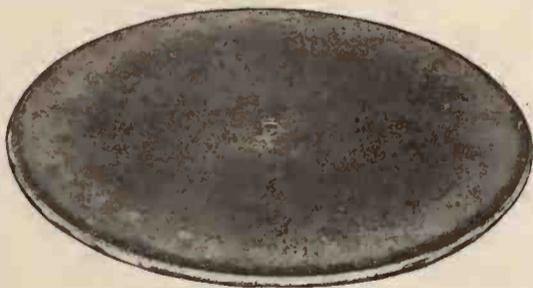
The tightening of the financial market and campaigns carried on by certain newspapers are declared to be responsible for a tendency on the part of the public to be a trifle overcautious in buying. The average talking machine purchaser, however, demands a product of known quality and standing, and this fact appeals strongly to the average retailer.

Stocks of goods in the various States range from fair to excellent, and retailers as a rule do not anticipate any trouble in handling any possible volume of trade that may come to them before the first of the year. What shortage there is, is found in record stocks, and the record situation is improving steadily.

The selling terms are being kept on a sound basis, and although in some agricultural sections business is done on a basis of thirty, sixty and even ninety day acceptances, that condition is expected to continue only until the early Fall when the marketing of crops will release sufficient cash to permit of a return to a ten-day basis.

If West Virginia is to be included in this district, there is added an element of uncertainty,

TALKING MACHINES OF THE HIGHEST STANDARD HAVE TURNTABLES EQUIPPED WITH



GRAND PRIZE
GOLD MEDAL

A.W.B.

Boulevard
VELVETS

ST. LOUIS
EXHIBITION

VELVETS, VELVETEENS, PLUSHES

Add to the Quality and Attractiveness of Your Machines with the A. W. B. Boulevard Velvets

Write for Samples and Prices

A. WIMPFHEIMER & BRO., Inc.

450-460 Fourth Avenue, New York

ESTABLISHED 1845

A SURVEY OF FALL TRADE PROSPECTS—(Continued from page 103)

the State Department at Lansing after an investigation of the various crops in the different parts of the State. Naturally, good crops mean the consumption of more merchandise in the rural sections.

Frankly, in some lines the public has stopped buying—that is they are not buying as briskly as they did heretofore. They have been reading so much about prices going to drop that they are holding back from buying some of the things they intended to in the hope that they can save money. But this also is only a temporary condition and merchants say that despite this feeling on the part of some people they have done more business this year in dollars and cents—as well as the actual number of sales—than for the same period in 1919.

When all is said and done, Detroit is rather peculiarly situated in this matter of getting all wrought up over high prices, sales, etc. Merchants state that, regardless of all newspaper

talk about prices and predictions that prices will come down, people are buying liberally on the whole and especially on sales goods. The Crowley, Milner Co., the leading department store catering to the workingman, has had the greatest Summer business in its history, according to J. J. Crowley, president of the company, which is a good indication of the prosperity of the working classes.

Credit terms have not changed in this section as yet. Retailers are still extending credit to their charge customers and collections are holding up very satisfactorily. The writer heard a few credit men remark that it is a good time for dealers to "draw in their horns" and give more attention to their charge accounts than ever before and not to hesitate to remind customers who may be in arrears of their obligations.

What Detroit needs and needs badly is about 50,000 new homes to take care of the constantly increasing population.

quotations which were so noticeable in the newspaper displays of other merchants, notably the shoe and clothing trade, in the last three to four months. There have been isolated instances of advertising which the better class of merchants deem not exactly ethical, but as a rule the publicity has been of a dignified character and it has not suggested any panicky feeling about prices parachuting.

To a large extent out of sheer necessity, local music dealers have converted their business to a more nearly cash basis than ever before. It is said that since July 1, more spot cash sales of musical instruments have been made in Milwaukee than ever before in history. This is a reflex of the action of bankers in putting on the screws, as it were, not as a discrimination against music men in any sense, but on all business men in pursuance of a deflation policy. It has not been a refusal of loans or renewals, but a high interest rate, ranging up to 7½ and 8 per cent, which discouraged borrowing. As a consequence, dealers were virtually compelled to demand cash for their goods, and it proved to be so easy to get cash that it is likely that cash trade hereafter will be more the rule. Of course, much business is being done on a deferred payment basis, but in these cases the first payment is usually about once or twice as large as the former average, while the term of contract has been materially shortened and averages about twenty months, compared with thirty months in the past.

Prepare for Active Fall in Wisconsin

The fact that Milwaukee is one of the largest industrial centers in America in respect to diversity of manufactures, is the basis of the exceptionally confident attitude that the local music trade takes in looking toward the future, particularly the Fall and holiday season now rapidly approaching. Whatever slackening there may have been in such basic industries as textiles, leather and motor vehicles elsewhere, the effect exerted by this has not been more than appreciable.

Unemployment, so far as can be ascertained, is negligible. Some of the manufacturers of automobile parts have laid off a few men, but these are absorbed in other lines. The leading industry is the manufacture of iron, steel and machinery, and the work in hand and in prospect for shops of this character seems to be adequate guaranty that unemployment will not increase to a disquieting point. Milwaukee is a large boot and shoe manufacturing center, but the recent hiatus in this industry has not compelled any material lay-offs. In fact, there have been few contributions in the matter of curtailment of operations which might reduce buying power or compel sharp retrenchment in personal and home expenditures.

Wisconsin is one of the greatest dairy States in the Union, and a large grower of crops as well. Consequently the excellent agricultural conditions in this State this year, and the good prices producers are receiving, are taken to mean that music dealers in the interior of the State are destined to experience a continuance of the good business that has come to them in the last year or two.

While music business during the last two to three months has developed a somewhat more "spotty" appearance than it carried at any time this year, an average of reports from represent-

ative dealers indicates that sales volume is quite well maintained. It is noted, however, that the cheap instrument is having to meet greater sales resistance, while the medium and high-priced instruments are in better demand than ever. This situation is nearly an exact reverse of what it was six months ago. Then the family in poorest circumstances was buying a piano or talking machine, while the families of more moderate means were taking hold slowly, and the rich bought quietly and moderately, probably owing to the feeling that this was no time to make an ostentatious display of wealth.

Retail stocks at the close of August were moderate. While considerably larger than on January 1, they are hardly even with September 1, 1919. Some stores have more instruments of various classes on hand than a year ago, but as a rule the margin over current demand is not at a satisfactory point, considering the fact that the holidays are close at hand and the most active season of the year is just setting in.

Retail music advertising in July and August declined to the low point of the year, as customary in the torrid months when people leave the cities in a veritable exodus. It is now being resumed and will undergo very important augmentation within a short time by reason of vigorous local participation in National Player-Piano Week and a repetition of co-operative advertising for holiday trade by the Milwaukee Association of Music Industries. Those dealers who have advertised and kept their names before the public, and maintained a continuity of interest in their wares, report splendid results. On the other hand, the non-advertising dealer is less enthusiastic about conditions.

It is an encouraging sign that the advertisements of music dealers have in the main kept away from the extremes in comparative price

Optimistic Reports From the Mid-West

In the Mid-West district, taking in the States of Illinois, Indiana, Wisconsin, Iowa, etc., industrial and agricultural conditions have about equal bearing upon general business prospects, for both are important factors. The situation in Wisconsin as a State is set forth in another review, and what can be said for that State can be made to apply with almost equal correctness to its neighbors.

Factories in general are doing very well, although a number of plants are working only part time as a result of financial conditions, lack of orders, or lack of raw materials. This serves to make the general industrial situation at best unsettled, but not sufficiently so to cause any great degree of worry. At the present time there is little or no unemployment and the wage scales are being maintained on a high level.

Agricultural conditions are most promising, despite the fact that in several sections an overabundance of rain has spoiled the quality of the produce. Taking the crop prospects through the several States and averaging them up, however,

(Continued on page 106)

1918—JONES BOUGHT A LINE OF "WARBREAD SUBSTITUTE" PHONOGRAPHS
Smith stood by the Victor

1919—JONES SOLD VICTORS AND BAR-SINISTER ORPHANS
Smith stood by the Victor

1920—JONES SAID, "BUSINESS IS NOT AS GOOD AS IN 1919"
Smith stood by the Victor—and smiled

1921—JONES SAID, "I WISH I HAD BEEN BORN LUCKY—LIKE SMITH"
Smith stood by the Victor—and laughed out loud!

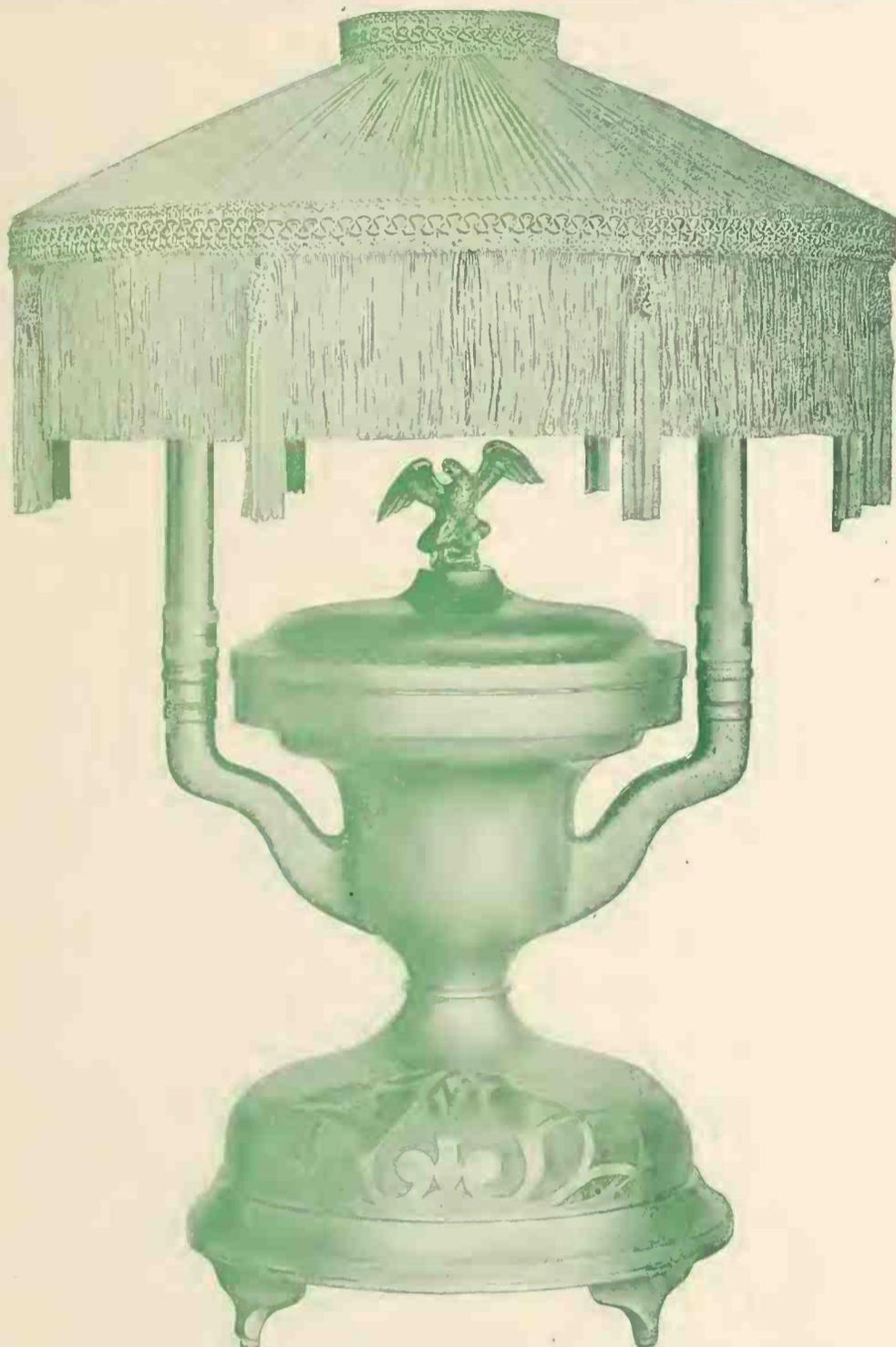
Pattern after Smith—be the *Victor man of your town—and prosper*

Buffalo Talking Machine Company, Inc.

Victor only

BUFFALO, N. Y.

Wholesale only



Reasons WHY the FAIRY Phonograph Lamp

has found a ready market in retail stores from coast to coast and created a demand which has been exceedingly difficult to supply.

FIRST

It has overcome the prejudice of people who believed that perfect reproduction could not be attained in an article of this sort—accomplished this by a special wood tone-amplifier which develops the sound according to the best accepted talking machine acoustics of the day. This is an exclusive, patented, feature of the Fairy Phonograph Lamp and assures perfect tone.

SECOND

It attains the uttermost as a parlor lamp of great beauty, and satisfies the most discriminating purchaser in its highly attractive designs. Good taste is expressed in it throughout, and as it has astonished by its tone, so has it aroused admiration by Appearance.

The Fairy Phonograph Lamp Franchise is an asset to any Dealer

ENDLESS-GRAPH MFG. CO.

RETAIL STORE:—FAIRY PHONOGRAPH LAMP CO., 435 S. WABASH AVE.

4200 WEST ADAMS STREET

CHICAGO, ILLINOIS

Jobbers for: California, Washington, Oregon, Arizona

THE HILL COMPANY

1037 Citizen's Natl. Bank Bldg.

Los Angeles, Cal.

Jobbers for: Michigan and Ohio

THE FAIRY PHONOGRAPH LAMP CO.

10 Washington Blvd.

Detroit, Mich.

A SURVEY OF FALL TRADE PROSPECTS—(Continued from page 104)

leads to the belief that the result will be a better than normal production, and the farmers in the main are most enthusiastic.

Stocks generally are in very good shape. Responsible dealers have been buying on a rising market in excess of their immediate needs, and the result is that they have very liberal supplies on hand. Other dealers are imitating the public and showing some conservatism in buying. It is the belief that some of these dealers will experience some degree of shortage when the season really opens up.

While the public is not buying liberally, there

Well Balanced Situation in Northwest

There are a variety of conditions that may be expected to have their effect upon the talking machine business, and in fact, all lines of retail trade in the Northwest during the coming few months, but there are sufficient favorable conditions to counterbalance the unfavorable and bring about a general situation that may be summarized as being distinctly promising.

Crops throughout the Northwest, including the Dakotas, Utah, Idaho, Colorado, Nevada and Wyoming, range from fair to bumper, although there has been some disappointment experienced during the past few weeks as a result of a lengthy period of dry weather in some of the States. The wheat crop as a whole promises to be considerably below normal in volume. Barley, oats and some other crops promise to be record breaking, while the corn crop will measure up with the wheat. What will save the situation is the fact that unheard-of prices are being and will be obtained by the farmers for their produce, with net profits of a size that will give them great buying ability.

In Utah, Nevada and other States where mining is done on a large scale, it is reported that gold, silver, copper, zinc and lead mines are not at all active, although the coal mining camps

is not evident any great tendency to stop buying. Conservatism rules and the average talking machine purchaser appears to be desirous of getting machines and records of standard quality for his money.

Although existing conditions are making themselves felt in the character of the advertising being put out by retail houses, and terms have been lengthened to offer bait to the public, the general character of sales is good, and the average of payments runs very high and close to a cash basis. Consequently dealers are well satisfied in this respect.

are busy places. Stock raising is being carried on under a handicap due to the fact that stock raisers had to buy much feed last Winter and must get that money back before they will be in a position to loosen their purse strings for general buying.

There is nothing to indicate that a period of dullness is to be anticipated, for the average citizen is pretty well fixed and the farmers and industrial workers can be depended upon to build up a substantial volume of trade.

The public shows a tendency towards cautiousness in buying, and is not showing the liberal spirit that was in evidence a few months ago. However, properly conducted selling campaigns are getting results, and buyers are showing a distinct desire for the quality products. Moreover, the public in the Northwest seem to have been thoroughly weaned from long terms and do not appear to expect the pre-war terms of \$5 down and \$5 a month. Terms as low as \$10 a month are a rarity, and then follow substantial first payments.

Stocks in the retail stores are in fairly good shape, especially as regards machines. There is some scarcity of some of the most popular records, but this scarcity is being overcome grad-

ually. It is the opinion of wholesalers and retailers alike that there will be plenty of business this Fall, but that to gather it all in will require harder work and better salesmanship than has been apparent for some time past.

Big Crops Help in the Southwest

The agricultural conditions furnish the chief guide to business prospects throughout the Southwest, for upon the success of the crops depends in a chief measure the buying ability of the public. So far as the industries are concerned there is little to be said that will be of any value in forming predictions during the next few months, because this is not in any sense an industrial section. The oil refineries represent the largest employers of labor, and although there is considerable unrest among the oil workers, that fact should not interfere with general trade progress.

General agricultural conditions, particularly the grain crops, are away above par. The cotton crop will not measure up as well as expected, owing to an overabundance of rain, and the falling price of cotton is causing some uneasiness, but the general average of crops is most satisfactory, and most of the produce is assured of being sold at high prices.

During the past few months the public has shown an inclination to be cautious and at times conservative in its buying, and in some sections the uncertainty of the cotton crop is accepted as the reason for this condition.

Retail stocks of musical instruments are in fair condition, although there does not seem to be any surplus of instruments, due to the fact that dealers have been more or less cautious in

(Continued on page 108)

OKeh Records are rapid sellers! Listed below are winners of big sales. We are well stocked—an order placed with us means quick return of profits for you.

4118 { IN SWEET SEPTEMBER (Fox-trot),
Ray Miller's Black and White Melody Boys
10-in. MY SAHARA ROSE (Fox-trot),
\$1.00 Harry Raderman's Jazz Orchestra

4119 { ROSE OF SPAIN (Fox-trot),
Ray Miller's Black and White Melody Boys
10-in. KISMET (Fox-trot),
\$1.00 Green Brothers' Novelty Band

4120 { TELL ME PRETTY MAIDEN (Fox-trot),
Rega Dance Orchestra
10-in. POLLY (One-step),
\$1.00 Jos. Knecht's Waldorf Astoria Dance Orchestra

4121 { LE WANNA (Fox-trot),
Green Brothers' Novelty Band
10-in. JEAN (Fox-trot),
\$1.00 Harry Raderman's Jazz Orchestra

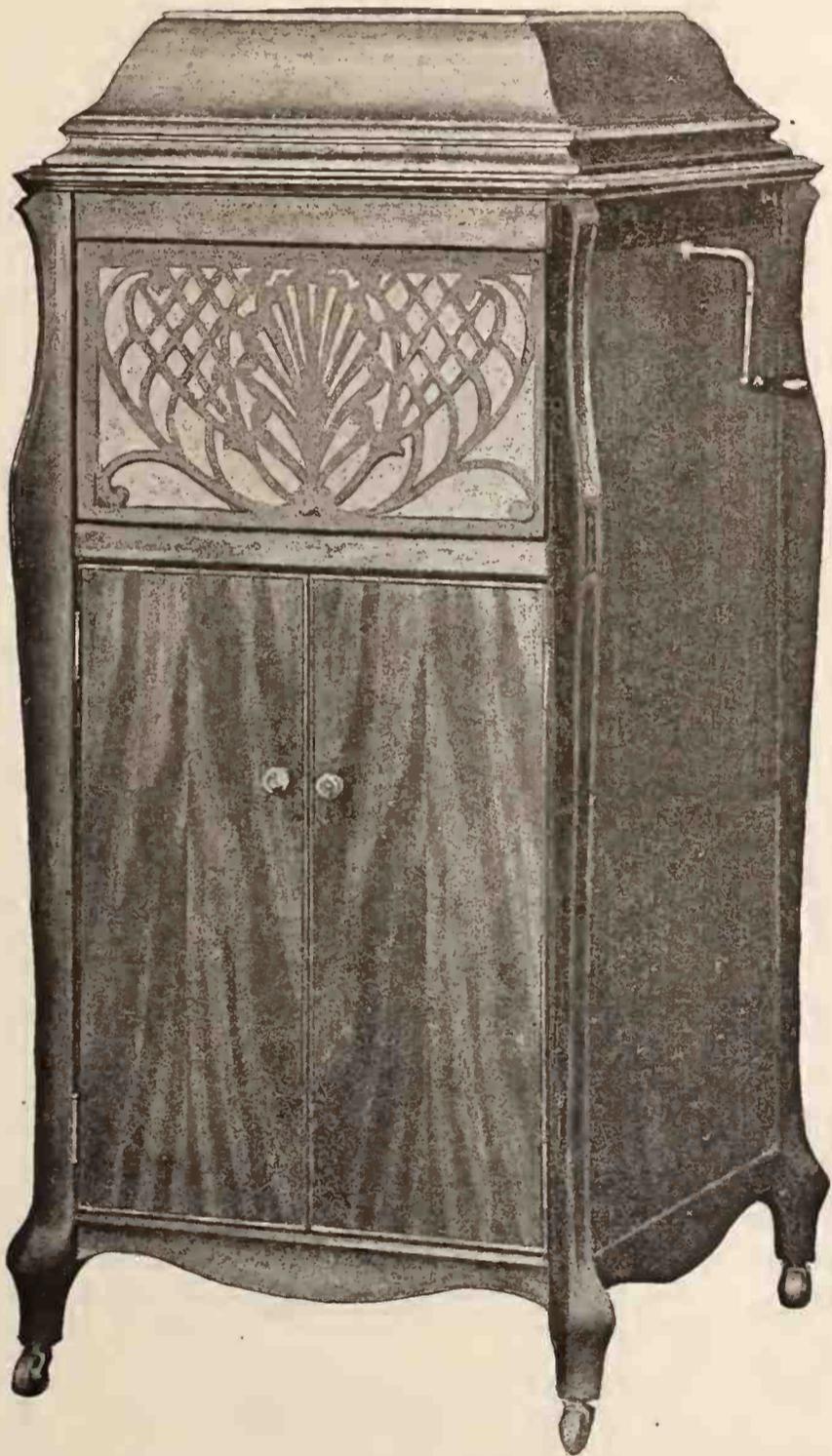
4122 { MARRIAGE BLUES (Fox-trot),
Joseph Samuels' Jazz Band
10-in. HUNKATIN (One-step),
\$1.00 Green Brothers' Novelty Band

4124 { DO ANOTHER BREAK (Fox-trot),
Green Brothers' Novelty Band
10-in. SLIM TROMBONE (One-step),
\$1.00 Joseph Samuels' Jazz Band

STOFFER & STACKHOUSE CO.
BOURBON, INDIANA

WADE

HIGH-GRADE PHONOGRAPHS PRICED RIGHT—A READY SELLER



THIS "TRADE MARK"
on a Phonograph insures high-grade material
and workmanship at a reasonable price —
sold to dealers fully guaranteed by a house
experienced in every branch of the retail trade
and knowing their requirements.



Complete stock Okeh Records—If
you are an authorized dealer, try
our service—If not, get our prop-
osition—it offers a new and better
field for the dealer.

WRITE
TODAY
SURE

Wade Talking Machine Co
WHOLESALE DISTRIBUTORS.

EVERYTHING
FOR THE
PHONOGRAPH

12-20 NORTH MICHIGAN AVENUE : CHICAGO, ILLINOIS

A SURVEY OF FALL TRADE PROSPECTS—(Continued from page 106)

their buying. The demand seems to be for advertised lines of the better grades, and this tendency is welcomed by the trade. Credits are

close and most of the buying is done on practically a cash basis with large first payments being the rule.

new industrial enterprises include the new plant of the Q R S Co. in San Francisco, which is now in operation, and the record making factories of the Emerson Phonograph Co. and of the Columbia Graphophone Mfg. Co., which are promised for Fall.

Healthy Conditions on Pacific Coast

While there was some apprehension a few months ago relative to a possible business reaction this Fall, results have recently materialized which point, on the contrary, to a decided strengthening of credits and a greatly increased volume of business. It is now believed that a wise course has been pursued by the dictators of the money market in curtailing undue commercial expansion, for there was too strong a tendency toward speculative enterprises in the Coast talking machine industry as well as other lines earlier in the year. At present the industry seems to be pretty well adjusted to the requirements of the trade.

The market of talking machine merchandise was never more encouraging than it is now and

this market has none of the frenzied attributes which dominated the situation in war time, when there was so much easy money in circulation. The demand for standard products has increased and the sale of new brands is proportionately large. There is undoubtedly a legitimate field here for articles of local production.

The chief reason for the healthy condition of the market is the prosperity of the California agricultural districts and the great industrial expansion since the war. There have been comparatively few important labor strikes in California the last year and in all there seems to be a gradual settling down to stable conditions in the industries. The great number of dwellings erected recently, most of them owned by workers in the highly paid mechanical trades, has tended to stimulate the demand for all classes of musical merchandise. Large cash payments usually accompany orders and collections on instalments are much easier than in past years.

Business has been limited in certain quarters by the shortage of records and machines, but supplies are coming in more promptly now and the dealers expect to run the Fall season much more satisfactorily than last year at this time. San Francisco is not overstocked in any line, however.

This matter of location appears to have an important bearing on the industrial situation, for there have been a great many improvements and enlargements in industrial concerns and particularly in the numbers of branch factories of Eastern concerns established here to overcome transportation difficulties and take care of the Pacific Coast trade more promptly than was customary in the past.

Serious-minded business men are now in a frame of mind to become really enthusiastic over the country's transportation problems, for they see in the separation, or partial separation, so far as freight traffic is concerned, of the East and Middle West and the Far West the opportunity for developing on a huge scale the industries West of the Rockies, a dream that has come to more than one financier in the past. These

Agricultural conditions in California, and in fact along the Coast, this Fall promise to be paradoxical, for, while crops have not been unusually large, farmers have realized higher prices for them. Lack of rain for the past three years has led to a water shortage in California that has been detrimental to crops all over the State, and so much of a yield, especially of fruit, is below normal. Notwithstanding this high prices have made the farmers' profits larger than ever, and the music houses have been taking advantage of the situation to start live campaigns in the rural districts. A number of the talking machine houses are of the opinion that if sales records are broken this Fall that fact will be due chiefly to business in the country districts.

Stocks for the most part are not in particularly satisfactory shape. It is true that an increased volume of shipments has been coming from the factories, but the increase has not been sufficient to fill all the gaps by any means. Not a few talking machine men are of the opinion that scarcity of stock will again prove a check on sales as it did last Fall.

Buying in most lines is not as heavy as it was a few months past. The general public has apparently lost all tendency towards extravagance and is now buying cautiously and demanding quality for its money. The demand for the better class of goods is particularly noticeable in the matter of machines, and it is difficult for dealers to keep a sufficient number of the popular cabinet models on their floors.

The Pacific Coast dealer sees nothing to worry about in the offing, with the possible exception of insufficiency of stock, and in all frankness there are a goodly number of retailers who have got to the point of discounting the promises of Eastern manufacturers regarding deliveries and basing their calculations upon goods actually in their warehouses or in their stores.

Blessed are the ignorant for they are ready to learn, while the man who thinks he is smart has to get rid of his smartness before he is ready to learn.



BEE CROFT

Delivery Envelopes

Art Series
New Designs

NEW LIST OF RECORDS

↓ ↓

Every 60 Days

Very Good Victor Records



We Will Be Pleased to Play Any of Them for You

| | | |
|---------|--------------------|------|
| 100-101 | Swiss Little Bells | 1.00 |
| 100-102 | Swiss Little Bells | 1.00 |
| 100-103 | Swiss Little Bells | 1.00 |
| 100-104 | Swiss Little Bells | 1.00 |
| 100-105 | Swiss Little Bells | 1.00 |
| 100-106 | Swiss Little Bells | 1.00 |
| 100-107 | Swiss Little Bells | 1.00 |
| 100-108 | Swiss Little Bells | 1.00 |
| 100-109 | Swiss Little Bells | 1.00 |
| 100-110 | Swiss Little Bells | 1.00 |
| 100-111 | Swiss Little Bells | 1.00 |
| 100-112 | Swiss Little Bells | 1.00 |
| 100-113 | Swiss Little Bells | 1.00 |
| 100-114 | Swiss Little Bells | 1.00 |
| 100-115 | Swiss Little Bells | 1.00 |
| 100-116 | Swiss Little Bells | 1.00 |
| 100-117 | Swiss Little Bells | 1.00 |
| 100-118 | Swiss Little Bells | 1.00 |
| 100-119 | Swiss Little Bells | 1.00 |
| 100-120 | Swiss Little Bells | 1.00 |

Very attractive proposition to Jobbers

Write for trial shipment

CLEMENT BEECROFT

5546 North 5th Street
PHILADELPHIA

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES, FINISHING and RECORDING LABORATORY JEWELS

SAWING GRINDING ROUGHING ROLLING and EXPERIMENTAL LABORATORY

Plant No. 1
833 Broad Street
Telephone 2896 Market
NEWARK, N. J.

Plant No. 2
54 1/2 Franklin St.
NEWARK, N. J.

Manufacturer of

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

Some Short, Snappy Stories of Successful Shops

"The dope you are handing us is certainly working to perfection."

"The ads this month are so darn good that we couldn't resist ordering all of 'em and what's more we will use 'em, too. Snappiest stuff we ever saw."

"We desire to say right now that the sympathetic penetration of your service into our individual needs has brought a sustaining element of originality and power of inestimable value to our organization, especially at this time of expansion."

"I think your suggested letter is a dandy—am using it."

"Permit us to once again thank you for your attention to our request for advertisements. You pleased us to a nicety with the copy you sent us, and we know when we use same results will surely follow."

"We are very much pleased with every ad. The Service has always been great, but each month brings improvements."

"We acknowledge with thanks the letter which you were kind enough to prepare for us. It is a dandy, and we have all the confidence in the world that it will bring the results desired."

They are all Users and Boosters of the Talking Machine World Service



Your Shop Should Draw the Crowd Does It?

Drawing the crowd to your shop is half of successful merchandising.

Whether the attention to your place is caused through clever newspaper publicity; through attractive window displays; or through original and spicy sales letters sent to your clients and prospects—it is the punch in your publicity which does it.

Our business is to prepare for you the correct type of publicity in all its branches, to draw crowds to your store and to make sales for you.

Our service is surprisingly low in cost, surprisingly efficient in results.

Talking Machine World Service

373 Fourth Avenue

::

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NEW YORK CITY

MAIL THIS COUPON

TALKING MACHINE WORLD SERVICE,
373 Fourth Avenue, New York.

Without obligation to me, send me a sample copy of your Service with full explanation of your proposition, which you say is making a big profit for retail merchants. Tell me the price per month for exclusive use in my territory.

Population of my city is

I handle these instruments

Firm Name

By

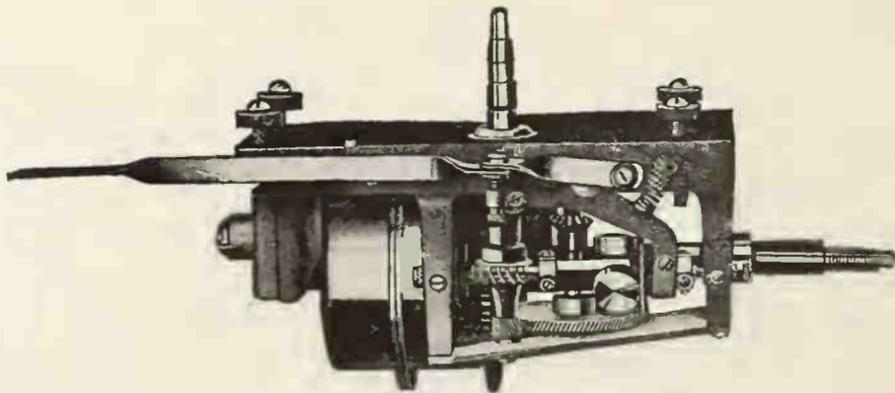
Address

Ample capacity and facilities insure you against delays and disappointments.

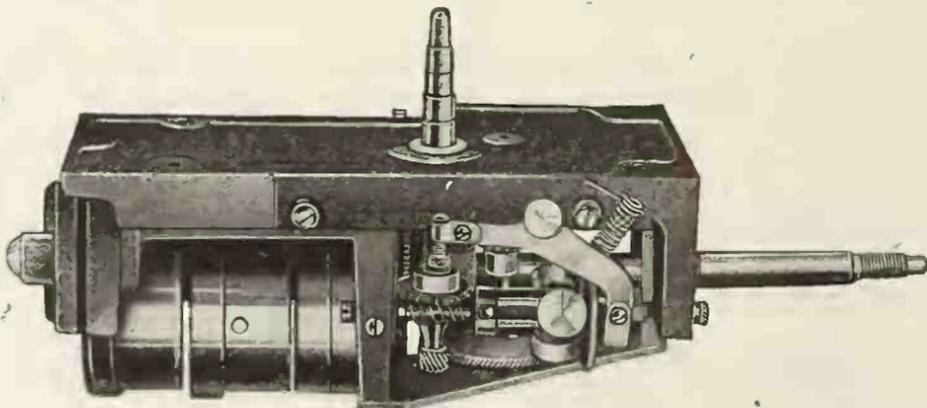


About 275,000 square feet of floor space devoted to manufacture of STANDARD Motors and other phonograph products.

Dependable Phonograph Motors



No. 2A Standard Motor



No. 41 Standard Motor

A GOOD smooth-winding motor like the **Standard**, running as noiselessly as is mechanically possible, is the result of high-grade workmanship, very close inspection and expert supervision. Such a motor may cost more than the average, but this difference in price really acts as sales insurance. This additional care and solicitude on the part of the manufacturer result in a motor which helps sell the phonograph and keeps it sold by the steady and reliable performance of its power plant.

Send for Literature and Prices

Standard Phonograph Motors, Inc.

Successors to

Krasberg Engineering & Manufacturing Corporation
451-469 East Ohio Street
CHICAGO

STANDARD

GATHERING OF BRUNSWICK DEALERS IN SAN FRANCISCO

Important Meeting Scheduled for September 16—New Quarters for Western Phonograph Co.—Business Moves Along Satisfactory Lines—Talking Machine Exhibits at Furniture Show

SAN FRANCISCO, CAL., September 4.—In accordance with its progressive policy of business expansion, the Brunswick-Balke-Collender Co. will hold the first meeting of the Brunswick Dealers' Association for Northern California, Western Nevada and the Hawaiian Islands in San Francisco, on September 16. This get-together meeting promises to be well attended as the interest in Brunswick products has grown steadily ever since the line was placed on the market. The San Francisco agency is now permitted to extend its scope of distribution through responsible dealers in this territory, which is welcome news in that it indicates that Brunswick goods are being produced on a scale approaching the demands of the trade.

Located in New Offices

The Western Phonograph Co. is now located in new offices at 973 Market street. In the new location there is much more space for storage and better working facilities. Omer N. Kruschke is engaged at present in giving tone-tests of the Pathé Actuelle in the cities of Northern California. He is working with Miss Ruth Bowers, the well-known soprano, and Miss Olive Reed, the violinist, whose records are featured in the demonstrations.

New Post for Schrade Co.

A. J. Schrade, as a reward of merit, has been appointed assistant manager of the San Francisco branch of the Columbia Graphophone Co., to replace A. C. Love, who has gone south to assume his duties as the Columbia representative in Los Angeles.

Honor Well Deserved

The news that Frank M. Steers, president of the Magnavox Co., whose plant is in Oakland, has been elected president of the newly-organized Sonora Distributors' Association is a compliment well deserved. Mr. Steers is a live-

wire factor in the Pacific Coast talking machine industry and his activities with the Magnavox have made this wonderful instrument the talk of the trade.

The Emerson Co. is getting in shape for manufacturing records in Los Angeles and it is expected that the first products made in the new factory will be ready for distribution shortly. C. W. Shumway, of the Western Jobbing & Trading Co., San Francisco, the well-known distributors of Emerson products, is at present in Los Angeles on Emerson business.

Langley & Michaels Appointed Distributors

The "Etruscan" phonograph, manufactured by Cronan Bros., Portland, Ore., will hereafter be distributed in the territory of Northern California, Southern Oregon, Nevada and the Hawaiian Islands by Langley & Michaels, the large wholesale drug concern of San Francisco. G. C. Cook, an expert from the factory in Portland, has just been in San Francisco coaching the salesmen of Langley & Michaels in regard to effective salesmanship with talking machine goods. Langley & Michaels have fitted up a special department for the new line, a feature of which is a model demonstrating room.

Makes Encouraging Business Reports

R. E. Kane, of Sherman, Clay & Co., who travels for the firm in the interests of Victor goods, has returned from a trip throughout the State and he reports that the demand for Victor products is exceptionally strong in all quarters.

Booked Orders for W. S. Gray

Cass Altshuler, who represents Walter S. Gray & Co. in the Northwest, was down from Seattle to visit headquarters in San Francisco last week. He booked some large orders for his house.

Exhibits at Furniture Exchange

Among the most attractive exhibits at the San Francisco Furniture Exchange "Market Week"

Well Rated Dealers
Can Discount Their

**PHONOGRAPH INSTALLMENT
CONTRACTS**

WITH US

Thereby Turning Their Accounts
INTO WORKING CAPITAL



exposition held in August was that of the Starr phonograph. The exhibit was installed by J. W. Steinkamp, the Pacific Coast representative for the Starr factory, and he also was in charge during the week. The concerts at the booth were very popular with the visitors.

The Emerson Co. also had a fine display at the Furniture Exchange and this was in charge of the San Francisco representative, C. W. Shumway, of the Western Jobbing and Trading Co. The Emerson phonographs were featured in a comfortably-furnished bungalow apartment, an exhibit designed to show the essential character of good music in the home.

ADDS NEW CONVERTO MODEL

LITTLE FALLS, N. Y., September 1.—The C. J. Lundstrom Mfg. Co., of this city, manufacturer of Lundstrom Converto cabinets, has added a new model to its line known as the Converto 2 M X and which is to be used in conjunction with the mahogany Victrola VI.

IMPORTANT DEALER ANNOUNCEMENT

Now Available



*For Standard Makes
of Phonographs*

New Market of Profits for You

A scientific reproducer which improves the tone quality of old and new phonographs. Every owner will want to install it on his phonograph.

Equipped with the BLOOD MUTE, or Tone Modifier, it permits of instant regulation of volume to the individual taste of the audience and character of music.

The tone is reproduced in all its original sweetness and clearness, and not "muffled" or "choked" as with damper or door method of volume regulation.

Greatest selling feature ever offered the trade.

Sells on a single demonstration.

Write Today for Sample and Prices

Specify Make of Phonograph



Better Tone—Perfect Regulation

In Keeping With the Times

Both the Presidential nominees have adopted the phonograph as a means of carrying their messages into the home. These talking records will be in big demand and their success is dependent upon perfect enunciation.

The BLOOD Reproducer is noted for its natural, life-like reproduction and perfect enunciation. It brings out every syllable, every word, clearly and distinctly, and will be a big factor in the sale of these talking records.

Prepare for This New Demand

JEWEL PHONOPARTS COMPANY

670 W. WASHINGTON BLVD., CHICAGO

AN INTERESTING REVIEW OF CONDITIONS IN ST. LOUIS

Buying Not Liberal, but Big Demand for High-Priced Machines—Records Have the Call—Big Crops Mean Big Purchases—What Silverstone Says—New Columbia Manager—All the News

St. Louis, Mo., September 7.—Steps in the direction of readjustment have been more definite and significant in St. Louis and throughout the Eighth Federal Reserve District during the past month, according to the report of William McC. Martin, Federal Reserve agent. The course of values on a much broader classification of commodities is downward, and a notable feature is the greater abundance of goods. The market is veering to a buyer's affair. The volume of trade holds up well as contrasted with last season and there has been no marked decline in the buying power of the public. While there is some unemployment, it is far from the general rule and, fundamentally, conditions are strong. Greater conservatism and a disposition to economy and caution are observable among the public and among merchants.

It is now conceded that the size of the crops in this district will be enormous. Recent rains put an end to drouth and came in time to work incalculable benefit to corn, potatoes and other late crops. Already beneficial effects are being felt. Jobbers report a decidedly better tone in buying. Buyers are appearing in large numbers and almost to a man they are optimistic in their views. Cancellations have come to an end and reinstatements of many cancelled orders are reported.

In St. Louis the attitude of the public is still coy toward liberal buying. The demand is strongest for the most expensive models of talking machines, but they are being bought by those who do not need to consider the cost. There is liberal buying of records. The stocks of St. Louis music stores are in better shape than they have been in a long time. The distributors are making better deliveries and the stocks have been built up during the Summer season. Local advertising has not been extensive during the Summer for music merchants have not been depending upon it. The advertising that has been done has been directed mainly to keeping before the public the importance of music in the home and the part that the talking machine plays in keeping it there. Shorter terms are being obtained than ever before and obtained without difficulty.

It is not often that Mark Silverstone, the local Edison wizard, is stumped, but he confesses that he is that way over the manner in which business has held up this Summer. During July and August, he says, it was 50 per cent better than last year and he frankly says that he doesn't understand it. There is one ex-

planation that occurs to him and that is that the process of educating the public to value the phonograph has about reached the point where everybody looks upon it as an essential in every home. The people, he says, are developing a better appreciation of the artistic possibilities of this instrument.

Myron Goldberg, vice-president and manager of the Silverstone Music Co., has returned from a stay of seven weeks in California. He was accompanied by his family.

W. H. Taylor, an Edison dealer of Anna, Ill., was in St. Louis during the past week.

The Columbia Graphophone Co. has a new St. Louis manager. He is E. C. Morgan, formerly a city salesman in Boston, who has been promoted to the managerial ranks. He succeeds John McKenna, who has been manager here for the past year. Mr. McKenna has been promoted to the management of the Chicago branch. Mr. Morgan took hold here on September 1. He will bring his family on later. Mr. McKenna was presented with a silver loving cup by the employes on his departure. All the traveling men were called in Saturday, September 4, for a conference with Manager Morgan.

Ted Lewis' jazz band was at the Jefferson last week with the Greenwich Village Follies and there was a run on the Columbia Ted Lewis records.

The Columbia wholesale establishment here is now filling record orders 90 to 95 per cent and is supplying without delay almost anything in the machine line.

Eighteen Columbia dealers made up the party which was personally conducted late in August to the factory at Bridgeport, Conn. The St. Louis members of the party were F. J. Klee-kamp, Edward L. Horsebrink, P. A. Lehman and J. Raigor. The others were from the St. Louis trade territory.

E. C. Rauth, vice-president and manager of the Koerber-Brenner Co., Victor distributors, says that shipments are coming through much better than last year, although interrupted by spasmodic embargoes. In machines the greatest scarcity is in the large models.

The remodeling that has been in progress during the Summer at a number of the retail stores, either made for the greater accommodation of talking machines or with talking machines entering largely into the plans, are about completed. The new and enlarged department at the Stix, Baer & Fuller Dry Goods Co. is

completed and a large stock has been installed and the new demonstration booths are in use. The new department at the Famous & Barr Co. also has been completed. It is featured by sound-proof demonstration booths, most of which have light and ventilation direct from the outside. The new work at Kieselhorst's is not so far advanced. That store is to have a double row of booths in place of the single row heretofore. Work has not yet begun on the first floor alterations at the Wurlitzer store, but the cabinet work is being prepared outside for quick installation.

When P. A. Lehman, president of the Lehman Piano Co., decided to go in strong for talking machines with the Vocalion and Columbia lines, he went East to look over the leading stores there and get ideas about remodeling the first floor of his store for the machines. He might as well have stayed at home and saved the money. The only thing that he learned by inspecting the Eastern stores was that they are no better than the St. Louis stores. All the ideas he got on his trip he could have got by looking over his neighbors' stores and he is going to have his store remodeled after the home fashion. There will be demonstration booths filling the first floor and the offices will be moved to the mezzanine floor.

Doorway demonstrations have been giving Olive street a new thrill. The Lehman Piano Co. and the Artophone Corp. have been vying with each other in giving doorway serenades to the passers-by. They say that the concerts have informed the public that there are talking machines inside, which is something, and have brought some customers in, which is better.

The Artophone Corp. has adopted "Made in St. Louis" as its store front slogan. The Artophone output is entirely St. Louis, but the distribution is getting to cover a wide territory.

The De Merville Piano & Music Co., 711 South Broadway, has joined the ranks of the remodelers and is installing new equipment for the handling of pianos and talking machines.

H. C. Hornberger, manager of the wholesale Vocalion department of the Aeolian Co., announces that shipments are coming through very satisfactorily and that many new Vocalion accounts are being opened.

H. J. Arbuckle, manager of the Grafonola Shop, has returned from a trip to Boston, New York and Philadelphia, combining business with pleasure.

The Linton Co., of Frankford, Pa., recently held the reopening of its Victor department and has taken the first and second floors and fitted them up in a style that would do credit to any Victor establishment in the United States.

Victor Service That Helps

FROM THE HUB OF NEW ENGLAND to every down East city and town Ditson Victor Service moves smoothly and regularly. It forms a connecting link from the Victor factory that is complete and direct. It follows the machines and records through the dealer's store and into the home of the customer with an interest and helpfulness that is practical.

The house of Ditson does not hoard its experience, but passes it on for the benefit of its clientele. This is a fact worth remembering.

Right Service is Highly Important Just Now

Oliver Ditson Company
BOSTON

Chas. H. Ditson & Company
NEW YORK



Style 95A

Build for the future with the

Genuine *Eject O File* Cabinet

The new Eject O File cabinet, constructed in our entirely new and modern factory, is *built better and finished finer* than ever. The new Eject O File cabinet is a work of art. We spare no expense to make this cabinet a credit to the dealers who handle it. When you offer the new Eject O File you offer the very best that can be produced. The Eject O File cabinet is being built up to quality, not down to price.

Obtain the new Eject O File cabinet from your nearest jobber

Don't strew your records all over the table, chairs or floor — rest them on the strong combination Eject O File table door



Style 95

Finished in Rouge Red and Natural figured grain to correspond with the Edison instruments as shown herein.

For the very best method of filing and finding your records use the Eject O File

Manufactured by
The Eject O File Co., Inc.

Factory and General Offices:
High Point, North Carolina

TRADE SITUATION IN NEW ORLEANS

Talking Machines and Records Are Among Instruments Most in Demand in the Music Trade Field—Kreckles Goes to Port Arthur—Columbia Expects Big Activity—Other News

NEW ORLEANS, LA., September 6.—The demand for talking machines and records in this city and vicinity during the month has been above the average comparatively speaking, and the activity has been more marked than in any other branch of the music business. Piano dealers have been complaining of a slowing up, but this has not been noticeable in the talking machine field. Player rolls, however, are greatly in favor and this branch is steadily expanding just like the record business.

Trade is good in all lines, in the proportions spoken of above, despite the hottest political campaign the city ever has had. An "independent" organization is trying to get a mayor out of office who has been in sixteen years and it would be supposed the people's minds would be somewhat distracted from purchasing musical instruments, but such is not the case.

F. A. Kreckles, Jr., of the wholesale Victor department of Werlein's is leaving this month to go with Crowell & Gifford, Port Arthur, Texas, as assistant to G. P. Moody, manager of the retail Victor department there. Walter Schroeder, of Toledo, O., said to be one of the best stock and repair men in the country, succeeds Mr. Kreckles. Paul F. Felder, secretary and treasurer of Werlein's, is visiting the Victor factories while on a trip East.

L. D. Woodruff Furniture Co., Hattiesburg, Miss., has become an exclusive Victor dealer under the distribution of Werlein's. Five new sound-proof hearing rooms are being installed. Mr. Woodruff was in New Orleans recently.

William P. Berry, Werlein traveler for the Victor Co., has returned from a month's visit to dealers and reports a wonderful improvement in business conditions. He said dealers expect big business this Fall and Winter.

The Columbia Graphophone Co. branch in New Orleans is making arrangements for the biggest Fall business ever seen in the South, according to A. B. Creal, manager. He says his salesmen report crop conditions excellent and the dealers are backing up their reports to the salesmen with big orders. New Columbia dealers in this territory are D. M. Lirett, Houma, La.; Rouse Drug Co., Prentice, Miss.; Union Furniture Co., Shreveport, La., and People's Drug Co., DeRidder, La.

Kushner Bros., Columbia dealer at Lake Charles, La., recently completed a Ford truck with special Grafonola body. The first week of use resulted in eighteen sales in the city.

Berry's Pharmacy, Columbia dealer at Columbia, Miss., has adopted the truck plan and sold thirty-six machines in eighteen days. Mr. Berry is so thoroughly impressed with the future use of trucks, he is having another auto made.

**CUT YOUR
COST IN
HALF**

**USE
PAPER**

H. G. NEU & CO.

**PAPER TWINE
ENVELOPES**

**108 Worth Street New York
Franklin 2049**

Louis Mondshine & Son, 211-13-15 Royal street, has taken on the Edison agency and is installing a department separate from the furniture section, which will be admirably equipped. Gus Mondshine is to be manager of the new department, with Albert Bittenbring and Theodore Herman as assistants.

NEW ORLEANS EDISON MEN MEET

Two-day Convention Held at Grunewald Hotel August 25 and 26—Edison Officials Attend—New Edison Dealers Announced

NEW ORLEANS, LA., September 4.—Edison dealers in the New Orleans territory attended a two-day convention in New Orleans, August 25 and 26. The programs were held at the Grunewald Hotel. L. T. Donnelly, manager of the Diamond Music Co., Inc., distributor, delivered the address of welcome. Thomas J. Leonard, general sales manager of Thomas A. Edison, Inc., spoke on "Laboratory News and Plans." Mr. Donnelly also spoke on "Opportunities for Edison Dealership," after which the sales promotion plans were discussed in detail. Luncheon the first day was at the Grunewald. Dinner the first day was served at the Louisiana Hotel.

New Edison dealers are: J. K. Drug Co., Pascagoula, Miss. (exclusive); Roy Hardware Co., Jones Mill, Ala. (exclusive); and L. E. Lide, Columbus, Miss. (exclusive).

GREAT SONORA SIGN REPAINTED

The great Sonora sign at Park Row has been repainted, and the present scene shows a picnic party enjoying the music of the Sonora portable. The design is worked out in poster



One of New York's "Sights" fashion, and the masses of flat, even color give a most pleasing effect. This new advertisement has won the enthusiastic praise of passersby on this busy thoroughfare, for it constitutes one of the best painted displays in the city.

The proceeds of most of those big foreign bond issues are going to be spent on American goods. Get in on it and remember that export trade is an anchor to windward.

FOR VICTOR SERVICE
PHILIP WERLEIN, Ltd.
OF NEW ORLEANS
THE LEADING SOUTHERN WHOLESALERS

Rosa and Carmela Ponselle's unique coloratura rendering of "Comin' Thro' the Rye" will make a new hit out of an old favorite. Columbia 78847.

**Columbia Graphophone Co.
NEW YORK**



CLEVELAND DEALERS INTERESTED IN TRADE CONVENTION

Addresses of Importance to Be Made at Convention in Youngstown—Euclid Music Co. Opens Third Store—Dealers Interested in Musical Advancement—G. M. Ott Entertains Dealers

CLEVELAND, O., September 8.—Talking machine men will play an important role during the annual convention of the Piano Merchants' Association of Ohio at Youngstown, September 14-15. Among the speakers will be Floyd E. Waite, director of parks and public property, Cleveland, on "Music a Municipal Necessity." Mr. Waite is much interested in the development of community singing. Charles K. Bennett, former president of the Cleveland Music Trade Association and general manager of the Eclipse Musical Co., Cleveland, will discuss "The Talking Machine and Talking Machine Record Manufacturer."

"Advertising in Ohio" will be the subject of an address by Rexford C. Hyre, secretary of the piano merchants' state association. He is also its ad censor, serving in a similar capacity for the Cleveland association. "The Music Industries Trade Service Bureau" will be discussed by C. L. Dennis, manager of the better business and trade bureau of the Music Industries Chamber of Commerce, while J. Fred Van Court, of Cincinnati, will discuss "Handling Credits." George W. Pound will speak on "National Effort the Past Year."

The program of entertainment includes dancing, a banquet the last evening, a visit to the Youngstown Country Club, where a luncheon will be served, golf games, and an old-fashioned country chicken supper at the club house. William R. Graul, president of the state association, will respond to an address of welcome by Mayor Fred J. Warnock, of Youngstown. Most of the Cleveland talking machine dealers who carry pianos and player-pianos have announced their intention of attending the convention, which will hold its business sessions at the Hotel Ohio.

The third store of the Euclid Music Co., large dealers in talking machines, now in operation at Superior avenue and East 105th street, is one of the best in the eastern section of the city. Grant Smith, general manager of the firm, is in charge of this new store. The firm took over the Victor talking machine business of the Collister & Sayle Co., which for several years was a leader in the retailing field. About 2,000 Victor dogs were given away by Mr. Smith when the new store of his company was formally opened.

Several Cleveland talking machine dealers recently held a noon luncheon conference at Hotel Cleveland with Floyd E. Waite, city director of parks and recreation with a view of stimulating

the advancement of music. Mr. Waite has been enthusiastic for several years in developing interest in community singing and similar musical efforts. September 17 he will hold a conference with members of the Cleveland Music Trade Association, the Talking Machine Dealers' Association of Northern Ohio and C. M. Tremaine, director of the National Bureau for the Advancement of Music. The conference will be in Cleveland, following the meeting of the state convention of the Piano Merchants' Association of Ohio, at Youngstown.

Several of Cleveland's talking machine dealers were guests of George M. Ott, head of the G. M. Ott Piano Manufacturing Co., and president of the Cleveland Music Trade Association, recently, when he took the association members to his country home, Sharon Center, O., for an outing and an old-fashioned chicken supper. Mr. Ott owns quite a farm and it is one of his hobbies. "The Advancement of Music" was the principal business subject discussed informally during the outing, which was made in autos.

The Wolfe Music Co. is remodeling a vacant store room facing the Taylor Arcade in the rear of the present Wolfe establishment which fronts on Prospect avenue. The additional ground floor space of the store will be almost doubled and several feet of valuable window

display frontage will be available when the remodeling is completed. The talking machine and record business of the Wolfe establishment has greatly increased during the past year and the additional sales room facilities will be used largely in featuring phonographs.

Two more new faces appeared in the current issue of "The Total Eclipse," house organ of the Eclipse Musical Co., Victor talking machine distributors and retailers. The faces are those of Miss Eva Hanchett, assistant to Manager Baumbaub, of the Victrola department of the May Co., and Miss Charlotte Roderick, with George S. Dales, talking machine merchant, of Akron. These two young ladies appear in "The Frame of Honor" of the house organ because they have demonstrated their selling ability with their respective stores. Prior to joining the May Co. Miss Hanchett was with the Caldwell Piano Co., which concern was absorbed several months ago by the Wurlitzer Co. With the Caldwell Co. she was head saleslady and record buyer.

BUT THIS FISH STORY IS TRUE

Frank L. Connor, manager of the Chase & West talking machine department, Des Moines, Ia., spent several weeks in the wilds this Summer and caught some fish which he still tells about. His prize winner, as the photograph sent in to us attests, weighed twenty-seven pounds and measured four feet eight inches. "Some fish," so say we. The catch was made on Lake Wewewa, Minn.

77% of our Edison Dealers have exclusive outside Edison Salesmen.

It must be profitable. There are several reasons why it is.

**FRANK E. BOLWAY & SON, Inc.
SYRACUSE, N. Y.**

Exclusive Edison Jobbers

"WHAT ARE YOU SHORT?"

Get in touch with us. We have everything in the phonograph line—Needles, Tone Arms, Motors, Cabinets, all kinds of accessories and repair parts. We specialize on Main Springs, Bettertone Phonographs. Let us do your repairs.

PLEASING SOUND PHONOGRAPH CO.,
204-206 East 113th St., New York.

LOS ANGELES DEALERS CLOSE GREAT SUMMER BUSINESS

Trade Volume Surpasses Expectations—Barker Bros. Handling Aeolian-Vocalion—Fitzgerald Co. Gives Successful Edison Tone-tests—Western Jobbing & Trading Co. Doing Well With Emerson

LOS ANGELES, CAL., September 4.—Reports from all dealers in Los Angeles indicate that business has kept up in a way that was never known before throughout a month at this particular time of the year. Stocks are pretty well replenished and the record situation has improved considerably although all numbers are by no means obtainable.

Edison Tone Tests Given

The Fitzgerald Music Co., with its usual enterprise, has been responsible for a number of very successful Edison tone tests in which the well-known baritone Glen Ellison was featured. Crowded houses, attended concerts given at Torrance and Trinity Auditorium, Los Angeles, and the Elks Club of Pasadena showed their appreciation by filling their own clubrooms at the performance given in their honor.

New Aeolian Dealer

Barker Bros. placed a very large order, their initial one, for Aeolian-Vocalions. G. W. Boothe, general manager of the music department of Barker Bros., decided to include in his order a large number of period models; these particular instruments are becoming more and more popular and those featured by the Aeolian Co. are exceedingly attractive.

New Edison Dealer in Pasadena

The Wyckoff-Verrinder Co. has announced the opening of a music store in Pasadena at 835 East Colorado street.

Santa Barbara Dealer in Town

Ralph H. Paulin, of Paulin's Music Store, Santa Barbara, was in Los Angeles last week and attended a luncheon at the Rotary Club. He reports excellent business in his district.

Emerson Traveler on Trip

I. Lessor, traveling representative for the Western Jobbing & Trading Co., Pacific Coast distributors of Emerson phonographs and rec-

ords, received a pleasant surprise when his house purchased a \$3,400 Studebaker Six touring car for his use on the road (nothing small about the Western Jobbing & Trading Co.). Mr. Lessor, filled with enthusiasm over the new Emerson phonographs and with a brand new car, has left for a trip up the valley to Fresno. He reports that he received phenomenal initial orders for the new Emerson record of "Whispering," the first recording to appear on the market. C. W. Shumway, of the San Francisco office of the Western Jobbing & Trading Co., spent a few days at headquarters in Los Angeles.

BUILDING NEW BLUE BIRD FACTORY

Los Angeles Company Finds Larger Manufacturing Space Imperative—New Buildings Will Cover Five Acres and Will Have Splendid Equipment When They Are Completed

LOS ANGELES, CAL., September 4.—The Blue Bird Talking Machine Co. has found it necessary to erect a new factory in order to take care of increased business. A tract of five acres was accordingly purchased in the new great manufacturing district in the southeastern section of Los Angeles. The new factory, which so far has been completed, covers one acre and work is already in full swing.

The general offices have been moved to the new location and the rest of the factory comprises a complete unit including cabinet manufacturing, varnishing, finishing, assembling, packing and shipping departments. M. F. Fybush, general manager, conducted the correspondent of The World over the new plant and drew his attention to the careful testing which is given to all machines before they are finally "passed," a specially constructed room

and highly trained staff being used for this work. The factory is built after the most modern plans. Particular attention has been paid to good light and plenty of air, and the equable climate the year round ensures ideal conditions.

The policy of the Blue Bird Talking Machine Co. is to establish jobbers in every State of the Union as well as in foreign countries. This, they believe, will ensure a more satisfactory arrangement for the dealer and give him better service than by direct factory distribution.

ALICE VERLET ON PACIFIC TOUR

Noted Edison Artist Will Conduct Several Tone-tests and Will Be Assisted by Robert Velten, Violinist, and Victor Young, Pianist

An event of more than ordinary interest to musical circles is the Pacific Coast recital tour of Alice Verlet, the distinguished Edison artist and celebrated Belgian coloratura soprano, which opened at Bellingham, Wash., on August 30. The tour will close on December 10 and will include cities in the Northwestern States and in California. Assisting Mlle. Verlet are Robert Velten, violinist, and Victor Young, pianist, of the Edison Laboratories. Alice Verlet is one of the leading Edison artists and in her recitals will sing in direct comparison with some of her latest Re-creations.

R. H. Keller, manager of the Victrola department of Woodward & Lothrop, Washington, D. C., is engaged in the task of supervising the enlarging of his department. The plans call for a total of nineteen booths, which will be located on the Tenth street side of the fourth floor.

There may come times when a man has to stand up for his rights, but if he earnestly strives to do what is right they will not come often.

STODART

PHONOGRAPH

The sign of a quality phonograph

**A high grade instrument appealing to high grade prospects
Exemplifies its superiority—in Case Design, Tone and Equipment**

Five handsome and distinctive models in mahogany.

*Stephenson Precision-made motor with velour turn-table.
Universal Tone Arm.*

*Its remarkable reproducing device creates extraordinary
tonal volume and tonal beauty. Tone modifying rod.*

The Stodart Phonograph is distinguished for the identical quality which has made the Stodart Piano famous for a century.

A constantly growing demand is reported by our enthusiastic chain of nationally distributed Dealers.

Find out how and why this Leader can make money for you.

Write right now.

STODART PHONOGRAPH CO., Inc.

"PHONOGRAPHS WITH A PEDIGREE"

GEORGE H. BEVERLY, General Manager

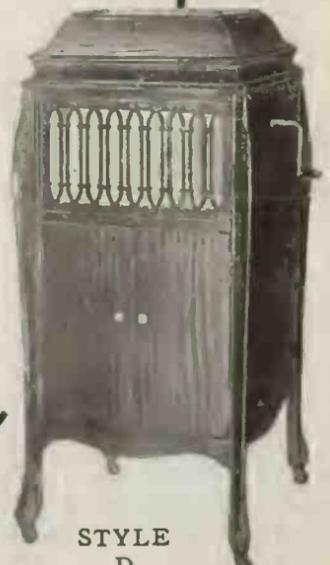
Bush Terminal Sales Building

130-132 West 42nd Street

NEW YORK



STYLE
AA



STYLE
D

No longer a Forecast

Read it again

126

THE TALKING MACHINE WORLD

FEBRUARY 15, 1920



A FORECAST

By J. NEWCOMB BLACKMAN

The successful merchant must continually forecast the future and shape his business policy accordingly.

Optimism is always necessary, but should be tempered by enough pessimism to produce conservatism.

A conservative policy is the safest one for the Victor Trade today.

New manufacturers of Talking Machines and Records are extremely optimistic if they think they can appropriate patent rights and fill the excess demand for Victor Product with goods of unknown value and quality.

Victor Dealers will show extreme pessimism if they lose faith in the Victor Company's determination and ability to maintain Victor Supremacy in 1920, through greatly increased production and vigorous prosecution of infringers.

I forecast for 1920 an overproduction of competing products, followed by a heavy casualty list among manufacturers and dealers of the "mushroom" or "toadstool" variety.

A conservative forecast for the Victor Trade, I believe, justifies a policy of sacrificing temporary profits for future prosperity. I believe a general reaction, following the present world inflation, is inevitable, and then the permanent demand for, and value of, Victor Products will be fully demonstrated. Then Victor machines and Records will be like American money — still supreme.

Think it over, Mr. Victor Dealer!



Blackman

TALKING MACHINE CO.

81 READE ST. NEAR CHURCH ST. NEW YORK
VICTOR DISTRIBUTORS EXCLUSIVELY WHOLESALE



Feb 15th 1920

What do you think now Mr Victor dealer?

BEST SELLERS IN GREY GULL RECORDS

Lateral Style

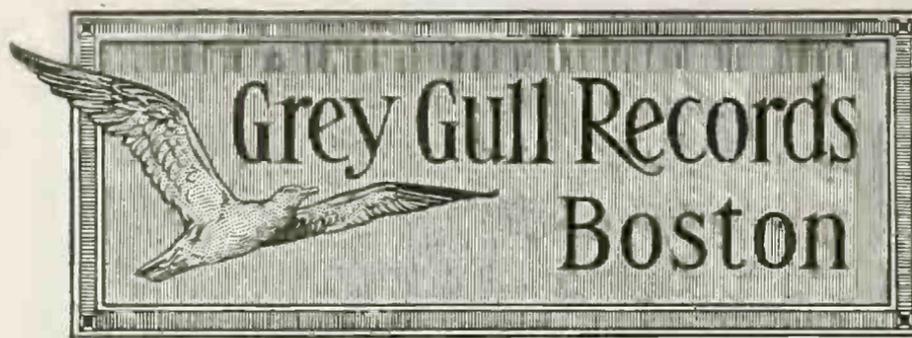
- Chili Bean Sung by Billy Murray } L-2018
10 in. }
Mariella Sung by Patricola } \$1.00
- Oh By Jingo Sung by Billy Murray } L-2013
There's a Typical Tipperary Over Here, }
Sung by Mel Eastman } \$1.00
- The Love Nest (From Mary), Fox-trot, } L-1020
Grey Gull Dance Orchestra }
Ostrich Walk, Fox-trot..... Bostonian Syncopaters } 10 in. }
\$1.00
- Let the Rest of the World Go By. Sung by Henry Burr } L-2017
Wond'ring Sung by Charlie Hart } 10 in. }
\$1.00
- My Dixie Rosary..... Sung by Henry Burr } L-2019
I'll Be With You in Apple Blossom Time, }
Sung by Henry Burr } \$1.00
- I Love the Land of Old Black Joe, } L-2011
Sung by the American Quartette } 10 in. }
Swanee..... Sung by the Peerless Quartette } \$1.00
- When He Gave Me You (Mother of Mine), } L-2010
Sung by Henry Burr } 10 in. }
After You Get What You Want, You Don't Want It, }
Sung by Mel Eastman } \$1.00
- Can You Tame Wild Wimmen... Sung by Billy Murray } L-2016
He Went in Like a Lion..... Sung by Billy Murray } 10 in. }
\$1.00
- Lucille, Fox-trot..... By Starita Saxophone Sextette } L-1011
My Isle of Golden Dreams, Waltz, }
By Starita Saxophone Sextette } 10 in. }
\$1.00
- "Blues" (My Naughty Sweetie Gave to Me), Fox- } L-1021
trot Gilt Edge Four } 10 in. }
Swanee, One-step Grey Gull Dance Orchestra } \$1.00
- I've Got the Profiteering Blues... Sung by Billy Murray } L-2012
But, She's Just a Little Bit Crazy, }
Sung by Mel Eastman } 10 in. }
\$1.00
- Venetian Moon..... Sung by the Sterling Trio } L-2014
Golden Gate..... Sung by Campbell and Burr } 10 in. }
\$1.00
- Dardanella, Fox-trot Grey Gull Dance Orchestra } L-1022
Typhoon, Fox-trot Grey Gull Dance Orchestra } 10 in. }
\$1.00

Two-In-One Style

(Hill and Dale Cut)

- Loch Lomond Sung by Henry Burr }
Comin' Thro the Rye..... Sung by Gladys Rice } H-2009
The Rosary Sung by Henry Burr } 10 in. }
Love's Old Sweet Song..... Sung by Henry Burr } \$1.00
- Chili Bean Sung by Billy Murray }
There's a Typical Tipperary Over Here, }
Sung by Billy Murray } H-2010
Mandy Sung by Mel Eastman } 10 in. }
After You Get What You Want, You Don't Want }
It Sung by Mel Eastman } \$1.00
- Oh, Fox-trot By Gilt Edge Four }
Beale Street Blues, Fox-trot..... By Gilt Edge Four } H-1007
Just Like the Rose, Fox-trot..... By Gilt Edge Four } 10 in. }
Lost John's Melody, Fox-trot..... By Gilt Edge Four } \$1.00
- Oh, By Jingo..... Sung by Billy Murray }
The Simple Simon Party..... Sung by Billy Murray } H-2011
When the Harvest Moon Is Shining, }
Sung by Mel Eastman } 10 in. }
My Sahara Rose..... Sung by Mel Eastman } \$1.00
- Washington Post March.. By Grey Gull Military Band }
Liberty Bell March..... By Grey Gull Military Band } H-4004
Manhattan Beach March.. By Grey Gull Military Band } 10 in. }
King Cotton March..... By Grey Gull Military Band } \$1.00
- Up the Street March.... By Grey Gull Military Band }
Cruiser Harvard March... By Grey Gull Military Band } H-4003
Second Regiment March.. By Grey Gull Military Band } 10 in. }
Boston Commandery March, }
By Grey Gull Military Band } \$1.00

Send a trial order for any or all of the above popular numbers. We make a nominal charge of 70 cents each for sample records, parcel post prepaid. Use coupon below, if you wish.



INCORPORATED

295 HUNTINGTON AVE., BOSTON, MASS.

FILL OUT COUPON AND MAIL

GREY GULL RECORDS, 295 Huntington Ave., Boston, Mass.

Please send prepaid, to address below, an easy-selling assortment of.....Grey Gull Records, at 70 cents each, for which remittance is enclosed. Privilege of returning these records within ten days, at your expense, and obtaining a refund of the remittance is reserved. Also send your two leaflets, "Distributor Proposition" and "Dealer Proposition," and catalog of your records.

Name _____

Address _____

PICTURES OF RECORD ARTISTS

Interesting Poses of Popular Stars Now Available for Dealers—Bain News Service Has Large Collection of Photographs

The Bain News Service, 255 Canal street, New York City, has just issued a series of new photographs of Enrico Caruso in numerous poses. This addition now brings the Caruso collection up to over two hundred photographs. One of the most interesting of these new issues



Caruso in the Role of Pater

is reproduced herewith, depicting Caruso holding his baby, and shows him with the usual pleased fatherly expression.

The above firm's service includes a service department particularly for the talking machine field in which are listed thousands of photographs of the leading artists of the country. Besides the smaller photographs which they release they also make a specialty of enlargements for window displays and other purposes.

FEATURING OPERATIC RECORDS

BOSTON, MASS., September 8.—The Frank S. Horning Co., Inc., at 22 Boylston street, has now been open about eight months and business in the Victor line has been building up rapidly. Mr. Horning, who is on the job early and late, has developed quite a large list of persons who are making a collection of records of all the leading classical operas, and this of itself is proving a very fruitful field. The store is open every evening and for this particular period of daily service Mr. Horning has the valuable assistance of Irving Ente.

Where would you rather have your advertisement—on a business man's desk or in his wastebasket? Guide yourself accordingly.

Stewart

Talking Machine Company

JOBBER
for the
**Victor
Talking
Machine
Company**

Indianapolis

MUSIC CHANGES WITH THE SEASONS

Jazz Rules in Summer Months and Classics Are Buried Until Late Winter—Spring Brings in Sentimental Melodies—Public's Taste Governed by Weather—Blues for Rainy Days

When it comes down to getting the real dope on the public taste for music we must give up the psychologists of the classroom and the professional musicians and go to the girl behind the counter who daily hands out the records which the ever-hungry public demands. This smiling lady will tell you that musical tastes seem to change with the seasons. She will also tell you that during the Summer popular songs and jazz hold supreme sway and the standard and classical pieces are for the time in the background. But with the coming of Fall and with the chill in the air which foretells of crisp, sparkling days before snow flies, the Summer melodies yield to more substantial things. The classics come into their own once more.

This type of music seems to belong in shadowed rooms with drawn shades and a flickering fire. Our goddess of the record counter declares that Beethoven, Bach and the rest haven't a chance in the world until December or January, when the outdoors is stern and forbidding. Then follow the spring months, bringing with them the sentimental music befitting the season that prepares the way for blushing brides in June. Sunshine and clear weather stimulate sales of nearly all kinds of music, while gloomy days make it necessary to appease the customers' mood with blues. It has been claimed by those in the know that all the popular blue jazz music was written on cloudy days and designed to be sold only on blue days—a rainy, blue Monday, perhaps!

HOLDS EXHIBITS AT STATE FAIRS

Commonwealth Phonograph Co. Takes Advantage of Annual Events to Prepare Elaborate Displays in Interests of Talking Machines

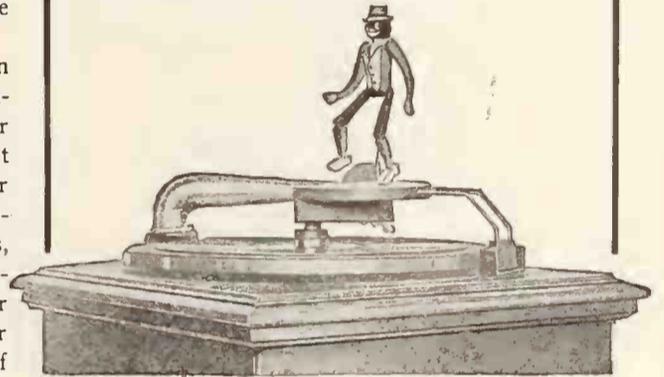
SPRINGFIELD, MASS., September 12.—The Commonwealth Phonograph Company, Pathé distributor of this city, is keeping the famous red rooster and the products which he represents before the trade and the public in an energetic manner. At the Connecticut State Fair, held at the fair grounds at Charter Oaks, outside of Hartford, from September 6 to 10 inclusive, the Commonwealth Phonograph Co. exhibited in an exceedingly attractive manner a very comprehensive display of Pathé machines and records. An entertainment feature which made the Commonwealth-Pathé booth the center of attraction were the concerts given by the White Way Orchestra, which recorded the popular Pathé record "Blue Diamonds" and others. The fair was well attended and a number of Hartford talking machine dealers found time to attend. Invitations had been extended to all Hartford dealers to attend the Commonwealth booth while there. The exhibit was under the direction of Miss M. A. Bill, of the Commonwealth Phonograph Co., and a representative of the Service Department of the Pathé Frères Phonograph Co., of Brooklyn, N. Y. A. Y. Pennie, co-partner with Miss Bill, was also present at the booth on several occasions.

Another interesting exhibit is planned for the Eastern States Exposition in Springfield from September 19 to 25. At this exposition the Commonwealth Phonograph Co. will take over the amphitheatre at the fair grounds, seating about 250 people. A Pathé concert will be given under its auspices each day. Efforts are being made to have Lewis James, tenor, and world famous Pathé artist, sing at the concert given on the opening day of the exposition and in the Coliseum, which seats about 10,000 people. It is expected that Mr. James will be accompanied by Thavius' Band. As in the case of the exhibit at Hartford, the Commonwealth Phonograph Co. is extending invitations to the visiting trade to attend these concerts and its exhibit at the exposition.

TOYS
for
PHONOGRAPHS

**Something for the Children
That Brings in the Parents
and Makes You New Customers**

It will pay you to show these novelties dancing in your windows from Thanksgiving to Christmas.

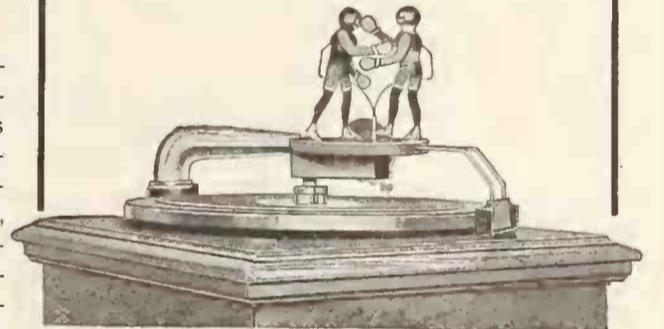


RAGTIME RASTUS
PATENTED MARCH 16, 1915.

**An Automatic Dancing Darky Doll for
Talking Machines**

Rastus does one hundred different steps while the music is playing. Delights Children and amuses the older people, too. The funniest dancing toy ever made. Attractively painted in four colors.

Ragtime Rastus, Item 100A \$1.65



THE BOXERS
Patented March 16, 1915

Amusing Novelty for Talking Machines

These little Boxers are very realistic and create lots of fun. They do all the different blows and steps known. Put on a good lively record and these little figures box away in lively fashion.

Boxing Darkies, Item 100B \$1.75

**Combination Rastus and Boxer
Two Toys in One—Our Biggest Seller**

Dancing Rastus and Boxing Darkies, the two sets of figures combined with one dancing mechanism. All in one box. Very popular.

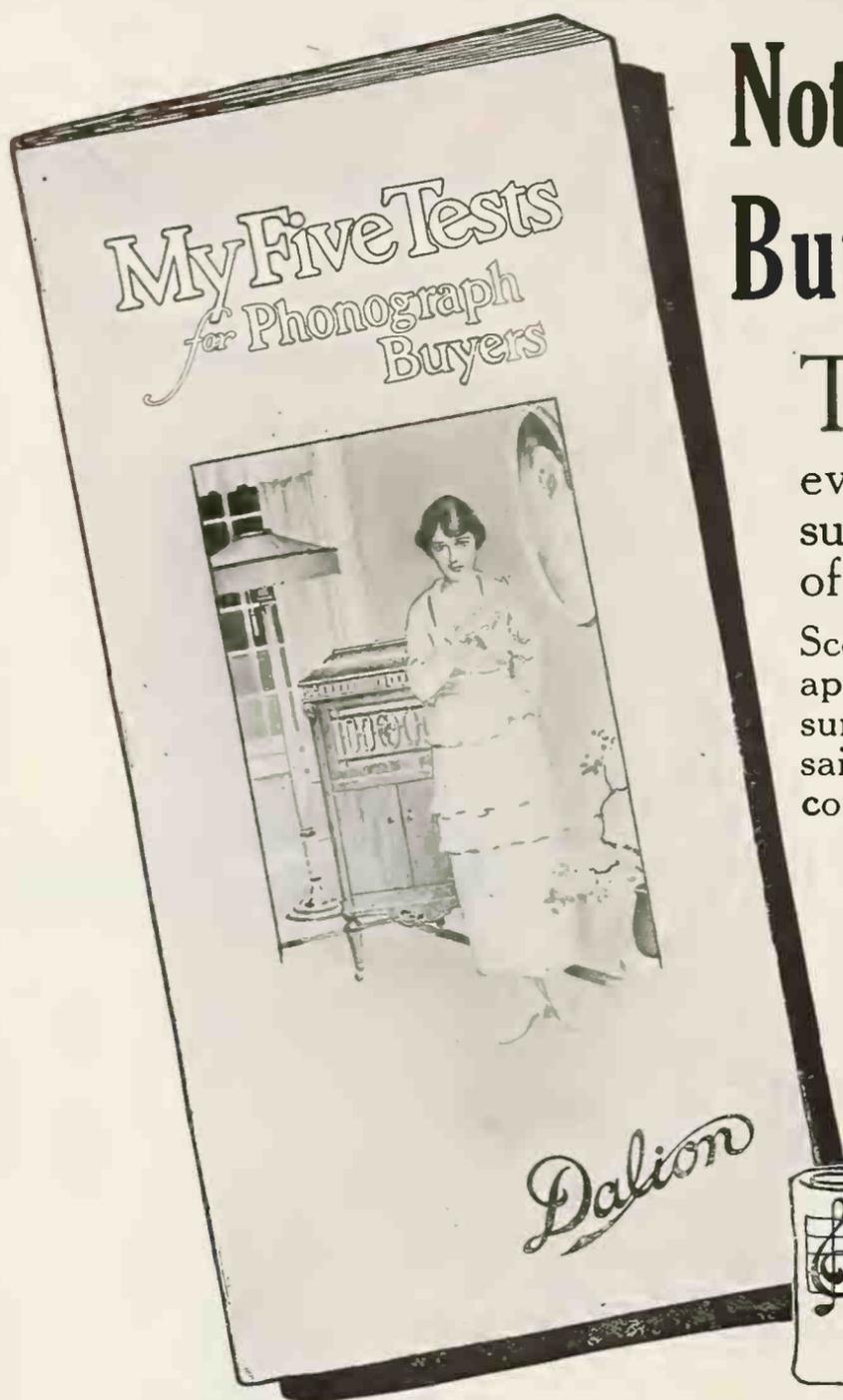
**Combination Rastus and Boxers
Item 100AB \$2.00**

NOTE: These toys fit standard machines and can be put on or taken off in five seconds and do not injure record or mar machine. Fit all Columbia and Victor models. Edison machine requires special disc, 25c. extra.

Wholesale and Export discount in dozen lots of one kind or assorted 33 1/3%. In 3 doz. lots of one kind or assorted 40%.

NATIONAL COMPANY

Mechanical Specialty Manufacturers
Cambridge 39 BOSTON, MASS.



Not Written For You— But Send For a Copy

THERE are a good many reasons why you should read this book, even though you personally are not supposed to be the "ultimate consumer" of its pages.

Scores of our dealers have written us highly appreciative letters regarding it. One of them summed up the general opinion of all when he said: "Aside from its being the most interesting, convincing, and beautiful bit of consumer literature I've ever seen, the reading of it has been of direct benefit to me. I've read between the lines and gained some real pointers on phonograph merchandising."

The book was written for dealer distribution to prospective purchasers of



The Phonograph Instrumentized

ASIDE from the fact that the book is everything the above-mentioned dealer says it is, it will give you a bird's-eye view of the Dalion merchandising plan—and it will show you the exclusive sales features of the instrument—it will give you a general idea of how whole-heartedly we co-operate with our dealers to make their phonograph department the most profitable part of their business.

Send for it—TODAY. The book is worth having on its own account, and the postage stamp that carries your inquiry may turn out to be the best investment you ever made.

Milwaukee Talking Machine Mfg. Co. Milwaukee



SIGN UP FOR AMBEROLA CAMPAIGN

Edison Amberola Dealers Show Great Interest in Plans to Stimulate Fall Business

Already several hundred Edison Amberola dealers have signed up to take advantage of the widely announced Amberola advertising and window display campaign, which is intended to begin in September and run to March, 1921. The

BLUE RIBBON FOR PATHE DEALER

O. L. Creswell Wins Award for Elaborate Display at Linn County Fair in Iowa

Now that the county fairs are in progress throughout the nation it is interesting to note the important manner in which Pathé phonographs and records are made to figure in the musical exhibitions and displays being given.

In this connection, a communication from the Churchill Drug Co., of Cedar Rapids, Iowa, distributors of Pathé instruments and records, tells of the success of O. L. Creswell, a progressive dealer of Kenwood, Iowa, who has just been awarded the blue ribbon for his fine display of Pathé phonographs and records at the Linn County Fair, held in Marion.

In referring to the subject the writer says that the award has had a stimulating effect on the Pathé dealers, who are very enthusiastic over the prospects of a lively drive in Fall business. "Mr. Creswell," the writer concludes, "is as proud as a peacock, and from the list of prospects he has accumulated from his display we are looking for a large volume of business from him."



One of the Monthly Window Displays of the Edison Amberola Campaign business. "Mr. Creswell," the writer concludes, "is as proud as a peacock, and from the list of prospects he has accumulated from his display we are looking for a large volume of business from him."

With simplicity and attractiveness as outstanding features the campaign, as presented to the dealers, will be brand new and entirely different from anything ever offered to them before. For one thing, dealers will be able to obtain the lowest newspaper rates, because the advertisements will be sent to them set up complete, thereby eliminating the usual composition charges. In addition to this the Edison Amberola jobbers have expressed their entire willingness to co-operate with the dealers who enroll to the extent of sharing with them the cost of the advertising. This will take the form of a rebate and will be arranged on a percentage basis.

It is rather interesting to note that among the dealers who have already enrolled there are several who are located in towns where the newspaper rate is as low as 10 cents and others who are required to pay as high as \$2 for a similar amount of space.

If dealers continue to enroll at the present rate little doubt is felt that a large majority will be ready by September 15 to participate, which will mean a continuous and highly effective and successful publicity campaign throughout the next six months.

BETHLEHEM STORE OPENS BRANCH

Goodenough Piano Co. Purchases Five Points Columbia Shop and Adds Pianos to Line

BETHLEHEM, PA., August 30.—The Goodenough Piano Co. of this city has opened a branch store on the south side at 448 Wyandotte street and through this new branch has established many friends in the section across the river. The store was formerly the Five Points Grafonola Shop. In addition to handling the Columbia line the Goodenough Piano Co. will also carry a full line of pianos, including the Lauter, Packard, Milton, Davenport-Treacy and Weser. The Pathé and the Cheney will also be carried in the talking machine department.

Henry Hensinger, who has been assistant manager of this store for some time, is now in full charge. He is an accomplished musician, being organist of the First Reformed Church, and has also had much experience in selling pianos and talking machines.

You may make your advertising cordial enough and still forget to carry out the same policy in your sales correspondence.

CHANGE IN ROBT. C. ROGERS CO.

John Fischer, Formerly With C. C. Mellor Co., Pittsburgh, Secures Interest in Business—Name Changes to Rogers & Fischer

WASHINGTON, D. C., August 30.—Two veterans of the talking machine business have joined forces and have formed the firm of Rogers & Fischer, which succeeds the well-known Robert C. Rogers Co., wholesalers of and retailers in Victor Victrolas and records, located at 1313 F street, N. W.

Robert C. Rogers is believed to be the oldest talking machine dealer, in point of service, in this country. He became associated with John F. Ellis & Co. in 1882. This firm was the first in the United States to handle the sale of the Berliner Gramophone. When the Victor Talking Machine Co. succeeded the Berliner Gramophone Co. the Ellis Co. became distributors for the Victor line. Mr. Rogers purchased the John F. Ellis Co.'s talking machine business in 1910 and established the retail and wholesale business at the present location.

John Fischer entered the talking machine business in 1901 at Buffalo, N. Y. In 1904 he accepted a position as traveling representative for the Victor Talking Machine Co., covering all the territory east of the central part of Kansas. He was holding the position of assistant traveling manager at the time he resigned in 1907 to take the position of manager of the talking machine business of the C. C. Mellor Co. at Pittsburgh, which position he occupied until he resigned on August 14 to come to Washington and associate himself with Mr. Rogers.

The news of his resignation was received with keen regret by the members of the trade of the Steel City, as Mr. Fischer was one of the charter members of the Pittsburgh Talking Machine Dealers' Association and was considered one of the real live members.

MILWAUKEE BURGLARS JAZZ HOUNDS

Steal Sixty-five Popular Records From Badger Talking Machine Shop

MILWAUKEE, Wis., August 30.—The Victor record stockroom of the Badger Talking Machine Co., 135 Second street, wholesale distributor of the Victor line, was ransacked by burglars during the night of Thursday, August 19, and goods valued at \$100 were carried away. According to Harry A. Goldsmith, secretary of the company, the thieves evidently were "jazz hounds," because all of the sixty-five records which were stolen were of that class. A small motor also was stolen. The entrance was effected by unlocking a window on the second floor which opened on an adjoining roof.

The man who will not listen to safety rules may have to listen to the sound of the ambulance.

VICTOR AND COLUMBIA DEALERS AGREE

that of all the various brands of records on the market, our

"Talk-O-Photo" Records of Famous Movie Stars

(A combination of photo and phonograph record of the star) not only do not compete with their regular lines, but also

ATTRACT NEW CUSTOMERS! and INCREASE REGULAR SALES

- 57 "Stage Fright".....Mary Miles Minter
- 60 "I Wish I Were a Hero".....William Russell
- 65 "My Dream".....H. B. Warner
- 72 "Don't You?".....J. Warren Kerrigan
- 74 "Happiness".....Gloria Swanson
- 79 "Girls I Have Loved".....Lew Cody
- 80 "My Prize Love Letter".....Clara Kimball Young
- 81 "My Ambitions".....Anita Stewart
- 82 "Who Would Change Places With Me?".....Mildred Harris Chaplin
- 83 "The Vision".....Bert Lytell
- 90 "My Real Self".....Mae Murray
- 91 "How to Become a Star".....David Powell

The first sale starts the "Movie Fan" on a collection—the rest is easy.

Retail at 35c each. Price to dealers, one gross assortment \$30.24, F.O.B. New York

TALKING PHOTO CORPORATION

Robert B. ("Pat") Wheelan, Pres.

334 FIFTH AVENUE, NEW YORK

Edison Message No. 79

In April of this year we announced, through the trade papers, the following:

"The new edition of 'Edison and Music,' which is coming off the press at this time, contains the following:

Careful calculations of the various cost elements (diamonds, genuine mahogany, quarter-sawed white oak, walnut, special steel and bronze, skilled labor, etc., etc.), involved in the manufacture of the New Edison, indicate that the prices noted in this book reflect only 50 per cent of the increases in manufacturing cost that have occurred during the past eighteen months. In other words, it has been our policy to absorb and write off, as a loss, 50 per cent of the increased cost of manufacture. However, conditions are such that we are obliged to reserve the right to advance our prices at any time, without notice, and all orders are subject to the prices effective when executed, irrespective of the date of receipt.

THOMAS A. EDISON, Inc.

Orange, N. J.
16 February, 1920."

We have, in fact, absorbed more than 50% of the increased cost of manufacture, and the selling prices of Edison Phonographs (including War Tax) have increased less than 15% since 1914. The prices of Edison Phonographs to-day remain unchanged, in spite of the fact that various cost elements have increased still further. We shall hold off increasing our prices as long as is possible. We are willing to sacrifice immediate profits to stabilize the Edison Phonograph business.

"Edison Stood and is Standing the Gaff"

THOMAS A. EDISON, Inc.

ORANGE, N. J.

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines.]

Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines at 28 Sixth avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

SOME QUESTIONS AND ANSWERS

Information on Why Records Repeat

FT. DODGE, IA., August 16, 1920

A. H. Dodin, care Talking Machine World:—

I wish to ask you why some phonographs repeat when playing Pathé records. I like to sell the Pathé because there is no changing of needles, and never had a record repeat on a Pathé phonograph. I have had a good deal of trouble on some of my other machines, however. Certain phonograph makers tell me to oil the tone arm near the ball bearings, but after a little while the records begin to repeat again. Please give me your idea of what the trouble is. By repeating I mean that the needle will stop at a certain part of the record and keep on playing the same section over and over again.

R. C. HOWE.

Answer:—The cause of your trouble may be found in one of the following points: First—The tone arm must swing absolutely free—the least little pull or check on the sapphire ball will cause it to jump the record groove. Second—Be sure that the sapphire ball comes in line with the turntable spindle. In most of the so-called universal arms and attachments when the sound box is turned into position for playing Pathé records, the sapphire does not center properly, that is, it is generally thrown about an inch to the front of the turntable spindle. When played in this position, the sapphire ball

will have a tendency to jump the groove when it reaches a point about three-quarters through the record. Third—If machine is not level the weight of the sound box and tone arm will cause the sapphire to run across the second groove in the direction in which the machine slants.

After reading the P. S. on your letter I am more inclined to think that your chief trouble is in the fact that the tone arm does not swing free enough.

Some General Information

MERIDIAN, MISS., August 20, 1920.

A. H. Dodin, care Talking Machine World:—

To settle an argument, will you please advise us as to the following:

1—Does the width of a main spring have any effect on the playing capacity of a motor, or merely on the strength of the motor?

2—Is there any advantage of a multiple spring motor over a single spring motor of same capacity?

3—What is the proper weight of a reproducer on the record?

4—Does the slight tension in the Columbia tone arm have any effect toward increasing the surface noise of the machine?

5—Does the volume of a machine depend on the reproducer alone? Would a cast iron throat in a machine give greater volume than an all wood chamber?

ROSEBUSH FURNITURE CO.

Answer:—Question No. 1—The greater the width of the main spring, the more pulling power, but no longer playing time. Length of playing time is obtained according to the length and gauge of the spring and the amount of space it is allowed to uncoil in the cage.

Question No. 2—Yes. A multiple spring motor has more power, and the more reserve power in a motor, the more apt it is to govern properly.

Question No. 3—Weight for lateral cut records, six ounces; weight for Edison records, four ounces.

Question No. 4—Yes. Any tension or check

on tone arm will cause more surface noise. This is one of the several causes of surface noise and the rest are as follows: Unevenly running turntable, too much weight on needle point, bad material in record, and bad needles.

Question No. 5—No. The reproducer and horn chamber in combination produce greater volume. A cast iron throat tends to increase the volume of the machine.

Advice on Repair Work

MONTREAL, August 12, 1920.

A. H. Dodin, care Talking Machine World:—

I saw an advertisement in The Talking Machine World referring to instructions in gramophone repair work. I am a dealer who would like to know something of repairs.

L. STENZLER.

Answer:—I would be pleased to advise you at any time you will tell me what particular troubles you have had in your repair work.

MR. TAUBER IS CONVALESCING

D. Tauber, president of the Progressive Phonographic Supply Co., distributors of the Wall-Kanc needle in New York City, is convalescing from serious scalds which he received in an accident some four weeks ago. Mr. Tauber lay in the hospital in a very serious condition for several weeks. His many friends in the trade will be very glad to hear that he has recovered nicely and has once more resumed his accustomed duties.

AMOUNT OF INTERNAL REVENUE

The Bureau of Internal Revenue announces that taxes collected and deposited during the fiscal year, ended June 30, amounted to a total of \$5,410,284,874.90. This is the greatest annual tax collection made by the bureau since its establishment in 1862. The cost of collection will approximate 55 cents for each \$100. Revenues received from income and excess profits taxes amounted to \$3,944,555,737.93, and from miscellaneous taxes \$1,465,729,136.97.



Offer You a

WONDERFUL OPPORTUNITY

To Build Up Sales in Your Music Roll Department

Grinnell's Distributing Service Assures You Immediate Shipment on All Orders

A SPECIAL HIT SERVICE

| | | | | | | |
|-------|--------|------------------------------|-----------|--------------------------------|-----------|--------|
| ----- | 4019 | AVALON. | Fox Trot. | Words and Music by Al. Jolson. | Word Roll | \$1.25 |
| ----- | 4043 | EILEEN. | Waltz. | | Word Roll | \$1.25 |
| ----- | 203735 | TRIPOLI. | Waltz. | | | .85 |
| ----- | 4045 | SHIMMY NOD FROM CHAMINADE. | Fox Trot | | Word Roll | \$1.25 |
| ----- | 4047 | AS THE YEARS GO DRIFTING BY. | Waltz | | Word Roll | \$1.25 |

GRINNELL BROTHERS

Wholesale Distributors for Michigan

First and State Sts.

DETROIT, MICH.



Marion Harris' two new "blues" songs, "Oh Judge (He Treats Me Mean)" and "He Done Me Wrong," will outsell her first records, and that's going some. A-2968.

Columbia Graphophone Co.
NEW YORK

REVIEWS REMINGTON PROGRESS

Vice-President and General Manager Holmes Talks Interestingly of Progress and Achievements of Remington Phonograph Corp.—In Close Touch With Trade and Product

James S. Holmes, vice-president and general manager of the Remington Phonograph Corp., New York City, is one of the busiest executives in the talking machine industry at the present time. Under his able direction the details of organization were completed and the company has launched into production on a large scale.



James S. Holmes at His Desk

The showrooms of the company, at 1662 Broadway, are now graced with the four models of the line in various finishes and attractive designs and deliveries to the trade are well under way.

Mr. Holmes, in reviewing the progress of the Remington Phonograph Corp., said in part: "We practically started our business operations on May 15 of this year. At that time it was planned to build a factory in Ilion, N. Y. Owing to building conditions and the probable delay in installing the necessary machinery and our desire to get the Remington phonograph on the market at the earliest possible date, we found it most advisable to buy a factory already equipped for our purposes. Accordingly we secured a well-equipped plant in Brooklyn already engaged in the production of the highest grade of bank and office fixtures. This purchase gave us about 17,000 square feet of floor space. Later we found the need of more facilities and took possession of adjoining factory buildings, bringing our floor space for manufacturing purposes up to 70,000 square feet. These factories are now operating to capacity at an output of 1,000 machines a month. In spite of this large production we are already oversold.

"We had hardly started before we received applications for Remington agencies from the many friends in the trade of both myself and

my son, Everett H. Holmes. An idea of how the Remington phonograph jumped into popularity is gained in the fact that the first three dealers who took on the line re-ordered within forty-eight hours. After the first announcement of the Remington in the Talking Machine World applications came in fast and in the past sixty days we have booked on an average four new dealers each day. Our distribution at the present time is strongest in the Eastern States.

"Our policy is to deal directly with the dealer and we furthermore only appoint one dealer in each town, thus giving him an exclusive agency in his locality. In return each dealer who takes on the Remington line agrees in writing to feature it as his leader. We do not believe that our obligations end when the machine has left the factory. On the contrary we have a system

of keeping in touch with our machines even after they have reached the residence of the ultimate purchaser. Every machine leaving the Remington factory carries a card attached and signed personally by Philo Remington, president of the company, guaranteeing the machine against any defect of workmanship or material for the entire life of the instrument, providing that an attached stamped postal card is promptly signed and mailed to Remington headquarters by the final purchaser. This permits the maintenance of a correct list of every Remington owner and it is intended to circularize this list to help the local dealer. Later on we will probably build in Ilion as originally intended. In this event we will use the Brooklyn factory, which is located at the Bush Terminal, for export purposes."

NEW ISSUE OF CAPITAL STOCK

Regal Phonograph Co., Ltd., of Toronto, Secures Funds to Meet Growth of Business

The Regal Phonograph Co., Ltd., of Toronto, has issued \$51,000 new capital stock to secure funds to increase its plant and working facilities. The company has been in operation for over three years and during that time has built up a large business. It has in operation a unique agency plan, with more than two hundred agencies handling its products. Its business has increased by leaps and bounds, the gain in net sales for the first six months of the current year being more than 171 per cent over

the corresponding period of 1918. Net earnings in 1919 allowing for depreciation were equal to 43 per cent on the total issued capital and for the first six months of the current year total net earnings equal all of last year. As imports of phonographs into Canada last year exceeded \$4,000,000, there is ample opportunity for a Canadian company to find a domestic market for its product. The new shares consist of \$34,000 10 per cent cumulative preferred stock, which is offered at par or \$100 per share, and \$17,000 common stock, par \$100, offered at \$120 per share.

Being prepared for trouble is one good way to invite a visit from the trouble bird.

"TONAR"

TRADE MARK

RECORD BRUSHES ARE PROFITABLE



They pay **JOBBER** and **RETAILER** each a good working profit

They earn your support

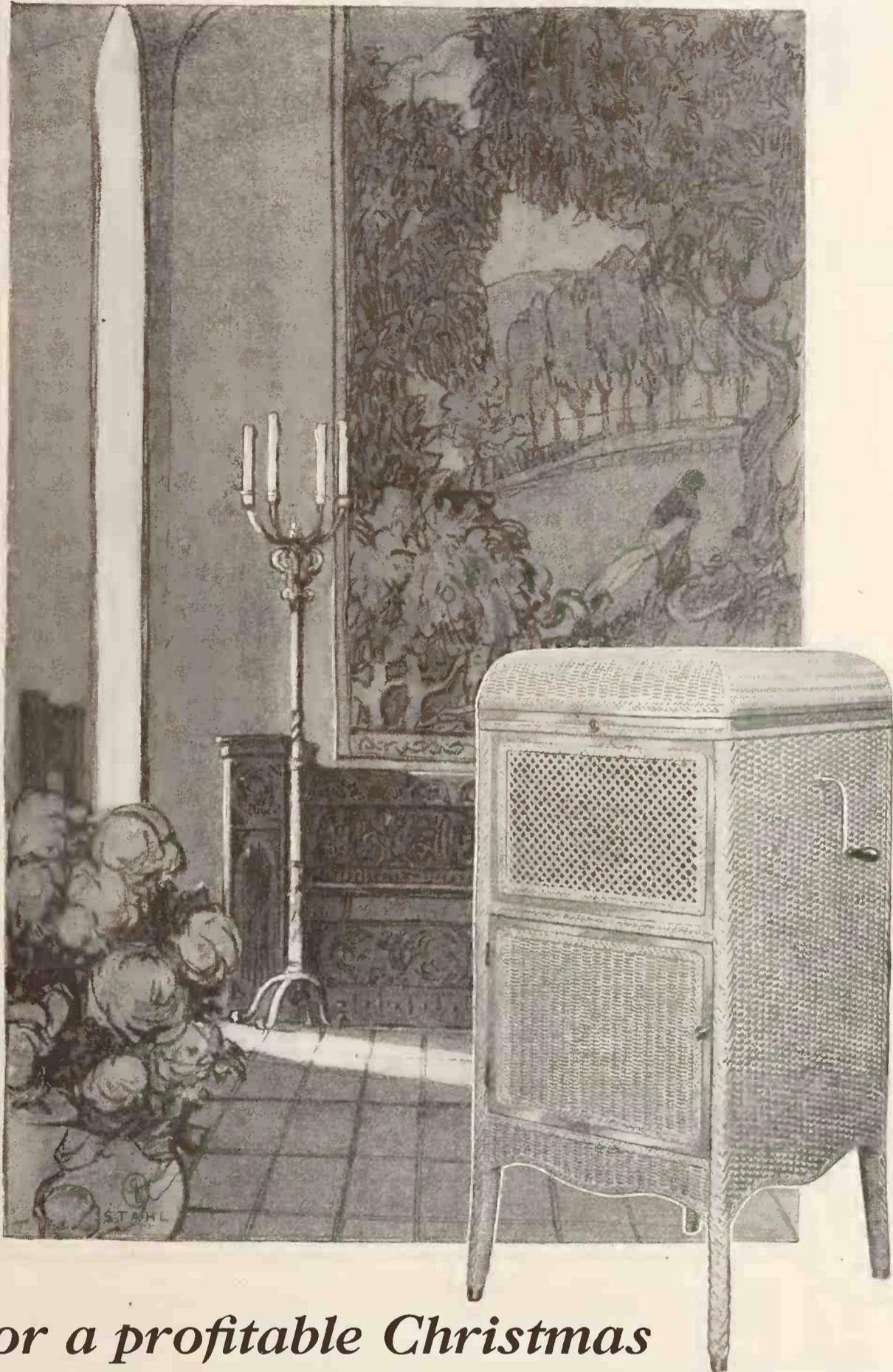
Write to-day for sample and prices

PARKS & PARKS, Inc.

TROY, N. Y.

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

The Heywood-Wakefield



For a profitable Christmas

THE attractive appearance and improved musical qualities of the Heywood-Wakefield commend it to every merchant as an additional line for a profitable Christmas trade. Its beauty of tone and faultless reproduction are made possible through the cushioned reproducer, which is built on the principles of the human organs of sound. Its non-resonant

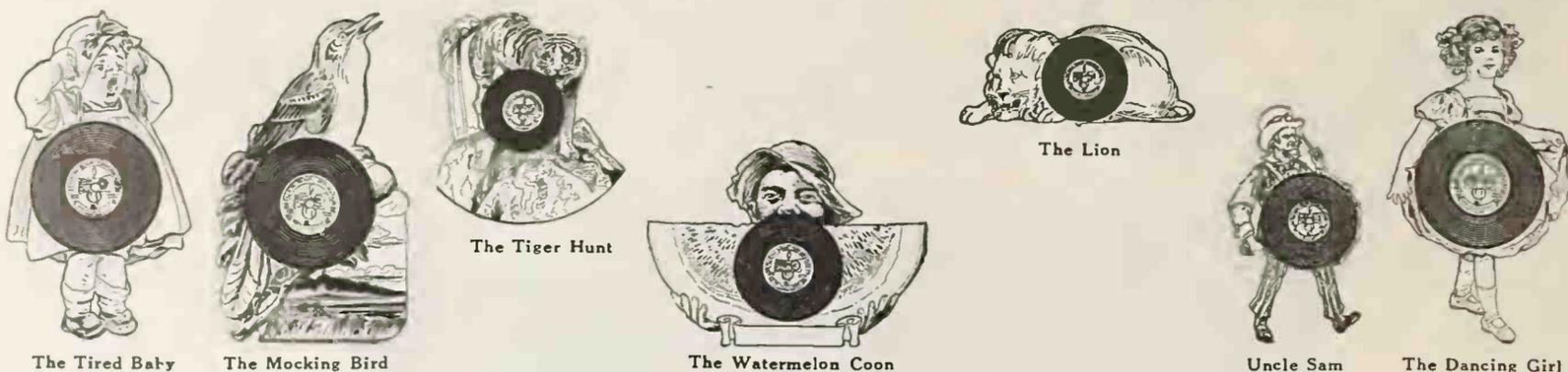
cabinets of reed, decoratively fashioned, are finished in many different shades of color to give the customer a wide choice of instruments that harmonize with every style of furniture.

The Heywood-Wakefield is made under the Perfek'tone patents. For details of models, prices and specifications, address today the nearest office of

HEYWOOD BROTHERS AND WAKEFIELD COMPANY

New York Philadelphia Boston Baltimore Buffalo Chicago Portland, Ore. San Francisco Los Angeles
Factories: Gardner, Mass.; Chicago; Wakefield, Mass.

When you visit Atlantic City see all models of the Heywood-Wakefield at the Perfek'tone Store, 517 Boardwalk



IF YOU WERE A KIDDIE you couldn't resist

**TALKING BOOKS
TALKING FIGURES
SINGING BIRDS
ROARING ANIMALS**

EACH record is permanently mounted on a striking, brilliantly colored figure typifying the subject it represents. Practically indestructible—put record and figure complete on the machine—no bother finding the proper place for record after playing.

Put them in your window and they'll bring the kiddies to your store, and the grown folks too.

Just show "The Mother Goose Talking Book" and the other books brimful of songs, games and stories. They'll help you kill two birds with one stone, for they'll attract people, young and old, to see the rest of your stock.

BIG PROFITS

In the Following Assortments:

Assortment A:
100 assorted figures, 10 Mother Goose Talking Books, 2 Twilight and Dawn in Birdland Books. Costs you \$29.40; sells for \$49.00.

Assortment B:
200 assorted figures, 20 Mother Goose Talking Books, 5 Twilight and Dawn in Birdland Books. Costs you \$60.00; sells for \$100.00.

Assortment C:
400 assorted figures, 40 Mother Goose Talking Books, 10 Twilight and Dawn in Birdland Books. Costs you \$120.00; sells for \$200.00.

Assortment D:
800 assorted figures, 60 Mother Goose Talking Books, 30 Twilight and Dawn in Birdland Books. Costs you \$240.00; sells for \$400.00.

The figures—birds, animals, dolls, etc., retail for 35 cents apiece. The books for \$1.00 and \$2.00.

All assortments are subject to 2%—10 days; 30 days net. With each assortment we send window and counter displays and other fetching advertising matter. Prompt deliveries direct or through your jobber.

They laugh—they talk—they play. All numbers have recently been re-recorded by the best artists. They are distinct and clear—ANY STEEL NEEDLE PHONOGRAPH WILL PLAY THEM.

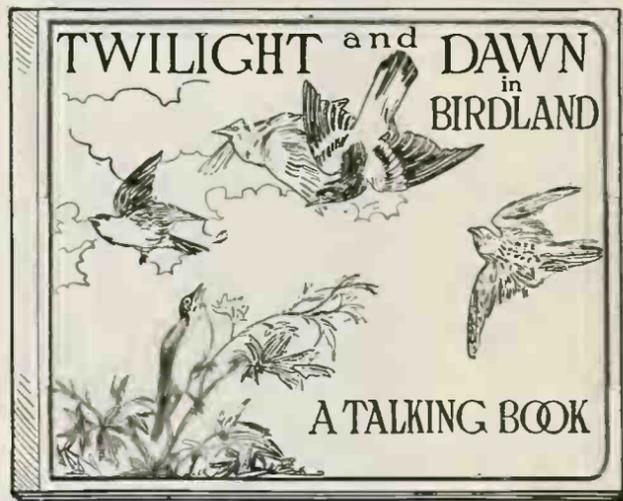
Send for illustrated catalogue of complete line.

New issues at regular intervals sustain interest. Only standard subjects—no chance of dead stock.

TALKING BOOK CORPORATION

1 West 34th Street

New York



Twilight and Dawn in Birdland - - \$2.00

A Talking Book filled with the songs and calls of the feathered songsters. A full day for the kiddies in Birdland from the first call of the lark to the good-night lullaby of the Nightingale.

The figures which retail for 35 cents each, include the following numbers:

- The "Tired Baby"
- The "Lion"
- The "Frog"
- The "Little Hieland Mon"
- The "Parrot"
- The "Dancing Girl"
- The "Fox"
- The "Elephant"
- "Uncle Sam"
- The "Hippo"
- The "Tiger Hunt"
- The "Mocking Bird"
- "Watermelon Coon"
- Twilight and Dawn in Birdland
- The "Mother Goose Book"

Also Christmas Carols, the ideal holiday cards.

HAPPENINGS IN THE DOMINION OF CANADA

STARR CO. TAKES CANADIAN CHARTER

Authorized Capital Is \$500,000—John A. Croden Is President—Harry and Fred Gennett Among Directors—To Develop Business

TORONTO, ONT., September 6.—To mark the commencement of its fourth year in business in Canada and to further develop its rapidly growing organization the Starr Company of Canada, London, took out a charter as a limited liability company and is now officially known as the Starr Company of Canada, Ltd. The head offices continue at 265 Dundas street, London. The authorized capital is \$500,000, of which \$225,000 is paid up. The officers are: President, John A. Croden; first vice-president, W. D. Stevenson; second vice-president, Fred Gennett; secretary-treasurer, J. E. Croden; directors, J. A. Croden, W. D. Stevenson, Harry Gennett and Fred Gennett.

BERLINER GRAMOPHONE MEN FROLIC

Eighth Annual Picnic of Factory Employes Voted Best Ever—Montreal Branch Team Wins Baseball Game From Toronto Nine

MONTREAL, QUE., September 2.—Thirteen hours of fun was the summing up made of the day by one participant in the eighth annual picnic and excursion given recently by the Berliner Gramophone Co., Ltd., Montreal, for the employes of the local factory and branches and their friends. A thousand picnickers were aboard the steamer "Three Rivers" before the starting hour for the run to Lavaltrie, Que., where the sports of the day were held. H. S. Berliner was of the party, as well as a delegation of fifty from the Toronto branches, including the company's baseball team. R. H. Murray, manager of His Master's Voice Co., Ltd., of Halifax; Mrs. Murray and W. Willis, also of the Halifax branch, represented the Maritime provinces.

The baseball game between the company's teams of Toronto and Montreal was won by the latter team, the score being 13 to 5. An interested spectator of the various events was Hughes Macklin, of the Carl Rosa Opera Co., London, England, who arrived in Montreal from London last Monday in order to make several records for the Berliner Co. in its recording room in this city.

R. S. WILLIAMS' TWELFTH OUTING

Queenstown Heights Scene of Enjoyable Affair, in Which Executives and Staff Participate

TORONTO, ONT., September 7.—If there is one event more than another during the year to which the executives and staff of the R. S. Williams & Sons Co., Ltd., Edison jobbers, look forward it is their annual outing. This annual outing commenced twelve years ago and took the form of a more or less unpretentious and informal picnic. But as the organization became larger year by year, and it was necessary to make plans and arrangements farther in advance, the event took on a more serious aspect from the standpoint of promoting good fellowship, loyalty and co-operation throughout the entire year.

This year's recent outing was the twelfth of the series, and was held at Queenstown Heights, which place seems to be more inviting each succeeding year, and each year the towering Brock's Monument, visible for miles out on the lake, seemed to beckon more cordially than ever, and even the forbidding expression of the gargoyles that surmount the pillars at the park entrance seemed to soften into a smile of welcome as the merry picnickers trooped their way up the grassy slope.

TORONTO ONE OF BUSIEST CENTERS OF THE DOMINION

Talking Machines in Church Service—Magnavox Agency With Montagnes & Co.—Columbia Outing—Larger Quarters for Voice-O-Phone—General Phonograph Corp. Progress—Other News

TORONTO, CAN., September 6.—That the talking machine and records will be universally used in Sunday school and church services is the opinion of many in the trade. Already the possibilities of the talking machine in musical services have been established, and in these days of breaking down old customs one can expect to see whatever opposition there may have existed to the talking machine in religious services rapidly disappear.

A Starr phonograph was used at the Sunday services in First Methodist Church, London, Ont., recently. The organist, Dr. Jordan, one of Canada's best-known musicians, played the accompaniments for the soloist, and the innovation was most favorably commented upon by the members of the congregation. The instrument and the records used were supplied from the salesrooms of the Starr Co. of Canada, Ltd., the exclusive wholesale distributors of Starr and Gennett products in Canada.

James Pollock, manager Phonola Co. of Canada, Ltd., of Elmira, was a recent trade visitor to the Maritime provinces. Mr. Pollock also attended a recent meeting in Toronto held by the eight phonograph firms, who will again have their exhibits in the east wing of the Horticultural Building at the Canadian National Exhibition.

W. D. Stevenson, of the Starr Co. of Canada, Ltd., has returned from a 3,500-mile motor trip through the Eastern States, on which he was accompanied by his family. "Piloting a car through all the traffic of Broadway is easier than driving in Toronto," remarked Mr. Stevenson, who experienced only twenty minutes' rain in two weeks.

The Columbia Graphophone Co., of this city, recently had its annual picnic, in which all employes, factory heads and office staff participated. A. E. Landon, manager of the company, joined the party and was accompanied by Mrs. Landon and their son and daughter. Miss Landon presented the prizes to the winners of the various events. Although Mrs. Casson had passed away after a lingering illness just a short time prior to the day, Mr. Casson, traffic manager of the company, yielded to the persuasions of the staff and joined them. To his courtesy and willing co-operation much of the success of the day was due.

Jas. R. Errock, factory manager had an opportunity of seeing just how much energy and enthusiasm the respective members of his staff could generate.

Printed programs were distributed among the members of the party and on each person was pinned a badge showing him or her to be a member of the Columbia outing, which proved so great a success that everybody there is already planning for next year's picnic.

F. J. Hinton, managing director of S. Moutrie

& Co., Ltd., Shanghai, arrived in Canada recently and paid Toronto a short visit.

A. C. Kerrigan, of His Master's Voice, Ltd., has returned to Toronto from a three months' stay with the firm's branch at Winnipeg.

Harry A. Braid, who has had several years' experience in the wholesale and retail phonograph trade, and who left the phonograph business for a short time to engage in automobile selling, has returned to the musical instrument field, joining the Toronto staff of Mason & Risch, Ltd.

The sympathy of the trade will be extended to E. J. Casson, traffic manager of Columbia Graphophone Co., in the death of his wife, which occurred at her late home in Toronto. Mrs. Casson passed away after a lengthy illness.

F. A. Trestrail, of the Musical Merchandise Sales Co., Toronto, is back at his desk after an extensive trip through the Western States. "I came back so chock-full of scenery that it is a treat to get at my desk, where I can see some business instead of mountains," said Mr. Trestrail to your correspondent.

An important deal has been concluded by I. Montagnes & Co., Toronto, Canadian distributors of the Sonora, whereby they have acquired the sales agency for Canada of the "Magnavox" and voice telemegafone. The Magnavox is for amplifying the tone or the voice or the phonograph, and dealers readily see the various uses to which it may be put with advantage to themselves. Montagnes & Co. have arranged for the use of the Magnavox at this year's Toronto Exhibition, when the results possible from it will be well demonstrated.

The staff of Music Supply Co., distributors of Columbia Grafonolas and records, had an enjoyable picnic recently. As the weather man was in a bad mood that day, the most of the time was spent in the grounds at the home of John A. Sabine, 7 Laburnum avenue, Parkdale, a beautiful location facing the deep blue waters of Lake Ontario.

E. H. Van Gelder, of I. Montagnes & Co., Toronto, the Canadian distributors of the Sonora Phonograph and Sonora needles, has just returned from a successful trip through Western Canada. On this, his second trip through the West this year, Mr. Van Gelder went through to Victoria and back to Toronto in two and one-half weeks, visiting the larger centers between, and reports trade as excellent. The new Sonora all-wood tone-arm, Mr. Van Gelder states, is meeting with instant popularity wherever shown.

The Adams Furniture Co., Columbia dealer, is about to move into the new store on Yonge street. To celebrate this event a grand opening is being planned. The new building, which has a frontage of eighty-seven feet and a depth

(Continued on page 129)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

IMPORTANT!

THE product of the Sonora Phonograph Company, Inc. is not affected by recent patent litigation on *tone arms*. Sonora is licensed and operates under BASIC PATENTS of the phonograph industry, and dealers selling Sonora phonographs need not feel concerned over any patent litigation relating to constructional features of this character.

Sonora, recognizing the strength of these patents, several years ago secured a license to operate under them, and this is a further evidence of Sonora's foresight in protecting its product and the interests of its dealers.

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, *President*

New York City

HAPPENINGS IN THE DOMINION OF CANADA—(Continued from page 127)

of twenty feet, is eight stories high and stands as a symbol of the steady growth of this firm.

S. J. Cook, sales manager of the phonograph division of the McLagan Furniture Co., Ltd., Stratford, has returned from a ten weeks' business trip to Great Britain. While in England he had charge of the McLagan phonograph exhibit at the Canadian Industries' Exhibition. Mr. Cook was accompanied by his wife.

The Voice-O-Phone Co., with offices at 1 Adelaide street East, is building a larger plant on Dunn avenue, which will enable the management to increase their production.

The growth of the company is due to the enterprise of Hugh G. Brown and Hal Brown, father and son, the former being in charge of the production end of the business and the latter devoting all his time to sales promotion.

Although he had planned to spend a couple of days in Toronto and an equal time at the

factory in Kitchener, Otto Heineman, founder and head of General Phonograph Corp. of Canada, Ltd., was able to give only one day to the Canadian headquarters at Toronto, conferring with the Canadian manager, C. J. Pott and the factory manager at Kitchener, A. B. Pollock, who came down from his Summer home in Muskoka to meet Mr. Heineman.

Mr. Heineman was greatly pleased with his firm's place here and the orders on hand, as well as with plans to greatly increase motor, tone-arm and reproducer production. The excise tax on phonographs remaining as it has been for the past two years instead of being increased, as was proposed, he considered a most favorable augury of a big phonograph trade in this country for the Fall of this year and for an indefinite period. Mr. Heineman proposes to again visit Canada on his return from England and Mr. Pott hopes to have him stay a week.

some records too about fifty records and don't forget to tell me how much is a record. And I will ask you something else. Will you please send me some tea sugar matches scribblers heal-o-salve and some body-tone and bedtime pills. Tell me how much is a package of tea and a sack of sugar and a tin of heal-o-salve and I think that a package of bed-time pills is 10¢ that is the way the store-keeper sells it at and \$1.00 a box of body-tone. I will tell them I will give you the money for very sure."

MANY EXHIBITS AT TORONTO FAIR

Artistic Displays Mark Talking Machine Section of Canadian National Exhibition—\$600, Four Scholarships and Medals Awarded

TORONTO, ONT., September 7.—During the Canadian National Exhibition held in this city August 28 to September 11 the special phonograph and record exposition was again held in the Horticultural Building. The entire east wing was occupied by the displays of the following firms:

Berliner Gramophone Co., Ltd., Montreal; Columbia Graphophone Co., Toronto; the McLagan Furniture Co., Ltd., phonograph division, Stratford; I. Montagnes & Co. (Sonora), Toronto; Pathé Frères Phonograph Co. of Canada, Ltd., Toronto; Phonola Co. of Canada, Ltd., Elmira; Starr Co. of Canada, Ltd., London; R. S. Williams & Sons Co., Ltd. (Edison), Toronto.

Last year these same firms exhibited, and the beautiful and artistic arrangement of their exhibits was one of the most attractive of the industrial features of the entire exhibition. The thousands of people who visited these displays went away with a new and favorable conception of the talking machine industry.

Six hundred dollars in cash, four scholarships and medals from the Exhibition Association were awarded winning contestants in the six musical events. Last year these afternoon recitals brought thousands of people to the "East Wing" and this year the musical program was better and larger than ever.

NOVEL AD ANNOUNCES REMOVAL

Change of Talking Machine Department Location Cleverly Announced by Montreal House

MONTREAL, CAN., September 7.—C. W. Lindsey, Ltd., featuring Columbia and Sonora phonographs and Columbia records, recently announced in an unusual manner the removal of the phonograph salons from the fifth floor of their building to the first floor.

The heading of the advertisement was striking, as follows: "Our phonographs have taken a tumble—not in price, but in their relative position on the floors of our building. The phonograph salons, which were on the fifth floor, are now on the first floor. This means easier accessibility to the buying public."

NEW BERLINER FACTORY TO BE ERECTED IN MONTREAL

New Plant Ready for Occupancy in Early Fall—Grafonolas for Public School Playground Association—New Starr Representatives Appointed—Other Changes of Importance

MONTREAL, QUE., September 7.—With the present large factory working to capacity with a double shift, the Berliner Gramophone Co., Limited, found it necessary to build an additional factory at Montreal in order to maintain their deliveries of His Master's Voice records and continue giving the service that their dealers have become accustomed to and appreciate so greatly. The Berliner firm early in the year made extensive purchases of land, acquiring the entire block in which their factory has been located for many years and additional land in adjoining block. The new factory now being erected, and which will be occupied in the early Autumn, is especially designed for the manufacture of records and record materials and in dimensions, shape, height and equipment is being fitted with every modern equipment and device to speed up production with a minimum of handling from the grinding of the raw material to the stock room. In view of the immediate need of the additional factory, resulting from increased record business, the contractors are making every effort to complete the buildings on schedule and before the upper floors will be occupied, so that His Master's Voice dealers will be ensured of a continuance of uninterrupted deliveries.

Foyer Musical, Ltd., intend enlarging their phonograph department by the addition of a number of demonstration booths for Columbia machines and records.

Gauvin & Courchesne, Quebec, have just completed the re-arrangement of His Master's Voice record installation by which they now carry in stock every "Victor" record listed in the new 1920 catalogue.

Monroe Silver, the original (Cohen) of Victor fame, was a recent visitor to the recording laboratory of Berliner Graphophone Co., Ltd.

The Corona Phonograph Co. has secured the Canadian representation of the Odeon record manufactured in Paris, France, and is daily expecting shipment of a large order. These are a 10-inch lateral cut record and sell all at one price.

Wm. Lee, Ltd., recently supplied ten Columbia Grafonolas and a number of Columbia records to the Public School Playground Association for use in the playgrounds situated in various parts of the city.

Brown's Talking Machine Shop handling His Master's Voice machines and records have added a number of new demonstration booths in order to cope with increased business.

Joe Poirier, 295 Center street; J. E. Desrosiers, corner Masson and First avenue, Rosemont, and J. R. Allaire, 4001 Notre Dame street, East Longue Point, have recently been appointed representatives for the sale of Starr-Gennett records.

The Mount Royal Exchange has moved into new premises at 738 Mount Royal avenue East, where this three-story building is devoted in its entirety to the wholesale, retail and manufacturing and record exchange departments.

HERE IS AN UNUSUAL ORDER

Letter Received by Musical Merchandise Sales Co. from Country Dealer Is Unique

The Musical Merchandise Sales Co., Toronto, Canadian distributors of Brunswick phonographs and records recently received the following letter from a small town in Alberta.

"Now I am writing to you to send me a gramophone, the one that I put in the envelope, the small one. I will send you the \$88.00, but I will have to get it first and sell it but send me

SOLOTONE—New Series

There are many manufacturers who turn out *thousands* of phonographs, while we are turning out *hundreds*.

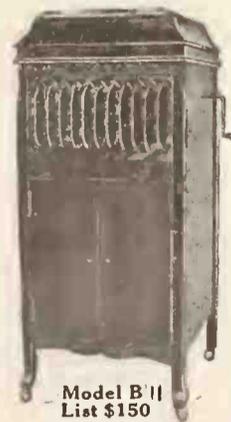
We cannot claim any *quantity* production records, but we do enjoy a good reputation when it comes to hand-finished *quality* goods.

Our NEW SERIES SOLOTONES are so carefully made and finished that they have brought us many new friends. But in order to make friends, one must first "get acquainted."

We want you to "get acquainted" with our goods. Get some first hand information by sending for an initial shipment.



Model A
List \$135



Model B II
List \$150

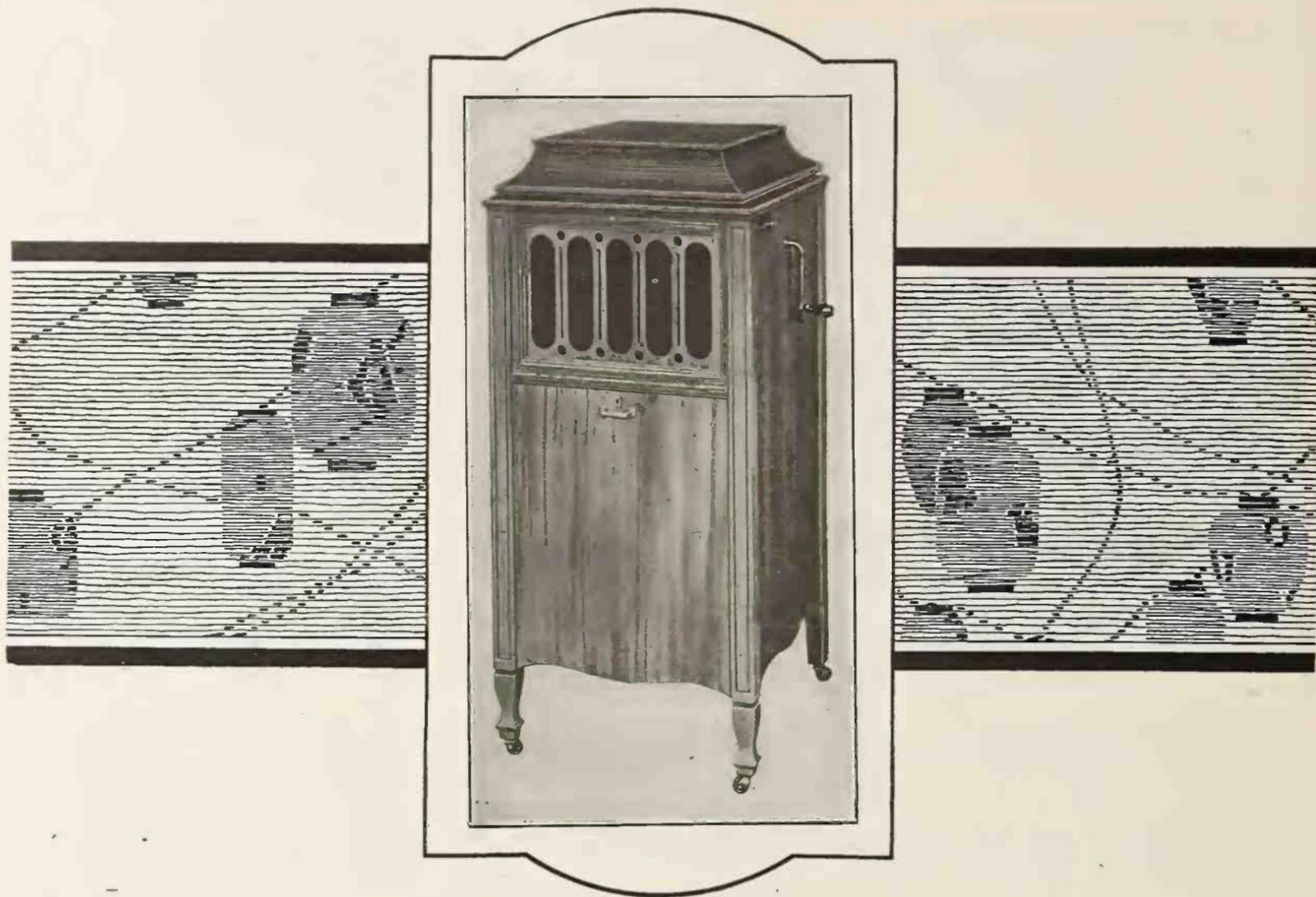
Executive Offices:

1727 Chestnut Street, Philadelphia, Pa.

New Jersey Factory: Washington, N. J.

Pennsylvania Factory: Lititz, Pa.

SOLOTONE MANUFACTURING CO.,
PHILADELPHIA, PA.



Perfect Balance at Every Point

Impressive sales-talk may *sometimes* be used in the sale of a machine that is 90% cabinet.

And good points may be shown in a machine that is built in a heavy, massive style.

Some machines are built around a motor without regard to amplifying horn and so on—

In the DELPHEON each of its features is as important as any other. No part is over-emphasized for the value of the DELPHEON lies in its co-ordination and to the perfect balance and proportion of its inter-related features.

The DELPHEON is a perfect unit

THE *Delpheon* CO.
BAY CITY MICHIGAN

New York Office, 25 Church Street
Phonograph Sales Co., 27-28 Court Street, Boston, Mass.
Delpheon Shop, Peachtree Arcade, Atlanta, Ga.
Walter Verhalen Co., 703 Busch Building, Dallas, Texas
Verbeck Musical Sales Co., Buffalo, N. Y.

OPTIMISM PREVAILS IN TALKER TRADE IN PITTSBURGH

Leading Members of the Trade Feel Encouraged Over Outlook Owing to Industrial Conditions—Increased Purchasing Power Among the Masses Means Greater Call for Machines and Records

PITTSBURGH, Pa., September 9.—Optimism pervades the talking machine market in the Pittsburgh district to a marked degree. Relative to business conditions in the immediate future the jobbers and wholesale dealers, as well as a number of the prominent retail talking machine firms, are convinced that a very satisfactory volume of sales is in sight for the next few months. This is based on the actual conditions that prevail in the iron and steel markets—Pittsburgh's barometer.

From authoritative sources it has been intimated that the mills and factories in the Pittsburgh industrial sector are practically "jammed with business" and that the large producers, such as Carnegie Steel Co., the Pittsburgh Steel Co., the Crucible Steel Co. and the Jones & Laughlin Co. have sufficient orders on hand to keep their plants in operation well into the Summer of 1921. The coal mines have all of the orders for coal that they can handle and the outlook is most roseate for the glass and electrical industries. The wage scales are high and will keep so for a long time to come. Well-informed industrial experts are reported as saying that there is no assurance that a revision of wages downward will come in this section for months, if not years, due to the fact that the workers are strongly organized and any attempt at "wage cuts" would be stoutly contested.

In fact, wages are, if anything, ascending, as within the past two days the miners received another advance in wages of \$1.50 per day in certain lines of work outside the mine. The payroll of the Pittsburgh district is close to two million dollars a day. This vast sum of money, which is distributed twice a month to the workers, forms a medium of exchange in which the music trade, especially the talking machine division, is benefited to a marked extent.

Talking machines are popular with the aver-

age industrial worker in the Pittsburgh district and dealers report that sales of instruments and records to the "man who works" have been very large. This class of buyers is eager to purchase a high-priced talking machine and does not hesitate to pay cash for an instrument that costs as high as \$300 or \$400. They are also liberal buyers of records and want the best. One of the well-known Victor dealers on outer Fifth avenue had a mill worker enter his Victrola shop a few weeks ago. The man was not able to speak English fluently and had some difficulty in making his wants known. The talking machine shop manager was tactful and gave the patron a sympathetic hearing. By and by, little by little, he was able to draw from the man the kind of selections he wanted—by playing a number of records—and when the customer walked out of the store he carried over \$25 worth of records. A day or two later he returned, bringing with him a fellow countryman and his wife, and after an "interview" with the talking machine shop proprietor, and after hearing a number of records played, departed carrying with them \$18 worth of records and promising to come back and "buy more," adding that they would tell their friends of the shop and the courteous proprietor.

Indicative of the type of buyer the average artisan in the Pittsburgh district is can be shown by the statement made by Mark W. Mitchell, manager of the retail store of the Buehn Phonograph Co., who told of a recent purchase of an Edison phonograph by a machinist who selected a \$400 instrument and paid a large cash first payment, much larger than had been anticipated. In addition he ordered a number of Edison records. Mr. Mitchell stated that the Sheraton style of Edison phonographs was one of the best sellers and that he looked for a continuance of the demand for the line for months to

come. Mr. Mitchell cited the fact that August sales had been brisk and more than surpassed the volume of business transacted in the same month a year ago. "As far as I can see," said Mr. Mitchell, "there is every indication that the Edison phonograph sales this Fall will be highly gratifying."

Jobbers in the talking machine line appear to be well satisfied with the outlook for an ample supply of merchandise to meet the demands of their retail clients. This is based on the reports that they have been receiving from the various factory headquarters. The only unsatisfactory aspect is the railroad situation, where the congestion of freight still continues to be one of the most perplexing problems. Although the railroads are making every effort to move freight trains, there is still a very poor service given and for sure service many of the dealers are having their merchandise shipped by express, even though the transportation charges are materially increased.

Much regret was expressed in talking machine circles here over the withdrawal from active participation in business here of John Fischer, the well-known and popular manager of the wholesale Victor department of the C. C. Mellor Co., which is referred to elsewhere. The Mellor Co. made the following announcement anent the going of Mr. Fischer:

"The C. C. Mellor Co., of Pittsburgh, with very sincere regret, announces the retirement of John Fischer, who for almost fourteen years has been manager of our Victor wholesale business. Mr. Fischer has acquired an interest in the Robert C. Rogers Co., of Washington, D. C., which firm will hereafter be known as Rogers and Fischer. Mr. Fischer, whose untiring efforts and devotion have gone far to bring our business to its present great volume, takes with him the best wishes of every member of this organization.

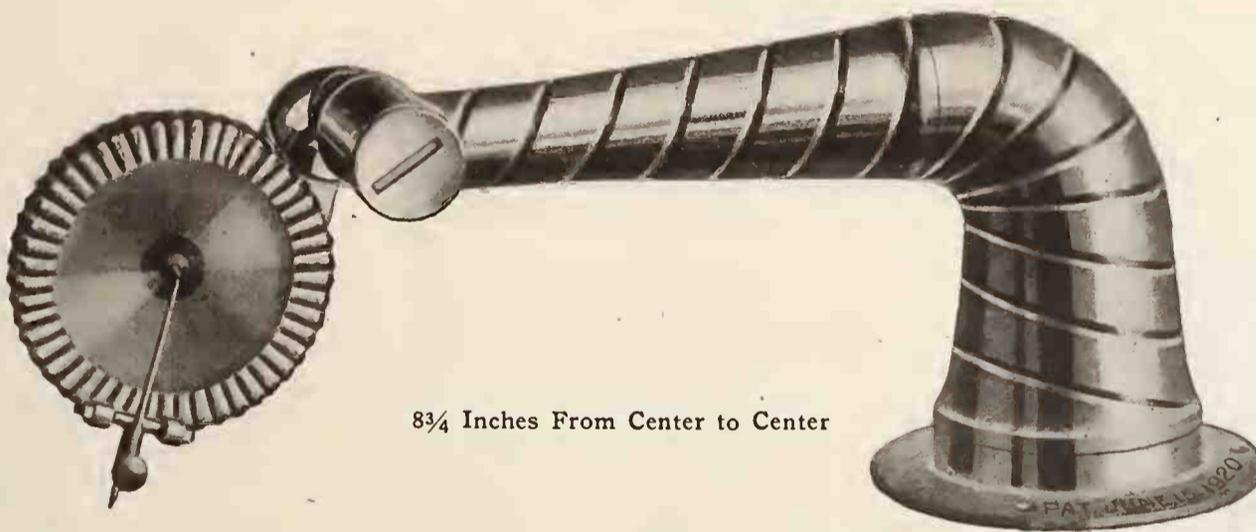
"Mr. Thomas T. Evans, who has been associated with us since 1909, and who has been active in the talking machine business for more

(Continued on page 133)

ONE DESIGN OF THE NEW PERIOD TONE ARM

WITH STEEL NEEDLE, JEWEL OR BALL POINT CONTACT

Sample
Order
Solicited



8 3/4 Inches From Center to Center

Prices
Quoted
on
Request

The tone arms are period designs, faithfully harmonized to popular adaptations in cabinet making; whether authentic reproductions of original classics or modified influences thereof are specified, this plant is equipped to accommodate both stock and made-to-order requisitions.

The adjustments making the sound box universal are most simple and do not require extra attachment. Thus all

makes of records are applicable to this tone arm without exception.

The Period Tone Arm is less complicated because made with fewer small parts. It operates on a frictionless swivel connection with ball bearings, eliminating irregularity of movement, and prevents sticking.

The finish is super-plate in oxidized Jacobean period shade, highly bur-

nished nickel and gold, also to order in antique verdi-green to suit Gothic designs.

Stock orders on tone arms to conform with cabinets in Charles II or Jacobean as well as early Italian adaptations, the latter best suited to the transition or Renaissance periods of the sixteenth century. The whole, embodying many exclusive features and innovations.

In addition to the several designs described above, we are prepared to complete on short notice in lots of not less than one thousand, exclusive designed tone arms for particular manufacturers.

The Period Tone Arm Corporation, 55 West 17th Street, New York

Prima-Donna

"The Instrument Inspired"

Here's a Good Opening For Dealers

Prima Donna is in every respect, tone, quality, workmanship and finish considered, as good as any on the market, coupled with an unusual money-making proposition.

Three Reasons Why You Should Handle PRIMA DONNA

The price appeals to the music lover and pocketbook.

Prima Donna, as compared to present-day standards, is sold at a price that should interest every dealer.

Every Prima Donna is unreservedly guaranteed for one year against all imperfections of material and workmanship. Any parts, such as springs, etc., will be replaced free of charge provided they are sent back charges prepaid.

MADE IN SIX MODELS

| | |
|--------------|-------|
| Bungalow | \$ 95 |
| Stratford | 115 |
| Blackstone | 135 |
| Astoria | 160 |
| Majestic | 200 |
| Parlor Grand | 225 |

Our Dealer Service is Second to None

We realize that present-day selling methods require close dealer co-operation and all Prima Donna dealers will have my personal assistance in increasing sales.

Aside from our beautifully designed catalog and hangers—we have attractive moving picture window slides and specially prepared advertising copy and cuts for all dealers using local newspapers.

Quality, Style and Finish

All that one could ask is exemplified in the Prima Donna. Its construction and tone are a delight to the eye and the ear.

Its tone value is increased by our scientifically constructed all wood amplifier.

Prima Donna cabinets set a new standard for beauty, style and durability and stand as a "living" example to the best produced by the cabinet makers' craft.

All panels are five-ply and inserted in a continuous frame, either genuine mahogany or quartered oak. The mahogany cabinets are hand-rubbed to a high class piano finish.

In tone and craftsmanship it is truly an inspiration realized.

For live dealers who want a phonograph built by one organization from lumber to finished product (not an assembled proposition) with both factory and distributor back of them doing all that modern merchandising can do to push and increase sales; to such dealers no second invitation will be required to address me for territory.

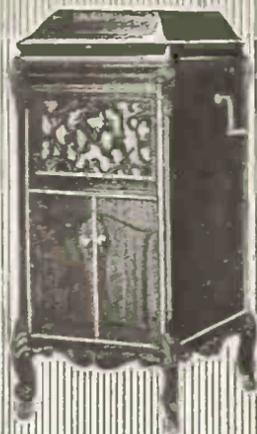
NO WAR TAX—IMMEDIATE, DELIVERY

Frederick P. Altschul
PRIMA DONNA DISTRIBUTOR
112 WEST 23rd STREET NEW YORK

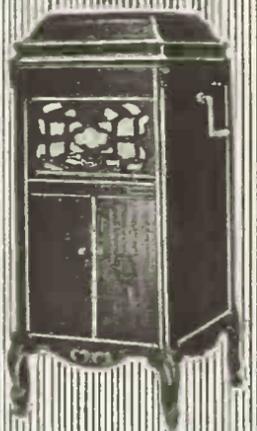
Only Phonograph
Unreservedly Guaranteed
For One Year

Send
for Handsome
Catalog

Write for special EXPORT proposition



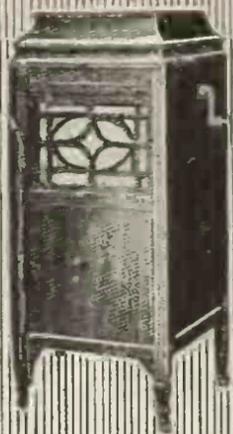
PARLOR GRAND



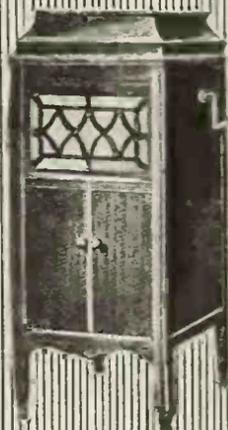
MAJESTIC



ASTORIA



BUNGALOW



STRATFORD



BLACKSTONE

OPTIMISM IN PITTSBURGH TRADE

(Continued from page 131)

than twenty-three years, succeeds Mr. Fischer." The C. C. Mellor Co., which has achieved a wide reputation in western Pennsylvania for its work in the Victor educational field, had a fine exhibit of the school room Victrola at the recent institute of the Allegheny County School Teachers, at Soldiers' Memorial Hall. The exhibit was in charge of the well-known supervisor, Miss Lillian M. Wood, who curtailed her vacation to be on hand when the teachers met. Her demonstration work was one of the features of the institute and as a result of her effective work it is safe to predict more interest on the part of the teachers in the school room Victrola.

President I. Goldsmith, of the Playertone Talking Machine Co., anticipates a brisk demand for the Playertone line. He said to The World representative that all indications pointed to a very satisfactory sale during the Fall months. He said: "The demand for good music as furnished through the medium of the Playertone is to be supplied in an ample manner, judging from the advance orders that our selling department has been booking the past few weeks. I see no reason why the Fall season should not eclipse all past similar seasons."

H. J. Brennan, manager of the Pittsburgh Talking Machine Co., Pathé distributors, said: "Our Fall business is bound to be very successful and we have taken time by the forelock and made our plans accordingly. Our road men have been very prompt in turning in good-sized orders and I feel that the 1920 sales will be mightily enhanced by the addition of the Fall orders that are now coming in. Our sales of Pathé records have also shown a flattering increase."

At the offices of the Brunswick-Balke-Collender Co. it was stated that the Brunswick market showed every sign of making a new record as far as sales for Fall delivery were concerned. J. A. Endres, the salesmanager, said that he was convinced that the Brunswick dealers were in for a very prosperous season.

That the Sonora line of phonographs had achieved unexpected prestige in western Pennsylvania and vicinity was the opinion of H. Milton Miller, of the Philadelphia Show Case Co., Sonora distributors. He stated that his sales force was keenly alive to the possibilities of the Sonora and had pushed sales very strongly with the result that all Sonora dealers in his territory have good stocks to start the Fall drive after the retail trade.

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Co., stated that sales for August had been very flattering and showed a decided increase over the same month a year ago. He said that the popularity of the Columbia Grafonola and Columbia records was most pronounced and that the indications for the Fall trade were highly encouraging.

H. W. Cross, manager of the Paramount phonograph department of the Shipley Massingham Co., stated that he was convinced that the

Anticipate Your Needle Wants Now!

DO YOU realize, Mr. Dealer, that your needle sales are an important part of your phonograph business? Have you considered the fact that the volume in profits derived from this source is considerable?

Surely it is your aim to give the best possible service to your trade. Protect yourself then against another possible needle shortage, by ordering the most reliable and best needles at rock bottom prices.

Brilliantone
(100 in pkg.)
Extra Loud
Full Tone
Half Tone
Medium

Sheffield
Bagshaw Product
(200 in tin box)
Extra Loud
Full Tone
Half Tone

Reflexo

The Blue Steel Scientifically
Perfect Triple Tone. Plays
ten records in three tones.

Also Wall-Kane, Fibre and Sapphire Needles.

Let us quote you prices at once—Immediate deliveries

ESCO MUSIC & ACCESSORIES CO.

137 Lawrence Street,
Oscar Zepernick

Brooklyn, N. Y.
Joseph A. Kerr

Paramount line would have a record-breaking run in his territory. He emphasized the fact that every effort was put forth to give the Paramount dealers a maximum of service.

H. C. Niles, of the Pittsburgh offices of the Starr Phonograph Co. of Pennsylvania, stated that the Starr line of phonographs and the Genett records were having a very satisfactory sale in Pittsburgh and vicinity.

The Cheney phonograph, which is handled in Pittsburgh by the Dauler-Close Co. and Gray & Martin, is meeting with popular favor, according to reports from both establishments. The higher-priced line of Cheney phonographs is having a brisk sale.

Kaufman & Baer Co., which has one of the best-equipped talking machine departments in the Steel City, under the management of Jule Tarlow, is having what is termed "pleasing sales" of the Aeolian-Vocalion, Columbia Grafonola and Master-Tone lines. The record department is one that is liberally patronized.

By far the largest Victrola department in Pittsburgh is that directed by Mrs. C. H. Walrath at Kaufmann's (The Big Store). The booths are well located and in keeping with the high standard that is so characteristic of the Kaufmann store.

A. R. Meyer, of the Joseph Horne Co. talking machine department, is optimistic concerning the immediate future and sees a brisk season ahead for the sale of the Columbia Grafonola and the Victrola lines.

SILLIMAN HOME FROM EUROPE

BOSTON, MASS., September 4.—Manager Frederick H. Silliman, of the Pardee, Ellenberger Co., which handles the Edison line, arrived home from Europe a few days ago, after being away with Mrs. Silliman eight weeks. Mr. and Mrs. Silliman visited England, where they spent much time with their son, who is in business there, and also visited France and Belgium. They made the homeward trip on the "Mauretania."

CHENEY INJUNCTION IS SET ASIDE

Grand Rapids Court Suspends Decree Pending Appeal and Orders Cheney Co. to Furnish Bond of \$200,000 as Indemnity Guarantee

GRAND RAPIDS, MICH., September 1.—Before the U. S. District Court here last Saturday the Cheney Talking Machine Co., through its attorneys, made application to vacate the injunction recently granted to the Victor Talking Machine Co. for infringement of the Johnson tone arm and amplifier patents. The application was made on the grounds that the business of the defendant company would be interfered with while the appeal to the higher court was being taken. After hearing the application the judge suspended the injunction pending appeal to the U. S. Circuit Court of Appeals and ordered the Cheney Co. to furnish a bond of \$200,000, which would guarantee an indemnity of \$10 for each machine to the Victor Co. pending the final settlement of the case.

VICTOR FEATURED IN CARTOON

"His Master's Voice" Slogan Put to Good Use in Political Cartoon

NEW ORLEANS, LA., September 3.—Victor talking machines got a bunch of publicity in New Orleans last week that couldn't have been purchased with any amount of money. Under a caption "His Master's Voice," the New Orleans Item, one of the leading local afternoon papers, published a political cartoon by Trist, a staff cartoonist.

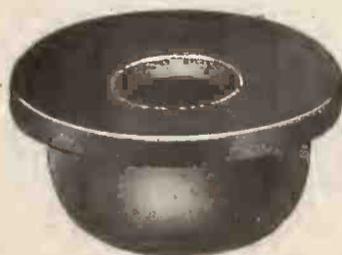
One figure in the cartoon, supposed to represent one of the henchmen of the incumbent mayor, who has been in office sixteen years and who seeks four years more but whom The Item is fighting in the present campaign, was dancing as the mayor operated the talking machine. Another figure in the picture, representing the opposition to the mayor, was remarking "It doesn't sound like a Victor record to me."

NEEDLE CUPS

Are a very important part of a Talking Machine. You should always have an ample supply on hand. If you haven't, or run short suddenly, send us an S. O. S. You will not be disappointed.

Nickel———**Brass**

CONTINUOUS HINGES
NEEDLE RESTS



Gold———**Silver**

AUTOMATIC SUPPORTS
AUTOMATIC STOPS

WEBER-KNAPP CO.

OUR CATALOGUES
WERE PRINTED FOR YOU

Jamestown, N. Y.

TRADE CONDITIONS IN MICHIGAN PLEASE "TALKER" MEN

Despite Industrial Disturbance in Detroit Outlook for Fall and Winter Is Satisfactory—New Quarters for Goldberg—Two New Starr Stores—Brown Tells of Activity—Other News

DETROIT, MICH., September 3.—While at present there is a slight lull in building operations in Detroit and in some departments of the motor car factories, it is only a temporary condition, and everybody is looking forward to tremendous Fall and Winter business. The motor car situation is not due to the lack of orders but to the shortage of certain materials and parts, forcing the companies to cut down in some departments until the necessary materials and parts arrive.

Talking machine dealers are all keyed up for big Fall business. They are prepared for it with larger stocks than ever before and they expect to get it. Just since the first of September, when people started to return from the Summer resorts, dealers noticed a turn in business for the better. People in Detroit have money; wages are high and people are good home livers. They like music—lots of it. We have yet to run across a dealer who doesn't report bigger Summer business than last year.

Industrially Detroit was never in better shape and the new industries that are coming and the tremendous expansions being made by most of our factories, in all lines, show that Detroit is destined to be the third largest city in the country before another ten years. The Pennsylvania railroad is going to spend millions in extending its lines to Detroit from Toledo. This will create a new belt line for freight and means many new factories.

The farmers in the State have had a prosperous Summer, all kinds of crops being greater than they ever have been. With the farmers prosperous, it stands to reason that the talking machine dealers in the smaller towns are going to reap a harvest.

While various stores in other lines have cut prices during the Summer in order to reduce their stocks to the minimum, talking machine dealers have not cut a dollar off the regular prices, so that what other merchants have done in that respect in no way affects the talking machine dealer. People do not complain over talking machine prices. They pick out what they want and do not argue price. The Columbia record, which now sells for \$1, as well as the Emerson record, is just as popular as when it was 85 cents.

Credits are holding up splendidly, and replevins and repossessions are less than they ever have been, despite the growth of Detroit to over a million population.

If Detroit is any criterion, the talking machine

industry this Fall and Winter is going to enjoy unlimited prosperity. It is all up to the dealer himself. The more he goes after business, the more he will get. Where it has been a buyer's market, it will now be a seller's market, which is a much healthier condition for the industry.

J. Goldberg has moved to new quarters at 95 Gratiot avenue, just a block from his former location. The new store is certainly very attractive, although it is just one-half the size that Mr. Goldberg needs. In the new place he has fourteen booths, of which six are devoted to foreign records. In foreign records (all Columbia) he does the largest business in Detroit. Mr. Goldberg handles both Victor and Columbia lines and he is doing the greatest volume of business in his history. He has a tremendous stock for Fall and expects to get a whole lot more before another thirty days.

Since early July, talking machines and records have been pouring into Detroit in carload lots, and jobbers have been storing some of them and shipping the balance out just as fast as they could. There is hardly a dealer who isn't stocking up heavily for Fall, some going so far as to lease warehouses in order to be amply protected against such a shortage as existed last year. Jobbers, however, have not been able as yet to store away much goods because they have been filling their customers' orders with the July and August shipments, although they hope to get some surplus ahead on the shipments that come in this month.

W. H. Huttie, manager of the Starr Piano Co., has recently opened two new Starr stores—one on Oakman boulevard, Detroit, and another in Pontiac, Mich., just thirty miles from Detroit. Both are under his direct supervision, although he has managers in each store. Mr. Huttie has full charge of all the retail and wholesale distribution of Starr pianos, players, talking machines, records, etc.

The J. L. Hudson Music Store, in conjunction with other departments of the company, is celebrating the thirty-ninth anniversary of the institution. It is the big event annually in the store, and Manager E. P. Andrew has arranged for several special events in all departments. While Mr. Andrew will not cut prices on his talking machines, he has put in some special models and special finishes which he is offering; also he has a larger stock of machines and records than ever before.

Grinnell Bros. have already started preparations for their annual branch managers' conven-

tion, which will take place around October 1. At these annual gatherings subjects touching on every phase of the piano and talking machine business are taken up.

Wallace Brown now has four retail shops in Detroit, all devoted exclusively to the sale of Brunswick phonographs and Brunswick records. At the main store on Grand River avenue east, he has appointed G. E. Maxey as manager, who was formerly with the Edison Shop of Detroit. Mr. Brown has been advertising the Brunswick line all Summer on billboards, street cars and in the newspapers, and he expects to increase his advertising activities for the coming Fall season.

A firm that does a nice, steady business month in and month out is the Max Strasburg Shop on Library avenue. Mr. Strasburg, who handles both Columbia and Victor lines, always manages to have a good stock of machines on hand and records as well. It is a fact that when other concerns are out of hits, they are available at Strasburg's. Max studies the public demand and buys accordingly. In fact, he isn't able as a rule to get all the records he wants.

Frank Bayley, Edison dealer, is not going to erect the twelve-story building that he had planned and which we announced last month. Mr. Bayley has already transferred his lease of the property on Broadway, realizing a handsome profit. But he is now negotiating for another choice piece of downtown property, which is even better for retail purposes.

Smith, Barnes & Strohber Co. have added a Columbia Graphophone department to their quarters on the third floor of the Washington Arcade. Manager Levine, of the Detroit store, is looking around for a main-floor store and a good-sized one, as he has big plans for giving Detroit one of the finest piano and phonograph stores in the city.

Grinnell Bros. had a big piano and Victor talking machine exhibit at the Michigan State Fair, which was held in Detroit early in September.

J. Henry Ling, proprietor of Ling's Music House, handling the Columbia line, announces the engagement of his daughter, Miss Elizabeth, to a prominent young man from Gouverneur, N. Y.

ADVERTISE FOR VICTOR RECORDS

NEW ORLEANS, LA., September 3.—Victor records are so scarce in New Orleans, it seems, that they are being advertised for in the want ad columns of the Times-Picayune, the morning newspaper. Last week an ad was published seeking any kind of a Victor record anyone had to dispose of.

THE DE LUXE NEEDLE

Making DE LUXE NEEDLES the Best Needles Obtainable is the Keynote of Our Whole Endeavor

Plays 100-200 Records

Produces Rich, Clear Tone

3 for 30 cents

To avoid disappointment and delay anticipate your Fall requirements by ordering now

Discounts and Samples upon Request

DUO TONE COMPANY, Inc.

Sole Manufacturers of De Luxe Needles
ANSONIA, CONN.



Full Tone



Medium Tone



A Rare Combination of Fine Qualities

HUNDREDS of dealers throughout the country have built up permanent and profitable phonograph departments with the Empire—they realized that it was necessary to give their patrons the best.

When you sell an Empire you sell *customer satisfaction*—and there's satisfaction too in hearing the ring of your own cash register.

The Empire Machine along with Empire records is a winning combination. Choice territory is still open to progressive dealers.

Dictate or write a letter to-day and we will outline our proposition to you. There is no obligation.

EMPIRE TALKING MACHINE COMPANY
429 South Wabash Avenue Chicago, Illinois

To assist our dealers we maintain a sales co-operation department whose entire activities are centered on dealers' helps, such as booklets, folders, window trims, etc.



THE MID-WEST

WESTERN DIVISION OF THE WORLD, CHICAGO, SEPTEMBER, 1920

The Fall is here. Six days after the appearance of these burning words the readers thereof will have the pleasure of welcoming the official entrance of Autumn; whereupon we shall probably have unusually hot dry weather, with the newspapers announcing "heat wave, no relief in sight." But Autumn it will be, nevertheless. And whatever the temperature, we of the music industries shall be obliged to think of putting our respective houses in order, to the end that we may be ready for the trade of Fall and Winter. "Ah, but suppose there is no trade," says O. Fuller Gloom, the eminent pessimist. Certainly, we don't mind supposing. We are game to suppose anything; so long as it goes no further than supposition. If it will help matters along any, we shall have not the least objection to supposing that Christmas will come before Thanksgiving; which is quite as good a bet as that there may be no business this Fall. Suppositions are all right so long as they stay supposititious; it is when they get worse and want to be facts that one gets peeved. The truth is, of course, that the talking machine men of this nation are undoubtedly due to have an interesting, if not exciting, time during the next few months. One may expect that there will be quite as much of a shortage in machines as there was this time last year; and the only question of interest is whether the demand will also be quite as overwhelming. To which the best answer we can make is that there is not quite so crazy a desire to-day to spend money for the sake of spending; but at the same time there has been an education very deep and significant as to true values. For a long time past the people had been buying all sorts of goods without the least reference to prices, or rather to the value they were getting. Now there is a natural check to that sort of thing. Prices went a bit too high all round, and demand in the profiteering trades has fallen off. So much the better. The folks who overbought will have to stop buying and pay their debts. But they were not buying talking machines exclusively. Most of them seem to have bought automobiles, jewelry and clothes. It is probable that they will stop for a while; but there remains a whole crowd, millions of them, who were pushed aside last Fall and who will be at the counter as soon as they have settled down after vacation time. Bring on your Fall, say we!

It is perhaps touching on a dangerous subject but we cannot refrain from remarking that an ounce of fact is worth a ton of theory any day. Our trade theorists have not failed to remark that the year 1920 was bound to be the precise opposite of 1919 and that in consequence the prognostications must look toward troubles and recessions of all sorts in the talking machine industry. Now in point of fact the theorists made out very good cases in support of their ideas. The only trouble with them was that the cases did not jibe with the facts. For instance, the sleuths of the Western Division have been asking their retail friends along the various Phonograph Rows of this fair city of ours what were the real facts about retail business. The result has been not a little surprising, and, for that matter, highly gratifying. The Chicago retailers at any rate are doing a very fine business. That is to say, they are selling all the machines they can get. True, they are not getting very many. Just why manufacturers are having so much trouble in production, or at least are producing so little, is another matter again, Mawruss; and of that we have spoken more than once on this page. But the fact remains that our retail friends are doing better than any of them expected to be doing at this time. The theorists had so successfully impregnated the trade with their beliefs and fears that there was almost a state of premonitory panic amongst our most respected talking machine merchants; panic not over anything actually happening, but entirely over what was going to happen... may be. Well, as things are turning out, there is not the least reason or need for any of this feeling. Retail business in Chicago is holding up astonishingly and those who can discern the signs of the times are

We
Fall for
FALL

quite well aware that the peak of demand has not been reached but is still ahead. Wherefore, let all take note; and having duly observed, let us all rejoice.

OUR Edison boosters out this way are making a hit in selling the theatres of this and adjacent burghs on the idea of running Edison Tone-Tests in connection with regular vaudeville musical acts. The notion of letting the patrons of vaudeville hear for themselves the work of well-known singers and instrumental players, first in *propriis personis* and then through the medium of the Edison phonograph, is very clever and greatly appeals to the sales sense of ourselves. We think that the theatres, too, which co-operate in this work are run by wise men. Whatever interests the great masses of the people in music is not only to be commended but actually to be followed, practiced and imitated constantly. Every vaudeville house depends upon musical acts for a large part of its revenue; and for that matter, music of some sort is at the basis of all the vaudeville there ever will be. Some might say that the people by this time ought to be thoroughly converted to the idea of the phonograph or talking machine as a real musical instrument. So, indeed, they ought to be. But are they? Old superstitions die hard and it is never well to believe that the man in the street knows as much about one's own goods as he ought to know. Carry the message to all the people. That is the right gospel.

THE great and sovereign State of Wisconsin, which has the distinction of coming last, alphabetically that is to say, in the order of the commonwealths of this nation, has been having its annual excitement, ye!pt the State Fair. The writer of these lines happened to be in the capital city of said State two weeks ago and found he had dropped into a County Fair; which mainly meant that the hotels marked up the prices and everybody was kicking on the provisions. But when it comes to State Fairs, they have to go to Milwaukee. And when Milwaukee has the State Fair on her hands, she lets every one know it. In a word, she tells the world. And her music men are right on the job too. There lies before us a page taken from the Milwaukee Evening Sentinel of August 31st, devoted entirely to advertisements of local music houses. Every one of them is full of pep and every one is featuring talking machines to beat the band. Victor, Edison, Columbia, Aeolian-Vocalion lead the procession, with half a dozen other makes strongly mentioned. The whole page makes the strongest sort of appearance, even in respect of talking machines alone, although records, music rolls, pianos and player-pianos have their full share of attention. A so'id music page like this is the best sort of evidence that the music men of Milwaukee are out for business and are attending strictly to it. We all have a warm spot in our hearts for the big Wisconsin city up on the lake shore and the men who run her music industry up there are just about as keen a lot of fellows as one can find anywhere.

WHAT on earth can be the excuse for any merchant advertising cut rates on talking machines at this time? Surely anyone who has the slightest understanding of the basis for talking machine demand must know that the preservation of quality is its principal pillar! We have noted, to our extreme astonishment, that certain merchants have condescended to advertise talking machines as "bargains" at cut prices. The mistake, for such it most grievously is, seems to be confined for the present to the limits of Chicago; and we sincerely hope it will not spread. On general principles, it is perfectly proper to say that there is not the slightest reason at any time to cut prices below the boundary of fair profits. Bargains, as every business man ought to know, never serve any practical purpose save when they induce the presence of buyers who will probably make other purchases on which any loss can be made up. But since this means

Getting
Close to the
Pee-pul!

Milwaukee's
Merry
Music Men

Knocking
the Prog-
nosticators

The
"Bargain"
Fallacy

POINT OF VIEW

that some articles are overpriced in order that others may be underpriced, the morals of the practice are seen to be extremely shady. But apart from all this, who can imagine anything more entirely absurd than the notion that the public can be brought in to buy talking machines on the strength of a cut in prices? If the talking machine were regarded in the same light as a piece of soap or a broom, then it might be wise to offer one here or there at a lower price; but of course the whole essence of the trade in talking machines lies in salesmanship. A talking machine has to be sold. It is not bought. The price is not, and never has been, the principal consideration. What the customer wants is entertainment, music, reliability and satisfaction. How much are these worth.... that and that only is the question. The moment one begins to intrude the price question, one also begins to destroy the merchandising value of the article. If the emphasis is laid on the price, then the customer is being asked to put a money value on entertainment, music, reliability and satisfaction. The basis of selling should not be, what is the cost, but how much is had for the price. Bargains in talking machines are, and always must be, deceptive to both parties. Any apparent advantage gained by the merchant is temporary, and actually tends to undermine the whole value-basis of the industry. Away with cut prices!

THE gentle reader, if so be it he travels along Wabash Avenue in this burg, which same is situated one block west of the Boul Mich, cannot but be intrigued by the multifarious sights of the many pretty shops which present themselves to his view. He will find shops of all kinds, but the music shops, by reason of their interesting windows, will principally attract and hold his strained attention. He will perceive, not without astonishment, that the talking machine shops, and likewise those which feature talking machines largely, even if not exclusively, are going in for the fine art of window-dressing to an extent which will draw the eye of the most blasé shopper. Within past weeks we have had the pleasure of noticing some very remarkable examples of this art as applied to talking machines and records. In place of price signs, or an assemblage of machines, records and accessories all in a heap, we find the high-class shops dressing their windows around a single feature, such as a certain record, a certain type of machine, a certain accessory. By thus concentrating attention upon a single article, the window dresser is able to convey to the spectator a positive impression which will produce a positive and positively valuable reaction. When the attention is diffused by a multitude of articles in a confined space, it is not possible that any definite reaction shall take place towards any of them. On the other hand, the art of window-dressing is to obtain an effect; with a definite impression as the result thereof. The great department stores have long ago come to see this, as every one knows. It is pleasant to be able to record that the wise men in our industry are seeing the same thing. And by the way, it might be remembered that this sort of well-planned publicity strenuously avoids all question of price.

The Gentle Art of Eye-Filling

CONCERNING the subject of motors it is interesting to note how the center of gravity of the talking machine motor trade has settled out in the Mid-West and what a big industry has grown up around that center. If we include the Elyria factories of the General Phonograph Corp., we find that the industry of building spring and electric motors for talking machines is so deeply imbedded in the Mid-West territory that there seems to be no getting away from it. This is all to the custard, as we say out here; and whilst we are about it we might as well proceed to add that the talking machine motor business is about as live an affair as one can well think of. There are fashions in motors as much as there are in the hats or (so far as our limited knowledge permits us to guess) the lingerie of that portion of humanity which Artemus Ward used to call The Fair Sect. The

... And The Mobile Motor

newest fashion in spring motors is the enclosed motor, a cute little contraption whereof all the little wheels and dinguses are carefully covered up in a neat little case where the dust cannot penetrate nor the child of the house break in and smash. Not only is it good looking, but it is practical, too. The matter of lubrication alone settles that. Then again we are having quite a run on electrics just now and no doubt the day will come when every talking machine will run without cranking; though that day is by no means here yet. But if any man wants to know something of the magnitude of the talking machine industry, let him just cast his eagle eye over the advertising columns of this paper and count the noses of the motor manufacturers, electric and spring. He will wonder how they all survive till he begins to realize that the talking machine industry is a very large industry indeed.

DAMNING the railroads has always been a popular pastime, and at election time it has always been especially popular. Now, in point of fact the railroads have not been guiltless in respect to many elements of their conduct. They have in their day grafted and lied. But so, for that matter, have all of us. Nevertheless the railroads are not merely important, they are actually essential to the life of this nation; nay, of any nation. If they have fallen into bad condition, if they are unable adequately to care for the business requirements of the nation, they must be rehabilitated. There is not much consistency in quarreling with the morals of railroads when one's own record is not unimpeachable; and there is not the slightest use in so doing when the need of the moment is functioning rather than programs of reform. We want transportation; and we want it now. It is not a matter of getting transportation some day in the future; but of getting transportation to-day. When the railroads fail, the country dies. That is plain, simple truth. So that, whilst we may all be not unjustly upset and annoyed over the difficulties we are experiencing in respect of deliveries and shipments, there is not the slightest use for us to join in a chorus of condemnation. What we need to do is to join with other business men, with farmers and with good citizens generally in pressing upon the present and the next administration, especially upon Congress, the need to do something definite to help the railroads to get on to their feet. Of course, as J. G. Condon was saying the other day in Printer's Ink, the railroad situation is just as bad as you choose to paint it. It all depends who wields the brush. The railroads need first of all, cars. They need them by the tens of thousands. Then they need money. They cannot get money because they cannot float large security or bond issues in the present condition of the money market. When existing government securities are yielding more than 6 per cent. and gilt-edged bonds as high as 9 per cent., what chance have the railways to float securities which are not at the moment precisely gilt-edged? The Government is helping them through the revolving fund; but more is needed. Then the railroads need labor. The switchmen's strike ended, indeed, but not until the striking men had been very largely absorbed into better paying lines of industry. The gaps have never entirely been filled up; and part of the filling has been by unskilled, inexperienced help; wherefore delays at junction points and all the manifold evils which thereupon follow. Here are the needs of the railroads set forth, very briefly, but not inaccurately. The question is, how much can we give them of all these? The answer is that we can all do much if we all recognize the needs of the situation and to make Congress know that we mean the railroads to have relief. Let us, in a word, get them on their feet first; and lambaste them afterwards if we be then so minded. Nor let us forget that, after all, during the past twelve months the roads have done wonderful work in catching up. For ourselves we believe that when the crops have been moved, we shall have easier conditions all round. But... the roads must be helped first... And they have been helped some by the new tariffs now in effect for freight and passenger traffic.

It 'Im Again, 'E Ain' Got No Frien

Victor



CHICAGO
Talking Machine Co.
○ 12 N. Michigan Av.

NEW YORK
Talking Machine Co.
○ 119 West 40th St.

Victor Wholesalers Exclusively

From our **CHICAGO** HEADQUARTERS
 REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5774

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., September 9.—A keen survey of conditions throughout the Mid-West talking machine trade shows that there will be no oversupply of instruments during the latter months of the year as has been predicted by some members of the industry. A normal Summer's business has been completed, which is to say that we have not enjoyed the abnormal Summer demand of a year ago. For this reason production, generally speaking, has not been carried forward at capacity during the past sixty days, and although there are quite sizable stocks on hand in the manufacturers' warerooms, these are sure to be exhausted within a very short time, and the demand thereafter during the holiday season promises to be in excess of the supply.

A danger is confronting the trade in the tendency of certain dealers to advertise cut prices in bargain sales. The Summer let-down, combined with the fact that banks are not accepting talking machine paper as liberally as in the past, has had its effect in the throwing upon the market of small quantities of machines at very much reduced prices. Dealers have taken the instruments, and in turn advertised them in special sales. Perhaps this has been more in evidence in the big cities than elsewhere. At any rate, it now seems to be about over. Dealers should realize that such "bargain sales" can do nothing but hurt their business in the long run, and moreover that whenever they get machines for to-day they can be held and sold at legitimate prices a little later on. The phonograph will be in strong demand and will sell at legitimate prices in November and December of this year just as it did a year ago. A freight shortage, if nothing else, will bring this about.

Since the recent increase in railroad rates there has been considerable discussion in local trade circles as to whether the new rates will materially affect talking machine prices. It is the general belief that talking machines will sell at approximately the same price as previously. If anything, the new rates will tend to assure prices which now exist. Taking the country as a whole, the recent increase in freight rates will amount to about 30 per cent. The present rate of first-class freight from Chicago to Boston for instance is \$1.125 per cwt. The advance on this is 40 per cent, which is an increase of 45

cents per cwt. The talking machine trade is about as hard hit as any by the new freight rates, but the Middle West is probably much less affected than other parts of the country which find it necessary to ship farther distances.

Stability of talking machine prices during the present season is highly necessary, and it is very unlikely that freight rates will offer sufficient excuse for widespread increases, even if demand, as a year ago, is greater than the supply. This is by no means unlikely. The last week in August and the first week in September show a big increase over the entire month preceding. A local jobber of talking machines and supplies makes this statement, and is gauging his future wholesale stocks accordingly.

Edison Before Theatre-Goers

Without saying much about it, the local Edison headquarters have been carrying on some effective publicity of a most novel kind in Chicago's larger moving picture houses. For some



Miss Grace Rowan and Associates

months past four artists have been appearing at theatres in conjunction with the Edison phonograph. Miss Grace Rowan is at the head of the work, and it is largely due to her sales ability in conversing with theatre managers and her artistic talents in arranging programs that she has put the work across. Miss Rowan is assisted in her work by Morris G. Ivins, baritone; Charles Mitchell Mixer, violinist, and Mable Norton Ayers, mezzo-soprano.

Miss Rowan interviews the managers of the theatres in which she contemplates placing an

act, tells them that she will give them at each performance for a period of a week the services of one of her artists, who will perform with the Edison laboratory model as accompaniment. The only requirement she exacts in return is that the theatre will run a short film advertising the Edison phonograph and explaining its part in the act which is about to follow. She says that she has met with very few failures, the theatre managers usually proving very favorable to the idea.

Among other theatres in Chicago the Edison concert was given at Barbee's Loop Theatre where enthusiastic throngs applauded Morris G. Ivins, who sang in duet with the Edison phonograph. A peculiar fact arising out of the appearance of the Edison phonograph on the stage of the theatre has been the objection of musicians in Chicago, who are striking for higher wages and who claim that the instrument is aiding in defeating their purposes. To our mind this constitutes a compliment to the Edison machine unsurpassed even by tone-tests or concerts. That the musicians consider the phonograph as an actual competitor with human orchestras is some boost, n'est-ce pas?

Organizes New Company

Ernest C. Cook, formerly of the World Phonograph Co., has organized a concern known as the Ernest C. Cook Co., which will manufacture talking machines. The Ernest C. Cook Co. will sell to the jobbing trade only and will have its offices in the Lakeview building at 116 South Michigan avenue.

T. M. Shop Adds Booths

The Talking Machine Shop has added eleven more record demonstration booths to its store at 232 South Wabash avenue. Records will henceforth be sold on the second floor as well as the first, where the new booths have been installed. The new demonstration booths have been very prettily constructed, with ornamental roofs, so as to make them resemble a row of little houses. Two of the booths on the first floor have been removed and the record counter extended farther back in the store. Salesrooms for the machines proper will continue to be on the third floor. The new arrangement gives the Chicago Talking Machine Co. much greater facilities for the sale of records. Last Fall this

(Continued on page 141)

FIRST AND BEST

Sometimes the first in the field does not maintain the position of first in quality and prestige.

Such is not the case with the *Wade Fibre Needle Cutter*.

It was the first on the market but has been steadily improved and maintains today the dominant place it occupied years ago.

The Wade is made in our own factory, a fact insuring uniformity of product. It is literally the cutter of no regrets.

WADE & WADE

3807 LAKE PARK AVENUE

CHICAGO, ILL.

Good News for Music Lovers

THE difficulty in obtaining good music is now happily almost at an end. Popular styles may be heard in perfect form in the latest Victrola. The perfection of the latest Victrola is almost unbelievable. The

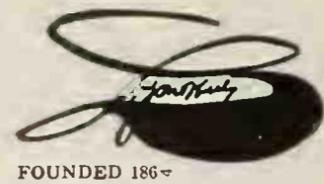
VICTROLA

takes the voices of Caruso, G. Mack, and other supreme artists in permanent form for your pleasure. Enjoyment equals hearing these

(Your Name) OUTFIT

These Outfits are arranged by

Outfit No. 8—\$57.00
 Victrola Style No. 8. Price \$50. Beautiful Golden Oak, equipped with all the latest improvements. The



FOUNDED 1867

The Advantage of buying your Victrola from (Your Name)

OUR Victrola section is the finest, most complete departments of its kind in the States. It naturally contains the best records to purchase.



(Your Name)

invite you to hear the remarkable new

Victrolas which they are now displaying

Monthly payments may be arranged

(Your Name)
(Your Address)

FEDERAL TRADE COMMISSION FOR CLEAN ADVERTISING

April 19, 1920.

The Federal Trade Commission, in a recent decision, has held that the following classes of advertising are fraudulent and a means to unfair competition:

- "1. Advertising special sales of articles so as to convey to the public the impression of an unusual or advantageous offer for a limited period, when, in fact, the prices during such sales are no different than those obtained at other times.
- "2. Falsely representing that articles have been purchased in large quantities, in order to sell them at less than the regular price.
- "3. Fraudulently representing or conveying to the public the impression that the advertised price of the article is less than the regular price.
- "4. Making false and injurious statements to prospective customers concerning the material of which competitive articles are constructed, or the cost of production of the same.
- "5. Attempting to interest prospective purchasers by conveying a false impression of expert and impartial advice on the best make of an article, when, in fact, the advertiser is directly interested in selling a special make."

Protect Your Interests and Those of Your Customers by Advertising Judiciously

The result of years of observation, *The Lyon & Healy Victrola Newspaper Advertising Service* embodies the best merchandising ideas and principles. It is a sound, sales-promotion aid, designed from the dealer's viewpoint. Effectively employed, it will increase your sales in a gratifying manner.

It is available to the most progressive Victrola dealer in each city.

SPECIMENS SENT ON REQUEST

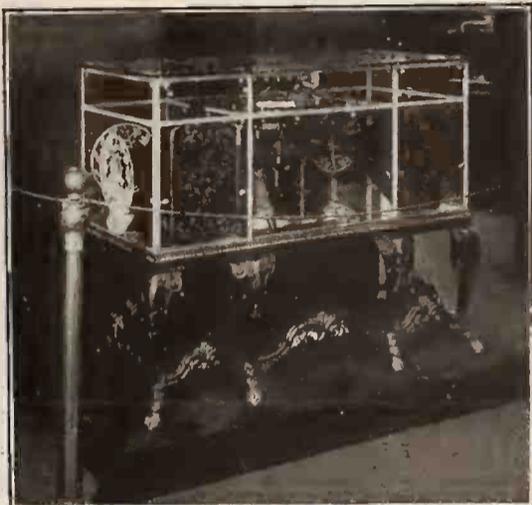
LYON & HEALY
 VICTROLA DISTRIBUTORS
 CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 139)

concern did an unprecedented business in records, and determined that another Fall would see them better equipped to handle their business, which is steadily growing in volume.

Cheney in Cut Glass

The accompanying photograph shows a Cheney in cut glass on exhibition in the talking machine department of Marshall Field & Co., this city. It is an unique object and has at-



An Artistic and Unusual Cheney Exhibit attracted no little attention since placed on display. It is built on console lines of the Georgian school. The Cheney Co. has been working on it for a long time.

Warns of Shortage

The Cheney house organ, "Dealers' Service," in its August issue, speaks a word of warning concerning transportation difficulties in prospect for the Fall. "Scarcely a year ago phonographs were being distributed to dealers on the allotment basis. Supply could not meet demand. But these conditions have all changed. Peacetime production has flooded the market with phonographs, good, bad and indifferent. But we are still confronted with a condition which is unchanged—at least for the better—transportation. Most dealers have already anticipated their

needs. They are assured of having merchandise on their floors at the opportune time, which is very near at hand. Many of last year's disappointed prospects are still in the market with many others who have been educated to appreciate better music. But, benefiting by last year's experience, they will not wait—will take no chance of being disappointed."

The point which Cheney makes is that last year's disappointed holiday buyers have learned their lesson and there will be an earlier large volume of business this year than last.

Effective Publicity

The Brunswick-Balke-Collender Co. recently received photos from its representatives at Stockton, Cal., McNeil & Co., showing a "Brunswick Parade," in that city. After the shipment of Brunswick instruments was received they were loaded on trucks and paraded about the town. Later they were lined up in front of the McNeil & Co. store in most impressive array.

A photograph of the Brunswick shipment is shown herewith. This is most effective publicity, and of a most inexpensive sort. It offers an



Big Shipment of Brunswicks at McNeill's excellent suggestion to other dealers at the present time for the reason that Fall shipments are about to commence.

Conditions in Southwest

J. L. Replogle, vice-president and general manager of the Aladdin Phonograph Co., of Kansas City, was a visitor to Chicago during the month, and while here gave his views on conditions in the States of Kansas, Missouri

and Oklahoma, where he markets talking machines.

"I have been out on the road considerably during the past month," said Mr. Replogle, "and I found business very good. There is only one fly in the ointment. In the past, whenever election time came around it was necessary for a successful candidate to announce himself tooth and claw against the railroads. The present wheat situation has changed this considerably. The public now realizes that poor transportation means the demoralization of everything. The farmers throughout my territory are unable to get half the cars they desire for the transport of grain. There are enormous sums of money tied up in loans on this commodity. When eventually grain does move there will be enough money released to keep our industry and others going on all twelve cylinders for some time to come. The bankers have loaned to the muzzle on grain, which will be moved in the very near future. The Aladdin Phonograph Co. looks for a phenomenal business during the latter part of the Fall. We are now three months old and are already contemplating removal into larger quarters the first of the year."

Issues Parts Catalog

The Cheney Talking Machine Co. has recently brought out an elaborate catalog listing Cheney motors, parts and accessories. It is in accordance with the Cheney policy of building up co-operative service and facilitating the work of the local repairman. The book contains suggestions for adjusting, repairing and replacing Cheney parts, explains the Cheney motor and goes into detail regarding the return of motors, adjustments and claims, etc. The parts themselves are listed and illustrated so that the retailer cannot go wrong on his order blank.

Mid-West Gets More Okehs

The output of Okeh records has been greatly increased, now that the new Newark factory is in full operation. "The Mid-West benefits by the increased output," says A. J. Foute, man-

(Continued on page 143)

Your Account With Us

Lateral
Cut

Okeh
Records

Lateral
Cut

Will Be an Insurance Policy Against
EMPTY RECORD SHELVES LOSS OF CUSTOMERS

LOSS OF PROFITS

Record Dealers Reach the Acme of Wisdom

WHEN THEY STOCK UP WITH POPULAR HITS ON

OKEH RECORDS

No Waiting for Delayed Shipments When You Order From Us

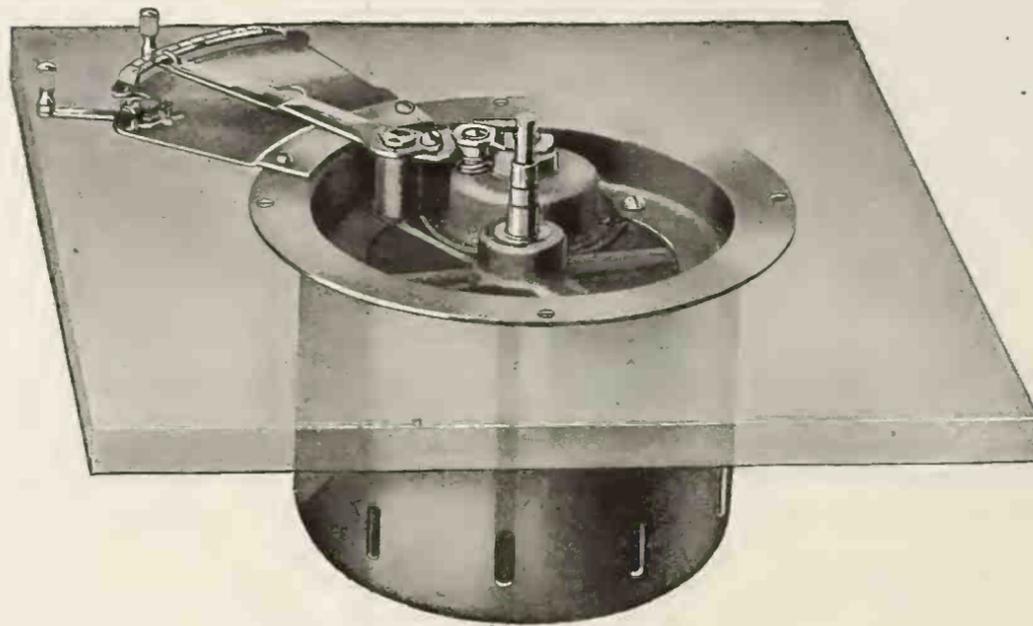
MAGNOLA TALKING MACHINE COMPANY

711 Milwaukee Avenue

OTTO SCHULZ, President

CHICAGO, ILL.

UNIVERSAL MASTER MOTOR No. 20



Mr. Manufacturer:

The time has arrived when new ideas and renewed effort must be put forth in the Phonograph business. The old sales arguments are passé and it's time to turn over a new leaf.

The only way to preserve the eloquence of your salesman's tongue is to give him something to arouse his enthusiasm. You know it's enthusiasm that makes business.

Here's an opportunity to give your salesman something new to talk about—a new motor operating on a new principle, carrying the phonograph a long stride forward toward perfection.

The Universal Master Motor No. 20 is a decided improvement in phonograph design and construction, and you have but to see one to be convinced of its merit and its force as a selling argument in your business.

Write or wire for sample and get our literature and prices.

Universal Stamping & Mfg. Co.

1917-1925 S. Western Ave., Chicago

A Better Fibre Needle Cutter for Less Money

Send for a Sample and Convince Yourself



The ALTO

Retail Price **\$1.00**

Territory open for distributors

ALTO MANUFACTURING COMPANY

3801 ROKEBY STREET

::

::

CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 141)

ager of the record department of the General Phonograph Corporation of Illinois. "Dealers will be pleased to know that during the holiday season there will be a steady supply of Okeh records to meet the demand. There will be a special advance release of eleven records during the middle of the month as a result of the increased output. All of these will be standard music, for which type there seems to be considerable demand."

Signs That Show How Trade Winds Blow

Traveling representatives for talking machine manufacturers are again busy. The best sign that the trade is swiftly rounding into normal condition lies in the increased activity of local travelers. A year ago these gentlemen were complaining that their profession had become one of the lost arts. All of a sudden we find them again as busy as they were years ago when there was no sellers' market, when the salesman was a necessity and his orders the result and reward of hard work and good salesmanship. The trade is "looking up" most decidedly in this respect. There is no getting around the fact that the Summer has been rather slow. The condition was due to two perfectly good reasons: large Spring stocks and the credit situation. But we are equally emphatic in stating that the past two weeks have shown considerable improvement, at least in the wholesale branch, to those concerns whose representatives have kept in close touch with their dealers. Notices and printed warnings as to the transportation difficulties which loom ahead

have had their effects, but it requires the personally expressed knowledge of a representative to place the facts squarely before the dealer in their full importance. A famous statistician says, "Go South." If we are to judge from reports of travelers who have returned to this city we would advise to "go anywhere." The Mid-West enjoys an excellent crop outlook, for which reason we are promised good talking machine sales in all parts of this section.

New Columbia Manager

On August 30, at the LaSalle Hotel, a farewell luncheon was tendered to Kenneth Mills, who for the past six months or more had been manager of the Columbia Co.'s Chicago branch. This gathering might also be considered a feast of welcome for John McKenna, who succeeded Mr. Mills. Mr. Mills was promoted to the managership of Columbia's New York branch, and Mr. McKenna had been promoted from the managership of the St. Louis branch. Before coming to Chicago to assume charge of the Columbia branch here, Mr. Mills had been assistant sales manager of the New York office. Mr. McKenna is well known to the Chicago trade, for previous to his having taken charge of the St. Louis branch he had been manager of a large Chicago concern.

A Columbia Surprise

For the second time in the history of the talking machine industry, if memory serves us aright, a regular recording plant was moved to Chicago, and both times by the Columbia Co. The reason of this move on the Columbia Co.'s

part was Ted Lewis. As is well known to the trade, the Ted Lewis Columbia records are top notchers among the best sellers and dealers all over are reaping a harvest with them. In order to satisfy the trade's demand, it was up to the Columbia Co. to secure more of Ted's jazz records. He has been playing in Chicago for the past two months or more, and because of a contract with the Greenwich Village Follies Co., wherein his act appears, he was unable to go to New York for recording purposes. Therefore, in order to obtain more of his jazz records it was up to the Columbia Co. to ship a recording instrument to Chicago. This was done and the instrument was installed in a temporary laboratory located in the same building with the Columbia Chicago office. Ted was very busy for a whole week recording, and while he was at it many Columbia dealers took advantage of the situation and watched how it was done, in order to gain some inside information as to how records are made. Ted recorded all of his latest numbers, including "Fair One," which, in his opinion, is one of the best numbers he ever put across. The recording was under the supervision of A. R. Harris, of Columbia's New York recording laboratories.

New Store Opens

A new store, known as The Greenstone Talking Machine Co., was opened several days ago in this city. It is located at the corner of Robey street and Milwaukee avenue, one of the busiest corners of Chicago's outlying districts. The

(Continued on page 144)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you or records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 143)

opening was attended by many of the officials of Columbia's Chicago branch. This store handles Columbia goods exclusively. It is equipped with ten demonstration booths and record bins for the accommodation of over ten thousand records. E. Greenstone is the proprietor of the new store.

Change Business Policy

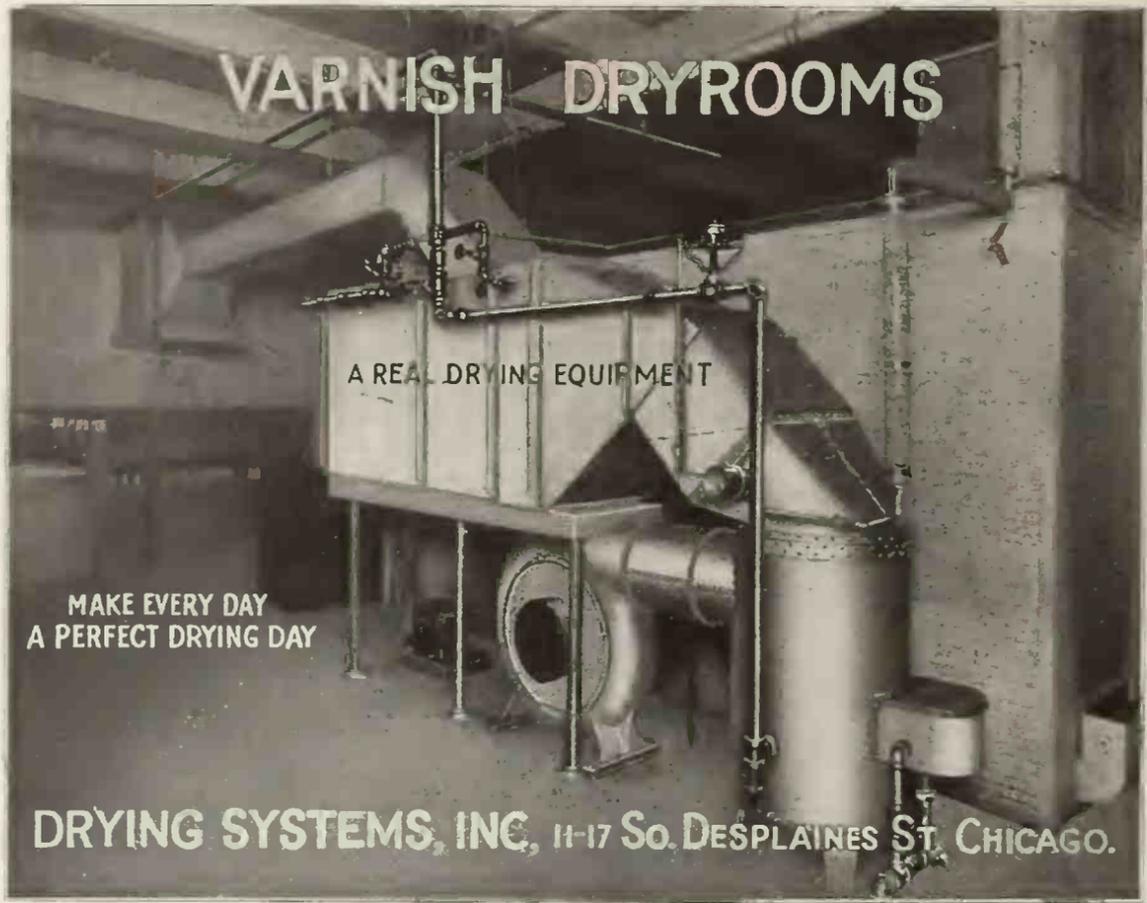
A new change in business policy was recently effected by the Repeater Stop Co. of this city. Heretofore it had been the policy of this company to handle its selling directly from its Chicago office. Now, however, since the new policy has been in force this company has been establishing what might be termed territorial jobbers throughout the country; that is to say, if a jobber is selected to represent them he is given a definite territory to look after and all sales for Repeater Stops originating in that particular territory are credited to him. This change has been made necessary by the constantly increasing business of the company. Among those who have already been given territorial rights are J. W. Becker, of Atlanta, Ga., who is now looking after Georgia, Louisiana, Florida, Alabama, Mississippi and North and South Carolina. A. G. Kunde, of Milwaukee, is handling the Wisconsin territory, and the Vaudephone Co., of Seattle, has been appointed to look after the Washington territory.

Brunswick for Jap Battleship

The Abelowitz Phonograph Co., of New York, recently sold a Brunswick instrument to Capt. Tumura, of the Japanese battleship Kasauga. The phonograph will be used permanently on board the Japanese man-of-war, which, by the way, had come to take part in the third Maine centennial celebration. The Japanese embassy at Washington, D. C., was also presented with a Brunswick phonograph, which was purchased at the same time by Capt. Tumura.

Busy with Pathé Line

The Interstate Phonograph Co., Inc., located at 1018 S. Wabash avenue, recently opened to



handle the Pathé business in the Middle West, has been exceedingly busy of late. Manager A. T. Boland, assisted by J. R. McCarthy, predicts big things for the Pathé during the coming Fall.

The Call of the Fields

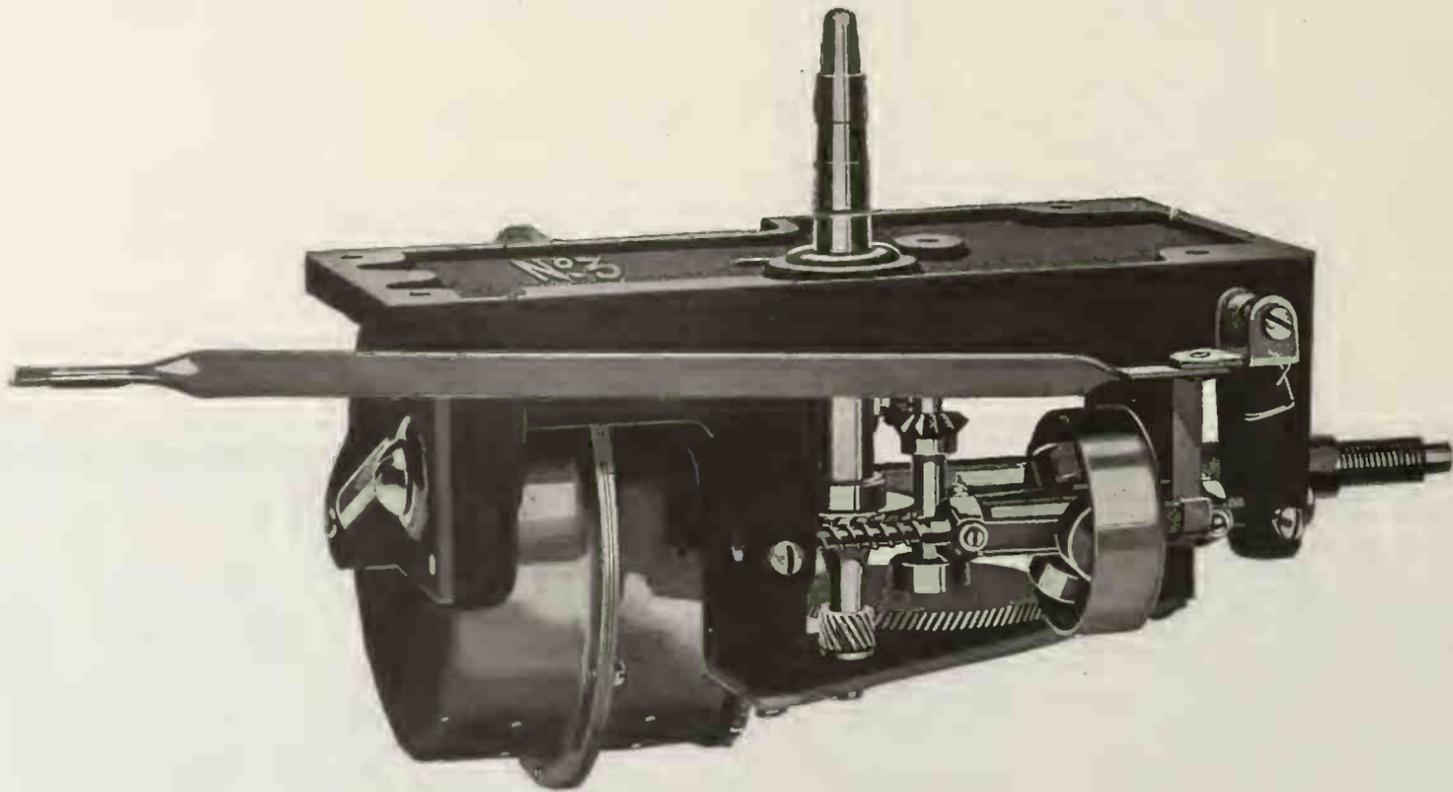
Everybody has an idea just why talking machines are purchased: for dancing, to cheer up a home, to laugh with "Uncle Josh" or "Cohen at the Telephone," or just because the home seems incomplete without one. All of these phases of the appeal of the talking machine

have been given wide publicity in advertising; but another appeal, which we think a strong one, has been brought out by Lyon & Healy in some recent Chicago newspaper advertising; that is, the call of the country and open fields as expressed on the talking machine. Music is more expressive than words written or spoken. To the person with imagination it can bring almost the reality of that which is in fact impossible of realization.

(Continued on page 147)

SUPERIOR MOTORS COMPANY

MANUFACTURERS OF **HIGH GRADE PHONOGRAPH MOTORS**



We are now thoroughly organized and equipped for manufacturing Phonograph Motors in large quantities and can make immediate deliveries.

WRITE FOR PRICES

SUPERIOR MOTORS CO.

361 West Superior Street

CHICAGO, ILL.

The
AEOLIAN-VOCALION
In Period Designs



THERE is a nation-wide demand for the finest in period furniture which logically includes phonographs. Many buyers of period furniture know what is good and what is not.

Vocalion Period Models may be offered to the most discriminating with the utmost assurance.

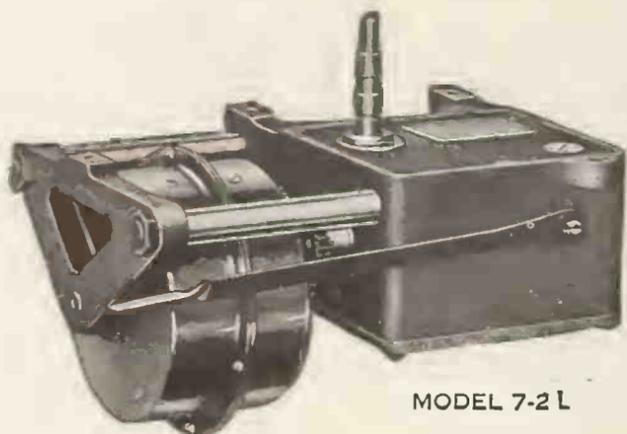
Business prestige is increased by the Vocalion. Period and conventional models both reflect design and craftsmanship of the highest order.

Vocalion Records (lateral cut) are the supreme achievement of the art of recording. Their quality is apparent on any standard phonograph.

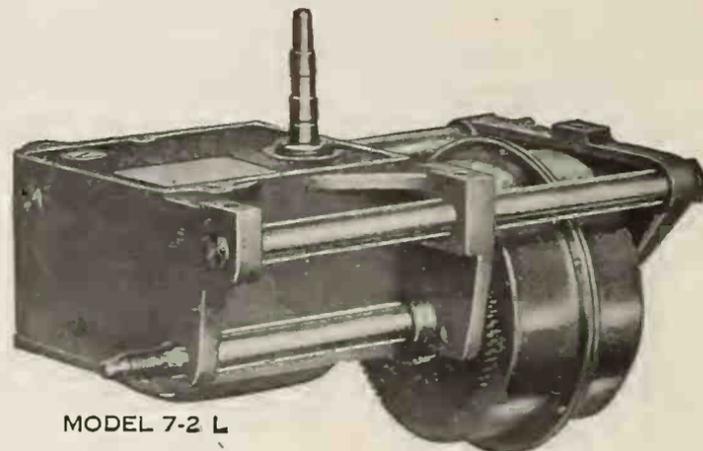
THE AEOLIAN COMPANY

529 South Wabash Avenue, Chicago, Illinois

Phonograph Motors



MODEL 7-2 L



MODEL 7-2 L

Silent—Self-Lubricating—Enclosed

FOUR REAL REASONS FOR UNITED SUPERIORITY

DESIGN

The basis of all motor trouble is faulty design. Workmanship, however good, cannot offset it.

It is one thing to make a motor which by special "tuning" and adjustment will run fairly well until it is shipped, and quite another story to produce motors which will assemble into cabinets without any bother and run "sweetly" for a term of years.

Our Engineers did not follow the beaten path, except where old practice was sound. We knew by experience the shortcomings of the phonograph motor and solved the problems back of each trouble, and that those troubles are overcome you will realize when you test and analyze this motor.

LUBRICATION

One of our Engineers was for years designer and in charge of production for the largest makers of automatic lubricating equipment in this country. Naturally, he understands practical lubrication and how to accomplish it.

A continuously silent and vibrationless motor is absolutely impossible without automatic lubrication of all the chief bearings

and gears. This we achieve by means of the enclosed casting and a capillary oiling system, original, simple and effective.

The motor needs no attention for at least a year, when a tablespoonful of oil may be necessary. The enclosed casting makes this oiling system possible and keeps out dust and dirt and protects the mechanism in handling.

RESOURCES AND EQUIPMENT

Excepting only springs and castings, felts, etc., we make every part of the motor in our own works, where we can and do vigilantly control accuracy and quality. Our tool equipment is modern and the best money can buy.

Ample financed, material requirements covered, we have no impediments to real quality production.

CONCENTRATION

We make just one thing—Phonograph Motors. We concentrate on it, and it is a highly specialized business. Our present capacity is approximately 2,000 Motors daily, and we have been making big quantities for years. We supply some of the largest talking machine companies in this and other countries.

Supplied in 2, 3 and 4 Spring Models
Felt and Velour Table Coverings, Nickel and Gold Finish
Write us for full information, details of design, models, prices, etc.

UNITED MANUFACTURING & DISTRIBUTING Co.
LAKE SHORE DRIVE AND OHIO ST. CHICAGO, ILL.

The Oro-Tone
QUALITY FIRST

For Playing All Makes of Disc Records on the Edison

JUST SAY—“Send sample of the No.1-E Edison Attachment on approval!!”

Note how it operates with the lever of the Edison the same as the regular Edison Reproducer. Hear the deep, rich glowing tone quality, then you will understand why the Oro-Tone is in a class by itself.

Retail Price, Nickel Plated, \$8.50

Highest Grade Gold Plating, \$12.50



Illustration shows the Oro-Tone attached to the Edison

The Oro-Tone Victor Attachment

The new LS-V Oro-Tone for the Victor. Plays all records, giving the deep, rich tone quality so much desired. Ask for sample of the LS-V attachment on approval—we will gladly send it.

Retail Price, Nickel Plated, \$6.50

Highest Grade Gold Plated, \$9.50



Illustrating the LS-V attached to the Victor

THE ORO-TONE CO.

OUR NEW HOME 1000 TO 1010 GEORGE ST., CHICAGO, ILL.

Mfrs. of highest grade tone arms, reproducers, attachments for phonographs for playing all records. Diamond and jewel point needles, motors, supplies, etc.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 144)

“To the children of cities, the country with its beckoning seems fairyland,” says an advertisement by Lyon & Healy, featuring the Victrola. “For a short while each Summer the fortunate ones join the butterfly in flight, or watch the bees drain the hollyhock of its nectar. During the rest of the year city drabness and the narrow confines of grey streets claim them. The Victrola, however, brings to them even in Mid-Winter the song of the thrush and simple melodies that replace city stones with open meadows.”

Smallest Victrola

Here, ladies and gents, we beg to introduce to you the most “petite” talking machine in the



Unique Miniature Victrola Model

world. At least this is what the largest Mid-West distributor says of its smallest Victrola. It is a miniature of the Victrola style sixteen and stands five inches high, exactly one-tenth of the original. It is hand-carved from solid mahogany and completely equipped with a library of albums, turntable, sound box, tone arm, etc., all of which function properly. An electric motor concealed inside operates the turntable upon which the needle rests in a realistic manner. Though mute, it is complete down to

the slightest detail and is a marvel of ingenuity. The entire machine was the work of one man, an employe of Lyon & Healy.

Heads New Lyon & Healy Department

Vincent Healy, of Lyon & Healy, has been made the head of a new department in this company which will have as its aim the increased efficiency of employes. The new department will be known as the Personnel Department, and will be combined with the present employment department, both of which will be under the charge of Mr. Healy. The Personnel Department will be open to employes at all times for complaints, suggestions, etc. It is hoped that higher efficiency will be attained through the liaison thus effected between the employes, managers of departments and executives.

More Music and Musicians

“The person who can't tell one tune from another is made, not born,” says Miss Henri-

etta Weber in a book on music recently published and entitled “Putting Young America in Tune.” This is an interesting statement, and if unmusical people are the product of circumstances we of the talking machine trade are interested in knowing just what these circumstances are, so that we can change them. We recommend Miss Weber's book to the interested.

McArthur Visits East

R. N. McArthur, manager of the Phonograph Specialties Co., has gone to Atlantic City for his vacation. Mr. McArthur was accompanied by his wife.

Display of Needles

The Wade Talking Machine Co. is carrying this month in its Michigan avenue window a most attractive display of various styles of talking machine needles. In the center of the window appear some thousands of fibre needles, (Continued on page 149)



The Finishing Touch

VALANCES DRAPERIES FLOOR COVERINGS

For Your Store Window

In a recent survey in Chicago 1,000 stores were picked as exceptional money makers. The windows of 875 of these stores displayed that finished appearance which can only be produced through the use of valances, draperies and floor coverings. Marshall Fields and Wanamakers as well as the smallest stores in the smaller towns recognize the value of investment in finished windows.

Large assortment of styles and colors ready for immediate delivery of the quality you expect from

CURTIS-LEGER FIXTURE COMPANY

MAIL THIS COUPON

Est. 1869



240 W. Jackson Blvd. CHICAGO, U. S. A.

Send us Prices and Photos of store window

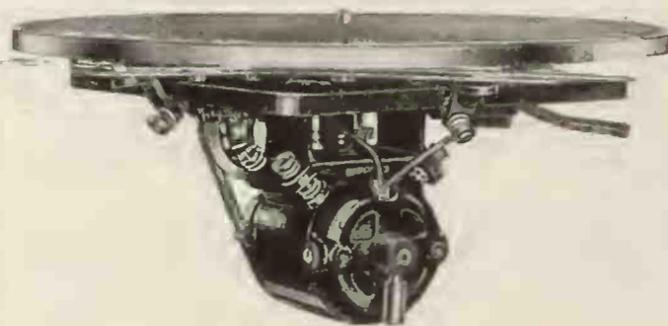
VALANCES FLOOR COVERINGS

PLUSH DRAPERIES

Kind of Store.....

Name

Address



The New Johnson Electric

WHY CRANK A PHONOGRAPH?

This question has been asked a million times—Phonograph purchasers have been waiting for the answer. **The Johnson Electric Drive** answers the question **Conclusively**—and adds a hundred-fold to the enjoyment of a Phonograph by eliminating the labor and mental annoyance of incessant winding.

DO IT ELECTRICALLY:

It is the **Ideal Motive Power** for phonographs, quiet—efficient—dependable—labor saving and thoroughly practicable. The **Electric Drive** offers New and Greater Possibilities for phonographs.

MANUFACTURERS:

Equip your phonographs with the New Johnson Electric Drive. The Electric Idea has arrived and is here to stay.

MR. DEALER:

Make "Live Customers Out of Dead Ones"—A new Electric Phonograph Motor revives interest in new records.

You can profitably replace spring motors with the new Johnson Electric Drive—The installation is simple requiring no mechanical skill. Write us for full information concerning the great possibilities **For You** in our Plan.

REMEMBER:

The **Johnson Electric Drive** is the most universally used Electric Drive on the market. Orders for thousands of these Motors are already on our books and more orders coming in each day.

H. G. SAAL COMPANY

1800 Montrose Ave.,

Chicago, Ill.

(Exclusive Sales Distributors.)

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 147)

together with a number of huge bamboo poles to show the public whence the needles are cut. Tonofone semi-permanent needles and steel needles on either side of the fibre needle group complete the display.

More Playerphones

The new factory of the Playerphone Talking Machine Co., located at 4223-4241 Lake street, is now busily occupied with the production of Playerphones. R. H. McKenzie with his force of workers is completely established in the new location. However, the work of interior decoration continues in parts of the building. Fall orders for Playerphones have necessitated a maximum output of these instruments and both the new and the old Playerphone factory located at 4121 Iowa street are in operation.

MANDEL MFG. CO. IS REORGANIZED

Jes. F. Grossman Heads New Company, Which Is Declared to Have Ample Financial Backing

CHICAGO, ILL., September 1.—An announcement was made last week to the effect that the work of reorganizing the Mandel Mfg. Co., talking machine manufacturers of this city, had been completed and that the new company would continue doing business under the established name of the Mandel Mfg. Co.

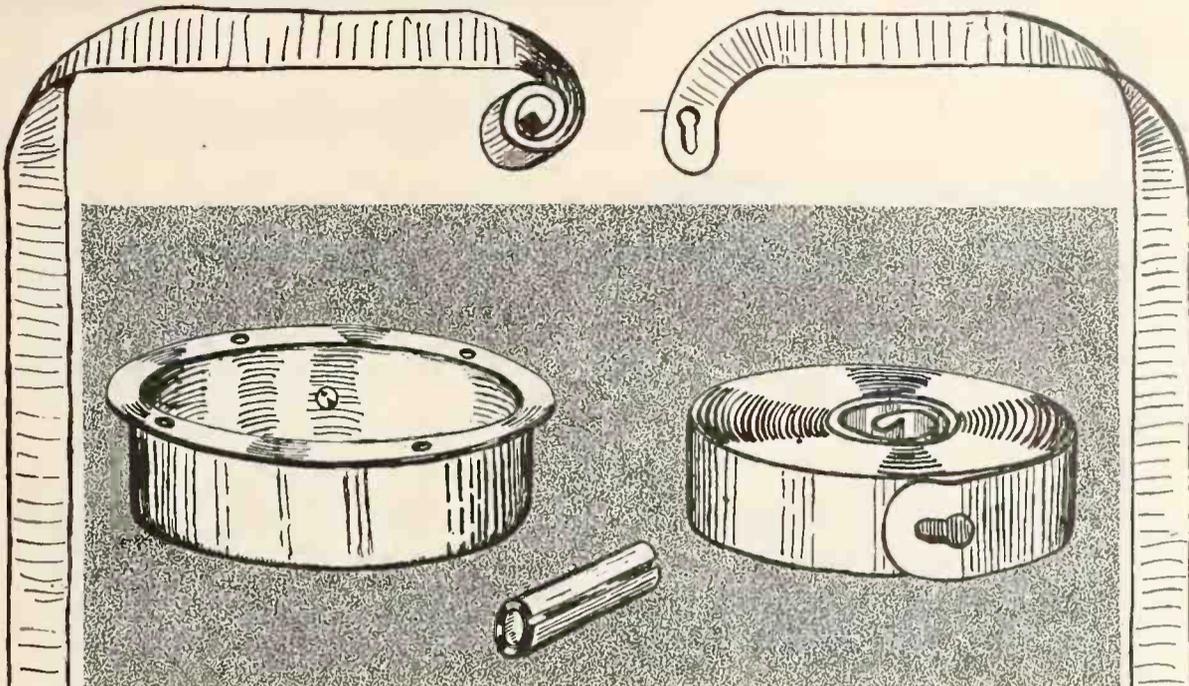
The officers of the reorganized company are: Joseph F. Grossman, president and treasurer; M. B. Silverman, vice-president, and J. H. Hupp, secretary. The authorized capital is \$400,000 first preferred, \$500,000 second preferred and 100,000 shares of common stock.

The new capital makes it possible to enter the phonograph business on a considerably expanded scale. The sales organization will be enlarged and all other activities of the company will be accelerated proportionately. The new management will retain the very efficient organization of the old company and will continue the policy of producing a phonograph of merit throughout. The Mandel Mfg. Co. looks forward to a Fall business even in excess of that of years past.

PROTECT NAME "SYMPHONOLA"

Price & Teeple Piano Co. Win in Dispute With Talking Machine Concerns Who Seek to Use Name—Important Ruling of Patent Office

CHICAGO, ILL., September 1.—The application of the Symphonola Manufacturing Co., of Minneapolis, for a trade-mark and the privilege of using the name "Symphonola" on talking machines, as well as the application of Paul Rudert of Tarentum, Pa., to use the name "Symphone"



The spring 's the thing

That makes the phonograph motor mote. It is the driving power behind the gears.

But to utilize all of the potential energy in the coiled spring requires careful design. Width, length, thickness, temper, size of drum and gear ratios must be scientifically co-ordinated.

The springs in Ironclad Motors are of the finest crucible steel, carefully selected for temper. The proportions have been determined by rigid test as the ones best adapted to deliver the maximum energy.

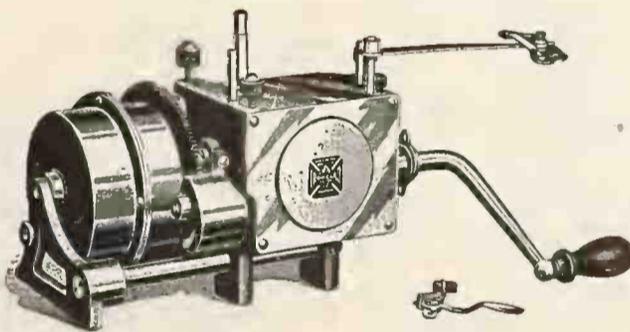
The method of hooking the springs to the hub utilizes the full width and strength of the spring at this, the point of greatest stress, and has eliminated, almost entirely, spring breakage. Furthermore no tools are required to hook the springs, either in hub or drum.

Ironclad Motor Springs are permanently lubricated, with graphite, when assembled, by a special machine and method which treats the entire surface uniformly. The annoying spring kick found in many motors is entirely absent. Springs require no attention for life.

THE ORIGINAL ENCLOSED MOTOR

IRONCLAD

SILENT AS A SHADOW



CHERINGTON MFG. CO., WAUKEGAN, ILL.

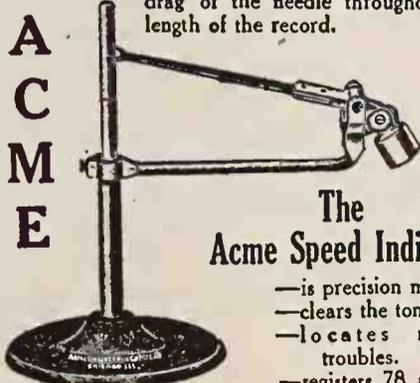
Magnifies Sound 50 Times
ACME SOUND AMPLIFIER

Enables the repairman to locate the precise point of origin of unnecessary noise in the motor without loss of time or useless disorganization of the mechanism which results from guessing or the sense of hearing alone.

MAKES EVERY MOVING PART IMMEDIATELY ACCESSIBLE

"Guesswork Won't Do"

The ACME allows a test with the drag of the needle throughout the length of the record.



The Acme Speed Indicator

- is precision made.
- clears the tone arm.
- locates motor troubles.
- registers 78 and 80 revolutions.

"The repairman's stethoscope."

Made by

Acme Engineering & Mfg. Co.
1622 Fulton Street CHICAGO

on sound boxes for talking machines has been denied by the Commissioner of Patents. The commissioner rules that the use of the name "Symphonola" or of a similar name such as

"Symphone" on talking machines constitutes an interference with the rights of the Price & (Continued on page 150)

REPAIRS

Motors, Reproducers, Etc., Repaired by Experts—Quick Delivery Service—Correct Prices.

Write for Our Circular "C"

ROSENBERG PHONOGRAPH CO.
1252 S. Jefferson St. CHICAGO
CANAL 4325

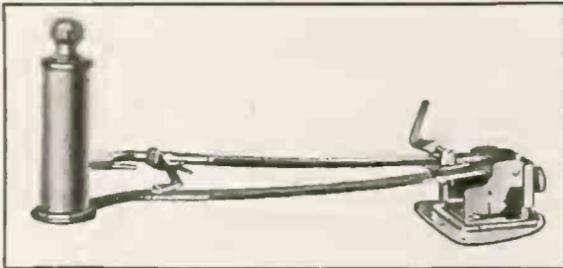


AMBEROLAS

will sell themselves if given a fair chance.

We ship anywhere in the U. S.

J. I. LYONS
17 WEST LAKE STREET
CHICAGO



"Most Remarkable! Great!"

An electrically operated phonograph with a Repeater-Stop attached—is the nearest thing to perpetual motion!"

That's what one of the most prominent men in the phonograph industry said about the Repeater-Stop.

"Why can't every dealer sell them to the owners of thousands of phonographs already in use?"

"How can the jobbers refrain from stocking them, and how in the world can manufacturers proclaim their product completely equipped without the Repeater-Stop?"

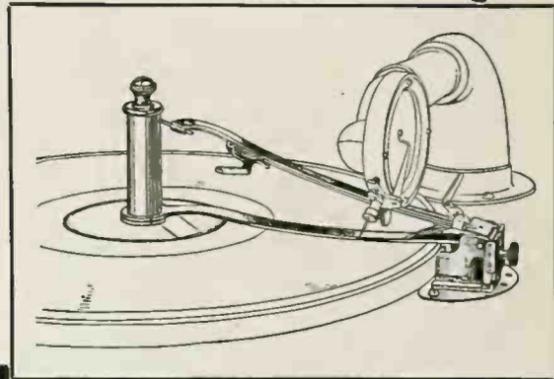
We leave these answers to the imagination of the trade.

We know that the market prevailing for it is big and the far-seeing dealers are ordering them. The demand upon the jobbers will eventually, if not now, compel them to stock up for the coming season.

The "up-to-the-minute" manufacturer is already testing the device. Almost 20,000 now in use.

Every instrument is guaranteed and protected by basic patents.

Repeater-Stop Company 115 S. Dearborn Street
CHICAGO, ILLINOIS



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 149)

Teepie Piano Co., of Chicago, who clearly established the fact that they had used the name "Symphonola" since the year 1911, thus antedating the others, and were therefore entitled to the exclusive rights to the name "Symphonola" or to any names of a similar character. This decision affirms the prior favorable decision of the Examiner of Interference in the above-mentioned case, number 43386.

"LIVE" WINDOW DISPLAY

Brunswick Dealer in Colorado Springs Engages Dancer to Appear in Show Window Advertising Hits and Attracts Enormous Crowds

CHICAGO, ILL., September 8.—The Brunswick-Balke-Collender Co. believes that a Colorado Springs dealer takes the cake when it comes to

The manager of the Peerless Phonograph Shop of Colorado Springs not only agrees with them but goes them one better by taking the term "live" window trims literally. In co-operation with the manager of a local moving picture house he arranged to have a dancer appear in the window of his store at stated hours of the day, advertising the Fitzmaurice motion picture success. "On With the Dance," scheduled

NO SUCH THING AS BAD LUCK

There is no such thing as bad luck. It usually comes as a direct result of mismanagement, carelessness, or improvidence.

The Symphony Reproducer

for those who want perfect tone reproduction



The symphony reproducer is designed to operate satisfactorily on either lateral Cut or Hill and Dale records. It is neat in appearance and can be adapted to practically any tone arm on the market.

Sample price, each, \$4.50.

Quantity prices on application.

Manufactured and guaranteed by

FUEHR & STEMMER PIANO CO.

2701 S. WELLS STREET

CHICAGO, ILL.



Crowd Looking at Brunswick Window of Peerless Phonograph Shop

originality in window displays. The dealers' service department has been persistent in an effort to educate its dealers to the value and necessity of "live," appropriate window trims.

to appear in Colorado Springs shortly afterward. About a week prior to the showing of this picture a dancer was engaged and publicity (Continued on page 152)



STEGER

The finest reproducing phonograph in the world



Model 506 \$295.00



Model 502 \$145.00



Model 503 \$165.00



Model 509 \$235.00

BUILT along artistic, harmonious lines, a distinct creation of the wood-crafter's highest art, the Steger makes an eloquent appeal to every lover of the beautiful.

It is an exquisite adornment of the home—and more. It is the soul of music.

The masterful artistry of living genius finds in the Steger its most faithful medium of expression. Every beauty of score, every delicate shading of sound is as exact in its rich quality as if emanating direct from artist or instrument. It plays all records *correctly*—no parts to change.

This marvelous fidelity to original tone value is chiefly attributable to the patented Steger tone arm and tone chamber, triumphs of human ingenuity and skill.

Active dealers have found that the interest and appreciation of critically inclined buyers eventually center on the Steger.

You can make it a big asset of your business because of the quick turn-over—and because we can ship at once upon receipt of order.

Write for Steger phonograph style brochure today

STEGER Phonograph Wholesalers

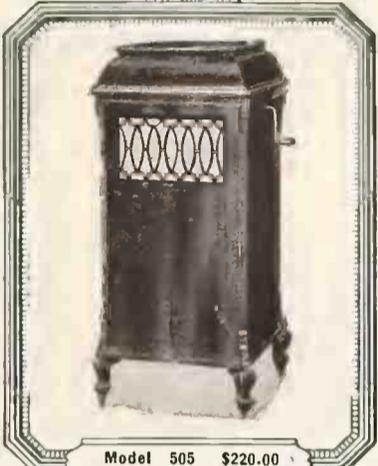
| | |
|---|---|
| Iver Johnson Sporting Goods Co., 155 Washington Street, Boston, Mass. | Smith & Nixon Co., 306 West Walnut St., Louisville, Ky. |
| Steger & Sons Piano Mfg. Co., 867 Broad St., Newark, N. J. | Hall Music Company, 246 Pine Street, Abilene, Texas. |
| Jones Brothers Co., 317 Main St., Jacksonville, Fla. | Warfield-Pratt-Howell Co., 1st and Court Sts., Des Moines, Iowa. |
| Jones Brothers Co., 137 Whitehall Street, Atlanta, Georgia. | Campbell Phonograph Sales Co., 60 East South Temple Street, Salt Lake City, Utah. |

MILWAUKEE DRUG CO., MICHIGAN AND JEFFERSON STREETS, MILWAUKEE, WISCONSI.

STEGER & SONS

Steger Building, Chicago, Ill

PIANO MFG. COMPANY



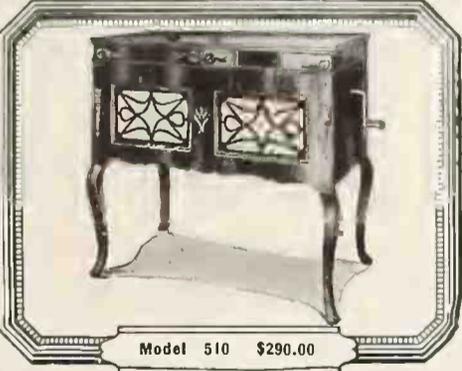
Model 505 \$220.00



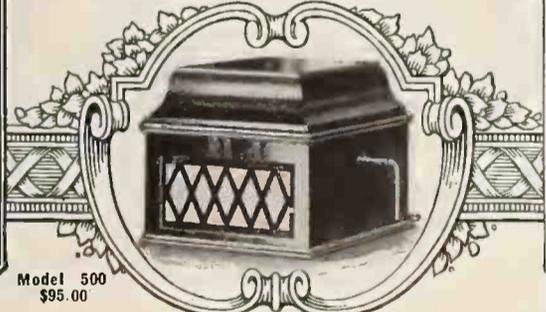
Model 504 \$200.00



Model 501 \$115.00



Model 510 \$290.00



Model 500 \$95.00

Hiawatha
PHONOGRAPHS

Listen to this simple story
to this song of Hiawatha
LONGFELLOW



Hiawatha

Production

Service

Delivery

*Hiawatha
Production*

Will guarantee you splendid service, and immediate delivery in all models. The

increase in our business has been so great during the year that we could not accept any new business until our production had reached this stage.

*Quality is Our
Watchword*

Jobbers and dealers can prepare for the fall trade now. Know before you buy. The quality of all Hiawatha models is beyond question.



Hiawatha Phonograph Company

209 SO. STATE ST.

CHICAGO, ILL.

Write

to the largest distributor in the Middle West who offers the most co-operation and best service

Write

for the agency rights in your city of the

MELODEE

Music Rolls

Write

LYON & HEALY

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 150)

given her appearance in the dealer's window. News stories, mysteriously telling of a masked lady who was supposed to have suddenly thrust herself upon the city, appeared in the daily papers. Ads such as "Sh-h—Have You Seen the Masked Dancer in the Window of the Peerless Phonograph Shop?" were flashed in every edition. The morning before the appearance of the lady the window was prepared with streamers of brightly colored crepe paper hung from the ceiling, together with a number of toy balloons. These were kept in motion by an electric fan. Interest was aroused by signs saying "Who Is the Masked Dancer?" "Can You Name the Masked Dancer?" "The Masked Dancer Will Appear in This Window at 12:30, 2, 4, 6 and 8 o'clock." The identity of the dancer

was not disclosed, but it turns out that she was a student of one of the high schools who possesses considerable talent in the terpsichorean

art. For thirty minutes previous to each scheduled appearance the crowds would begin to gather before the window. A Brunswick phonograph, standing in the doorway next to the window, furnished the music for the dancing. This instrument played popular dance hits of the day and naturally had the effect of creating increased sales of records. It was a most profitable experiment for the dealer. The theatre people paid the dancer, printed all the show cards and even passed around complimentary tickets to the picture in return for the use of the window. Pictures of the crowds eagerly gazing at the girl dancing in the window and the interior of the progressive Colorado Springs dealer's shop are shown herewith. The idea may contain material from which other dealers may find inspiration for similar "stunts." Nearly all feature films these days offer good opportunities for publicity.



View of Interior of Peerless Phonograph Shop



All Steel and Iron
Will absolutely square cases and will not wear out.
Labor Saving and Indestructible
Gives Speed and Accuracy

WE ILLUSTRATE THE
"HANDY" REVOLVING CASE CLAMP

WE ALSO MAKE IT STATIONARY
Nothing better made for Clamping and Squaring Talking Machine Cabinets

Write for Catalogue of Clamping Machines for "Domes" and for all purposes.

VENEER PRESSES AND CLAMPS

HANDY MFG. CO.

127 E. Madison St., Chicago, Ill.

Equip Your Phonographs With Perfect Automatic Brakes

Samples \$1.00 Each
Cash with order
State make of tone arm used



Also made with long brake shoe for 1 inch offset

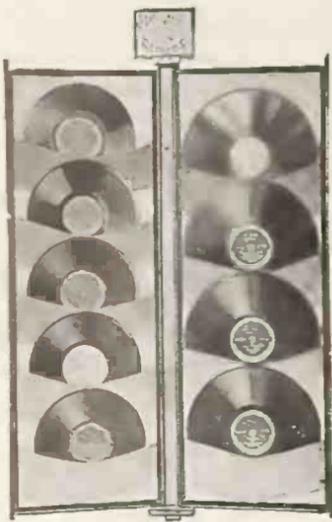
Patented Aug. 28, '17

Simple construction and easily attached. Made in four styles to fit any make of tone arm.

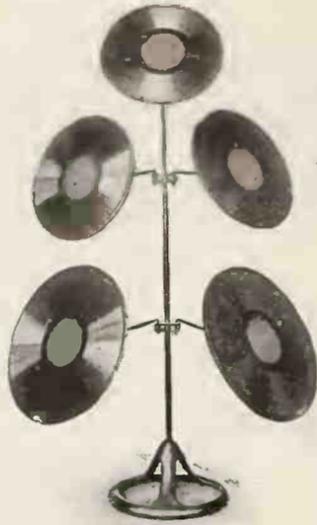
Write for attractive quantity price

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago.

Universal Displayors—Talking Machine and Music Trades



No. 550



No. 501



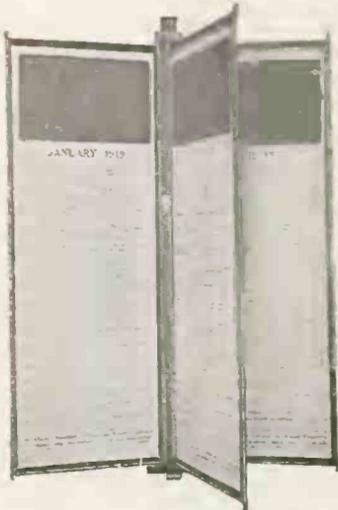
No. 553



No. 502

WE MANUFACTURE OVER FORTY DIFFERENT MODELS

Order Through Your Distributors



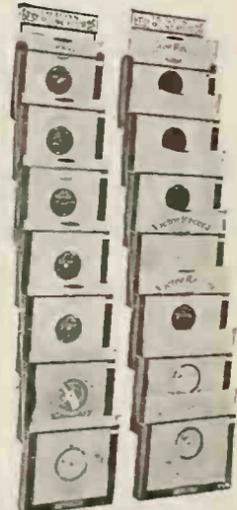
No. 558



No. 560



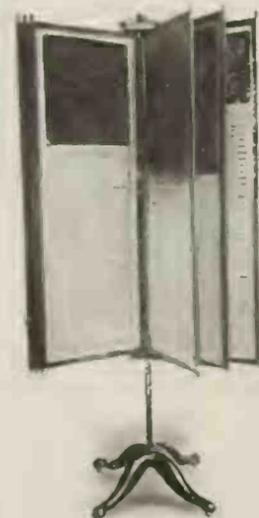
No. 561



No. 563



No. 559



No. 505

- ATLANTA, GA.
I. W. Becker
Elyea T. M. Co.
Sonora Dist. Co.
- BALTIMORE, MO.
Cohen & Hughes
E. F. Orop & Sons
Eastern Music Shop
- BOSTON, MASS.
Eastern T. M. Co.
Kraft, Bates & Spencer
Musical Products Co.
F. C. Henderson
National T. M. Co.
New England Phono. Co.
Phono. Equipment Co.
Phono. Supply Co.
S. W. Sharmat & Son
M. Steinert & Son Co.
- BROOKLYN, N. Y.
American T. M. Co.
Fero Co.
Grand T. M. Co.
Metropolitan M. R. Co.
- BUFFALO, N. Y.
W. D. & C. N. Andrews
Buffalo T. M. Co.
Buffalo Whsle. Hdwe. Co.
- BURLINGTON, VT.
American Phono. Co.
- CAMDEN, N. J.
Victor T. M. Co.
- CENAR RAPIDS, IA.
Churchill Drug Co.
- CELINA, O.
Harponola Co.
- CHICAGO, ILL.
Rutler Bros.
Chicago Mus. Sales Co.
Chicago T. M. Co.
Cole & Dunax Co.
Consolidated T. M. Co.
Cummins, Foster Co.
F. J. A. Foster Music Co.
Fuller Morrison Co.
Lakeside Sunly Co.
James I. Lyons
McKinley Music Co.
Noble Sunly Co.
Phonograph Co.
Van Houten & Zoon Co.
Wade T. M. Co.
R. Wuriltzer Co.
H. A. Weymann Co.
- CINCINNATI, O.
Aolian Co.
Acop. Music Pub. Co.
Phonograph Co.
R. Wuriltzer Co.
- CLEVELAND, O.
Cleveland T. M. Co.
Fischer Co.
Phonograph Co.
- COLUMBUS, O.
Perry B. Whitsett Co.
- DALLAS, TEX.
Harbour, Longmire Co.
Canoer Bros.
Sonora Dist. Co.
W. Stollte Co.
Walshall Co.
- DENVER, COLO.
Columbia Stores Co.
Hilght, Campbell Co.
Moore, Bird & Co.
- DES MOINES, IA.
Mickel Bros.
- DETROIT, MICH.
Willnce Brown
Okeh Record Dist. Co.
Phonograph Co.
- ELMIRA, N. Y.
Elmirn Arms Co.
- EL PASO, TEX.
W. G. Walz Co.
- GRAND RAPIDS, MICH.
Chas. W. Kalder, Inc.
- HOUSTON, TEX.
Southern Drug Co.
Talking Mach. Co.
- INDIANAPOLIS, IND.
Stewart T. M. Co.
- JACKSONVILLE, FLA.
Florida T. M. Co.
- KANSAS CITY, MO.
J. W. Jenkins Sons M. Co.
Richardson, Conover Hdwe. Co.
Schmelzer Arms Co.
Phonograph Co.
Wm. Voelker Co.
- LINCOLN, NEBR.
Ross P. Curtice Co.
- LOS ANGELES, CAL.
Starr Piano Co.
Southern Cal. Music Co.
- MEMPHIS, TENN.
Hessig-Ellis Drug Co.
- MILWAUKEE, WIS.
Badger T. M. Co.
E. R. Godfrey & Sons
Hoeffler Phono. Mfg. Co.
Yahr & Lange Drug Co.
- MINNEAPOLIS, MINN.
Beckwith, O'Neill Co.
Minneapolis Drug Co.
Stone Piano Co.
- NASHVILLE, TENN.
Gray & Oudley Hdwe. Co.
- NEWARK, N. J.
Collings & Co.
- NEWBERN, N. C.
Scott Register Co.
- NEW ORLEANS, LA.
Phillip Werlein, Ltd.
Diamond Phono. Co.
- NEW YORK, N. Y.
Aolian Co.
Cabinet & Accessories Co.
C. Bruno & Sons
Century Music Pub. Co.
Crown Music Co.
Columbia Graph. Co.
Chas. H. Ditson Co.
Emerson Phono. Co.
Enterprise Music Co.
Knickerbocker T. M. Co.
Plaza Music Co.
New York T. M. Co.
- OKLAHOMA CITY, OKLA.
Alexander Drug Co.
Harbour, Longmire Phono. Co.
- OMAHA, NEB.
Beebe & Runyan Furn. Co.
E. E. Bruce & Co.
Ross P. Curtice Co.
F. & S. Phono. Co.
A. Hospe Co.
Mickel Bros.
Paxton, Gallagher Co.
M. E. Smith & Co.
Wright & Wilhemy
- PEORIA, ILL.
Putnam, Page Co.
- PHILADELPHIA, PA.
Emerson Phono. Co.
Girard Phono. Co.
Heath & Gorham
Interstate Phono. Co.
Penn Phono. Co.
Philadelphia Showcase Co.
M. O. Swisher.
- PITTSBURGH, PA.
Buehn Phono. Co.
Clarke Musical Sales Co.
W. F. Frederick Co.
National Phono. Co.
Red Co.
Standard T. M. Co.
- PORTLAND, ME.
Cressey & Allen
- PORTLAND, ORE.
Sherman, Clay Co.
- RICHMOND, VA.
Corley Co.
Crafts, Starr Phono. Co.
C. B. Haynes & Co.
Roundtree Corp.
- ROCHESTER, N. Y.
E. J. Chapman
- SALT LAKE CITY, UTAH.
Columbia Stores Co.
Salt Lake Hdwe. Co.
John Elliot Clarke Co.
Strevell, Paterson Hdwe. Co.
- SAN FRANCISCO, CAL.
Sherman, Clay & Co.
Stern T. M. Co.
- SEATTLE, WASH.
Sherman, Clay & Co.
- SIOUX CITY, IOWA
Harger & Blish
- SPRINGFIELD, MASS.
Commonwealth Phono. Co.
- SPRINGFIELD, MO.
L. E. Lyons Music Co.
- SPOKANE, WASH.
Emerson Washington Sales Co.
Northwest Phono. Jobbers.
- ST. LOUIS, MO.
Associated Furn. Mfgs.
Koerber-Brenner Co.
- SYRACUSE, N. Y.
W. O. Andrews Co.
- TAMPA, FLA.
Tampa Hdwe. Co.
- WASHINGTON, O. C.
Cohen & Hughes
O. J. Oemoll & Co.
E. F. Orop & Son
R. C. Rogers Co.
- WHEELING, W. VA.
Hillman Phono. Co.
R. W. Tyler Co.
- CANAOA
Berliner Gramophone Co.
Columbia Graph. Co.
His Master's Voice, Ltd.
Western Gramophone Co.
- CUBA
A. Melendez
- HOLLAND
Fr. Waldthauson Co.
- NEW ZEALAND
E. J. Hyams, Ltd.
- SOUTH AMERICA
Lajous Althoff Co.
Prntt & Brake Corp.
Wm. H. Hownd

Universal Fixture Corporation 133 WEST 23rd STREET NEW YORK CITY

TO CLOSE OUT RETAIL BUSINESS

A. J. Crafts Piano Co. to Concentrate on Manufacturing End—Plant to Be Enlarged to Make 4,000 Pianos and 10,000 Phonographs Yearly

RICHMOND, VA., September 6.—Announcement is made by the A. J. Crafts Piano Co. that its plant, at Twentieth and Franklin streets, is being enlarged and that the company will devote its entire energies to the manufacture of musical instruments. The retail branch of the business, which was started here in a small way in 1907, will be discontinued, that all the forces may be concentrated in manufacture.

The capacity of the plant when in full operation will be 4,000 pianos and 10,000 phonographs per year. The product of this concern is being sold by some of the largest dealers in the bigger cities of the country, and is said to be giving perfect satisfaction. The products also have made successful entry into the export trade.

A special meeting of the stockholders of the company was held recently at the plant for the celebration of the completion of an addition to the plant. A buffet luncheon was served.

The officers of the company are as follows: A. J. Crafts, president; J. E. Sorg, first vice-president; T. H. Bower, second vice-president; R. A. Garber, treasurer; F. M. Wilson, secretary. Directors: A. J. Crafts, J. E. Sorg, E. D. Newell (Hampton), W. C. Evans, F. M. Wilson.

HIGHER EXPRESS RATES ON

State Carriers to Receive 12½ Per Cent Increase—Effective September 1

ALBANY, N. Y., September 1.—The 12½ per cent increase in express rates authorized a few days ago by the up-State Public Service Commission went into effect to-day. The new rates affect everything handled by the American Railway Express Co. and other carriers in the State, with the exception of milk and cream and milk products. There is no change in the rates which apply to these commodities.

Rates authorized by the Commission may be suspended and investigated within thirty days on complaint, but after thirty days the Commission has not the right to suspend.

It is expected that the up-State Public Service Commission will be asked within a short time to grant another increase in express rates to cover the War Labor Board's recent increase in wages granted to express company employes. It could not be ascertained to-day just when this increase will be asked for, but it is expected within a few days.

BIG MUSICAL SEASON FOR DALLAS

Music Industries Association and All Dealers Prepare to Reap Benefits of Biggest Musical Season in History—Noted Artists Will Appear

DALLAS, TEX., Sept. 2.—That the musical season of 1920-21 will be the biggest season in the musical history of Dallas is the opinion of Robert Watkin, secretary of the Dallas Music Industries Association. The preparations the dealers are making for the coming musical year and the fact that many noted concert artists have been engaged for the recitals here this year all point to a most successful season, according to Mr. Watkin.

Many of the dealers here are increasing the display rooms in their stores, and several of them, as the Fall musical season approaches, are moving their stores to "music row" on Elm street, Mr. Watkin said. Several of the large department stores here which sell musical goods are enlarging their musical departments also.

Artists engaged for recitals here this season include some of the most noted on the concert stage at the present time. Among those who will appear are Mary Garden, famous dramatic soprano; Harold Bauer, well-known pianist; Sophie Braslau, Lhevinne, Eddie Brown and Oscar Seagle. In addition to these several choruses and choirs will appear.

IS THE PUBLIC TIRED OF JAZZ?

Recent Statements to That Effect Call Forth Editorial Comment in New York World

Inasmuch as the talking machine is at present used so extensively to provide music for dancing, and as the great majority of records now being sold appear to be dance records, mostly of the jazz type, the following editorial comment in the New York World regarding the present status of jazz should prove interesting both to talking machine record manufacturers and dealers:

"Is the passion for freak dance music going the way of other popular fads? The statement of a music publisher that 'the public has had too much jazz' is in part corroborated by the testimony of one of the largest dealers in dance records that 'The Blue Danube' has recently been his best seller. Mid-Victorian or old Hapsburg waltz music back in vogue? Broadway is always seeking a new sensation, but for it to exhibit such reactionary tendencies in the matter of dance music is such a surprising

symptom as to merit the closest attention.

"It is a symptom which sober-minded persons, deafened by the blare and din of jazz, will observe with satisfaction. If the converse of the publisher's theory that 'better music makes for better dancing' is true, it furnishes an explanation of the orgy of gymnastic gyrations to cacophonous strains which has for some years obsessed the young people of the land and a good many of their youthful elders. Perhaps the worst is over. Perhaps the pendulum is now about to swing the other way. Public evils cure themselves in time, and it may be that even the evil of Bolshevik dance music has had its day.

"Certainly a return to normalcy in dance music will be hailed by some people with a delight they have not known under the infliction of jazz. Strauss and Waldteufel in ballrooms that have latterly resounded to barnyard medleys will involve a drastic change, and it may all be too good to last. But the mere suggestion of a revival of graceful dancing to tuneful music is inspiring."

Dealers who are in a position to judge the public taste still disagree.

Period Consoles



Chippendale Model

The Grande

CHIPPENDALE
ADAM

WILLIAM & MARY

ALL FINISHES

Waxed or polished
Golden Oak, Fumed
Oak, Jacobean. Red
or Brown Mahogany.

Less Than Uprights

A Value Revelation

Never before has anyone attempted a Period Console at LESS THAN THE PRICE OF AN UPRIGHT.

This offer of the GRANDE CONSOLE in Chippendale, Adam and William and Mary Period, in all finishes, is a value-giving revelation.

The Grande plays all makes of disc records without added attachments, but with a tonal distinction expressive of musical mastery.

In nobility of design and character of workmanship as well as in its super standard of equipment, it reveals profit-making possibilities that every live dealer cannot fail to recognize.

At least write for our offer.

By concentrating our entire factory production of the highest efficiency on these Period models, we have attained a remarkably low manufacturing cost.

By eliminating all middlemen, and selling direct to the dealer, we have cut the selling cost to the bone.

That's why these Consoles are less than Uprights of equal quality standard.

Surely this offer at least commands your investigation.

Direct from the Factory

Today

Write For Offer

The present very active demand for Period Consoles will multiply many fold, when this sensational price announcement on the GRANDE is heralded.

Prepare for your share in this Phonograph Profit stimulus. Write to-day for illustrations, prices and full details.

Don't put this to one side. YOU WILL FORGET.

GRANDE PHONOGRAPH CO., 25 W. Lake St., Chicago

VICTOR LINE FOR BALDWIN CO.'S CINCINNATI STORE

Important Connection Just Announced—Deal Put Through by the Ohio Talking Machine Co.—Looseness in Sales Methods Decried—Bumper Crops Help Trade—Increasing Aeolian Demand

CINCINNATI, O., September 8.—Formal announcement was made to-day by the Baldwin Co. that it had selected the complete Victor line for its new talking machine department in connection with the Cincinnati store. This statement, in itself, is about the biggest item in the talking machine field in the Middle West this year, mainly because of the competition which existed for months among manufacturers from the moment it became known that the Baldwin Co. had finally decided to carry a talking machine section as a part of the headquarters store on West Fourth street.

It is no stretching of the imagination when it is stated that big and little manufacturers have vied with each other in the hopes of the Baldwin people selecting their particular line. While these negotiations were under way the work of creating a store, suitable for the handling of the new department, adjoining the wareroom on the east, was well under way.

The Ohio Talking Machine Co., distributor of the Victor Co., launched in the Cincinnati district several months ago, walked in and carried off the honor. Indications at this time point to sufficient supplies being furnished the new Victor outlet to enable the store to be in complete operation before the middle of the month is reached. Sherman McLaughlin, a Cincinnati product and now a resident of Covington, who is well versed in the art of selling talking machines, has been placed in charge of the department. He secured his business education in the Wanamaker store in New York City.

The Baldwin store is claimed to be the last word in arrangement and architecture, serious thought being given to the planning of the new department. The finish is of the Adam style of architecture.

Tendency on the part of talking machine dealers in the Middle West to extend the time of payments as an inducement to purchase machines is decried by Cincinnati jobbers and manufacturers, who believe it to be a form of weakness in the selling argument of the merchant.

This condition, which is just become apparent, now that supplies are somewhat more accessible than they were a few months ago, is said to be absolutely unnecessary under existing conditions. Those who have made a study of the situation claim the trade is simply piling up trouble for itself which may become acute later on.

"This condition," one jobber said, "is really an admission of poor salesmanship on the part of the retailer who is offering longer time as an inducement to purchase. Business conditions in the Middle West are satisfactory and there is no walking the streets by unemployed. People are not buying just because they have a chance to buy. To-day they are purchasing because

they want the article and the man who extends time payments is simply bringing about trouble all along the line. He will discount his paper as he did in the old way. The manufacturer eventually will feel this situation."

Talking machine men in their travels about the Middle West have been surprised at the prospects for bumper crops. The Fall brought forth numerous rains which helped materially the late corn, much of which was not planted until long after the usual time. On the other hand they learned that people are not buying on as liberal a scale as in the past, but are willing to purchase when they think the price to be fair.

D. S. Stephens, of the wholesale department of the local Aeolian store, reports a fast-increasing demand for the new Vocalion records, both among the local trade and the dealers throughout the territory. There is no doubt but that this demand will continue in greater volume as the holiday season approaches.

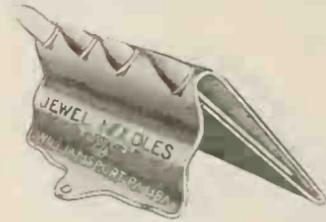
Mr. Stephens also announced that a deal has just been closed with A. Steinkamp & Co. of Cincinnati. This firm is planning to handle the Vocalion on a large scale, and will make a high-grade dealer for the Aeolian Co.

Several other large deals are pending throughout the territory, which will doubtless materialize within the next thirty days.

Consumption of Victor machines and records in Cincinnati was a feature of the August business of the Rudolph Wurlitzer Co., according to T. Sigman, manager of the department, who said: "While more people in Cincinnati and vicinity are spending the Summer at the numerous resorts throughout the United States, dealers are selling everything in the way of Victrolas and records they are able to get, although they are not getting everything they could sell if they had it. The demand for Victor goods is still far in excess of the output; this is especially true of records, for on the first of the month, when new records are put on sale, buyers are very much in evidence and continue so until the records are practically sold out a few days later. This quickly depletes stock, which naturally piles up a relatively enormous volume of unfilled orders. While August business shows a considerable increase over the same month last year, shipments of Victrolas and records from the factory were not as large as in May, June and July of 1920."

A. H. Bates, vice-president of the Ohio Talking Machine Co., believes in a policy of making his trade visitors real rooters for the Reds. When opportunities present themselves visitors are treated to an afternoon of baseball at Redland. W. A. Frank, manager of J. Bacon & Son, was in town last Friday. He, however, saw the champions bite the dust. Mr. Bates, in describing conditions, stated that the lifting of the embargo on music instruments in the East would

Ready for Delivery



No. 3 Holder for Jewel Points

As necessary on the completely equipped phonograph as the Needle Cups. Send 10 cents for sample and price in quantity

Eastern Sales & Export Office
Williamsport, Penna., U. S. A.

SOLE DISTRIBUTORS

Universal Master Motors
Universal Tone Arms
Universal Auto Stops
Villinger Auto Lid Supports
Modifier Rods, Grille
Hinges, Needle Cups, White
Ceylon Sapphire Points
High Grade Gold Plating

Ask for Quotations

have a beneficial effect in the Middle West shortly, so far as supplies are concerned.

An art case Crystola may shortly make its appearance on the market. The Cincinnati house has been getting numerous requests along this line and Manager Thomas to-day stated that he was endeavoring to select a design which would answer the requirements of his trade. The Union Brokerage Co., High Point, N. C., has been appointed a distributor for the firm.

E. M. Abbott's new talking machine and music roll store on Walnut street, just south of Sixth street, but two weeks old, is running as smoothly as though it had been in operation for months.

LOUISVILLE SUNDAY CONCERTS

LOUISVILLE, Ky., September 7.—The second of the Sunday series of concerts given by the Louisville Board of Park Commissioners was held last Sunday at the Gaulbert Memorial House, near Big Rock in Cherokee Park, where the fifth large talking machine for outdoor work has been installed. These Sunday concerts are proving very popular and will be held in all the parks where machines can be placed to advantage.

THE HALL MOD-I-TONE

TRADE-MARK REGISTERED

Is now being perfected and adapted to all reproducers and will be ready for quantity delivery in 60 days

Manufacturers:—We are now in a position to adapt this device to your machine. Send us your reproducer specifications and we will furnish bids

"Moderates—Does Not Muffle"

The Mod-I-Tone Sales and Mfg. Co. : 307-11 Pennsylvania St., Indianapolis, Ind.



The Fibre Needle Is the Ultimate Needle

Find the home where a talking machine has been giving enjoyment over a period of years and you will find a home using B & H Needles.

Experience with records scratched beyond further usefulness, the discard of costly operatic selections, has taught talking machine owners the country over the wisdom of B & H Fibre Reproduction.

A keener sense of musical values developed through years of enjoyment of the talking machine in the home has made evident to thousands the remarkably sweet, unadulterated tones possible with the B & H Needle, and lifted it to its present position of widespread popularity.

Can a better testimonial to its excellence be found: that it remains the ultimate choice of the dyed-in-the-wool talking machine fan?

B & H FIBRE MFG. CO.

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

The Truth That Embodies All Truth



**The AEOLIAN-
VOCALION**

fulfills the greatest expectations desired in a phonograph. It has a tone, appealing, unassailable, clean, well-rounded, musical and scientifically true. With the GRADUOLA, a feature of the Vocalion, you can put your soul into every record played. You control the tone with personal expression.

The artistic individuality of
VOCALION RECORDS
is established

The superior quality of this record with its attractive shade of dark red has pronounced it the most distinctive record on the market today.

MEL-O-DEE MUSIC ROLLS

Hand played by the world's greatest composers of popular music

Delay May Spell Disappointment
Fall—The Biggest Selling Season—Is Coming

Here is an opportunity to establish yourself as a Vocalion Dealer and cash in on the season's demand. A beautiful illustrated catalog and our dealer's proposition sent upon request. We are centrally located and have facilities to render the maximum service to you and dealers already established.

O. J. DEMOLL & CO.
Wholesale Distributors

Instant Service

WASHINGTON, D. C.

*Orders sent by return express,
freight or mail day received*

Featuring the **MUSICAL** POSSIBILITIES of the **TALKING MACHINE**

[Editor's Note:—This is the third of a new series of articles by William Braid White, to be devoted to the fundamental problems of sound recording and reproduction, the writer believing that he can open up a new avenue for research and general trade interest. We commend these articles to the consideration of those who are interested in featuring and developing the musical possibilities of the talking machine.]

SOME ASPECTS OF SOUND RECORDING

3. The Design of a Recording Room

From what has been said before, the reader will understand that if echoes can be eliminated from the room in which recording of sound is going on there will be a great improvement in the musical results. This statement of course applies more especially to the recording of band, orchestra and piano music, since in these cases it is not possible to bring the sound-originating instrument or instruments so close to the recording apparatus as to eliminate the possibility of the sound-waves traveling through a distance between origin and destination sufficiently great to cause the throwing back of the sound from echo-forming angles in the walls, etc.

It will therefore be obvious that the first step must be to eliminate all echo-producing elements from the material or construction of the room. It is plain that when a piano, a band or an orchestra is being used there must be considerable diffusion of the sound-waves before their destination is reached. If therefore the design of the room permits the reflection of sound in shape definite enough to produce echoes the reproduction must be imperfect. Plainly, it is necessary that the closest attention be paid to the size, the shape and the material of which the room is composed.

The Design as to Shape

In the last article I showed that an amplifying horn in a talking machine would always perform its duties better if it were curved in accordance with the laws which govern the focusing of sound-waves. The same is true of a recording room. If, for instance, a room were designed as the section of a cone, with the piano or the instruments of the orchestra lined up along the major axis of the base thereof, the sound-waves would focus at the apex, where would be placed the recording apparatus. Such a section of a cone should, however, be parabolic, and not hyperbolic, since the parabola corresponds with the shape of an issuing sound-wave.

The reader can readily see how a room could be built shaped like two parabolas at right angles to each other, with a closing wall at the back. By placing the instruments from which the sounds are to originate at one end of this and the recording instrument at the others echoes would be eliminated. The results would therefore be all that could be desired.

The Design as to Material

We say that echoes would be eliminated and this is true so far as concerns one particular cause of echoes and the chief cause, namely, the existence of pockets at acute angles. But there remain other considerations to be dealt with. The nature of the material wherewith the room is constructed is of very great importance in this respect. It is advisable to build a room such as we are conceiving from a neutral material. Wood is responsive to the impression of sound waves and possesses so strongly a vibratory period of its own in most cases that when a mass of sound-waves are traversing it and impinging on its walls there is almost certain to be a response from the wood itself. This simply adds to the original sound elements which have no right to intrude and thus tends to spoil the records.

An ideal recording room would be made, no

doubt, from some such material as heavy molded glass very smooth on the inside. It would have to be heavy in order to insure its remaining virtually inert. It would also have to be smooth in order to prevent the reflection of sounds from abraded surfaces. Of course such a room would be expensive to build. But when it is considered that a recording room is used for such extremely important purposes it will be realized that the question of cost is really secondary. It is not a matter of how much is spent on it as of how much it does after it has been organized.

Another point is of importance. A great deal of echo arises from the vibration of the underpinning or joists or other supporting structures of a room, which in turn are conveyed to all parts along these members. It would be essential that a room of the sort described should be supported on insulating members of an inert character, so designed as not to respond to vibrations impressed on them from other sources.

All of the above may seem to some to be exaggerated in its emphasis upon the elimination of conditions which tend to produce interference and intrusion of extraneous sounds in the records of music. But in reality nothing has been said which can fairly bear any such interpretation. If we are dealing with large masses of sound produced in such a manner as to require a large air-gap between them and the recording apparatus, it is plain that the utmost care must be taken to extrude all foreign sounds. Such sounds may be, and often are, very slight and feeble individually; but in the aggregate they may and often do have a most unfortunate effect upon the total result.

The Room as Sound Conductor

Again it ought to be remembered that a great deal of misapprehension exists with regard to the function of recording rooms generally. Such rooms should be considered as entirely analogous, in converse direction, to the amplifying horn which conveys sound from the reproducer to the external atmosphere. There has been a general idea that in some sort of way the amplifying horn ought to be analogous to

the sound-board of a violin. But no mistake could be greater. The sole function of the horn ought to be to act as a neutral and entirely faithful conveyor of sound. It has no business acting as a resonator or in any way contributing anything to the sound-complex. Its sole duty is to permit the wave which issues from the reproducer to issue to the atmosphere along a channel whose shape is especially devised to correspond with the natural tendency of the wave in its travel, without in any way deflecting, changing or altering its original shape save in respect of dimensions. The amplifying horn, in fact, should be a conductor and nothing else. The more perfectly neutral it is in this character the better it will be for all purposes.

Now precisely analogous to this, though conversely, is the case of the recording room. This is intended to convey from a relatively large source of sound to a relatively small receiver the sound waves which originate at that source; and to do this, so far as possible, without any sort of distortion. That means therefore that similar precautions must be taken. The room must be properly shaped. It must be built of neutral material, and must be carefully guarded from outside interference.

It will be asked whether these considerations apply equally to rooms for recording all kinds of music. It may be said in reply that a great deal of research remains to be done in this respect. Probably, nay certainly, it would be best to design rooms specially for band, for orchestra, large or small, for piano and for other instruments. But enough has been said to demonstrate that the application of scientific method to the matters at issue cannot fail to improve vastly the whole art of recording sound for commercial purposes.

VOCALION ARTISTS AT FESTIVAL

Rosa Raisa and Giacomo Rimini, prominent Vocalion record artists, are listed among the musicians who will be prominently featured at the Maine Musical Festival, to be held in Portland on October 4. The same artists will appear in Bangor at a special concert on October 2.

The Cabinet & Accessories Co., Inc.

145 East 34th Street, New York City

OTTO GOLDSMITH, President

Bubble Books

Record Albums, Record Envelopes, Stock Envelopes, Supplement Envelopes, Motrolas, Attachments, Phonograph Lights, Oils and Polishes, Motors and Tone Arms.



Cirolas

Convento Cabinets, Music Roll Cabinets, Sectional Cabinets, Needles, Record Cleaners, Moving Covers, Name Plates, Stewart Phonographs, Badger Cabinets for Victrolas.

The C & A Special

This cabinet for the Victrola IX, with molding, hinged so machine can easily slide in, casters, lock and key, shelves interior, nickel plated trimmings, in all finishes, top, 18 1/4" x 21 1/8", height, 33" and 34".

WRITE FOR CATALOGUE

The ALL FROM ONE SOURCE HOUSE Will Supply You With Everything For Your Fall Trade.

GOVERNOR COX USES MAGNAVOX

Democratic Candidate Is Aided in Delivering Speech at Police Games by Sound Amplifying Device—Voice Carried 600 Feet Easily

Governor Cox, of Ohio, Democratic nominee for President, recently addressed 150,000 people at the Gravesend Race Track, Brooklyn, N. Y., where the police games were held. That his voice might be carried to all parts of the through a Magnavox telegaphone was installed and this instrument gave splendid service and satisfaction.

The Magnavox, which is manufactured by the Magnavox Co., Oakland, Cal., is now being merchandised by Sonora jobbers in leading sections of the country, who are introducing it to the trade as one of the most important inventions that has been offered to the industry in many years. It has unlimited uses for the talking machine dealer and intensive sales and publicity campaigns are now under way.

The New York Times carried an interesting article advising the public of the installation of

the Magnavox at the police field games. This article reads as follows:

"To enable Governor Cox's voice to carry his speech to the ears of all in the great outdoor audience that is expected to greet him at the police games on the Gravesend Race Track, Brooklyn, a combination of telegaphones known as the 'Magnavox' has been installed in the speaker's stand, similar to the installation used by President Wilson in September, 1919, when he discussed the League of Nations to an outdoor throng of 45,000 persons at San Diego, Cal. It is predicted that Governor Cox will have a record crowd, estimated at 150,000 persons, and easily the largest number ever assembled to hear a public speaker.

"The sound-amplifier was tested yesterday by members of the police games committee and was found to work satisfactorily. Groups of listeners were placed at varied intervals in the field, stands and on the track, about 600 feet each from the transmitter, and all heard distinctly the voices of the speakers, who talked in ordinary tones. Michael R. Brennan, superintendent of telegraph of the Police Depart-

"Does It Play All Records?"

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

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

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

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

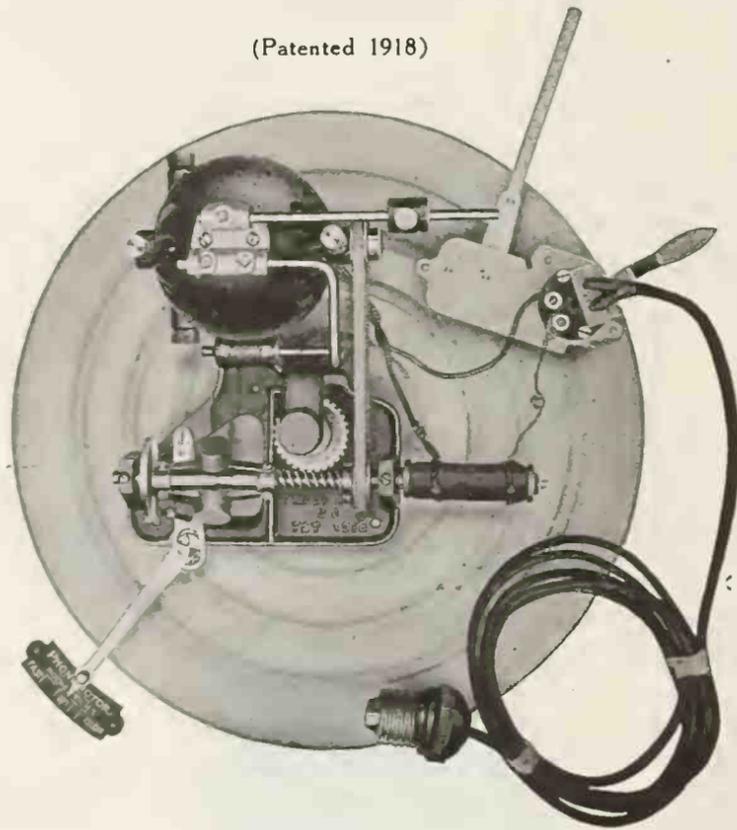
The
PHONOMOTOR

Trade Mark Registered U. S. Pat. Office

The first and most perfect electrical equipment for the

Phonograph

(Patented 1918)



INTERCHANGEABLE — STANDARD — SIMPLE — UNIVERSAL

110-20 A. C. or D. C.: also adapted for 220 V.

Silent Absolutely—Regulation Perfect—Everlasting—Guaranteed

Patented in United States and Canada

Discard your old Spring Motor. Have our representative install a Phonomotor in your Phonograph

AUTOMATIC STOPS supplied on all Phonomotors and Spring Motors, an approved, reliable stop.

Write for Quantity Prices NOW

G. CLAY COX - - 73 State Street, Rochester, N. Y.

ment, who supervised the installation, said:

"Spectators to a distance of at least 600 feet, or about three short city blocks, from the reviewing stand where Governor Cox will speak should hear him clearly, according to the tests we made to-day."

"The Democratic Presidential candidate has spoken with the telegaphone to smaller crowds and he is now expert at it, and with his usual clear enunciation his words ought to reach the crowd at all points, no matter how big it may be.

"At the place on the stand where the Governor will deliver his address an open-work booth, waist high, with a railing on the top, has been erected to define the limits in which he may move so that his voice may be caught at all times by the sensitive telephone transmitter just above his head and carried by it to five telegaphones on top of supports extending from the booth. These loud-speaking telephones resemble somewhat the ordinary hand-megaphones. They will amplify his voice by transmission in five different directions and over a wide radius.

"A standing reading desk, like a skeleton pulpit, will be provided for the Governor within the railed enclosure, on which he may place his notes or manuscript. This stand is near the rail of the old race track, with the big grandstand to the rear, and is so arranged that it will be as near the center as possible of the vast throng of seated and standing spectators."

CALLING CARDS FOR SONORA MEN

Dealers and Salesmen Supplied With Handsome Trade-marked Cards

The Sonora advertising department has prepared for the use of its dealers and their salesmen very attractive calling cards, measuring three and thirteen-sixteenths inches by two and five-sixteenths inches. The new cards are of white kid finish, which gives an extremely rich and dignified effect. On the back of the card there appears a very fine engraving of the Sonora Saginaw factory which gives some idea of the magnitude of this plant.

On the face of this new card there will appear the Sonora trade-mark in the upper right-hand corner, and there is plenty of room for the dealer's name and address. These cards, which are exceptionally effective, are somewhat similar to the last calling cards furnished by the Sonora advertising department.

BRUNO



YOU WILL AGREE—

LUCK never was a factor with any manufacturer in attaining the "goal of perfection." The manufacturer who continually produces the best, accomplishes his highest ambition, and, in so doing, he meets and satisfies the tastes and desires of discriminating people.

The position of supremacy in a great industry can be attributed only to an equitable policy; to years of honest and intelligent work aided by the expenditure of vast sums of money. Any manufacturer who demonstrates this spirit of enthusiasm and far-sightedness is justly entitled to one hundred per cent loyalty and effort from the dealers he serves.

In giving the Victor Talking Machine Company our whole-hearted support, we have the foregoing in mind, and, further, we do so with the knowledge that the Victor product, representing the highest degree of perfection known to the talking machine industry, reigns supreme.

We, in our service to Victor dealers, cannot claim perfection, but our goal is in that direction. Having a perfect product, we aspire to a perfect service.

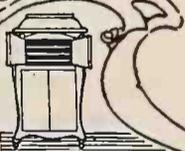
C. BRUNO & SON

Incorporated

351-353 Fourth Avenue

New York

Victor Distributors to the Dealer Only





Widdicomb

PHONOGRAPH

The Aristocrat of Phonographs

DEALERS everywhere recognize the superior value of the Widdicomb franchise.

This is due not only to the art and style that identifies the Widdicomb Period Models, but also to the rare faultlessness with which the Widdicomb plays all music.

The full, clear, distinct notes of the Widdicomb are produced through the Widdicomb Mel-o-tone Amplifier—an exclusive feature. Music lovers tell us that the tone supremacy of the Widdicomb is unquestioned. And it plays all records.

THE WIDDICOMB FURNITURE CO.

Established 1865

America's Finest Furniture Designers

GRAND RAPIDS

::

MICHIGAN

A SALES POINT WORTH CONSIDERING

Abram Davega, of the Knickerbocker Co., Says Tungs-Tone Needles Should Be Used for Demonstration Purposes—Will Help Sales

Abram Davega, of the Knickerbocker Talking Machine Co., metropolitan wholesaler, is an ardent enthusiast anent the sales possibilities of the Victor Tungs-Tone needle. It is Mr. Davega's opinion even though the sales of these semi-permanent needles are large that they may be made still larger with specialization in the sales of this needle on the part of the dealer. Mr. Davega has made a careful study of the matter and gives the following as his experience:

"After visiting most of the retail Victor stores in New York City, I found that steel needles seemed to be used exclusively in the record demonstration booths. Upon asking a number of dealers why they did not demonstrate records with the Victor Tungs-Tone needles, they stated that they were afraid of the customers spoiling the records by allowing the needle to drop down too heavily upon the record, thereby spoiling the stylus and in turn spoiling the record. Any retailer who expects to put anything across in a big way must first have absolute confidence in the product he sells and then must convey his confidence to the customer by actually demonstrating records with Tungs-Tone needles. A neat card should be hung in the demonstration booth advising the customer that the record-demonstrating machine is equipped with the new improved Tungs-Tone needle which will play up to 300 records without changing (providing they are used properly) and that the sales person will be only too glad to show the customer how to use them. While the profits are not very large on account of the price of the needles, the reward will be found in increased business as the customer must come back later to the Victor shop to buy this exclusive Victor product."

WOMAN JURY GIVES QUICK VERDICT

Indiana's First Female Jury Makes Quick Work of First Talking Machine Case

INDIANAPOLIS, IND., September 7.—Women can make up their minds quickly as well as change them, as is shown by the fact that the first jury of women ever assembled in Indiana took just five minutes to bring a verdict in favor of the plaintiff in a suit growing out of a dispute over the ownership of a talking machine. The whole case was put through quickly, the evidence was heard and the jury retired and returned with their verdict almost before the court had settled back to wait.

INCORPORATED

The Boston Phonograph Corp. has been organized in Wilmington, Del., with a capital of \$50,000. The purpose of the new organization is to manufacture talking machines and records.

GIVES FREE CONCERT IN POTTSTOWN

Lamb's Music House Entertains Two Thousand Customers and Friends by Complimentary Concert and Dance Held at Sanatoga Park

In the interests of advertising Victor talking machines and Victor records William F. Lamb, proprietor of Lamb's Music House and also head of Lamb's Concert Orchestra, Pottstown, Pa., recently gave a complimentary concert and dance at Sanatoga Park in that city. At 8.15 in the evening the orchestra gave a short program of popular selections, and this was followed by two hours of dancing. Tickets and programs for the event were distributed to customers of the music store and in this way an audience of over two thousand people was obtained. The program itself was devoted to the advantages of a Victor Victrola and Victor records and the point was made that all the selections heard during the evening could be obtained at Lamb's Music House on records, player rolls and in sheet music. As the concert was held on August 30, Mr. Lamb seized the opportunity of announcing on the back of the program the list of September records.

FAVORITE MFG. CO. GROWING

Brooklyn House Appointed Representative for Hohner Line of Harmonicas and Accordions

The Favorite Mfg. Co., 1506 DeKalb avenue, Brooklyn, N. Y., which for the past few years has specialized in repair parts for talking machines, particularly main springs, recently announced that it had enlarged its activities and had been appointed representative for the Hohner line of harmonicas and accordions.

Carl Kronenberger, president of the above firm, previous to his entry into the talking machine field, had many years' experience in the musical merchandise line. He was connected at different times with several of the largest distributors of small goods and he is well qualified to take up this new work.

NEW STORE IN GULFPORT, MISS.

A. D. Abrahamson, Well-known Talking Machine Man of New Orleans, Enters Field on Own Account—Handling the Columbia

NEW ORLEANS, LA., September 3.—A. D. Abrahamson, formerly of the New Orleans branch of the Columbia Graphophone Co., has opened a retail Grafonola shop in Gulfport, Miss. Mr. Abrahamson had been with the New Orleans branch the last eight years. He knows the talking machine business thoroughly and is well adapted to managing a retail establishment.

Mr. Abrahamson is beginning the retail business modestly but well equipped. He is having hearing rooms built and making several important changes in the store he has entered, the Gulfport Music Store. He will handle Columbia products exclusively.

MUSIC AND RECORD CARRYING CASES



Made of embossed fiber, reinforced with metal and hard fiber. Brass-nickled catches and loops, metal covered handle.

Record size . . . 3 x 12 1/2 x 12 1/2", No. 204
Sheet Music Size 3 x 11" x 15", No. 203

Write for Prices and latest catalogue

J. D. HUNT MFG. CO.

Mass. & Davidson Sts. Indianapolis, Indiana

Manufacturers of all kinds of Musical Instrument Cases and Covers

GOOD WISHES FOR H. E. GARDINER

Gifts for Columbia New Haven Manager Who Goes to Detroit—Other Brieflets

NEW HAVEN, CONN., September 7.—H. E. Gardiner, who has been manager of the New Haven branch of the Columbia Graphophone Co. for the past year, has been promoted to the important post as manager of the company's Detroit branch. H. C. Cooley, who has been assistant manager at New Haven, has also been promoted and is now assistant manager at Cleveland. Handsome gifts were presented to these executives by the employes of the New Haven branch, who extended their congratulations and their heartiest good wishes for their future success. H. B. Haring, formerly a member of the Columbia Co.'s Baltimore branch, succeeds Mr. Gardiner as manager in this city, and F. R. Smith, of Boston, Mass., is assistant manager.

J. F. Egan, of New York City, recently joined the New Haven branch as a member of the sales staff, covering Hartford territory in place of W. C. Sage, who has resigned.

Frederick Webster, of the accounting department, Frederick C. Collins, Dealer Service manager, and Miss Edith Frisk, secretary to the assistant manager, returned recently from enjoyable vacations.

Visitors at the New Haven branch during the past week have been Messrs. Bridgib and Blair, Waterbury, Conn.; N. Billey, So. Norwalk; Julius Koss, Waterbury; M. Quadretti, Shelton, and S. Finkelstein, Bridgeport.

New! New! APEX Fibre Needle Cutter

- Cuts with the grain to the point.
- Makes the use of fibre needles as cheap as steel.
- No variation in angle or size of cut.
- Does not crush the shell.

Small Size—Simple Construction
For sale through jobbers and dealers.

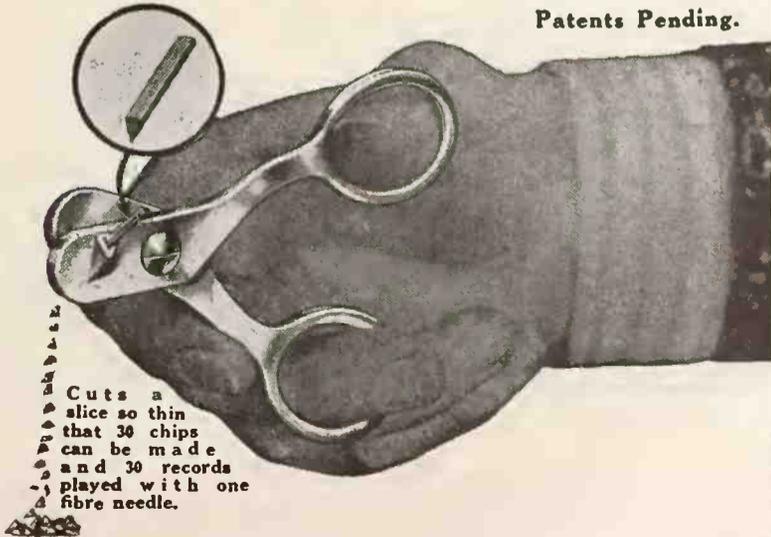
Retail Price \$1.50

Manufactured by

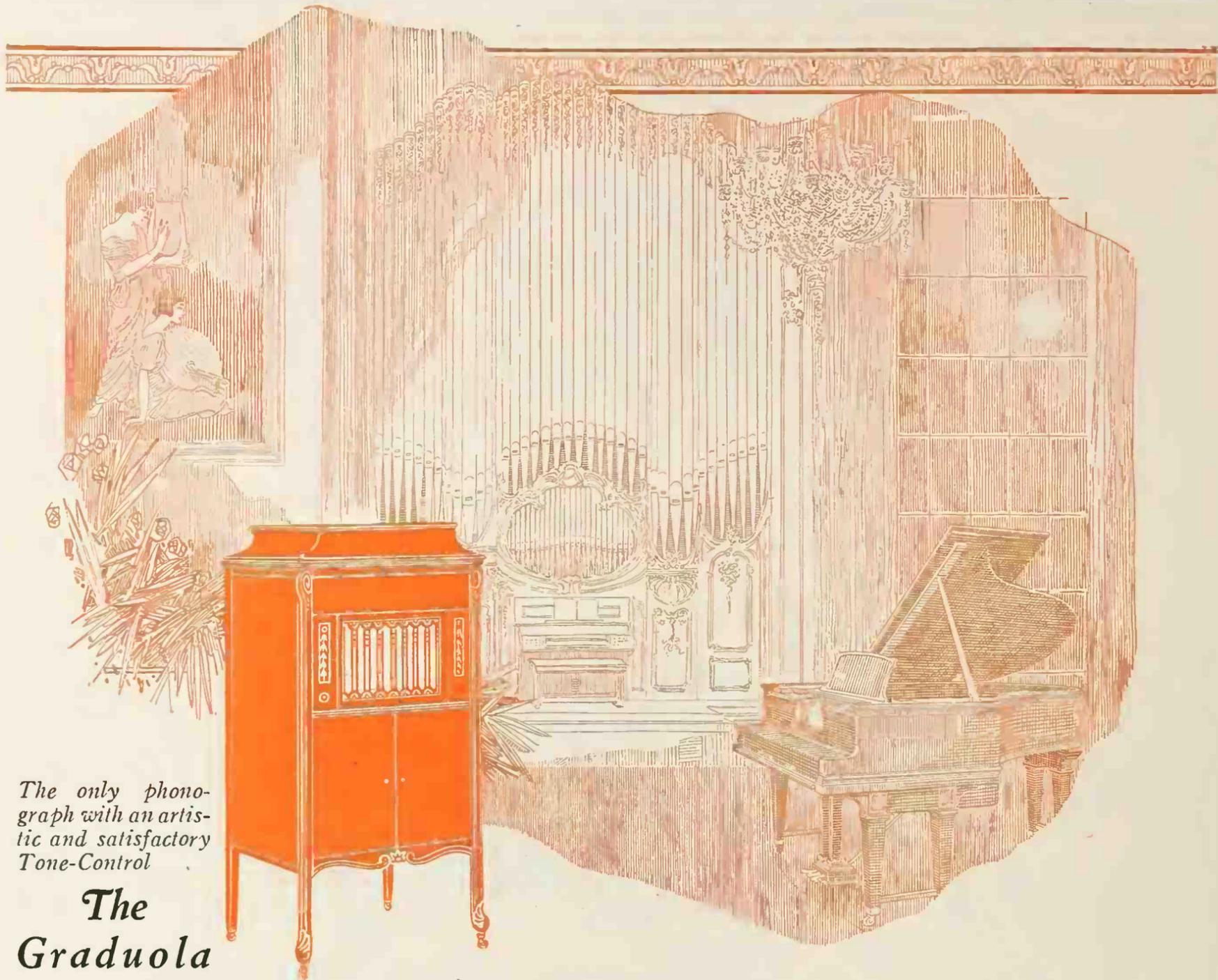
W. H. WADE 14 N. Michigan Avenue CHICAGO

New! New!

Patents Pending.



Cuts a slice so thin that 30 chips can be made and 30 records played with one fibre needle.



The only phonograph with an artistic and satisfactory Tone-Control

The *Graduola*

The AEOLLIAN~VOCALION

"The Phonograph of Musical Supremacy"

Made by the World's Foremost Musical Instrument Manufacturers

WHEN the Aeolian Company designed its phonograph—the Aeolian-Vocalion—the standard striven for was that set by other Aeolian instruments—not by other phonographs.

The Vocalion's Tonal Superiority

The manufacture of a musically acceptable phonograph is a far more serious undertaking than is commonly understood. Here is an instrument called on to reproduce

the tones of all instruments—strings, wood-wind and brasses—as well as the human voice. The problems of the violin maker, the flute maker, the horn maker, are relatively simple in comparison.

The Aeolian Company's years of experience in the study of musical tone and its production made the reproduction far less difficult.



This is the secret of the Aeolian-Vocalion's tonal superiority.

Its *artistic* supremacy as an instrument of true musical expression is based on its exclusive possession of the only practical means of tone-control yet devised; namely, the Graduola.

The Aeolian-Vocalion is the only phonograph possessing the Graduola. It is therefore the *only complete phonograph*. If the first phonographs made had been equipped with the Graduola, it would be practically impossible today to sell one without it.

It was not until The Aeolian Company came into possession of the patents on the Graduola that it was willing to put a phonograph upon the market.

A True Musical Instrument

With the Graduola, the Aeolian-Vocalion may be played as though it were the actual instrument whose tones it is reproducing. Wonderful effects of expression may be intro-

duced by tone-shading. Old records are revived and new records played with subtle variations that prevent their becoming old.

The element of personality, of spontaneous and varying expression introduced by the Graduola into the playing of the Vocalion, lifts that instrument above the rank of ordinary phonographs and talking machines and gives it a distinction and value shared by no other similar instrument.

A Valuable Asset to Any Dealer

Progressive dealers everywhere are adding the Aeolian-Vocalion to their lines. They thereby reap the benefits from a product that is profitable to handle and adds greatly to the prestige of their establishment.

Vocalion Records

The new lateral cut Vocalion Records are the finest achievement in the art of recording. Their supreme quality is apparent on any standard phonograph.

THE AEOLIAN COMPANY

NEW YORK LONDON PARIS MELBOURNE SYDNEY MADRID

DISTRIBUTORS

THE AEOLIAN COMPANY, Toronto, Canada

THE AEOLIAN COMPANY

CHICAGO CINCINNATI ST. LOUIS SAN FRANCISCO

| | | | |
|----------------------------|-----------------------|----------------------------|-------------------------------------|
| THE VOCALION COMPANY - | Boston, Massachusetts | D. H. HOLMES COMPANY, LTD. | New Orleans, La. |
| CONSOLIDATED MUSIC COMPANY | Salt Lake City, Utah | O. J. DEMOLL AND COMPANY | Washington, D. C. |
| B. DREHER'S SONS COMPANY | Cleveland, Ohio | STONE PIANO Co., | Fargo, N. D. and Minneapolis, Minn. |
| EMERALD COMPANY - - - | Birmingham, Alabama | R. W. TYLER COMPANY | Wheeling, W. Virginia |
| GUEST PIANO COMPANY - - | Burlington, Iowa | D. L. WHITTLE MUSIC Co. | - - - Dallas, Texas |

The Real Triumph in Talking Machine Needles is

Superb *THE Stylus* *emi-permanent*

The repeat orders on these needles establish the fact, without a semblance of a doubt, that it is **THE TALKING MACHINE NEEDLE SUPERB.**

Just so much as friction can be eliminated between a stationary and moving object (as a needle over a record) has been accomplished in The Superb Stylus.

THE SUPERB STYLUS does not exaggerate in volume the work of the artist in reproducing the record, via loud, scratching, hissing tones but it does reproduce more truly, as the artist originally intended.

Notwithstanding the fact that THE SUPERB STYLUS is not what we term a loud needle, in the common meaning of the word, yet the carrying tones are greater than in the loud, harsh, steel needle.

In other words we have exactly what the music loving public has been clamoring for, a needle that will produce music in all its sweetness, and without constant changing.

THE SUPERB STYLUS comes four on a card, each card in a glass envelope, sealed with a gold seal and packed 125 cards in a neat display box, hence the same class is put into the package as has been put in the needle, both meaning a great deal to the customer from the standpoint of a good impression and secondly to the dealer in having such a put-up in a box that requires no salesman—the box sells the needles.

Place your orders now for your Fall requirements, for this needle surely is a WINNER.

PLAYS
ALL
RECORDS



SAVES
ALL
RECORDS

Retails for 25c per card

Mellowtone Needle Company

Sole Manufacturers

Ansonia

Connecticut

LAMBERT FRIEDL GUEST OF HONOR AT NOTABLE DINNER

Columbia Dealers Entertain Recently Retired Manager of Columbia New York Branch at Dinner Given at Sheepshead Bay—Presented With Magnificent Silver Service

One of the most interesting events held in the local trade in recent years took place Monday evening, August 30, at Villepigue's New Inn, Sheepshead Bay, L. I., where Lambert Friedl, who recently resigned as manager of the New York branch of the Columbia Graphophone Co., was the guest of honor at a dinner given by a committee of Columbia dealers.

The plans for the dinner were carried out in the very short space of eight days, and the success of the event was a distinctive tribute to the committee of arrangements, the chairman of which was Irwin Kurtz, the well-known Columbia dealer. The purpose of this dinner was well set forth in a letter sent to the trade by Mr. Kurtz, which read in part as follows: "It has been determined by a committee of Columbia dealers to give Lambert Friedl, who, on September 1, severs his connection with the Columbia Graphophone Co., a testimonial dinner in appreciation of the services that he has rendered to the trade as a whole in endeavoring

Notwithstanding the limited time available for the mailing of details, tickets, etc., over 200 members of the trade accepted the invitation of

The first speaker of the evening was Frank K. Pennington, assistant general sales manager of the Columbia Co., who gave one of his usual interesting addresses, in the course of which he paid a tribute to the loyalty and signal ability shown by Mr. Friedl during his seven years' association with the Columbia Co. In behalf of the executive officers Mr. Pennington ex-



Silver Service Presented to Mr. Friedl

to elevate the tone of the trade during his connection with the company, and also in appreciation of the kindness and good fellowship which we have enjoyed with him for the past three years."



Snapshot of Attendants at Dinner Given in Honor of Mr. Friedl

the committee and were present at the dinner—the attendance emphasizing the tremendous popularity attained by Mr. Friedl in New York during the three years that he was manager of the Columbia branch.

Special buses, together with numerous private cars, conveyed the guests to Sheepshead Bay, where an appetizing shore dinner was served. Mr. Kurtz presided and in the capacity of toastmaster introduced the speakers in breezy phrasing that added to the enjoyment of the visitors.

pressed his keen regret at Mr. Friedl's resignation and extended his hearty good wishes for his future success.

Prior to introducing Mr. Pennington, Mr. Kurtz read a letter received from Geo. W. Hopkins, general sales manager of the Columbia Co., expressing his regret at his inability to be present, owing to the fact that he was obliged to leave town on an urgent personal matter. Mr. Hopkins' letter emphasized the splendid service which Mr. Friedl had rendered the com-

(Continued on page 168)

The Blue Bird



HOSE Dealers who are already handling the *Blue Bird* find it the easiest Phonograph to sell.

Its design is exceptionally artistic and it is finished like the highest grade piano.

It sells on sight.

It possesses the tone that thrills.

The cabinet construction, with 3/4" panels, is exceptional.

Reproducer, Tone-arm and Motor are made by the highest experts. All parts are standard.

And

Discounts to Dealers represent a substantial, attractive profit.

You should write to-day for Catalogues and discounts and for the name of your nearest jobber.

We have a few territories open for jobbers.

BLUE BIRD TALKING MACHINE CO.
LOS ANGELES, CALIFORNIA

LAMBERT FRIEDL GUEST AT DINNER

(Continued from page 167)

pany as manager of the New York branch, and commented upon the hearty co-operation that he had given the sales department in his important post.

Jos. H. Mayers, in behalf of the Columbia dealers, gave the guests an intimate idea of the assistance and service which Mr. Friedl had extended to them during the past three years. As a successful Columbia dealer Mr. Mayers was well qualified to discuss this phase of Mr. Friedl's activities, and his address was enthusiastically received.

One of the surprises of the evening was an eloquent address by Dr. Tallish, who represented Mr. Friedl's neighbors in Yonkers, N. Y. Three tables were filled with prominent residents of Yonkers, where Mr. Friedl resides, who attended the dinner in order to show their admiration and esteem for their neighbor. Representing these Yonkers friends, Dr. Tallish, at the conclusion of his address, presented Mr. Friedl with a handsome silver-headed cane.

Albert Leon, of Perth Amboy, N. J., one of the leading Columbia dealers in that city, scored one of the "hits" of the dinner with an address that constituted a remarkable tribute to Mr. Friedl's personal qualities.

Arthur Freeman, president of Einson Litho, Inc., and general manager of the Affiliated Retail Stores, referred briefly to Mr. Friedl's steady advance in the business world, and also mentioned the admiration and respect in which he is held by all his personal and business friends. Mr. Freeman, who is a prominent factor in the sales and advertising field, has been one of Mr. Friedl's closest friends for many years past.

H. E. Speare, manager of Widener's Columbia Shop, New York City, was called upon by Mr. Kurtz during the course of the dinner, and at the conclusion of his address a magnificent silver service was placed on the table before Mr. Friedl. Mr. Speare thereupon presented Mr. Friedl with this service, which represented a testimonial from all of the Columbia dealers in the metropolitan territory. The service is shown on page 167, although the photograph naturally does not do justice to its rare beauty and splendor.

In acknowledging this testimonial, Mr. Friedl thanked the Columbia dealers in the metropolitan territory for this unexpected gift, and in the course of his address expressed his sincere appreciation of the courtesies and co-operation which had been offered him by the dealers during the past three years. He traced briefly his work with the Columbia Co., and emphasized

YAZOO RIVER RED GUM

Specials for prompt shipment:

| | | |
|-------------|--------|------------------------------------|
| 1 carload | 1 1/2" | 1st and 2nd Qtrd. White Oak. |
| 4 carloads | 3" | Common and Better Qtrd. White Oak. |
| 1 carload | 4" | Common and Better Qtrd. White Oak. |
| 8 carloads | 1" | 1st and 2nd Qtrd. Red Oak. |
| 1 carload | 1 1/4" | 1st and 2nd Qtrd. Red Oak. |
| 4 carloads | 1 1/2" | 1st and 2nd Qtrd. Red Oak. |
| 9 carloads | 1" | No. 1 Common Qtrd. Red Oak. |
| 4 carloads | 1 1/2" | No. 1 Common Qtrd. Red Oak. |
| 2 carloads | 1 1/4" | 1st and 2nd Qtrd. Red Gum. |
| 4 carloads | 2 1/2" | 1st and 2nd Qtrd. Red Gum. |
| 2 carloads | 3" | 1st and 2nd Qtrd. Red Gum. |
| 3 carloads | 1 1/4" | No. 1 Common Qtrd. Red Gum. |
| 7 carloads | 2" | No. 1 Common Qtrd. Red Gum. |
| 5 carloads | 2 1/2" | No. 1 Common Qtrd. Red Gum. |
| 3 carloads | 3" | No. 1 Common Qtrd. Red Gum. |
| 10 carloads | 1 1/2" | No. 1 Common Sap Gum. |

Our Red Gum is of soft texture and rich, dark color. Specially manufactured and seasoned.

Send us your inquiries for all kinds of cabinet woods.

THOMAS & PROETZ LUMBER CO.

3400 Hall St., St. Louis, Mo.

particularly the unusual conditions incidental to the New York market. Mr. Friedl voiced the hope that he would continue in the local field in order to enhance the friendship and good fellowship which had been such important factors in his activities during the past three years.

During the banquet telegrams and letters extending good wishes to Mr. Friedl were read by Mr. Kurtz from E. N. Burns, vice-president of the Columbia Graphophone Co.; Max Landay, Landay Bros.; Kenneth Mills, who succeeds Mr. Friedl as manager of the New York branch of the Columbia Co.; C. Wm. Woddrop, vice-president, secretary and treasurer of the Columbia Co.; Louis D. Rosenfield, of the Emerson Phonograph Co.; W. S. McDonough, Kingston, N. Y., and others.

In addition to the Columbia dealers in the metropolitan district there were also present at this dinner representatives of many of the leading talking machine companies, who gladly accepted the invitation of the committee to be present at a testimonial dinner to one of the most popular members of the local trade.

The committee in charge of this banquet was congratulated upon the success of the event,

for the program was carried out in every detail. This committee consisted of Irwin Kurtz, chairman; Joseph H. Mayers, H. E. Speare, manager of Widener's Columbia Shop; J. Selig, owner of Piser & Co.; Milton Weil, Krakauer Bros.; Saul Birns and Louis I. Leibowitz, all of New York City; C. Ludwig Bauman, Brooklyn, N. Y., and Albert Leon, Perth Amboy, N. J.

A. L. FORDHAM WITH REMINGTON

Everett H. Holmes, sales manager of the Remington Phonograph Co., announces the appointment of A. L. Fordham as general wholesale representative for this corporation. Mr. Fordham left on his initial trip immediately after September 1.

Mr. Fordham is well known to the trade and has had an extended experience in the phonograph industry.

E. H. Holmes, by the way, has just returned from a short trip and found the dealers very anxious to receive their first shipment of Remington phonographs. He was also able to establish many new exclusive agencies during this trip.

FAVORITE MAIN SPRINGS ARE THE WINNERS

Highest Quality
Best Prices
All Sizes
Immediate Delivery

Favorite Mfg. Co.
Talking Machine Supplies
1506 De Kalb Avenue
Brooklyn, N. Y.

SEND FOR PRICE LIST

FOR QUICK TURNOVERS

BUY CHARMAPHONE PHONOGRAPHS

OUR Leader Model No. 4 will outsell any other machine on your floor.

Its tone, high grade equipment, superb finish, and quality construction are a delight to the eye and ear.

Priced so that you can give your customer remarkable value with regular profit to you.

Progressive dealers should write at once for exclusive territory.



MODEL No. 3

Height 12 inches. Width 18 inches. Depth 20 inches.

Retail Price \$45.00

MODEL No. 4

Height 42 inches. Width 18 inches. Depth 23 inches.
Five album shelves. Nickel plated leg sockets and casters

Retail Price \$75.00

SUPREME IN TONE, QUALITY, PRICE AND CONSTRUCTION

Write at once for our liberal dealers' proposition and catalogue illustrating our complete line.

CHARMAPHONE COMPANY

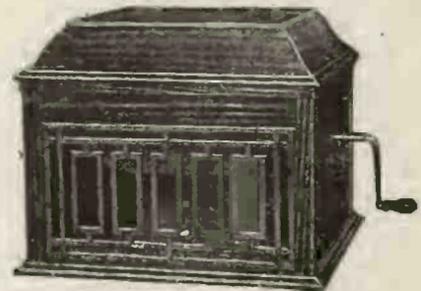
39 West 32nd Street, New York City

Factory: Pulaski, N. Y.

Arietta
Model IVArietta
Model IIIArietta
Model II

To Dealers in Virginia, West Virginia,
North Carolina and South Carolina—

The ARIETTA



Arietta—Model I

*Offers Unusual Advantages
in Deliveries and Service!*

THE RESPONSE to our announcement of the ARIETTA amply confirms our belief that there is a real need of a high grade Phonograph backed up by *prompt deliveries and efficient service.* With the view of filling this want we are manufacturing the ARIETTA at Richmond, Va., for Dealers in nearby territory—Virginia, West Virginia, North Carolina and South Carolina.



PHONOGRAPH

The ARIETTA is a strictly high grade Phonograph that will compare most favorably with the best machines now on the market. The ARIETTA Dealer is prepared to supply every demand for *Quality* and is protected against loss of sales during rush seasons by *prompt deliveries and factory service.* We will not assign new agencies beyond our capacity to supply those already established.

Get Ready Now for the Busy Fall Season!

If you are in our territory, write or wire for particulars. Favorable trade discounts.

Wholesale Distributors of Emerson Records

We are Exclusive Distributors of Emerson Records for Virginia,
West Virginia, North Carolina and South Carolina

ROUNTREE CORPORATION

Manufacturers
RICHMOND, VA.

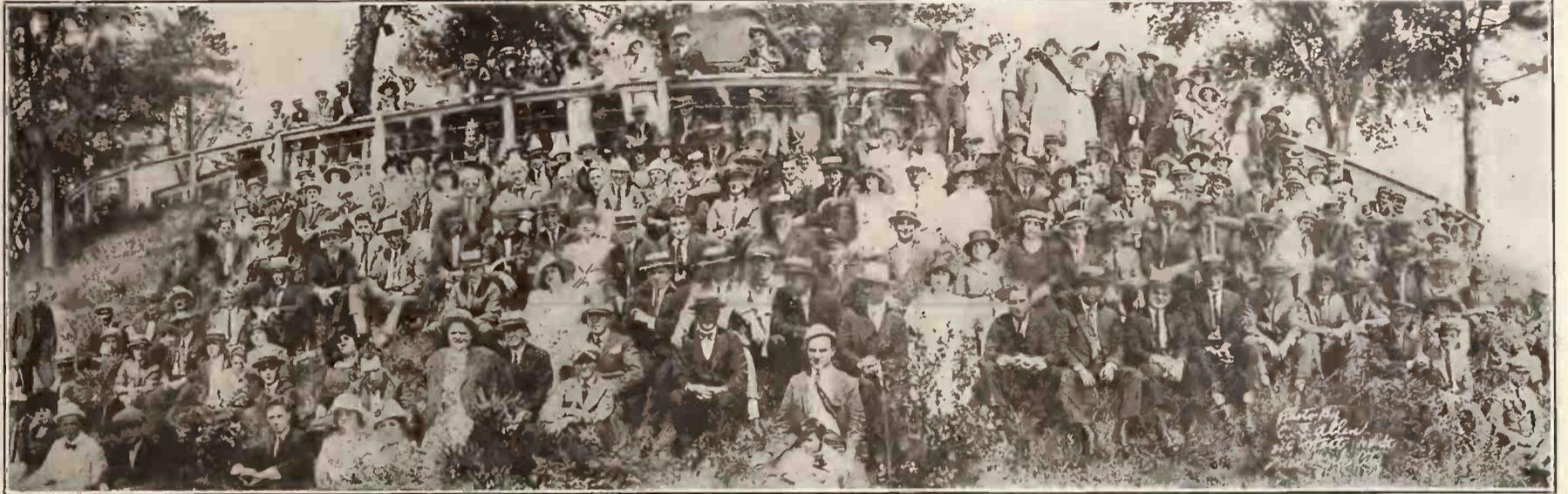
OUTING OF TALKING MACHINE MEN, INC., A BIG SUCCESS

More Than 300 Members and Their Friends Enjoy Great Time at This Year's Outing, Which Was Held at Beach Hill Inn, Rye Beach, on August 31—Great Program of Sports

The annual outing and games of the members and friends of the Talking Machine Men, Inc., the talking machine dealers' association which comprises in its membership the dealers of New York, New Jersey and Connecticut, was held Tuesday, August 31, at Beach Hill Inn, Rye Beach, N. Y., and was by far the most success-

ful as follows: Davin's Demons: Gershman, left field; Mayers, pitcher; Gold, shortstop; Forsley, center field; Davin, first base; Jacobs, catcher; Miller, third base; Russell, right field; Palmer, second base. Barg's Terrors: Haussler, shortstop and pitcher; Lohr, first base; Coleman, right field; Grew, third base; Sedg-

wick and Stegner, left field; Rollins, catcher; Halpern, second base; Barg, pitcher; Schoonmaker, center field. The game started off as if the score would be again, with the result that the Davins scored six runs and the Bargs scored four runs, tying the score. In the fourth inning the Davins were shut out, but the Bargs managed to put one run across the plate, bringing the score to 13 to 12 in their favor. In the fifth inning, which was scheduled to be the last inning, the Davins scored three times, but the Bargs in their half of this inning sent two runs across the plate, tying the score and making an extra inning necessary. In the sixth inning Jacobs hit for a single and stole second, advanced to third on



Snapshot of Big Crowd That Attended the Outing of the Talking Machine Men, Inc., at Rye Beach

ful outing that this progressive association has yet held. The weather was ideal, and every detail of the program was carried out with a thorough efficiency that emphasized the efforts of the arrangements committee to make this gathering a memorable one.

More than 300 members and friends of the organization assembled at Washington Arch at 10

o'clock in the morning and were conveyed by specially chartered buses and private automobiles to Beach Hill Inn, arriving there in time to enjoy a delicious light luncheon.

The game started off as if the score would be

Miller's strike-out and scored the winning run on Russell's sacrifice fly. In the last half of the sixth Mayers pitched air-tight ball, and Halpern, Hutchins (batting for Barg) and Schoonmaker went out without hitting the ball out of the infield.

Both teams played splendid ball, the stars for the Davins being Mayers, Gershman, Davin and



The Davins—the Winning Team

After luncheon the committee announced that the athletic games would be held on the field adjoining the Inn, the first event on the program calling for a five-inning baseball game between two teams captained by J. J. Davin, of the Reincke-Ellis Co., and Louis Barg, of the Crescent Hill Music Co. The two teams lined



J. J. Davin, Arno Reincke, L. S. Crone

95 to 94, for in the first inning the Davins scored six runs while the Bargs crossed the plate eight times. In the second inning both teams played a splendid game, neither side scoring, but in the third inning the bats were active



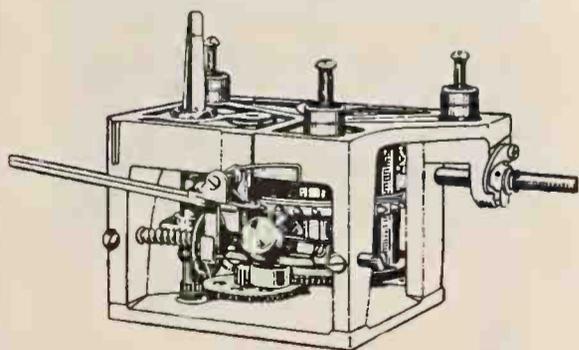
The Barg Terrors—the Losing Nine

Gold, while the Bruno "duet" on the Barg team, otherwise known as Haussler and Lohr, accounted for six runs of the team's entire total. Haussler pitched great ball and was the "star" of the game.

The 100 yard dash for dealers only was an exciting contest, with Jos. Mayers finishing first, Michael Gibbons second, and C. Dovas third. The 100 yard dash for dealers' clerks and managers was captured by Arthur Helfer.

(Continued on page 173)

"FAVOROLA"



CAST IRON FRAME
DOUBLE SPRINGS
ECCENTRIC BEARINGS

THE POPULAR PORTABLE PHONOGRAPH

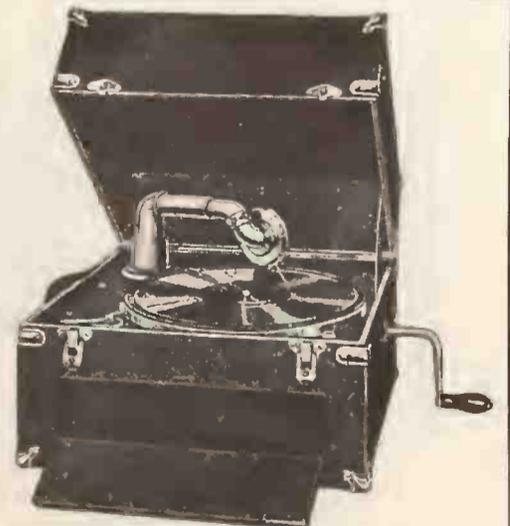
MANUFACTURED BY

BON-TON MFG. CO.

211 SO. BROADWAY
ST. LOUIS, MO.

Prices and Terms on Application

TONE ARM: "SUPREMO" UNIVERSAL
PLAYS ALL RECORDS
REPRODUCER: MICA DIAPHRAGM
RUBBER CUSHIONS



LEATHERETTE COVERING
NICKELED TRIMMINGS
12-INCH TURNTABLE



Model 11 Adam
42" x 37" x 24"
Price, \$300



Model 0 Sheraton
45" x 19" x 20"
Price, \$135



Model 10 Sheraton
42" x 37" x 24"
Price, \$235



Model 2 Adam
48" x 22" x 23"
Price, \$200



Model 3 Queen Anne
48" x 22" x 23"
Price, \$240



Model 13 Louis XVI
42" x 37" x 24"
Price, \$400



Model 1 Adam
46" x 20" x 21"
Price, \$160



Model 12 Queen Anne
42" x 37" x 24"
Price, \$360



THE L'ARTISTE is a musical instrument in every sense of the word. Its tonal value alone places it in the foremost ranks of reproducing instruments.

Every model of the L'Artiste is a period model and true to the period it represents. The L'Artiste is an instrument fit to grace the most palatial of homes and an instrument you will take just pride in selling.

Furthermore the merits of the L'Artiste have been proven. Dealers are handling the line with great success in every section of the country. Anticipating the important season we are entering, it would pay you to investigate this line *to-day*.

L'Artiste Distributing Co.
Distributors

PHILADELPHIA
Parkway Building
NEW YORK
841-J. Bush Terminal Sales Bldg.

PITTSBURGH
2002 Jenkins Arcade
NEW ENGLAND DISTRIBUTORS
C. C. Moir, BOSTON, MASS.

OUTING OF TALKING MACHINE MEN
(Continued from page 171)

with Russell second and Mayers third. The fat men's race was won by Chas. Offerman, with Paul Helfer second and M. Friedberg third. Miss Anna Lazarus, daughter of Sol Lazarus, was the winner of the ladies' race, with Miss Ethel Goodman second and Miss Sadie Good-



"Smiles"—That's All

man third. The juniors' potato race was won by "Buddie" Ernst, son of H. C. Ernst, of the New York Talking Machine Co., with Master Mayers second. The special 100 yard race for members of the press was won by Edward Lyman Bill of The Talking Machine World.

Subsequent to the games, the guests adjourned to the Inn, where a bounteous shore dinner was served which was thoroughly enjoyed by everyone present. The program specifically stated



The Bruno Houseboat—Note the Victor Dogs that no speeches were scheduled, and during the course of the dinner the prizes were awarded to the winners of the athletic games. These prizes were contributed by the following Victor jobbers: American Talking Machine Co., Emanuel Blout, Chas. H. Ditson Co., Inc., New York Talking Machine Co., S. E. Pearsall Co., L. W. Collings Co., Blackman Talking Machine Co., C. Bruno & Son, Inc., Knickerbocker Talking Machine Co., Ormes, Inc., G. T. Williams and Horton-Gallo-Creamer Co. The prize for the winner of the race for the members of the press was donated by the Reincke-Ellis Co.

After the close of the dinner the Beach Inn jazz orchestra provided plenty of entertainment and music for the dancing devotees. The buses left for New York at 10 o'clock, and a happy and contented crowd gave three cheers for the members of the entertainment committee, which consisted of the following: E. Perkin; chairman; Sol Lazarus, E. G. Brown, Albert Galuchie, M. W. Gibbons, Irwin Kurtz, Max Berlow, Cass B. Riddle and J. J. Davin.

According to the official program the various phases of the day's activities were handled by the following members of the association: For ride to Rye, "Bass Riddle"; for hooch and eats, Gibbons and Leins; for games, Jim Davin and Sol; for bathing, boating and fishing, Sailor Miekle, H. T.; for dancing and entertaining, Bryant, Abelowitz, Schwetz; for a good, old, sincere hand-shake, Johnnie Hunt, Ernie Leins, Smiley Bersin, Josef Bryant, 7-11 Berlow, Pep Hertzell and Surefire Dovas.

Practically all of the Victor jobbers in the metropolitan district, the local wholesale branch of the Columbia Graphophone Co. and the other leading talking machine manufacturers were represented at this outing. There is no doubt but that this delightful reunion enhanced the feeling of good fellowship which exists among all factors of the New York trade.

NEW COLUMBIA DETROIT MANAGER

Sam E. Lind to Resign on October 1 to Enter Another Field—To Be Succeeded by H. E. Gardiner From the New Haven, Conn., Branch

DETROIT, MICH., September 3.—An announcement of extreme interest to the talking machine industry, and especially to the dealers of the State of Michigan, is the resignation of Sam E. Lind as Detroit manager of the wholesale branch of the Columbia Graphophone Co., which will take place on October 1. Mr. Lind will be succeeded by H. E. Gardiner, at present manager of the Columbia wholesale branch in New Haven, Conn. During the nineteen years that Mr. Lind has been with the Columbia he has made a warm spot for himself in the heart of the Columbia officials who have always had great respect and admiration for Mr. Lind and his ability to sell goods. Under his regime the Detroit branch was remarkably well conducted and sales were phenomenal. Mr. Lind started in with the Columbia Co. in the year 1901 as salesman in the retail store. Then he was promoted to manager of the instalment department of the retail store; later he was advanced to manager of the retail store. He showed such splendid results that Mr. Dennison, then manager of the wholesale branch of the Columbia, advanced Mr. Lind to assistant manager with charge of city sales; again Mr. Lind was promoted, this time to sales manager. Four years ago the home office announced his promotion to manager of the Detroit wholesale branch, a position he has held ever since. Mr. Lind is planning to engage in some other line of business, although he has not fully made up his mind, so does not want to make any announcement at this time. The many Columbia dealers throughout Detroit and Michigan will regret exceedingly to hear that he is leaving after all these years, and yet these same dealers will do all they can to cooperate in every way with Mr. Gardiner, the new manager, who, according to latest advices, will arrive some time this month. He will be welcome.

Stewart

Talking Machine Company

JOBBER
for the
Victor
Talking
Machine
Company



Indianapolis

VACATIONIZE AT LONG BEACH

Peter J. Gordon, district manager of the Brunswick-Balke-Collender Co., with headquarters in Detroit, is enjoying his Summer vacation at Long Beach, L. I., in preparation for the big business which he expects this Fall.

INCORPORATED

The Music Shop, Middletown, N. Y., under the direction of the firm of Gunther-Kennedy, Inc., has begun improvements on its store at 59 North street. The entire store will be remodeled and new demonstration booths installed.

The ad that gets under the skin of the reader talks about his business in terms that he can understand.

Coin-Operated Electric Phonograph



The Electric Phonograph Company of Kalamazoo, Michigan, manufacturers of Coin-Operated Automatic Electric Phonographs, are now offering to operators the opportunity to handle their machines. These machines are electrically operated—hold 24 records, anyone of which may be selected, and are highly finished so as to make an attractive and pleasing appearance in any location.

Production in the factory is being increased as rapidly as is consistent with high-grade work. The Electric Phonograph Company is now able to furnish instruments to progressive dealers and operators in the United States.

They earn the nickels—This Coin-Operated Phonograph holds 24 cylinder records. Entirely automatic. Big money makers.

Attractive Proposition to Dealers and Operators

Electric Phonograph Co., Kalamazoo, Mich.

THE PERFECT TONE
OPEROLLO
 FOR EVERY HOME

Reg. Trade Mark for Operollo Phonographs

Phonographs for Quicker Turnovers



MODEL 115

A selling campaign with Operollos will guarantee dealers complete success.

Distinctive features, solid construction, high-grade equipment and superb finish — **QUALITY throughout**—have caused the public to choose OPEROLLOS.

Our Leader Model 115 will outsell any other machine on your floor

We consider this machine the most remarkable value ever offered by any manufacturer. Model 115 gives 100 per cent satisfaction, still our **price is very attractive** and **assures dealers of substantial profits.**

Eight exclusively designed Cabinet Machines, retail prices, \$110 to \$275

A permanently profitable business is assured to every dealer who secures the Operollo Agency in his community.

Not only does he benefit by the sales to customers who would ordinarily buy a machine, but he also partakes of the consumer prestige that Operollo performance has elsewhere commanded through its unusually high quality and tonal value.



MODEL C-250

Operollos are made of only highest grade materials, and the silent Krasco Motor supplies a source of power that is always dependable.

Operollo's popular price has created a demand that 90 per cent of the trade are now supplying—are you one of the dealers?

*Write for 1920 Catalogue
 and attractive Dealers' Discount*

**Operollo Phonograph
 Company**

54 West Lafayette Blvd.

Detroit, Mich.

When Frank Crumit sings, "Don't Take Away Those Blues" and "Good-bye, Dixie, Good-bye", everyone says good-bye to the blues. Order big. A-2965.

**Columbia Graphophone Co.
NEW YORK**



ACTIVITY FOLLOWS SLIGHT LULL IN MILWAUKEE TRADE

Optimism Prevails Regarding Fall and Winter Outlook—Prices Still Firm—Dealers Stocking Up—Many Cash Sales Made—Talking Machine Trade Complimented—Changes in Jobbing Trade

MILWAUKEE, Wis., September 11.—The spirit of the retail talking machine trade in Milwaukee and generally throughout Wisconsin evidences the most substantial optimism concerning Fall and holiday business. Although there has been a sort of lull in demand for the last thirty days to six weeks, this has been regarded as a natural consequence of the season as well as a reflection of a general tightening of finances. With the arrival of Fall and the return to the cities of thousands who this year went to the lakes and other country places for the hot months, business is again picking up and in such measure that the retail trade looks forward to virtually as good a holiday trade as last year, when all records were shattered.

Expressions of opinion on future business made at the second annual Fall trade conference held by the Wisconsin Association of Music Industries in Milwaukee on September 1, during State Fair Week, were without exception of an encouraging nature. It was stated that, while the supply of instruments has been increasing, the shortage of records still exists and remains a serious problem in contemplating Fall and holiday business. The attitude of retail dealers is that all of the merchandise they can obtain should be ordered now. The transportation question looms up as the most serious problem confronting the industry. There seems to be no possible chance for prices to come down, and it is believed that the trade will be fortunate if it is not going to see higher prices. Under these conditions it is the opinion of leaders in the trade that dealers may well look after stocks and get them on their floors without delay.

The price situation from the manufacturers' standpoint is toward firmness, if not an advance. Lumber has eased off only slightly, and probably temporarily. Metal is no lower. Labor remains high and still presses for further wage advantages. One Milwaukee manufacturer told The World representative the other day that he spent \$150 in trying to get two cabinetmakers without success. The advance in freight rates is adding somewhat to the cost of each article, especially the larger instruments.

The energetic efforts which Milwaukee music men have exerted every Fall to influence good holiday trade will be repeated this year along even broader and stronger lines than in the past. This is deemed necessary because sales resistance unquestionably is greater than at any time since 1917, when the enthusiasm of the war brought music to its highest estate, especially from a commercial viewpoint. The Milwaukee Association of Music Industries, the membership of which consists largely of dealers, but also of manufacturers and jobbers, plans to undertake promotional effort through co-operative advertising and the like, about October 1 and carry it forward until Christmas.

Barring an almost negligible effect of curtailment of automobile production upon labor in

Milwaukee, a great center of the automotive parts industry, unemployment is practically unknown here. This city excels perhaps any other in the country in diversified industries, consequently a decline in any particular line does not have any general effect. The few men who are idle in the automotive parts industry have been absorbed into other shops. Local manufacturers cannot discern any reason why their patronage should not continue and the feeling is general that industrial conditions will not undergo appreciable change by the end of the year. So far as the agricultural condition of Wisconsin is concerned, crops were never of better quality or larger yield and plenty of money is streaming back to the farm.

A sign that is especially encouraging to the music industry is that the farmer in Wisconsin is "perking up," which means that not only the outward appearance of the farm is being made attractive and up-to-date, but the interior of the farmhouse is being given modern comforts and convenience. Dealers look to the farm for a considerable amount of business in musical instruments this Fall, for the farmer is spending real money for the first time.

At this time of the year, retail stocks generally are fairly heavy, because of buying in anticipation of holiday business. This year stocks are somewhat larger than a year ago, but there is

no dealer on record with more than he desires. Local jobbers report that good buying is being done and they look for a wholesome purchasing movement during September and October. While more conservation has been shown so far this year than in 1919, the chances are that before Christmas there will be a virtual rush for goods.

More cash sales of talking machines and phonographs have been made in Milwaukee this year than ever before in history. There are several reasons. The main one is that dealers have tried the plan of asking cash and found it easy to get it. Another is that purchasers are prepared to pay cash and would be surprised if they did not have to pay cash. The fact that bankers have been demanding abnormally high rates of interest has been the chief factor in inducing dealers to get sufficient backbone to ask cash. By the same token, they have held out for larger initial payments on deferred contract sales, and for shorter terms on balances. The public has been willing to accede to the demand.

A high compliment to the talking machine business was paid by many speakers at the recent State trade conference when Frank E. Morton, of Chicago, brought up the subject of "prize package" merchandising by piano dealers. He pointed to the fact that the talking machine dealer does not find it necessary to throw in a couple of dozen records, several packages of needles, brushes, cabinets, etc., etc., in order to complete a sale. And yet no purchaser of a phonograph can make the least possible use of

(Continued on page 177)

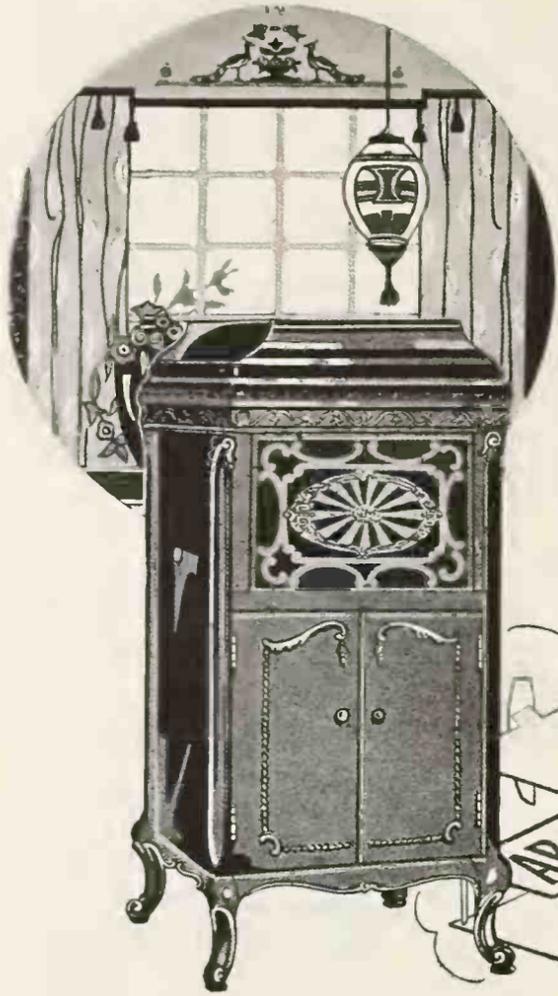
CABINETS

- ¶ If you are in the market for cabinets that will develop sales for your dealers *write us today.*
- ¶ We use only five ply selected woods — Genuine Mahogany—Quartered Oak—American Walnut. The line is complete, comprising eight models.
- ¶ We are not experimenting with cabinet production, for our factory staff has manufactured fine cabinet work for 25 years,



46 in. high
19½ in. wide
21½ in. deep

The Celina Specialty Company
Celina, Ohio



The EXCEL Talking Machine

will assure you a growing business, for each owner becomes a booster for you.

It embodies all of the latest and best achievements in tone reproduction and will play all makes of disc records perfectly without any attachments.



A PRODUCT OF THE HIGHEST QUALITY

NEW MODELS OF ADVANCED DESIGN

FINEST WORKMANSHIP

SUPERB TONE

HIGHEST GRADE EQUIPMENT

EXCLUSIVE FEATURES

GUARANTEED DELIVERIES

We want you to know their quality so here is our offer:

We will send one or more models on approval. When they come put them to a test as severe, as critical as you desire. If perfectly satisfactory you are to honor invoice at maturity. If not, just return the machine at our expense. Could any offer be more fair or prove more fully the faith we have in our product?

Write us today and arrange for the agency of the fast selling Excel line.

To Excel dealers we offer an ample supply of records of well-known standard makes at remarkably reduced prices



EXECUTIVE OFFICES: 136 West 23d Street, New York

FACTORIES: Chicago, Ill.; Holland, Mich.; Jamestown, N. Y.

An Exceptional Opportunity is Offered to Good Wholesale Salesmen to Represent Us

ACTIVITY IN MILWAUKEE TRADE
(Continued from page 175)

the instrument unless records and needles are available. On the other hand, while a player-piano can be played by hand without further supplies, many dealers insist on throwing in a dozen music rolls, scarf, bench and numerous other articles for which they had to pay a handsome price. Mr. Morton said it is a sign of weakness when a dealer feels it necessary to do this gift-giving, and no dealer can prove that he deems music an essential when he persists in the practice.

Several important changes in the jobbing trade in Milwaukee have taken place recently. The most important is that of the resignation of Harry M. Hahn as sales manager of the Sonora department of the Yahr & Lange Drug Co., to take the management of the Paramount department of E. R. Godfrey & Sons Co., distributors of the Paramount line in five Great Lakes States, namely, Wisconsin, Illinois, Indiana, Michigan and Iowa. Mr. Hahn joined the Yahr-Lange Co. three years ago, having previously spent seven years in the retail business with C. Niss & Sons Co., Milwaukee. He assumed his new duties August 1. His headquarters now are at 293 Milwaukee street.

According to Harry A. Goldsmith, secretary of the Badger Talking Machine Co., 135 Second street, Wisconsin and Upper Michigan jobber in the Victor line, prospects for Fall and the holiday season, are excellent, and he feels that it is going to be merely a question of getting merchandise to fill the demand. The dealer trade is ordering liberally.

Mr. Woodard, representing the Emerson, recently spent a week in Milwaukee and gained a wide acquaintance with the line among dealers in Eastern Wisconsin. Mr. Woodard made an exhibit at 152 Hotel Wisconsin, which was liberally patronized during his stay.

Thomas I. Kidd, manager of the local branch of the Brunswick, is pleased with the manner in



PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Why not communicate at once with us?

EXCLUSIVELY WHOLESAL

BADGER TALKING-MACHINE CO. 135 Second Street
MILWAUKEE, WIS.
VICTOR DISTRIBUTORS

which Fall business has opened up after the usual Summer quiet period and he is of the opinion that, despite gradual production betterment, it is going to be difficult to satisfy the wants of his large and active dealer organization, especially when the eleventh-hour rush sets in shortly before Christmas.

One of the busiest men in the local trade during the first ten days of September was Richard H. Zinke, head of the R. H. Zinke Music Co., a leading East Side Victor dealer. Mr. Zinke is president of the Wisconsin Association of Music Industries and as such did some very hard work for the annual Fall trade conference held September 1. On September 2 the Milwaukee Elks' Band functioned as the chief musical organization on Milwaukee Day at the State Fair. Mr. Zinke organized this band and is its director. Before the fair closed Saturday, September 4, the big Elks' Round-Up and Carnival Supreme began in Milwaukee. Mr. Zinke served as chairman of the music committee and also directed his band.

The Dalin Jewelry & Music Co., of West Allis, a suburb of Milwaukee, opened its new store at 6217-6219 Greenfield avenue on September 1. It originally was the Dalin Jewelry Co., but several years ago installed a Victor department, which has been supplemented with a complete line of pianos and musical merchandise.

Fred D. D. Holmes, secretary and manager

of the Smith Piano Co., Columbia dealer, has returned to his desk after an absence of nearly two months because of illness. Mr. Holmes was subject to dual congratulations, a baby boy having arrived at his home on August 12.

The George H. Eichholz Co., this city, Victor and Edison dealer, now has one of the finest and most attractive talking machine shops in



Interior View of Eichholz Store

the city as the result of extensive remodeling work. At the same time the store was enlarged and a new battery of demonstrating booths installed. The accompanying illustration gives a good idea of the first impressions upon the customer entering the front door. The Eichholz Co. is one of the most consistent users of street car advertising in the local trade.

Herman C. Mueller, 422 Eleventh avenue, has recently brought out the Mueller tone arm, the distinct feature of which is the multiple diaphragm, which amplifies the sound.

Our Share in Helping the Growth of Your Victor Business

We feel as deeply concerned in your growth and prosperity as do you.

We therefore consider it our duty to extend to you whatever co-operation we may in furthering the advancement of your institution; whatever it may be, through helping you in your merchandising methods, helping you with your store arrangement, giving you our experienced advice in accounting systems, or in any other way where we may be of service to you



When merchandising a VICTOR product, remember you are merchandising the highest grade musical instrument in the world.

(Signed) J. W. E. Mickel

Mickel Bros., Omaha, Neb. ~ Mickel Bros., Des Moines, Ia.

New Comfort Talking Machine

"Supreme in durability, beauty and tone"

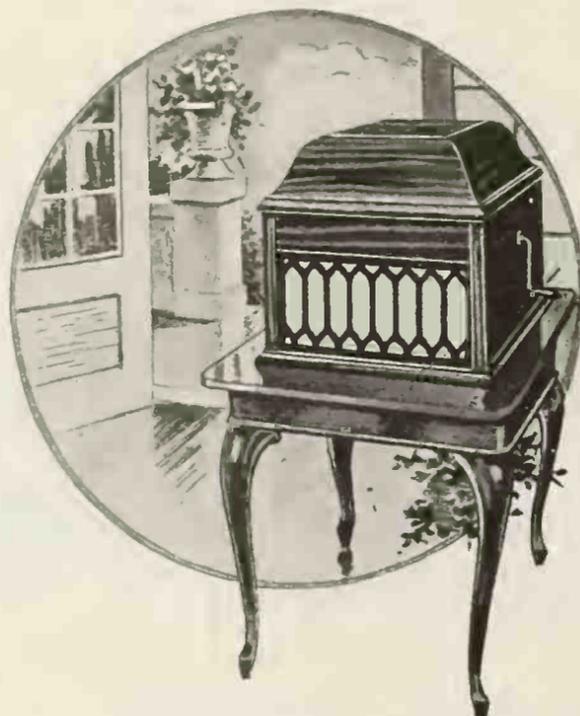


Designs that are the products of genius, a delightful sweetness of tone, and an unexcelled service have combined to boost New Comfort sales over 1000% since December, 1919.

The New Comfort possesses lines that are extraordinary for their simplicity, yet perfect gracefulness. Nineteen models—to fit every taste, and pocket book, give New Comfort dealers opportunities for unlimited expansion through our direct-from-the-factory selling plan.



MODEL E



MODEL 80



MODEL D17

"Known for Tone"

Two of our most popular models sent to you upon request, without any cash outlay on your part.

A beautiful Illustrated Catalogue with our proposition to Dealers sent upon request.

New Comfort Phonograph Records will be announced shortly.

The New Comfort Talking Machine Company

General Offices: Cedar Rapids, Iowa

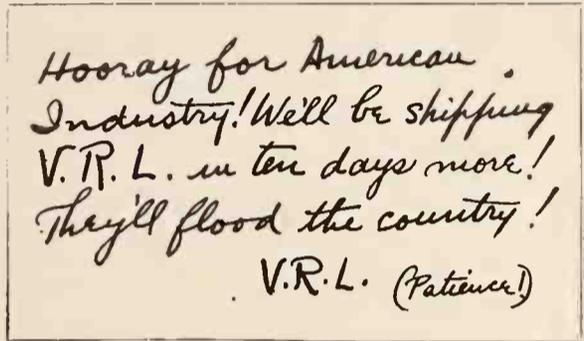
EASTERN OFFICES: 106 Bakewell Bldg., Pittsburgh, Penna.

CLEVER LIFTER PUBLICITY

How the Vacuum Record Lifter, Ltd., Is Bringing Its Product to the Attention of the Trade—Some Novel Ideas Brought to Attention

Again credit goes to an accessory firm which seems to inject novelty into everything it does in the campaign to the dealer. The Vacuum Record Lifter, Ltd., New York, maker of the only article on the market for lifting a record off the turntable, announces a Fall selling propaganda which introduces its device to the trade.

Herewith is reproduced one of the fac-simile postcards in a teaser campaign which brings



five such cards to the dealer's desk, on successive days. They read as follows:

- (1) Hooray for American Industry! We'll be shipping V. R. L. in ten days more! They'll flood the country! —V. R. L. (Patience!)
(2) Oh, Boy! What a nifty article is that V. R. L. You sure will be glad you waited! —V. R. L. (Patience!)
(3) The V. R. L. is heading your way and every dealer will agree with you when you say "Great!" —V. R. L. (Patience!)
(4) By mail to-morrow you'll know all about that V. R. L. they've all been waiting for! Sell 'em? Why, man—they just give themselves away! —V. R. L. (Patience!)
(5) Right in this mail is the message of the Vacuum Record Lifter, the phenomenon of the year. And for your patience—much thanks!

The last day brings a large envelope with literature, rate card, etc. It is all designed to give the dealer an idea of the campaign which is being put behind the Vacuum Record Lifter. Besides colored reprints of display cards, there is a folder for distribution to the consumer worthy of note. It is a little family circle story of records that have been reduced to scrap through collision with the tone arm or by dropping on the floor; aptly enough, the folder is entitled "Broken Melodies."

Joseph Menchen, president of the concern, reports brisk selling, now that all difficulties of mass production have been overcome.

MUSIC SUPERVISOR FOR NEW YORK

Russell Carter Assumes Important Post in State Educational Department at Albany

With the creation of the office of specialist in music in its Educational Department at Albany, New York State has just taken an important step toward the standardization of the courses in music in its public schools and toward granting this study a more prominent place in the curriculum. The new appointee is Russell Carter, for eight years supervisor of music in the public schools of Amsterdam, N. Y., and more recently professor in the University of Michigan at Ann Arbor.

Mr. Carter's chief duties will be to set standards which are to be maintained in the schools, and to pass on the claims of schools for credits in music by actual inspection of the work done. The work will be virtually that of a general supervisor and will involve the preparation of regents' examination questions, the reviewing of all examination papers, lecturing on methods of teaching, and helping individual schools to plan work.

Whereas each school heretofore has been following the music course prescribed by its individual school board, it will now have to conform to the standards set up by the new department if it hopes to offer its pupils a course for which full credit may be secured. The New York City schools are not affected, however, as they are separately administered with their music work under the direction of George H. Gartlan.

Portrola TRADE MARK REG.

PERFECT PORTABLE PHONOGRAPH

For Home Use

For Outings



Size 13 x 13 x 10 inches. Weight 16 pounds.

Plays All Records With Clear Full Tone

Every Machine Guaranteed

Built like an elegant traveling case with LEATHER CORNERS, ROUND LEATHER HANDLE, SILK GRILLE, enclosed cast METAL HORN, UNIVERSAL TONE ARM, and NEEDLE REST; CLIP for holding Tone Arm when carried; RECORD COMPARTMENT and NEEDLE-BARREL for carrying needles.

YOUR CUSTOMER WILL BE PROUD TO OWN THIS BEAUTIFUL INSTRUMENT

DISTRIBUTORS:

- Boston, Mass. Phonograph Sales Co., 27-28 Court Sq.
Chicago, Ill. Wade Talking Machine Co., 14-20 N. Michigan Ave.
Dallas, Tex. Sonora Distributing Co., of Dallas.
Kansas City, Mo. Tri-State Sales Co., 218 East 10th St.
Richards & Conover Hardware Co., 5th and Wyandotte St.
Milwaukee, Wis. A. G. Kunde, 516 Grand Ave.
New York City. Cabinet & Accessories Co., 145 E. 34th St.
Oklahoma City, Okla. Collier Bros., 817 Herskowitz Bldg.
Portland, Ore. The M. J. Wax Co., 203-206 Fenton Bldg.
St. Louis, Mo. Associated Furniture Manufacturers, 1209 Washington Ave.

Every Enterprising Dealer Will Fill In Blank Below and Mail to Nearest Distributor At Once

(TEAR OFF HERE)

..... 1920

(Write name of nearest distributor.)

(Address.)

Gentlemen: Please ship at once by express f. o. b. factory Portrola I (double spring motor) list price, \$45.00; Portrola II (single spring motor) list price, \$35.00. It being understood that I am to receive the usual dealer's discount.

DEALERS LOOK FOR AN ACTIVE FALL TRADE IN BUFFALO

Buying Power of Public Still High—New Columbia Dealers—J. N. Adam & Co.'s New Record Rooms—C. N. Andrews Returns—L. M. Cole Reports Progress—Short Time Methods Prevail

BUFFALO, N. Y., September 1.—Activity marks industrial conditions in Buffalo and the prospects for Fall and holiday trade are bright. Ask local laborers, who are receiving \$38.50 a week, if there is a slump headed toward Buffalo and they will reply in the negative. Many mechanics, who are working steadily, hold the same view. The number of unemployed in this city is negligible.

The scarcity of farm labor is handicapping western New York farmers, who with all their setbacks are enjoying prosperity. There is an abundance of grain and fruit and prices are maintaining a high level. Talking machine salesmen report that the farmers are so busy making money at present that they will hardly give up the time for an interview on the subject of talking machines. It is said that when the rush is over they will buy liberally.

August sales were as good as those of the same period a year ago and the merchants have been stocking up to avoid future embargoes, increased freights, etc. There has been the usual amount of quality advertising in regard to talking machines and special announcements about new records.

The general run of terms demanded, according to a member of the trade, is 10 per cent down and a twenty months' limit.

W. H. Lawton, manager of the Buffalo branch of the Columbia Graphophone Co., reports that the following have recently opened Grafonola Shops in Buffalo or surrounding territory: F. Schunke, 1877 Clinton street, Buffalo; Carl Meyer, 509 Broadway, Buffalo; John A. Lenz, 410 Genesee street, Buffalo; John A. Lenz, 1425 Fillmore avenue, Buffalo; Frank Vallone, 334 Connecticut street, Buffalo; J. N. Adam & Co., 389 Main street, Buffalo; L. Giambrone, 529 Niagara street, Buffalo; New England Furniture & Carpet Co., Rochester; Pritchard & Ropfelt, Rochester; Herman Rice, Angelica, N. Y.; John

Mackowiak, Dunkirk, N. Y.; Vrony Kite, Geneva, N. Y., and Ackley & Hall, Newark Valley, N. Y.

"Business during the months of July and August at the Buffalo branch has passed all previous records," said Mr. Lawton. "There is a general feeling among the trade that there will be a tremendous demand both for Columbia Grafonolas and records starting with the Fall season, which will open up, from all indications, very big in the early part of September."

Mr. Lawton will hold a series of dealers' meetings in Buffalo, Rochester, Syracuse and other points, starting the latter part of September.

Many Columbia dealers are reporting tremendous sales and increases in the smaller rural towns due to the fact that they are using trucks and going out and soliciting business, selling direct from the truck to the homes.

Mr. Lawton reports big sales on new Columbia period models. A representative display of these is now to be seen at the following concerns in Buffalo: J. N. Adam & Co., King Furniture Co., Laurens Enos Co., Household Outfitting Co., Kuhn Bros., and John A. Lenz.

Mr. Lawton recently visited New York to confer with the executive officers of the Columbia upon the matter of the new and expansive quarters of the Buffalo branch of the Columbia Co., which increased business has made necessary.

"Our August business showed a 50 per cent increase," said F. E. Russell, manager of J. N. Adam & Co.'s Victrola department. "Just now there is a scarcity of Victor records."

A large open record room, with a service counter in front, has been opened at this store. The salesmen there are provided with automobiles, which are used to advantage in bringing customers to the establishment. A recent case in point: A woman living in South Park, a section of this city, telephoned the Victrola department to inquire briefly about a machine.

When the information was given, she said she "would be down in a day or two." The live salesman conversing with her over the 'phone suggested that he would call in his auto the same afternoon and bring the prospect to the store. She agreed to the offer and, in face of the alleged slowness of the female of the species in getting herself ready, was in the department within an hour. The interview ended happily for all concerned because she bought a \$235 machine after little investigation.

M. Lipchick has joined the sales staff of J. N. Adam & Co.'s Victrola section. His talent as a musician has helped him in selling many records. Floyd Barber and Miss Gress, of the same department, have returned from their vacations. D. J. Cameron, salesman, has bought a new car, which he uses in the business.

While 10 per cent down and a twenty months' limit are the customary terms in buying talking machines in Buffalo at present, according to a local dealer, some customers in the past two months have been making heavy down payments and are showing a willingness to clean up the balance in a few months.

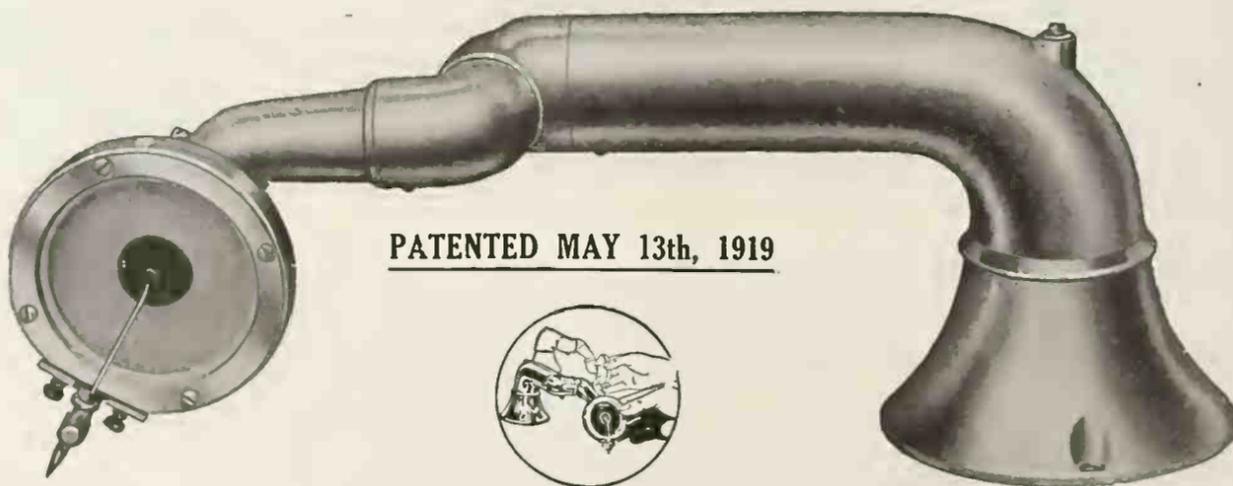
Mr. and Mrs. C. N. Andrews recently returned from a twelve-days' motor trip to the Adirondacks. Mr. Andrews, accompanied by his brother, W. D. Andrews of Syracuse, later covered Cleveland, Toledo, Detroit and other points by motor. Mr. Besser, of W. D. & C. N. Andrews' sales force spent his vacation in Hornell.

"We are receiving larger shipments of machines but record shipments are slow," said L. K. Scott, manager of the William Hengerer Co.'s Victrola department. "We are making plans for a big Fall and holiday trade."

Miss Irene Hitzel, saleswoman in Hengerer's Victrola department, was recently married to Stanley Cabana of this city.

"Business is good and our dealers are starting to order for Fall," said L. M. Cole, general sales manager of the Iroquois Sales Corp. "Mr. Briggs, our Eastern representative, has opened several new accounts." Mr. Cole recently visited the Okeh headquarters in Toronto, Ont. He found the Okeh records going strong there.

EMPIRE UNIVERSAL TONE ARM and REPRODUCER



In designing the phonograph that you manufacture do you realize that the use of high grade sound reproducing-mechanism is a very important item?

Have you ever given the importance of the throw back feature your consideration?

The Empire Tone Arm and Reproducer excels in every important feature—

1st, on appearance alone it will appeal to your dealer customer and will enable him to interest the best kind of trade.

2nd, on performance it will reproduce all makes of disc records at their best and will bring out all the overtones that are usually lost.

3rd, mechanically the Empire Tone Arm is more nearly perfect than any other tone arm.

WRITE FOR OUR PRICES AND GIVE US AN OUTLINE OF YOUR REQUIREMENTS FOR 1920

THE EMPIRE PHONO PARTS COMPANY

ADDRESS ALL INQUIRIES TO CHICAGO OFFICE
Sales Office: 423 S. Wabash Avenue, CHICAGO, ILL.
Factory: 1100 W. 9th Street, Cleveland, Ohio

FOR
 Steamships,
 Theatres and
 Dancing,
 Entertainment
 or Novelty
 and Numerous
 Other Purposes

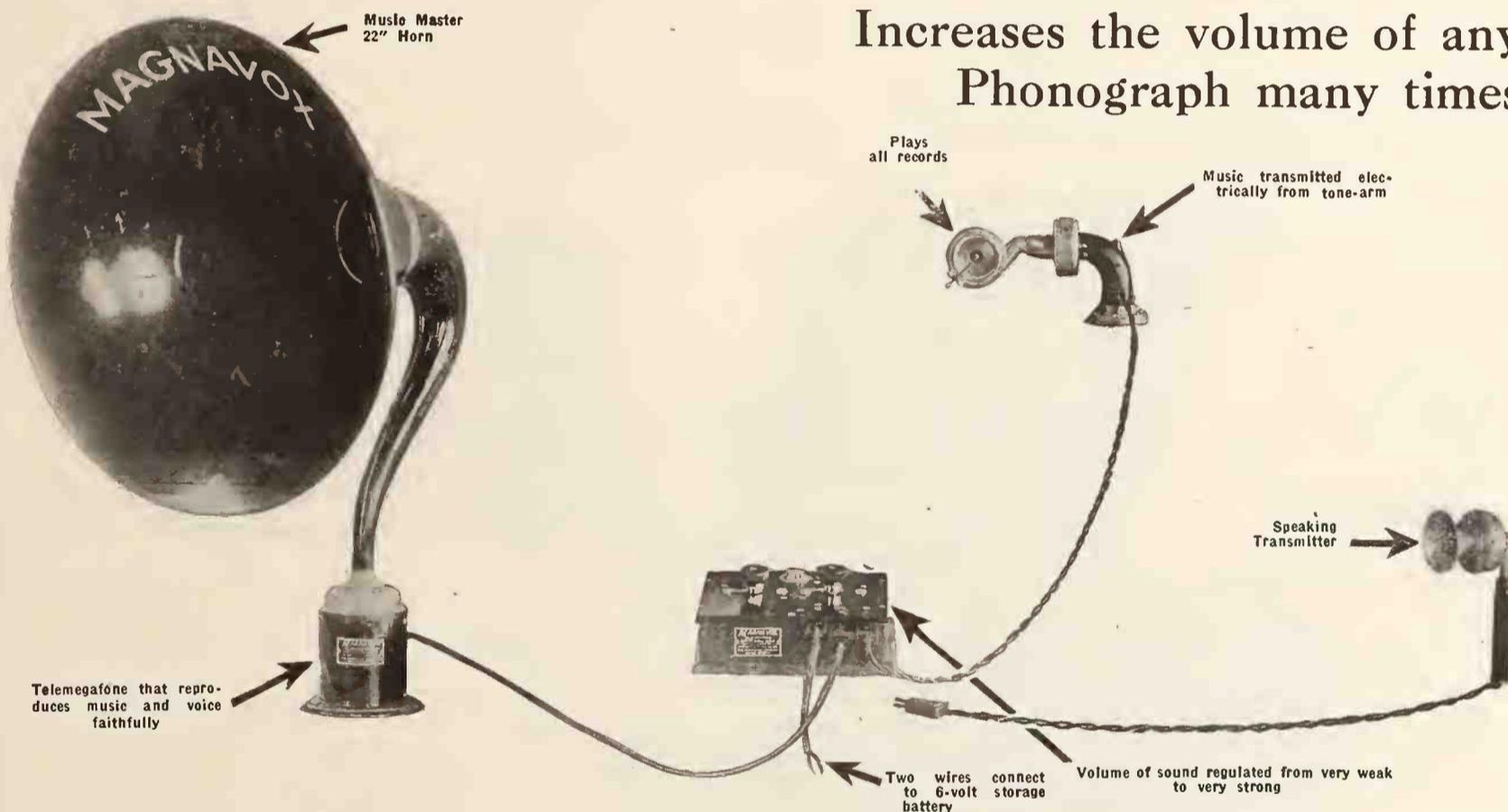


PATENTED IN U.S.A. AND FOREIGN COUNTRIES

FOR
 Schools,
 Clubs and
 Colleges, or
 Parks, Camps,
 Summer Resorts,
 Public Speaking
 and Announcing

Music and Voice Telemegafone

Increases the volume of any Phonograph many times



Territory Rights Available in all parts of United States

President Wilson
 used the Magnavox Telemegafone to talk to 50,000 people at San Diego

Vice-President Marshall's
 voice was carried to the tower of the Trinity Church in Washington, D. C., and reproduced with sufficient volume to be heard over the greater part of the city.



The Home of Magnavox Telemegafones, and the famous anti-noise Marine, Commercial and Airplane Telephones

The President's Victory Loan
 message was transmitted by wireless telephone from an airplane and reproduced to 21,000 people at the Treasury Bldg., Washington, D. C.

This Instrument
 has also been used with great success by Secretary Daniels, Admiral Sims and many other prominent public speakers.

WRITE FOR BULLETIN No. 22520

THE MAGNAVOX COMPANY

2701-2765 East 14th Street

Oakland, California

PACIFIC COAST DISTRIBUTORS OF SONORA PHONOGRAPHS

Waddell
(PATENTED)
"The Phonograph with a Secret"
REG. U. S. PAT. OFF.

"Where are you going, my pretty kid?"

"I'm going to buy a Waddell phonograph"—and she did.

"And why, my pretty miss, did you buy a Waddell?"

"Because, sir, it has a secret that makes it sell."

"And what is the secret that sells the Waddell?"

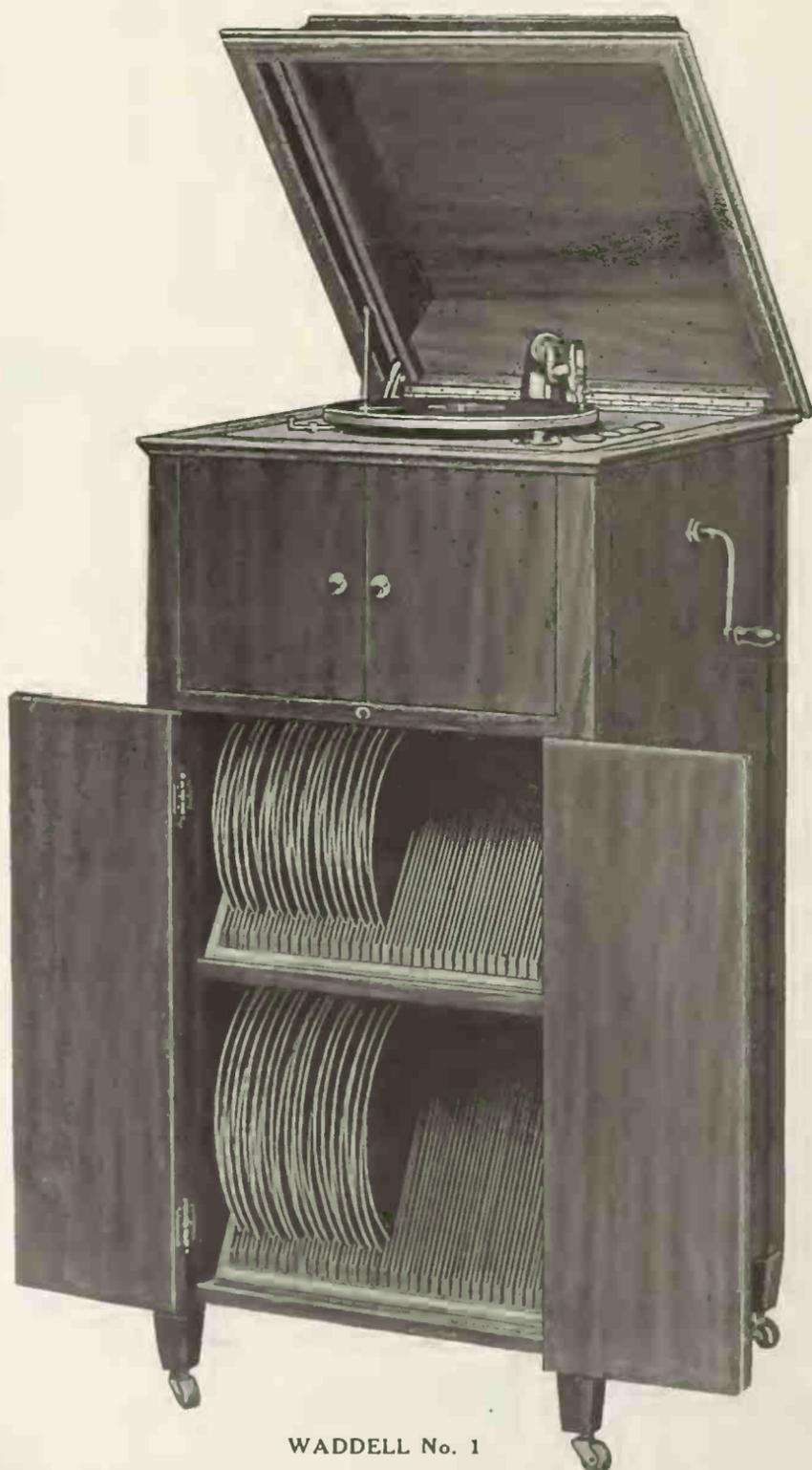
"It would be no secret, sir, were they to tell;

"But I can say this, sir, if you do not mind:

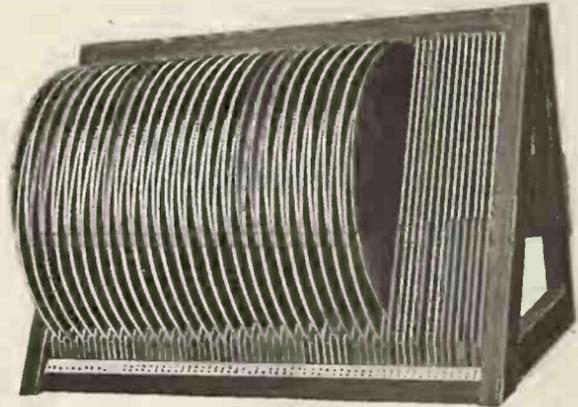
"It's Tone was the best, sir, that I could find."

"Then its tone has a secret, my pretty maid?"

"You cannot find one just like it, sir," she said.



WADDELL No. 1



The Waddell way of filing records is to place two records in the space usually required for one. Records should have about one-half inch space between them to insert the thumb and finger which, if carried on a straight line, would give two records to each inch, but by STAGGERING the records up and down, alternately, we get FOUR to the inch, or double capacity, and maintain the half inch space. Simple, isn't it? Yes, it's patented and used only in Waddell phonographs. Each space is numbered. Gummed perforated numerals in duplicate and an index card are furnished with each machine. Result: a perfect filing system through which a record may be selected, placed on the turntable and be in motion before an album could be taken from a cabinet, laid on the floor and opened.

This is only one of six other new features that sells Waddell phonographs.

Write for catalog showing Music Table, Music Stand and two Cabinet Models. They have individuality without being freakish.

The Music Table Company

GREENFIELD, OHIO, U. S. A.

PORTLAND, ORE., IS A LIVE NEWS CENTER THIS MONTH

Big Orders for Brunswicks—Important New Agencies—New Edison Home—Salesmen in Contest at Wiley B. Allen's—Aeolian-Vocalion Demonstration Arouses Interest—Moore Features Victrola

PORTLAND, ORE., September 4.—A marked improvement in business is very evident in all the talking machine houses, and without exception dealers report good sales for August. M. J. Davis, manager of the phonographic division of the Brunswick-Balke-Collender Co., has just returned from a successful trip in Southern Oregon, where he sold \$50,000 worth of machines in two weeks. He placed an order for a carload of Brunswicks for L. L. Thomas, of Marshfield, and another carload of phonographs for Seth Laraway, of Eugene, Oregon. H. L. Stiff, of Salem, Oregon, placed an order for eighty-five of the large model Brunswicks. Mr. Davis reports that the phonograph situation was never so good in Oregon as it is at the present time.

Weeks & Orr, of Medford, who are the largest furniture dealers in Southern Oregon, have taken the agency for the Brunswick phonograph and are now putting up a large store exclusively for the display of the machine. The advertising department of the firm is painting a display Brunswick sign seventy by eighty feet, which will be the largest of the kind in Southern Oregon. Other houses featuring the Brunswick are Lilburn & Son, of Roseburg Ore., and the Wilson Mercantile Co., of Glendale, Ore. The latter company was only recently given the agency for the Brunswick. Lilburn & Son have placed a large order for their holiday wants and are featuring Brunswick phonographs and records exclusively. A. J. Kendrick, general sales manager of the phonograph division of the Brunswick-Balke-Collender Co., will be in Portland September 21 and 22.

The Edison Phonograph, Ltd., is moving from the Blake-McFall Building on Fourth street to its handsome new concrete building at 484 Everett street. The new building is specially adapted for the Edison business and the change of location is a most desirable and satisfactory one. The quarters will be much larger than the ones in the Blake-McFall building. On the first floor will be the shipping and repair department and offices. The balcony will be for record storage and the rest of the building for storage. After the company is settled in the new building a more complete and definite account of their new surroundings will be possible.

The Wiley B. Allen Co.'s talking machine department is having a lively contest among the salesmen this month. The volume of business each man brings into the house, which means the salesman selling the largest number of machines, will receive a bonus. So far Milton Marshall is ahead and his chances are very good as at present writing he is \$1,000 in advance of the others. Herbert Bach was in charge of the department during the absence of Paul B. Norris, who was on a vacation.

E. B. Hunt, manager of the Sherman, Clay & Co.'s wholesale Victor department in Portland, says that while there has been some difficulty in getting machines owing to transportation troubles, which have caused considerable delay, shipments are coming in better than they have been coming for some time. Dealers are expecting a big Fall trade and Victor goods, both machines and records, were never in so great demand. Louis Levinger, of Baker, Ore., and Mr. Bendix, of the Bendix Talking Machine Shop, of Walla Walla, Wash., visited Portland and called on Mr. Hunt recently.

A. C. Ireton, general manager of the Edison Co. on the Pacific Coast, with offices in San Francisco, was in Portland the last week in August looking after the Edison interests.

The Aeolian-Vocalion was demonstrated in the salons of Meier & Frank Co. this week to the buyers of the various departments of the store by Donald C. Peyton, manager of the department, and was a great success. Several orders were taken immediately after the demonstration. The house will have big lines of conventional and period models, several carloads

having already been received. The firm will be able to assure prompt delivery of any model during the holidays through the splendid cooperation of the Aeolian Co. Two carloads of the Vocalion are now en route.

E. B. Hyatt, of the Hyatt Talking Machine Co., reports a considerable increase in their business over that of August, 1919. The Edison business especially is showing a very marked improvement this month. The firm is contemplating the addition of a new mezzanine floor twenty-five by forty feet. This will give five additional rooms, making a total of twenty demonstrating rooms.

The busy little record shop known as the Williams Record Shop, and presided over by C. H. Williams is sharing the good fortune of the other dealers this month and is enjoying much better trade than during July. A fine display of Columbia records, efficient service

and polite attention to wants of customers are distinguishing features of this shop, whose custom is largely increasing.

L. A. Willard, manager of the talking machine department of Lipman, Wolfe & Co., is delighted with the success of the Sonora, which has only recently been added to their stock. It has made a splendid impression and sales are numerous.

The Moore Furniture Store, of Salem, Ore., has a Victrola department and sells Victrolas exclusively. The house advertises extensively. Mr. Moore, who has just returned from Buyers' Week in Portland, "firmly believes that the world-wide fame of the Victrola never could have been attained were it not supreme in fidelity and beauty of tone." Mr. Moore showed excellent judgment in ordering his Victrolas months ago and now has a plentiful stock on hand ready for the big Fall trade, which he anticipates will begin early in September.

J. J. Collins, of the Reed-French Co., is distinguishing himself as a golf player, having met and vanquished some of the best golfers in the Northwest in a recent tournament here.

The
NEW FRANKLIN
Has Many Distinguishing Improvements



LOUIS XVI

ADDED to the superlative construction and finish of the Franklin Phonograph is the **NEW HORN**

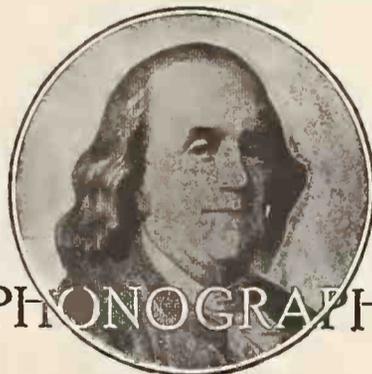
acoustically correct and giving remarkably increased volume and richness of tone.

Also—every model will have the new patented hingeless doors. When one door is opened, both open.

The Franklin line contains many strong talking points that make it easily salable and a profitable line to build your future upon.

The Franklin

Is Different



FRANKLIN PHONOGRAPH COMPANY
INCORPORATED

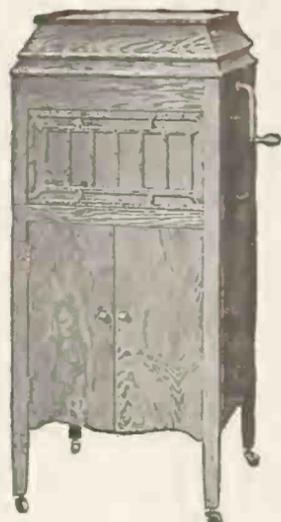
10th and Columbia Ave.

PHILADELPHIA, PA

NEW YORK OFFICE—253 West 42nd St., New York City

WM. RASHALL, Manager

Pierre



\$100.00

THE *Cardinal*

PHONOGRAPH

The Phonograph with the "TONGUE"

THINK !!!

of what the tongue means to a human being!!!

THEN—play a "CARDINAL"

and hear what "Tone Expansion Tongues" mean to a phonograph.

Dealers!

Send for sample machine.

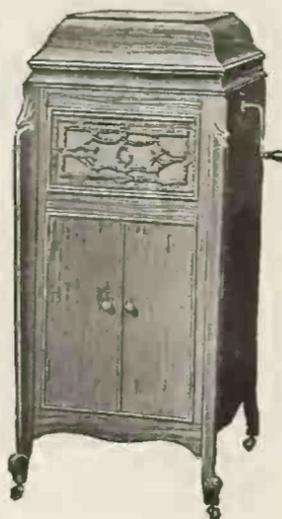
You will then order the full line.

Stratford



\$125.00

Sherwood



\$175.00



**Try It!
NOW!**

**"CARDINAL"
Phonographs
are
Real Sellers**



Line Up With a "Profit Maker"

FILL IN—TEAR OFF—MAIL TO-DAY

CARDINAL PHONOGRAPH CO.,
NEWARK, OHIO.

Date.....

Kindly send me, without obligation, full details of your DEALERS' proposition and descriptive matter of the CARDINAL PHONOGRAPH.

Name

Address

City

State

T. M. W. 9-15-20



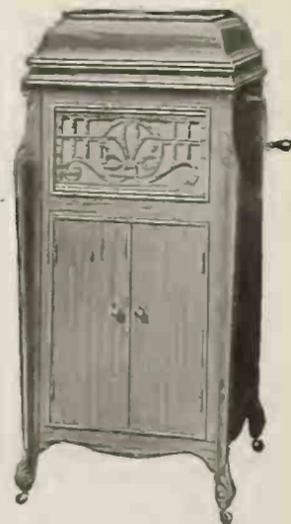
Write at once for our liberal dealers' proposition

**CARDINAL
PHONOGRAPH
COMPANY**

Factories at
Zanesville, Ohio

Newark, Ohio

Manor



\$225.00

TO DISTRIBUTE MELODEE ROLLS

Philadelphia Show Case Co. Plans Strong Campaign in Pennsylvania and in Sections of New Jersey, West Virginia and Delaware

PHILADELPHIA, PA., September 7.—The Philadelphia Show Case Co., this city, who has long been prominent as distributor in the talking machine field, announces that it has just received the distributing agency for the Melodee music rolls for Pennsylvania, southern New Jersey and part of West Virginia and Delaware. The company has planned to carry on a strong campaign with the Melodee rolls, particularly among talking machine dealers, who, it is believed, should meet with success in the handling of rolls, due to its experience in the selling of records. The company will carry a complete line of rolls in stock in order to fill dealers' orders fully and promptly.

GIVE THE CAT A CHANCE

Woman in Washington, D. C., Suggests "Her Mistress' Voice" with Kitten As Symbol for Talking Machine Trade-mark

Weser Bros. Inc., 524 West Forty-third street, New York City, recently received a most unique letter from a lady in Washington, D. C., who suggests that a trade-mark called "Her Mistress' Voice" be adopted, using the figure of a cat and in this way, as she states, "giving the cat equal rights with the dog."

"I noticed," she says, "your machine at the Jordan Music Co. here. They had a picturesque display of the Victor dog and I wondered if you would be interested in a cat entitled 'Her Mistress' Voice' to call or rather attract the attention to your machine, as yours plays all records. It would only be giving the cat equal popularity with the dog and create interest. Will send models, etc., at your request. I do not think it is copying after the Victor dog. It is only giving the kitten equal rights."

SEEK TO HAVE COMPANY DISSOLVED

Directors of Grand Rapids School Equipment Co. File Petition With Circuit Court

GRAND RAPIDS, MICH., September 7.—Peter B. Schraivesande, B. M. Fox, George W. Fortier and W. B. S. Matheson, directors of the Grand Rapids School Equipment Co., which concern has been engaged more or less directly in the manufacture of talking machines, have filed a petition in the Circuit Court for Kent County, seeking to have the corporation dissolved. A hearing on the petition will be held in Grand Rapids on October 12.

PUT NEW DELIVERY CAR IN SERVICE

Hanford & Horton Co., Middletown, N. Y., Gets Good Publicity Through New Vehicle

The Hanford & Horton Co., talking machine dealers and stationers in Middletown, N. Y., have just put into service a handsome new Ford delivery car with specially designed body to take care of the company's fast-growing trade in Victrolas and records in Middletown and neighboring sections of Orange County. The body of the car is finished in dark green, while the words "Victrolas" and "Victor Records" appear in gold letters shaded with red and blue. The wording with the Victor trade-mark on each side of the car attracts immediate attention and, coupled with the extensive advertising being done by the Hanford & Horton Co., excellent results in the matter of publicity are materializing.

OPENS STORE IN DES MOINES, IA.

The most recent talking machine shop to open its doors in Des Moines, Ia., is The Phonograph Shop, at 810 Walnut street. This shop will handle the Brunswick exclusively and will be under the competent management of Harry Woodward.

LYRIC SALES CORP. ORGANIZED

Leroy M. Goldberg Heads Company to Distribute Lyric Records in Eastern Territory

The Lyric Sales Corp. was recently organized for the purpose of distributing in Eastern territory the Lyric records, manufactured by the Lyraphone Co. of America, Newark, N. J. The firm will handle these goods exclusively and has opened offices at 46 East Fourteenth street, New York City, and formed an organization which will immediately inaugurate a sales campaign covering the entire State of New York.

A very extensive campaign has been planned for New York City proper, and this will include Lyric announcements in the New York newspapers over a period of months.

The Lyric Sales Corp. has as its personnel officers of the Independent Talking Machine Co., of Richmond, Va., well-known Southern talking machine distributors, of which Leroy M. Goldberg is president.

Deliveries of Lyric records will commence immediately, and much material especially prepared as dealer helps is now ready for the trade.

ISSUE ATTRACTIVE CATALOG

The H. G. Saal Co., 1800 Montrose avenue, Chicago, Ill., manufacturer of spring and electric talking machine motors, repair parts and die castings, has just issued an attractive catalog featuring its complete line. This catalog is now being mailed to manufacturers throughout the country, who are evincing keen interest in the products featured in the pages of this handsome new book.

DEATH OF MRS. CECILIA C. BROPHY

The many friends of William A. Brophy, general manager of the Brunswick Recording Laboratories, New York, will regret to learn of the death of his wife, Mrs. Cecilia C. Brophy, who died at Seagirt, N. J., on August 29.

Wheeler Wadsworth

of the "All Star Trio" says

"THAT CAT STEP"

is a wonderful piece of music, and one of the most original numbers I have ever played. The bass is a musical delight. It looks like a sure-fire HIT.

Newspapers, Magazines, Motion Picture Films and the Public have claimed this number the greatest novelty of a decade and the above statement is only another link in our chain of enthusiastic "Cat Steppers."

PUBLISHERS

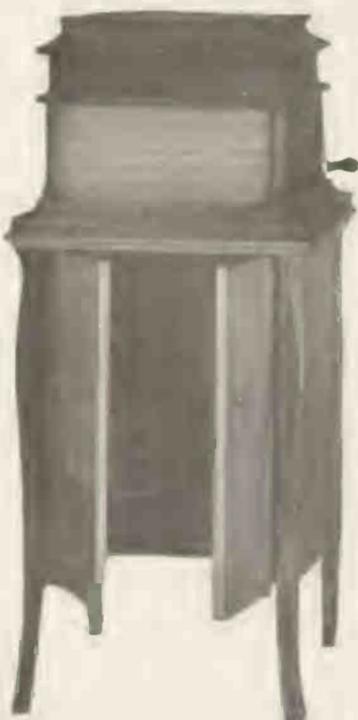
BELWIN, Inc., 701 Seventh Ave., New York City



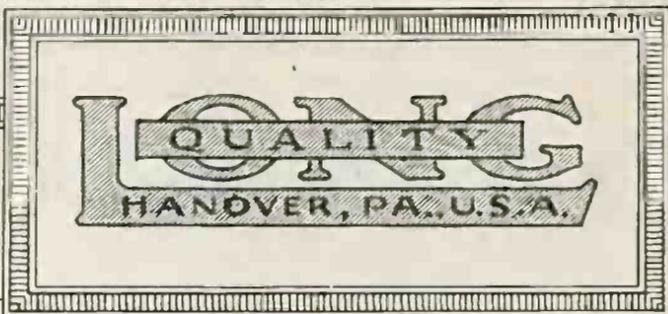
Style 87, shown with top moulding which covers open base of Victrola IX. Note the fine "floor type" effect produced.



Style 87, shown with doors open. Note the attractive shelf arrangement.



Style 87, shown with "flat top" and without top moulding, with "old style" Columbia machine. Note the "floor type" effect produced.



Is Your Cabinet Stock Complete?

There will undoubtedly be a tremendous demand for Record Cabinets this Fall and Winter.

Are you ready for this trade?

LONG CABINETS

are recognized leaders in the cabinet field. **LONG CABINETS** represent highest quality in cabinet production and manufacturing perfection.

The LONG Cabinet Line is complete. Write for a copy of our catalogue.

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

ACTUELLE NEEDLE CUT RECORDS

Pathé Co. Makes This Important Announcement—Will Not Supersede Present Pathé Records—To Release Eight Actuelle Records Monthly—Matzenauer with Pathé

The series of Pathé dealer conferences held in a number of the larger cities of this country and under the auspices of the local Pathé distributor have had most stimulating effects through the exceptionally large orders being received by the Pathé Co. from all sections for this Fall.

List Number One of the new Actuelle needle cut records has been issued by the Pathé Frères Phonograph Co. This new record has been under development by the Pathé Co. for a long time and having passed most exacting tests is now ready to be placed on the market. This new record does not supersede nor does it affect in any way the production or distribution of the well-known Pathé record which is played by means of the famous Pathé Sapphire ball. In fact, headquarters in Brooklyn report that the production of Pathé records is larger than ever before and that the Actuelle record was produced to enable Pathé dealers to satisfy the insistent demand by owners of needle-played machines for Pathé records. The initial announcement of the Actuelle record states that it "affords owners of all makes of talking machines the opportunity of enjoying the vocal and instrumental music of Pathé artists."

The production of this new record, by one of the leading manufacturers in the field, who has already established a high reputation through the quality of the Pathé records which it has produced for many years, will help materially in the present era of record shortage and will contribute to the general advancement of the industry as a whole through the addition of another quality record on the market. The Pathé Frères Phonograph Co. has long had an admirable assemblage of exclusive artists whose recordings are now made available to a vastly increased number of music lovers.

Through the completion of the new additions to its plant in Brooklyn, the Pathé Frères Phonograph Co. will be able to devote considerable manufacturing facilities to the production of the Actuelle record.

The premier release lists four popular vocal records, one Hawaiian disc and seven new dance records. Each disc is double-faced. This first release will be followed by regular monthly releases of about eight records each month. Beginning with November, the Pathé monthly record supplement will conform to the standard size of all record supplements and will be illustrated. The supplement will contain the monthly releases of both Pathé and Actuelle records as will the hangers as well. During the period of the war and the attendant scarcity of paper and labor, Pathé supplements were produced unillustrated, but they will now return to their former custom.

Pathé records will carry the messages of the presidential candidates of both the large parties. Representatives of the Pathé recording department traveled to Marion, where Senator Harding temporarily became a Pathé artist, and also to Columbus, to have Governor Cox talk into the little horn. It is expected that Calvin Coolidge, Governor of Massachusetts and vice-presidential nominee on the Republican ticket, will speak to his fellow countrymen through the medium of the Pathé record.

Negotiations have been concluded whereby Mme. Matzenauer has become an exclusive Pathé artist. Her first selections will be included in the December list.

Coincident with the official launching of the Actuelle campaign is the issuance of an exceedingly attractive twelve-page booklet illustrating and describing this new phonograph, which has well-merited claims for different and entirely original means of sound production. It is entitled, "The Actuelle, Greater Than the Phonograph." An entertaining description follows interspersed with half-tone reproductions



SOSS
INVISIBLE HINGES

Soss Invisible Hinges
preserve beauty. The fine cabinet work which is required in many instances to preserve the disguise of talking machine cabinets requires that hinges be as inconspicuous as possible. Soss Hinges are invisible.

Write for Catalogue T.

SOSS MANUFACTURING COMPANY
Grand Avenue and Bergen Street, Brooklyn, N. Y.

of the line in both regular and period designs. The campaign has already produced very favorable results. Dealers report that this new machine has attracted considerable attention and has resulted in very satisfactory sales.

INDUSTRIAL BOARD IN NEW YORK

Organization Studying Industrial Problems Moves Offices from Boston

The National Industrial Conference Board, composed of twenty-nine national organizations of manufacturers and representing industries employing a total of 7,000,000 or 8,000,000 workers, has moved its headquarters from Boston to New York in order to be nearer the heart of the manufacturing center. General offices have been opened at 10 East Thirty-ninth street and the board has brought the greater part of its research staff, said to be one of the largest for this work in the country.

Mangus W. Alexander, managing director of the board, said that the work of the board consists of the study of industrial problems, particularly those affecting industrial relations, and the issuing of research reports concerning them.

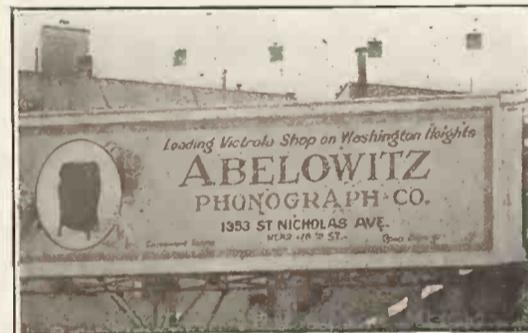
BERRY WITH ARNOLD MUSIC CO.

J. Warren Berry, who has been associated with the musical activities of Louisville, Ky., for many years, has joined the staff of the Arnold Music Co. of that city.

MAKES IMPRESSIVE DISPLAY

Abelowitz Phonograph Co. Brings Victor Line to Public Attention by Large Illuminated Sign

The Abelowitz Phonograph Co., 1353 St. Nicholas avenue, New York, well-known Victor dealer, recently installed at the corner of 181st street and Broadway a large painted display which is illuminated during the night and which



Partial View of Victor Sign

constitutes effective publicity for this progressive dealer.

The location of the display is ideal, as it faces the new Moss Theatre at 181st street, and is one of the most popular locations on Washington Heights. This successful Victor dealer has derived profitable results from the use of timely and up-to-date publicity, and this new sign is an example of the aggressive methods used by the Abelowitz Phonograph Co. to develop Victor business in its territory.

CLIFFORD A. WOLF
51 East 42nd Street, New York

MANUFACTURER OF

Jeweled Phonograph Needles
GUARANTEED NOT TO SCRATCH

The
SERENÄDO
TRADE MARK

The
SERENÄDO
TRADE MARK



THERE'S A REASON FOR EVERY SUCCESS

We don't know whether the success of our dealers has been due entirely to the high grade of The Serenädo, we do know people are demanding quality and tone, that they are buying satisfaction.

It may be that our dealers' success has been the result of our effective advertising co-operation—many of them tell us so.

Our idea is that our different Method of marketing combined with the above has attracted the better class of live dealers who could sell anything and that their success has been augmented by all of the conditions of their association with us.

SERENÄDO MFG. CO., CEDAR RAPIDS, IOWA

All the World's Artists play and sing their best
for the Audience of The Serenädo

INTEREST CHARGE ON TIME SALES IN TWIN CITIES

Dealers of Minneapolis and St. Paul Optimistic Over Fall and Winter Trade Owing to Splendid Crop Prospects—Big Orders Being Placed to Meet Demands—Okeh Line With Andrews

MINNEAPOLIS and ST. PAUL, September 8.—Talking machine distributors in the territory tributary to the twin cities of Minneapolis and St. Paul are confident that they and their patrons will have the best Fall trade of their respective careers. Generally speaking the harvests have been bountiful. Wheat yields will not be as heavy in some places as had been expected, but on the other hand oats often show better yields than had been promised. No large section has suffered a failure and the agricultural prosperity is more evenly distributed than has been the case for numerous years. Assurances are given by market experts that grain prices will maintain a fairly high level and if they are right the entire Northwest will have ample cash for most anything that the inhabitants may crave, whether it be another Ford or a cabinet talking machine.

The big week for September was Minnesota State Fair Week, which brought thousands of visitors to the Twin Cities. Nearly all the makes of talking machines distributed from Minneapolis or St. Paul were seen at the fair in one way or another.

On September 1, all phonograph dealers in the two towns began to charge interest at the rate of 6 per cent. on deferred payments on instalment. Why they did not begin to do so years ago is beyond understanding, but all now see the wisdom of the innovation. One large dealer declared that the interest on such payments will cover the rent of the store and it is one of the biggest musical establishments in the country.

Presidential candidate James M. Cox used the Magnavox Telemegafone in addressing the State Fair crowds. The instrument was supplied by Sewell D. Andrews in behalf of the Sonora department of the Minneapolis Drug Co., and it surely obtained a startling introduction to the people of the Northwest.

Mr. Sewell states that his company recently has taken on the Okeh line of records. Sonora instruments are breaking through the freight congestion fairly well, but there is a complaint of a scarcity of the bulge models. Many period designs have arrived and are attracting much attention. They should take well during the holiday trade.

Travelers repeatedly declare that Beckwith-O'Neill have the finest talking machine jobbing headquarters in the country and they should know. As a matter of fact there are very few retail establishments that have more ornate and artistic quarters. There still is a little work to

be done before pictures are taken, but even though incomplete the place commands admiration. The granite entrance is flanked by two bronze plaques bearing the name of the house and the Victor dog in most artistic design. The house has been unable to accumulate a stock of any kind, even records, and has nothing to show in its palatial rooms except furnishings. Deliveries, however, are almost keeping pace with orders and that is something that dealers are very glad of.

August showed a 100 per cent. increase in business at the Columbia Northwestern headquarters as compared with August, 1919. W. L. Sprague, manager, is pleased and that thoroughly. "Only to-day, two of our travelers came in from the West. Charles L. Gates had a nice bunch of orders and contracts with eight new dealers he had obtained in six days. The other, Edward Hedman, also had a fine bunch of orders, and among them was one for \$5,000 for immediate delivery. We are in excellent condition for a good Fall trade both as to instruments and records."

Ordinarily August is one of the very poorest months of the year, but Laurence H. Lucker, Edison distributor in the Northwest, states that the late August was the third largest month in amount of business done, since his connection with the Edison Co. With such a start one marvels what the December record will show. Mr. Lowy, who runs the Minnesota Phonograph Co., the retail end, has engaged three additional clerks for the store and two men for outside work. "I want nothing softer for the rest of my life than to sell Edison phonographs in Minneapolis at the present rate," said Mr. Lowy. "Why, the small cabinet machines are in the way almost, for our customers won't look at anything except the biggest and costliest models."

Since the fine convention of Pathé dealers in St. Paul the latter have gone out to corner the talking machine trade and they are doing well, according to Jay H. Wheeler, manager for G. Sommers & Co. The reserve stock of instruments and records is more extensive than it ever has been and the house is in position to make immediate shipment of anything in the catalog. The Actuelle is becoming a general favorite and while the deliveries have been large the instruments are going out very rapidly.

Archie Matheis and party reached Spokane late in August after having motored more or less for two months from Minneapolis. They will get to Los Angeles sometime within the next two months as they will see everything on the way. They have explored Yellowstone and Glacier Parks and will also view Rainier, Crater Lake, Yosemite and Sequoia national parks. Mr. Matheis is accompanied by Mrs. Matheis and Misses Martin and Kruse, who so ably assisted him in building up the excellent Victrola business which he sold out last June at a profit that will enable him to retire.

Frank Gunyo, of the New England Furniture Co.'s phonograph department is on a honeymoon trip with the recently acquired Mrs. Gunyo.

The Twin Cities have entertained a large number of prominent dealers during the past summer. Many are motoring and others have skipped to the Twin Cities after a cruise on the Great Lakes. Recent guests were Harry Koerber, president of Koerber & Brenner, Victor dealers, St. Louis; Harry Krisnitz, of Milwaukee, who motored with a party across Wisconsin; W. A. Kulp, of Braddock, Pa.

And the vacationists are coming back. John J. Rodin, of the Dayton Co., has been fishing in northern Minnesota and is working again. F. H. Culp, manager with the Powers Mercantile Co., has been up through Canada via the Great Lakes.

**Are You Ready, Mr. Jobber
For FALL and HOLIDAY TRADE?**

Here is your opportunity for profit and preparedness—a large assortment of beautiful Cabinets to select from. Manufactured from Genuine Figured and Quartered Oak.

PRICES LOW

Our prices are low, considering quality of finish and construction.

We have some open territory for first class dealers.

Wire, Write or Phone

F. G. HUGHES Kokomo, Ind.

Here is the attractive **PLAYERPHONE** ad that ran in the **SATURDAY EVENING POST**, **JUNE 19th**. It will make over **10,000,000** readers good prospects for **YOU**.



Model "G"

The Day The

Playerphone
The QUALITY TALKING MACHINE

Enters Your Home
A New Era of Happiness Starts

¶ The charm of this beautiful instrument is felt by all. As pleasing to look at as it is delightful to hear, the **PLAYERPHONE** makes your home a more cherished, attractive spot.

¶ And with the **PLAYERPHONE** your choice of musical selections is unlimited—it plays every make of disc record without change of equipment, giving the fullest tone value to each record. This is possible because of the distinctive features of our own tone arm, reproducer and weight adjuster, exclusive to the **PLAYERPHONE**, which makes the operation so simple and accounts for the unusual sweetness of its rich tone.

¶ The beautiful **PLAYERPHONE** is our very own product, from the delicate tracery of the fine hand carving of the beautiful cabinets to the accurately constructed reproducer, done in our own great factory by master artisans of long experience.

¶ Before buying, see and hear the **PLAYERPHONE**—the talking machine with the human tone. Nine styles and sizes, ranging from \$110 to \$500. Each **PLAYERPHONE** is guaranteed to give entire satisfaction.

¶ **RETAILERS—NOTE THIS:** Write or wire for terms today to the nearest one of these well known jobbers. They carry our full line and back the **PLAYERPHONE** with their own name.

- Van Vleet Mansfield Drug Co., Memphis, Tenn.
- Houston Drug Co., Houston, Texas.
- Chapman Drug Company, Knoxville, Tenn.
- Clawson & Wilson, Buffalo, N. Y.
- The Day Drug Co., Akron, Ohio
- The Des Moines Drug Company, Des Moines, Ia.
- L. S. DuBois Son & Company, Paducah, Ky.
- W. J. Gilmore Drug Company, Pittsburg, Pa.
- Healy Brothers, 13th & Hoyt Sts., Portland, Ore.
- Hornick, More & Porterfield, Sioux City, Iowa.
- Kauffman-Lattimer Co., Columbus, Ohio.
- Reid-Lawson, Inc., Birmingham, Ala.
- Chas. Leich & Co., Evansville, Ind.
- The Murray Drug Company, Columbia, S. C.
- Oklahoma Book Company, Oklahoma City, Okla.
- Orchard & Wilhelm Company, Omaha, Nebr.
- Twin City Talking Machine Co., Uhrichsville, O.
- F. M. Umphred & Son, Oakland, California.
- Western Jobbing & Trading Co., 724 S. Broadway, Los Angeles, Calif.
- H. W. Williams & Co., Fort Worth, Texas.
- Don's Music Store, Hastings, New Zealand.
- Ogden Wholesale Drug Co., Ogden, Utah.

¶ A few splendid jobbing territories still open. Add your name to this list in next month's advertisement. Write today to

PLAYERPHONE TALKING MACHINE COMPANY

4223-41 W. Lake St., Chicago
D. W. MCKENZIE, W. D. CALDWELL,
President Treasurer



White House Model



Jeanne Gordon's first Columbia Record is the "Madrigal of May" from John Barrymore's "The Jest." Here's the operatic find of the year, singing the ballad from its most famous play. Columbia 78977.

**Columbia Graphophone Co.
NEW YORK**

FRANK CRUMIT SCORES BIG

Exclusive Columbia Artist Playing Leading Role in "Greenwich Village Follies"

Columbia representatives everywhere will undoubtedly be interested to learn that Frank Crumit, exclusive Columbia artist, is now play-



Frank Crumit

ing one of the leading roles in the "Greenwich Village Follies," which opened a few weeks ago at the Greenwich Village Theatre. This "revue" promises to be one of the most successful productions of the present theatrical season, and Mr. Crumit received enthusiastic press comments in all of the leading newspapers.

Frank Crumit is well known to music lovers and theatre goers throughout the country, as he has attained signal success on the vaudeville

stage and in the musical production, the "Little Whopper." His Columbia records have attained instant favor and the distinctiveness of his recordings has placed him in the front ranks of popular artists.

DEATH OF JAS. S. HOLMES, SR.

Father of Vice-President of Remington Phonograph Corp. Passes Away in 88th Year

The death is announced of James S. Holmes, Sr., father of James S. Holmes, Jr., vice-president and general manager of the Remington Phonograph Corp., and grandfather of Everett H. Holmes, sales manager of that concern.

Mr. Holmes was in his eighty-eighth year and was widely known as a manufacturer of jewelry. He was descended from Thomas Holmes, who surveyed Philadelphia for William Penn, also from William Morris, a signer of the Declaration of Independence.

LEONARD ANNOUNCES NEW ARRIVAL

Congratulations are being received by Mr. and Mrs. Thomas J. Leonard, of Orange, N. J., who have announced the arrival of a fine baby girl on August 29.

Mr. Leonard, who is general sales manager at the Edison Laboratories, has for many years enjoyed widespread popularity throughout the trade and his many friends have been keeping him exceedingly busy acknowledging their felicitations.

LYRIC RECORD PRODUCTION GROWS

The Lyrhone Co. of America, Newark, N. J., manufacturers of Lyric records, recently inaugurated advertising campaigns in many of the larger centers in the East. This includes publicity in the papers of Boston, Philadelphia, Trenton and Richmond, Va. The production of Lyric records has been greatly increased of late, and the present campaign is planned to increase the sales of the firm's products

NEW BRUNSWICK PUBLICITY MATTER

New Series of Street Car Cards, a Brunswick Girl Transparency, a New Bronze Window Sign and Electric Window Display Ready

CHICAGO, ILL., September 4.—The advertising department of the Brunswick-Balke-Collender Co. has just made available to Brunswick dealers some unusually effective advertising material, including a new series of street car cards that are worthy examples of the advertising man's art, a transparency of the Brunswick Girl which can be used as a hanging sign, and a bronze window sign, rich in appearance, that can be used either on the window, floor or counter. The street car cards are furnished the dealers in liberal quantities for general use, and the other advertising material is also furnished free upon request.

Another clever piece of Brunswick publicity for dealers' use is an electric mirror display, showing the Brunswick Girl in characteristic pose leaning enraptured over the Brunswick phonograph. The Brunswick name appears upon the sign, as does a reproduction of the Brunswick record. The mirror display is produced in four harmonizing colors, and flashes every five seconds. It has the quality of action that always proves so successful in attracting public attention.

CLIFFORD PLEASED WITH OUTLOOK

Robert Clifford, sales manager with the Cardinal Phonograph Co., Newark, O., writes that the increased facilities of the factory have enabled him to place several more men on the road and that the sales campaign is being extended to a number of States never before touched by this company. The improvements that were made in the Cardinal phonograph during the past six months make it one of the most popular sellers in the Middle West. Mr. Clifford recently made a trip to a large number of Cardinal dealers, and found them very enthusiastic over the prospects for a large business in the Fall.

ATTRACTIVE OKEH PUBLICITY

The advertising department of the General Phonograph Corp., manufacturer of Okeh records, recently mailed to dealers an attractive four-page folder featuring new standard Okeh records. The folder has been printed in large quantities so that the dealers may utilize it to advantage in connection with their publicity work.

The Okeh records listed in the folder comprise some of the best-selling standard selections, including records by Conway's Band, Harry McClaskey, Reed Miller, Carroll Shannon, Peerless Quartet and others. It is planned to issue similar folders at frequent intervals in order that Okeh dealers may have plenty of literature available for developing sales in their territory.

AMERICAN

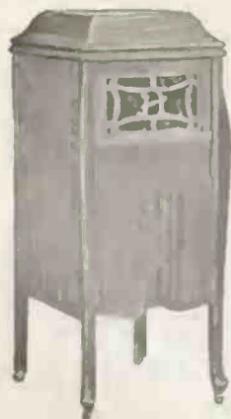
The American line will bring you success. Nine models made in the popular finishes.

Also Cabinets in quantities.

Write for Catalog.

American Phonograph Co.

17 No. Ionia Ave., Grand Rapids, Mich.



No. 8



No. 11

Consider the
phonograph
record
compartment!



WHEN one considers that without records a PHONOGRAPH is practically valueless—too much cannot be said and done in this connection.

Proper housing and protection for records in the instrument has been our study for the past four years—the “KAMO-FILE” felt-lined filing devices are the result.

KAMO-FILE interiors are the most efficient and, at present high prices, the most economical, no shelving required.

BEING A
BRIEF ON
PROPER
FILING &
INDEXING
OF RECORDS

—KAMO-FILE Affords
Absolute Record Protection

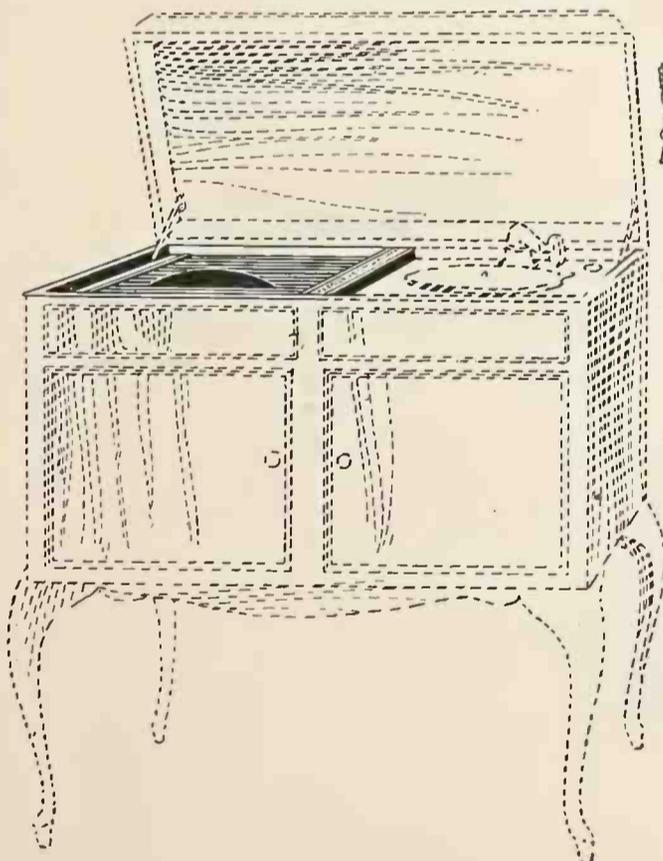
MANUFACTURERS

KAMO-FILE interiors add so much in appearance and utility to your instruments that a producer who elects to render service can ill afford to overlook it.

We are in position to co-operate with your designer on new patterns to supply maximum capacity and protection for records.

DEALERS

You who come in constant touch with the buying public should know more about the “KAMO-FILE.” We have a special booklet for you. Ask about KAMO-FILE auxiliary filing units.

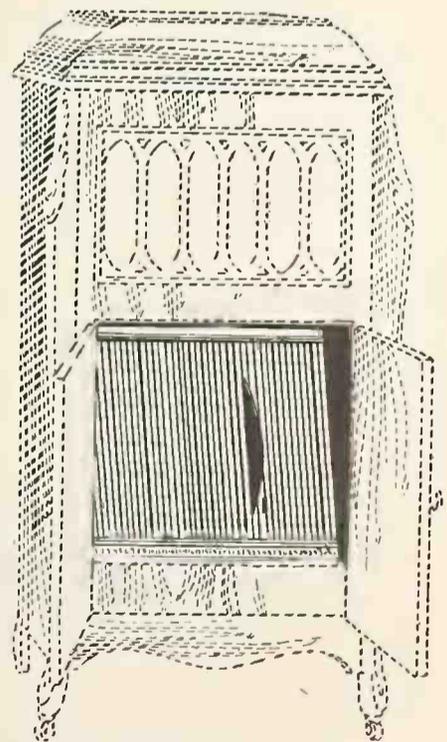
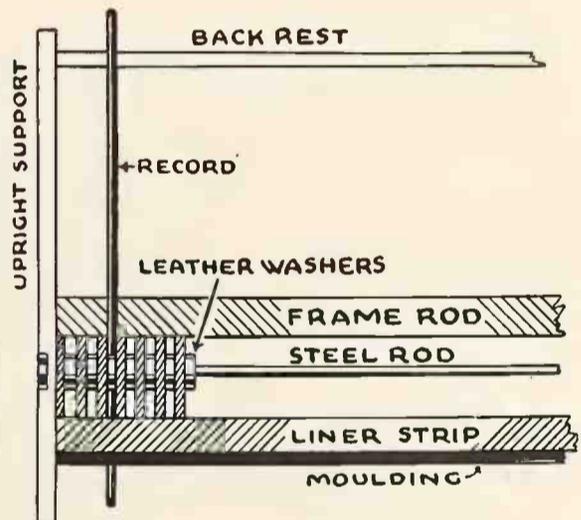
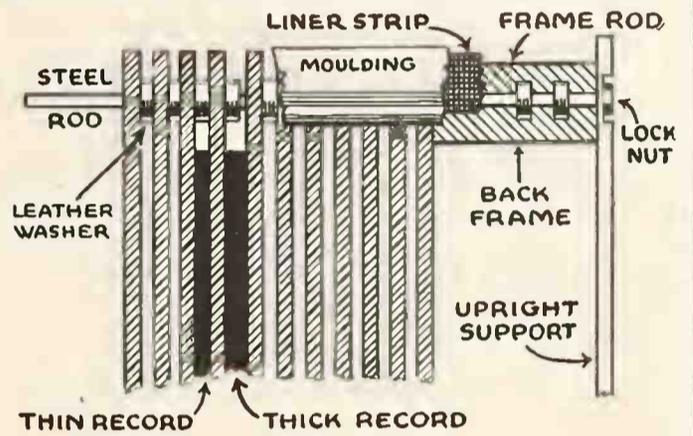


**KAMO-FILE
Console Interiors**

With the increasing popularity of the console type, we point to the Kamo-File Console interior as the most logical and economical interior yet devised.

A “KAMO-FILE”
Interior is a Hallmark of
sincere quality.

Patented Flexible Construction

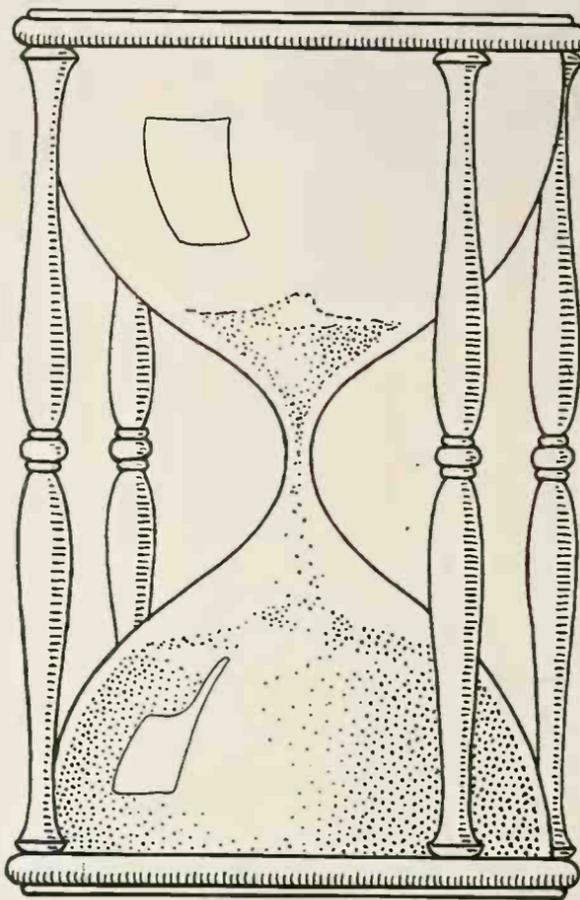


*Standard Interior
Conventional Model
Made to Order*

The Pierson Company

Sole Producers of “Kamo-File” Products
Rockford Illinois

*Are You Letting
Your Pathé
Opportunities
Pass Away Like
the Sands of
Time?*



¶ The slower the Freight Train with your Pathe goods the faster the Holiday season approaches. Dealers who sit watching the hourglass without bearing this in mind will find the greatest, bang-up Holiday season on top of them without goods to supply to the great army of Holiday Buyers.

Don't Disappoint Your Customers.

Order now. Delay may spell disappointment.



Pathé Frères Phonograph Co.

EUGENE A. WIDMANN, President

10-56 GRAND AVENUE

BROOKLYN, NEW YORK

Exclusively **Pathé** *of Course!*



It is always the Pathe dealer that gets the Best First. That is why Pathe dealers never feel dull times. If you are not a Pathe dealer—get in line now and enjoy the benefits of the big Pathe season just starting.

Babe Ruth, greatest hero ever known in the baseball world, is going to be before the public all winter—in vaudeville—in the movies—on the records—with the Pathe tone.

PATHE (Sapphire) RECORDS
ACTUELLE (Needle Cut) RECORDS

It will be the biggest seller of the year. With every record is

GIVEN FREE
Autographed Photo of
BABE RUTH

On the reverse side is an enchanting
Fox-trot—ABADELE

played by
DUANE SAWYER and his novelty orchestra

FREE WINDOW DISPLAYS
FREE CUTS AND MATS
For Local Newspapers
and a
FULL PAGE—OCTOBER 7th
IN THE
SATURDAY
EVENING POST

BABE RUTH

—HIMSELF—

Here's how he does it.
Hear him say it.

**HAS HE MADE
A RECORD?**

We'll say he has—

A Pathe and
A Pathe Actuelle Record.

IT'S SOME HIT.
Clear Over the Grandstand

WIRE YOUR ORDER TO YOUR DISTRIBUTOR NOW

Pathe Sapphire No. 22443. Code Word RETTAW

Pathe Actuelle (Needle Cut) No. 022443. Code Word SWATTER

Pathé Frères Phonograph Co.

EUGENE A. WIDMANN, President

10-56 GRAND AVENUE

BROOKLYN, NEW YORK

BUILDING FUTURE PATRONAGE THROUGH THE CHILDREN

The Principle Back of the Educational Department of the Sherman, Clay & Co. Branch in Spokane, Wash., and How It Operates—The Sort of Service That Is Getting Results Now

Spokane, Wash., September 9.—Stores which realize the necessity of reaching the children of to-day from the standpoint of education for the child's good, building up the desire for good merchandise, instructing in the proper use of merchandise bought, and establishing an army of future patrons, for the particular store, will be interested in what Sherman, Clay & Co. here are doing in their successful "Educational Department."

It is almost impossible to convey the extent of this department—the cleverly worked-out details and the hundred ways in which it reaches out into the community—to homes, schools, churches, rural districts, social-service bureaus, libraries, foreign districts, and even to adults who have missed in their education the opportunities which the department offers. And although Sherman, Clay & Co. are a music house

the good ideas apply just as much to department stores, book stores, school supply houses, shoe stores, and any line offered for children's use.

In the first place, the department is not a wild idea developed over night; but has been carefully worked out during two years of hard work by Mrs. Ethel Brasel, head of the talking machine department, who has the charm of personality, organizing ability, and theoretical and musical training to conduct such a department in a masterful way. After attending the Pacific Coast conference of the Educational Department of the Victor Talking Machine Co. at San Francisco, this Summer, Mrs. Brasel returned more confident than ever that she was conducting this work along the right lines. "At the conference in San Francisco, it was decided that if America is to become the leader in music, as it is in other things, the citizens would have to be educated to a higher class of music. This education must begin in the homes and schools as the country's success depends on the coming generations," said Mrs. Brasel; and it is assured that the work of this sincere, thoroughly capable woman will be appreciated throughout the entire Spokane country, this Winter, as it has been during the last two years.

The sales room of the Educational Department is especially fitted out and records for penmanship, history, typewriting, languages, etc., folk-dancing, recreation, physical culture, drills, marching and Americanization are classified and placed in the files with full details of the record written on the outside of each envelope so that the purchaser, who understands his own needs can browse about. But on the second floor, in the beautifully fitted-up assembly hall, is where interest warms up. Every modern aid for teaching is provided even to nursery furniture and costumes for dramatization. Every child in the city receives an invitation to attend the Saturday afternoon Music Hours, which are held in this hall, and each Saturday receives a card telling just what the program will be for that day. Children who attend are registered and asked whether or not they have a piano in the home—a Victrola, etc., and these records are used in the sales department.

The programs are divided into entertainment which is put on by the teachers in the city with their child pupils and includes fancy dancing, singing, reading, dramatization, games, etc.; and the instruction program under Mrs. Brasel's direction, in which every child participates. Rhythm, measure, and time are taught with the aid of Victrola and skipping games; a familiarity with the best compositions and operas is obtained by explanation, dramatization pictures, and the records; games which should accompany the records are taught so that these records can be taken into the home and the children know how to use them; accompaniment records can be taken into the home and the children have been taught the songs which go with them; every orchestral instrument is taken up and the child is taught how it works, how to distinguish it in concert, where it is placed in symphony and even mock orchestra

MAIN-SPRINGS
For any Phonograph Motor
Best Tempered Steel

| | | |
|-------|--|-------------|
| 1 | in. x 10 ft. for Columbia..... | Each \$0.50 |
| 1 | in. x 13 ft. for Victor..... | Each 0.50 |
| 1 1/4 | in. x 18 ft. for Victor..... | Each 0.75 |
| 1 | in. x 12 ft. for Heineman..... | Each 0.60 |
| 7/8 | in. x 10 ft. for Col. Pathé-Heineman | Each 0.50 |
| 1 1/8 | in. x 16 ft. for Heineman | Each 1.20 |
| 1 | x 16 ft. for Saal or Silvertone.... | Each 0.90 |
| 1 | in. x 10 ft. for Saal or Silvertone.. | Each 0.60 |
| 1 | in. x 16 ft. for Sonora or Brunswick | Each 0.90 |
| 3/4 | in. x 10 ft. for all small type machines | Each 0.45 |
| 1 1/2 | in. full size for Edison Disc..... | Each 2.10 |

SAPPHIRES—Genuine
Pathé very best loud tone genuine, each 15c; 100 lots, \$11.50.
Edison very best loud tone, 15c each or \$12.00 in 100 lots.

MOTORS
Special price on Krasberg motors.
Order right from this ad.
Send for price list of other repair parts.

The Val's Accessory House
1000-1002 Pine St. St. Louis, Mo.

games are taught and these the children are very eager to play especially with the record playing the music and they going through the motions.

The department works with the public school orchestras and expects in the near future to organize its own children's orchestra. One interesting discovery has been made in the department and that is that mothers are not singing lullabys and telling the old nursery rhymes, as they did a generation ago, and the children love to learn these lullabys with the aid of the Victrola and hear the folk lore records.

Mrs. Brasel urges the mothers of Spokane to revive these old songs and abandon the jazz and snatches of rag, which they sing to their children. Classes in which the children participate are often the means of discovery of real talent and after their attention has been called to it, parents are not slow in providing instruction for their children. Mrs. Brasel tells of one little girl who came to her after a demonstration of toe dancing by several little tots, and told her that she could do that. It developed that she was a natural toe dancer of great strength and grace and she is now one of the best performers in the city. The way in which children who come from musicless homes respond and eagerly accept the chance to express the real music that is in them is quite pitiful.

VICTROLA X FOR SOLDIER'S BRIDE

Officers of the Eighty-first Field Artillery, stationed at Camp Knox, near Louisville, Ky., recently presented a Victrola X to Master Sergeant Seidler and his bride as a wedding present. The sale of the machine was made by John S. Calveard, of L'Harmonie Compagnie, Louisville. The Victrola carried a silver plate, suitably engraved.

If foremanship were a bed of ease it would not be a desirable goal to attain, neither would industry be always seeking for good foremen.

HOHNER HARMONICAS AND ACCORDIONS



This Beautiful Display Stand with 1 doz. assorted genuine Hohner Harmonicas, \$8.40. Pre-paid all over U. S. A.

Mail remittance with order.

Ask for Catalog

AUTHORIZED JOBBERS

Favorite Mfg. Co.
1506 DE KALB AVE.
BROOKLYN, N. Y.

"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.

From the **DORAN CO.** 45 MICHIGAN AVE. DETROIT

SOLD BY **MURTEAU, WILLIAMS & CO.** MONTREAL - OTTAWA

Kunkel Piano Co. PHILADELPHIA

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
149 Church Street New York City

FROM **THE PHONOGRAPH CO.** 1240 MURON ROAD (17th Street Plaza) PHOENIX - PROSPECT 2-60 - CLEVELAND

SOLD BY **WALTER D. MOSES & CO.** 112 E. BROAD STREET RICHMOND, VA.

SOLD BY **J. E. STRATFORD** AUGUSTA, GA.

THE VISION

Devoted to the Interest of the Educational Work Being Conducted by the Talking Machine Dealers and Jobbers

The Educational Department of the Victor Talking Machine Co. was literally deluged this Summer with requests for their expert field lecturers to present courses on the subject of school music with the Victrola. The company's corps of educational workers covered this Summer the county institutes of Indiana, West Virginia and Kentucky under the auspices of the State superintendent of public instruction in each case. Miscellaneous institutes were covered also in Illinois, Maryland, Vermont, South Dakota, Colorado, Kansas, Nebraska and Ohio.

Perhaps the greatest testimony to the value of Victor educational work is to be seen in its acceptance by large university Summer sessions. The State College of Pennsylvania, the University of Indiana, Northwestern University, Yale, the University of Southern California, the University of Washington, the University of Pennsylvania, the University of Utah, and Peabody College, Tennessee, included courses on Victor educational methods in their regular curricula, with full credit toward degree requirements in music. In addition to the universities presenting work by Victor lecturers, many gave courses in Victrola methods with their own independent instructors.

The large normals of the country were likewise offered courses of a similar nature. Victor representatives had been teaching this Summer in the largest normals of Illinois, Wisconsin, Minnesota, Maryland, Colorado, Michigan, Pennsylvania, Oklahoma, South Dakota, Massachusetts, Tennessee, Kansas, Idaho, Maine and New Mexico.

Mrs. Frances E. Clark, director of the Victor Educational Department, as has been previously mentioned in *The World*, with a corps of assistants attended the National Educational Association meeting at Salt Lake City the week of July 4, maintaining a large exhibit and meeting the representative educators of the country.

Miscellaneous Summer educational activities recently took Victor representatives to a large extension school at Carroll, Iowa; a huge conference on rural education and country life, held at Monteagle, Tenn., under the auspices of the Bureau of Education of the United States Government, at which about three thousand persons attended, representing fifteen to twenty Southern States; a Summer session at the Oswego, N. Y., Normal School, where the work was on the use of music in the training of mentally defective children; three weeks' attendance at the "Teachers' Plattsburg," at Castine, Me., and parochial school courses.

ARE YOU A "YOU MAN"

How much has personal popularity to do with your business success? How much has memory to do with your popularity? Ever watch an absent-minded, forgetful man? Compare such in your mind's eye with some smiling, alert, thoughtful fellows who remember you—your name—your business—the things you like—past conversations with you—where you live—the name of your little boy—or any one of a half dozen things that particularly concern you.

The difference between the absent-minded, forgetful man, and the one who remembers and reminds is that one is thinking mainly of I and forgets You.

The I man is never interesting. The You man always delights our soul, flatters our ego and wins our heart.

Moral—be a You Man.

To be thrown upon one's own resources is to be cast into the very lap of fortune—Ben. Franklin.

Announcement

We wish to announce to the trade that

Cole & Dunas Music Co.

Chicago, Illinois

are no longer distributors of the WALL KANE needles.

Dealers are advised that WALL KANE needles are handled in Chicago by the following distributors:

| | |
|----------------------------|----------------------------------|
| A. C. McClurg & Co. | Magnola Talking Machine Co. |
| Carson Pirie Scott & Co. | Tonk Bros. |
| Manufacturers' Sales Co. | Steger & Sons Piano Mfg. Co. |
| Empire Talking Machine Co. | Wade Talking Machine Co. |
| Great Eastern Mfg. Co. | Consolidated Talking Machine Co. |

◀—▶

Progressive Phonographic Supply Co.

145 West 45th Street, New York City

PROSPECTS EXCELLENT IN GEORGIA

E. N. Upshaw Makes Interesting Summary of General Business Conditions There

ATLANTA, GA., September 7.—E. N. Upshaw, president of the Southern Sonora Co., this city, has a most optimistic report to make regarding general prospects for the talking machine trade in this vicinity during the Fall and Winter. He likewise has a good report to make regarding current business.

During July, declares Mr. Upshaw, his company did a larger volume of business than for any month since its organization on January 1, and a larger business than Mr. Upshaw has experienced during a number of years in the talking machine business generally. The result is that it was impossible to accumulate any great reserve stock, but a reserve stock is nevertheless being built up slowly but surely, in both machines and records, in an effort to take care of the de-

mands that are expected shortly from dealers.

In commenting upon prospects Mr. Upshaw said: "Speaking strictly from a talking machine standpoint, we believe that the Fall of 1920 is going to be the best so far in the history of the talking machine industry. Just why people will continue to buy phonographs and records when they are extremely cautious about purchasing other articles, I would not attempt to say, but it seems a fact nevertheless in our territory that the talking machine business or phonograph business, whichever you may care to term it, goes on forever and grows bigger and bigger each day, and we believe that November and December are going to find the dealers in the standard, recognized lines of talking machines calling for merchandise just the same as they have been for the past several years."

Easy money; get rich quick, 1,000 per cent profit, success without work—all these are sign posts on the road to—Failure.

A WINDOW display may be a chance happy thought, or a logically conceived idea growing out of the merchandise itself.

The former may sometimes be striking and clever, the latter always SELLS goods.

With a completely equipped lithograph plant, a carefully selected studio of artists and a capable merchandising and advertising staff, Einson Litho. Inc. has for years specialized in creating window displays and other lithographic material that SELL goods.

Our success and our capacity may both be measured by the scores of manufacturers who are to-day using "Einson" window displays and other lithographed dealer-helps with profit.

We shall be glad to discuss with you, in person or by mail, our experiences in securing dealer co-operation.

EINSON LITHO INCORPORATED

Executive Offices
and Art Studios
71 W. 23rd St., N. Y.

Factory & Plant
327 East 29th St.
New York, N. Y.

Chicago Offices
1306 Auditorium Tower Bldg.
Chicago, Ill.

Edison Amberola Message No. 9

5200 merchants in the United States and Canada are members of the Amberola dealership organization.

The majority of these merchants have been retailing the line for five, ten, fifteen or twenty years.

Their long service in the Edison ranks proves indisputably that the Diamond Amberola is permanent in public esteem and highly profitable to the dealer.

THOMAS A. EDISON, Inc.

AMBEROLA DEPARTMENT

ORANGE, N. J.

THE PERIOD TONE ARM CO.

M. L. Boris Forms New Company to Market a Number of Patented Products

M. L. Boris, a well-known inventor, who has been connected with the talking machine industry for over sixteen years, some time ago



M. L. Boris

organized a new company known as the Period Tone Arm Corp., for the purpose of manufacturing a number of his own products for which he holds exclusive patents.

Among these are the period tone arm, the styles of which are made to conform with various period models. In addition to the stock models as mentioned above, the company also

manufactures, on order, designs made exclusively for the individual manufacturer.

Mr. Boris recently said that following the announcement several months ago of these new designed tone arms he found the trade in a most receptive mood for his firm's products.

McMACKIN POPULAR IN DULUTH

DULUTH, MINN., September 8.—The Duluth News-Tribune recently carried an interesting article regarding the visit to this city of Robert McMackin, of the Emerson Phonograph Co., New York, who spent some time with the Marshall-Wells Co., of Duluth, Emerson jobbers in this territory.

While in Duluth Mr. McMackin was the guest of honor at the State convention of the American Legion held in this city. Mr. McMackin was known overseas as the "Millionaire Mule Skinner," as he drove a pair of mules throughout the war and attained considerable renown and skill in this interesting work. Mr. McMackin was given an enthusiastic ovation at the convention, but he admitted frankly to his many friends that the sobriquet of "millionaire" was hardly justified by existing conditions.

CLOSED GREAT SUMMER BUSINESS

The Eastern Talking Machine Co., of Boston, has shown a surprising growth during the Summer and August was an especially good month. Both George Dodge and his energetic son, Hovey Dodge, are again on the job following vacations and are giving their undivided attention to business.

The Lee Music Co. is the newest music store in Gadsden, Ala., and handles the Starr phonograph.

SELLING RECORDS IN THEATRES

New Scheme Being Worked by Traveling Theatrical Managers That Is Worth the Attention of Local Talking Machine Retailers

Reports come from the Middle West to the effect that the management of one of the musical comedy companies at present on tour has enlarged upon the plan of selling copies of the score and of the individual musical selections in sheet music form in the lobbies of the theatres and is offering to the members of the audiences the separate hits in music roll and record form.

At first glance it seems as though this plan would increase the distribution of, and therefore the demand for, rolls and records, but as a matter of fact, with the rolls and records being sold by those in the employ of the company management the trade of the local dealers is likely to be cut into to a considerable extent. In several cases it is reported that dealers have entered protests against the practice.

It would seem as though theatre managers, if they plan to engage in the selling of rolls and records to any considerable extent, might arrange to place the concession in the hands of local dealers, or their representatives, on a percentage basis, the percentage to be figured by the dealer as rent for selling space. It is a known fact that hundreds of people will buy one or several copies of the song hits of a show as they are leaving the theatre and while the melodies are fresh in their minds who would not go to a music store to make the same purchase on the following day. Perhaps the same rule holds good to some extent in the case of music rolls and records, but it seems that the sales should go to the dealers who handle those lines in the regular way. The subject is worthy the consideration of the trade.



Part view of Motorola counter display, the Rudolph Wurlitzer Co., Chicago. Each machine has a Motorola attached.



A window with a strong sales appeal. Motorola display, the Goodhart-Tompkins Co., Atlanta, Ga.

Motorola Dealer

Playing the Right Tune!

WE'LL say he is. He has the right idea—talks Motorola to every customer entering his store.

Shows 'em how take-the-joy-out-of-life hand winding becomes a back number with a Motorola attached to the family phonograph.

The Motorola is the biggest idea that ever hit the phonograph world. Folks are getting wise—boosting the demand sky-high.

Every live phonograph store should stock the Motorola. Just try a window display and see what happens to the old cash register! In various current types, including 32 volt for farms. See your jobber, or write us.

JONES-MOTROLA, Inc.
 29 West 35th Street, New York
 57 East Jackson Blvd. Chicago
 315 South Broadway Los Angeles
 Wincoff Hotel, Atlanta, Georgia

The Cathedral Reproducer

A SLIGHT turn automatically adjusts the Cathedral Reproducer so that it plays all records perfectly. This is one of the features that give the Cathedral leadership in sales. Illustration shows position for diamond point record.



POPULARITY measures phonograph sales. Immediate public acclaim has greeted the wonderful Cathedral.

The reasons are many. There are the exclusive mechanical specifications.

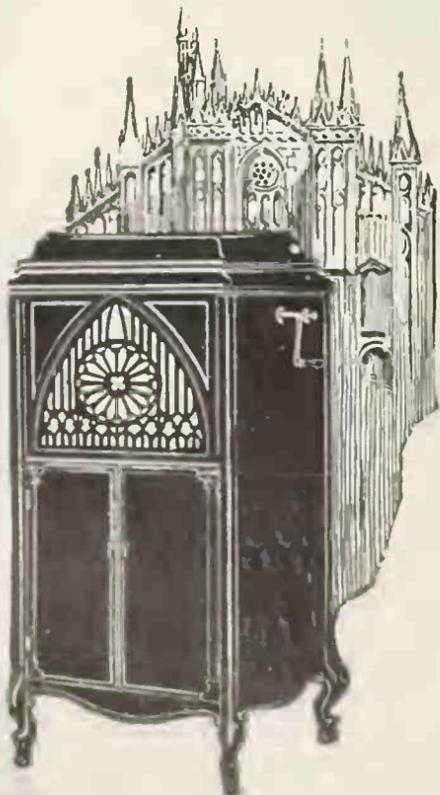
The full, natural tone. The exquisite wood work designs reminiscent of famous cathedrals. Unlimited choice of records, all played scientifically correct.

BESIDES the Cathedral Reproducer other mechanical features are:

Counterbalance Valve. Causes needle point to ride at perfect equilibrium and with exact contact. Adds to record life.

Cathedral Amplifier. Eliminates sympathetic vibrations. Reflects natural tone waves with perfect distinctness.

Automatic Stop and the **Cathedral Motor**, dependable, precise and well balanced.

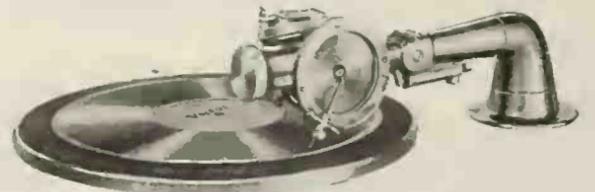


MILAN MODEL

Cathedral Phonograph

Alert Dealers appreciate what the Cathedral offers in increased sales.

Write for further details.



Cathedral Reproducer playing lateral cut (Victor type) record.



Cathedral Reproducer playing sapphire ball record (Pathe type).

Cathedral Phonograph Co.

GENERAL OFFICES: OMAHA, NEB.

Factories:

MARION, O.

CHICAGO, ILL.

GRAND RAPIDS, MICH.

GREAT EDUCATIONAL WORK

Conducted by Miss Donaldson of the Victrola Department of W. J. Dyer & Bro.—Course of "Listening Lessons" Exceedingly Popular

St. PAUL, MINN., September 9.—"Listening lessons" is the neatly descriptive title given to a series of music talks to the school children of St. Paul during the past Summer by Miss Laura M. Donaldson, educational supervisor in the Victrola department of W. J. Dyer & Bro. The course was arranged and conducted by Miss Donaldson and had official recognition through indorsement by Miss Elsie M. Shawe, supervisor of music in the St. Paul public schools.

The work was begun in the Dyer concert hall, but was continued elsewhere when convenient, one feature being al fresco diversions in Como park, one of the most delightful recreational parks in the Northwest.

Each meeting was divided among three classes, the very little tots, the intermediate ages and the



One of Miss Donaldson's Classes.

elder ones. The tots were taught folk dances in order to develop a sense of rhythm and thereby obtain a love for music. The dancing also was continued with the older children for the relation quite necessary after somewhat intense listening. Each class had two picnics in Como and the Victrola went along as part of the company. By the way, the park and Victrola combination was suggested to Miss Donaldson by an article in the Talking Machine World.

"The main purpose behind this series of 'Listening Lessons,'" explained Miss Donaldson, "was to teach the rising generation that music is an essential part of modern life to inculcate in them a love and a taste for the right kind of music. One of the first steps with the youngest children is to develop within them a sense of rhythm from which first step they are guided along the path of good music, special attention being given to developing appreciation for the

best music, a sense of discrimination and to teach them to become able to judge and criticize music.

"My work during the past summer has been highly satisfactory, as I feel that every one in the various classes has been started on the right road. In many cases the children were accompanied by their parents and the latter absorbed fully as much as the youngsters. We note this in the discrimination they exercise in purchasing records. People with little or no musical taste a few weeks ago, and much devoted to the flashy class of music, now are asking for compositions such as the Minuet in G, and the like. It truly has been a pleasurable Summer for us all and I trust a profitable one to the children."

CO-OPERATE WITH MANUFACTURER

MEMPHIS, TENN., September 7.—The Memphis Plywood Corp., of this city, manufacturer of water-proof plywood, has completed plans whereby it can offer intensive co-operation to talking machine manufacturers. The company is now producing high-grade gum plywood, catering chiefly to the talking machine industry. The Memphis Plywood Corp. has one of the most modern and up-to-date plants in this particular field. It has just finished a steel and concrete plant, and the machinery that has been installed is the most efficient available for the accurate production of plywood. The location of the factory is ideal, for it is situated in the center of the lumber region, and the railroad facilities of Memphis insure prompt transportation to all parts of the country.

C. E. GOODWIN RETURNS TO DESK

CHICAGO, ILL., September 3.—C. E. Goodwin, manager of The Phonograph Co., and prominent Edison jobber, returned to this city last week following an extended trip, including a visit to the Edison Laboratories at Orange, N. J., on August 24. He returned by way of Saratoga and Windsor. Mr. Goodwin expressed some dissatisfaction concerning the discounting of Canadian money, but is hopeful that the matter eventually will be corrected.

Now let's work for a great Fall trade.

**Safety First,
Last and All the Time!**

Insure Perfect Delivery

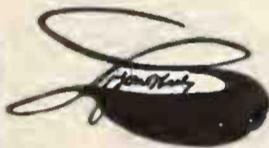
Khaki Moving Cover, Padded, Fleeced Lined

Price \$8.50

Mention Style of Machine when ordering



No. 804



Founded 1864

Heavily Padded and Quilted

Jobbers: Write for Special Offer

LYON & HEALY, CHICAGO

**Disc Record
Manufacturers
ATTENTION**

If you are not satisfied with your product—

If some part of the manufacture needs perfection—

Let me help you.

I was the pioneer to introduce the present disc record into Europe in 1901. Successful factories were erected in England, France, Spain, Germany, Austria, and Brazil under my management. I know the record business from A to Z, and can straighten out your difficulties.

The present system of permanent masters was perfected in my laboratories in 1904 and has never been improved upon.

The double-sided record was my patent and brought out in 1903.

If you want the best to be had in recording machines; if you want the latest development in pressing records from shells; if you want increased record production in power-driven presses—I can help you.

Complete installations taken charge of

F. M. PRESCOTT
RIVERDALE, N. J.

Phone No. 2 Pompton Lakes N. J.

Telegrams Prescott, Pompton Lakes N. J.

Is It Any of Your Business?

To know that there is a phonograph manufactured by a company whose belief it is that there are dealers who desire to handle the best money can buy in a portable instrument.



Size 9x13x15 Patented in U. S.

In every sense of the word you get quality in the

PIKNIK
HIGHEST CLASS
PORTABLE
TRADE MARK
LAKEWOOD, N. J.

Blood Universal Tone Arm and Sound Box, Heineman No. 36 double spring motor, plywood case, mahogany grain finish, 12" twelve record album, special device needle cups, guaranteed in every

respect the "real stuff" the kind that "stays sold."

Is That Any of Your Business?—Write

PIKNIK PORTABLE PHONOGRAPH, Inc.



Lakewood, New Jersey

NEW EMERSON CATALOG APPEARS

Latest Publication Devoted Exclusively to the Emerson Phonograph—Most Artistically Conceived and Admirably Written

The advertising department of the Emerson Phonograph Co. has advised its representatives of the publication of a new catalog devoted exclusively to the Emerson phonograph. This volume is unique in many respects and J. I. Bernat, advertising manager of the company, has received congratulations from dealers upon the compilation of a book which they can use to excellent advantage in the development of Emerson phonograph business.

The first edition of this catalog is in loose-leaf form, so that the sheets illustrating and describing any new models that are added to the line can be readily included with the sheets furnished with this first edition. Among the designs presented in this first catalog are models seven, eleven, fourteen, seventeen, twenty, period model thirty-five, period model thirty and period

model forty. The three period models are designed in Heppelwhite, Sheraton and Queen Anne respectively.

There are brief descriptions of the distinctive features of the Emerson phonograph, special attention being paid to the Emerson "precision" motor, the improved flush motor board, the "true tone" reproducer, the bevel-edge turntable, the "thrush throat" tone arm, the twenty-first century filing system and the famous "Music Master" horn. All of these features represent valuable sales arguments for use by dealers in presenting the Emerson phonograph, and the Music Master horn in particular is given adequate attention. Referring to this horn, this catalog presents under the heading of "Spruce," the master's wood, the following interesting data:

The old master violin makers of Cremona used spruce for the sounding boards of their instruments, and even to this day spruce is the wood most favored in fine violin construction.

The explanation is simple. Spruce is the most resonant of all woods because its fine-grained fibres run evenly—parallel to each other. In other woods the fibres twist and turn, gnarling and frequently knotting.

Sound, science tells us, is only a series of vibrations. The superiority of spruce, with its fine, even-running fibres, as conductors and amplifiers of sound, over other woods, with their twisted and gnarled fibres, will be readily seen.

That is why only the finest selected spruce, thoroughly seasoned and kiln-dried, is used in the construction of the Emerson Music Master horn.

"The next time you go to church or into a picture show of the modern pattern and listen to the soft tones of the organ coming from you know not where, ponder what makes these tones," says the American Forestry Association of Washington, "for these tones in most cases come from wood."

"In quantity" * * * (used for this purpose) * * * "spruce exceeds the other soft woods. Wood consists of fibres which may be compared to strings either parallel or interlaced. Most of those of spruce are parallel, hence their fine musical qualities. Most other woods have shorter fibres and they may not be arranged so that they can vibrate freely, one interfering with another."

Imagine a sound wave issuing through a phonograph sound chamber. Obeying the laws of nature, this sound wave follows the line of least resistance. It travels in "spiral springs."

You cannot get round tone from a square horn! If the horn is square or rectangular, the sound encounters right angles, corners, deflecting edges. As water waves, on meeting with obstructions, are forced from their true course, so sound waves are turned aside from their true course, on encountering these obstacles. Instead of flowing harmoniously from the sound chamber or horn, they strike against the angles. They echo in the corners.

The result is a tone which comes out muffled, blurred, "mechanical."

What a difference when music flows from the Emerson Music Master horn! What full, round tone—what perfect proportion of tone—what vivid reproduction of every tiny detail in the record!

The reason for this marvelous clarity of tone is easily explained. Examine the Emerson Music Master horn. Note that it is perfectly round—like a trumpet. This trumpet construction permits the music to flow out—without interruption or impediment. There are no corners, no angles, no edges, to interfere with, or in the slightest

degree impede, the smooth, even flow of sound.

The tone is perfectly proportioned, because it flows from a perfectly proportioned horn—the Emerson Music Master horn.

Tone clarity secured at no expense of tone volume. Clarity of tone is sometimes achieved by sacrificing volume. This is not the case with the Emerson Music Master horn, due to the principle on which it is designed.

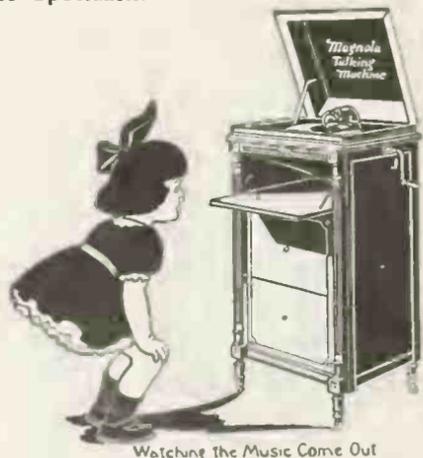
This principle is roughly illustrated by the megaphone. Have you ever seen a square megaphone? Of course not. All megaphones are round—perfectly round.

Every Emerson Phonograph, regardless of size or price, is equipped with the Emerson Music Master horn—shaped round, like the megaphone.

The Emerson phonograph line has met with an enthusiastic reception from dealers from Coast to Coast. Jobbers everywhere have already placed orders far beyond their allotment for the first year, and there is every reason to believe that the demand for this instrument during the coming year will be far beyond expectations. The company is devoting careful attention to every phase of manufacture, and the sales department is co-operating with the dealers in bringing this talking machine to the attention of music lovers in all sections of the country. This new catalog forms an important link in the plans of the advertising department to further the interests of Emerson representatives in the introduction of this line.

What More Can You Ask

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



Watching the Music Come Out

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

MAGNOLA TALKING MACHINE COMPANY

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



FULTON (Model 35)

Mahogany, 16x16x10 in., double spring motor, universal tone arm. Back casting and metal horn. Discount according to quantities.

True-tone, Clear-tone, Brilliantone and Pure-tone Needles in metal boxes or packages at 50 cents per M. Discount in large quantities. Tru-tone Needles come 200 to a metal box.

Double and triple spring Motors, Tone-arm, Auto Stops, Repeater Stops, etc. Phono parts and accessories, as Motors, Tone-arms, Sound Boxes, Cabinets and Cabinet hardware. Repair parts for all makes.

Records—Standard make, lateral cut, at \$50.00 per 100.

Cash with order

FULTON TALKING MACHINE CO.
253-255 Third Ave., New York City
Between 20th and 21st Streets

PUSH

Steinburn

QUALITY

PHONOGRAPHS

Fully Guaranteed for Five Years

—and prices are as low as you'd pay for the ordinary kind of phonograph!

OUR GUARANTEE :

1. Saves STEINBURN agents worry.
2. Inspires confidence of customers.
3. Simplifies collection problem.
4. Gives vigorous aid to sales.

Lists 25 to 35% Lower than other standard lines

Naturally a big help in selling is that STEINBURN lists are 25 to 35% under those of other standard lines on basis of size, equipment and value.

No chance for any slump in STEINBURNS because there has never been any inflation. During the past year, when many leading phonograph manufacturers advanced their list prices from 25 to 35 per cent all Stein-Burn products were left at the original low price levels. Dealers can rest assured that Stein-Burn products represent maximum value at minimum cost.

And every STEINBURN you sell is a standing advertisement of cabinet excellence and superlative musical quality.



No. 35, \$175.00
LOUIS XVI. DESIGN



No. 10, \$95.00
POPULAR DESIGN

You Can Choose From Eleven Beautiful Models

STEINBURN offers the dealer the added advantage of a range of instruments comprising eleven models.

The cabinets you want for your particular trade are among them. The price range—from \$95 to \$300, cabinet and console models—also gives you the pocketbook range, a big item in selling phonographs. Uprights and consoles—“beauty boxes,” every one of them.

If you want *maximum profits* in the phonograph business with *minimum capital* WRITE TODAY for catalog, our generous discount and very liberal terms of settlement, so you may get your order in promptly.

STEIN-BURN CORPORATION

221-225 West Randolph Street,
CHICAGO, ILL.

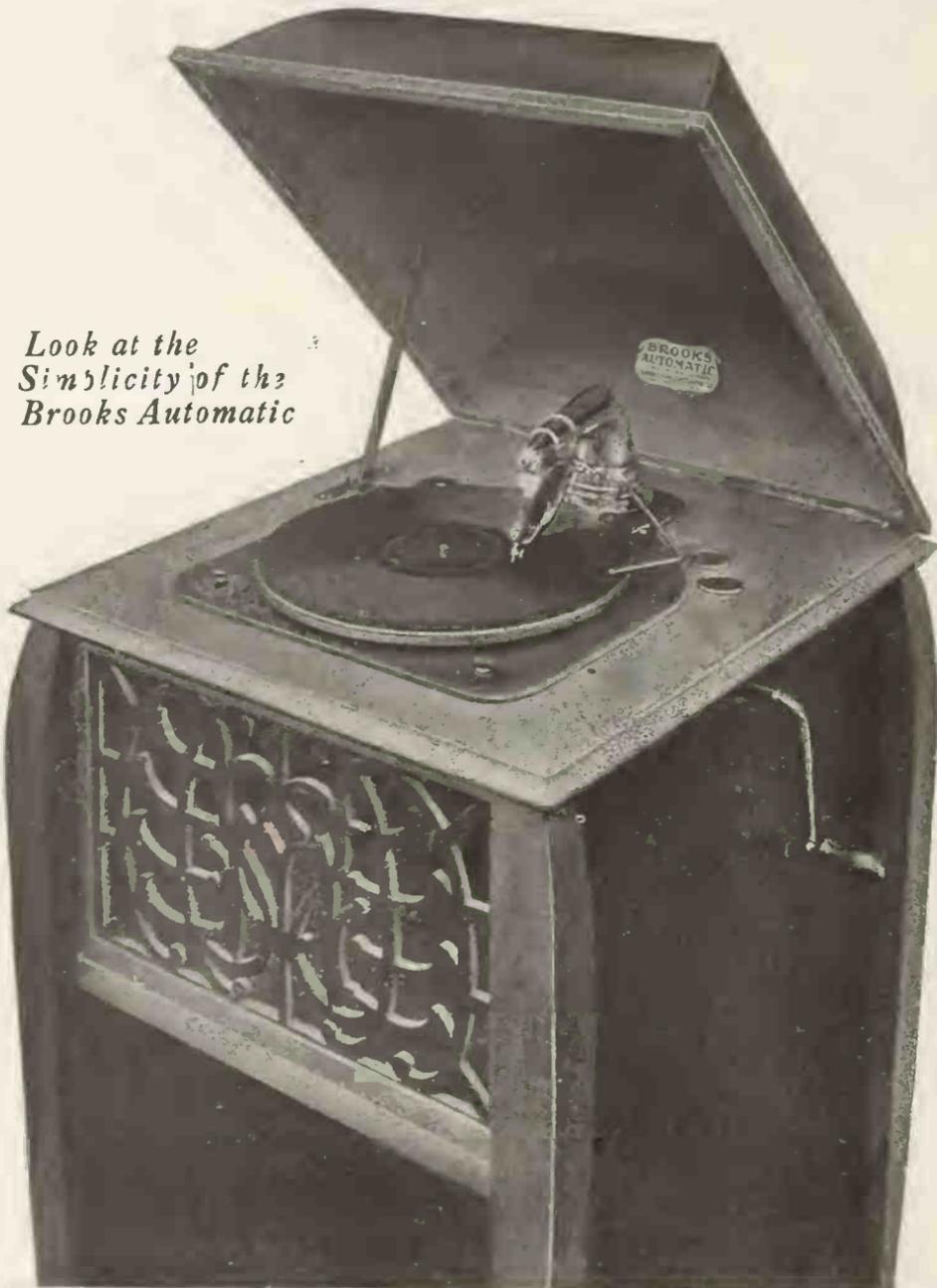


No. 20, \$125.00
VOGUE DESIGN

Your Sales in the Future

WILL BE BASED UPON MORE THAN MERE DEMAND

Look at the
Simplicity of the
Brooks Automatic



Good Salesmanship?
Yes.

Good Buying? YES!

Sales will be made by good presentation of GOOD MACHINES. NOW is the time to LAY YOUR PLANS.

Brooks

Automatic Repeating Phonograph

is the only machine that will play any record any number of times and then stop automatically with the tone-arm suspended in the air.

How is this done?

Place the needle on the record at its finishing edge. Set the pointer for one or two or five or eight playings, whatever you—or the dancers—want.

The motor starts, the record plays, and replays and stops automatically with tone-arm and needle suspended in the air!

No records are scratched! No one has to get up and rush to shut the machine off! The convenience is wonderful and appealing to every buyer—especially a woman. Its mechanical perfection grips the interest of men.

Can You Sell Such a Machine?

Its tone and its finish are both as superior. This machine is available to high-grade dealers who propose to stay in business handling high-grade goods.

INQUIRE ABOUT YOUR TERRITORY FROM

THE BROOKS M'F'G. CO.
SAGINAW MICHIGAN



PLANS TO DOUBLE OUTPUT

Cardinal Phonograph Co. Enlarges Facilities to Ensure Increased Output—Increasing Orders for Fall Delivery Made This Step Necessary

NEWARK, O., September 7.—The Cardinal Phonograph Co. has completed extensive alterations in the Cardinal plant at Zanesville, O., and sufficient machinery has been installed to more than double last season's output.

COMPOSE SPECIAL SONORA SONG

"Sonora, the Melody Beautiful," a popular musical composition composed recently by Sewell D. Andrews, of the Minneapolis Drug Co., and Walter J. Hamlin, of C. J. Van Houten



Music of Sonora Song

& Zoon, Sonora jobbers, is meeting with country-wide favor and is being featured effectively by music dealers from coast to coast.

Musical critics have praised the song in the highest terms and it is being recorded by several large companies. The melody is excellent and Sonora dealers are ordering large quantities of the song for use in their publicity campaigns this Fall.

RETURNS FROM AN EXTENSIVE TRIP

Secretary of Van Veen & Co. Pleased With Conditions in Middle West and South

L. Tobias, secretary of Van Veen & Co., Inc., manufacturers of Van Veen bed set hearing rooms and equipment, has just returned from an extensive trip throughout the trade. He reports considerable activity throughout the West and Middle West and the South and looks for greatly increased business in the East in the very near future.

The White Sewing Machine Co., of Cleveland, O., expects to make the first distribution of talking machines to the trade some time this month.

PAYS TRIBUTE TO TRADE PAPER

E. C. Howard, Sales Director of Granby Phonograph, Is One of Best Informed Men—He Gives Some Reasons Why

The sales of the Granby phonograph, made by the Granby Phonograph Corp., Norfolk, Va., and announced to the trade last month, is under the excellent supervision and direction of E. C. Howard.

E. C. Howard, or Howard E. C., as he signs his communications, needs no introduction to the talking machine trade or industry. He has a record of accomplishments possessed by few.

He has the reputation of being one of the best informed men in the trade and generously gives the source of the great majority of his knowledge of current conditions in the trade to a careful perusal of each month's issue of the trade paper. In speaking to The World, Mr. Howard said, relative to this subject: "Although the trade journal is written largely for and read carefully by the dealers of the trade, the manufacturer must just as thoroughly keep abreast of the times by carefully reading each issue.

Just as soon as The Talking Machine World arrives, I read it over page for page, and when I am through I do not imagine that anything escapes me."

Mr. Howard has been in the trade for many years and has grown with the industry from its humble beginnings to its present large state. He is a great enthusiast and an indefatigable worker. The goal of his ambition may be best summed up as a "realization of ideals."

cause of his enthusiasm over the future of the line. Mr. Howard in his new work is receiving the unqualified support and backing of H. H. Schumaker, secretary of the Granby Phonograph Corp., and Harry Levy, president. The spirit of the organization plus the resources in back of it, appealed greatly to him and he has already taken up his new duties and the effects of his work may be seen in the new Granby line that has just been announced.

The picture of Mr. Howard does not appear herewith. When asked for his photograph by a representative of The World, Mr. Howard told of his one and only experience in a similar matter. Some years ago in Chicago the same request was made of Mr. Howard and he obligingly went to a local photographer. The picture was good, but the photographer carelessly lost the plates and since then Mr. Howard's faith in mankind in general and photographers in particular has been somewhat lessened and no further pictures have been available.

VICTOR DEALER IN OLDTOWN, ME.

Chas. J. Newman, manager of The Victrola Shop, Oldtown, Me., has recently been appointed a Victor representative for the city of Oldtown and surrounding territory. He is opening an extensive music store in the Victrola Building and will handle the Victor products exclusively. In addition to carrying a full line of musical merchandise he will also maintain music studios for teachers and students—in fact, his establishment will be a musical center.

A VICTIM OF HOTEL FIRE

PORTLAND, ORE., September 3.—John Jenny, in charge of the phonograph repair department of the Wiley B. Allen Co., this city, was caught in the fire which gutted the Elton Court Hotel here this week, and was so badly burned that he died from the effects the next day. His two brothers escaped from the blaze with slight injury.



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 1920-1921

Sample program and particulars upon request

P. W. SIMON, Manager

1604 Broadway

New York City



BILLY MURRAY



FRED VAN EPS



FRANK BANTA



FRANK CROXTON



MONROE SILVER

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

Not One of the First Thousand Was Returned!

When, After Years of Experiments, the

Tru-Time Motor was pronounced perfect. One of the "Big Four" phonograph companies purchased one thousand of them for use in the higher priced models.

Not One of the First Thousand Has Been Returned, and, now this same company has placed a second order for TEN THOUSAND additional.

This means but one thing—the problem of electric phonograph control at last has been solved by the



Reg. U. S. Pat. Off.

Our Guarantee



A Few Tru-Time Points

- | | |
|----------------------|---------------------------------|
| Reasonable in price. | the life of the machine. |
| Now in production. | Free replacement of worn parts. |
| Never needs oiling. | Silent and invisible. |
| Never changes speed. | |
| Free repairs during | |

To maintain constant turntable speed at any voltage from 40 to 140 volts, alternating or direct current, through every variation in current on commercial lighting circuits.

To run without heating up.

To maintain the exact speed intended for the record.

To need no adjustment, oiling or attention for at least two years and to function satisfactorily under any condition of proper usage if the seals of the motor remain unbroken.

To be invisible—no unsightly mechanism outside the instrument.

When you are offered a motor—any make, any type—ask the manufacturer to give you the same guarantee and have him—PUT IT IN WRITING.

This is a strong statement made in a conservative way. It means that not a single motor has been returned to us, the phonograph manufacturer or the dealer for any cause. It means that THE TRU-TIME MOTOR has given absolute satisfaction.

The Tru-Time Motor is to the Phonograph what the Conductor is to the Opera

EFFICIENCY ELECTRIC CORPORATION

124 White Street, New York

Factory: Lowell, Mass.

Manufacturers, Write for Complete Description



GLEANINGS *from the* WORLD *of* MUSIC

Men Who Make Popular Songs

No. 16—George Gershwin

Among the composers who have contributed numbers of merit to present Broadway musical successes is George Gershwin, who has prominent numbers in both George White's "Scandals



George Gershwin

of 1920" and "The Sweetheart Shop." Last season George Gershwin came into the limelight with the song "Swanee," which was sung in several productions and in addition was pop-

ular, particularly of the dance variety, have won him a permanent position in player roll recording circles.

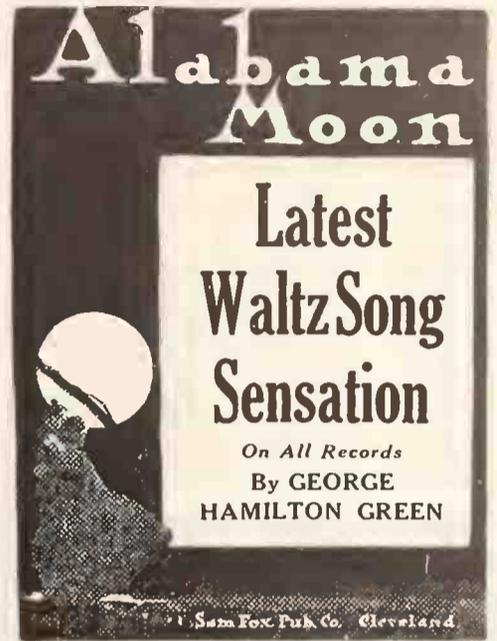
MUSIC PROSPECTS FOR FALL

Publishers Making Preparations for a Most Active Season—Novelty Numbers Score

During the past two months, owing to the distinct slump in the sales of sheet music, the music publishers withheld their new issues awaiting the Fall season. The latter weeks in August showed such increased activity in sales, however, that the publishers, almost without exception, have grown very optimistic regarding the coming months. The Fall advertising appropriations of the leading publishing houses are larger than those of any previous season and most of the houses have already inaugurated their Fall advertising campaigns.

Particular attention has been given of late to novelty numbers and these, despite conditions of the past few months, have shown activity. The list of Fall releases shows a tendency on the part of the publishers to concentrate their efforts on numbers of the ballad type, and no small part of the Fall appropriations will be spent on numbers of that variety. The usual quota of fox-trots, however, is still being turned out and from all indications there is to be no dearth of that sort of composition.

One of the things that have added to the optimism of the publishers has been the increased interest in American popular works in European centers. The demand there has shown a constant increase and the American publishers are at the present time receiving very



therefore American popular composers are better rewarded than the popular composers of France.

"For a period of over a year tourists, publishers and others have all reported that American music, particularly jazz, was very popular in England. This has often been impressed upon American song writers and publishers by the influx of representatives of the leading English music publishing houses arriving in this country for the purpose of acquiring copyrights for their country."

All of which goes to show that in a period of a little over two years American popular music has acquired world-wide recognition.

Waltz Lullaby Success! On All Records and Rolls

PICKANINNY BLUES

Chicago MCKINLEY MUSIC CO. New York

ular with a large number of vaudeville singers. As a fox-trot, too, its success was not small and at this late date it is still a work that finds favor with the orchestras.

In "The Scandals of 1920" he is responsible for the "Scandal Walk" and "Idle Dreams," and in "The Sweetheart Shop" he has contributed the popular song "Waiting for the Sun to Come Out." This latter number is considered one of the leading songs of the show.

George Gershwin is an accomplished pianist and has done some excellent work for one of the leading player roll companies. His popular

substantial royalties from all of those sources.

Some idea of the popularity of American works may be gained from a statement of Irving Berlin, the well-known song writer, who has just returned from an extended trip visiting the capitals of Europe.

"Frenchmen have not written much popular music," he says, "because the demand there is not great enough to attract music writers. It is easier and cheaper for French orchestra leaders to secure American productions. The demand for popular music in the United States is comparatively much greater than in France and

NELL BRINKLEY FEATURES SONG

Popular Illustrator Bases Evening Journal Drawing on New Feist Song Number

The new Feist song success, "Just Like the Rose," which has been experiencing great popularity throughout the country, was made the subject of one of Nell Brinkley's typical girlie sketches in a recent issue of the New York Evening Journal. In the story accompanying the sketch were reproduced the words of the chorus.

The Quartette MESSINESE makes its first four Italian Records on

This organization is considered the finest Instrumental Quartette ever recorded.

Real Folk Dances, in perfect dance time.

If you have Italian trade don't fail to stock these records.

Big SALES will follow.

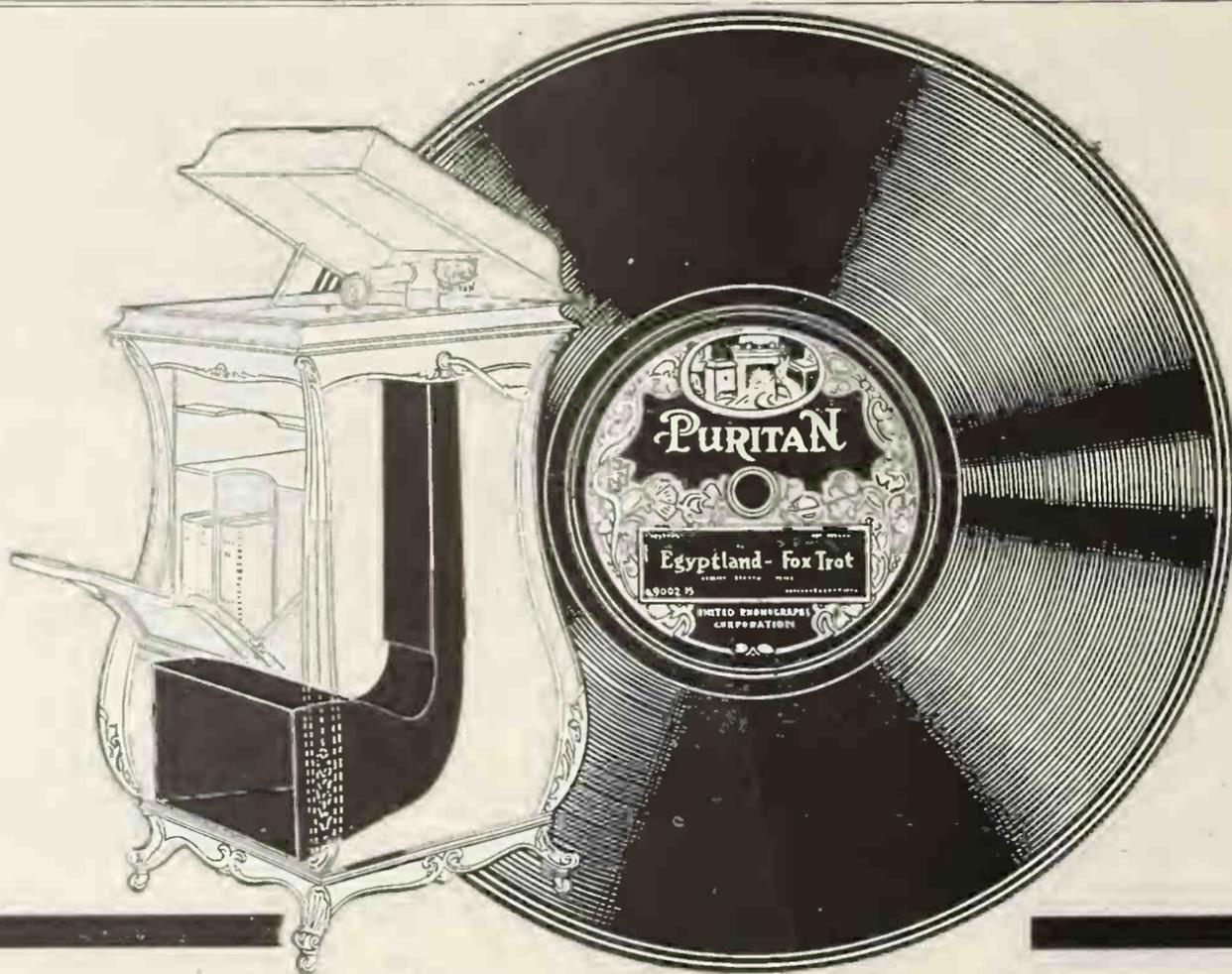


10-inch . \$1.00

- | | | | |
|------|---|----------------------|------------|
| 9001 | { | Voci D'Angeli | VALZER |
| | | -Quartetto Messinese | |
| | | Tra Veglia E Sonna | MAZURKA |
| | | Quartetto Messinese | |
| 9002 | { | Di Stella in Stella | MAZURKA |
| | | Quartetto Messinese | |
| | | La Bella Nicosia | QUADRIGLIA |
| | | Quartetto Messinese | |
| 9003 | { | Allegrì! Allegrì! | POLKA |
| | | Quartetto Messinese | |
| | | Pioggio di Fiori | MAZURKA |
| | | Quartetto Messinese | |
| 9004 | { | Sei Bella | POLKA |
| | | Quartetto Messinese | |
| | | Lotta D'Amore | VALZER |
| | | Quartetto Messinese | |

Phone Barclay 2493

ZIEGLER, BAKER & JOHNSON, Inc. Service In or Out of Town
100 Chambers Street, New York City



The Puritan

AN OPPORTUNITY FOR DEALERS—The PURITAN Phonograph literally "speaks for itself." There is a richness and purity in the reproduction, quite different from other instruments, that invariably pleases the listener. The most critical music-lovers declare that such smoothness, clearness and volume of tone have never been produced by ordinary phonographs.

THE REPRODUCER—A new type of sound-box and tone arm give absolutely free horizontal and vertical movement, enabling the needle to receive ALL THE IMPULSES from the corrugations of the record. The faintest recorded sounds are faithfully transmitted to the ear. The mechanism is very sensitive to record vibrations, and is the result of long experiment.

The great clearness of tone in the PURITAN is produced by the

Eight beautiful models now ready for immediate shipment.

The Puritan Phonograph plays all makes of Disc Records, with all the distinctness and volume of which the record is capable.

LONG WOOD HORN—This is an exclusive, patented feature, and CANNOT BE USED BY ANY OTHER MANUFACTURER.

The PURITAN HORN is a rectangular channel representing an organ-pipe, extending from the tone arm to the bottom of cabinet. It has only one bend (see illustration).

THIS IS THE MOST EFFECTIVE AMPLIFIER EVER PRODUCED

The PURITAN HORN magnifies and mellows the vibrations from the diaphragm. At the same time it absorbs all hissing and grinding sounds, delivering the MUSIC ONLY in a wonderfully realistic way.

The entire instrument, including motor, sound-box and cabinet, is made in our own factory, and we guarantee every part.

Puritan Lateral-cut Records are brilliant and contain the latest popular numbers.

Write for Catalog and dealership proposition.

United Phonographs Corporation

Factory and General Offices: Sheboygan, Wisconsin

HELPING FREIGHT SITUATION

Railroad Committee of U. S. Chamber of Commerce Advises Shippers How They May Aid in Expediting Movement of Freight

WASHINGTON, D. C., September 8.—An urgent appeal to manufacturers and business men of the country to join in making better use of existing railroad equipment as a means of providing an immediate improved transportation service was made in an open letter to industrial and commercial organizations to-day by the Railroad Committee of the Chamber of Commerce of the United States.

The National Chamber's Committee points out that the equivalent of more than half a million cars can be added to the supply by closer co-operation on the part of all interests concerned with transportation.

"You, as shippers and receivers of freight, can take a very important part in this movement. You can add 535,000 freight cars to the available car supply by loading your cars more heavily and loading and unloading them promptly. If the railroads were obliged to buy 535,000 new cars at the present price of about \$3,000 per car, it would cost them \$1,605,000,000 and would cost the public at least 6 per cent of that amount in the form of increased freight rates.

"The average freight car spends its time as follows: 37 per cent of the time in the hands of the shipper or the receiver; 43 per cent moving from the point of loading or unloading to the terminal where it is put into a train or onto a transfer track; 11 per cent in a train moving from one terminal to another; and 9 per cent laid up for repairs. You, as shippers and receivers of freight, can effect a substantial reduction in the 37 per cent; and the railroads can effect an equally substantial reduction in the 43 per cent.

"You can load and unload your cars promptly if you will. As a rule the railroads allow you 48 hours free time to load your cars and 48 hours to unload them before making any charge for demurrage. If you will use only one-half of this time, thus releasing your cars in one day instead of two, and in addition will order according to your loading capacity, restrict your car order to to-day's program, avoid the duplication of car orders, and avoid the use of cars for storage purposes, you should be able to reduce the time that the average freight car spends in your hands from 37 per cent to 22 per cent of its total time, and thus add 360,000 cars to the available car supply.

"The average freight car makes 20 round trips each year. By reducing the time needed for each trip 15 per cent, you will enable the car to make 23 round trips each year. This is equivalent to adding 15 per cent of 2,400,000, or 360,000 cars to the available car supply."

H. D. GEISSLER VISITS CHICAGO

CHICAGO, ILL., September 8.—H. D. Geissler, president of the Chicago and New York Talking Machine Companies, was a visitor to Chicago during the week of August 22 to 28 to attend a directors' meeting here. B. B. Webster, credit manager for the Chicago Talking Machine Co., is at present on his vacation in northern Michigan by automobile. H. H. Michael, representative of the Chicago Talking Machine Co., is spending his vacation at Atlantic City, and in a visit to the Victor Talking Machine Co.'s plant at Camden, N. J. V. K. Tremblett, representative of the Chicago Talking Machine Co. in Illinois and Wisconsin, is vacationing in Des Moines, Ia.

SELF-ANALYSIS NECESSARY

What so many people complain of as bad luck is merely the result of carelessness, mismanagement and often incompetence.

Safety first is more than philanthropy. It has now become a fundamental factor in the economics of business.

AMBITION AS A BUSINESS ASSET

Furnishes Driving Power to Enable Young Man to Overcome Obstacles in Business Path

Ambition is the young man's greatest business asset. What is ambition? It's that within him which makes him accomplish things. It makes him alert, active, ever striving for high and higher things, striving and striving to be a bigger and a better man.

We wonder if young men, looking up to successful business men, realize what has made them successful—that back of it all—all their hard work, their struggle to grow is just one mighty force pushing them on to inevitable success—that force is ambition.

Ambition is not, "I think I can," "I'll try," "I'm afraid the job is too big for me." It's "I can," "I will," "I'll tackle any job, for I know that I can do it." No job is too big for an ambitious man.

A loaded dray went down the street the other day pulled by a little horse half the size of his

load. But, pull well? I should say that little horse just could, and he dug into the ground for all he was worth and the wagon load just had to move.

It's too bad more men are not like the little horse—he seemed too little for his load, but he wasn't. He had what so many men lack—the "dig-in" idea. It's a good idea, too, and it's bred of ambition—get the ambition and you'll get the "dig-in" idea. Ambition will put you where you want to go. Get ambition.

NEW YORK OFFICES FOR VICTOR CO.

Twenty-second Floor of National Association Building on Forty-third Street Leased

The Victor Talking Machine Co. will open new offices in New York in the National Association Building, 25 West Forty-third street, according to an announcement recently made. The entire twenty-second floor of the building has been leased and alterations will be begun at once and when completed offices will be opened.



The Player-Tone
IT'S SIMPLY GREAT



Model 311
Height 46"
Width 21"
Depth 23½"

Profits!

The Player-Tone proposition is one of the greatest opportunities that any dealer ever faced.

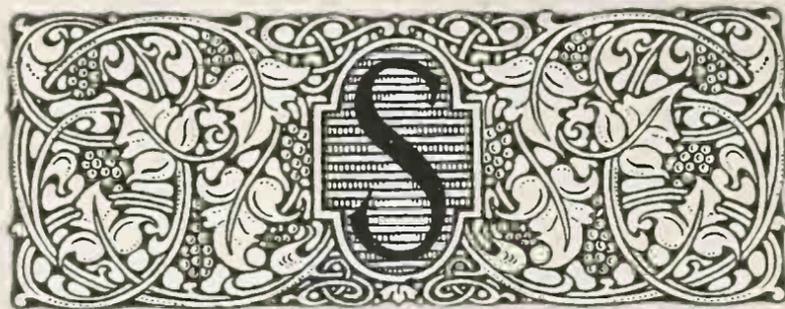
Here is a super-phonograph that is the most wonderful value before the American public.

Considering its superb cabinet work, finish, motor, tone arm and appearance, as well as design, its low price will be a revelation to you.

It is an instrument you will be proud to show and—
"When Sold, They Stay Sold!"

6 models in all finishes to select from. Write or wire today for our booklet proposition and open territory.

Player-Tone Talking Machine Co.
Executive Offices:
967 Liberty Avenue
Pittsburgh **Penna.**



An Announcement

*Concerning the Stephenson Tone Arm
and Sound Box and the larger motor.*

THE kindly reception given the Stephenson Precision-Made Motor and the good will that it has earned for this organization places upon the manufacturers of it the responsibility to keep always this faith with the industry.

And it is with an appreciation of this responsibility that the Stephenson organization today announces another Precision-Made product, the Stephenson Tone Arm and Sound Box. It is offered to the industry with a guarantee that it infringes no patents . . . for long since have manufacturers proceeded on the assumption that what was general practice in the trade was an open art. It would, indeed, be against Stephenson policy to infringe the least upon the rights of others regardless of whether their attitude be one of passiveness or aggression in defending their rights . . . the Stephenson Precision-Made Tone Arm and Sound Box infringes no patents and is so guaranteed.

Coincident with the Tone Arm and Sound Box, Stephenson, Inc., announces a larger motor, which is offered to those who wish a motor that will give a maximum of running time with one winding. This larger motor follows the same construction as the smaller. It has the solid frame casting, the interchangeable spring drums, the tapered bearing turntable shaft, the triple tread worm—all the splendid mechanical features that have made possible the success of the smaller motor.

Temporary bulletins will be mailed to those who are interested.

STEPHENSON
INCORPORATED
One West Thirty-fourth Street
New York City

MANUFACTURERS OF THE STEPHENSON PRECISION-MADE MOTORS AND TONE ARM AND SOUND BOX

MUSIC AT MINNESOTA STATE FAIR

Wholesalers and Retailers Make Some Elaborate Displays of Talking Machines and Records—Demonstrations Win Attention

MINNEAPOLIS, MINN., September 8.—Music was featured and emphasized as never before at the Sixty-first Annual Fair of the Minnesota State Agricultural Society, September 4-11. Melodies and harmonies were heard in every corner of the vast space devoted to the greatest annual fair in the world and it pervaded the night as well as the day.

Because of lack of what is deemed a proper setting for their goods the music merchants of Minneapolis and St. Paul long have ignored the big show, but there were four high grade exhibits that rather made up in quality what may have been lacking in quantity.

W. J. Dyer & Bro., with two large booths, featured the well-known Victrolas and the Duo-Art piano, demonstrated by the cleverest people of the local sales staff and attracting good attention. The musical possibilities of the Duo-Art won unbounded admiration.

Laurence H. Lucker and the Minnesota Phonograph Co. exploited the Edison Phonographs. Colcnel Lowy was in charge of the exhibit. Some fine specimens in Chippendale, William and Mary and Jacobean period designs were shown as well as beautiful specimens in hand-carved cabinets.

Then there was the extensive display by G. Sommers & Co., showing the Pathé line of instruments. The new Actuelles attracted general admiration by their novel appearance.

But the big noise in the music line was supplied by a score of bands and orchestras. Among those contributing to the general gaiety in this line were the following: Minnesota State band, First Minnesota Infantry band, Sweet's Hussar band, Chicago; Eveleth Municipal band, Fairmont City band, Marshall Municipal band, Madison City band, Minnesota State orchestra, Mrs. Lindquist's orchestra, Longfellow orchestra, Chalmers' orchestra and Saxophone Sextet, Morgan Post G. A. R. drum corps and the Apollo quartet.

LITIGATION ON STOP DEVICE

CHICAGO, ILL., September 9.—The Repeater-Stop Co. recently sued the Rudolph Wurlitzer Co. for patent infringement in marketing the Repeatograph, an automatic repeating and stopping device for talking machines. The Repeatograph Co. announces that the Rudolph Wurlitzer Co., after looking into the patents involved, has decided to continue marketing the Repeatograph.

The Repeatograph Co. also reports that it has entered suit against the Repeater-Stop Co. in the United States District Court, alleging infringements of patents. The controversy between the two companies has been of long standing, both sides having their supporters in the trade.

SIZING IT UP

What's the matter with America these days?
 Too many diamonds, not enough alarm clocks.
 Too many silk shirts, not enough blue flannel ones.
 Too many pointed shoes and not enough square-toed ones.
 Too many serge suits and not enough overalls.
 Too much décolleté and not enough kitchen aprons.
 Too many consumers and not enough producers.
 Too much envy of the results of hard work and too little desire to emulate it.
 Too many desiring short cuts to wealth and too few willing to pay the price.
 —Roy K. Moulton.

The Van Vleet Mansfield Drug Co., Memphis, Tenn., is now a Playerphone distributor.

TAKES ON BRUNSWICK LINE

The Jacobs Music & Machine Co. of Cartersville, Ga., has recently completed negotiations with the Brunswick-Balke-Collender Co. to handle its products in Cartersville. Realizing the splendid merchandising features of the Brunswick products, the Jacobs brothers are looking forward to an increased business and are planning on installing several additional booths in anticipation of the increased volume.

KURMAN OPENS NEW YORK OFFICE

N. A. Kurman, one of the recognized tonal experts of the industry, has opened headquarters at 145 Lafayette street, New York, and according to his present plans, will co-operate with talking machine manufacturers in the coordination of tone arm and sound box equipment. Mr. Kurman has studied the subject of tone for many years, and has rendered invaluable assistance to manufacturers in the production of tone arms and sound boxes that would produce the most desirable tonal effects.

GOOD WILL IS A VALUABLE ASSET

National Association of Credit Men Points Out Value of This Business Factor

The most valuable of your intangible assets is good will. You cannot put your finger on it, but it is there and plays a prominent part on the profit side of your ledgers. Good will can only be obtained, whether as buyer or seller, by a carefully built-up reputation for fair dealing.

To cancel orders arbitrarily or to return goods without cause—simply because by so doing one can escape an unforeseen loss—is to endanger one's reputation for fair dealing with the consequent loss of good will. And good will lost is difficult to regain.

If you desire to cancel an order or to return merchandise, let it be brought about by negotiation—Remember that the other man has rights and losses to consider. Permanent good will is worth more than immediate dollars. This is good advice for any talking machine dealer to follow.



A Few of the Current Titles

ALL BIG SELLERS

- "The Love Nest" (from the Musical Comedy "Mary").
Intro. "Mary." Music by Hirsch (Medley Fox-trot).
Waldorf Astoria Dance Orchestra
- "Korinthia" (One-step). Music by J. C. Knight.
Waldorf Astoria Dance Orchestra
- "Hold Me" (Fox-trot). Music by Hickman and Black.
Waldorf Astoria Dance Orchestra
- "A Young Man's Fancy" (Music Box Number from
"What's in a Name"). Music by Ager (Fox-trot).
George Green's Novelty Orchestra
- "I'd Love to Fall Asleep and Wake Up in My
Mammy's Arms." Music by Fred E. Ahlert (Tenor
Solo with orch.).....Charles Hart
- "Down the Trail to Home, Sweet Home." Music by
E. R. Ball (Tenor and Baritone Duet with orch.
accomp.).....Charles Hart and Elliott Shaw
- "I Cannot Sleep Without Dreaming of You" (From
"The Girl in the Spotlight"). Music by Victor Her-
bert (Soprano Solo with orch.).....Gladys Rice
- "Chile Bean" (Eenie-Meenie-Minle-Mo). Music by
Albert Von Tilzer (Tenor Solo with orch.)
Fred Whitehouse

Write for Dealers' Terms and Prices. Immediate Deliveries

Lyrphone Co. of America

117 Mechanic Street

Newark, N. J.

IMPORTANT NOTICE

TO THE AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By **Mermod Freres** St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality are therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade inquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD LONDON, E. C., ENGLAND

CABLE ADDRESS REG'D
"FILASSE-PHILA."

THE MARK OF

LONG DISTANCE PHONE
BARING 535

ANY { Size
Quantity
Quality

SERVICE AND
Phonographically Speaking



SATISFACTION
They Talk For Themselves

Quotation
Delivery
Product } **RIGHT**

IMICO MICA DIAPHRAGMS

WE WILL BE MOST HAPPY TO HAVE ONE OF OUR REPRESENTATIVES, WHO ARE ALL PRACTICAL REPRODUCTION EXPERTS, CALL ON YOU WHEN NEXT IN YOUR



CITY TO DISCUSS YOUR SOUND BOX PROBLEMS WITH YOU, UPON RECEIPT OF YOUR REQUEST SO TO DO. WE ARE "MORE THAN MERELY SELLERS."

INTERNATIONAL MICA COMPANY

PHILADELPHIA, PA., U.S.A.

FACTORY AND SALES DEPT.,
37TH AND BRANDYWINE STS.,
WEST PHILA., PA.

REPRESENTATIVE
MONTREAL,
CANADA.

WALTER S. GRAY,
SAN FRANCISCO, CAL.

REPRESENTATIVE
CHICAGO,
ILLINOIS.

EXECUTIVE DEPT.,
1228 FILBERT ST.,
PHILADELPHIA, PA.

OUR VERY ADEQUATE AND EXTENSIVE MINING AND MANUFACTURING FACILITIES ARE EQUALLY AT YOUR DISPOSAL. KINDLY FAVOR US WITH THE OPPORTUNITY TO FURTHER ILLUSTRATE THE NECESSARY SUPERIORITY OF IMICO PRODUCTS AND QUOTATIONS, WHICH HAS MADE IT POSSIBLE TO SUPPLY IMICO PRODUCTS TO PRACTICALLY ALL OF THE LARGER TALKING MACHINE AND ELECTRICAL MANUFACTURERS. REMEMBER THE "RUSH"—BE PREPARED THIS TIME. RITE—RITE NOW AND ELIMINATE YOUR DIAPHRAGM DIFFICULTIES. JAMES A. CRABTREE, PRESIDENT OF OUR COMPANY, WILL SHORTLY RETURN FROM EUROPE WITH A WEALTH OF INFORMATION CONCERNING THE TALKING MACHINE INDUSTRY ABROAD, WHICH INFORMATION WE SHALL BE PLEASED TO PLACE AT THE DISPOSAL OF THE INDUSTRY, HERE.

"IMICO" and "SERVICE" are SYNONYMOUS

POSSIBILITIES OF THE MUSIC ROLL

Increasing Number of Talking Machine Wholesalers and Dealers Giving Attention to the Handling of High-Class Music Rolls

A recent development of interest and importance in the talking machine field is the attention that is being given by both retailers and wholesalers to the handling of music rolls in a systematic way. At the solicitation of the music roll men some few dealers, when records were scarce, installed limited stocks of rolls, to add somewhat to their income and keep the sales force busy. It was found by these dealers that music rolls fit in well with records, and, while not competing in any sense, offered selling arguments that were quite familiar to record salesmen.

The result has been that an increasing number of dealers has gone into the handling of music rolls on a permanent basis, carrying substantial stocks of the latest rolls and turning one or more of their sound-proof booths over to the roll department for demonstration work. In some cases special liberal space has been assigned to the roll department in its own section of the store.

From the wholesaler's viewpoint the handling of rolls offers a substantial medium for increasing income. The wholesale salesman has found it possible to increase his commission by carrying rolls in addition to his machine, record and accessory lines, and for the roll manufacturer there is offered through that medium a field of distribution that has already been cultivated.

As a result of natural training the talking machine man is well equipped to handle rolls profitably and intelligently. There have been piano dealers who neglected their roll department because they pretended to see little or no opportunity in profiting on sales that average \$1 or less per item. The talking machine man, on the other hand, has learned from experience that the constant and frequent turnover of record stock is what represents big business volume and profits and that a great number of sales at \$1 or less each day is more to be desired than a several-hundred-dollar sale once a week or so. With this experience back of him, the talking machine dealer is not prejudiced by the small amount involved in the individual sale, but figures on the basis of sales quantity.

Since the first of the year a score or more prominent talking machine distributing houses

have taken up the wholesaling of well-known and well-advertised lines of music rolls, and have been pushing those lines with profit both to themselves and to their dealers.

A surprising number of people own player-pianos as well as talking machines and dealers have found that many of these people when they come into the store to buy records present real opportunities for the sale of one or several music rolls, with practically no extra selling expense. These people are particularly impressed with the service that the talking machine dealer, through special training, is able to give them.

This new development in the field is worth watching, for while not detracting in any sense from the volume of talking machine and record trade; it offers an additional avenue for activity that is not being overlooked.

LUCKY 13 CO. BUYS FOUR BUILDINGS

Corner Property at Nineteenth Street and Avenue A Will Be Occupied About October 1

The Lucky 13 Phonograph Co. recently closed negotiations for the four buildings fronting 310-312-314 Avenue A and 503 East Nineteenth street, New York City. It is a corner property and the structures are now being remodeled in preparation for the occupancy by the executive offices and warerooms of the company, which expects to enter the premises on or about October 1.

David B. Bartelstone, head of the Lucky 13 Phonograph Co., in speaking of the acquisition

of the above property, said that his company has been in need of larger quarters for some time. The property in question was selected from many available structures because of its accessible location. There is a car line past the door, two elevated lines are nearby and the Twenty-third street crosstown car is adjacent. The company, for a number of years, occupied quarters at 46 East Twelfth street.

The first meeting of the creditors of Charles H. Elting & Co., who was adjudicated a bankrupt on August 2, will be held in Chicago on September 20, at which time claims will be presented and considered by Referee in Bankruptcy Wean.

Mr. Dealer are you selling the Record Flasher? It is very much in demand and invariably sold when properly presented to your customers.

The Record Flasher is easily attached to any phonograph; it gives an abundance of illumination, it makes cumbersome operations easy and simple in darkest corners where phonographs are usually placed.

Beautifully finished in Nickel and Gold.
Packed (12) to a unit package may be assorted.

RETAIL PRICES { Nickel finish without battery - \$2.25
Gold " " " - \$3.00
Batteries each - - - - - \$.75

Regular Trade Discounts to Dealers.
When writing always mention your distributor.

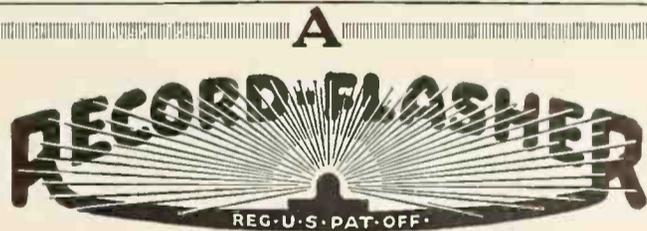
Manufactured by

STANDARD ACCESSORY CORPORATION

355-357 East Water St. - - - - - Milwaukee Wis., U. S. A.

FOR SALE BY ALL LEADING DISTRIBUTORS

CHARMEL TRADING CO., Exporters 1170 Broadway, New York I. W. BECKER, Southern Representative Wincoff Hotel, Atlanta



SHOULD BE ON EVERY TALKING MACHINE



IT'S NECESSARY—VERY NECESSARY

For Talking Machine Dealers



Domes of Silence

Nationally Advertised

TALKING MACHINE CABINETS equipped with Domes are better and more satisfying to the eye because the cabinet sets close to the floor. These efficient slides, simple in construction, made of case hardened steel, save cabinet legs from strain, save rugs, save floors, and permit any cabinet to be moved with ease.

HENRY W. PEABODY & CO.

Domes of Silence Division

17 STATE STREET

NEW YORK

Specify Domes of Silence in Your Talking Machine Orders

ILLINOIS DEALERS VISIT VICTOR PLANT IN CAMDEN

Twenty-five Victor Retailers From Central Illinois, Under the Auspices of the Putnam-Page Co., Peoria, Visit the Plant of the Victor Co.—Entertained With Motor Rides and Banquet

PHILADELPHIA, PA., September 8.—By special car a body of Illinois dealers, in company with the representatives of the Putnam-Page Co., left this city tonight to return to their homes after a two-day stay in Philadelphia, during which time the Victor plant was visited.

These dealers left Peoria, Ill., in a special car on Sunday, September 5, in company with F. H. Putnam, P. A. Ware and A. E. Severe, of the Putnam-Page Co., Victor wholesalers located in Peoria, Ill. While on the train they enjoyed a buffet luncheon as the guests of the Putnam-Page Co. On Labor Day evening the dealers were again the guests of the Putnam-Page Co. to a shore dinner served in the private dining-room of Boothby's restaurant in Philadelphia, famous for its exceptionally pleasing cuisine. A delightful surprise to the dealers was the presence of three of the Victor staff, namely, E. J. Dingley, assistant sales manager; W. G. Garland, assistant manager traveling department; and H. E. Greene, advertising department.

Edward Lyman Bill, of The Talking Machine World, and other representatives of the trade press were also present and spoke informally after dinner. Mr. Bill spoke on the great service which the dealers were rendering in placing talking machines in the homes of the American families, in that it educated the people to high class music, and to musical appreciation of all sorts.

On Tuesday the body of dealers became the guests of the Victor Talking Machine Co. In the morning an inspection trip was made through the factory, during which time the dealers became acquainted with the methods of manufacture used in producing Victrolas and Victor records. By the time the trip was finished the noon-day whistle had blown, and the boys "knocked off" and went to the Victor Club for luncheon.

In the afternoon the Victor Co. gave the dealers an extended trip by motor through the environs of Camden and Philadelphia. They then returned to the Hotel Bellevue-Stratford, their headquarters. In the evening they were tendered an enjoyable banquet by the Victor Co. in the North Garden of the Bellevue-Stratford. After the dinner the dealers were escorted to a nearby theatre where "Mary," a new and pleasing comedy, is appearing. This most entertaining performance concluded the "Victor day."

As this visit of dealers in a body to the Victor plant is the first of its kind certainly both the dealers and the Putnam-Page Co. deserve credit

"HOUCK'S VICTROLA PEP" APPEARS

An Interesting and Helpful House Organ Issued by the O. K. Houck Piano Co. for Benefit of Its Victrola Sales Staff

The second issue of "Houck's Victrola Pep" appeared on August 1, the first having appeared in May. This volume is in truth just what the name implies, a book full of peppy, punchy and potent articles full of great value for the branch managers and salesmen of the O. K. Houck institution. These articles are written by different members of the staff. J. F. Houck, president of the O. K. Houck Co.; U. S. Christian, vice-president and treasurer; L. U. Pitts, sales manager of the wholesale department, and W. T. Sutherland, of the Memphis house, are among the contributors to this new volume.

Anyone within the organization who believes that he or she has something of profitable value for the other members of the O. K. Houck institution is invited to contribute to this publication.

The articles do not deal alone with the mere

for conceiving this novel yet extremely practical and beneficial affair.

Those who attended were C. N. Lenhart, Mattoon, Ill.; F. M. Leslie, Urbana, Ill.; G. E. Lester, Hoopston, Ill.; Harry A. Duncan, Keokuk, Ia.; O. D. Ehrlicher, Pekin, Ill.; E. E. Hanger, Lincoln, Ill.; J. E. King, Virginia, Ill.; A. R. Meyer, Havana, Ill.; T. J. Griggs, Kewanee, Ill.; F. H. Putnam, Peoria, Ill.; P. A. Ware, Peoria, Ill.; George Cheatle, Springfield, Ill.; A. H. Bergner, Peoria, Ill.; Lyle Straight, Bloomington, Ill.; W. E. Rouch, Decatur, Ill.; E. T. Froyd, Paxton, Ill.; Franklin Meyer, Carlinville, Ill.; T. J. O'Conner, Pontiac, Ill.; P. H. Von Qualen, Dwight, Ill.; Edward O'Conner, Pontiac, Ill.; R. N. Smith, Carthage, Ill.; P. F. Cutner, Lincoln, Ill.; A. E. Severe, Peoria, for conceiving this novel yet extremely practical and beneficial affair.

merchandising of the talking machine, but also dwell on the real fundamental qualities which build successful business. "Enthusiasm," "Courtesy," and "Team Work" are the titles of articles which appear in this publication.

Anyone who is acquainted with the O. K. Houck institution, which has its main store in Memphis, with branches in Nashville and Little Rock, can appreciate that this book only typifies the splendid ideals by which the company is guided. It might be recalled at this point that the honest, straightforward policies upon which the success of the O. K. Houck Co. have been built where those instituted and pushed to the utmost by the late O. K. Houck.

WHEN ACCIDENTS HAPPEN

No dealer can be sure of selling products that are absolutely infallible. Once in a while there is bound to be something which will cause the customer to complain—and justly. If the dealer is a wise dealer he will see that when this happens he will at once make good the defect, both for his own sake and the sake of his customer.



MASTERPIECE Style XIV
Five-ply Veneer
Height 51" Width 24"
Depth 26"
Finished
Mahogany, Walnut, Oak

All That Its Name Implies

Every MASTERPIECE Phonograph is the Acme of Cabinet Craftsmanship and Mechanical Perfection

The MASTERPIECE attracts quality trade and builds a solid foundation of satisfaction by its high-grade cabinet construction, its wonderful tone qualities, and its powerful and noiseless running Roemer Red Seal Guaranteed Motor.

The Cabinet is the first impression your customer receives and is the outward indication of inherent quality. The lines of the MASTERPIECE are neither severe nor unduly ornate, but embody a happy medium of graceful and appealing shape proven to be most popular with the buying public.

Construction is of five-ply veneer of the highest quality, beautifully finished with four coats of varnish and hand-rubbed to a piano finish.

The high standard of construction and finish in MASTERPIECE cabinets is maintained by exacting inspections. A prominent buyer recently said: "There is one thing I like about your cabinets; they are absolutely uniform in finish."

Some territory is still open for live dealers. Write today for descriptive literature and dealers' discounts. The MASTERPIECE agency is an exceptional opportunity for increasing your trade and profits.

The Masterpiece Phonograph Co.

2318-20 Western Avenue :: CHICAGO, ILLINOIS

REGINA Phonograph

“The Regina will play any record better than you have ever heard it played before”

The Regina phonograph is a quality product with exclusive patented sales features, manufactured by a company which for over a quarter of a century has produced musical instruments of the highest standard.

Our trade arrangement, in addition to extremely liberal profits, territory arrangements, includes dealer helps in the form of original advertising material.

A dealer becoming a Regina agent is making a permanent connection with an organization equipped to serve him with a complete line of eight models—prompt deliveries—distinctive features—and a phonograph that will play any record better than he has ever heard it played before. It will pay you to investigate this product and our dealer arrangement.



901

TO RESPONSIBLE DEALERS

We will ship a sample machine on 10 days' trial for demonstration and approval. Freight charges to be paid by consignee.

Eight Models—\$40.00 to \$375.00

Perfect Tone Expression



The Regina is equipped with a new unique type of reproducer of velvety superfine tone. So clear—so rich, in fact it is Nature's Tone in phonographs. The central position of the reproducer prevents wear and friction on all records. Plays all disc records without any special attachments whatsoever.

The Ball-bearing Tone Arm moves readily across the record with almost no friction, thus increasing the life of the record and reducing surface noises.



825

THE  REGINA  CO., 47 W. 34th STREET, NEW YORK
209 S. STATE STREET, CHICAGO

OTTO HEINEMAN BACK FROM EUROPE

President of General Phonograph Corp. Returns From Two Months' Trip Abroad—Closed Important Deals to Be Announced Shortly

Otto Heineman, president of the General Phonograph Corp., New York, accompanied by Mrs. Heineman, arrived in New York on Thursday on the "Auguste Victoria," after spending several months abroad. While in Europe Mr. Heineman visited the leading trade centers of England and France, and managed to utilize three or four days of his entire trip as a vacation period.

Mr. Heineman returned in the best of health and spirits, and intimated that important announcements relative to business transactions consummated abroad will be ready for publication within a week or two. He states that the general business outlook in Europe is very satisfactory, and he was glad to find reports on his desk which reflected a steadily increasing wave of optimism and confidence in the talking machine field in this country.

CARUSO TO APPEAR IN OMAHA

Noted Victor Artist to Be Featured Under Auspices of Mickel Bros. Co.

Hugo G. Heyn, of Mickel Bros. Co., Omaha, Neb., announces that arrangements have been completed whereby Enrico Caruso, the great American tenor, will appear in Omaha on October 12. This will probably be the largest musical event ever staged in that part of the country, and as the Caruso concerts are very limited in number, Omaha is to be congratulated on securing one of them.

The Omaha auditorium has been secured for the occasion, this being the largest concert hall available. In spite of its capacity of five thousand, it is expected that the house will be sold out long previous to the event itself. In order to give Victor patrons and music lovers the first

opportunity to secure choice seats, arrangements have been made to make the week of September 13 to 18, "Caruso Concert Subscription Week."

During this time all the Victor dealers of the Omaha region will combine to offer their patrons the advance sale on the choicest seats in the house.

In spite of the concert being a long way hence, many orders for reservations have already been received.

COLLVER CONSTANTLY ON THE JOB

Burton Collver, of the Cheney Talking Machine Co., Inc., New York, N. Y., has been continuously on the job all Summer, too busy to take a vacation, excepting on Saturdays and Sundays, which days he spends on his fine estate at Mountain Lakes, N. J., located in the Kittatinny Range, on a 1,000-foot elevation. Mr. Collver believes it a waste of time to go to the Adirondacks when the same picturesque advantages are available thirty miles from Manhattan.

Business at the local Cheney office, 1107 Broadway, is very satisfactory and orders for immediate deliveries are constantly on the increase from all sections of the East. A great many new accounts have been opened and several additions made to the Eastern sales force.

Professor Forest Cheney spent a portion of July and August in New York and Charles S. McCoy, president, and C. E. Swanson, general manager, from the Chicago headquarters, were recent visitors to the New York office.

These gentlemen were in a highly optimistic mood regarding Fall trade prospects.

SOME TIMELY REFLECTIONS

It has been said that the men who make mistakes lead the world and the men who never make mistakes never make anything. The perfect people work for those who make mistakes—and profit by them!

FILE PETITION IN BANKRUPTCY

Creditors of World Phonograph Co., Chicago, Take Action Against Company

CHICAGO, ILL., September 9.—A petition in bankruptcy against the World Phonograph Co. was filed on September 7 in the U. S. District Court here by John B. Graham, Paul Henyon and A. R. Surpless, all of Chicago. A motion for the appointment of a receiver was continued until September 13. The claim against the company totals \$3,100 on an unpaid insurance policy, a promissory note by G. Baackes and a note on demand.

TO APPOINT JOBBERS AND DEALERS

Product of American Home Recorder, Inc., Meets With Good Reception in Trade Circles

The American Home Recorder, Inc., whose executive offices are at 49 West Forty-fifth street, New York, and who recently announced to the trade a home recorder adaptable to all makes of talking machines, now states that the favorable reception which the device has met in the trade has been far beyond its most optimistic expectations. The firm is now appointing exclusive jobbers in centrally located territories and it is also the intention to appoint, through its jobbers, exclusive dealers.

CROSLEY CO. IN NEW PLANT

CINCINNATI, O., September 7.—The Crosley Phonograph Co., of this city, is now established in its new and large plant where it has ample facilities to handle the requirements of its dealers. The company has just announced that it is producing three new models retailing at \$125, \$90 and \$45. With the addition of these three models, the Crosley line will be complete. The company's original model retailing at \$75 will be retained in the line, as it has met with a popular reception everywhere.

MEL-O-DEE

THE WORLD'S FINEST MUSIC ROLL

PRODUCES MUSICAL EFFECTS POSSIBLE WITH NO OTHER ROLL

MEL O DEE
Music Rolls

ARE OUT FIRST WITH THE HITS

WE CAN GIVE IMMEDIATE SERVICE

STONE PIANO COMPANY
 WHOLESALE DEPARTMENT

826-828 NICOLLET AVENUE

MINNEAPOLIS, MINN.

Send for new complete catalogue containing 3000 numbers

NORTHWESTERN VOCALION DEALERS HOLD CONVENTION

First Gathering of Vocalion Retailers in That Section Under Auspices of Stone Piano Co. Proves an Unqualified Success—A Program of Much Practical Value and Interest

MINNEAPOLIS, MINN., September 11.—Over one-hundred dealers handling the Vocalion in this section of the Northwest attended their first big convention held in this city on Thursday and Friday of this week under the auspices of the Stone Piano Co. Vocalion distributors, and with the co-operation of the Aeolian Co. The convention sessions were held in the commodious auditorium in the Stone Piano Co.'s building at Nicollet and Ninth street, which proved ideal for the purpose. The social headquarters of the convention were at the Curtis Hotel.

The entire program was carefully prepared and most interesting, and offered to the visiting dealers information that should prove of great value to them in conducting future campaigns for the exploitation of Vocalion phonographs and records. Particular interest was displayed in the demonstrations of the Phonodeik, an apparatus for photographing sound, for which Prof. Miller, of the Case School of Applied Sciences, Cleveland, O., is mainly responsible. The demonstration of the Phonodeik was in charge of T. P. Ratcliff, of the Vocalion Laboratories in New York.

Special interest was centered in the Phonodeik demonstration, owing to the fact that the apparatus has been and is being put to practical use for the purpose of testing and maintaining the tone quality of Vocalion records. It is the belief of the Vocalion officials that no matter how well trained the human ear may be in the judging of musical sound it cannot be depended upon to give an absolutely accurate test of record quality. The adoption of the Phonodeik for the testing of Vocalion records, therefore, does away with the human equation in a large measure, and makes the judging of Vo-

calion record quality a matter of scientific accuracy.

The convention was opened with an address of welcome by C. R. Stone, of the Stone Piano Co., who told of the purpose of the convention, outlined the program briefly, had something to say in reference to general conditions and expressed his regret that owing to unforeseen circumstances W. H. Alfring, manager of the wholesale department of the Aeolian Co., New York, was unable to be present as planned, though there were several Aeolian Co. representatives from New York in attendance.

During the course of the meeting W. H. Bowen, of Grand Rapids, Mich., delivered an interesting and practical talk on "Cabinet Design and Construction"; T. W. Hindley, manager of the Vocalion department of Mandel Bros., Chicago, offered an inspiring retail sales talk and Graduola demonstration; F. L. Gunyo, of the New England Furniture Co., Minneapolis, talked on "Study Your Customer's Taste in Music, and Know Your Record Stock"; George H. (Jack) Bliss, general manager of the Melodee Music Co., New York, gave a really snappy talk on "Melodee Music Rolls and Merchandising"; T. P. Ratcliff, of New York, following his demonstration of the Phonodeik, gave a descriptive talk on "The Vocalion Record From Recording to the Dealer," which was in the nature of a record analysis, and H. G. Stoehr, of Boston, Mass., delivered an address on "Motor and Mechanical Features."

Following the various set addresses the dealers indulged in lengthy discussions of the various features brought to their attention, which proved of practical value in bringing forth a consensus of opinion on matters of interest.

Throughout the convention there was plenty of music, mostly of the popular order, and the luncheon held each day at the Curtis Hotel quickly developed into a pleasing social affair. The convention ended with an informal banquet at Curtis Court on Friday evening, at which W. L. Harris was the principal speaker and several of the out-of-town visitors had something to say. The entertainment was provided by a group of cabaret artists.

The success of this first convention of Northwestern dealers proved so satisfying that it is likely that other get-together parties for business purposes will be arranged for at regular intervals.

COL. BINGHAM AIDS RESEARCH WORK

Col. W. V. Bingham, director of the division of applied psychology at the Carnegie Institute of Technology of Pittsburgh, was a visitor at the Edison Laboratories this week. Col. Bingham is assisting the Edison Laboratories in determining the effect that phonographic music has in promoting the efficiency of workers in factories and offices and its capacity to bring about desired mental states. He expressed great satisfaction with the results so far attained and feels confident that continued research will bring to light a number of additional and thoroughly practicable discoveries.

POLITENESS A BUSINESS ASSET

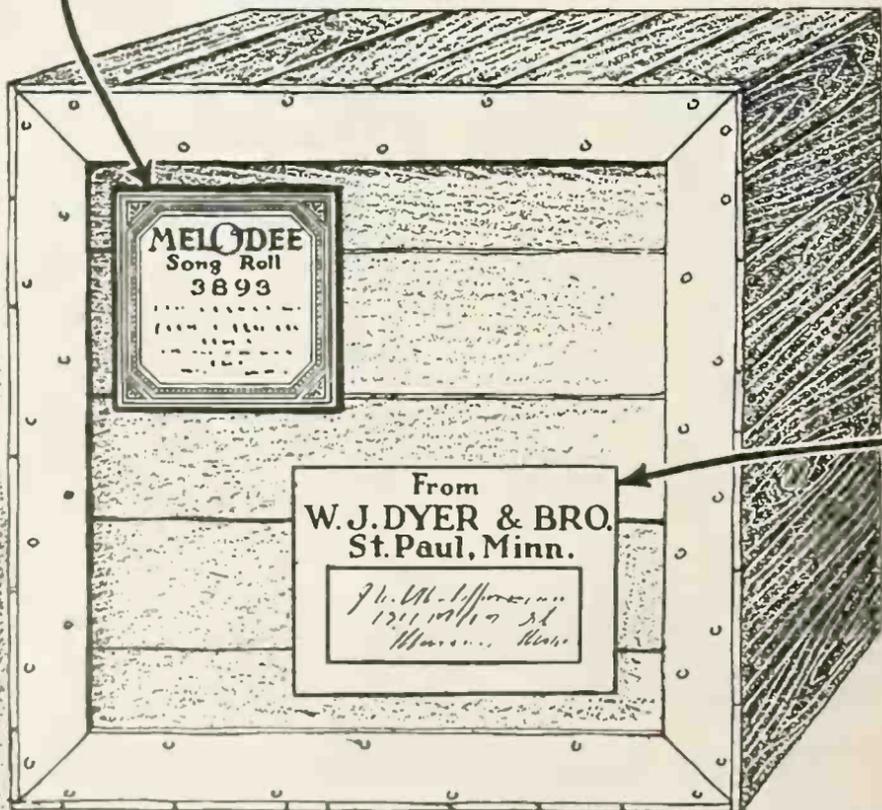
Politeness is a very necessary attribute that eliminates even the semblance of friction with your customer. Punctuality in keeping engagements and accuracy in making statements are twin brothers to politeness.

Be as polite at a turn-down as you are thankful at a write-up. Be firm in your own opinions, diplomatic in your expression of them, but duly considerate of the ideas of others.

Your Player Roll Shipments Should Carry These TWO Labels

1

INDICATES that the box contains Music Rolls that do justice to fine player-pianos—music rolls produced under a superior system of recording and that represent a new standard of excellence.



MELODEE

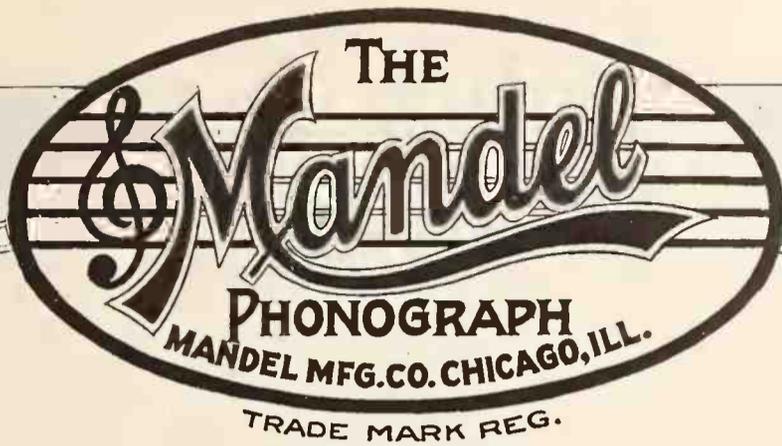
Music Rolls

2

INSURES that the package contains just what you ordered from the Northwest's largest Music Jobbers—logically located to serve Minnesota, Iowa, North and South Dakota, Wisconsin, Montana and all Western Music Dealers. It means prompt, accurate service—lower freight cost and business-like treatment.

W. J. DYER & BRO.

Jobbers of Victrolas and other Musical Merchandise
SAINT PAUL, MINNESOTA



Put Your Efforts Behind this Line

Merit always wins. Merit alone has given the MANDEL line a dominating place in the phonograph field.

The MANDEL Phonograph is not made just to sell. It is built to satisfy the ultimate owner—built to perform efficiently, and to give the pleasure and satisfaction that the owner has a right to expect.

The MANDEL Phonograph is not merely assembled. Each component part is made in the MANDEL factory for the MANDEL Phonograph. Each operation is supervised by an expert in his line. And the result is a phonograph that embodies the best principles known in modern talking machine construction.

Dealers and Jobbers who are seeking larger fields will find it to their interest to investigate the MANDEL Line of high grade instruments.

Put your efforts behind this line. It will earn big money for you because it will earn the good will of your customers.

Write to-day!

Mandel Manufacturing Company

501-511 South Laflin Street

Chicago, Ill.



Why the Talking Machine Dealer Should Keep in Touch With His Banker

Being Timely Suggestions by Editors of The World

During the last ninety days there has been considerable reduction in banking credits in certain lines of business. So far this movement has not affected the talking machine industry to any appreciable extent. The answer is not hard to find.

When the war ended banks were most free in their loans to concerns handling such materials as sugar, silks, furs, the prices of which were rapidly rising, because any capital loaned on inventory of this sort was a very safe banking investment. When prices began to break in commodities of this kind, as the market declined, it was only natural the banks should regard advancing money on inventories of this class of stock as a rather risky business. They are for the most part the class whose banking credit has been curtailed during the last ninety days, and will be curtailed to an even greater extent from now until the end of the year.

The bankers are waiting for normal price levels in these lines of business.

The talking machine industry presents an entirely different aspect. The prices now current for talking machines, records and accessories have not advanced to anything like the extent prices have advanced in every other line. Advertised retail prices, and the practice of standardized prices, which have been an outstanding feature of the talking machine industry for years, have proved a powerful factor in making advances on commodities in this industry of a very nominal sort. No one expects prices of any commodity to drop down as far as during pre-war days for many years to come, and the prices now existing upon commodities in the talking machine industry represent a very stable

post-war level. There is no inflation in this field as can be readily demonstrated to any banker.

The second point which makes the talking machine dealer particularly well placed with respect to his bank lies in the fact that the prices of the commodities he sells are standardized. To the keen thinking banker this means much, because with manufacturers, wholesalers and dealers (acting collectively) bringing every possible influence to bear to maintain the standard price principle which the public has long since learned to associate with the talking machine products, a stability of retail prices is assured which hardly any other industry in the country can equal.

The history of the talking machine industry and the merchandising methods it has pursued for the past two decades is the surest kind of guarantee that the inventory of a retail talking machine dealer and his prospects for future business constitute the very finest collateral for bank loans.

A recent survey of credit conditions in the retail end of the industry conducted by The Talking Machine World, and supplemented by reports received from many of the largest manufacturers, shows that there is not a single section of the country where talking machine dealers have been discriminated against in the matter of banking credits, even though the Federal Reserve Board has issued statements that banking credits would be very hard to get in certain sections.

Without exception where credits have been cut down or refused, the answer lies in either (1) the moral integrity of the individual dealer

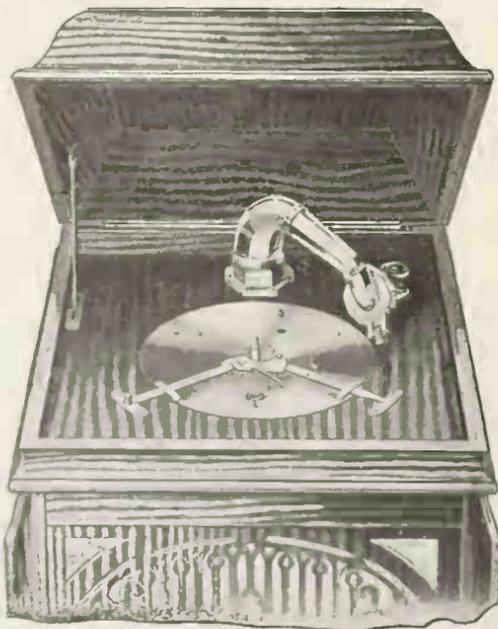
and his individual business practice; or (2) the individual practice of a particular bank. (Certain banks of late have been buying commercial paper in the large cities in preference to loaning to local business men; certain banks have decided to limit their loans to certain definite classes of investment, and as the latitude is wide in this respect it is perfectly natural in some cases retail merchants might not be in the chosen class. This does not in itself have a direct significance on account of the fact that instances of this kind are very rare and are spotted throughout the country.)

It is highly advisable for every retail merchant in the talking machine industry to keep in close touch with his banker. It is impossible to tell when you may want this help to help you finance expansion or improvement of one kind or another. Take your banker into your confidence, and let him know how you are conducting your business and advise him from time to time what your plans are regarding the future. Seek his friendly advice, even when you don't need money, because all of this contact will contribute to getting the proper kind of help whenever you do need it.

There is nothing about the retail talking machine business that does not invite the closest scrutiny from bankers. The next time you see your banker, it will be a good plan to take up with him the various points made in this article. Make it clear that the talking machine business, particularly as regards price, is exceptionally stable. Call his attention to the fact that it is not a seasonable business; that it is not an amusement business; that millions of dollars have been spent in national and local publicity

EASIEST AND QUICKEST TO INSTALL!

ONE OF THE ROEMER RED SEAL MOTOR

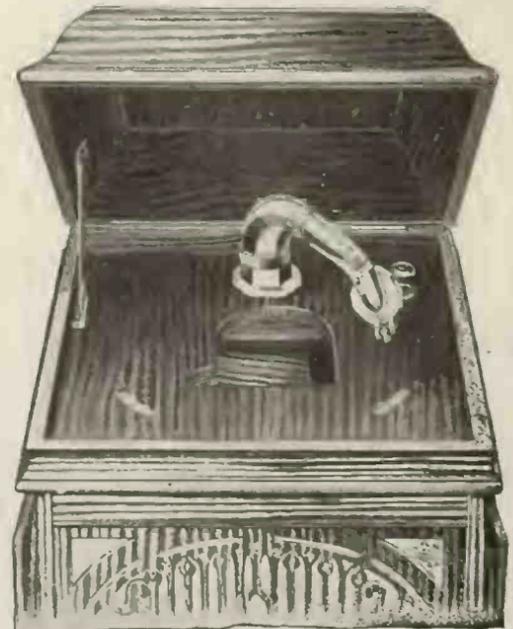


Ten Big Points of Superiority

Illustrations show how easily the ROEMER is installed. A hole is cut to fit and motor is placed therein, being held by nicked steel plate, which is fastened to wood motor board by three screws. Not necessary to remove motor to oil; oil holes in plate permit oiling all bearings. No tubes to get clogged.

Only FIVE MINUTES to install! That's one of the ROEMER'S big points of superiority that saves you money and speeds up production.

The steel motor plate has so simplified installation that it is only necessary to drop the motor in hole cut to fit, insert handle through escutcheon hole and screw in three wood screws. That is all. No fitting of motor to wood motor board, screwing on of brackets or other time-consuming operations.



YOU SAVE AT THE VERY LEAST THIRTY CENTS INSTALLATION COST ON EACH MOTOR.

The ROEMER has many other improvements and advantages that every user of phonograph motors should know about. Those are explained fully in our folder "Ten Big Points of ROEMER Superiority."

Write for it today.

ROEMER MFG. COMPANY

2318-20 SO. WESTERN AVENUE

CHICAGO, ILLINOIS

The ROEMER is the most silent, durable and powerful motor on the market. We will gladly prove this to any manufacturer by sending a sample for inspection.

to educate the public to standard values in the talking machine field; that whereas price slicing has at times been rampant among many other lines of business, including food and clothing, price slashing has never once been rampant in the talking machine business.

Take any issue of this publication and show him that the demand for talking machines has at all times exceeded the available supply. Make him try to prove to you that any other retail industry has anything like the number of factors in its favor, in so far as deserving banking credit is concerned—he can't do it. There are many other points which no doubt suggest themselves, but if The Talking Machine World can be of additional assistance in any way, we stand ready to help you place the proper facts before your bankers.

It is true some members of the talking machine industry are not extensively rated by commercial agencies and banking institutions. Off-hand this might seem a reflection, but on investigation it proves to be one of the strongest arguments in favor of why the talking machine business is worthy of receiving bank loans. This class of rating is most easily obtainable in those businesses which are in need of bank credits. The talking machine business, on the other hand, has never needed to borrow much, and in all probability never will. The manufacturers, wholesalers and dealers in this industry, considered individually, buy from a very limited number of sources, and all in all have had but little reason for wanting or needing commercial ratings, such as are often sought after in certain other lines of business.

RECORD ARTISTS TO START TOUR

Plan to Give Nearly a Score of Concerts in Middle West States

The Eight Famous Victor Artists—Henry Burr, Billy Murray, Albert Campbell, John Meyers, Frank Croxton, Monroe Silver and Fred Van Eps—will commence their tour by a concert on the evening of September 27 in South Bend, Ind., according to a statement issued by P. W. Simon, manager of the entertainment. Mr. Simon stated that, due to the urgent demand for the appearance of the artists, both he and L. C. Mountcastle, his assistant, have had to use the utmost care in planning the tour in order to visit as many cities as possible where the concert has been requested.

So far the itinerary laid out is as follows: September 27, South Bend, Ind.; September 28, Michigan City, Ind.; September 29, Rockford, Ill.; September 30, Milwaukee, Wis.; October 1, Joliet, Ill.; October 2, Peoria, Ill.; October 4, Galesburg, Ill.; October 5, Burlington, Ia.; October 6, Springfield, Ill.; October 7, Decatur, Ill.; October 8, Urbana, Ill.; October 9, St. Louis, Mo.; October 10, Indianapolis, Ind.; October 11, Richmond, Ind.; October 12, Dayton, Ohio; October 13, Columbus, Ohio.

A WALL-KANE DISTRIBUTOR

Inadvertently the name of Butler Bros. was omitted from the list of the Chicago distributors of Wall-Kane needles in this issue. Butler Bros. have distributed this needle for many years with signal success. In fact, they have built up a very large business with this specialty.

USE OF AIR BRUSH WITH SHELLAC

Before using the air brush for shellac and substitute shellac it is well to consider whether or not this practice for these particular materials results in real economy.

One gallon of shellac when brushed is equal to ten gallons of shellac when sprayed. One gallon of substitute shellac when brushed is equal to five gallons when sprayed.

This loss is due to the highly volatile solvent. The difference is not so great in the case of varnish owing to the denser and heavier vehicles used.—Finishing Facts.



Operaphone

OCTOBER, 1920

POPULAR VOCAL

| | |
|-----------------|--|
| 21181 \$1.00 | { Down the Trail to Home Sweet Home (Ball). Tenor. Drch accomp. . . . Sam Ash Sweet Little Mary Ann (Kilgour-Howard-King). Tenor and Baritone Duet, Orch. accomp. . . . Henry Burr-John Meyer |
| 21182 \$1.00 | { Don't Take Away Those Blues (McKiernan-Spencer). Baritone, Drch. accomp. . . . Ernest Hare Stop, Look, Listen to the Music of the Band (Brown-Von Tilzer). Comedians, Drch. accomp. . . . Collins-Harlan |
| 21183 \$1.00 | { You're the Only Girl That Made Me Cry (Fisher). Tenor and Baritone Duet, Orch. accomp. . . . Charles Hart-Elliott Shaw My Dixie Rosary (Tracey-Goodwin-Hanley). Drch. accomp. . . . Sterling Trio |
| 21184 85c | { Mammy's Good-Night Lullaby (Jerome-Von Tilzer). Tenor and Baritone Duet, Orch. accomp. . . . Lewis James-Elliott Shaw At the Choc'late Bon Bon Ball (Pease-Nelson-Edelheit). Tenor, Ac- cordion accomp. . . . Billy Jones |

DANCE

| | |
|-----------------|--|
| 31159 \$1.00 | { I Love the Land of Old Black Joe (Grant-Donaldson). One-step, Stellar Novelty Band Romance (David)—Waltz Operaphone Dance Orchestra |
| 31160 85c | { Grieving For You (Gibson-Gold-Ribaud)—Fox-trot . . . Al Hofman's Dance Orch. My Little Bimbo on the Bamboo Isle (Intro.: "I Love the Land of Old Black Joe") (Donaldson)—Medley Dne-step Grant Novelty Orchestra |
| 31161 \$1.00 | { Blacksmith Rag (Rednip)—Fox-trot Alabama Jazz Band Some Pretty Day (Intro.: "I'd Love to Fall Asleep and Wake Up in My Mammy's Arms") (Ahlerl)—Medley Fox-trot Operaphone Dance Orchestra |
| 31162 \$1.00 | { Will You Remember (Ambrose-Hewitt)—Fox-trot . . . Sam Rosner's Dance Orchestra In Did Manila (Earl)—Fox-trot Regal Dance Orchestra |

SACRED

| | |
|-----------------|---|
| 71109 \$1.00 | { The Palms (Elson-Faure). Baritone, Drgan accomp. John Adams Nearer, My God, to Thee (Adams-Carey). Baritone, Drgan accomp. Victor Churchill |
|-----------------|---|

INSTRUMENTAL

| | |
|-----------------|---|
| 51139 \$1.00 | { The Flower of Italy (Stefano). Concert Waltz, Accordion Duet. . . Delenti Bros. Irish Reels Medley. Irish Bagpipe, Piano accomp. |
| 51140 \$1.00 | { March of the Nova Scotia Highlanders—March Operaphone Band The Rainbow March (Maurice)—March Operaphone Band |

STANDARD VOCAL

| | |
|-----------------|--|
| 41113 \$1.00 | { The Arrow and the Song (Longfellow-Pinsuti). Contralto, Orch. accomp., Maude Gordon I'll Sing Thee Songs of Araby (Wills-Clay). Baritone, Orch. accomp., George Craig |
|-----------------|--|

OPERAPHONE CO. INC., LONG ISLAND CITY, N. Y.

24 NEW TITLES EVERY MONTH

Operaphone Records Play on All Talking Machines Without Attachments

OPERAPHONE DISTRIBUTORS:

- | | | |
|--|---|---|
| New York City Philadelphia, Pa. Pittsburgh, Pa. Chicago, Ill. Selma, Alabama Knoxville, Tenn. | PLAZA MUSIC CO. SUPPLEE-BIDDLE HARDWARE CO. REED CO., Inc. OPERAPHONE SALES CO. SOUTHERN SUPERTONE CO. C. M. McCLUNG | 18 West 20th St. 237 5th Ave. 190 No. State St. |
|--|---|---|

Write for Your Nearest Distributor

OPERAPHONE CO., Inc., Long Island City, N. Y.

Notice to Victor Dealers!

A Statement of Facts Pertaining to the Repeatograph and Infringing Devices

Because of the unusual success of the Repeatograph there has been offered to the trade a device similar in *appearance* and *name* which we maintain is an *infringement* and *imitation* of the original Repeatograph. And as unfair and unbusinesslike tactics have been resorted to in an effort to discredit the Repeatograph, we have entered suit in the U. S. District

Court of Illinois against all *principals* that we can locate. We have not, however, resorted to any action against dealers and jobbers but have taken action against the *manufacturers* only at their places of business.

The Repeatograph is the *original* and *only* practical repeating device and is amply *protected* by *letters patent*.



The Rudolph Wurlitzer Co. No. B. 51829
MUSICAL INSTRUMENTS, PIANOS.

Cincinnati, AUG 6 1920 *191*

Pay to the order of The Repeat-Graph Company. \$1243³⁷
AMTS 1243 AND 37 CTS. Dollars

To The First National Bank,
Cincinnati, O.

THE Rudolph Wurlitzer Co.
Per [Signature]
PRES.

The Rudolph Wurlitzer Co. of Cleveland, a client of the Repeatograph Co., having been served with notice of suit by a competing manufacturer, after conferring with eminent counsel agree with us that the Repeatograph is a properly *protected invention* and have paid us for the Repeatographs delivered, as shown by the check illustrated herewith. And in addition, the Wurlitzer Co. have placed a large repeat order.

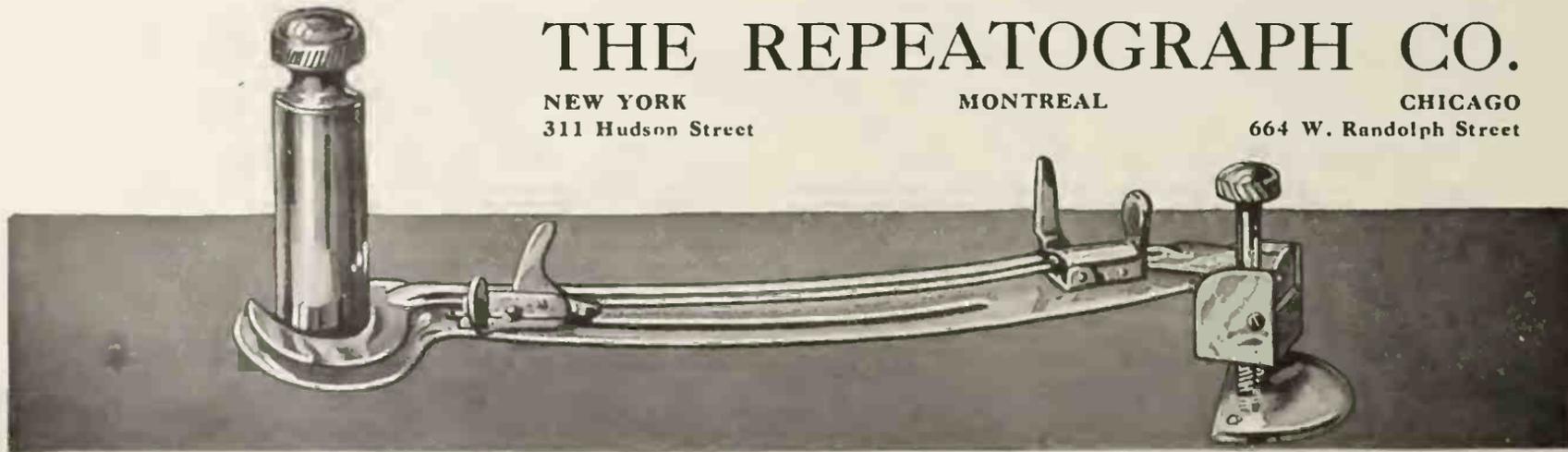
Remember the Repeatograph is the original repeating device and as we offer the *fullest protection* to purchasers, we ask the support of all dealers and jobbers who believe in fair play. Orders can now be filled promptly from stock. Send for prices and discounts.

THE REPEATOGRAPH CO.

NEW YORK
311 Hudson Street

MONTREAL

CHICAGO
664 W. Randolph Street



BABE RUTH A PATHE STAR

Will Record Exclusively for Pathé Co. Some Interesting Talks—Move of Interest to Trade

The important announcement has emanated from the headquarters of the Pathé Frères Phonograph Co. in Brooklyn that the great Babe Ruth is now an exclusive Pathé star. This great hero of the diamond always draws record-breaking crowds whenever he plays and the Pathé Co. believe that his record will have the same pulling effect for the Pathé dealer. Babe Ruth will tell in this record his thrilling and exciting story, which will be available on both the Pathé Sapphire record and the Actuelle needle cut record. It is planned to give an autographed photograph of Babe Ruth with



The Famous Babe Ruth

every record. The fact that his talk will be reproduced on both Pathé and Actuelle records means that his message will be available to owners of every kind of a phonograph that can play. Interesting display and advertising matter is being prepared and the announcement to the general public of this important news is being made through a full-page advertisement in the columns of the Saturday Evening Post and stereotypes will be furnished to the dealer for newspaper follow ups.

The telegraphic code word for this Babe Ruth Actuelle record is particularly fitting, Swatter, while that for the Pathé record is Rettaws, or Swatter backwards.

The acquisition of the exclusive recording of Babe Ruth on Pathé and Actuelle records is an additional tribute to the enterprise of the recording department of the Pathé Frères Phonograph Co.

20TH CENTURY ADVERTISING

Some enthusiastic reader of music advertisements has discovered that the A. B. Clinton Co., of New Haven, Conn., has a way of its own when advertising records, and uses the following form: "Come Where My Love Lies Dreaming With Male Chorus—\$1.25."

Is your product on a par with the best?

Are you blindly tinkering, wasting time and money, hoping for a lucky accident?

Do you want volume, tone and quality?

Let me show you how to get them. I know how.

N. A. KURMAN, Consulting Engineer

145 LAFAYETTE STREET NEW YORK CITY

BALTIMORE PREPARES FOR THE FALL AND WINTER TRADE

Dealers Optimistic and Planning for a Live Business Campaign—Interesting Gathering of Columbia Dealers—Victor Dealers Arrange for Victrola Week—What Leading Dealers Report

BALTIMORE, Md., September 9.—General trade conditions in the talking machine field here show satisfactory results to dealers and jobbers alike. With the former there is need for stock with some of the lines, particularly the Victor, while the Columbia dealers in the territory are beginning to get in stock in preparation for the coming Fall and Winter business.

Dealers here are optimistic to the final degree. All believe that there is going to be real business during the coming months and the only thing that will prevent trading will be failure to have goods to supply the customers.

A summary of conditions in the buying market from the dealers' standpoint shows a good and fertile field for business. Rural communities, despite the spasmodic effort of some dealers, have only been scratched, so to speak. In various parts of the territory new efforts are being made to get business from these sections. Reports from the farm territory show that the farmers are prosperous and this has been a good season. Dealers hold that this will mean real business and some of the distributors and jobbers are instilling life into their rural territories with the hope that business will result.

Many individual dealers are planning sales campaigns just as soon as goods in hand will warrant campaigns, while the Victor talking machine dealers' advertising campaign continues running in the newspapers.

Columbia dealers recently met at the Southern Hotel and listened to a very instructive talk on the use of the stereopticon window display, by William F. Schwartz, former service manager of the Baltimore branch and now in charge of the Washington territory. A number of dealers gave orders for the small stereopticon. An interesting discussion of the "Sell by Truck" campaign was given by Daniel Desforges, manager of the Grafonola Shop, Norfolk, Va., and Emmitt Thompson, Warsaw, Va. The men gave details of how the work had been carried forward and the big sales that resulted from the plan. H. Allen Dalley, of Van Veen & Co., Inc., delivered a talk on the value of a well-equipped store. He drew an impressive word picture of how the customer is affected by the interior arrangement of a store.

H. A. Hering, who proved to be a very successful city salesman for the Columbia Co. in Baltimore, has been rewarded by being appointed branch manager of the New Haven Columbia headquarters. He is the second man attached to the local headquarters to be graduated, for A. B. Creel, the New Orleans manager for the Columbia Co., was formerly attached to the local sales staff.

A special meeting of the Victor talking machine dealers was held last week and plans were talked over for Victrola week. The date is still held off, pending the arrival of sufficient goods to conduct a big selling campaign. The entertainment committee was instructed to arrange for a monster meeting at the Emerson Hotel for Wednesday, September 15, at which Thomas J. Lyons, promoting manager of the Baltimore

Sun, will be the principal speaker. There will be an entertainment, which will be followed by a dance. Besides the proprietors and managers, it is the aim of the committee to have as many of the salesforce of the various firms as possible present. The committee was also instructed to arrange for a Victor public concert.

Lloyd Reynolds, sales manager for the Clarke Musical Sales Co., Emerson distributors, reports good business all along the line and many applications from firms to handle the full line. Mr. Reynolds says the demand for the Emerson is exceeding expectations and that the machines have taken a firm grip on all dealers who have heard them.

Elmer J. Walz, sales manager for Cohen & Hughes, Victor distributors, says that business is moving along well and that there is a continued greater demand than there is supply. He, like the other Victor jobbers, is hoping for increased shipments of both machines and records for this territory.

LAKE SIDE

PHONOGRAPH PRODUCTS

HAVE YOU RECEIVED OUR NEW CATALOGUE?

OUR NEW F. & L. AUTOMATIC STOP READY FOR DISTRIBUTION

Lakeside "Electro-phones" now supplied in Three Models

Retailing at

\$135, \$185 & \$225.

FULL LINE OF MOTORS, TONE ARMS, HARDWARE AND ACCESSORIES IN STOCK

For the convenience of our Pacific Coast Customers we have established a Western Division, with Headquarters at Williams Bldg., San Francisco, Cal.

Lakeside Supply Co.

Telephone Harrison 3840

416 S. Dearborn Street Chicago, Ill.



CONCERT

Ten Inch Lateral Cut Disc

CONCERT record is quality.

Employing the most up-to-date and latest scientific methods of manufacture, CONCERT records represent an accomplishment as perfect as human efforts can possibly make it.

CONCERT records will bring right into your own home the living voices of the best known vocal artists, the life-like reproduction of all the music performed by the most famous instrumental soloists of the most eminent bands and orchestras, and by all those who daily delight the most critical audiences on Broadway.

The latest musical hits will be records on CONCERT records as soon as they are hits.

We are ready to forward to you a number of sample records which you may pick out of the first catalogue opposite. You will find the best known artists amongst those singing or performing for the CONCERT records, such as Henry Burr, Billy Murray, Grace Kerns, etc. We recommend as a convincing test, that you compare any CONCERT record sung by any of these artists with any other standard record of theirs. You will be the judge.

Advance List of October Concert Records

POPULAR SONG HITS

- 1062A { Down the Trail to Home, Sweet Home. Music by E. R. Ball. Tenor and Baritone Duet, with Orch. Charles Hart and Elliot Shaw
- 1062B { Mammy's Good Night Lullaby. Music by Harry Von Tilzer. Vocal Trio, with Orch. Crescent Trio
- 1063A { The Moon Shines on the Moonshine. Music by Herbert Hood Bowers. Baritone Solo, with Orch. Ernest Hare
- 1063B { I'd Love to Fall Asleep and Wake Up in My Mammy's Arms. Music by Fred. E. Ahlert. Tenor Solo, with Orch. Accomp. Charles Hart
- 1064A { Chile Bean (Eenie-Meenie-Minie-Mo). Music by A. Von Tilzer. Tenor Solo, with Orch. Fred Whitehouse
- 1064B { I Cannot Sleep Without Dreaming of You. From the "Girl in the Spotlight." Music by Victor Herbert. Gladys Rice

DANCE RECORDS

- 1058A { The Love Nest (From the Musical Comedy "Mary") (Intro. Mary). Music by Hirsh. Medley Fox-trot. CONCERT Dance Orch.
- 1058B { The Love Boat—Waltz. Music by Victor Herbert. (From "Ziegfeld's Follies 1920.") Rudy Wiedoeft's Palace Trio
- 1059A { Korinthia—One-step. Music by J. C. Knight. CONCERT Dance Orch.
- 1059B { Hold Me—Fox-trot. Music by Hickman and Black. CONCERT Dance Orch.
- 1060A { That Naughty Waltz. Music by Sol P. Levy. CONCERT Dance Orch.
- 1060B { Irene—Medley Fox-trot. (From the Musical Comedy "Irene"). Music by Tierney. Rudy Wiedoeft's Palace Trio

- 1061A { A Young Man's Fancy—Fox-trot. Music by Agar. Geo. Green's Novelty Orch.
- 1061B { Kismet—Oriental Fox-trot. Music by Herschel and Heulere. Geo. Green's Novelty Orch.

STANDARD SONGS

- 1066A { Philomel (From the Musical Comedy "Monsieur Beaucaire"). Soprano Solo, with Orch. Accomp. Inez Barbour
- 1066B { Sing Me Love's Lullaby. Tenor Solo, with Orch. Accomp. James Price

GRAND OPERA SELECTIONS

- 1067A { Caro Nome (Dearest Name) (From "Rigoletto" Act I) (In Italian). Soprano Solo, with Orch. Regina Vicarino
- 1067B { La Donna e Mobile (Woman is Fickle) (From "Rigoletto" Act II). Theodore Kittay
- 1068A { Charmant Oiseau (Bird Song from "Pearls of Brazil") (In French). Soprano, with Orch. Accomp. and Flute Obligato. Regina Vicarino
- 1068B { M'Appari (Like a Dream) (From "Martha" Act IV). Tenor Solo, with Orch. Accomp. Theodore Kittay

STANDARD INSTRUMENTAL

- 1056A { Serenade. Schubert. Cornet Solo
- 1056B { O Sole Mio. Di Capua. Cornet Solo
- 1069A { Nocturne in E Flat. Violin Solo, Piano Accomp. by Maurice C. Rumsey. Vera Barstow
- 1069B { Berceuse (From Jocelyn) Goddard. Violin Solo, with Piano Accomp. by Maurice C. Rumsey. Vera Barstow

Jobbing Terr

If Your Jobber Does Not Already Car

CONCERT RECORD MFG. CO.,

RECORDS

Records—Retail Price \$1.00

FIRST CATALOGUE

LATEST HITS—NEWEST RECORDINGS POPULAR SONG HITS

- 1026 Hiawatha's Melody of Love
Duet, sung by Hart & Shaw, Orch. Accomp.
- Who'll Take the Place of Mary
Tenor Solo, sung by Chas. Hart, Orch. Accomp.
- 1034 Daddy, You've Been a Mother to Me
Tenor Solo, sung by Chas. Hart, Orch. Accomp.
- Profiteering Blues
Tenor Solo, sung by Billy Murray, Orch. Ac.
- Oh! By Jingo!
Tenor Solo, sung by Billy Murray, Orch. Ac.
- 1051 Marion
Sung by Crescent Trio, Orch. Accomp.

DANCE RECORDS

- 1050 La Veeda—Fox-trot
H. Raderman's Jazz Orch.
- Bo La Bo—Fox-trot
J. Samuel's Dance Orch.
- 1052 Whose Baby Are You?—One-step
B. Murray's Melody Men
- I Like to Do It—Fox-trot
B. Murray's Melody Men

VOCAL Popular Song Hits

- 1019 Oh! What a Pal Was Mary
Henry Burr, Tenor solo, with Orch. Accomp.
- My Isle of Golden Dreams
Sterling Trio, Orch. Accomp.
- 1020 I Love You Just the Same, Sweet Adeline
Peerless Quartet, Orch. Accomp.
- When I'm Gone You'll Soon Forget Me
Peerless Quartet, Orch. Accomp.
- Rose of Romney
Duet, sung by Henry Burr and John Meyers,
Orch. Accomp.
- 1021 Was There Ever a Pal Like You
Tenor Solo, sung by Henry Burr,
Orch. Accomp.
- My Sugar Coated Chocolate Boy
Duet, sung by Campbell & Burr, Orch. Accomp.
- 1022 Not in a Thousand Years
Tenor Solo, sung by Henry Burr,
Orch. Accomp.
- 1013 Listen to the Mocking Bird—Whistling Solo
with Orch. Sybil Sanderson Fagan
- The Little Whistler—Whistling Solo with
Orch. Sybil Sanderson Fagan
- 1014 Saxophobia—A Saxophone Riot
Rudy Wiedoeft
- Dorothea—Bell Solo
George Green

HAWAIIAN RECORDS

- 1016 Sweet Hawaiian Moonlight
Harry J. Clark's Royal Waikiki Orch.
- Alaha Oe
Harry J. Clark's Royal Waikiki Orch.
- 1017 Hawaiian Smiles
Harry J. Clark's Royal Waikiki Orch.
- Hilo March
Harry J. Clark's Royal Waikiki Orch.
- 1018 Kiliua Waltz
Harry J. Clark's Royal Waikiki Orch.
- Wialana Waltz
Harry J. Clark's Royal Waikiki Orch.

STANDARD INSTRUMENTAL RECORDS

- 1049 Intermezzo—Cavalleria Rusticana
Violin Solo—Vera Barstow, Piano Accomp.
- Garden Scene—Faust
Violin Solo—Vera Barstow, Piano Accomp.
- 1053 Souvenir—Violin Solo
Vera Barstow, Piano Accomp.
- Chanson Indoue—Violin Solo
Vera Barstow, Piano Accomp.

- 1054 The Old Refrain—Violin Solo
Vera Barstow, Piano Accomp.
- Sweet Genevieve
The Concert Trio (Piano, Violin, 'Cello)
- 1055 Minuet (Beethoven)—Violin Solo
Vera Barstow, Piano Accomp.
- When You and I Were Young
The Concert Trio (Piano, Violin, 'Cello)

STANDARD SONGS

- 1043 Good-Bye
Ida Wells, Soprano, Orch. Accomp.
- Home, Sweet Home
Grace Kerns, Soprano, Orch. Accomp.
- 1044 The Sunshine of Your Smile
John Hoose, Tenor, Orch. Accomp.
- Where My Caravan Has Rested
John Hoose, Tenor, Orch. Accomp.
- 1047 Whispering Hope
Duet, sung by Grace Kerns and Nevada Van-
derveer, Orch. Accomp.
- Sing Me to Sleep
Ida Wells, Soprano, Orch. Accomp.
- 1048 Macushla
Judson House, Tenor, Orch. Accomp.
- Dear Heart
James Miller, Tenor, Orch. Accomp.

INSTRUMENTAL

Dance Records

- 1001 Cairo—One-step
CONCERT Jazz Orch.
- Caravan—Fox-trot
CONCERT Jazz Orch.
- 1002 Buddha—Fox-trot,
CONCERT Jazz Orch.
- Dardanella—Fox-trot
Geo. Green's Novelty Orch.
- 1003 Missonri Blues—Fox-trot
CONCERT Novelty Five
- St. Louis Blues—Fox-trot
The All Star Trio
- 1004 Oh!—Fox-trot
The All Star Trio
- High Brown Baby's Ball—Medley Fox-trot
CONCERT Novelty Five
- 1005 Bow Wow—One-step
The All Star Trio
- Vamp—Fox-trot
CONCERT Taherin Jazz Orch.
- 1006 You'd Be Surprised—Fox-trot
CONCERT Taberin Jazz Orch.
- Beale Street Blues—Fox-trot
The All Star Trio
- 1007 Blues My Naughty Sweetie Gives to Me—Fox-
trot
CONCERT Taberin Jazz Orch.
- Yellow Dog Blues—Fox-trot
CONCERT Taberin Jazz Orch.
- 1008 All the Quakers They're Shoulder Shakers—
Medley Fox-trot
CONCERT Jazz Orch.
- Dardanella—Fox-trot
Rudy Wiedoeft's Palace Trio
- 1015 When My Baby Smiles on Me—Fox-trot
Geo. Green's Novelty Orch.
- Please (Intro. Patches)—Fox-trot
Rudy Wiedoeft's Palace Trio
- 1039 Venetian Moon—Fox-trot
CONCERT Dance Orch.
- Left All Alone Again
Blues—Fox-trot
CONCERT Dance Orch.
- 1040 Swanee—One-step
CONCERT Dance Orch.
- Miami—Waltz
CONCERT Dance Orch.

BAND RECORDS

- 1009 March El Captain—Sousa
CONCERT Military Band
- Semper Fidelis—March
CONCERT Military Band
- 1010 Washington Post March—Sousa
CONCERT Military Band
- Stars and Stripes Forever—March
CONCERT Military Band

WHISTLING SOLOS AND INSTRUMENTAL NOVELTY RECORDS

- 1011 Bird Voices—Whistling Solo with Orch.
Sybil Sanderson Fagan
- Valse Erica—Saxophone Solo
Rudy Wiedoeft
- 1012 A Spring Morning—Whistling Solo with Orch.
Sybil Sanderson Fagan
- Dvorak's "Humoresque"—Xylophone Solo
George Green
- 1023 Harvest Moon
Sterling Trio, Orch. Accomp.
- Bless My Swanee River Home
Peerless Quartet, Orch. Accomp.
- 1024 Nesting Place of the Bluebird
Sterling Trio, Orch. Accomp.
- Pickaninny Blues
Crescent Trio, Orch. Accomp.
- 1025 You're a Million Miles from Nowhere
Tenor Solo, sung by Chas. Hart, Orch. Accomp.
- Lullaby Land
Duet, sung by Hart & Shaw, Orch. Accomp.
- 1027 Bye-Bye
Sterling Trio, Orch. Accomp.
- In Your Arms
Tenor Solo, sung by Sam Ash, Orch. Accomp.
- 1028 Floating Down to Cotton Town
The Shannon Four, Orch. Accomp.
- Mandy
The Shannon Four, Orch. Accomp.
- 1029 I'm Always Falling in Love With the Other
Fellow's Girl
Tenor Solo, sung by Sam Ash, Orch. Accomp.
- I'm in Love With a Beautiful Baby
Duet, sung by Hall & Kaufman, Orch. Accomp.
- 1030 Now I Know
Tenor Solo, sung by Arthur Hall, Orch. Accomp.
- Wonderful Pal
Duet, sung by Hall & Kaufman, Orch. Accomp.
- 1031 I Left My Door Open
Tenor Solo, sung by Jack Kaufman,
Orch. Accomp.
- My Gal
Tenor Solo, sung by A. Hall, Orch. Accomp.
- 1032 You Didn't Want Me When You Had Me
Tenor Solo, sung by Chas. Hart, Orch. Accomp.
- That Wonderful Kid From Madrid
Tenor Solo, sung by Billy Murray,
Orch. Accomp.
- 1033 Weeping Willow Lane
Duet, sung by Hart & Shaw, Orch. Accomp.
- I'll See You in C U B A
Tenor Solo, sung by Billy Murray,
Orch. Accomp.

FAMOUS HUMOROUS MONOLOGUES

- 1035 Cohen on His Honeymoon
Monroe Silver
- Cohen on Prohibition
Monroe Silver

ORDER COUPON

CONCERT RECORD MFG. CO.,
145 W. 45th St.,
N. Y. C.

Please send us record numbers.....

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Name

Address

City

itories Open

ry Concert Records Send Direct to Us

145 West 45th St., New York

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in



ESTABLISHED 1876

The oldest and leading music trade weekly, which covers every branch of the industry.

It Contains

instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States.

“Review the Music Trade With Us”

Send your \$2 now for a full year's subscription to

THE MUSIC TRADE REVIEW
373 FOURTH AVENUE NEW YORK

EDISON'S WORK DURING THE WAR

Noted Inventor Responsible for Submarine Detector and Other Valuable Devices

A bit of this history of the world war that is distinctly interesting at this late date has just been made public in the report of the activities of the Naval Consulting Board of the United States, of which Thomas A. Edison was president.

Although it was well known that the Naval Consulting Board had done much to aid in the successful prosecution of the war, much of its work was of necessity kept secret, but it now appears that Mr. Edison himself is credited with having contributed largely to the numerous achievements. When he was called for service on the Board he forsook his laboratories and spent most of his time in Washington or on deep-sea cruises for the purpose of study, at times maintaining his record of working twenty-four hours a day.

Foremost among the inventions attributed to Mr. Edison's genius was a listening device used on ships to warn them of approaching danger in the form of submarines. This contrivance was in the form of an outrigger suspended from the bowsprit of a vessel and containing an immense phonograph diaphragm which recorded the movements of other vessels as far as a mile away. Mr. Edison followed this invention with a device to permit of the quick turning of a vessel when the detector indicated the approach of a torpedo, and was also responsible for a new set of strategic harbor maps to enable vessels to traverse danger zones at night and thus minimize the submarine danger.

To the music trade it is most interesting that the principle upon which is based the phonograph was the same principle that made for the safety of American vessels during the war period.

ENGLISH RENAISSANCE CABINET

Reproduction of Eighteenth Century Period
Created by Sonora Phonograph Co.

The accompanying illustration will give some idea of the beauty of the Sonora English



Renaissance Design Produced by the Sonora Phonograph Co.

THE CO-OPERATIVE AD CAMPAIGN

Both Music Dealers and Newspapers Show Unusual Interest in the Latest Series

Orders thus far received by the National Bureau for the Advancement of Music, of the Music Industries Chamber of Commerce, from the newspapers of the country for its fourth co-operative advertising campaign are more numerous than for any of the preceding campaigns at the same period of the selling drive.

The campaign, consisting of twelve advertisements in three sizes, five, six and seven columns wide, will be run weekly through October, November and December. As the time before the date for the publication of the first advertisement is short, music dealers who have not already done so should at once "get together" with the newspaper which is to run the campaign in their city. If none of their local newspapers has yet sent to the Bureau for the proofs the dealers should arrange with one of them to do so without delay, so they will be in a position to judge for themselves of the merits of the campaign.

Among the papers from whose advertising managers orders for the campaign were received this week were the Wilkes-Barre (Pa.) Record, the Wisconsin State Journal, Madison, and the Southwest American, Fort Smith, Ark.

OPENS STORE IN DALLAS

The Lester Gunst Co. has opened a retail talking machine business at 1018 Elm street, Dallas, Tex. The establishment is artistically fitted up.

Geo. G. Fowler, who established the Phonocycle & Supply Co., of Franklin, N. H., this Summer, has now taken on a full line of talking machines and Okeh records. He reports business excellent.

Renaissance cabinet which is one of the new period models introduced by the Sonora Phonograph Co. The cabinet of this phonograph is a handsome reproduction of the type of furniture used in England in the early eighteenth century. This instrument has won a large measure of admiration.

Now Ready for Delivery

"Modern Piano Tuning and Allied Arts"

By William Braid White

Price \$2.00

A Practical Volume for Practical Piano Men

TABLE OF CONTENTS

- Mechanics of the Musical Scale
- On The Vibration of a Piano String
- Temperament
- Practical Tuning In Equal Temperament
- Mechanical Technique of Tuning
- The Modern Piano
- Sound-Board and Strings
- The Action and Its Regulation
- The Hammer and Its Relation to Tone
- Repair of the Piano
- Elementary Pneumatics
- General Construction of Player Mechanism
- Repair of Player Mechanism
- Index

"Modern Piano Tuning and Allied Arts" is the latest addition to the famous series known throughout the music trade of this and other countries as "The Review's Technical Library." This new volume is practical to the last syllable; yet scientifically accurate in theory. It is a work which the beginner will understand; the master tuner will appreciate. It comprises the best, most accurate, simplest and most practical system of setting temperament. It is a literary work destined to take its place as a standard text book of its subject. Tuners, students and teachers of the art will find it positively indispensable. "Modern Piano Tuning and Allied Arts" includes 340 pages, is illustrated, has accurate diagrams with abundant notes and a copious index.

Any and every copy of MODERN PIANO TUNING is sent out on approval. If, for any reason, the recipient is displeased with the book, he may return it within ten days, and the purchase price will be refunded without question. Descriptive circular sent free on request to

EDWARD LYMAN BILL, Inc.

Publishers of
MUSIC TRADE REVIEW
TALKING MACHINE WORLD

373 Fourth Avenue, N. Y. City

RETAIL PRICES MAY BE ADVANCED

Wm. Maxwell Chats on Conditions in Record Production Field as Far as They Specifically Affect Edison Disc Re-creation

Rumor has been abroad to the effect that the retail price on Edison Re-creations is likely to be advanced in the near future.

When interviewed by *The World*, Wm. Maxwell, vice-president of Thos. A. Edison, Inc., said: "I have just returned to my office from a board meeting, where we spent several hours figuring and refiguring production costs on phonographs, records and Re-creations. As everyone knows, there have been price recessions in respect of a number of commodities during recent months, but the materials which we use, for the most part, have not decreased in price, and in some instances prices have gone up. This is particularly true of the disc Re-creation.

"The Re-creation is an article on which we cannot afford to spare expense. The materials used must be positively the best obtainable and infinite pains must be taken in each manufacturing process. We apparently are on a permanently higher level of manufacturing costs in the disc Re-creation manufacturing laboratories, but we feel that this higher cost is fully justified by the great improvement in the product and by the seeming certainty that, beginning with the November supplement and the November special, we shall be able to ship everything on schedule.

"However, it may be necessary to make a slight increase in the selling price of disc Re-creations. We had hoped to avoid this necessity and we have not yet fully decided the matter, but I can say that the evidence at hand leaves very little room to doubt that a slight advance in the selling price of Edison Re-creations will have to be made effective about the 15th of November. We are going to withhold final decision until October, and accordingly it may not be possible to give the trade very much notice.

"We are still hopeful of being able to avoid any advance in the price of Edison phonographs or Blue Amberol records."

NOW A PATHE DISTRIBUTOR

George Sieffert, who has been in the talking machine industry for many years, has been appointed a distributor of the products of the Pathé Frères Phonograph Co. of Brooklyn, N. Y. Mr. Sieffert will also continue to distribute the Modernola talking machine made by the Modernola Co. of Johnstown, Pa. Mr. Sieffert has leased warerooms at Twenty-first street and Sixth avenue, where he proposes to have a complete stock at all times.

DON'T FORGET CHEERFULNESS

Cheerfulness is a magic little ointment that never fails to cure the scars and bruises of life. And like all other worth while things a man isn't born with it but must work to obtain it.

Cheerfulness is the happy knack of being able to see a rose where most folks would see a cabbage. It is made up of equal parts of hard work, square dealing and a good digestion.

Cheerfulness is really a frame of mind that you or I or any man can develop if he'll only determine to develop it. There's no doubt that sometimes it's easier to sit back and growl than it is to grin and bear it, when things go wrong.

But if a man's a man he'll at least make an effort to smile his troubles down—and that's one kind of effort that generally meets with success.

There's a wealth of propaganda going the rounds to-day urging us to "Smile-Smile!"

This may seem a bit tiresome at first glance but the more you think about it the truer it becomes.

For, after all, trouble's a thing to grin at, not to lay down before—if you have the nerve to make up your mind to be cheerful about it.

FERRO TALKING MACHINE PRODUCTS

are built for the manufacturer and assembler who demand the BEST motors, tone arms, reproducers and automatic stops.

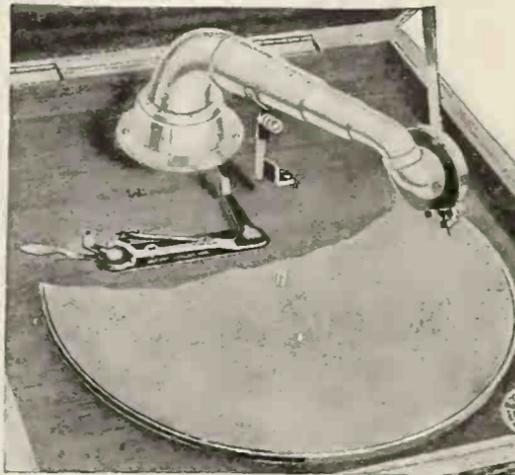
Eliminate mechanical troubles that result from the use of inferior equipments.

FERRO PRODUCTS will enhance the value of your talking machines.

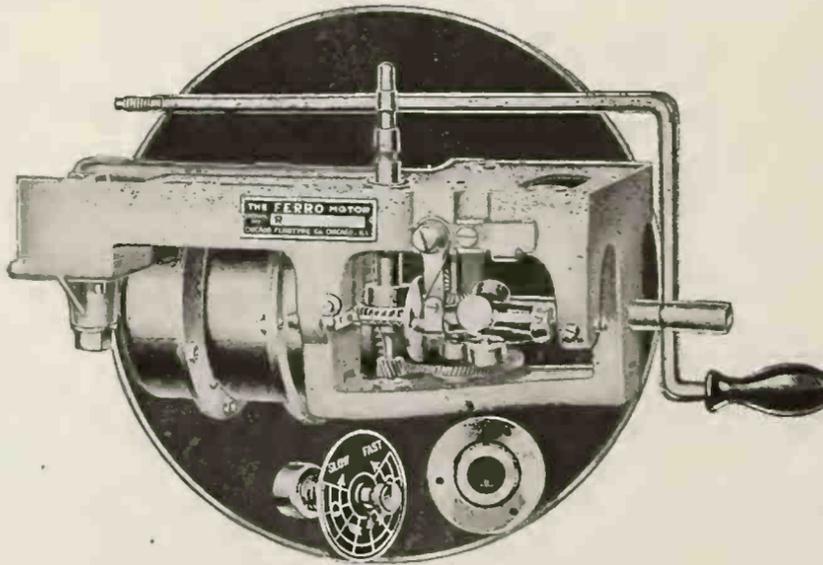
Phonographs equipped with FERRO PRODUCTS stay sold.

Now is the time to send for samples of the FERRO motor, tone arm, reproducer and automatic stop—the QUALITY products.

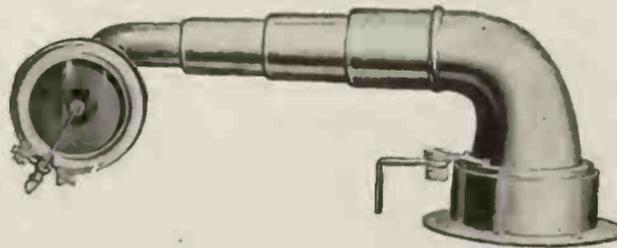
FERRO STOP 100% EFFICIENT



FERRO MOTOR - POWER - SILENCE - DURABILITY



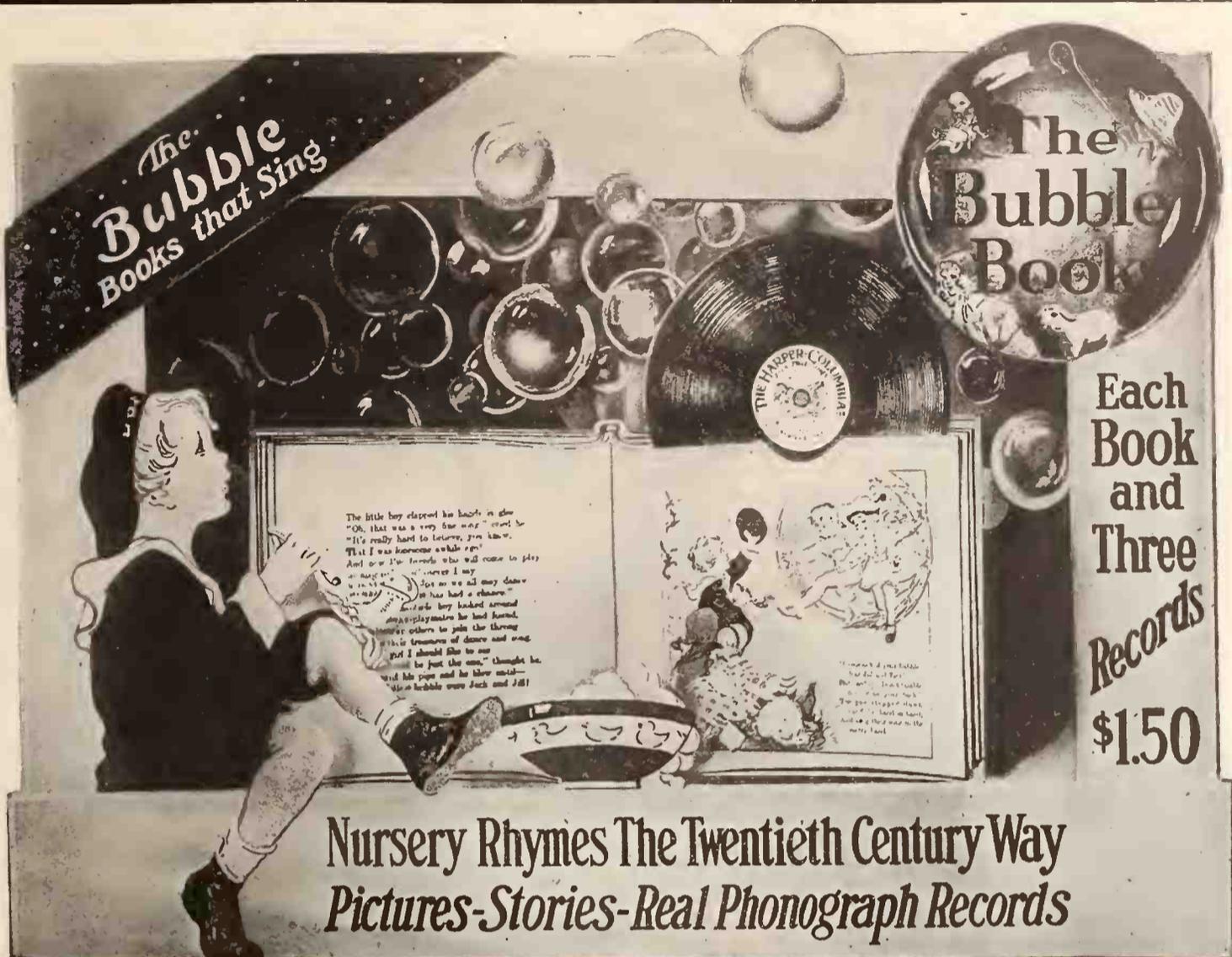
FERRO TONE ARM and REPRODUCER TRUE-TO-LIFE



FERRO PHONOGRAPH PARTS CO.

Formerly
Chicago Ferrottype Co.

1455 W. CONGRESS STREET, CHICAGO, ILL.



BUBBLE BOOKS

"that Sing"

Retail Price **\$1.50**



HAVE you enough Bubble Books to supply the enormous demands the nation-wide advertising campaign planned for Bubble Books will create?

Right now Bubble Books are the fastest selling merchandise for child amusement on the American market. The demand actually is greater than the supply. At least three million Bubble Books will go into American homes between now and January 1st.

You should have your share of the profits to be made by distributing Bubble Books in the homes in your city.

When you sell one Bubble Book you start a customer who is a prospect for all of them. This means a unit sale to you of at least \$12.00.

If you have not already done so place your order today for Bubble Books "that sing." Each Bubble Book is complete in itself, a story beautifully illustrated, verses, rhymes, and three real phonograph records come in each one.

Consolidated Talking Machine Company, Inc.
227-229 W. Washington Street Chicago, Illinois

Special Offer—30 Days Only Bubble Book Display Stands

MERCHANDISE correctly and attractively displayed is two-thirds sold. To help you display your Bubble Books to the best advantage we are offering two specially designed display stands at actual cost.

Each stand is finished in black enamel and is equipped with a lithographed card. The larger one, in addition to most effectively displaying Bubble Books, holds a stock of 75 books and the small display stand holds 12 books. Place upon your counter either one of these stands and they are bound to make many sales. Send in your order today for the display stand you can use.



Consolidated Talking Machine Co., Inc., Chicago, Ill.

WHOLESALE ORDER BLANK

Enter our Order and ship via (Freight) (Express) (Parcel Post):

.....Bubble Books (Less than a Gross) each..... \$1.00

.....Bubble Books (One Gross or more) each, including one No. 1 Display Stand Free .95

.....Bubble Books (Five Gross or more) each, including one No. 2 Display Stand Free .92

Quantity as follows:

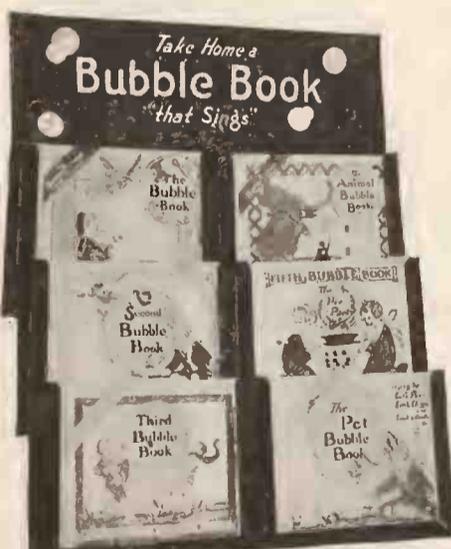
| | |
|--|---|
| ... No. 1—The Bubble Book (Tom, Tom, the Piper's Son, Jack and Jill, Mary and Her Little Lamb.) | ... No. 6—The Pet Bubble Book (Little Pussy, Little Doggy, Cock-a-Doodle-Do.) |
| ... No. 2—The Second Bubble Book (Simple Simon, Little Bo-Peep, Old King Cole.) | ... No. 7—The Funny Froggy Bubble Book (The Frog Who Would A-Wooling Go, The Frog and the Crow, The Carrion Crow.) |
| ... No. 3—The Third Bubble Book (Miss Jennie Jones, The Farmer in the Dell, Lazy Mary.) | ... No. 8—The Happy-Go-Lucky Bubble Book (The Milk Maid, The Ploughboy, The Jolly Miller.) |
| ... No. 4—The Animal Bubble Book (The Three Little Kittens, The Three Little Piggies, The Three Blind Mice.) | ... No. 9—The Merry Midgets Bubble Book (Daddy Long-Legs and Floppy Fly, The Fly and the Bumble-Bee, The Spider and the Fly.) |
| ... No. 5—The Pie-Party Bubble Book (Little Jack Horner, The Queen of Hearts, Good King Arthur.) | |

Signed

Street and No.....

City

State



Bubble Book Display Stand No. 1. Complete for counter or wall display with attractive lithographed card at top—packed in corrugated paper case. 30-day Free Offer—with orders for one gross or more.

Bubble Book Display Stand No. 2. This stand revolves and has a capacity of 75 Bubble Books, three books to a compartment, with lithographed card in frame at top—packed in special wooden case complete. 30-day free offer—with orders for five gross or more.

We are continuing to maintain our policy of shipments within one month of date of order, and under stress can do even better.

Complete new Departments or additions can be easily furnished by us in time for the Fall Business.

Plans and Estimates promptly submitted.

VANVEEN & COMPANY INC.

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

HEARING ROOMS · RECORD RACKS · COUNTERS ·

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

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA

ROOM 706
7 WEST MADISON STREET
CHICAGO

FELDER VISITS NEW YORK

Brings Favorable Reports of Conditions in South—Believes in Personal Appearance of Record Artists as Business Aid

Paul F. Felder, secretary and treasurer of Philip Werlein, Ltd., New Orleans, Victor jobbers, visited New York for a few days the early seemed comparatively stable.

In a conversation with *The World*, Mr. Felder expressed the opinion that business throughout the South in general was going to be exceptionally good during the Fall months. He based his belief on the fact that crops were unusually full in his vicinity, and that prices for these crops were at an unusually high figure and seemed comparatively staple.

An interesting viewpoint which Mr. Felder expressed was his enthusiasm in the value of

Victor artists appearing in concert in order to produce greater sales. He quoted as an example the great stimulus which the Red Seal catalog got from the recent visit of the great Signor Caruso who appeared in concert in New Orleans.

THE "CONCERT" MAKES ITS DEBUT

September has marked the entrance of another new record in the talking machine field. The Concert Record Manufacturing Co. has issued from its executive offices at 145 West Forty-fifth street, New York City, its first catalog, which contains a wide selection of vocal, instrumental, standard and dance numbers. The new record is named the Concert and is a ten-inch lateral cut disc recorded on both sides. The advanced list for October contains a goodly selection of the latest popular hits in both song and dance records and a selection of grand opera

numbers in addition to standard song and instrumental records. Many quality claims are made for the Concert record and much care has been exercised in the selection of the recording artists. It is planned to record the latest musical hits just as soon as they are "hits."

INTERESTING THE PROSPECT

Series of Cards Issued by the Brunswick House Most Effective Along This Line

CHICAGO, ILL., September 10.—The advertising department of the Brunswick-Balke-Collender Co. has evolved an idea for arousing the interest of prospective customers by sending out a series of seven postcards, one after another, each with an illustration of a Brunswick model and bearing the following legends in the following order:

"Printers thought the typesetting machine was not practical—but the world moved on.

"The horse breeder said the automobile would never be in general use—but the world moved on.

"The wire manufacturer said 'wireless' was a dream—but the world moved on.

"Even congressmen said 'heavier-than-air' flying machines were impossible—but the world moved on.

"The last to be disturbed by the wheels of progress is the single record phonograph manufacturer, who says the playing of all records on one machine 'cannot be done'—but the world moves on.

"'Cannot be done' is now in the scrap heap, for—the world moves on.

"The Brunswick does it. It attracts the eye. It pleases the ear. It plays all records at their best—it is all phonographs in one."

QUALITIES THAT WIN

The wise salesman is the one who knows what not to say and when not to say it.

STAFFORD CABINETS

Attractively designed, are well made and finished, and produced by an organization of over thirty years' standing. We will be glad to tell you of our low prices either on the cabinet unequipped or the complete phonograph.

Write or call upon us for prices covering your needs this fall.

E. H. STAFFORD MFG. CO.

218 SO. WABASH AVE.

CHICAGO

THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page -

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



Business Cards That Get the Business

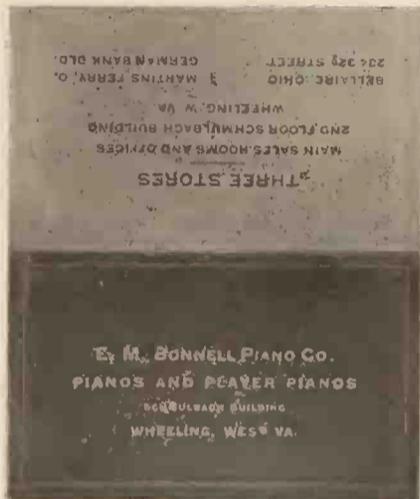
The thrifty maxim of the wary Dutch
Is to save all the money they can touch.

SO wrote our good friend Benjamin Franklin. But to save money you must first get money to save. And to get money you must invest it—wisely.

Money spent for good advertising is not spent. It is put out

Is your store comfortable, well ventilated, light, pleasant to visit? Are your goods right? Do you keep as complete a stock as you should have to satisfy every legitimate demand? Is your correspondence of the type that builds up good will, or is it cold, impersonal and patronizing? Is it the policy of your store to treat every customer a little more than fairly, or do you exact a "full pound of flesh?" Is your store laid out from the standpoint of the customers' convenience? Are your goods attractively displayed and featured?

If these elements in your store are as they should be, then you are ready to advertise. You need have no fear that your advertising (if it is good) will not pay for itself and return you a great dividend in business. For every customer who is brought in by your advertising will come back a second time and perhaps bring a friend, or spread a favorable report by word of mouth. Then you are building on a granite foundation, which cannot be shaken.



The E. M. Bonnell Piano Co., of Wheeling, West Va., favors the two wing card. The original is printed on canary colored stock, with brown ink, the salesman's name being in black. The illustration shows the Bonnell card, unfolded.

at interest. And it pays more than savings banks—more than any stock in the Stock Exchange. But there are more ways of investing money wisely in advertising than are dreamed of in the routine thinker's philosophy. And one of these out-of-the-rut methods is to print advertising on your business cards.

No salesmen use cards more frequently than the men who sell musical instruments. A card gets closer attention than a circular or newspaper ad, first, because it is handed to the prospect personally by the salesman; second, because it bears information which the recipient wishes to learn.

Not a few talking machine and piano concerns are making clever use of the "advertising" style of business card, but many more who should are not. There are several varieties in circulation. Some are simply imprinted on the back, with an advertising message, or with a list of the instruments comprising the merchant's stock. Others have an extra fold, affording space for a more extensive sales talk. A step further still is taken by a few firms whose business cards have two folds, opening into a circular as large as a No. 6 envelope.

When an opportunity to advertise, such as this, is offered, it is indeed a short-sighted man who will be stopped by the extra "expense" of a few dollars in the price of his cards. It is a far greater loss in money to miss the sales which these card advertisements create.

THE place to begin in building a successful store is inside the store. Instead of accepting the conditions, the store layout and the organization which you have become used to, stop and pick it to pieces in your mind as if you were an impartial judge, without prejudice. Be candid and frank with yourself. Ask yourself if your sales force is of the right type to make friends for your store.



Reverse side of the business card used by The Meiklejohn Co., of Providence, Pawtucket and Woonsocket, R. I.

Illustration of a Victrola and a dog listening. Text: WM. H. BRONSON, LANDAU'S MUSIC STORE, HAZELTON, PA.

EVERY DAY YOU ARE WITHOUT A VICTROLA IS SO MUCH PLEASURE LOST. WE HAVE EVERY VICTROLA AND EVERY VICTOR RECORD ALWAYS IN STOCK.

Illustrations of various Victrola models (IX A, VIII A, X A, XI A, IV A, VI A, XIV, XVI) with their prices and features. Text: It does make a difference where you purchase your Victrola. The matter of terms, of attention, of courteous intelligent treatment; above all, the matter of dealing with a reputable house. All this must have a bearing on whether you secure all you are entitled to in the purchase of a Victrola and Victor Records. You will be pleasantly surprised at the demonstration given in our spacious Victrola rooms. And of course a visit involves no obligations.

Landau's Music Store, of Hazleton, Pa., prefers the double-fold card. A linen bond stock is used, which folds easily. The card forces you to remember that Landau sells Victrolas. Dark blue ink is used. The front of the card bears the Victor trade mark, the salesman's name, and the name of the store. Open the first fold, and two Victor slogans greet your eyes. The second fold discloses a Victor circular, 4x7 1/4 inches in size, showing eight models, and bearing a sales argument for Landau's Music Store.

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.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

SITUATION WANTED—Manager's or salesmanager's position. American 29 years. Thoroughly experienced in all leading makes of phonographs, highest sales record. At present employed as manager. Have some good ideas for sales promotion. Will consider only high-class offer. Highest references. "A. U. 30," care The Talking Machine World, 209 South State St., Chicago, Ill.

A **FIRST-CLASS MAN**, expert in motors, cabinet work, finishing and all kinds of repairs, wishes part time work with firms in New York and vicinity. Factory and store experience. Best references. Address "B. B. B.," care The Talking Machine World, 373 Fourth Ave., New York City.

WE WANT representatives who are salesmen in every State excepting those that are now covered by our competent men. What we have to offer is a quality line of talking machines which are extensively advertised and have many improvements over others and are successfully sold on their merits and guarantee. We want good men only and for such have an interesting proposition. State territory desired, experience, reference and if you can employ sub-salesmen. All applications held strictly confidential. See our page ad in this issue. Address Excel Cabinet Co., 140 West 23rd St., New York City.

OPPORTUNITY FOR EXTRA COMMISSION. 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.

WANTED—Experienced salesman for phonograph accessories. Must have good recommendation and a thorough knowledge of field. Man with personal contact with dealers preferable. "Box 847," care The Talking Machine World, 373 Fourth Ave., New York City.

SUPERINTENDENT wishes to get in with a reliable concern in the phonograph line. Have fifteen years' experience in this line, especially on motors. Can give best of references. "Box 846," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Energetic young man with business ability to work our phonograph business on a percentage basis. Three well known lines. Good county seat town of 6,000. Centrally located. Ford to responsible man. Address, giving age, experience, nationality and references. "Box 844," care The Talking Machine World, 373 Fourth Ave., New York City.

ACCESSORIES or machine salesman desires connection with manufacturer or jobber on talking machine goods of merit, none other considered; has established trade following in Ohio; thoroughly reliable; references; either salary or commission proposition considered. Write "Box 843," care The Talking Machine World, 373 Fourth Ave., New York City.

FACTORY SUPERINTENDENT familiar with all processes in the manufacture of disc records wanted. Good opportunity for experienced man. "Box 842," care The Talking Machine World, 373 Fourth Ave., New York City.

A **DANDY SIDE LINE** for talking machine salesmen. Entirely new. Popular price. Liberal commission. Vest pocket sample. Correspondence confidential. J. A. Coates & Sons, Ltd., 589 Main St., East Orange, N. J.

WANTED—Salesmen in every State, to handle one of the best phonograph accessories as a side line on a liberal commission basis. See our advertisement on page 143 of this issue. Address Alto Mfg. Co., 3801 Rokeby St., Chicago, Ill.

SALESMEN WANTED—To sell coin operated electric phonographs, for use in public places. Commission basis. Only part time required. Electric Phonograph Co., Kalamazoo, Mich.

SITUATION WANTED—As salesman and manager of phonograph store. My record as a phonograph salesman has been seldom equalled. Am holding a position of above nature, but possibilities for advancement are limited. My references will convince you that I am the man to manage your phonograph store and sell the most goods. Responsible firms only need reply. "Box 209," care The Talking Machine World, 373 Fourth Ave., New York City.

DO YOU NEED A THOROUGH PHONOGRAPH MAN? Does eleven years of selling and buying experience combined with executive and merchandising ability mean anything to your phonograph department? If it does, you can reach me at "Box 621," care The Talking Machine World, 373 Fourth Ave., New York City.

MUSICAL DIRECTOR wanted by record manufacturer. Write fully, stating qualifications. "Box 841," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Well-experienced salesman to travel, representing an article in great demand and thoroughly established in the phonograph industry. Only high-class man need apply. Steady position. Good future. "Box 845," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMEN WANTED by manufacturer of high-grade phonographs. Wholesale. Good proposition. Live-wires write. The Olympic Co., Columbia Building, St. Louis, Mo.

REPAIRMAN on all makes of motors would like to hear from phonograph manufacturers and dealers who are looking for a repairman to keep their machines repaired in their New York and New Jersey trade. "Box 833," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—A good high-notch talking machine salesman who can get out and "rustle" the business for a general line of phonographs. Address Turner Music Co., 117 W. Douglas Ave., Wichita, Kan.

SALESMAN to cover the wholesale trade with a high-grade line of phonographs. Excellent opportunity. All communications will be treated confidentially. The Regina Co., 47 West 34th St., New York City.

SALESMEN WANTED, to handle popular-priced talking machines on commission basis as a side line. See our advertisement in this issue. The Charmaphone Co., 39 West 32nd St., New York City.

POSITION WANTED—Executive: Young woman (30) with a number of years' experience in the talking machine field as industrial engineer having successfully installed cost, office and production system in manufacturing concerns of national reputation, is open for a permanent position with a progressive manufacturing concern which will offer a future. Salary, \$2,500. "Box 840," care of The Talking Machine World, 373 Fourth Ave., New York City.

YOUNG MAN of excellent ability, with best reference, wishes to connect with some phonograph concern. Now manager of music department, wishes place either manager or assistant. Address Manager, care of The Talking Machine World, 373 Fourth Ave., New York City.

Music Business For Sale

Will sell my established music store cheap to quick buyer, with or without stock. Have exclusive agency for Columbia Grafonolas and records and Gordon & Son pianos. This is a healthy growing business, located in a small Virginia town with 30,000 people to draw from and in a prosperous farming and fishing section, with little or no competition. This business netted over \$6,000 above all expenses for the year ending August 1st, 1920. The town being located on one of the most beautiful rivers in the tidewater section of Virginia, with fish, oysters, crabs and all kind of water delicacies at your command, with living conditions very cheap, make this an ideal place to live. This business invites thorough investigation. Other business taking my attention reason for selling, but would consider a partner if you are a live wire and able financially to hold up your end. For particulars address "Box 851," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR RENT

One-story brick building. About 35,000 square feet completely equipped with wood working machinery and motors. Now in operation.

North Side Sash & Door Co.
111 S. Washtenaw Ave.
Chicago, Ill.

WILL BUY FOR CASH

Any make, any quantity, disc or Amberol records, or player rolls. Quote lowest prices. Standard Phonograph House, 1414 Franklin Ave., St. Louis, Mo.

NEEDLES, 45c per thousand.
Special offer on light—half—full—extra loud
BRILLIANTONE STEEL NEEDLES
in ten thousand lots—GET OUR quantity price.

KRASBERG MOTORS
Sample price—one of each size:
No. 2A—double, \$8.65; No. 3 Double, \$10.25;
No. 4 triple, \$12.00.

In lots of 10 motors, each size:
No. 2A double, \$7.65; No. 3 double, \$9.25;
No. 4 triple, \$11.00.
All shipments F. O. B., St. Louis. Terms net cash.

MURMANN PHONOGRAPH CO.
1318 Olive St. St. Louis, Mo.

WANTED

Victor and Columbia records. Job lots any quantity. Spot cash paid for them. Address

DENINGER CYCLE CO.,
Rochester, N. Y.

STATE AGENCIES FOR REPEATERSTOP

A change in our sales policy makes available an opportunity for a live, financially responsible sales man or organization to procure exclusive state selling rights for the Repeaterstop. Thousands already sold all over the world. Inquiries are solicited only from well rated and reliable business men. Write at once.

THE REPEATERSTOP CO.
115 S. Dearborn St. Chicago, Ill.

FOR SALE

Recording and Shaving machines of latest design and equipment. Expert recording of lateral cut contracted for. "Box 849," care of The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

Atwood—Piano loader; never used; cost \$65. Will trade for phonograph. J. F. Butler, Potsdam, N. Y.

RECORD DELIVERY ENVELOPES

10-in. only, \$4.75 per 1000, net cash, F.O.B. Take advantage of these low prices and order your supply to-day. Samples mailed on request. Tower Talking Machine Shop, 1919 East Grand Ave., St. Louis, Mo.

FOUNDRY FOR SALE PONTIAC, MICH.

within twenty-five miles of Detroit on good concrete road—good rail facilities. Fully equipped for aluminum, brass and bronze casting work and could readily be converted to grey iron. Fifteen thousand square feet of floor space. One-story concrete block construction built about two years ago. Four acres of land. Plant is centrally located and labor conditions are good. Will sell with or without equipment. For particulars and price, write:

DRAWER 47, SYRACUSE, N. Y.

WANTED

Columbia and Victor records in all languages in large lots. Spot cash paid. Bank references. Victoria Record Exchange, 150 East 59th St., New York City. Phone 280 Plaza.

FOR SALE

35,000 green turntable felts 12 in. diameter, 40,000 pieces 1/2-in. felt discs, 50,000 pieces 3/8-in. felt discs, 70,000 pieces felt pads for motor boards, 1,100 record albums 14-in. size. "Box 825," care The Talking Machine World, 373 Fourth Ave., New York City.

Will Buy and Sell for Cash

Any make of disc or cylinder records and talking machines, new or shopworn. Dealers tell us what you have to sell or want to buy. Benjamin Weil Co., 20 South Second St., Philadelphia, Pa.

Phonograph Cabinets

Write for prices and specifications. You will find our designs very attractive and the cabinets well made and finished. Orders now being taken for fall shipment. Let us quote you on your requirements. E. H. Stafford Mfg. Co., Chicago, Ill.

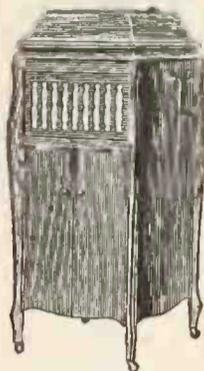
CABINETS

At Prices That Are Right

STYLE 200
49x21x23

Our best seller. Finished in mahogany, walnut or oak, ready for installation of motor and tone arm.

Prompt deliveries.
Send \$42.50 for sample.



BADGER STATE CABINET CO.
387 10th STREET
MILWAUKEE, WIS.

CABINETS

Prices are right and deliveries will be prompt. We have a large stock for fall trade in mahogany, walnut and oak. Send for circular. Everett Hunter Mfg. Co., McHenry, Ill.

WANTED

An experienced talking machine salesman; with executive ability; good opportunity to the right party. Address Saul Birns, 111 Second Ave., New York City.

WANTED

Reliable dealer with store would like to get in touch with a manufacturer or jobber who will carry his own installment contract from the customer or his own machine until the cost of the machine is paid for, balance to go to the dealer or a concern that will buy installment contract at a discount. Address Box 852, care The Talking Machine World, 373 Fourth Ave., New York City.

Available Phonograph and Records Sales and Advertising Man

With record that will compare most favorably with the best in the country; broad experience both in field and inside promotion work, wishes to open negotiations for 1921 with large retailer, wholesaler or manufacturer requiring a high calibre man of exceptional ability and thorough experience in the above, and is willing to remunerate accordingly. Only standard, nationally known lines considered. "Box 850," care The Talking Machine World, 373 Fourth Ave., New York City.

MAIL SERVICE TO AUSTRALIA BAD

Failure of Shipping Papers to Arrive With Goods Hampers Business — Commissioner Sheldon Hands Down Ruling on Subject

The infrequent and uncertain mail service between the United States and Australia, particularly as regards Pacific Coast ports, has been brought to the attention of the Merchants' Association of New York and this body in turn is making every effort to have the postal authorities look after the matter. Business houses have been seriously handicapped by the fact that there is often an interval of three weeks or a month between sailing of vessels carrying mail to Australia from Pacific ports. Consequently shipping papers fail to arrive with shipments of goods, causing considerable confusion and delay in delivery.

In view of the failure of shipping papers to reach Australia with goods shipped to that Commonwealth from the United States, the Hon. Mark Sheldon, Commissioner of Australia in New York City, has advised the Merchants' Association that the Department of Trade and Customs in Australia has intimated that no goods shall be delivered after January 1 until the documents have come to hand.

No exceptions will be made to this rule unless

FOR SALE

Beautiful \$270 phonograph cabinets at \$60. Extra loud tone arms at \$3.50. Anything required in the phonograph line at reduced prices. Will also buy anything you have to sell in the phonograph line. Address Mandel & Co., 88 Rivington St., New York City.

An Unusual Bargain

Columbia phonograph store for sale. Particulars on request. If you wish to sell or buy a phonograph store consult us. Address Mandel & Co., Business Brokers, 88 Rivington St., New York City.

WANTED

Victor and Columbia records for spot cash. Any quantity. Seminole Co., Westchester, N. Y.

WANTED

Phonograph salesman to cover Ohio, Indiana, and part of Pennsylvania. An A-1 proposition for a first-class, experienced phonograph salesman. Player Tone Talking Machine Co., 967 Liberty Ave., Pittsburgh, Pa.

A BARGAIN

In large phonographs, 50 inches high, 20 1/2 inches wide, 23 inches deep.

Golden Oak and Mahogany Record compartment for 50 records, also shelf. Krasberg No. 3 Motor and Scotford tone arm in these machines. Send only \$75.00 for sample or send \$10.00, balance C. O. D. We pay war tax. Immediate shipment. For reference see Dun's or Bradstreet's.

SPECIAL QUALITY PRICES.

JOS. BARNETT & CO.
Cedar Rapids, Iowa.

PHONOGRAPH CABINETS

46 in. high, 18 1/2 in. wide, 20 in. deep. Mahogany and Oak. In 100 lots, \$26.50. Sample cabinet, \$30.00. Will equip cabinets if desired. Jos. Barnett & Co, Cedar Rapids, Iowa.

in unusual cases when an extra duty amounting to at least one-half the ordinary duty will be required pending the production of the documents.

A HOUSE DIVIDED AGAINST ITSELF

Harmony Within the Organization Necessary If Business Is to Succeed

The following incident illustrates the manner in which a salesman made good use of his eyes: He visited regularly a large wholesale house in Kentucky, and began to notice that shortly after the advent of a new partner, the relations between the principal members of the business family were less cordial, and gradually buyers of capacity and experience resigned and were succeeded by those less competent; that the stock gradually became inferior and less attractive while the general air of discord became more and more apparent. By discreet inquiry, he found that the local banks were beginning to frown. Acting on the principle that a house divided against itself cannot stand, all this was reported to his house, and when, a few months later, the jobbing house failed, the New York concern mentioned was not among the losers.

Presidential campaign records should have a big sale now if properly pushed.



FROM
OUR

EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

Manufacturers and Jobbers Look for an Early Resumption of Trade—Conditions, However, Very Much Disturbed in Domain of Labor—Optimism Should Be Cultivated—Orders for Early Delivery Being Placed—Important Zonophone Announcement—Germans Trading on Reputation of "His Master's Voice" Products—Winner Record Popularity—Federation Activities—Next British Industries Fair at Shepherds Bush—Otto Heineman a Visitor—New Companies Registered—News of Month

LONDON, ENGLAND, September 1.—I write at a time when the whole trade is looking forward to an early resumption of such volume of trade as may reasonably be expected after an unusually prolonged period of business depression. It cannot be gainsaid that sales have been remarkably slack for the last three months. Following upon the prosperous war years, the present lean time is one to which traders have not found it easy to adapt themselves. But it is generally believed that business is bound to revive steadily after the August vacation period. Color is lent to this by the fact that August is a great holiday month, when the absence of important business men holds up definite action in every department of commerce. So, therefore, do we live in hopes that with the coming of September the gramophone season will open up in real earnest. Manufacturers and wholesalers are making plans accordingly, taking into consideration the production of new designs, catalogs, publicity campaigns and other methods of sales propulsion best calculated to secure the enthusiastic support of gramophone retailers.

I should not be reflecting conditions altogether impartially were I to overlook mention of the very strong feeling of uneasiness expressed in some quarters regarding the future. The continued state of unrest in Near Eastern countries, productive of war threats and labor manifestations of upheaval, does affect very seriously the stability of the business world. Continual strikes, incessant demands for more money, are considerations which raise the cost of living, tighten up the money market and cause restriction of commercial activity. There are good thinking men who view the outlook with anxiety and tell us that anything might happen.

In such circumstances what should be the attitude of gramophone men called upon to take important decisions affecting the development of their business? There are some who think it criminal to disregard the signs of the times, while others avow that, come weal or woe, commerce must float with the tide. Though, metaphorically speaking, the ship of commerce needs to be steered by strong hands and keen eyes, it is certainly good advice to keep the engines going. That motto about not going out to meet trouble half way should certainly be studied by those inclined to overcautiousness. Get the bright-outlook habit; it's wonderful how easily it smooths away difficulties!

A New Tango to Replace Jazz?

The type of music known as jazz has certainly enjoyed a wonderfully successful run in this country. Varieties of it have been impressed on records and thousands of discs sold to all classes of the great gramophone public. The demand for jazz records, period considered,

is still good, and it is unlikely that sales will be very seriously restricted this season at any rate. Any falling off in the demand will possibly be ascribed to a new vogue in dance music. According to the president of the Imperial Society of Dance Teachers, "Jazz dancing to rowdy music is dead." It appears that a new tango (not the 1913-1914 one) is under introduction, and teachers from all parts of England, Europe and America have been practicing the new movements at a recent congress held in London. Next season's vogue, we are told, will be this reconstructed tango, the fox-trot, the one-step, L'Italienne, and the Spanish schottische. Record manufacturers are on the qui vive, and we may rely upon prompt issues the moment the new standard is definitely certain of general acceptance.

Jobbers Placing Orders for Early Delivery

The gramophone business is fundamentally dependent upon active retail interest, though from the manufacturing side is best reflected the real prospects of trade development. In these quarters I learn of evident good signs of an awakening volume of trade. So far, record manufacturers have not booked amazingly large orders, but inquiries and placement of tentative instructions for September and October deliveries of the popular musical numbers recorded are coming along satisfactorily from the wholesale houses.

New Home for British Industries Fair

It is announced that the Department of Overseas Trade has contracted to use the White City, Shepherds Bush, London, W., for next year's British Industries Fair. Computed the largest of its kind in the world, the fair will



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Aktielselskab, Frihavne, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanol Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Ballaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 106, Bloemfontein; Frans Moeller, Post Box 106, East London; B. J. Ewins & Co., Post Box 84, 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, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orfèci 2, Milan.

EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

EDISON BELL



CABLE
"PHONOKINO.
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

run from February 21 to March 4. This year similar fairs will simultaneously be held at Birmingham and Glasgow. London exhibits will include musical instruments, this section being planned on a much larger scale than at last fair, Crystal Palace.

Within a few hours of the signing of the contract an enterprising firm applied for space and got it. That enterprising firm happens to be a gramophone merchant.

Special accommodation is being arranged for the thousands of buyers expected from all parts of the world. British consuls everywhere are instructed to supply information about the fair to any inquirer. It is estimated that more than 10,000 representatives of American houses have visited the W. K. and completed contracts with British houses since the last fair held at the Crystal Palace.

German Infringement of "His Master's Voice"

The subjoined warning has been published by the Gramophone Co.: "We feel it our duty to warn the public that certain German manufacturers are making gramophones and records and affixing to them a trade-mark identical (save as to the word) with our famous trade-mark, 'His Master's Voice.' Visitors to Germany have purchased some of these machines and records, under the impression, we believe, that they were our manufacture, and have attempted to bring them into this country.

"Sound boxes bearing our well-known trade-mark 'Exhibitor' have also been made by German manufacturers, who have attempted to export them to this country.

"We desire to warn the public that gramophones, records and sound boxes entering Great Britain infringing our trade-marks have been, and are being, confiscated by the customs officials under section 16 of the Merchandise Marks Act of 1887.

"The public is strongly advised, therefore, to place its orders for 'His Master's Voice'

FROM OUR LONDON HEADQUARTERS—(Continued from page 224)

products with our accredited dealers only."

In connection with the foregoing, the Gramophone Co., Ltd., has secured in two cases an injunction and published apology by dealers who had (perhaps unthinkingly) attempted to trade in sound boxes, as above described.

From what we have seen of some of these German importations, they are wretched copies of the exhibition box. We are surprised that any reputable dealer should want to sell them (they are not overcheap) even if they were not infringing a registered trade-mark.

An Important Zonophone Announcement

Accompanying the issue to dealers of the July-August list of records, the British Zonophone Co., Ltd., advises the trade as follows:

"For quite a long time it has been known to our factors and dealers that Zonophone records and machines are made in 'His Master's Voice' factories. It has not, however, been generally known to the public. It is now our intention to establish firmly this fact and to this end we are issuing a new label, which will incorporate the famous 'His Master's Voice' trade-mark. This label will be used for the first time on the records listed in the No. 5 (July-August) supplement."

The knowledge that Zonophone records are made by the "His Master's Voice," bearing the seal of their high standard of quality, is expected to cause a fillip in sales beyond the normal.

Supplemental thereto the company has issued some new advertising "cuts" for Zono dealers, and topical window bills printed in colors will all help to arouse an added enthusiasm among factors and dealers for new trade.

Increased Workmen's Compensation

The Governmental Committee appointed to consider whether the legal payments of workmen's compensation should not be revised, recommends considerable increases in the rate

of benefits. It is also proposed to bring under the act new classes of workers, including brain workers not receiving more than £350 a year.

New Companies Registered

Ajello Gramophone Co., Ltd., manufacturers of gramophones; nominal capital, £5,000, in 5,000 ordinary shares of £1 each. Registered office, 104 Park street, Camden Town, N. W., London.

Melodia, Ltd., manufacturers of talking machines; nominal capital, £1,000 in 1,000 shares of £1 each. Registered office, 99 Highbury Quadrant, N., London.

Englaphone Co., Ltd., manufacturers of talking machines; nominal capital, £2,500, in 2,500 ordinary shares of £1 each.

Gramophone & Cycle Co., Ltd., manufacturers of gramophones; nominal capital, £15,000, in 7,500 preferred shares of £1 and 15,000 ordinary shares of 10/ each.

Big Sale Records on Winner List

By the increasing popularity of Winner records it is certain that a wise provision in the selection of titles represents but one attribute thereto. The most popular hit is no good on a record if it be indifferently recorded. There is also the standing of the artist to be considered. These three points—title, recording, artist—should be on an equality as regards standard. Winners are, in this sense, invariably a trinity of merit. They appeal to the man-in-the-street. That is the acid test—the backbone of big sales.

Of the latest theatrical successes, Winners carry selections from "Irene," by Royal Court Orchestra; "A Southern Maid," by Royal Court Orchestra; "Merrie England," by band of H. M. Scots Guards; "Whirligig," vocal items exclusively recorded for Winners by Billy Merson. The company has also issued some wonderful piano records by Miss Marie Novello, whose

(Continued on page 226)

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FROM OUR LONDON HEADQUARTERS—(Continued from page 225)

skilful interpretation of "The Rustle of the Spring," and "Norwegian Bridal Procession" are fine examples of her technique. The Two Bobs contribute "Riley's Ideal Home" and "I Know Where the Flies Go" (from "Just Fancy"), both calculated to cause the most miserable person to laugh. There are other equally interesting records on what is a real Winner list.

Advertising by Means of the Shop Window

Window dressing is by no means a lost art, judging by the excellent displays recently made by London and provincial dealers. The occasion was a "Decca" competition promoted by Barnett Samuel & Sons, the manufacturers of the Decca portable gramophone. There were three chief money prizes, but so successful was the scheme that to no less than thirty-six other dealers, who were among a large number of competitors, consolation prizes were awarded for efforts which displayed great ingenuity and general merit. The Decca window dressing competition is becoming an annual affair, and the dealers like it.

"Painting" a Record

The "Voice" gives publication of a letter recently received by the Gramophone Co. from a native of Yorubaland, west coast of Africa. In part, the letter reads as follows: "With most honesty this my humble note. I beg if you could do this work for me, as I learn from one of my friends that you can easily paint a record which can speak vanicullar. . . . I hope you should be so kind enough to paint just what I want. Please if you would take this matter into good consideration. . . ." With this letter were a number of manuscripts.

Cheap Air Post to Paris

In addition to the ordinary foreign postage, the special fee charged on correspondence sent from the U. K. to Paris by air mail is now reduced from 2/ to 2 pence per ounce. The

fee of 6 pence per packet will continue to be charged on correspondence intended for express delivery.

"His Master's Voice" Harpsichord Records

The scale of the modern pianoforte with all its volume and tone beauty is not to be allowed entirely to remove from memory the wonderful early model, known as the harpsichord, for which many of the world's master musicians wrote their works. For the first time, I believe, the harpsichord has been recorded for the "His Master's Voice" by Mrs. Gordon Woodhouse, who is described as the greatest authority and interpreter of this instrument. Appropriately enough, much of the time was devoted to recording the works of Bach, whose famous fugues are perhaps best heard on the harpsichord, the "piano" of his day. It is to be anticipated that these records will surely make a special appeal to music lovers.

Otto Heineman Visits London

At the time of mailing this report I learn from A. Balcombe, London director of the General Phonograph Corporation, that President Otto Heineman is expected to arrive in a day or so. Mr. Heineman has been on a visit to the Continent during the last few weeks and intends breaking his return journey at this city in order to study United Kingdom trade prospects on the spot. The "Motor of Quality" sales have been steadily progressive since inauguration of the company and the last six months' trade shows a substantial increase over even time last year.

A Comprehensive Columbia List

A feature of every Columbia list is that all classes are catered for, not only the highest class music by the master musicians for the artistically musical, but the song and dance successes of the day by the best performers are supplied in generous though distinctive meas-

ure. Something exceptional is looked for in each succeeding Columbia issue, and we certainly get it in the new supplement, No. 49. This list is confined practically to double-sided celebrity and Standard records, and no better selection could possibly have been made for their special selling qualities. In the twelve-inch light blue label double-sided series, No. L-1367 immediately catches the eye. On this record Sir Henry J. Wood and his orchestra give two inspiring performances. The pianoforte solos by the virtuoso Percy Grainger on L-1368 are very welcome, his playing of Liszt's Hungarian Fantasy is brilliant in the extreme. The London String Quartet and Alfred Hobday (second viola) continue the exquisite six-part Mozart Quintet on L-1363. Australia's greatest violinist, Miss Daisy Kennedy, with Hamilton Harty, provide delightful sonatas, including the third and final part of the Schumann Sonata. To complete this section that glorious tenor, Hubert Eisdell, sings two standard ballads on L-1369. The dark blue label twelve-inch series offer six of the newest dance successes played in irreproachable manner by the London Dance Orchestra, under the direction of Corelli Windeatt, and the ubiquitous Original Dixieland Jazz Band.

A New Ingenious Portable Gramophone

In most portable machines the sound delivery chamber is restricted to fixed small dimensions. That is understandable in machines of this kind. Yes, but there is one different. It is a new introduction by the Lewer Manufacturing Co., this city. When closed, its over all measurements are 12x13x7 inches, but when open ready for playing the size of the sound chamber is actually twelve inches long by eight inches high! This is explained by the fact that upon raising the lid the whole body of the machine (containing motor, etc., all enclosed) automatically lifts up, so increasing the sound chamber to a size commensurate with that of an ordinary horn-

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less model. The walls of the sound chamber are symmetrically shaped. The Lewer has compartments for ten twelve-inch records. Its weight is about fourteen pounds. A really ingenious instrument that will certainly catch on. Dealers are already placing large orders and a big trade is expected.

Harry Bryan a Benedict

Many leading lights of the trade rallied round Harry Bryan upon the occasion of his marriage to Miss A. F. Purdy. The happy ceremony was solemnized at St. Stephen's Church, Clapham. A brilliant reception was afterwards held at the residence of the bride's parents, Tudor Lodge, Clapham Park, where was to be seen a beautiful array of wedding gifts.

Harry Bryan, a popular member of the trade, is the third son of G. A. Bryan, the well-known gramophone factor of Southwark street, this city. Hearty congratulations to Mr. and Mrs. Harry Bryan!

The "Apex" Needle Agency Changes Hands

Formerly in the hands of the Johnson Talking Machine Co., this city, the agency for the well-known ten-record "Apex" needle has now been secured by another London house, Landau & Wigmore, of Harrow road. This firm has not been established over long, but it is to be noted that by enterprising and courteous methods of trading, Messrs. Landau & Wigmore are making rapid headway. They bring to bear new thoughts and ideas which tend to freshen up the gramophone trade, and as wholesalers of pretty well everything connected with talking machines, dealers accord them increasing support.

The Sterno Productions

Overseas gramophone traders, especially in the Colonies, are offered a special complete machine service this season by the Sterno Manufacturing Co., this city. In order to cope with a branch of its business which has shown considerable expansion the last few years, the

FROM OUR LONDON HEADQUARTERS—(Continued from page 226)

company has acquired additional factory and warehouse accommodations in the South Westire suburb, Battersea. New up-to-date machinery equipment provides for an enormous output of complete gramophones of all types. These range from the ordinary exterior-horn machine to the high-class cabinet type. Hornless, table grands, portable, and other models galore. In all, the company features a range of about a dozen different gramophones, varying as to class and design. Sufficient to appeal to all tastes and pockets. Values are good because of satisfactory workmanship, solid fittings, reliable mechanism, and withal competitive prices. The Sterno people are past masters in cabinet work. I am satisfied that price considered the Sterno machines represent as good if not better value than most. To all traders is available a very attractive folder catalog in which are described and illustrated the productions of the Sterno Manufacturing Co., 19 City Road, London, E. C.

"Popular" Records in Popular Demand

Big preparations are under way by the Sound Recording Co., London, for the handling of an extra large trade this season. As a result of a rearrangement and new equipment installation of presses, the factory is in a position to look after double the output of previous seasons.

The recording side is well up on impressions of London's latest music hits, and during this year alone I am told that the "Popular" repertoire has been increased by fully 150 titles covering the leading publishers' star successes. W. Chapman, the company's general manager, tells me that "the recording department will hold weekly sessions ready for the Autumn and Winter trade, which we anticipate will greatly exceed that of 1919." "Wholesale orders placed by factors for September delivery," continued Mr. Chapman, "are such as to denote that we

have again to face night shifts at an early date, for which we are fully equipped." This makes good reading for oversea dealers, because the Sound Recording Co. specializes on export orders in bulk and if necessary is prepared to pair titles according to customers' requirements on sufficiently large orders. A really live British firm!

Announcement of Federation Activities

R. H. Tatton, organizing director of the Federation of British Music Industries, has just issued for publication a lengthy and interesting statement regarding that central trade organization, its aims and its objects. The statement sets forth the fact that 60 per cent of the total revenue of the financial year beginning September next will be devoted to propaganda work, the remaining 40 per cent to be allotted to administrative expenses and trade organization work. He declares that the financial support so far accorded the Federation has been very satisfactory.

"The slogan of the Trade Committee," says the report, "is 'One for All and All for One.'" Therein lies the dominant economic principle of commercialism of our time. Within that principle the possible activities of the Trade Committee are many. For immediate prosecution, three such are selected. First, the compilation and circulation of trade statistics. There is no manufacturer or trader but who finds such information necessary to his business. The collection, tabulation and digestion of that information makes serious inroads on his time and his money. Proportionately, the same amount of time and money is spent by each individual. That is waste. For the same expenditure that is incurred by each one, each for his own business, this can be done by one for all. The Federation undertakes to do that. Consequently,

(Continued on page 228)

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Advance RECORD BULLETINS for October, 1920

VICTOR TALKING MACHINE CO.

POPULAR SONGS

- 18686 I'm in Heaven When I'm in My Mother's Arms, William Robyn 10
- Down the Trail to Home, Sweet Home William Robyn 10
- 18687 Tell Me, Little Gypsy John Steel 10
- The Girls of My Dreams John Steel 10
- 18688 Dardanella Blues Billy Murray-Ed. Smalle Swanee Peerless Quartet 10
- DANCE RECORDS
- 35698 Ziegfeld Follies of 1920. (Intro. "Bells" and "Tell Me, Little Gypsy"). Medley Fox-trot, Joseph C. Smith's Orch. 12
- Cuban Moon. Fox-trot, Joseph C. Smith's Orch. 12
- 18689 Beautiful Hawaii. Waltz, Frank Ferera-Anthony Franchini 10
- Hawaiian Twilight. Fox-trot, Frank Ferera-Anthony Franchini 10
- RECITATIONS
- 45180 Virginia Judge—First Session. Part 1, Walter C. Kelly 10
- Virginian Judge—First Session. Part 2, Walter C. Kelly 10
- 18685 The Three Little Pigs (Old English Folk Tale), Sally Hamlin 10
- The Duel (Eugene Field) Sally Hamlin 10
- RED SEAL RECORDS
- ALFRED CORTOT, *Pianist*
- 74636 Rigoletto—Paraphrase de Concert ..Verdi-Liszt EMILIO DE GOGORZA, *Baritone—In Spanish*
- 64898 En Calesa (The Carriage Is Waiting), F. Grasy Elias-F. M. Alvarez 10
- GIUSEPPE DE LUCA, *Baritone—In Italian*
- 74633 Faust—Dio Possente (Even the Bravest Heart), Gounod 12
- GERALDINE FARRAR, *Soprano—In French*
- 87313 Au Printemps (To Spring)Gounod 10
- FLONZALEY QUARTET
- 74634 Allegro Moderato a la Polka (From Quartet in E Minor)Smetana 12
- MABEL GARRISON, *Soprano*
- 64899 When You're Away, Henry Blossom-Victor Herbert 10
- JASCHA HEIFETZ, *Violinist*
- 74635 Valse (From Serenade for String Orchestra), Tschaikowsky 12
- MME. HOMER, *Contralto, and Miss LOUISE HOMER, Soprano—In Latin*
- 89158 Stabat Mater—Quis Est Homo (Who Shall Blameless Stand Before Thee)Rossini 12
- TITTA RUFFO, *Baritone—In Italian*
- 88622 Africana—Adamastor, re dell' onde profonde, Meyerbeer 12
- JOHN McCORMACK, *Tenor*
- 64901 Honour and Love (From "Monsieur Beaucaire") (Adrian Ross-Andre' Messenger) 10
- PHILADELPHIA ORCHESTRA
- 74631 Largo From "New World" Symphony..Dvorak 12
- REINALD WERRENATH, *Baritone*
- 64897 Gypsy Love Song, Harry B. Smith-Victor Herbert 10

COLUMBIA GRAPHOPHONE CO.

SYMPHONY RECORDS

- 49752 Samson and Delilah. Mon coeur s'ouvre a ta voix. (Softly Awakes My Heart). Contralto, Jeanne Gordon 12
- 78977 Madrigal of May (From "The Jest"). ContraltoJeanne Gordon 10
- A6159 Navarraise (From "Le Sid." Key of "G"), Cincinnati Symphony Orch.; Direction Eugen Ysaye Le Dragon de Villars (The Hermit's Bell). Overture, Cincinnati Symphony Orch.; Direction Eugen Ysaye 12
- 78847 Comin' Thro the Rye. Soprano-Contralto Duet, Rosa and Carmela Ponselle 10
- A6160 Mother-Heart. BaritoneLouis Graveure 12
- Forgotten. BaritoneLouis Graveure 12
- A6161—Hungarian Rhapsody No. 12. Part 1. Piano SoloPercy Grainger 12
- Hungarian Rhapsody No. 12. Part 2. Piano SoloPercy Grainger 12
- A2961 The Barefoot Trail. BaritoneOscar Seagle 10
- Lassie o' Mine. BaritoneOscar Seagle 10
- POPULAR HITS
- A2973 The Love Nest (From "Mary")...Frank Crumit 10
- Down the Trail to Home, Sweet Home, Henry Burr 10
- A2967 I'll Be With You in Apple Blossom Time, Campbell and Burr 10
- If I Wait Till the End of the World, Campbell and Burr 10
- DANCE RECORDS
- A2970 A Young Man's Fancy (Music Box Song). Fox-trotArt Hickman's Orch. 10
- In the Gloaming. Waltz. Art Hickman's Orch. 10
- A2971 Silver Water (Intro. "Happy Hottentot"). Fox-trotYerkes' Happy Six 10
- Good-Bye Sunshine, Hello Moon! (Intro. "Oo, How I Love to Be Loved by You"). Fox-trotYerkes' Happy Six 10
- A2972 Tell Me, Little Gypsy (Intro. "Bells" from "Ziegfeld Follies"). Fox-trot, Art Hickman's Orch. 10
- La Veeda. Fox-trotArt Hickman's Orch. 10
- NOVELTY RECORDS
- A2958 Come Where the Lilies Bloom, Gloria Trumpeters 10
- How Sweet the Moonlight...Gloria Trumpeters 10
- A2962 Uncle Josh Takes the Census, Cal Stewart, Comedian 10
- Uncle Josh at a Meeting of the School House DirectorsCal Stewart, Comedian 10
- A2960 Midnight Fire Alarm. Descriptive Gallop, Prince's Orch. 10
- The Burning of Rome. Descriptive March and Two-stepColumbia Band 10
- A2957 Medley of Jigs and Reels. Part 1. Violin Solo. Orch. AccompGeorge Stell 10
- Medley of Jigs and Reels. Part 2. Violin Solo. Orch. AccompGeorge Stell 10
- A2956 Naomi. Waltz. Bell SoloHoward Kopp 10
- Dainty Ann. Gavotte. Bell SoloHoward Kopp 10
- A2969 Blue Diamonds. Fox-trot. Accordion Solo, Guido Deiro 10
- Zampa Rag. Accordion Solo.....Guido Deiro 10
- E4695 Ungrateful Heart, Italian Orch. With Violin Obligato 10
- Sing for Me, Italian Orch. With Violin Obligato 10

- A3092 War Song. Indian Song and Drum, Os-ke-non-ton, Mohawk Indian 10
- Every-Day Song. Indian Song and Drum, Os-ke-non-ton, Mohawk Indian 10
- THE MID-MONTH RECORDS
- A2968 Oh, Judge (He Treats Me Mean), Marion Harris 10
- He Done Me WrongMarion Harris 10
- A2965 Don't Take Away Those Blues..Frank Crumit 10
- Good-Bye, Dixie, Good-ByeFrank Crumit 10
- A2966 After You Get What You Want You Don't Want ItVan and Schenck 10
- You Tell 'EmVan and Schenck 10
- A2964 I'd Love to Fall Asleep and Wake Up in My Mammy's ArmsHarry Fox 10
- Rock-a-Bye Lullaby MammyHarry Fox 10
- DANCE RECORDS
- A2959 In Sweet September (Intro. "Jean"). Fox-trot, Paul Biese Trio 10
- Sweet Sugar Babe. Fox-trot..Paul Biese Trio 10
- A2963 Manyana. Fox-trotPrince's Dance Orch. 10
- Happy (Intro. "Say Yes"). Medley One-step, Prince Dance Orch. 10
- A6162 Pretty Little Cinderella (Intro. "I'm a Dreamer That's Chasing Bubbles"). Waltz, Prince's Orch. 12
- Pickaninny Blues. WaltzPrince's Orch. 12

AEOLIAN CO.

STANDARD SELECTIONS

- 30106 Ma Curly Headed Baby (Clutsen). Soprano. Vocalion Orch. AccompFlorence Easton 10
- 30107 Aloho Oe (Liliuokalani). Soprano. Sasha Culbertson and Vocalion Orch. Accomp, May Peterson 10
- SACRED SELECTIONS
- (Christian Science Hymn)
- 14092 Saw Ye My Saviour (Mary Baker Eddy). Contralto. Vocalion Orch. Accomp, Nevada Van der Veer 10
- Shepherd, Show Me How to Go (Mary Baker Eddy). Baritone. Vocalion Orch. Accomp, Lloyd Simonson 10
- MUSICAL COMEDY SELECTIONS
- 2001 Little Girls, Goodbye (From "Apple Blossoms") (Kreisler). Baritone. Vocalion Orch. Accomp, John Charles Thomas 10
- 20002 You Are Free (From "Apple Blossoms") (Kreisler). Baritone-Soprano. Vocalion Orch. Accomp, John Charles Thomas-Lucille Ren6 10
- 36210 Honey Girl Selections (Al. Von Tilzer). Vocalion Orch. Accomp..Aeolian Light Opera Co. Gems From "Mary" (Anything You Want—Tom, Tom, Toddle and Love Nest) (Hirsch) Aeolian-Murray Orch. 12
- CONCERT BAND SELECTIONS
- 14093 U. S. Field Artillery March (Sousa), Aeolian Military Band 10
- The Volunteers (Sousa)...Aeolian Military Band 10
- HAWAIIAN SELECTIONS
- 14094 Hawaiian Twilight (Sherwood).Ferera-Franchini Honolulu Bay Waltz (Ferera)..Ferera-Franchini 10
- POPULAR SELECTIONS
- 14080 I Love the Land of Old Black Joe (Donaldson). Orch. Accomp.American Quartet That's Why (I Know I Love You) (Clifton & Broham). Orch. Accomp.....Samuel Ash 10
- 14095 In Babyland (Ray & Perkins). Accomp. by Murray's Melody MenErnest Hare 10
- Down the Trail to Home, Sweet Home (Ball). Orch. AccompSamuel Ash 10
- 14096 I'll Be With You in Apple Blossom Time (Al. Von Tilzer). Orch. Accomp, Charles Hart-Elliott Shaw 10
- Peachie (Mary Earl). Orch. Accomp, Charles Hart-Elliott Shaw 10
- 14097 Tell Me, Little Gypsy (From Ziegfeld's "Follies of 1920") (Berlin). Orch. Accomp, Arthur Burns 10
- That Old Irish Mother of Mine (Harry Von Tilzer). Orch. Accomp.Arthur Burns 10
- DANCE SELECTIONS
- 14098 Cuban Moon (Spencer-McKiernan). Fox-trot, Murray's Melody Men 10
- Kamel Land (Gold-Ribaud-Messinger). Fox-trot, Murray's Melody Men 10
- 14099 Will You Remember or Will You Forget? (Intro. We're Pals) (Hewett). Fox-trot, Van Ep's Quartet 10
- April Showers Bring May Flowers (Intro. Pip Pip) (Skilkert). Fox-trot, Van Ep's Quartet 10
- 14100 Whispering (Shonberger). Fox-trot, Harry A. Yerkes' Dance Orch. 10
- Kismet (Henlere). Fox-trot, Harry A. Yerkes' Dance Orch. 10

EDISON AMBEROL RECORDS

ROYAL PURPLE RECORDS

- 29060 Solvejg's Vise (Grieg). Soprano, in Norwegian, Marie Tiffany 10
- 29061 Anges du Paradis (Angels of Paradise). Mireille (Gounod). Tenor, in FrenchP. A. Asselin 10
- REGULAR LIST
- 4081 You've Been the Sunshine of My Life (Willis). Tenor. Orch. accompLewis James 10
- 4082 Good-bye Sunshine, Hello Moon. Ed. Wynn Carnival (Buck-Eckstein).Helen Clark and Chorus 10
- 4083 The Argentines, the Portuguese and the Greeks (Swanstrom-Morgan). Comic Song.Edward Meeker 10
- 4084 Wyoming—Waltz (Williams) for Dancing, Max Fells' Della Robbia Orch. 10
- 4085 Pretty Kitty Kelly (Pease-Nelson). Tenor, William Bonner 10
- 4086 Stop It. One-step (Kaufman) for Dancing, Green Bros. Novelty Band 10
- 4087 There's a Typical Tipperary Over Here (Silver). Male VoicesPremier Quartet 10
- 4088 When a Peach in Georgia Weds a Rose From Alabam (Hager-Goodwin). Tenors, Charles Hart-Lewis James 10
- 4089 I Know Why (Morgan). Contralto and Baritone, Helen Clark-Joseph Phillips 10
- 4090 American Legion March (Vandersloot), Conway's Band 10
- 4091 Kismet. Fox-trot (Henlere) for Dancing, Green Bros. Novelty Band 10
- 4092 Rose of Virginia (Caddigan-Story). Male Voices, Crescent Trio 10
- 4093 Old Man Jazz (Quaw)Arthur Collins 10

- 4094 I'd Just Paint the Leaf of the Shamrock (Nicholls). TenorTalbot O'Farrell 10
- 4095 Young Man's Fancy. Fox-trot. "What's in a Name" (Ager) for Dancing, Lenzberg's Riverside Orch. 10
- 4096 Close to Your Heart. Honey Girl (A. Von Tilzer). SopranoGladys Rice 10
- 4097 I Love the Land of Old Black Joe. Ed. Wynn Carnival (Donaldson)Vaughn de Leath 10
- 4098 Jean. Medley Fox-trot (Introducing "Come, Play With Me") for Dancing. Saxophone, Accordion and PianoRudy Wiedoeff's Palace Trio 10
- 4099 Pilot Brave (Millard). Tenor and Baritone, Charles Hart-Fred East 10
- 4100 Love Will Find the Way (H. Von Tilzer). TenorReed Miller 10
- 4101 De Gemsjäger (The Chamois Hunter) (Huber). Yodel Song, in SwissFritz Zimmerman 10
- 4102 Home at Last (O'Hara). Tenor..Harry Hindermeyer 10

EDISON RE-CREATIONS

BROADWAY "SPECIAL"

- 80574 Shade of the Palm—Florodora (Stuart) BaritoneThomas Chalmers 10
- Tell Me, Pretty Maiden—Florodora (Stuart). Mixed VoicesMetropolitan Sextet 10
- 50679 Lassie Waltz—Lassie (Felix) for Dancing, Lenzberg's Riverside Orch. 10
- Young Man's Fancy—Fox-trot—What's in a Name (Ager) for Dancing, Lenzberg's Riverside Orch. 10
- 50680 I'd Like to Take You Away—Betty Be Good (Risenfeld). Contralto-Baritone, Helen Clark-Joseph Phillips 10
- Keep the Love Lamp Burning—Betty Be Good (Risenfeld). SopranoGladys Rice 10
- 50681 Close to Your Heart—Honey Girl (A. Von Tilzer). SopranoGladys Rice 10
- Good-Bye Sunshine, Hello Moon—Ed. Wynn Carnival (Buck-Eckstein). Contralto, Helen Clark and Chorus 10
- 50682 So Long, Oo Long (How Long You Gonna Be Gone?) (Kalmar-Rudy). Contralto...Helen Clark That Naughty Waltz (Levy). Contralto-Baritone, Helen Clark-Joseph Phillips 10
- 50690 I'm in Heaven When I'm in My Mother's Arms (I Don't Have to Die to Go to Heaven) (Ager). ContraltoHelen Clark 10
- Love Nest—"Mary" (Hirsch). Contralto-Tenor, Louise Terrell-George Wilton Ballard 10

PATHE FRERES PHONOGRAPH CO.

POPULAR SUPPLEMENT NO. 37

- POPULAR VOCAL
- 22418 Marcelle (Kalmar-Ruby). Baritone. George Jessel 10
- Dolls (Jessel-Kilgour-Handman). Baritone, George Jessel 10
- 22419 Barney, Come Over Here (Simpson-Ring), Blanche Ring, Comedienne 10
- Yum-I-Yum-I-Yum (Simpson-Bennet). Tenor, Billy Jones 10
- 22420 Down the Trail to Home, Sweet Home (Ball). TenorSam Ash 10
- The Love Boat (From "Ziegfeld Follies of 1920") (Buck-Herbert). BaritoneElliott Shaw 10
- 20462 I Want to Spread a Little Sunshine (From "Her Lady Friends") (Clifton Crawford). Baritone. Piano Accomp.Jack Norworth 10
- Orange Blossom Time (Trevor-Norworth). Baritone. Piano Accomp.Jack Norworth 10
- 22421 I Cannot Sleep Without Dreaming of You (From "The Girl in the Spotlight") (Bruce-Herbert). SopranoGladys Rice 10
- Moonlight in Mandalay (Yellen-Ohlman). Tenor-Baritone DuetLewis James-Elliott Shaw 10
- 22422 The Japanese Sandman (Egan-Whiting). Male TrioOrpheus Trio 10
- When I Looked in Your Wonderful Eyes (Osborne-Dunkerley). BaritoneErnest Hare 10
- 22423 I Know the Reason Why (Porter). Male Quartet. Unaccomp.The Harmonizers 10
- When I see All the Loving They Waste on Babies (DeRob-Ward-Johnson). Baritone, Sidney Phillips 10
- 20463 My Vision Girls (Sissle-Blacke). Tenor, Noble Sissle 10
- Stop, Look, Listen to the Music of the Band (Brown-Von Tilzer). Collins and Harlan, Comedians 10
- HAWAIIAN
- 22414 Malanai Anu Ka Makani ("Lana's Cold Winds") Hawaiian Guitars..Ferera-Franchini Kawaha ("Hawaiian Melody")..Hawaiian GuitarsFerera-Franchini 10
- DANCE
- 22424 Creole Blues (Norworth). Fox-trot, United States Hotel Orch., Saratoga, N. Y. 10
- In Old Manila (Earl). Fox-trot, United States Hotel Orch., Saratoga, N. Y. 10
- 22425 Cuban Moon (Spencer-Kiernan). Fox-trot, Ray Miller's Black and White Melody Boys 10
- I Love the Land of Old Black Joe (Grant-Donaldson). One-step, Ray Miller's Black and White Melody Boys 10
- 40207 Kamel-Land (Gold-Ribaud-Messinger). Fox-trot, Green Brothers' Novelty Band 12
- Ev'rybody Calls Me Honey (Intro. "Bamboola") (Lyons-Straight-Wenrich). Medley One-step, Green Brothers' Novelty Band 12
- 40208 Tell Me, Little Gypsy (Intro. "The Girl of My Dreams," From "Ziegfeld Follies of 1920") (Berlin). Medley Fox-trot, Della Robbia Orch. of Hotel Vanderbilt, N. Y. (Max Fells, Director) 12
- The Love Nest Medley (Intro. "Tom-Tom-Toddlle," From "Mary") (Hirsch). Medley Fox-trotNicholas Orlando's Orch. 12
- 22426 Whispering (Schonberger). Fox-trot, Nicholas Orlando's Orch. 10
- Kiss a Miss (Baron). Waltz, Nicholas Orlando's Orch. 10
- 20464 Don't Forget (Webb). Fox-trot, Webb's Novelty Entertainers 10
- I'm Going Up to Mars (White). One-step, Waldorf-Astoria Dance Orch. (Joseph Knecht, Cond.) 10
- REGULAR OCTOBER PATHE LIST
- OPERATIC VOCAL RECORDS
- 54050 La Bohème (Puccini). "Musetta Waltz." Soprano (in Italian)Claudia Muzio 12

(Continued on page 230)

FROM OUR LONDON HEADQUARTERS
(Continued from page 227)

the economic saving in the industry is enormous. Next, there is service. That is the securing for the benefit of one, the advantages which the collective organization of all can alone best give to secure specific information and help from Government and other official departments, consular services, and trade representatives.

Special attention will be devoted to the development of foreign trade, and the introduction of British-made goods into foreign markets. Much of the propaganda will be centered on "Music, More Music, Better Music, and British Music," and a part of the campaign will consist of collective advertising participated in by manufacturers and dealers. Practically all branches of the British music industry are included in the ranks of the Federation with the exception of the music publishers, and it is believed that they will soon enter the fold.

HOW TO PRONOUNCE FOREIGN NAMES

Some Excellent and Timely Hints on Pronunciation Offered in "Voice of the Victor"

Music having been universally practiced in all countries has drawn upon all languages for the names of composers and the titles of pieces. Rightly or wrongly it is considered desirable in America to pronounce these words as nearly as possible according to the rules of the country of origin. Victor salesmen are, therefore, called upon to have some knowledge of how to do this. Both salesmen and customers are inclined to fight shy of pronouncing foreign words, and doubtless many sales are lost through this reticence, says "The Voice of the Victor."

How many salesmen make use of the elaborate system of pronunciations given in the Victor catalog and supplements? Doubtless everybody glances over these pronunciations, but few make a real study of them. Yet it is really essential that the salesman should have at the tip of his tongue the correct pronunciation of all such names and titles. Particularly should he be able to pronounce the names of the Victor artists of all nationalities. After that he should know the names of the standard composers, and as many titles of operas and pieces as he can remember.

There are two ways of acquiring a "repertoire" of foreign pronunciations. One is to make a

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rule to learn so many a day, and the other is to get acquainted with the general rules for pronouncing all the most commonly used European languages—French, Italian, Spanish and German. The first is the simplest. Learn ten names a day from the Victor catalog so you can pronounce them readily and without self-consciousness. In a very short while you will have enough at the end of your tongue to make a difference at the end of the week in the volume of business you do in records of foreign titles or by foreign artists.

The second method of pronunciation by remembering the general rules is more elaborate, but more useful in the long run since it gives a freedom in pronouncing practically all non-English words. In the short space available it is impossible to outline the way each European language is pronounced; but some general observations common to all can be given.

Practically all European languages have certain factors in common, and perhaps the key to the situation can be found in the vowel sounds. The vowel sounds, a, e, i, o, are usually given the "continental pronunciation" in French, Italian, Spanish and German. They are prone to have a "long" sound, and a "short" sound. The long sound is approximately ah, ay, ee and oh. The short sound corresponds more nearly to our own. "A," however, is nearly always pronounced "ah." "E" may sometimes be pronounced as in the English word "get," "i" as in

"fit," "o" as in "not." In French, an unaccented "e" is usually somewhat like "uh" or as we pronounce the word "the" when using it quickly, as in "Give me the bat."

Wherever a vowel ends a syllable, the long sound is used, but when the syllable ends in a consonant, the short is employed. Thus, "piccolo," consisting of one syllable ending with a consonant—"pic" and two with a vowel, "co-lo"—would be "pic-coh-loh," "i" short and "o" long.

The vowel "u" is more difficult, in French, at least. In German and Italian it is pronounced "co," but in French there is no approximate English sound. The best way to get the French "u" is to form the lips to say "oo," but say "ee" instead, thus getting a cross between the two sounds. The German "u" is nearly the same.

Even with this slight equipment many words of French, German and Italian can be pronounced with reasonable accuracy—Caruso (Kah-roo-sah), Palestrina (Pah-les-tree-nah), Gluck (Glook—"oo" short as in "foot"), Schumann (Shoo-mahn), Pierné (Pe-air-nay). These rules are particularly valuable as regards German and Italian. French is more individual, but aid in pronouncing French can be had through the Victor course.

The Cirola Phonograph Corp., of New York, has recently increased its capital stock from \$500,000 to \$1,000,000.

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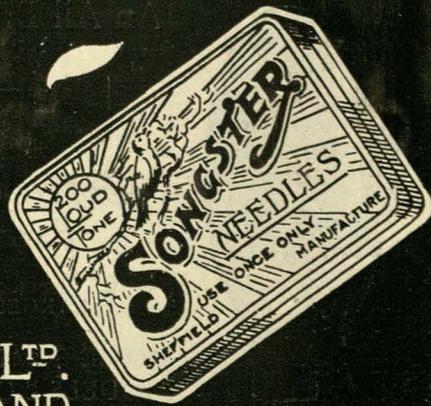
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ADVANCE RECORD BULLETINS FOR OCTOBER—(Continued from page 229)

- 54051 Marechiaro (Di Giacomo-Tosti) Neapolitan Song
Tenor (in Italian).....Tito Schipa 12
STANDARD SONGS—OLD AND NEW
27030 Voci di Primavera (Spring Voices) (Strauss)
Soprano (in Italian).....Helen Yorke 10
That Night (Penn-Vanderpool). Soprano,
Helen Yorke 10
52050 Gypsy John (Melville-Clay). Baritone,
Percy Hemus 12
The Garden of Sleep (Scott-de Lara). Baritone,
Percy Hemus 12
22413 Ma Curly-Headed Babby (Clutsam). Contralto,
Marion Evelyn Cox 10
The Arrow and the Song (Longfellow-Pinsuti).
Contralto.....Marion Evelyn Cox 10
REAL OLD-TIME NEGRO SPIRITUALS
22400 Ezekiel Saw de Wheel. Unaccomp.,
Biddle University Quintet, Charlotte, N. C. 10
I've Got a Home in That Rock. Unaccomp.,
Biddle University Quintet, Charlotte, N. C. 10
NEW INSTRUMENTAL RECORDS
22402 The Herd Girl's Dream (Labitzky). Violin,
Flute and Piano..... 10
Longo Trio (F. Longo-N. Laucella-S. Guidi) 10
Angel's Serenade (Braga). Violin, Flute and
Piano,
Longo Trio (F. Longo-N. Laucella-S. Guidi) 10
25041 Die Meistersinger (Wagner-Wilhelm) ("Walther's
Prize Song"). Cello Solo. Piano Accomp.,
Cornelius Van Vliet 10
Gavotte, No. 2 (Popper). Cello Solo. Piano
Accomp.....Cornelius Van Vliet 10
NEW BAND AND ORCHESTRA RECORDS
40204 Siamese Twins (Rousseau). Cornet Solo,
With Garde Republicaine Band of France 12
Le Chalet (Adam) ("Grand Air"). Baritone Solo,
With Garde Republicaine Band of France 12
40206 Prelude in C Sharp Minor (Rachmaninoff),
Waldorf-Astoria Concert Orch.
(Joseph Knecht, Cond.) 12
Hejre Kati (Hubay). Hungarian Airs,
Waldorf-Astoria Concert Orch.
(Joseph Knecht, Cond.) 12

GENNETT LATERAL RECORDS

- 9061 Hold Me (Hickman-Black) . Fox-trot,
Cordes Orch.
Manyana (Fier). Fox-trot..Paradise Novelty Band.
9062 Marion (You'll Soon Be Marryin' Me) (Ingham,
McConnell, Krenge and Smith). Tenor-Contralto
Duet. Orch. Accomp.....Ballard-Terrell
Wond'ring (Lee David). Tenor Solo. Orch.
Accomp.....Harry Mann
9065 Chili Bean (Von Tilzer-Brown). Tenor Solo.
Orch. Accomp.....Billy Murray
The Argentines, the Portuguese and the Greeks
(Morgan-Swanstrom). Baritone. Orch. Ac-
comp.....Arthur Collins
9066 Cohen Talks on Prohibition. Comic Monologue,
Monroe Silver (Comedian)
Cohen Talks About the Ladies. Comic Monologue,
Monroe Silver (Comedian)
9063 Tell Me, Little Gypsy (From Ziegfeld "Follies
of 1920") (Irving Berlin). Baritone Solo.
Orch. Accomp.....Elliott Shaw
You're the Only Girl That Made Me Cry (Fred
Fisher). Vocal Trio. Orch. Accomp.,
Crescent Trio
9064 Hiawatha's Melody of Love (Meyer-Byran-Mel-
linger. Tenor-Baritone Duet. Orch. Accomp.,
Chas. Hart-Elliott Shaw
Apple Blossom Time (Von Tilzer-Fleeson).
Tenor-Baritone Duet. Orch. Accomp.,
Chas. Hart-Elliott Shaw
9059 Anytime, Anyday, Anywhere Medley (Intro.
Gra-Na-Da) (Kortlander-Weslyn). Medley Fox-
trot.....Harry Raderman's Orch.
Kismet (Henlere). Fox-trot,
Green Bros. Novelty Band
9060 Jean Medley (Intro. So Long, Oo Long)
(Brooks). Fox-trot. Xylophone Duet Chorus,
Green Bros. Novelty Band
Sahara Rose Medley (Intro. C-u-h-a) (Clarke-
Donaldson). Fox-trot...Paradise Novelty Orch.
(Hirsch-Harbach). Tenor-Contralto Duet. Orch.
Accomp.....Ballard-Terrell
9057 The Love Nest (From Musical Comedy "Mary")
(Hirsch-Harbach). Tenor-Contralto Duet.
Orch. Accomp.....Ballard-Terrell
Tired of Me (Donaldson and Clark). Tenor
Solo. Orch. Accomp.....Geo. Wilton Ballard
9058 The Love Nest (From Musical Comedy "Mary")
(Hirsch). Fox-trot.....Harry Raderman's Orch.
In Sweet September (James V. Monaco). Fox-
trot.....Green Bros. Novelty Band
9067 How We Laugh. Laughing Song. Orch. Ac-
comp.....Charles Penrose, Laughing Comedian
The Cigar Girl. Laughing Song. Orch. Accomp.,
Charles Penrose, Laughing Comedian
9068 El Capitan March (Souza),
His Majesty's Scots Guards Band
Precious March (M. Devery),
Gennett Military Band, Karl Freizicht Conducting
9071 La Paloma (Yradier)...Carlo's Mexican String Orch.
Hearts and Flowers (Tohani),
Carlo's Mexican String Orch.
9069 Way Down Barcelona Way (Jentes-Fisher).
Baritone-Tenor Duet. Orch. Accomp.,
Collins-Harlan
Tiddle Dee Winks (Handman & Kilgour). Con-
tralto. Orch. Accomp.....Flo Bert
9070 That Beautiful Land. Tenor. Violin obligato
by Franz Gerkin. Piano by Hugo Manself,
Harold Elliott
My Mother's Prayer. Tenor. Violin obligato
by Franz Gerkin. Piano by Hugo Manself,
Harold Elliott
9072 Down the Trail to Home, Sweet Home (Ernest
R. Ball). Tenor-Baritone Duet. Orch. Accomp.,
Bell-Sharpe
When Honey Sings an Old-time Song' (Carey).
Tenor-Soprano Duet. Orch. Accomp.,
Ballard-Lennox

OKEH RECORDS

- 4133 American Legion March.....Conway's Band 10
Heads Up.....Conway's Band 10
4134 Boston Commandery March.....Conway's Band 10
The Blue and Grey Patrol.....Conway's Band 10
4135 Auto Riders Frolic.....Conway's Band 10
Near Beer.....Conway's Band 10
4136 The Boy and the Birds (Characteristic),
Conway's Band 10
Aubade Printaniere (Spring Morning Serenade),
Conway's Band 10
4137 La Traviata (Part 1) (From Opera, "La Trav-
iata").....Conway's Band 10
La Traviata (Part 2) (From Opera, "La Trav-

- 4138 Kailima Waltz. Hawaiian guitar duet,
Conway's Band 10
Hilo March. Hawaiian guitar
duet,
Ferera-Franchini 10
4139 The Gossip (Polka Intermezzo). Accordion duet,
Perry-Peppino 10
Mazurka Zingano. Accordion solo.....Perry 10
4141 Kentucky Babe. Male quartet...Shannon Four
Can't Yo' Heah Me Callin' Caroline? Baritone
with orch.....Greek Evans 10
4142 Because. Tenor with orch...Harry McClaskey
Dear Heart. Tenor with orch...Carroll Shannon 10
4143 When I'm Gone You'll Soon Forget. Vocal
with orch.....Peerless Quartet 10
4144 Golden Crown. Baritone with orch.Ernest Hare
Nearer My God to Thee. Vocal quartet,
Shannon Four 10
Softly and Tenderly. Tenor-Baritone duet with
orch.....Reed Miller-Koyal Dadmun 10
4145 Cohen Talks About the Ladies. Descriptive
monologue.....Monroe Silver 10
Cohen at the Movies. Descriptive monologue,
Monroe Silver 10
4147 You and Your Smile (Make Life Worth While).
Tenor with orch.....Harvey Hindermeyer
Shadows of Love. Tenor with orch.,
Reed Miller 10
4148 I'm Waiting for Ships That Never Come In.
Baritone with orch.....Elliott Shaw 10
I'm On My Way. Male quartet with orch.,
Shannon Four 10
4149 Brazilian Chimes. Male Trio with orch.,
Crescent Trio 10
Samoa. Tenor-Baritone duet with orch.,
Carroll Shannon-Joseph Phillips 10
4150 My Dixie Rosary. Male Trio with orch.,
Sterling Trio 10
Mammy's Good-Night Lullaby. Tenor-Baritone
duet with orch.....Hart-Shaw 10
4151 Close to Your Heart (From Musical Play,
"Honey Girl"). Contralto-Baritone duet with
orch.....Helen Clark-Joseph Phillips 10
Down the Trail to Home Sweet Home. Tenor
with orch.....Henry Burr 10
4152 I'll Be With You in Apple Blossom Time.
Tenor-Soprano duet with orch...Hart-Nealson
Wishing Moon. Tenor-Baritone duet with orch.,
Carroll Shannon-Joseph Phillips 10
4153 Tia-Da-Tia-Da-Dee (That's the Melody). (From
Musical Play, "Look Who's Here"). Con-
tralto duet with orch.....McCarthy Sisters 10
You'll See the Day. (From the "Shubert Gai-
eties, 1919"). Contralto duet with orch.,
McCarthy Sisters 10
4162 The Rosary. Tenor with orch..William Rohyn
The Clang of the Forge. Baritone with orch.,
Greek Evans 10
4154 Left All Alone Again Blues. (From Musical
Play "The Night Boat"). Fox-trot,
Rega Dance Orchestra 10
Underneath the Palms. Fox-trot,
Hotel Commodore Orchestra 10
4155 Anytime, Anyday, Anywhere. Fox-trot,
Rega Dance Orchestra 10
Wigwam. Fox-trot,
Green Brothers' Novelty Band 10
4156 So This Is Paris. One-step. Saxophone Sextet,
Joe Thomas Sax-O-Tette 10
Ringtail Blues. Fox-trot. Saxophone Sextet,
Joe Thomas Sax-O-Tette 10
4157 Ole South (A Plantation Patrol),
Conway's Band 10
The Wedding of the Rose (Intermezzo),
Conway's Band 10
4158 Serenade D'Amour.....Conway's Band 10
Serenade Hongroise (French style),
Conway's Band 10
4159 Trumpeter's Carnival—March..Conway's Band 10
Windy Willie (Characteristic March),
Conway's Band 10
4160 Honolulu Bay Waltz. Hawaiian guitar duet,
Ferera-Franchini 10
Honolulu March. Hawaiian instrumental duet,
Ferera-Franchini 10
4161 "Suite," a Day in a Florida Woodland (Part 1).
Morning Scene. Whistling solo with orch.,
Sibyl Sanderson Fagan 10
"Suite," a Day in a Florida Woodland (Part 2).
"At the Mill." Whistling solo with orch.,
Sibyl Sanderson Fagan 10

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- NEW SONG HITS
10223 Chili Bean, Enie-Menie-Minie-Mo (Brown-Von
Tilzer). Comedy Song, Orch. accomp.,
Irving Kaufman
In the Blue Grass State. (Dorothy Holmes)
Baritone Solo, Orch. accomp.....Arthur Fields
10224 The Love Nest (From Musical Production,
"Mary") (Harbach-Hirsch). Tenor Solo,
Orch. accomp.....Walter Scanlan
10225 When I Looked in Your Wonderful Eyes (Os-
borne-Dunkerley). Tenor Solo, Orch. accomp.,
Walter Scanlan
Down the Trail to Home Sweet Home (Ernest
R. Ball). Tenor Solo, Orch. accomp.,
Walter Scanlan
10226 Sweetie o'Mine (Gillespie-Van Alstync). Tenor
and Baritone Duet, Orch. accomp.,
Irving and Jack Kaufman
Stop! Look! Listen! To the Music of the Band
(Brown-Von Tilzer). Novelty Song, Orch.
accomp.....Bert Harvey
10234 My Little Bimbo Down on the Bamboo Isle
(Clarke-Donaldson). Baritone Solo, Orch.
accomp.....Arthur Fields
Way Down Barcelona Way (Jentes-Fisher).
Comedy Song, Orch. accomp...Fred Hillebrand
10233 After You Get What You Want You Don't
Want It (Irving Berlin). Character Song,
Orch. accomp.....Eddie Nelson
What Cha Gonna Do When There Ain't No
Jazz? (Leslie-Wendling). Jazz Character
Song, Orch. accomp.....Eddie Nelson
10235 Sally Green. (Jerome-White). Character Song,
Orch. accomp.....Irving and Jack Kaufman
Down Around the River at the Dixie Jubilee.
(Yellen-Morris). Character Song, Orch.
Accomp.....Elizabeth Murray
10236 Mammy's Goodnight Lullaby. (Von Tilzer-
Jerome). Bass Solo, Orch. Accomp...Ernest Hare
Maybe. (Benny Davis). Baritone Solo, Orch.
Accomp.....Eddie Nelson
10237 See Old Man Moon Smile. (Al Bernard).
Negro Dialect Duet, Orch. accomp.,
Ernest Hare-Al Bernard
You're My Gal. (Al Bernard). Negro Dialect
Duet, Orch. accomp...Ernest Hare-Al Bernard
LATEST DANCE HITS
10227 Lotus Flower (Gerald Arthur). Waltz,
Sanford's Famous Dance Orch.
Kamel-Land. (Gold-Ribaud-Messinger). Fox-
trot.....Green Brothers' Novelty Band

- 10228 The Moan. (James L. Shearer). Fox-trot,
Green Brothers' Novelty Band
Daddy, You've Been a Mother to Me. (Fred
Fisher). Waltz...Sanford's Famous Dance Orch.
10229 Sunshine Girl. (Lada-Nunez-Cawley). Fox-trot,
Louisiana Five
B-Hap-E. (Lada-Nunez-Burger). One-step,
Louisiana Five
10238 Gra-Na-Da. (Norman Spencer). Fox-trot,
Plantation Jazz Orch.
Just Like the House That Jack Built. Intro-
ducing "Cindy," from "Cinderella on Broad-
way" (Bert Grant). Fox-trot...Merry Melody Men
10239 In Old Manila. (Mary Earl). Fox-trot,
Plantation Jazz Orch.
Laughing Vamp. (Associated Music Writers of
America). Fox-trot, with Laughing Chorus,
Plantation Jazz Orch.
10240 Murder. (Byron Gay). One-step With Words,
Plantation Jazz Orch.
I Love You Sunday. (Byrne-Straight). Fox-trot,
Rudy Wiedoeft's Palace Trio
10241 Town Topic Rag. (Lada-Spencer). One-step,
Louisiana Five
I'll Get Him Yet. (Lada-Williams). Fox-trot,
Louisiana Five
10242 Whispering. (John Schonberger). Fox-trot,
Van Eps Specialty Four
(Van Eps-Banta-Green-Glantz)
Yo San. (Jean Hazard). One-step,
Van Eps Specialty Four
(Van Eps-Banta-Green-Glantz)

BRUNSWICK RECORDS

SIXTH RELEASE
CONCERT SONGS

- 10018 Your Eyes Have Told Me So (O'Hara). Tenor,
with Orch.....Mario Chamlee
35000 On the Road to Mandalay (Kipling-Speaks).
Baritone, with Orch.....Richard Bonelli
Tim Rooney's at the Fightin' (Flynn). Bar-
itone, with Orch.....Richard Bonelli
5020 Kiss Me Again (from "Mlle. Modiste") (Victor
Herbert. Soprano, with Orch.....Irene Williams
Oh Promise Me (from "Robin Hood") (Reginald
de Koven). Contralto, with Orch. Elizabeth Lennox
POPULAR VOCAL
2044 The Love Nest (from Musical Comedy "Mary")..
(Barhack-Hirsch). Soprano and Tenor, with
Orch.....Irene Audrey-James Sheridan
The Love Boat (from "Ziegfeld Follies") (Gene
Buck-Victor Herbert). Tenor, with Orch.,
James Sheridan
2045 My Little Bimbo on Bamboo Isle (Clark-Don-
aldson). Baritone, with Orch.....Ernest Hare
Why Don't You Drive My Blues Away? (Davis-
Papa). Tenor, with Orch.....Al Bernard
DANCE MUSIC
2043 Sweet September (Monaco)—Fox-trot,
Green Bros. Novelty Band
Ev'rybody Calls Me Honey (Lyons-Straight-
Wenrich)—One-step...Green Bros. Novelty Band
5021 Kismet (Herschel Henlere)—Fox-trot,
Isham Jones Rainbo Orchestra
Happy (Hugo Frey)—One-step,
Isham Jones Rainbo Orchestra
2049 Whispering (Intro: "Behind Your Silken Veil")
(Schonberger).....Vernon Trio
My Midnight Frolic Girl (Intro: "Why Didn't
You Leave Me Years Ago?") (from "Ziegfeld
Follies of 1920") (Black-Gottler)..Vernon Trio

PARAMOUNT RECORDS

- 33065 Hilo March. Hawaiian Guitars...Ferera-Franchini
Honolulu Bay. Hawaiian Guitars..Ferera-Franchini
33066 Stradelli Overture. Accordion Solo.....Frasini
Light Cavalry Overture. Accordion Solo...Frasini
20019 Hold Me. Fox-trot.....Selvins Novelty Orch.
Cuban Moon. For Dancing...Newport Society Orch.
26020 Love Nest. Fox-trot.....Newport Society Orch.
Let the Rest of the World Go By (Intro. "Who'll
Take the Place of Mary?"). Waltz,
Newport Society Orch.
20021 Manyana. Fox-trot.....All Star Trio
Somebody. One-step.....All Star Trio
20022 Sweetheart, Do You Remember? Vocal Solo,
Billy Jones
Tell Me, Little Gypsy. Vocal Solo.....Billy Jones
20023 Don't Take Away Those Blues. Comedian,
With Orch.....Flo Bert
Whistle and I'll Come to Meet You. Comedian,
With Orch.....Flo Bert
50023 My Wild Irish Rose. Tenor Solo...Ernest Davis
Mother Machree. Tenor Solo.....Ernest Davis

JUST A REMINDER!

Members of the trade who have learned to roll out of their blankets in the morning in answer to a top sergeant's raucous shout will appreciate the following story of army life:

He was a very young officer, who looked as if he should still be wearing knee breeches.

One day, when his company was up for inspection at the training-camp, one of the men remarked in a tone of deep sarcasm, "And a little child shall lead them."

"The man who said that, step forward," was the immediate command. The entire company stepped out and repeated the quotation.

The lieutenant looked up and down the line. "Dismissed," he announced shortly.

The men thought they had gotten the better of him, but not for long, for that night at retreat when the orders for the following day were read, they heard: "There will be a twenty-five mile hike to-morrow with full equipment, and a little child shall lead them—on a damned good horse."

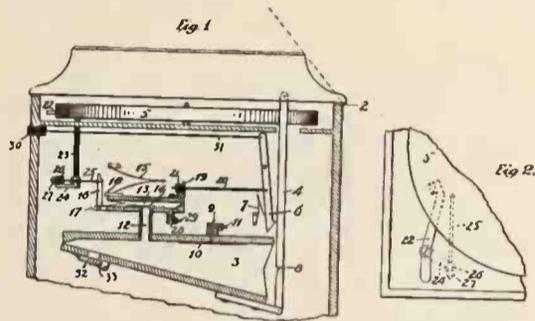
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., September 7.—Phonograph Cabinet. Frank C. White, Meriden, Conn. Patent No. 1,347,067.

This invention relates to improvements in cabinets for talking machines or phonographs and the object is to provide means for automatically closing the cabinet when, or just before, the machine begins to play. Heretofore, it has been necessary for the operator, after placing a new record on the turntable and starting the machine, to close down the cover by hand. Because this is a bothersome detail, it is often neglected. By this invention, this closing is automatically effected at the beginning of the playing of each record.

In the accompanying drawings:

Figure 1 conventionally shows the upper part of a talking machine cabinet, the same being shown partly in section and partly in elevation



and representing therein only such parts as are essential to a clear understanding of the invention. Fig. 2 is a plan view of a detail, namely the brake illustrating a small portion of the turntable and one corner of the cabinet.

Talking Machine Needle. Frank W. Williams, Chicago, Ill. Patent No. 1,344,839.

This invention relates to an improved form of a talking machine needle or stylus member formed to permit either end of the needle thereof to be used as the playing point by simply reversing the needle tubing through which the needle member longitudinally projects.

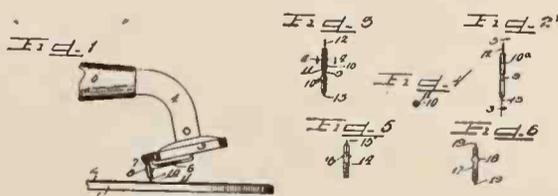
It is an object of this invention to construct a phonograph playing needle both ends of which are adapted to be used as playing points.

It is furthermore an object of this invention to provide a needle tubing through which projects a needle having one of its extending ends longer than the other and further adapted to utilize either projecting end as the playing point.

It is an important object of this invention to provide a talking machine needle member of simple construction wherein a grooved, longitudinally passaged supporting member has a needle projecting through said passage to permit either end of the needle to be used as the playing point.

Other and further important objects of this invention will be apparent from the disclosures in the drawings:

Figure 1 is a fragmentary side elevational view of the reproducing mechanisms of a phonograph the stylus bar of which supports a stylus or needle member embodying the principles of this

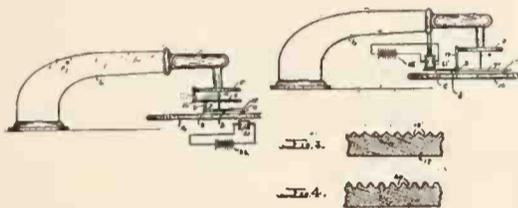


invention. Fig. 2 is a plan view of the phonograph needle member. Fig. 3 is a section taken on line 3—3 of Fig. 2, with the needle proper shown in elevation. Fig. 4 is a section taken on line 4—4 of Fig. 3. Fig. 5 is a section similar to that shown in Fig. 3, of a modified form of the device. Fig. 6 is a longitudinal section of another modified form of the needle member.

Phonograph Attachment. Ralph W. Morrison, Omaha, Neb., assignor to the Cathedral Phonograph Co., same place. Patent No. 1,344,186.

This invention relates to a phonograph attachment, and has for its object to provide means to normally maintain the stylus within the spiral groove of the disc during operation or rotation of the disc, this being of great utility in instances where the disc is disposed inclinedly.

Figure 1 is a view in side elevation of certain operating parts of a phonograph with the attachment applied. Fig. 2 is a view similar to



that shown in Fig. 1, being a modified form of the invention. Figs. 3 and 4 are broken away, sectional views on an enlarged scale illustrating forms in cross-section of spiral grooves of discs.

Talking Machine. Victor H. Emerson, New York, assignor to Emerson Phonograph Co., Inc. Patent No. 1,345,756.

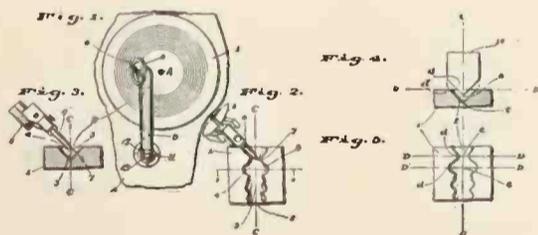
This invention relates to talking machines and has for an object to provide improved means for reproducing sounds from record grooves.

Another object of the invention is to provide means for supporting the reproducing needle of a sound box in such manner relative to a record groove that a side wall of the groove may be brought into play to vibrate the needle or other similarly acting point in reproducing sounds.

A further object of the invention is to provide means for so holding a needle in reproducing from sound record grooves that it may if desired be applied interchangeably to either wall of a record groove with which it operates, so as to prolong the period of usefulness of a record.

A further object of the invention is to provide a talking machine in which the reproducing point may be made to vibrate laterally in connection with sound records having the so-called vertically undulatory groove, the same as when employed with a laterally undulating groove.

Figure 1 is a partial plan of a talking machine showing a disc record and a sound box held in



position to operate therewith. Fig. 2 is an enlarged partial view of a record having a stylus point entering the groove thereof as shown in Fig. 1. Fig. 3 is a sectional view on line 3—3 of Fig. 2; and Figs. 4 and 5 are similar views of the record shown in Figs. 3 and 2, respectively, with explanatory lines, and with the reproducing needle replaced by a recording stylus in Fig. 4.

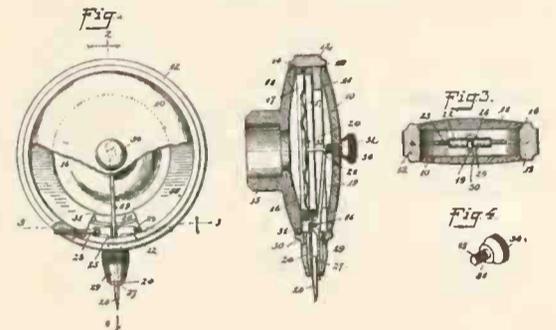
Sound-Box for Phonographs. Agostino Bogati and Louis Aronne, New York. Patent No. 1,346,685.

This invention relates to talking or sound reproducing machines and has particular reference to sound boxes thereof.

Among the objects of the invention is to improve the general construction of sound boxes with respect to the front and rear walls thereof, and the means for connecting the periphery of one wall to that of the other.

Another object of the invention is to provide an improved stylus bar with respect to the manner of supporting it in or upon the sound box, the means for securing a needle therein or thereto, and means co-operating with the stylus bar for varying the volume or timbre of the tone produced by the machine.

Figure 1 is a partial front elevation of an improved sound box, parts being broken away



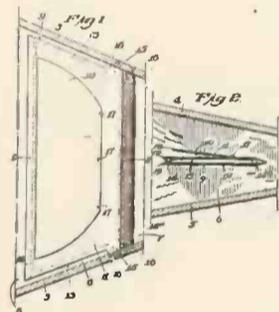
to disclose details of construction. Fig. 2 is a vertical transverse section on the line 2—2 of Fig. 1. Fig. 3 is a horizontal section on the line 3—3 of Fig. 1; and Fig. 4 is a detail perspective view of the sound regulator.

Sound Amplifying Device. Thomas H. Grigg, Philadelphia, Pa. Patent No. 1,346,491.

This invention relates to improvements in sound amplifying devices and aims to provide a novel, simple and highly efficient device for amplifying sound waves and for enriching the tone thereof. The invention is particularly

adapted for use in the sound passages leading from the reproducers of phonographs where it has a marked effect in amplifying and enriching the sound waves.

In the accompanying drawings illustrating this invention Figure 1 is a longitudinal



section through a wall forming a sound passage showing a face view of a sound amplifying device embodying the invention associated therewith. Fig. 2 is a longitudinal section through the parts shown in Fig. 1, on line 2—2 thereof.

Turndtable for Phonographs. Joseph C. Merriam, Meriden, Conn., assignor to J. G. Merriam Co., same place. Patent No. 1,347,113.

This invention is a turndtable for phonographs and relates to improvements in such devices, with a view to overcoming defects well known to those skilled in the art.

With the foregoing considerations in mind, the object of the present invention is to provide a turndtable embodying the usual cast plate with the circumferential flange, but having associated therewith an additional flange positioned interior of the circumferential flange, which additional flange is adapted to receive the blows transmitted during the peening operation, and provides a sufficient mass of metal to maintain the casting in the position into which it is forced during this operation. Said additional flange may also serve as a braking flange when employed with machines adapted to brake the turndtable from the under side thereof.

A further object of the invention is to form the body of the turndtable from a plurality of bands or ribs with intervening interstices, which bands or ribs are so placed that, when the turndtable is cast from its center, the flow of molten metal to all parts of the mold may be speedily accomplished because of the particular placement of the ribs and their intersections whereby blow-holes or other defects in the casting will be obviated. In this manner, a very light,

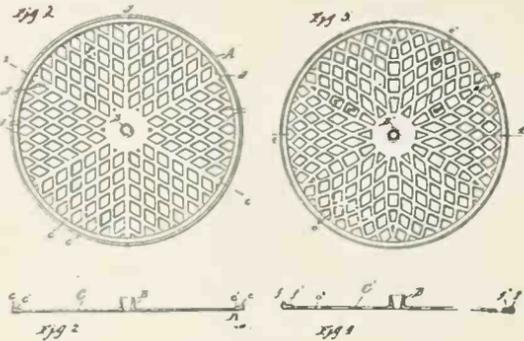
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yet strong and rigid, turntable is produced, with a great saving of metal and the obviating of the necessity of using relatively high power motors for the operation of the phonograph with which the turntable is associated.

In the accompanying drawings are illustrated different practical embodiments of the invention, but the constructions therein shown are to be understood as illustrative only, and not as defining the limits of the invention.

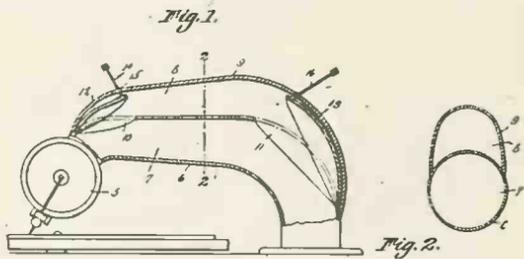
Figure 1 is an underneath plan of the preferred form of turntable constructed in accordance with the present invention. Fig. 2 is a



section on the line 2—2 thereof. Fig. 3 is a view similar to that of Fig. 1, but showing a slightly modified form of the invention, and Fig. 4 is a section on line 4—4 of Fig. 3.

Tone Arm for Talking Machines. Erle H. Hand, Baltimore, Md. Patent No. 1,345,487.

This invention relates to talking machine tone arms, and its object is to provide the same with an auxiliary sound passageway in communication with the main sound passageway, and a means for closing said auxiliary passageway to prevent the escape thereinto of the sound waves



passing through the main passageway, whereby it is made possible to vary the tones issuing from the machine.

In the drawing, Figure 1 is an elevation of the invention, partly in section, and Fig. 2 is a cross-section on the line 2—2 of Fig. 1.

Phonograph Sound Box. Charles H. Shaw, Babylon, N. Y. Patent No. 1,347,059.

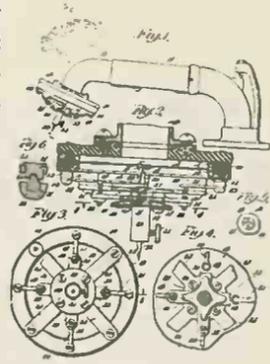
As is well known, phonographic records are of two general classes,—one known as "hill-and-dale," in which the undulations of the sound record are perpendicular to the surface, and the other known as "lateral cut," in which the undulations are parallel to the surface, or transverse to the groove. As a result, reproducers (or "sound boxes," as they are frequently called) designed for one type of record are not inherently adapted for use with the other type, and accordingly numerous attempts have been made to provide a sound box which by suitable adjustment can be used with both types. So far as is understood, the prior devices for the purpose have all involved shifting or turning the sound box itself, or shifting the needle to a different holder, or using a special type of needle. Such expedients are inconvenient, how-

ever, and in consequence none of them has come into very extensive use. Consequently, the object of the present invention is to provide a sound box or reproducer which will play either type of record without change or adjustment of any kind whatsoever.

In carrying out this invention in the preferred manner a diaphragm and diaphragm chamber have been provided as usual, and on the edge of the latter two spring sound arms are mounted, preferably at right angles to each other, extending into engagement with the diaphragm at the center of the latter, and diametrically opposite to these are provided two shorter spring arms which do not engage the diaphragm. Below these four arms is mounted on the chamber a rigid member or carrier, in which the needle-holder is spring-supported. The needle-holder is suitably connected to the four spring arms, so that it is supported partly by the latter and partly by the rigid carrier. In use the device is arranged with the diaphragm downward and slightly inclined, and with one sound arm radial to the disc-record or parallel to the axis of a cylindrical record. The other sound arm is therefore in a vertical plane which is practically tangent to the record groove. Then with a lateral record the first sound arm actuates the diaphragm, whereas with a hill-and-dale record the second or tangent arm actuates the diaphragm.

The embodiment above outlined is illustrated in the accompanying drawing, in which—

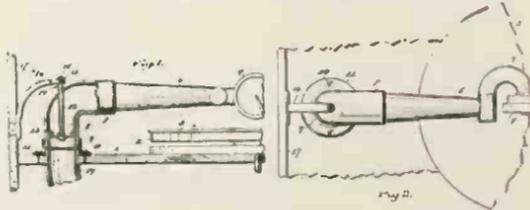
Figure 1 is a side view of the sound box, attached to the tone arm of a phonograph or talking machine, and arranged in position for playing. In dotted lines the sound box is shown turned up to a convenient position for changing the needle. Fig. 2 is a cross section of the sound box on a larger scale, taken on a plane indicated substantially by the line 2 of Fig. 3. Fig. 3 is a bottom plan view of the sound box. Fig. 4 is a fragmentary horizontal section on line 4—4 of Fig. 2. Fig. 5 is a fragmentary bottom plan view of the central portion of the diaphragm, illustrating the button with which the sound arms engage. Fig. 6 is a detail sectional view.



Tone Arm for Talking Machines. Thomas H. Reed, Newark, N. J. Patent No. 1,346,254.

This invention relates to tone arms for talking machines, and the object of this invention is to provide in a talking machine an improved support of mounting for a swinging sound-box or tone arm.

While the preferred form of the invention is illustrated in the accompanying drawings, yet



it is to be understood that minor changes may be made without departing from the scope thereof.

In the drawings:

Figure 1 represents a fragmentary side elevation, partly in section, of a talking machine, constructed in accordance with the invention, and Fig. 2 represents a fragmentary plan view of the same.

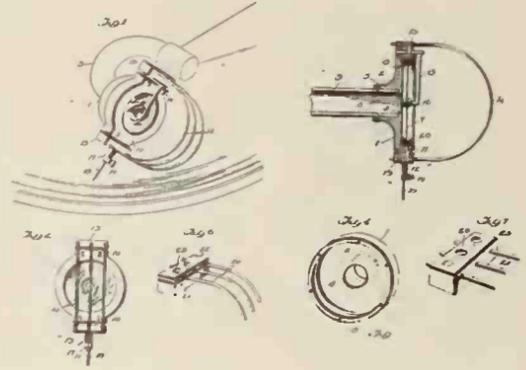
Reproducer for Talking Machines. John W. Kaufmann, Baltimore, Md. Patent No. 1,347,813.

This invention is an improvement in reproducers for talking machines, and its object is to provide a new and improved connection between the needle and the diaphragm controlling lever, which will eliminate the usual

rigidity between these parts, substituting a resilient connection.

In the drawings:

Figure 1 is a perspective view of the improved reproducer; Fig. 2 is a front view; Fig. 3 is a



vertical section; Fig. 4 is a perspective view of the reproducer case; Fig. 5 is a partial perspective view of a section of the inner gasket; Figs. 6 and 7 are perspective views showing modified methods of clamping the springs to the case of the talking machine.

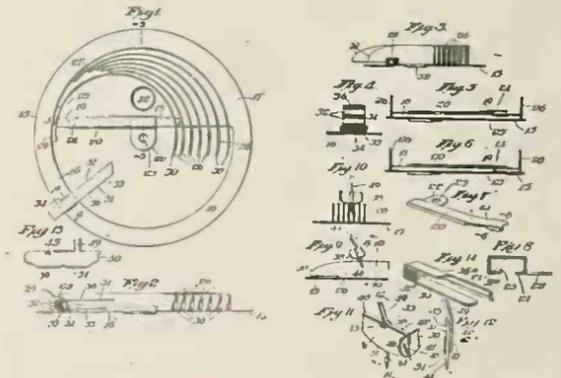
Repeating Device for Talking Machines. George F. Voith, Philadelphia, Pa. Patent No. 1,349,240.

This invention relates to repeating devices of the general type covered in United States Patent No. 1,248,041, dated November 27, 1917.

One object of the present invention is to provide an improved repeating device of the above type which can be quickly and cheaply manufactured and which will be of a simplified construction.

Another object is to so construct the present invention that reproducing needles of any of the well-known types can be used in connection therewith.

Figure 1 is a top plan view of a repeating device constructed in accordance with the invention. Fig. 2 is a front elevation of Fig. 1. Fig. 3 is a section taken on the line 3—3 of Fig. 1. Fig. 4 is a section taken on the line 4—4 of Fig. 1. Fig. 5 is a section taken on the line 5—5 of Fig. 1. Fig. 6 is a section of similar nature to that shown in Fig. 5 showing the coupling member having been moved into a position to permit adjustment of the device to suit records of various sizes. Fig. 7 is a perspective view



of the improved coupling member. Fig. 8 is an enlarged section through the coupling member and taken on the line 8—8 of Fig. 7. Fig. 9 is a fragmentary sectional elevation showing a portion of the invention. Fig. 10 is a transverse section taken on the line 10—10 of Fig. 9. Fig. 11 is a perspective view showing needle holding and guiding portions of the invention. Fig. 12 is a section taken on the line 12—12 of Fig. 11. Fig. 13 is a developed view of the needle holding and guiding means showing how the same is cut or stamped from a piece of sheet spring steel, and Fig. 14 is a perspective view showing a modified form of needle holding or checking means which forms a part of the invention.

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 Calls for Increase of 20 and 25 Per Cent

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Watch for Paramount in the Saturday Evening Post



STYLE XXX
Mahogany, Golden Oak, Fumed Oak

October 2nd the big, new drive for building up Paramount sales will get under way in the Saturday Evening Post.

Every four weeks a Paramount advertisement will run in the Post—something different, advertisements that sparkle with originality; the kind that will get attention and gain distinction for the Paramount line and for those merchants who handle Paramount products.

Watch for Paramount Post ads and ask about the complete co-operative plan we have put into operation to help Paramount dealers cash in on this national advertising.



STYLE XV
Mahogany,
Golden Oak, Fumed Oak

REG. U.S. PAT. OFF.

Paramount

Talking Machines & Records

October Releases of Paramount Records

- | | | |
|-------|---|----------------------------|
| 33065 | { Hilo March. Hawaiian Guitars..... | Ferera and Franchine |
| | { Honolulu Bay. Hawaiian Guitars..... | Ferera and Franchine |
| 33066 | { Stradelle Overture. Accordion Solo..... | Frosini |
| | { Light Cavalry Overture. Accordion Solo..... | Frosini |
| 20019 | { Hold Me. Fox Trot..... | Selvin's Novelty Orchestra |
| | { Cuban Moon. For Dancing..... | Newport Society Orchestra |
| 20020 | { Love Nest. Fox Trot..... | Newport Society Orchestra |
| | { Let the Rest of the World Go By. (Intro.: "Who'll Take the Place of Mary?") Waltz | Newport Society Orchestra |
| 20021 | { Manyana. Fox Trot..... | All Star Trio |
| | { Somebody. One Step..... | All Star Trio |
| 20022 | { Sweetheart, Do You Remember? Vocal Solo..... | Billy Jones |
| | { Tell Me, Little Gypsy. Vocal Solo..... | Billy Jones |
| 20023 | { Don't Take Away Those Blues. Comedian with Orchestra..... | Flo Bert |
| | { Whistle and I'll Come to Meet You. Comedian with Orchestra..... | Flo Bert |
| 50023 | { My Wild Irish Rose. Tenor Solo..... | Ernest Davis |
| | { Mother Machree. Tenor Solo..... | Ernest Davis |



STYLE X
Mahogany, Golden Oak,
Fumed Oak

Paramount Distributors

- | | | |
|---|---|--|
| <p>SHIPLEY-MASSINGHAM CO., Pittsburgh, Pa. For Western Penn. and West Virginia.</p> <p>JOERNS BROS. MFG. CO., St. Paul, Minn. For Minn., So. Dak., No. Dak. and Eastern Montana.</p> <p>E. R. GODFREY & SONS CO., Milwaukee, Wis. For Iowa, Illinois, Michigan, Indiana and Wisconsin.</p> <p>WILSON FURNITURE CO., Louisville, Ky. For Kentucky, Tennessee and Alabama.</p> <p>THE OHIO PARAMOUNT CO., 6101 Euclid Ave., Cleveland, O. For Ohio.</p> | <p>RICHMOND HARDWARE CO., Richmond, Va. For Virginia.</p> <p>WITTE HARDWARE CO., St. Louis, Mo. For Missouri.</p> <p>P. C. DOERR CO., New Orleans, La. For Mississippi and Louisiana.</p> <p>COX & SIMPKINS, Southern Paramount Co., Atlanta, Ga. For Georgia, No. Carolina and So. Carolina.</p> <p>PEDEN IRON & STEEL CO., Houston, Texas. For Texas.</p> | <p>OKLAHOMA PHONOGRAPH CO., Oklahoma City, Okla. For Oklahoma.</p> <p>A. J. HARWI HARDWARE CO., Atchison, Kans. For Kansas.</p> <p>BRANDON & TURNER, Little Rock, Ark. For Arkansas.</p> <p>H. D. TAYLOR CO., Buffalo, N. Y., For West New York.</p> <p>O'MEARA-GREEN MOTOR CO., Denver, Colo. For Colorado, Wyoming, New Mexico, Utah, Arizona, Eastern Nevada, Southern Idaho.</p> |
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The Paramount Co. : Port Washington, Wis.

Edison Message No. 80

Six months ago we made the statement that, the prices of Edison phonographs, in spite of the enormous increases in the cost of raw materials used in their manufacture, had increased only 15%, including war tax, since 1914.

Raw material costs have advanced still further, yet the prices of Edison phonographs, to-day, remain unchanged.

We are absorbing the increases in order to stabilize the Edison phonograph business.

“Edison Stood and is Standing the Gaff”

THOMAS A. EDISON, Inc.
Orange, New Jersey

JOBBER OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Denver Dry Goods Co.

CONNECTICUT
New Haven — Pardee-Ellenberger Co., Inc.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago — The Phonograph Co. James I. Lyons (Amberola only).

INDIANA
Indianapolis—Kipp Phonograph Co.

IOWA
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Iver Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit

MINNESOTA
Minneapolis—Laurence H. Lucker

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan.
Syracuse—Frank E. Belway & Son, Inc. W. D. Andrews Co. (Amberola only).

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).
Calgary—R. S. Williams & Sons Co., Ltd.