

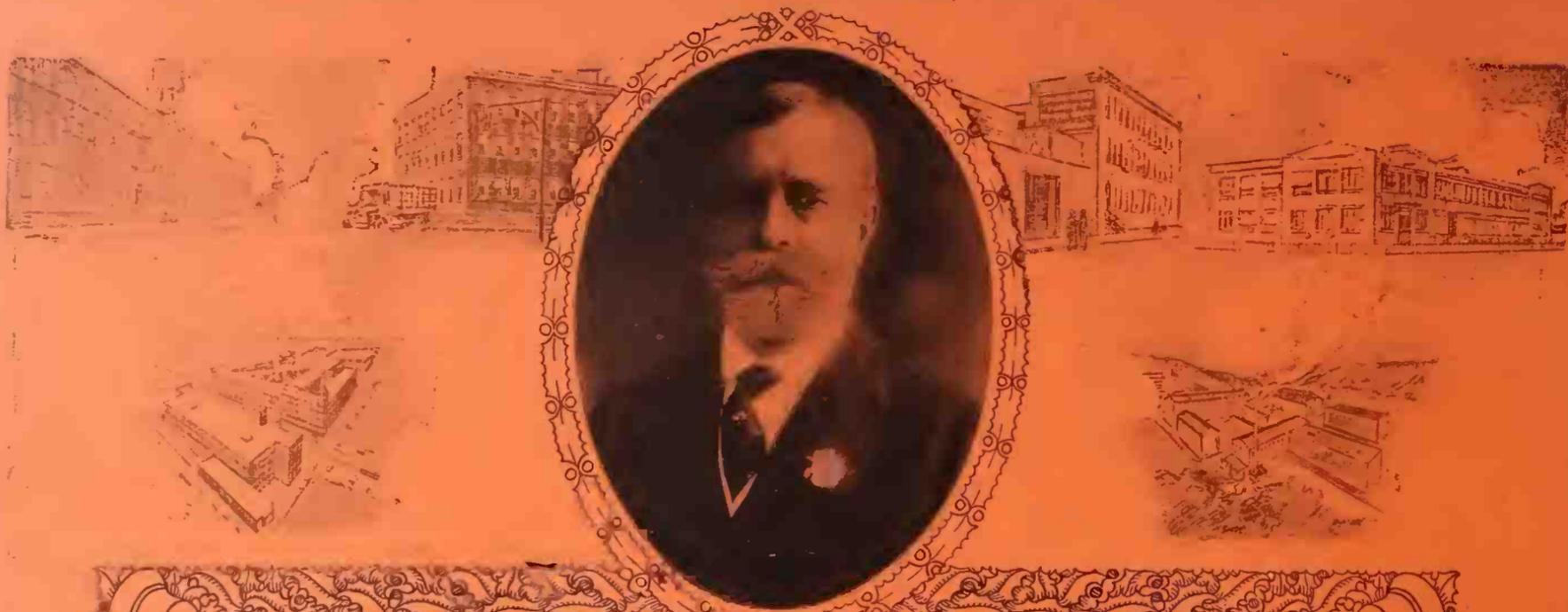
The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

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



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



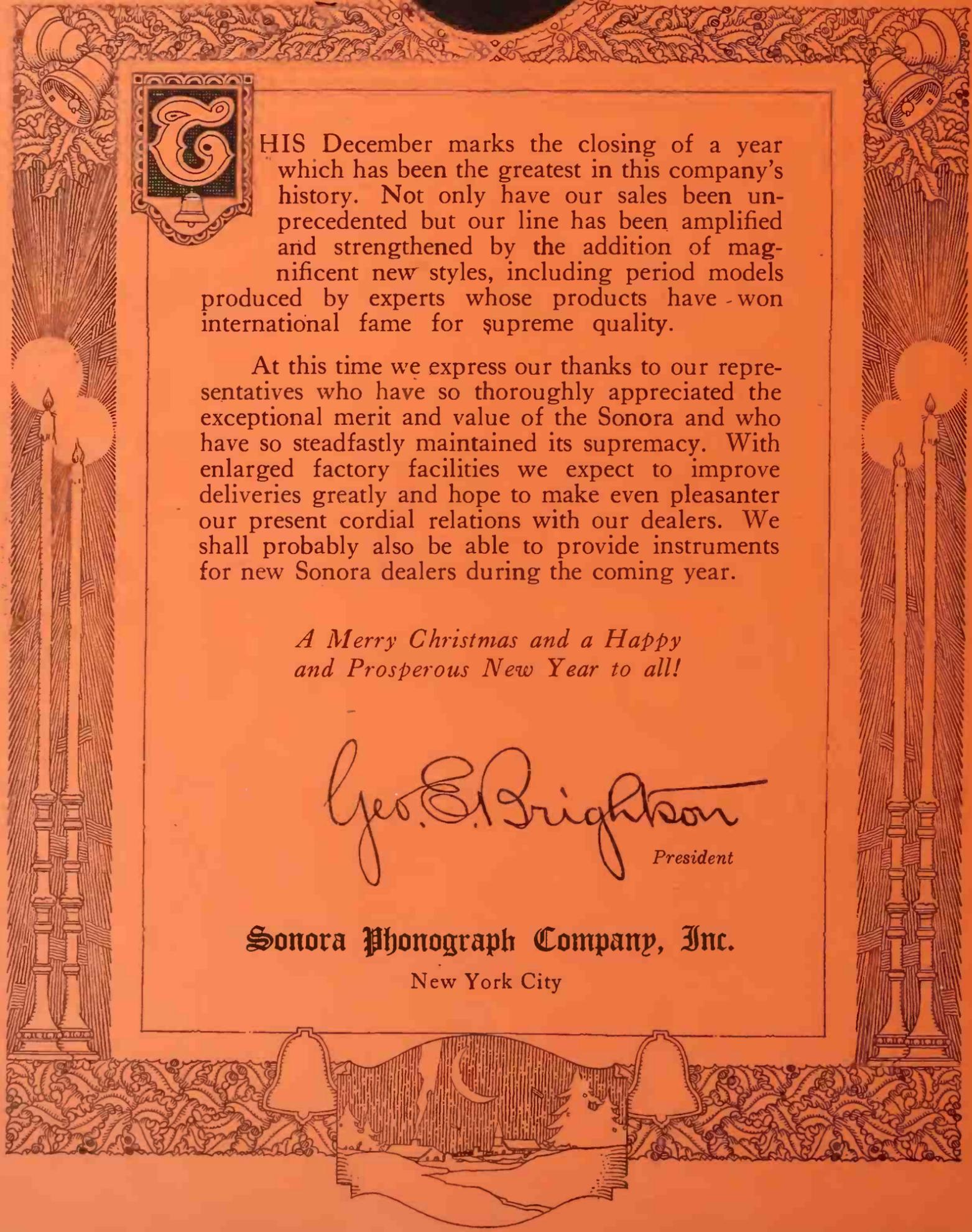
HIS December marks the closing of a year which has been the greatest in this company's history. Not only have our sales been unprecedented but our line has been amplified and strengthened by the addition of magnificent new styles, including period models produced by experts whose products have won international fame for supreme quality.

At this time we express our thanks to our representatives who have so thoroughly appreciated the exceptional merit and value of the Sonora and who have so steadfastly maintained its supremacy. With enlarged factory facilities we expect to improve deliveries greatly and hope to make even pleasanter our present cordial relations with our dealers. We shall probably also be able to provide instruments for new Sonora dealers during the coming year.

*A Merry Christmas and a Happy
and Prosperous New Year to all!*

Geo. E. Brighton
President

Sonora Phonograph Company, Inc.
New York City



The Talking Machine World

Vol. 16. No. 12

New York, December 15, 1920

Price Twenty-five Cents

WHY NOVEMBER 27 IS FAMOUS

It Marks the Birth Some Forty-three Years Ago of the Discovery of the Principle of the Phonograph by Thomas A. Edison—Historical Event

November 27 stands out as a day of special significance in the talking machine industry, for it was forty-three years ago—to be exact, November 27, 1877—that Thomas A. Edison announced to the world the discovery of the principle of the phonograph. In that year Mr. Edison, while experimenting with regard to reproducing a message sent out by the Morse system into a diaphragm with a stylus attached, noticed that the stylus moved with force enough to prick his finger. Right there was the germ idea of the phonograph. Subsequent developments of this idea are now history.

E. E. SMITH WITH COMPTON-PRICE

Was Formerly General Sales Agent for the United Phonographs Corp., of Sheboygan

SHEBOYGAN, Wis., December 4.—Ernest E. Smith, for the past two years general sales agent for the United Phonographs Corp., makers of the Puritan phonograph, has resigned his position and has joined the organization of the Compton-Price Co., Coshocton, O. Mr. Smith has been connected with large music houses in Cincinnati, St. Louis and other cities and is well known to the trade. Nine years ago he organized the Smith & Hurst Music Co., of Grand Rapids and Kalamazoo, Mich., and sold the Puritan in his own stores.

Gibbons & Owens, Brooklyn, N. Y., have taken over the store of the Rannah Co., 10 Fourth avenue, Brooklyn, N. Y., and will continue it as an exclusively Victor shop.

PHOTOGRAPH SENT BY WIRE FROM ST. LOUIS TO NEW YORK

Talking Machine Record Basic Factor in Remarkable Invention of French Scientist—Grooves in Record Control Light Beam Which Makes Transmission and Reproduction Possible

A remarkable feat was accomplished on November 14 in New York when a photograph was sent by wire from St. Louis to the New York office of the St. Louis Post Dispatch and was received in the office of the New York World and reproduced in excellent condition. The photograph was sent by the new apparatus invented by Edouard Belin, the French inventor, and was made possible by the application of the principle of the talking machine record. According to the description of the process, the picture to be sent is turned into a talking machine record and the depressions in the record govern the electric current which controls the ray of light which makes the reproduction of the picture possible. Just how the picture is first made into a record is not disclosed, as this is one of the secrets of the process.

In working on his invention, M. Belin decided that a photograph—which can be produced only by light—could be reproduced only by the same means. In other words, the result at the receiving end of the line must be an actual photograph. That is the secret of his invention. This has been aptly described as the translation of a phonograph record into terms of light. The photograph to be sent is first turned into a phonograph record. The needle of the phonograph traverses every minutest part of this record, and the diaphragm of the microphone to which it is attached transmits over the wire a current that varies with the surface over which the needle travels. It does not matter how long the wire may be nor how far distant the receiving apparatus, the variations of the current arrive unchanged at the far end.

At the receiving point the current moves a

MUSIC AIDS IN SCHOOL WORK

Delaware Teachers Find Talking Machine Increases Efficiency and Discipline

That the educational scope of the talking machine is broadening was demonstrated in tests recently made before prominent educators by teachers of a Delaware school in which a large number of backward pupils had failed to pass in their studies.

The ready response of the pupils to the rhythm of the music of the school talking machine as an aid to greater mental activity was noticeably impressive. It was proved that in reading, physical drills and even the study of geography and history the children showed increased desire to learn when the music of the talking machine was inspiring them. It clarified and refreshed the mind of the pupils and put them in a receptive mood.

Also a help towards maintaining discipline, such as in entering the school buildings in the morning or at recess, music was of great importance. The orderly filing in of the pupils to the music of a march was a pleasing contrast to the disorganized rushing in to their work previously encountered.

NEW PITTSBURGH CORPORATION

The Salvee Reproducer Co., Pittsburgh, Pa., has been incorporated to do business in talking machines. The capital of the new company is \$50,000 and the incorporators are F. Centrobi, Grafton; L. Salvi and A. Segreto, Ingram.

OPENS NEW MUSIC DEPARTMENT

The Hoover-Rowlands Furniture Co., Columbus, Ind., in response to its growing music business, has opened a special department in the store at Sixth and Washington streets.

tiny silver mirror which quivers in time with the vibrations of the diaphragm on the sending phonograph. The quiverings of this mirror send a ray of light flickering back and forth through a small glass screen, graduated from opacity to transparency and therefore allowing the light to pass in varying degrees of intensity. This varying ray is concentrated by a special lens so that no matter on what point of the lens it strikes its focus is always just inside an almost microscopic hole in the light-proof case in which is the sensitized paper or film, on a rapidly revolving cylinder.

The effect of this is to expose the sensitized surface to a ray of light which, as the cylinder revolves rapidly and progresses slowly along the line of its axis, traces a spiral line around it until all its surface has been covered. The coils of the spiral are so close together that it takes a powerful magnifying glass to separate them. Thus the picture gradually grows, with all its lights and shades, on the sensitized paper as this revolves within its dark case.

The wide possibilities of this invention when it shall be applied practically to the work of the world are almost obvious. What would not the newspapers of Boston and Chicago and St. Louis and San Francisco, for instance, have given if such photographs of the Wall Street bomb explosion as appeared in The Evening World that afternoon could have been transmitted to them simultaneously with the telegraphed news of that startling event!

With slight changes in detail even moving pictures might be sent across the Continent, for the apparatus can be made in any size to transmit any form of photograph.

RATING SYSTEM FOR EMPLOYEES

The Effort of a New York Establishment to Determine the Value of the Services of Employees Will Be Followed With Interest

In an endeavor to get as good "a line" on its employes as possible one of the department stores is subjecting them to an interesting rating system. The rating chart is divided into four parts—quality, quantity, experience and co-operation—and each division has a maximum credit of 25 per cent.

One of the most complicated ratings is that of quality. This division of the chart is itself divided into four parts with maximum ratings as follows: Thoroughness and accuracy, 10 per cent; neatness in work and appearance, 5 per cent; courtesy, 5 per cent, and initiative, 5 per cent. At the head of the part of the chart devoted to quantity, which has five subdivisions, is this note to guide the person doing the rating: "Indicate in one column hereunder your estimate of employe's ability to accomplish the proper amount of work, considering the conditions and duties of the month." In this division the ratings are 25 per cent for maximum, or perfect, 20 per cent for excellent, 15 per cent for good, 10 per cent for fair and 5 per cent for poor.

Under experience and co-operation there are two divisions each. In the former the maximum rating for knowledge of merchandise and general store system, if a salesperson, or of non-selling duties if that type of employe, is 20 per cent. Five per cent is given for adaptability for service in other departments. Under co-operation 10 per cent is given for willingness and 15 per cent for work and attendance.

For each employe rated the total percentage is set down in a column at the extreme right of the chart. Four persons are required to rate each employe, in order to insure against any possibility of unfairness. When the rating is completed executives of the store feel that they will have no difficulty in giving honor "where honor is due."

COURTLAND B. SHAW'S NEW POST

Well-known Talking Machine Man Appointed Manager of the Eastern Division of the Manufacturers' Display Service Corp.

Courtland B. Shaw, formerly manager of the Dealer Service department of the Columbia Graphophone Co. and more recently merchandise man of that concern, has resigned to assume the managership of the Eastern division of the Manufacturers' Display Service Corp., of Chicago, with offices at 71 West Twenty-third street, New York.

Mr. Shaw started with the Columbia Co. in 1907 and during the past thirteen years has occupied many different positions in the local organization with creditable success.

Friends and associates of Mr. Shaw in the talking machine business join hands in wishing him success in his new enterprise.

REMINGTON OFFICES ARE ENLARGED

Space in Broadway Offices Doubled and Company Now Has Six Windows on Street

During the past month it was deemed necessary to increase the office space of the Remington Phonograph Corp., and the additional offices obtained make a total of six large windows on Broadway. These windows will be suitably engrossed, as the traffic is very heavy in the vicinity. The natural increase in the business, owing to the demand of the dealers for this product, since the receipt of the sample instruments, necessitated the addition.

What Is the Sales Value, the Actual Money Value, of the Retail Store Window

By Joseph Ellner
Director Dealers Service Department,
Einson Litho., Inc.

Whether the talking machine industry is approaching a period of "normalcy" after enjoying to the full a muchly overbought market, the signs seem to be that before the trade pendulum does finally behave itself it will have to swing to a buyer's market—for a while.

In other words, business diagnosticians and prophets are predicting that we are on the outskirts of a year of intensive selling and keen competition, with the heaviest burden on the shoulders of the retailer.

The progressive retail merchant who is looking ahead and laying his plans to accord with trade conditions must, therefore, prepare for intensive cultivation of his own immediate field. He cannot afford to stray all over the lot, but must get his full quota of sales from his own community through concentrated effort on sales economically made.

In formulating his campaign to sell more and at the same time reduce his cost of selling the live phonograph dealer is going to utilize to the limit every possible medium that can help him get the people, impress them and sell them. Instead of tranquilly casting his line in the local streams for the stray fish, the really progressive dealer will get up early and stay late industrially whipping the advertising waters without let-up to rout out every sale hidden in his territory. This very intensity of effort calls for a word of caution in the choice of media which the retail talking machine and record dealer will make to help him sell.

All advertising media are good: newspapers, direct by mail, window displays, posters, car cards, programs, motion picture—all can be made to produce results if used with purpose and intelligence. It is rather a question which advertising medium will produce a greater average of sales for a minimum expenditure of money. In an intensive and keenly competitive market economy is bound to be the decisive factor.

Merchandising men are agreed that window display advertising is the most economical form of advertising at the disposal of the retail dealer. It is the logical medium in any intensive campaign for tangible and immediate results. In spite of the truly remarkable development of the window display in the phonograph

industry, which has marked it as the most progressive industry in America, talking machine dealers have not yet fully realized for themselves the limitless potential possibilities of window display advertising.

What is the sales value, the actual money value, of a retail store window?

Harry Rieders, president of the Efficient Audit Co., New York, made the significant statement that "window display is estimated to represent 60 per cent of sales" in all retail stores.

Another estimate by a prominent window display expert that appeared recently in Advertising & Selling was "that from 30 to 50 per cent of the retail store's sales are made from the windows; that is, from those that are properly trimmed." The same authority states the valuations placed by various stores on the money value of their windows. Chas. Stevens & Co., Chicago, value theirs at \$150,000 a year; R. H. Macy & Co. value theirs at \$150,000 a year; Lord & Taylor, \$100,000 a year; Famous & Barr, St. Louis, \$10 to \$25 per day per window, according to size and location; B. Nugent & Bros., St. Louis, \$4 to \$15 per day per window, according to size and location.

A certain manufacturer who makes an article that retails for one dollar sent out a window display to a number of his retail trade. The display was sent only upon specific request of the store owner who promised to set up the display in his window for a definite length of time and also faithfully check up on all sales made while the display was in the window. The following represents the returns made by sixteen of the stores:

Store No.	Period of Display	Sales During Display	Previous Sales for Same Period	INCREASES
		articles	articles	articles
1.....	14 days	468	204	264
" " 2.....	8 "	1127	140	987
" " 3.....	14 "	360	132	228
" " 4.....	14 "	252	84	168
" " 5.....	14 "	648	216	432
" " 6.....	7 "	504	100	404
" " 7.....	14 "	26	1	25
" " 8.....	7 "	144	36	108
" " 9.....	9 "	83	22	61
" " 10.....	8 "	52	24	28
" " 11.....	7 "	44	14	30
" " 12.....	14 "	225	20	205
" " 13.....	19 "	233	73	160
" " 14.....	13 "	96	24	72
" " 15.....	11 "	58	24	34
" " 16.....	15 "	100	36	64

Stand out in front of your store some day and figure out for yourself the relative importance

and value of windows from this angle. The number of people who enter any store is alarmingly small compared to the number that pass by. If you figure out that one out of thirty, perhaps, enters the store you will realize the tremendous importance of in some way catching and holding the attention of the vast army that passes your store every day. What is the use of your counter, your fixtures, your interior decorations, your advertising, if the customer-to-be blithely walks right past the place where you can sell him?

An authority on the attention value of windows recently checked the number of people passing by a window in a small city with a population of 26,000. One hundred and fifty-seven people an hour passed in front of that window from 7 a. m. to 9 p. m., or fourteen hours every day, making a total of 2,198 persons. At the ordinary rate of one out of thirty, which is liberal, indeed, only 73 persons per day would enter the store and the other 2,124 possible buyers would pass on utterly oblivious to the store's very existence.

The function of the window display is to halt those 2,198 oblivious persons and rivet their attention on a human interest story that conveys a message. The primary object of this message is to induce action. Not merely to arouse the buying impulse, but to make mere vague desire "go over the top," to make the desire to possess so irresistible that it must be satisfied, is the true function of window advertising.

The properly conceived window display is built on the basic idea that "illustration beats

explanation." The object is to transfer an idea
(Continued on page 6)

Reasons Why NYACCO Albums Are the BEST

[In Six Chapters]
CHAPTER VI



The SIXTH consideration in the making of the NYACCO album shows the album all completed. The pockets, made two in one, reinforced into the solid wooden back by the staples, lie perfectly flat, which gives the first attraction when the album is opened.



Watch our final issue showing all our six chapters combined into one

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.
Chicago, Ill.: T. J. Cullen
Cole & Dunas Music Co.
Cleveland, O.: Cleveland Talking Machine Co.

Milwaukee, Wis.: Yahr & Lange Drug Co.
New York, N. Y.: Plaza Music Co.
Philadelphia, Pa.: Penn Phonograph Co. Inc.

Pittsburgh, Pa.: C. C. Mellor Co. Standard T. M. Co.
Spokane, Wash.: The Northwest Phonograph Jobbers, Inc.
Washington, D.C.: E. F. Droop & Sons Co.

“Will there be a Victrola in your home this Christmas?”

This important question again confronts the people of the whole country right on until Christmas.

It is the key-note of our nation-wide holiday advertising campaign, and its force is sending thousands of customers into the stores of Victor retailers everywhere.

“Victrola” is the Registered Trade-mark 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

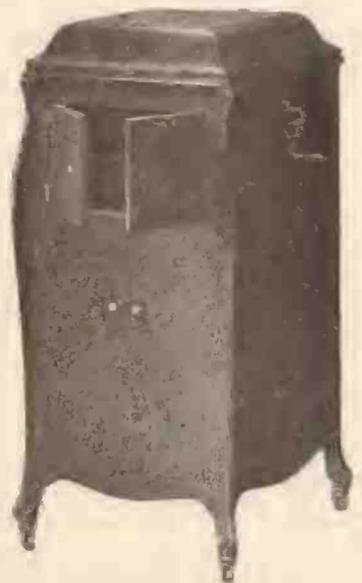
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|--|--|
| Albany, N. Y.....Gately-Haire Co., Inc. | Milwaukee, Wis. ..Badger Talking Machine Co. |
| Atlanta, Ga.Elyea Talking Machine Co.
Phillips & Crew Piano Co. | Minneapolis, Minn..Beckwith, O'Neill Co. |
| Baltimore, Md.Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons, Inc. | Mobile, Ala.....Wm. H. Reynalds. |
| Birmingham, Ala...Talking Machine Co. | Newark, N. J.....Collings & Co. |
| Boston, Mass.Oliver Ditson Co.
The Eastern Talking Machine 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.
Knickerbocker 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. Heppe & Son.
The George D. Ornstein Co.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc. |
| Cincinnati, O.Ohio Talking Machine Co.
The Rudolph Wurlitzer 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. Whitsit 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.
Rogers & Fischer. |
| 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.



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

ALL RECORD CUSTOMERS ARE ALBUM CUSTOMERS



MAKING THEIR SELECTION

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. Practical and handy. Save time and records. A **profitable adjunct** to the business.

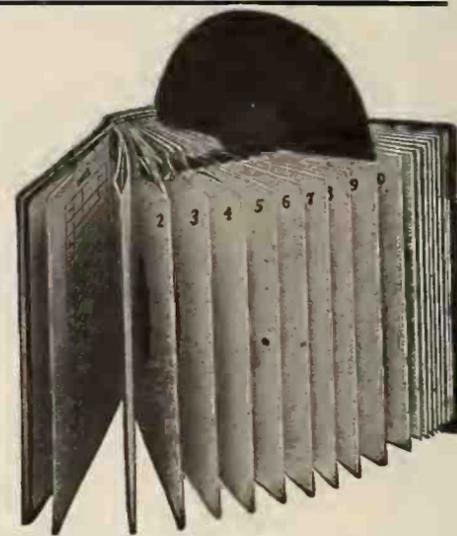
We manufacture disc Record Albums to fit cabinets of all sizes and styles. With the indexes they are a complete system for filing all disc records.

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.

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

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

CHICAGO OFFICE: 508 S. Dearborn Street



THE PERFECT PLAN

SALES VALUE OF THE STORE WINDOW

(Continued from page 4)

from one mind to the minds of others. A picture is the most potent force for transferring an idea, as has been wisely observed: "One picture is worth more than a million words, if the picture is right."

The window display must do two things at the same time: It must add prestige to the store and it must sell goods. Costly, luxurious window fittings and striking color schemes and other of the usual expensive trappings that go under the name of "high-class" window display material may seem to add prestige to a store, but if they do not directly tend to sell merchandise their value as window advertising is nil. On the other hand, window displays may be very clever, unusual, striking and "stunty"; they may draw the attention of the idle and the curious, but their appeal is usually at the expense of, rather than tending directly to, the buying impulse. In other words, such windows are very likely to divert attention from the merchandise it is desired to sell to the extraneous means employed to attract attention. Such window displays, with all their dramatic or artistic merit, are merely modifications of the old-fashioned electric buzzer that attracted your attention to the window and made you swear.

Strange as it may sound, the gravest danger in window display, and one oftenest made by retail merchants is to make an attractive display with the merchandise, instead of telling a story about the merchandise. A window display advertisement must tell a clear, reasonable,

forceful and convincing story, be full of what advertising experts call "reason why" in order to overcome the last obstacle to the impulse to come in and buy.

The more important talking machine and record manufacturers are to-day doing some of the most progressive and consistent window display work in the merchandising field. The window display service departments of these manufacturers are often splendidly equipped and headed by practical merchandising men. The monthly displays issued by these departments vie with the best that appear in any class of stores in the country. Yet it must be set down that neither the talking machine manufacturer and recorder nor the talking machine dealer has even scratched the surface possibilities of window display advertising.

Grudgingly ordering a subordinate to set up the monthly window cut-out received from the manufacturer is not manifesting the proper attitude toward the vitally important subject of window display advertising. The store owner must be thoroughly sold on the sales possibility of windows. For both prestige and profit he must be personally interested in having the most effective windows obtainable. He must bring to the task of making his windows add prestige to his store and secure him trade his closest study, all the ingenuity and inventiveness in his make-up: his natural feeling for color effects and his native or acquired merchandising sense which will tell him at once that certain effects will invariably appeal to the public. In short, it is not enough for a talking machine dealer to subscribe to the window display service of the

talking machine manufacturer. Complete as the monthly display is in itself, it yet requires his time and thought to make it a really powerful sales force in his window.

Foot for foot, the window is the most valuable space in any store. Dollar for dollar, window advertising is the least expensive form of advertising at the command of the retail store owner—and for whatever is spent in thought, time and money, good window advertising will bring bigger returns on the investment than any expenditure made by a talking machine dealer or any other type of trade promotion work.

NAVY D. S. M. FOR EDISON

ORANGE, N. J., December 5.—Thomas A. Edison has received a distinguished service medal for service on the Naval Consulting Board, his secretary said recently. The medal was mailed him in a letter from Secretary Daniels. The citation read as follows:

"For exceptionally meritorious and distinguished service in a position of responsibility as president of the Naval Consulting Board."

LEASES BUILDING IN DALLAS

DALLAS, TEX., December 6.—The Telo-Tone Phonograph Co., of Chicago, Ill., has recently leased for a term of years the two-story building located at Main and Austin streets and will equip it for the wholesale and retail sale of talking machines. W. L. Weaver is manager of the new enterprise.

In Acknowledgment



At this season of the year there is prevalent throughout the **PEERLESS** organization a sense of satisfaction over the year's accomplishment and a feeling of just pride in its intimate relationship to the success of the phonograph industry.

It is fitting, therefore, that we express at this time our gratitude for the patronage and consideration of the trade with which it is a privileged honor to be so closely allied.

Greetings and best wishes to all—for an era of greater achievement, peace and prosperity with the birth of 1921.

PEERLESS ALBUM COMPANY : 43-49 Bleecker St., New York City

PHIL. RAVIS, President



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 enormous public demand for the Victrola, the unparalleled success of Victor retailers everywhere, unmistakably tell of 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.

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

J. B. SPILLANE, Editor

RAY BILL, B. B. WILSON, BRAID WHITE, Associate Editors

L. E. BOWERS, Circulation Manager

Trade Representatives: A. F. CARTER, WILSON D. BUSH, C. CHACE, EDWARD LYMAN BILL, V. D. WALSH, E. B. MUNCH, CHAS. A. LEONARD, SCOTT KINGWILL, A. J. NICKLIN

Western Division: Republic Building, 209 So. State Street, Chicago, Ill. Telephone, Wabash 5774.

Boston: JOHN H. WILSON, 324 Washington Street

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ADVERTISEMENTS: \$5.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising pages, \$150.00.

REMITTANCES should be made payable to Edward Lyman Bill, Inc., by check or Post Office Money Order.

NOTICE TO ADVERTISERS—Advertising copy should reach this office before the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

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Cable Address: "Elbill," New York.

NEW YORK, DECEMBER 15, 1920

WHY OPTIMISM SHOULD BE CULTIVATED

THERE has never been a time in history when it was so essential for business men to work more earnestly with the object in view of creating a hopeful and confident feeling in regard to business than to-day. During the past six months there has been a tendency to unsettlement, and the attention of our Government and many of our people has been perhaps too largely diverted to international problems when it should have been directed to our own business affairs and to the maintenance of trade stability.

Business of all kinds has been undergoing a reorganization with its accompanying credit deflation and this has led to a psychological situation among the purchasing public where it is awaiting changed price conditions irrespective of the righteousness of the demand. This aspect should lead to concerted educational action on the part of American business men—action with intelligence and concentrated power behind the move—so that business progress may not be materially thwarted or the optimism which has properly dominated the talking machine industry be undermined.

Most of our troubles are largely mental, and if men permit themselves to get into a frame of mind so that they indulge in pessimistic thoughts over business there are ninety-nine chances out of every hundred that they will succeed in undermining trade opportunities. A pessimistic condition of mind foredooms men to defeat. They start in handicapped, and they stand no show of winning the race against an optimistic competitor.

We should have faith in the business future, and faith in this country's ability to meet all demands made upon it—faith in its ability to produce prosperity for over a hundred million Americans.

An interference with this program, we believe, is the over-indulgence in the propaganda of "thrift." The cultivation of economy is not at all times good. It means restriction all along the line—we mean by that rigid economy. Conservatism, of course, is always wise and commendable, but to cultivate in a narrow spirit the so-called saving idea—by giving advice to people to mercilessly cut down their expenditures—means nothing else than the curtailment of business.

If we could cultivate the well-balanced side—to have people work all along the same lines in which they proceeded in normal times and in which they have been reasonably successful—it would to a great extent cut out the uncertainty and it would get the depression idea out of the minds of the American public.

The country does not need an overdoing of a thrift campaign to-day; it needs more judicious buying, and the talking machine industry is interested, as scarcely any other can be, in maintaining the buying spirit. No one wants another orgy of extravagance, but between extravagance and a spirit of miserliness which will stop all buying and consequently all commerce, there is a great gulf fixed.

The mere accumulation of idle money may please the bankers who are able to invest it in first-class bonds at eight per cent, but it certainly does not make for business or prosperity in industry. The propaganda against buying has been carried to a point where honest merchants and manufacturers are penalized even more seriously than the profiteers. This is not a square deal.

This is a time when reason and common sense should prevail—not the time to abandon or ignore the established methods that lead to business success. For instance, there is no reason why publicity methods should be abandoned in the slightest. Keen advertisers realize that advertising is a powerful force to stimulate business confidence.

Men who are on the fighting lines of business realize that it is at just such a time that the weak and inefficient retreat and abandon the field to the stronger and more aggressive business forces.

If the talking machine men fail to do their share in the publicity end of the business—fail to mold public opinion—fail to interest possible buyers, then they are not contributing as they should, by effort and example, to the maintenance of business activity.

NEED FOR SALESMEN WHO CAN REALLY SELL

WITH the much-discussed sellers' market now in full swing the need for salesmen who can really sell—men who can move stocks of talking machines and records in an intelligent and satisfactory way—is becoming more apparent every day. Too many dealers are inclined to move along the line of least resistance in the sales field—to cut prices or sell on long time and small terms, and indulge in other practices which are not along correct business lines. This is a suicidal policy.

For some time past the retail talking machine trade has had an easy time of it; there was comparatively little need for special sales ability or any unusual strain on the mentality of the sales force because the demand exceeded the supply. But just now the retail talking machine field offers some real opportunities for the energetic, capable salesman—the man of real ability—the man of ideas—who will make a study of the entire selling field and apply all of his intelligence and skill to building up a sales organization that will show results.

The salesman who can do this work is worthy of his hire, and we feel sure that no merchant will quibble about salary where results can be shown. With a live organization the income of a good salesman should be limited only by his ability to bring in business. Interest in salesmanship must be revived, and in this connection one of the large talking machine companies is doing commendable work in conducting a school where retail salesmen are instructed in every essential detail in presenting their products to the consideration of the buying public.

There is room for a big, directing mind in every retail institution—for a man of unusual grasp and vision, who will realize that we are facing new conditions which call for the exercise of progressive ideas so that the public is awakened from its present lethargy to the need of buying talking machines and records.

This plan calls for more than mere salesmanship; it calls for a broad scheme of publicity combined with salesmanship. The purchasing public must be awakened by advertising to a realization of the fact that music is an essential to-day as it was during the war times. It is not the time for either manufacturer or dealer to hide his light under a bushel. The situation calls for vigorous generalship. These are the days when the weakling disappears, and the man of strength and originality—the man of action—triumphs. Let us be up and doing!

SHAKESPEARE ON TALKING MACHINE RECORDS

THE announcement that Sothorn and Marlowe, the noted Shakespearean actors, have already started to record their art for the talking machine, is of broad significance, for it opens still another channel through which the talking machine can increase its usefulness to mankind.

There are, of course, limits to the recording of the spoken drama in a way that will make it intelligible and valuable to the present and following generations, but it is certain that Shakespearean works can be recorded most successfully, for they all depend upon diction rather than upon stage settings for their success.

Numbered among the most prominent exponents of Shakespeare's works, Sothorn and Marlowe should be able, by the recording of their own interpretations of the various Shakespearean plays, to offer to dramatic students of the future examples of interpretation that should prove most valuable. It will be interesting to see just how far this recording of the spoken drama can be carried on successfully.

CREDIT CONDITIONS HURT TRADE PROGRESS

THE WORLD is in receipt of a number of complaints from talking machine retailers in certain sections in which they allege that their business is seriously retarded through the failure of local banks to extend the usual co-operation in the matter of loaning on instalment paper. They claim, moreover, that they are at a serious disadvantage in a financial way as compared with the larger retail houses who have sufficient capital to carry their own paper.

The World has taken up this matter with a number of financial men, some of whom are prominent in banking circles. They declare that while the attitude of the country bankers is due in some respects to their policy of sending surplus cash to New York to be loaned on call at high rates rather than offer it to local business houses at normal rates, the talking machine dealer himself is in a considerable measure responsible for his own financial troubles, for the reason that in many cases he does not carry a sufficient cash balance in his local bank to give him financial status as a borrower.

They state that even the most conservative bank will, as a rule, loan to a customer a sum approximating five times the amount of his deposit, provided his financial situation warrants it. Limited balances on this basis give to a dealer limited borrowing capacity. According to these financial men the remedy lies in the dealers supporting their local bankers in order that they may in turn receive desired accommodation without undue difficulty.

TO ALL our friends in the industry best wishes for a Merry Christmas and a New Year of Prosperity and Happiness

This question is a very important one so far as the development of retail business is concerned these days, and it is difficult of adjustment in a broad way owing to the absence of any retail association of a national character in the talking machine industry.

ADJUSTING TRADE TO NEW CONDITIONS

TAKING everything into consideration, the talking machine trade in the main is most fortunate just now in meeting the new situation that has developed in the business field, for, although depression has been most evident in many lines, this trade has felt it only to a minimum extent.

There are those who feel that the industry is now undergoing a housecleaning that will distinctly work to its advantage by eliminating certain undesirable elements and putting the trade on a sound and worthwhile basis.

There has been a general cleaning up in many sections of the country of machines of little known value or standing, and it is the opinion that, although the unloading of such lines has caused considerable disturbance to the dealers in the better known makes, it has served to clean up things so that nationally known products of recognized quality can again be featured to advantage. With selling to be done, the retailers have found that it pays to handle lines with which the public is familiar and in which it has confidence. This does not mean necessarily old makes alone, but also the newer products of recognized merit—instruments which have been properly made and marketed intelligently.

Housecleaning under any conditions is annoying and troublesome, but nevertheless often necessary and desirable. It will be well if these adjustments in the trade are finished before the first of the year so that we can start off in 1921 with a clean slate.



1920==1921

We feel that the year 1920 would be incomplete without extending to our many friends the Season's Greetings.

The New Year without a doubt has much in store for the aggressive dealers in Victor product.

Our best wishes for a joyous Christmas and a New Year of much Happiness and Prosperity.

ORMES, Inc.

26 East 125th St.

Wholesale Exclusively

NEW YORK

Tracing and Remediying the Causes of Sales Which Are Lost by the Sales Force :: By Fred Parsons

There are few talking machine stores where, for one reason or another, several sales are not reported lost each week. The dealer or manager who is a genuine trade builder makes it his business to find out just why these sales are lost. This does not mean "ragging" the sales person in every instance, for it frequently happens that the salesman or saleswoman is not entirely at fault—that there is something wrong with the store system itself. It is up to the man in charge to find out what is wrong and remedy it, for the loss of a sale not only means business lost to the store but also means business that has gone to a competitor.

A live dealer in the East insists upon his sales people keeping an accurate account of every customer who goes out without buying, giving the reason for the customer's attitude, and declares that the records of these failures are more important than the sales record inasmuch as the sales are on the books and the money in the cash drawer, while the lost sale is gone. At frequent intervals meetings of the sales staff are held, when these records of lost sales are gone over very carefully in an effort to learn something from the various incidents. An analysis proves at times that the sales person has been indifferent, has made mistakes in getting the records requested, or has endeavored to talk the customer into buying substitute records. Sometimes the customer is allowed to go out because the record requested is not in stock and there is little effort made to sell him some other record. In all such cases the blame naturally rests on the sales person.

When dissatisfaction on the part of the customer is traced to poor delivery service, an unsatisfactory quality of goods or a fixed policy of the store that makes it necessary to refuse requests, exchanges, etc., then the failure of the sale is chargeable to the store management. Tests have indicated that fully 50 per cent of lost sales are due to the indifference of the sales person. Sometimes the customer becomes tired

Every Lost Sale That Is Charted Offers a Guide to the Elimination of Faults of the Sales Organization.

of waiting and walks out without being served. Other times he is escorted to a booth, given a number of records for testing and then left alone. Still again he may request certain records only to be informed by the sales person with a quite evident air of indifference that the desired numbers are not in stock. This indifference causes many lost sales, for no matter how small the purchase the average customer

likes to feel that the store is at least pleased to have his patronage. When his trade does not appear to have any value for the salesman the customer naturally feels a bit peeved and is likely to transfer his patronage to some dealer who can display some slight interest in the fact that the visitor is going to buy a couple of dollars' worth of merchandise.

Some lost sales are traceable to tricky methods on the part of the salesman who sometimes tells a deliberate falsehood in an effort to close a sale. The sales person who is tricky is a menace to business under any circumstances. There is one remedy for this fault and that is to get rid of him. Discourtesy is another fault that is not to be tolerated. Careful investigation indicates that less than one per cent of lost sales are traceable to dissatisfaction with the goods offered, the balance being directly chargeable against the attitude of the sales person or to the store methods.

Every lost sale that is charted, therefore, offers a guide to the elimination of at least one fault of the organization, and while it is not humanly possible to remedy all the faults, the more flagrant ones can be taken care of easily when once they are recognized.

When it comes down to a question of actually selling the goods rather than taking orders, this matter of lost sales takes on fresh importance. With only a certain amount of business to be divided among competitors the house offering the best selling service has, with other things being equal, the best chance of getting the bulk of the business—at least a fair share.



Gift-time is the time to make a killing on the Motrola

**JONES
MOTROLA
INC.**

29 West 35th Street
NEW YORK

83 E. Woodbridge St. 57 E. Jackson Blvd.
DETROIT CHICAGO

6010 Hollywood Blvd. 226½ Peachtree St.
LOS ANGELES ATLANTA

THE Christmas season is here, with all the world on the quest for gifts. Along every street sweeps a crowd of men and women with money to spend.

Here and there a display window halts the throng with the strongest message the business world knows: Advertised goods.

A display of Motrolas in your window—starting to-

day—will add tremendously to their pulling power. Use the Motrola window card, or one of your own.

Our advertising makes it easy at all times to sell this electric self-winding attachment. Christmas time, when the interest in phonographs and phonograph accessories is at its height, makes it easier yet.

Why, man, you can make a killing on the Motrola simply by giving it a chance—a little attention.

It's sensible, labor-saving, modern, efficient—and inexpensive when you consider the length and importance of its service to phonograph owners.

Millions have read about it. *It winds any make of phonograph—electrically!*



*"It came upon the midnight clear
That glorious song of old"*

IT IS OUR SINCERE WISH THAT

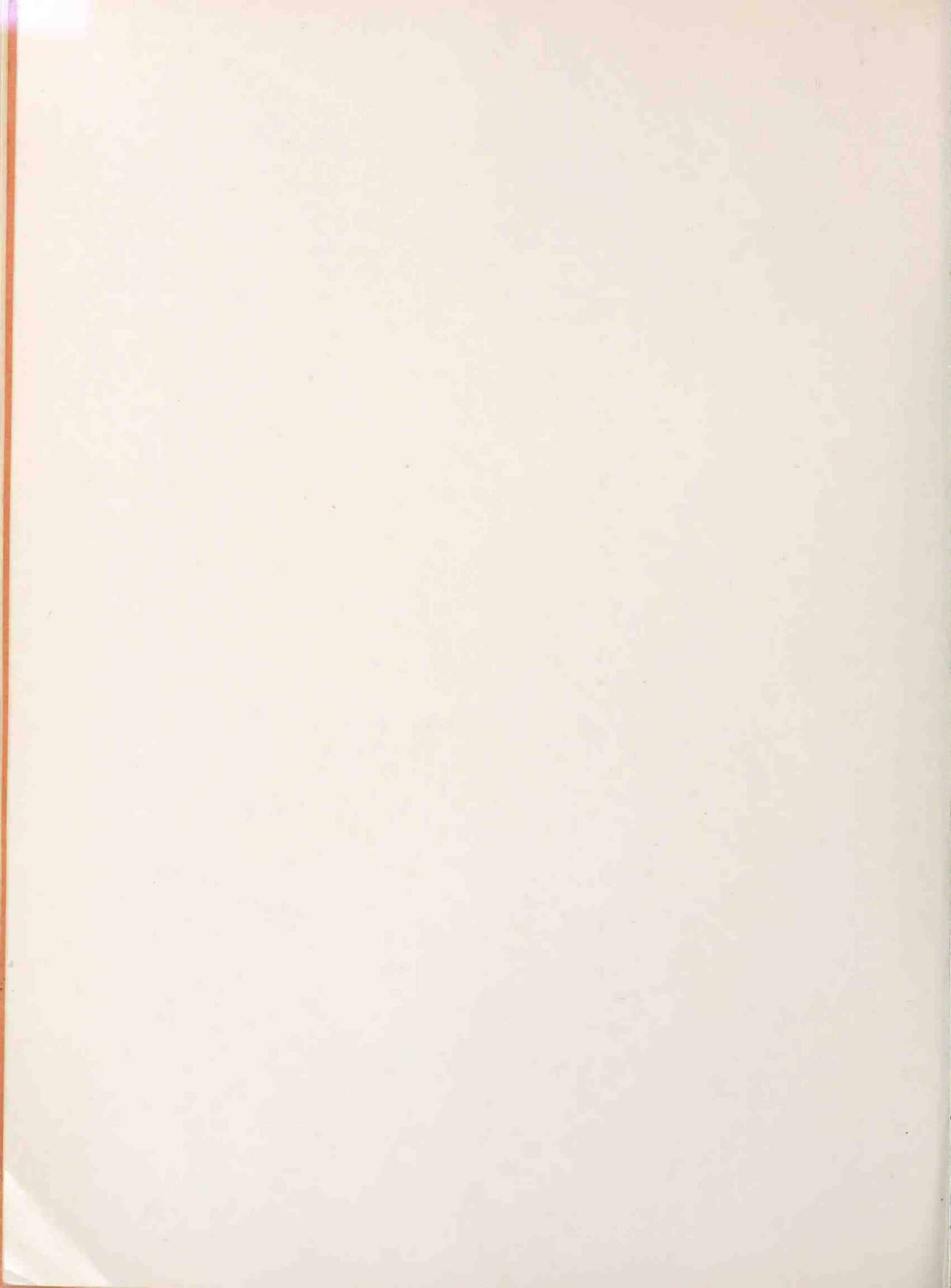
OKeh Records

MAKE YOUR COMING SEASON
ONE OF UNEXCELLED
PROSPERITY AND
GOOD CHEER

GENERAL PHONOGRAPH CORPORATION

O.W. Henneman
President





A SUCCESSFUL PLAN OF AUGMENTING SALESMEN'S WORK

Details of How an Enterprising Eastern Concern Gets Into Communication With Prospects as a Means of Strengthening the Sales Contentions of Representatives

Discussing the subject of "Making Each Sale Count" in System for December Norman Lewis points out that the salesmen of an Eastern concern were each written a letter a short time ago which started out as follows:

"I have planned a little way to back up your personal sales work with good, strong sales letters from this office.

"You do not sell everyone you call upon. If you did, selling goods would be so popular and profitable that there'd be no one left to run for President.

"The reasons you don't sell every prospect are varied. Your man may be out of town, or you may find him in bad humor, or any one of a dozen reasons.

"Out of all this bunch of dealers whom you call upon but are unable to sell there are at least a few very desirable prospects every day who you know would give us fine representation."

The letter then pointed out how helpful to the salesman it would be if the home office sent out a personally dictated letter to each one of these especially desirable prospects, driving home again the same sales arguments that the salesman had put over in person, with perhaps a few additional clinchers. It was explained that this special work was in addition to the firm's regular direct-mail advertising, which included form letters, circulars, broadsides and so forth, mailed at frequent intervals to the entire list of prospective dealers.

The letter then went on as follows:

"I have had some three by five cards prepared like the one enclosed and am sending you a bunch under separate cover. All you have to do at the end of each day is to fill out one of these cards for each especially desirable prospect you want followed up."

The card had space for the prospect's firm

name and address, his line of business, the name of the buyer, whether the salesman saw him or whether he was out, the price quoted, whether the dealer handled any competing products, and if so, why. There were several lines on which the salesman was to put any additional information that would help in writing a more personal and effective letter.

While each prospect was written a personal letter the amount of work was minimized through the intelligent use of form paragraphs.

The plan produced big results, at small cost. The letters were effective and paved the way for the salesman's next visit. The men saw that the house was helping them and their enthusiasm and loyalty, as well as their sales, were naturally increased.

WORK ALONG EDUCATIONAL LINES

Morehouse-Martens Co., of Columbus, O., Introduce Oscar Saenger Record Course in Local Sunday Schools With Great Success

The Morehouse-Martens Co., Victor dealer, of Columbus, O., recently materially benefited its business through the efforts made along educational lines. A four-lesson course in singing from the Oscar Saenger records was given free to the pupils of the local Sunday schools, under the direction of Miss Stevens. At the conclusion of the course a summary was made of the progress of each child and a report on this was sent to their respective mothers. As a result many mothers had their children complete the course. Of course, this also led to additional Victrola sales.

Let us have faith that right makes might, and in that faith let us dare to do our duty as we understand it.—Lincoln.

SPEND \$25,000 ON EQUIPMENT

Special Rooms, Artistically Furnished, One of a Number of Striking Features in the Establishment of Geo. S. Dales, Akron, O.

George S. Dales, Victor dealer of Akron, O., recently expended more than \$25,000 on the expansion and interior fittings of his store. Some of the rooms included in the Dales establishment are most unique and should prove very wonderful places for prospective customers to visit. They include a Japanese room, a reception room, a handsome salesroom, a number of Victor parlors, a special Galli-Curci room, a Harry Lauder room and a special Caruso room. Each room is decorated in a manner highly appropriate to its particular theme. In the rear of the store there is a very fine educational department.

PASHAS ALL WANT VICTOR MUSIC

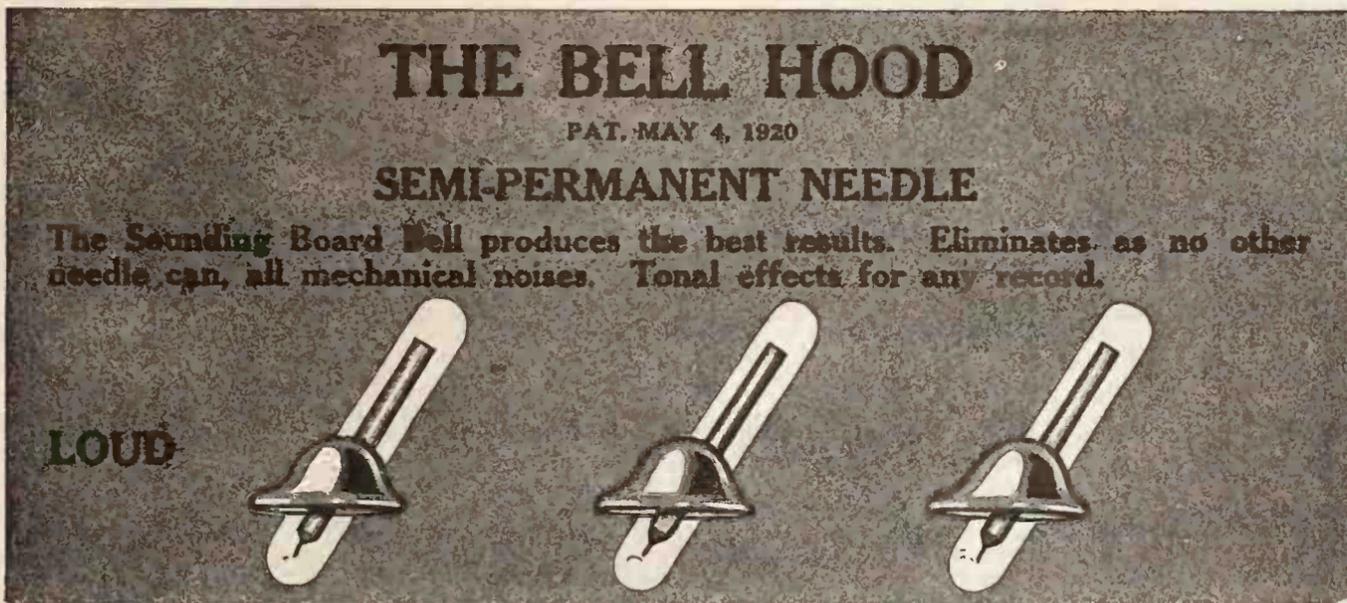
Period Models Desired for Luxurious Homes of Wealthy Lords of Cairo

Cairo and the dreamy Nile and other places on the map of ancient Egypt, which are celebrated with oboe obbligato in popular songs of the day, are virgin territory for the sales of Victrolas, according to L. Delanglade, who writes from Cairo, Egypt, under date of September 28, says the Stewart Talking Machine Co. of Indianapolis. Mr. Delanglade urges the establishment of a Victor store among the bazaars of that world-old city, saying that the "wealthy pashas" are simply tearing their beards over lack of opportunity to furnish their palaces with Victrolas of the elaborate period models.

"Nothing but old-fashioned machines that screech and scratch are to be found in Egypt," says the writer. "These people are fond of dance and opera music and Arabic tunes."

His petition for an agency was referred to the Victor Co. with the hope that something could be done to carry Victor happiness to the land of the Pharaohs.

BELL HOOD *Semi-Permanent Needle*



Made by the Bell Hood Needle Co., New Haven, Conn., U. S. A.

IMPROVES YOUR PHONOGRAPH 100 PER CENT
"The Bell Does It"

Purifies the tone, reduces the scratching and mechanical sounds to a minimum.

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.
 3901 Sheridan Road
 Chicago, Ill.

PETERMAN SALES CO.
 Oneonta, Alabama

N. E. M. I. T. CO.
 127 E. 23rd St., New York City

807 The Arcade, Cleveland
 89 10th St., South
 Minneapolis

*Distributors for all states west of
 Mississippi River and Wisconsin*

The Powerful Newspaper Campaign

The Straight Tone Arm Brings Them Straight to You
The Columbia Grafonola brings all the artists whose records you play straight to you in your own home because—
In Straight Tone Arm insures that the sound waves will develop fully and naturally.
Its Scientifically Correct Acoustic Design gives exquisite clearness and purity of tone.
Its exclusive Tone Levers give you complete and accurate control over tone volume.
These are some of the simple secrets of the unique realism of the Columbia Grafonola's sound.

The Columbia Grafonola Is the Phonograph PLUS +1+2+3+4+5
Here are five reasons why the Columbia Grafonola excels all other phonographs:
1. Exclusive Tone Levers: Complete and accurate control over tone volume.
2. Straight Tone Arm: Allows the sound waves to develop fully and naturally.
3. Scientifically Correct Acoustic Design: Gives exquisite clearness and purity of tone.
4. Serenading Cabinet: In perfect accord with artistic modern furniture design.
5. PLUS
5. Exclusive New Set Automatic Stop: Nothing to move.

You can dance to the very last note
With the Columbia Grafonola you can dance to the last lingering note and stop. The New Set Automatic Stop takes care of that. The exclusive Columbia feature is at its best for dancing. There's nothing to move or set or measure. Just start the Grafonola and it plays and stops itself.
With the Only Non Set Automatic Stop
The long-awaited improvement is now a part of the new Columbia Grafonola. Built right into the motor mechanism. Built right into the Columbia Grafonola. Built right into the Columbia Grafonola.

"The Only Non Set Automatic Stop"
This convenient, exclusive feature of the Columbia Grafonola is built right into the motor. Invisible. Automatic. Operates on any record, long or short. Nothing to move or set or measure. Just start the Grafonola, and it plays and stops itself.
The exclusive Columbia tone levers, regulated by a turn of a button, give you complete and accurate control over tone volume without sacrificing tone quality or any of the beauty of the record.
The straight tone arm of the Columbia Grafonola brings the music in unimpaired speed and accuracy from the record, and allows them to develop fully and naturally.
There are three of the distinctive exclusive features that make the Columbia Grafonola the most satisfactory of phonographs.
Ask the nearest Columbia dealer for a demonstration of the stop that needs no setting. See the Grafonola's other exclusive features.
Standard Model up to \$200—Patent Design up to \$210

Exclusively on the Columbia Grafonola
COLUMBIA GRAPHOPHONE COMPANY, New York

"That's Why We Chose a Columbia Grafonola"
When the neighbors call you'll be proud to show your Grafonola. No other phonograph has so many improvements that excite comment and admiration.
To the Columbia Grafonola's recognized superiority in richness of tone and beauty of design there has now been added the last touch of convenience in
The Only Non Set Automatic Stop
This long-awaited improvement is now a part of the new Columbia Grafonola. Built right into the motor. Invisible. Automatic. Operates on any record, long or short. Nothing to move or set or measure. Just start your Grafonola, and it plays and stops itself.
No other phonograph has it. No other phonograph can get it. Patent pending protect the Columbia New Set Automatic Stop.
Ask the nearest Columbia dealer for a complete description of the stop that needs no setting.
Standard Model up to \$200—Patent Design up to \$210

Exclusively on the Columbia Grafonola
COLUMBIA GRAPHOPHONE COMPANY, New York

Has Your Phonograph These Improvements?
Tone Levers that give complete and accurate control over tone volume without sacrificing any of the beauty of the record.
Straight Tone Arm, allowing the sound waves to develop fully and naturally.
Serenading Cabinet, in keeping with artistic modern furniture design.
If you have the new Columbia Grafonola you have all these important improvements.
Each and every one is found exclusively on the new Columbia Grafonola. And, in addition,
The Only Non Set Automatic Stop
Built right into the motor. Invisible. Automatic. Operates on any record, long or short. Nothing to move or set or measure. Just start the Grafonola, and it plays and stops itself. No other phonograph has the Columbia New Set Automatic Stop. It is the last touch of convenience added to the Columbia Grafonola's beauty of design, richness of tone, and reliability of mechanism.
Ask the nearest Columbia dealer for a demonstration of the stop that needs no setting.
Standard Model up to \$200—Patent Design up to \$210

Exclusively on the Columbia Grafonola
COLUMBIA GRAPHOPHONE COMPANY, New York

These advertisements, three columns wide and fourteen inches deep, are only a part of our powerful newspaper campaign. Each one appears in 465 newspapers with an aggregate circulation of more than 16,000,000.

Columbia Grafonola

Columbia Grafonola

The Only Non Set Automatic Stop

This long-wanted

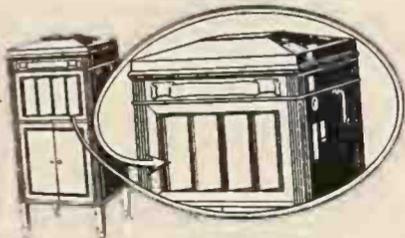


Exclusive Columbia Designs

The Streamline Cabinets of Columbia Grafonolas place them in a class by themselves. They are all in perfect accord with modern artistic furniture design. Their beauty is the outward

Acoustic Design which insure that the Grafonola will always give you reproductions of exactly the music the artists themselves produced on the original wax in the Columbia laboratories.

Look for the TONE LEAVES



Exclusive Columbia Features

These exclusive Tone Leaves identify every genuine Columbia Grafonola. You know, when you see them, that the phonograph before you has all the important exclusive features. These exclusive Tone Leaves will give you complete and accurate control over tone volume without sacrificing tone quality or any of the beauty of the record.

They All Have These Exclusive Features



ALL these Columbia Grafonolas have these five exclusive advantages:

Streamline Cabinets in keeping with artistic modern furniture design.

Tone Leaves that give you complete and accurate control over tone volume.

Straight Tone Arm that allows the sound waves to develop fully and naturally.

Scientifically Correct Acoustic Designs that have long since put the merit of the Grafonola's music outside of competition.

The only Non Set Automatic Stop. Nothing to move or set or measure.

Ask the nearest Columbia dealer for a demonstration of the stop that needs no setting.

Standard Models up to \$100
Special Design up to \$2100

Columbia Grafonola

COLUMBIA GRAPHOPHONE COMPANY, New York

We've Hammered Away Like This for Months

Every Columbia dealer knows of the great and ever-expanding magazine campaign by means of which we make the merits of the Columbia Grafonola familiar to the public.

And now Columbia dealers are seeing reflected in their Grafonola sales the effects of this compelling newspaper campaign, samples of which are shown on these pages.

Backed up by these two great campaigns, you cannot fail to increase your sales if you take full advantage of them.

Tie up to them by using our Sales Room and Booth Hangers, our Monthly Window Display Service, and our Dealer Advertising Service, all of which are closely identified, in both text and illustration, with these two great national campaigns.

COLUMBIA GRAPHOPHONE COMPANY, New York
Canadian Factory: Toronto





\$100 REWARD

will be paid to anyone giving information which will enable us to prosecute and convict the person, firm or corporation packing and selling steel needles in envelopes similar to the Brilliantone envelopes or purchasing and placing on sale steel needles so packed.

Brilliantone Steel Needles are sold only through our regular distributors. Name of jobber in your territory upon request together with samples and prices.

Sales Agents for W. H. BAGSHAW CO.

BRILLIANTONE

STEEL NEEDLE CO. of America, Incorporated

AT 34th STREET

347 FIFTH AVENUE,
NEW YORK

SUITE 1003

Canadian Distributors: The Musical Mdse. Sales Co., 79 Wellington St. W., Toronto
Foreign Export: Chipman Ltd., 8-10 Bridge St., New York City

Stimulating Activity in Musical Matters Helps Sales and Is Right Kind of Publicity

The aim of every talking machine dealer who aspires to win the largest measure of success is to bring himself and his establishment as close as possible to the purchasing public. The average talking machine dealer is no stranger to advertising, though he himself may not be a large advertiser in his own locality. Everywhere he turns he sees the advertising of this or that concern—ofttimes his competitor's—and cannot but be impressed with the fact that publicity is a recognized force in modern business. A music merchant is sometimes found, however, who, while admitting that advertising is a mighty good thing—in fact essential—explains that his advertising is limited because he cannot afford to use big space in the newspapers. The trouble with such a man is that he imagines that newspaper copy covers the whole range of advertising. He overlooks the fact—if he has ever learned it—that some mighty good advertising can be done without making a big splurge in newspaper pages.

Some of the most successful advertisers in the retail trade are those who combine with their newspaper advertising other avenues of publicity; who seek to make their stores the musical headquarters of their respective cities; who take an interest in local music and civic affairs, and by identifying themselves with every progressive movement call attention directly to their businesses. There is one Western dealer, for instance, who, when a prominent artist appears in his city, arranges an excursion for the benefit of the suburban music lovers. The house looks after all the details, charters interurban cars and underwrites the whole affair. The transportation is sold at cost, and the music house realizes its profit in the advertising that naturally accrues.

Several other music merchants have gone into the managing end of the music game to bring support to their businesses and to attract attention. One dealer in the South, for instance, has for several years underwritten a regular concert series, bringing to his city a dozen artists of national and international fame. In his work he has enlisted the support of the music clubs, the school authorities and the public-spirited citizens of the city, and by conducting the concerts under his own name he hooks up most emphatically with the musical life in his locality.

The retailer who does not keep in touch with the musical affairs of his city and with the doings of the musical clubs is missing a direct opportunity for advertising his business.

Make a list of a dozen of the large or small town dealers in pianos and talking machines in the United States, and it will be found that the head of the house in almost every instance is, and has been, closely identified with the musical events in his home city. He has taken an active interest in these events and lent his support in a way that is bound to command attention, and the result is always favorable. The more friends the talking machine retailer can cultivate among the musical people of his city the stronger will

advancement. Stimulating activity in musical interests is the most direct method for stimulating the sales of musical instruments, and it is advertising of the right sort.

The retailer who can develop the friendship of the music lovers in his locality to the point where they naturally come to him for advice and assistance in the conduct of local musical affairs has little cause to worry about the growth of his business, and retailers who have reached that point are far from being uncommon.

The idea back of the whole movement is that the retailing of musical instruments is not in itself a separate thing, but is part and parcel of the musical life of the community, affording as it does the means for creating music. When the retailer understands this angle of his business properly he is in possession of one of the important secrets of business development.

Successful Advertisers Who Combine Newspaper Advertising With Other Avenues of Publicity Generally Win.

become his grasp upon their business, for it is human nature to buy from a friend when possible.

Newspaper advertising may be considered an essential, but it is not by any means the whole thing. It may be regarded as the visiting card that introduces the retailer to the people in his community, and whether or not they become more intimately acquainted with him depends upon his own efforts. Looking after the details of the musical program for this or that organization, furnishing announcements for concerts, helping in the selection of the program, encouraging the younger element to form orchestras and take more interest in things musical, giving recitals of the latest records in the store—all come within the province of the "live" talking machine man. It represents the personal application of the principle of encouraging music

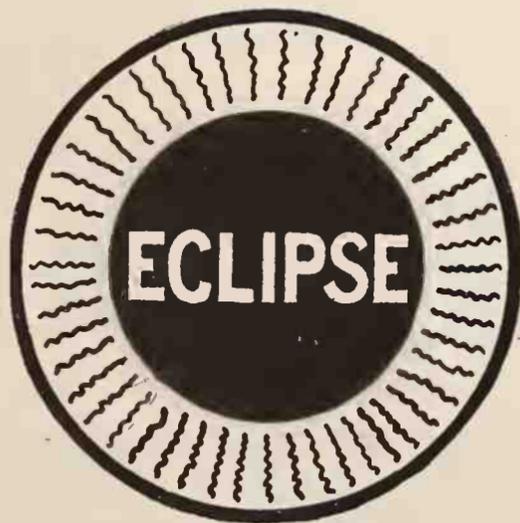
U. S. LEADING CREDITOR NATION

The United States is at present the leading creditor nation in the world. This position hitherto has been occupied by Great Britain, which before the war had loans outstanding in foreign countries of from \$15,000,000,000 to \$20,000,000,000, while Germany stood second with about \$6,000,000,000 of foreign loans and France third with \$5,000,000,000. The United States was then a debtor nation to the extent of about \$4,000,000,000.

What other nations did little by little over many years, this country, under the pressure of war exactions, did in three years. The change in its financial position with regard to other nations will necessarily make a profound change in its future relations with other nations. It is a change which is undoubtedly destined to bring many other changes in its train.

DEATH TAKES JAMES O. COOK

Word has been received of the death of James O. Cook, senior member of the Cook & Hall firm, Victor dealers at Hopkinsville, Ky. The death of Mr. Cook will be keenly felt by all who knew him in this business. He was a veteran in the Victor retail field and took an active part in all things that were for the betterment of good music.



SELL



THE ECLIPSE MUSICAL CO.

Victor Wholesaler

Cleveland, Ohio



Charles Hackett, tenor star of the New York Metropolitan Opera Company, sings Bartlett's beautiful love song, "A Dream." This great exclusive Columbia artist, singing symphony records in English, is good for steady sales. Columbia 79287.

Columbia Graphophone Co. NEW YORK

SOME INTERESTING FACTS ON MICA

Half of the World's Supply of This Essential Product for Talking Machines Comes From India—Details of How Deposits Are Mined

Mica is one of the things for which, according to many authorities in the talking machine industry, no satisfactory substitute has been discovered, and although it is not, like jute, an Indian monopoly, more than half the world's supply of the mineral comes from that country. In India it is very widely distributed, but the tracts in which it is found in plates of sufficient size to have a marketable value are few and strictly defined. Mica in more recent years has been mined in the Nellore district of Madras, but the main deposit is in a belt about eighty miles long and twelve broad, which lies in the northern part of the Hazaribagh district and stretches into the adjoining districts of Gaya and Monghyr. The main center of the industry is at Koderma, in the Hazaribagh district.

Mica does not occur in thick seams like coal, but in small deposits or "books," and a mica mine or quarry presents the appearance of a huge rabbit warren, the workers burrowing from "book" to "book" by passages that are sometimes just sufficient to admit a small boy. In most cases very primitive methods are used, the lower levels of the mine being reached by roughly made bamboo ladders and the excavated material being passed, hand over hand, from one coolie to another. As the demand for the mineral has increased and the deposits near the surface have been worked out, more scientific methods are gradually being introduced, and mica is now being dug by means of shafts 300 or 400 feet deep.

Mica has been extensively used in the native arts of India from time immemorial, and it also has a high reputation in Indian medicine.

The main importance of mica in modern industry, however, lies in the fact that it is one of the best nonconductors of electricity and is,

therefore, indispensable in electrical engineering. On this account the Government took over part of the mica field during the war and worked it as a State industry in order to insure supply.

Impetus was given to the industry about twenty years ago by the invention of a method of cementing small pieces of mica together and molding them into sheets, which are called "micanite." In former days it was said that 80

per cent of the mica which was dug out of the mines was waste, and great waste dumps of the refuse, glittering in the sun, were a conspicuous feature of the mica mines and factories where the splitting was done. Since this process of welding was introduced a considerable amount of marketable mica has been recovered from the waste heaps, and a larger proportion of the mineral that is excavated is being used.

THE "HERE TOO" MAN IN THE TALKING MACHINE TRADE

Too Many Dealers Satisfied to Take What Business Comes to Them, Instead of Going After It Energetically—The Silent Salesman Idea Not a Practical Success

Some years ago there were two hot-corn merchants doing business at the same crossing on Sixth avenue, New York. Both were negroes. One fellow, a little energetic cuss, with a voice entirely out of proportion to his size, walked up and down the pavement with short, quick steps, bellowing at the top of his voice, "Heah's you' hot cone. Bes' what is, right heah, five cents a ear." The other negro, a great, big, overgrown darky, would walk slowly up and down his side of the street just barely mumbling, "Heah, too; heah, too." The first darky did a land office business—the second got just about enough to live on.

That system of competition applies to every line of business, including the talking machine business. Even to-day, after years of education, years of coaching, of protesting, there are still dealers who operate their stores on the "here, too" plan. They have talking machines and records to sell. That lets them out. Their competitors have the same goods to sell, but with this distinction—they sell them.

The only really successful silent salesman is he casket in the undertaker's window, and nobody wants to buy that if he can help it. But, every other product must be sold. If the dealer can make a living by sitting down and waiting for the trade to discover that he is selling talking machines and come in and insist on buying,

a fortune is in his grasp if he will simply raise up his voice, either personally or through printers' ink, and tell the people that his store is not just a private den, but is a business house.

In every newspaper one picks up to-day there is to be seen talking machine advertising of one sort or another, and it is the dealer who gives that advertising a personal application, who brings before the prospects the fact that he sells talking machines and records advertised so liberally, who is getting the most out of his business.

There are too many of the "here, too" variety who are satisfied with the business that comes to them without effort, and with the crumbs that fall from the live dealer's table, as it were.

RECORD ARTISTS IN WOONSOCKET

WOONSOCKET, R. I., November 30.—The eight famous Victor Artists recently visited this city for the second time and gave a concert that aroused the enthusiasm of a capacity audience. The concert was under the auspices of LaRoe's Music Store, which establishment has arranged for a number of other concerts by talking machine artists during the present season. The next feature will be the appearance of Reinald Werrenrath, the noted baritone and Victor artist, on December 12.

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.

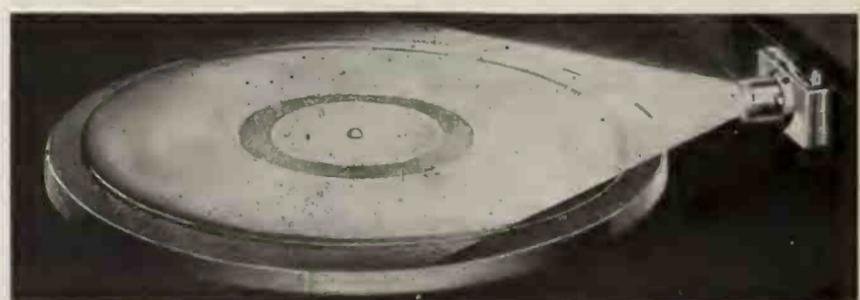
Manufactured by

STANDARD ACCESSORY CORPORATION 355-357 East Water St. - - - - - Milwaukee, Wis., U. S. A.

ORDER FROM YOUR JOBBER



SHOULD BE ON EVERY TALKING MACHINE

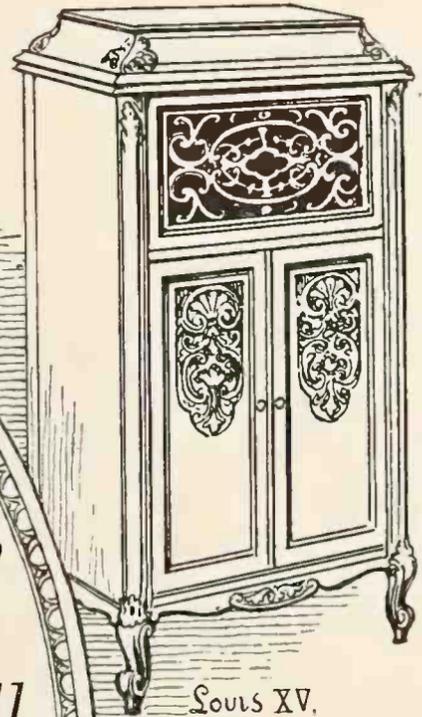


IT'S NECESSARY—VERY NECESSARY

The Windsor Phonograph

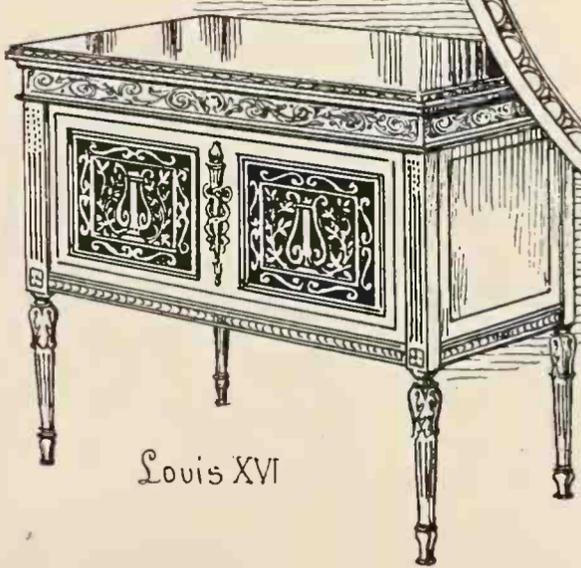


Queen Anne

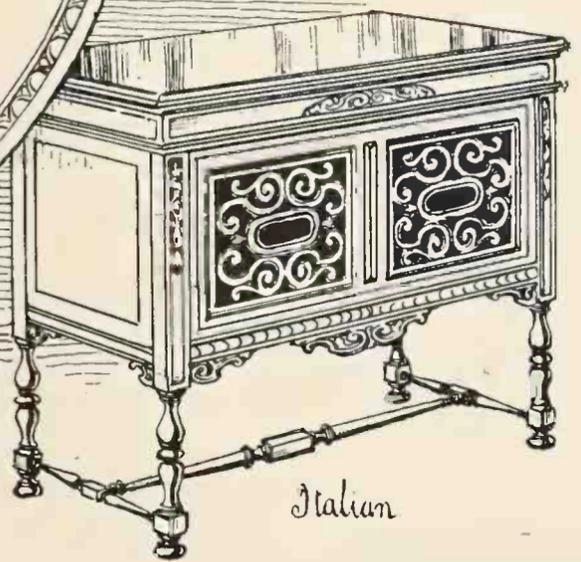


Louis XV.

To meet the
Holiday Rush!
We are prepared to fill
orders for
immediate shipment
for Christmas
Delivery



Louis XVI



Italian

made by

The Windsor Furniture Company, CHICAGO, U.S.A.

Sold only through Dealers.

What the Talking Machine Has Done to Aid the Cause of Music in America

By G. W. Harris
From an article in N. Y. Evening Post

A comprehensive survey of just what the talking machine has done to aid the cause of music has been published in the New York Evening Post as compiled by G. W. Harris. He declared that the talking machine has done more than any other device or instrument ever invented to democratize music and adds that the United States would not have reached its present place as the musical center of the modern world for another century without the talking machine. Europe has its endowed opera houses and its subsidized orchestras, but the United States, without Government or State endowment or subsidy is supporting more musical organizations of all kinds and has more individual musical artists than ever before in history. The growth of the popular appreciation of music is evidence of a greater education along musical lines. Due to the fact that every home may now hear the best music by the world's best artists through the medium of the talking machine, it is evident that this instrument has been a most potent factor in this advancement. Mr. Harris asks some interesting questions and answers them as follows:

Do the distribution and sale of these records of performances by the foremost music makers of the time prove that the talking machine is helping to spread the appreciation of good music and a love for the best?

What kinds or classifications of records have the largest sale to-day throughout the country?

Has there been a relative increase in the demand for classical and high-grade records, as compared with cheap ragtime, jazz and the like in the last fifteen or twenty years, and in what

ratio has this relative increase been noted?

What kinds of records are in greatest demand in the cities, in smaller towns, in rural communities? How does the distribution in cities and in rural places compare? Does the demand vary in different sections of the United States—as the East, the South, the Far West?

Without the Talking Machine This Nation Could Not Reach Its Present Place in Music for a Century

With the idea that detailed information of this kind would be both interesting and valuable, these questions were put to several of the leading makers of talking machines and records, and their answers show unmistakably that the talking machine is an instrumentality of inestimable value in the cultivation of public taste and the raising of higher standards in musical appreciation throughout the land.

Generally speaking, these manufacturers agreed that during the "natural life" of any popular record its sales far exceed those of the

more stable types; but it is questionable, in the long run, if any seasonal record exceeds, in extended sales, certain records which have come to be accepted as standard, or "permanent," in the record repertoire of to-day.

The manufacturers agreed that there can be no question that the musical sensibilities of the whole world have advanced with the development of the talking machine. The obvious examples of this growth lie in a demand which does not diminish, but increases with time, for the better class of records. But there is other evidence of a much more subtle but a more potent kind.

It lies in the fact that the public at large demands even in its popular records a higher degree of musicianship than would satisfy it ten, even five, years ago. Its ear has grown in susceptibility, and modern music, even of the most "bread-and-butter" sort, involves definite artistic elements the old-fashioned bandmaster or the old-fashioned dance orchestra conductor never would have dreamed of.

Some time ago the leading manufacturers, in the interest of better music, began to rescure many of the older, popular compositions. They followed this by substituting for the ordinary piano accompaniment with songs of the popular type an accompaniment for the full orchestra, retaining all of the resources of instrumental tone color used by the great composers of the world. For the purpose of strengthening a voice, of keeping it true to pitch, of lending interest to the pauses between the stanzas of a song, enriching a composition generally, they

(Continued on page 19)

STODART

PHONOGRAPH

The sign of a quality phonograph

Standard equipment Plays all records
Five beautiful models in mahogany

We make our own cabinets, and have exceptional manufacturing facilities, so insuring maximum phonograph value for you.

In Case Design, Tone and Equipment, the Stodart demonstrates a Quality Standard

Dealers handling this artistic instrument, report constantly growing sales.

Make money and build prestige with the Stodart.

Send for new catalogue—just off the press—and full particulars of this proposition.

STODART PHONOGRAPH CO., Inc.

"PHONOGRAPHS WITH A PEDIGREE"

Bush Terminal Sales Building

130-132 West 42nd Street

NEW YORK

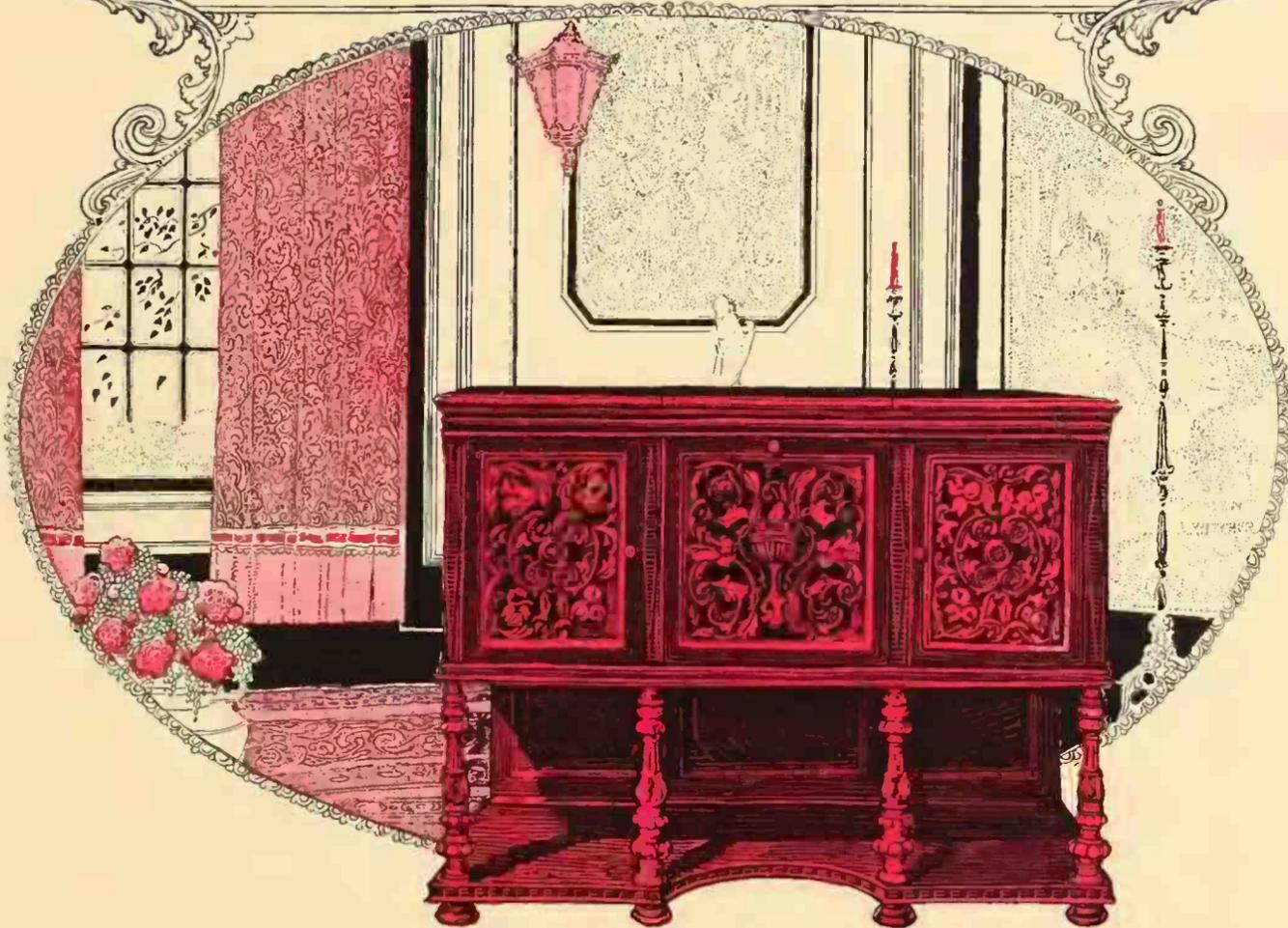
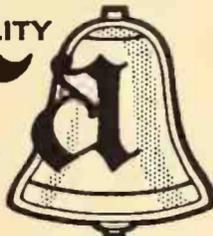


STYLE
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STYLE
D

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



English Renaissance, de Luxe—Edgemoor

The Public Appreciates Period Styles

THE able manufacturer and merchant do not wait for customers to ask for goods that are not in stock and then hurriedly try to get something that will do. Far-sighted men anticipate public demand and cash in because they have the new things first.

It is now clearly evident that in the future the preference of many buyers of quality phonographs will be more and more for the period designs. Dealers, even the smallest, are finding no difficulty in selling period Sonoras quickly, and it is well for *you* to recognize this trend of popular taste so that you can be ready to give your patrons what they want. On the following pages is pictured the magnificent and unrivaled Sonora line.



Gothic, de Luxe—Normandy



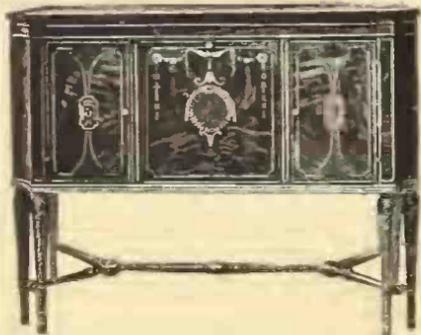
Sheraton, de Luxe—Kenilworth



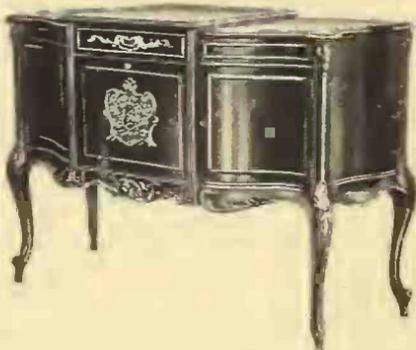
Italian Renaissance Junior—Luzerne



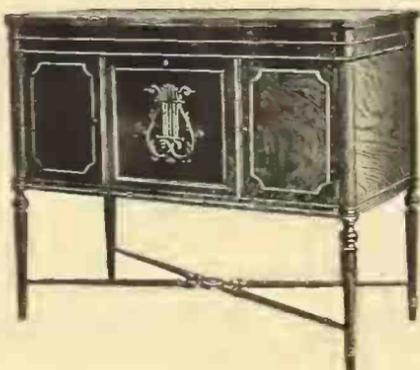
Louis XV, Standard—Lorraine



Hepplewhite, de Luxe—Traymore



Louis XV, de Luxe—Du Barry



Duncan Phyfe, de Luxe—Fulton



Louis XVI, de Luxe—Richelieu



Jacobean, de Luxe—Robespierre



William and Mary, de Luxe—Raleigh



Jacobean Junior, de Luxe—Lancaster



Queen Anne, Standard—Queensboro

24 Wonderful Period Styles

A GLANCE at these pages will convince every phonograph dealer that Sonora presents a line of period models that is unapproached in beauty of appearance, that is unique in its unvarying excellence, and that is notable in the variety of styles offered for selection.

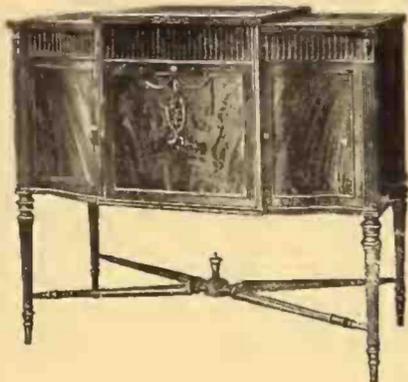
The workmanship of these instruments is of a decidedly superior character, the cabinets being the products of designers and artisans who are second to none in the world and who are equalled by few, if any.

Not only in attractive appearance but in important and exclusive features of construction Sonora is without an equal.

For fast, easy, profitable and more *cash* sales, you need the famous

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL





Adam, de Luxe—Westminster



Gothic Junior, de Luxe—Notre Dame



Colonial, de Luxe—Mt. Vernon



Italian Renaissance, de Luxe—Milano



Chippendale, de Luxe—Windermere



Hepplewhite, Standard—Canterbury



Louis XVI, Standard—Royale



Adam, Standard—Hartford

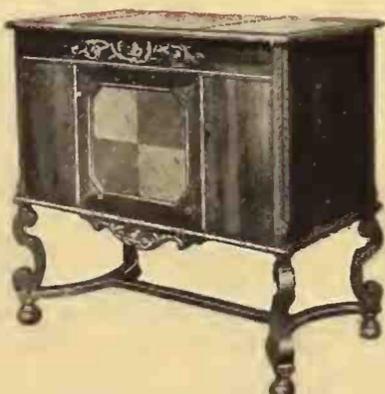
Proof of Sonora's Supremacy

THE most important thing in a phonograph is its tone. Sonora welcomes comparison. Every Sonora has the superb, pure, rich, clear-as-a-bell tone which won highest score at the Panama Pacific Exposition and Sonora is invariably selected when heard in comparison.

Sonora's period styles are reproductions of the works of the great furniture creators of all time. They are *not* original creations, as he would be a bold man who today would proffer his designs as being better than those originated by such geniuses as Chippendale, Sheraton, Adam, Hepplewhite, and the other masters.

Not only by the connoisseur, but by those who are but slightly familiar with fine music and choice cabinetry, Sonora is recognized as being

The Highest Class Talking Machine in the World



Italian Renaissance, Standard—Verona



Hepplewhite III—Pembroke



Hepplewhite Junior, de Luxe—Islington

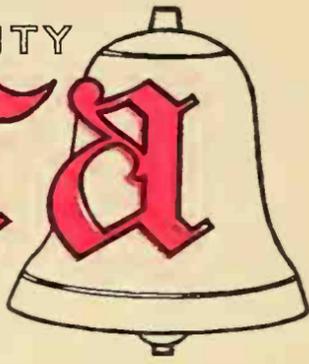


English Renaissance, de Luxe—Edgemoor

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



The Only Phonograph Sold Without Offering "Easy" Payments As The Leading Attraction



Grand

SONORA is experiencing the greatest year in its history. Sonora production is still far behind demand, and there are millions of dollars of unfilled orders on our books. The public is taking Sonoras as fast as they can be made. Sonora's quality, however, is never lowered in order to "rush" production.

The Sonora owner enjoys the pride of possessing this superb phonograph, the instrument of *supreme* quality.

A Sonora agency becomes increasingly valuable each year. The Sonora, world famous, enjoys great popularity, sells quickly, and makes money for Sonora dealers.

Sonora is licensed and operates under BASIC PATENTS of the phonograph industry. Sonora's future and the future of those who sell Sonoras are secure.

Our enlarged factories are now in operation and we can add new dealers. Write *now* regarding an agency.

Sonora Phonograph Company, Inc.

George E. Brightson, *President*

NEW YORK: 279 BROADWAY

Canadian Distributors: I. Montagnes & Co., Toronto



Elite



Baby Grand



Minuet



Nocturne



Invincible



Trovatore

began to use the counter melody and the obbligate. These things are looked for in the popular record of to-day, and if they do not exist even the popular ear is unsatisfied.

By the simple process of "living with things" people grow to know and understand them. And by the simple process of living with the best musical records for a few years the people of America have been developing a musical understanding, a musical judgment, which has barely yet been dreamed of. It has been charged that the United States has not yet produced, among its composers, any world genius, but it is true that it has a host of good composers, many of whom are excellent musicians, and whose knowledge of music certainly is far above that of many of the accepted composers of other days.

Another thing is interesting. People are beginning to demand that popular and "old-time" songs be sung, to a greater degree than ever before, by the great recording artists. It only, of course, indicates the development of one set of susceptibilities. But that the other set is growing in equal measure is evidenced by the requests, almost as numerous, for compositions of the better type—not only by singers, but by symphony orchestras and even the string quartet.

One leading maker of records answered the questions propounded thus, categorically:

"We classify popular songs and dances for immediate sale to the public, while heart songs and standard ballads have steady sale. The former records sell quickly and in large quantities; the latter slowly, but steadily. One class is more or less ephemeral in value, the other class lasting.

"To your second question, relative to the increase in the demand for classical and high-grade records, as compared with ragtime, jazz, etc., in the last fifteen or twenty years, we would say that there had been an increase for the better sort, though it is relatively small; the ratio we cannot accurately determine.

"Regarding the kinds of records in demand in cities versus small towns, jazz and instrumental pieces have a decided lead in cities, while smaller towns and rural communities seem to prefer the sacred selections and ballads. For instance, Stephen Foster's songs are steady sellers in the country regions.

"It is difficult for us to allocate a distinct type of music to a certain section of the country. 'Blues' have a relatively larger sale in the South, but, aside from this, distribution is about equal in the various sections of the country."

So, also, some said that they had been unable to discover any distinct regional demand for records; that city and country alike require to-day a definite quota from each class, and that it is surprising how, far from the great musical centers, compositions of the latest obvious type are called for. In many instances it is easy to infer for the individual in some remote section as high a degree of musical culture as that to be found in the cities.

"Distribution in other parts of the country may be generalized by saying that between the satisfactory demand for the 'populars' and the

Your Problem Is Ours

Good Profits (to you)
+ Good Service (to your customers)

Answer: TONAR RECORD BRUSHES
 (Trade Mark)



Have we solved the above problem correctly?

Write to-day for prices and sample and see for yourself

PARKS & PARKS, Inc.

TROY, N. Y.

New York Office, C. E. Peabody & Co., 186 Greenwich St.

Southern Representatives: I. W. Becker & Co., 226 1/2 Peachtree St., Atlanta, Ga.

call for 'standards,' 'sacreds,' and 'classicals' the distance is not as great.

Then, naturally, in such a cosmopolitan country as this talking machine record makers have to meet the needs of the large foreign-speaking population. These good people are large consumers and the demand is divided among the different nationals, each national demanding its native music—French, French-Canadian, Italian, Jewish, Polish, Hungarian, Russian, and so on. The foreign type of record, containing, as it does, the music from the various homelands, will be found on sale even in the smallest hamlet of Italians or Poles or other nationals.

As for the future, the record has its full life ahead. The day is coming when these records will be obtainable as readily as general articles of merchandise, and as distribution is perfected every dealer will sell in greater quantities. This will be but the sequence of the tremendous distribution of the talking machine itself during the past five or six years. This consumption, or, rather, the installing of these instruments in the homes of the people must be reflected in multiplied record sales.

EVANSVILLE STORE ENLARGES

Three new demonstration booths have been installed in the music department of the Bandy Furniture Co. in Evansville, Ind. The trade in the talking machine section has grown so rapidly that the equipment had to be materially enlarged. This change necessitated altering the store front, but the improvements justify the expense.

FRIGHTENED BY OWN RECORD

Hulda Lashanska Calls Listening to Her First Record Most Exciting Moment of Her Life—Thing Seemed Uncanny, She Remarkd

MILWAUKEE, Wis., December 7.—When Hulda Lashanska, noted soprano and Columbia artist, heard her first record she had much the same feeling as a person seeing a ghost. Her friends chaff her about the glazed look that came over her face when the sounds of her own voice came from the instrument.

"Listening to my first record was the most exciting moment in my musical experience up to date," the pretty young singer said, telling of her experience recently.

"I can't describe the queer sensation it gave me; I had the strange impression that somehow there were two Lashanskas—that someone had taken a part of me and was using my voice. I sat on the edge of a chair, all eyes and ears, as if I had never seen a graphophone before in my life. The thing actually scared me. It made me uncomfortable and spooky, just the way people probably feel at a spiritualistic seance. If my double had suddenly risen up out of the machine in thin, vaporous, quivering shape I know it would not have astonished me at all, for I was simply hypnotized and a million miles away from the recording laboratory. I kept saying to myself, 'Did I really do that? Is it really I?'"

Mme. Lashanska is known and loved not only for her beauty and talent, but for her unbounded charity.

During the war she not only devoted much of her time to singing in the hospitals and encampments, but gave no less than \$14,000 worth of concerts to the Red Cross and other charitable organizations, and sold \$4,000,000 worth of Liberty bonds through the medium of her voice.

All Mme. Lashanska's training has been in America, although she lived in Paris for a short time in order to perfect herself in French, which she now speaks like a native. Her diction in this tongue, as well as in other languages, is remarkable and has been commented upon.

Mme. Lashanska was heard in person in Milwaukee on December 6, when she appeared at one of the Athenaeum morning musicales.

According to a dispatch from Christiania, imports into Norway of articles of "luxury," such as motor cars, motor cycles, pearls, diamonds, laces, paintings, pianos and talking machines, are forbidden by the Government.

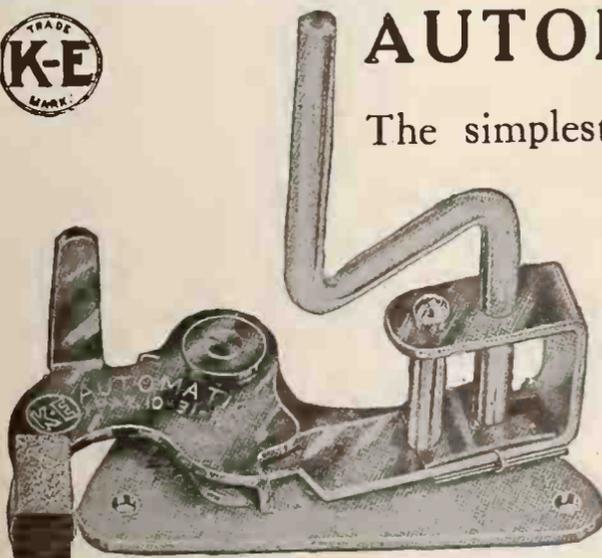


AUTOMATIC STOPS

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



Henry Ford Says:

"The war is over and it is time war prices were over. There is no sense or wisdom in trying to maintain an artificial standard of values. For the best interests of all concerned it is time a real practical effort was made to bring the business of the country and the life of the country down to pre-war standards."

We Agree With Mr. Ford, but Desire to Add

that we religiously maintained a fixed price all during the war that undersold the market and gave the trade

An Exceptionally Good Product in

Prima-Donna

"The Instrument Inspired"

WHEN VALUE AND PRICE ARE CONSIDERED IT SELLS ITSELF

From a standpoint of value—before the war—during the war and even today—PRIMA DONNA STILL REMAINS the best phonograph value at the price on the market. The reason for this is the manufacturers of Prima Donna saw further than their com-



Bungalow Model \$95.

petitors and put the standard high and the prices right before the war and thus set a policy that has withstood throughout the price-changing period, and it stands today as the most substantial value on the market.

Can You Beat This?

Prima Donna truly is the instrument inspired, for it is all one could ask for in construction, tone and fine craftsmanship.

Its tone value is enhanced by the scientifically constructed all wood amplifier.

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 short Prima Donna is constructed as well as any machine on the market and very much better than a great many.

Can You Do Without This?

As an up-to-date dealer you must realize the importance of co-operation between manufacturer and dealer in present-day selling methods. This every Prima Donna dealer is assured, as our special local advertising and unique window slides have proven a wonderful sales booster. We not only expect to sell to you but help you sell the consumer, as our profit is so small we MUST have re-orders, and the only way to get them is to help you move the goods.

Will You, Mr. Dealer, Show Enough Interest and Sound Business Judgment to Ask for a Catalog?

The only Phonograph unre-servedly guaranteed for one year.

Our output from three big factories guarantees you immediate deliveries.

SIX MODELS

Bungalow.....\$ 95	Astoria.....\$160
Stratford.....115	Majestic.....200
Blackstone....135	Parlor Grand.225

WE PAY THE WAR TAX

Guarantee Immediate Delivery—F. O. B. New York

If you are a good buyer and a buyer of good phonographs and want a phonograph built by one organization from lumber to finished product (not an assembled proposition) with the factory standing behind its product and behind the dealer, write for our Catalog and selling proposition today. Yes, we give exclusive territory if available.

Frederick P. Altschul

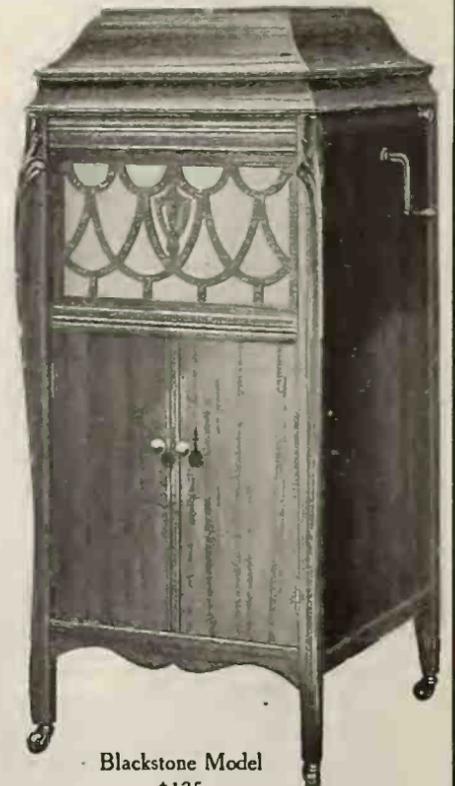
**PRIMA DONNA
Distributor**

112 WEST 23rd STREET

NEW YORK



Parlor Grand \$225



Blackstone Model \$135.

Various Methods of Increasing Talking Machine Sales Interestingly Described

By
Wm. Bliss Stoddard

The merchants of Wichita, Kan., recently cooperated in staging a Suburban Day, with many special reductions, and the added incentive of a refund of fare when the purchases reached a certain stipulated amount. Of course a great deal of individual advertising was done, and publicity that attracted considerable attention was gotten out by The Melody Shop—whose windows featured the purchase of a Victrola on the club plan. Several days before the sale all the suburban patrons and many of the city friends received through the mail large manila envelopes containing cards gotten out in the form of the familiar school report card, which read:

PUBLIC OPINION SCHOOL
Report of THE MELODY SHOP—First Grade

Branches	Complete
Stocks	Latest
Styles	Highest
Quality	Fairest
Prices	Perfect
Service	Truthful
Advertising	Courteous
Department	Always on the Job
Days Absent	Never Behind Time
Times Tardy	

This is to certify that THE MELODY SHOP has been promoted to the most popular class among the Wichita stores.

CRITICAL SHOPPER, Teacher.

Of course you are going to take advantage of SUBURBAN DAY.
Be sure to investigate our Club plan of purchase of talking machines and records. Full information on the other side.

On the reverse side of the card were stated the initial payment and the rate of monthly payments, which were divided into several classes to meet the requirements of different customers.

And Now Comes the Blue Bird

The Eastern Outfitting Co., Los Angeles, Cal., has recently given considerable publicity to a well-known line of talking machines. The best bit of advertising was its show window. It was lined with white crepe paper upon which blue birds were applied, while a flock of them was pasted on the glass, the line extending in the form of a bow, so as not to interfere with the view of the contents of the window. The floor was covered with green felt and on it were placed several phonographs. In the center was a small yard enclosed with wire netting, in which was a small house covered with blue paper. Strutting about the yard was a rooster dyed a brilliant blue. A white card, bordered with blue, advised "The Blue Bird Is the King of Them All." A little folder that they sent out about the same time was sealed with a little

sticker in the form of a blue bird. On opening the attractively printed folder it read:

THERE'S HAPPINESS FOR YOU IN A BLUE BIRD

There is nothing like music to transform a "house" into a "home." There is nothing like the magic of a phonograph to bring happiness and harmony into the family circle. The Blue Bird phonograph is a handsome, well-made machine that plays all records. We have them in mahogany, fumed oak and walnut—priced from \$115 up.
We carry a full line of foreign and domestic records.

EASTERN OUTFITTING CO.

Choosing One's Advertising Medium

This is the season when the advertising managers of the larger stores and the proprietors of the smaller stores are planning their advertising appropriations for 1921. How to choose the most popular ones is sometimes a difficult problem. Many would have this solved for them, and at the same time do a largely increased business in the slack period that follows the holidays if they would adopt the plan of Witherill's, Syracuse, N. Y. This store recently held a coupon sale. They took a half page for the purpose, the greater part of which consisted of little squares in which certain records were quoted at reduced rates, while in the center was the cut of a phonograph, which was offered for "Nothing down, and \$5 a month, if this slip is presented before November 15." In each square was inserted the name of the paper in which the ad appeared. A large card posted in the window explained the purpose of the coupon sale:

In every home there is usually one favorite newspaper, the one upon which the housewife depends for her daily store news. We want to know which is your favorite.

Our COUPON SALE

has proven a most successful method of finding out. When we receive the coupons they are all carefully counted out and credited to the newspaper from which they are clipped. Thus we are able to determine which is the best, the second best and the third best, and we distribute our advertising accordingly. So you see how valuable this information is to us, and why we are willing to offer very extraordinary inducements for you to bring the coupons here during the sale.

To secure the merchandise advertised it was necessary for the intending purchaser to bring the square clipped from the paper in which it was seen. The same ad appeared in the three daily papers, so that each had the same chance. It was up to the public to decide. The readers were impressed with the fact that they were helping to decide the policy of the store, and many who would not otherwise have come de-

cidied to have a look, at least, at the bargains offered, and in this way assisted in creating business during the month.

Keeping the Payments Coming Regularly

Since a great number of talking machines are sold on the time payment plan many dealers have found it difficult to secure regular payments. One of the dealers of San Diego, Cal., has overcome this by keeping a card list of all such customers, with the dates on which payments are due. Each day the stenographer goes through the card list, and about a week before time for the monthly payment a short note is sent to the customer, asking him to come to the store to hear the new records, a list of which is enclosed. The letter concludes with "Inasmuch as the next payment on your talking machine is due January 9, I shall be glad to have several of these records set aside for your entertainment when you visit us to pay your account." In this way the customer is delicately reminded of his obligation, and yet in such a way that those who come to pay frequently remain to buy some new records.

DROOP & SONS CO. 63 YEARS OLD

Well-known Victor Wholesalers in Washington, D. C., Started Business in 1857

WASHINGTON, D. C., December 1.—E. F. Droop & Sons Co., the prominent Victor wholesalers and piano dealers of this city, recently celebrated the sixty-third anniversary of the establishment of the business, which was founded by Edward F. Droop, father of the present heads of the company, on November 17, 1857. There were no special ceremonies to mark the occasion, the fact being made public through the medium of some attractive advertisements.

DEATH OF LOUIS POULAIN

Louis Poulain, for more than sixteen years an Edison dealer in Clarion, Pa., passed away on October 29, following a short illness. He entered the Edison retail business back in 1904, when he became a dealer in Edison cylinder phonographs and records, later taking on the disc, upon its introduction, and was active in the phonograph business until a few days prior to his death.



Father Knickerbocker says—

\$1 a Day

Will Bring Good Business Your Way

By Using

The Binger Window Display

Write for Particulars

A Merry Christmas and a
Prosperous New Year's Business
to the Victor Trade

KNICKERBOCKER TALKING MACHINE CO.

Metropolitan Victor Wholesalers

138 West 124th Street

New York

Gennett

RECORDS

"The difference is in the tone"



Truth

The charm of the Gennett record is its truthfulness. It is not an imitation—not an approximation—it is the artist. The tones, full-rounded, pure, the subtleties of expression, the individuality, the personal magnetism of the artist are in the Gennett. Your phonograph, if it is a good one, will *reanimate* the Gennett Record perfectly and give you an entirely new musical experience. Hearing is believing.

Make the test by hearing some of the new Gennett Records. One of the most popular is the new Gennett No. 4644, an 85-cent double-face record which gives you the privilege of listening to Mann and Shaw sing, "Like We Used To Be" as well as Hart's pure tenor solo, "Old Pal."

Any Starr dealer will gladly play for you without any obligation.

Gennetts better all phonographs—but are best Starr-played

THE STARR PIANO COMPANY, Richmond, Indiana

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

Tandy Mackenzie, new exclusive Columbia tenor, sings that beautiful love song, "Old Fashioned Garden." Stock up with this record for new fashioned receipts. Columbia 79410.

**Columbia Graphophone Co.
NEW YORK**



ORCHESTRAL INSTRUMENTS BY SIGHT, SOUND AND STORY

Plan of Musical Instrument Study Evolved by the Victor Co. That Is Meeting With Nation-Wide Success—Big Educational Factor Along Musical Lines in the Schools

The formation of orchestras in nearly every high school and grammar school throughout the country is becoming one of the most important divisions of public school music. The large symphony orchestras of America are enlarging their scope by making a direct appeal to children by children's concerts with explanatory

study known as "The Instruments of the Orchestra by Sight, Sound and Story," which for the first time in the history of music offers a complete presentation of the instruments of the orchestra in this threefold manner. The complete series embraces a set of eighteen charts (fourteen inches by twenty-two inches), showing each instrument in microscopic detail in its natural color; two special Victor records (Nos.

were published there was no way by which the thousands of boys and girls interested in orchestral music might hear all the instruments properly played, singly and in ensemble, and at the same time see how each one looked. The playing position of each instrument and the seating plan of an entire orchestra, giving the numbers of each instrument used and comparative value, are of great usefulness.

The Victor Co. has prepared this work of orchestral study at the insistent demand of school people all over the country for many years and now that it is available it is meeting with a wide and enthusiastic reception and has been productive of immeasurable good.



Specimen Chart and Page in Miniature From the Victor Set of Eighteen Charts for Teaching Music in the Schools

Orchestra of the High School, Oakland, Cal.

talks on the orchestra and especially selected music and through the music memory contests.

Such movements are stimulating a very real desire to know the orchestra, to hear its story and to understand its composition. The logical place to impart this widely sought knowledge is in the schools. Ever ready to serve the schools, the Victor Co. has issued a plan of instrument

study known as "The Instruments of the Orchestra by Sight, Sound and Story," which for the first time in the history of music offers a complete presentation of the instruments of the orchestra in this threefold manner. The complete series embraces a set of eighteen charts (fourteen inches by twenty-two inches), showing each instrument in microscopic detail in its natural color; two special Victor records (Nos. 35670 and 35671), which give the exact reproduction of the individual tone color of each instrument of the orchestra singly, then in family groups and in full ensemble, each presented by an excerpt from some well-known classic and an accompanying booklet, which gives a full description of each instrument, its origin, history, development and uses by various composers.

Before the Victor charts, records and booklets

WEHRLEY MUSIC CO. ENTERTAINS

Interesting Demonstrations of Use of Grafonola in Kindergarten Work Given Before Teachers of Monroe County—Many Musical Features

STROUDSBURG, PA., December 7.—The Wehrley Music Co., North Seventh street, was host to the teachers of the Monroe County Institute at the Stroud Theatre Academy recently when they were given a musical treat and had the opportunity of seeing a demonstration of the introduction of music in school work. A buffet luncheon was served and greatly enjoyed.

Although the rainy weather kept many teachers away, there were very many of them present and all were delighted with the high quality of the program. One feature had to be omitted. That was a practical demonstration of the Columbia Grafonola and records using kindergarten children from the Model School, with Miss Lindstrom as the leader.

Evidence of sincerity in your line of argument awakens interest, while a four-flushing chatter arouses suspicion. Lack of candidness on your part may "hook" an order now and then, but it never permanently "lands" a customer.

PHONOGRAPH RECORD LABELS



That will meet the requirements of the manufacturer of Records. Our experience along this line assures you of the best of results, quality as well as artistic in design. We make record labels for some of the largest record manufacturers.

If we are not making any of the following Specialties for you we would be pleased to quote you as our experience enables us to give you the desired results.

KEYSTONE PRINTED-SPECIALTIES COMPANY

321-327 Pear Street
SCRANTON, PA.

- Our Specialties—**
- Phonograph Record Labels
 - Gummed Stickers of large quantities
 - Trading Stamps, etc.



There's always a more comfortable feeling if a big house is producing the phonograph offered for sale. Rishell has 55 years of solid business success behind it—certainty of quality, delivery, liberality of treatment, price maintenance, evenness of discount, ample trade help—and continuous support before the public.



No. 25

*Period console type in rich mahogany or English brown mahogany.
Plays all records without attachments.*

Quality Counts

Jobbers who are looking far ahead into the future should be keenly interested in the most unusual business proposition offered in connection with the distribution of Rishell Phonographs. The Rishell franchise is the most desirable and profitable opening for the jobber today, because Rishell is the one phonograph of non-competitive quality, which assures permanence of dealer contracts; satisfaction in the individual sale; constant growth through the approval of the owner.

Send TODAY for particulars of jobber contract

Rishell Phonograph Company :: **Williamsport, Pa.**

New York Jobber: **GRAND TALKING MACHINE CO.**
268-270 Flatbush Avenue Extension, Brooklyn, N. Y.

Rishell

THE MIRROR OF TONE

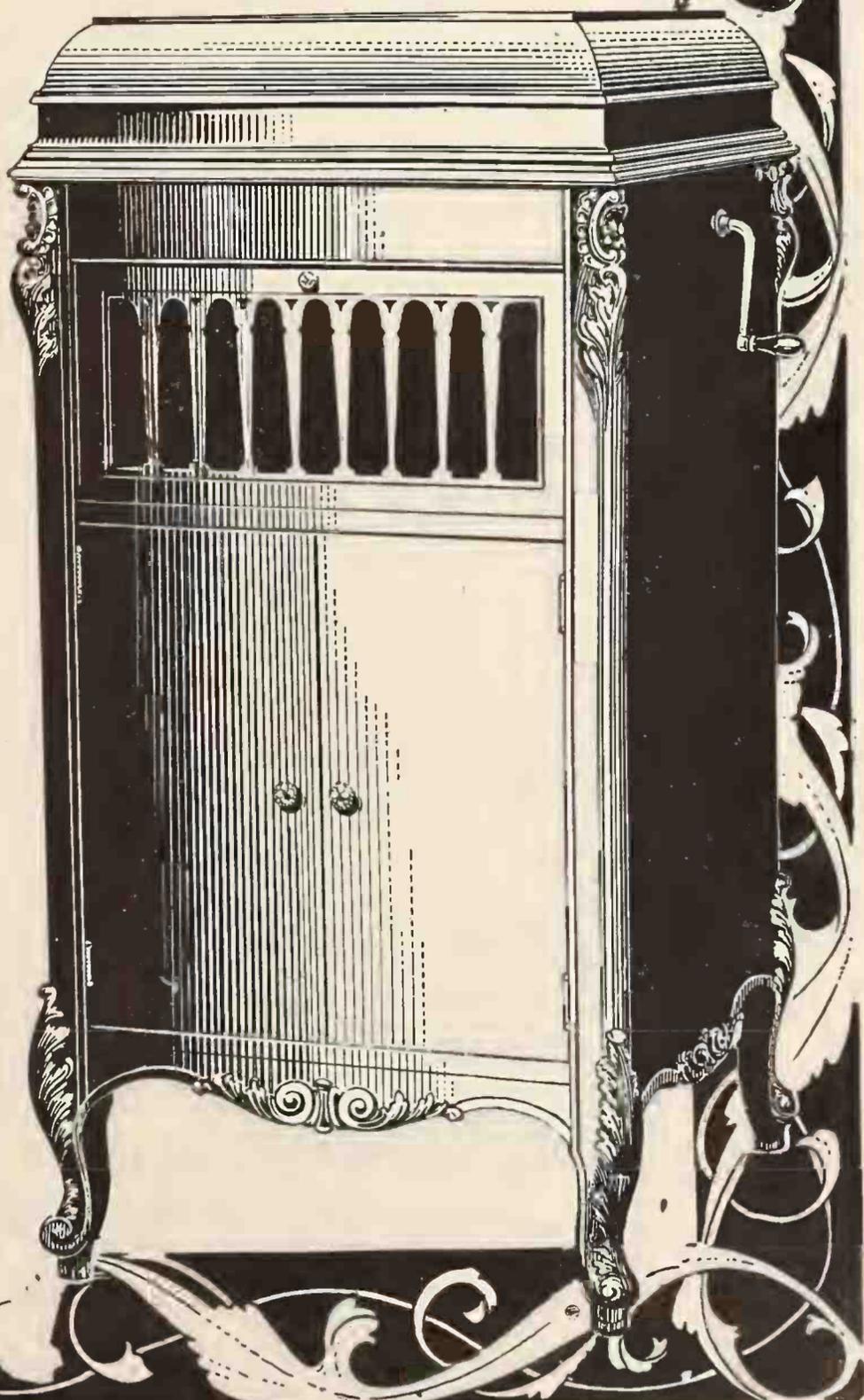
The prevailing conditions of the *buyer's market* are familiar to every business man. The public has definitely turned away from *cheapness*, although it is demanding low prices. Big manufacturing facilities, big stocks of materials, big assets, make it possible to produce in Rishell Phonographs the perfection of tone and inimitable cabinet work at prices that compete with mediocre "machines," and yet yield the most satisfying profit to jobber and retailer.

Write TODAY for details of a contract that will put you in command of your market

Rishell Phonograph Company

Williamsport, Pa.

New York Distributor:
GRAND TALKING MACHINE CO.
268-270 Flatbush Ave. Extension, Brooklyn



Why Every Dealer Should Keep His Establishment Well Stocked With High Class Records

From time to time in *The World* we have emphasized the importance of dealers handling a record stock that would be most complete in every detail—a stock not confined merely to the popular hits of the day, but which would include all the standard numbers which form the real backbone of any record library, and which appeal to those of distinct musical inclinations.

While it is not hard to believe that there are dealers who are sometimes indifferent to the importance of handling records of the so-called classic numbers, it is impossible to conceive of the existence of any shop in the metropolis which could invite the complaint of a writer in the *New York Globe*, who presents his troubles under the name of Pendragon, and tells of his discouragement in getting the records he desires in the following graphic story:

"Jazz music has only one mood—a mood of sardonic hilarity; and its appeal is to the satyr that lurks—and why not?—in every breast. Nearly all of us like it occasionally, but for a steady diet it is something too coarse and direct. It wasn't jazz music I had in mind when I took my way to a music shop and bought a talking machine the other day, but certain well-known orchestral records that had pleased me several years ago—notably the andante of Beethoven's Fifth Symphony, the nocturne and intermezzo from "A Midsummer Night's Dream," and a well-known elegie as sung by Caruso.

"I bought the machine first, and asked to have it sent as soon as possible, for I haven't a piano, and my soul—admitting I have one—was thirsty for music. Then I lingered over lunch with a catalog of records, slowly compiling a list of the numbers that appealed to me, and having an extraordinarily good time in anticipation. Even though I can't have an orchestra of my own, I mused, as I walked back to the store, all these riches are to be mine whenever I have the energy to wind the contraption up and adjust the fibre needle.

"The girl looked at my list doubtfully and made a pilgrimage through the record stocks. She returned looking a bit weary. "We have only one of these," she reported. "The Irish tune from County Derry is the only one we have." If I were the kind of person who would let his mouth fall open in surprise I should have done it then. "But what use is the instrument to me

if you haven't any of the music I want?" I asked. She was kind and tactful. She was sorry. But she couldn't help it. They were out of the pieces I wanted. Perhaps I'd like to sit here and make another selection? Somewhat dazed I took a seat and pored over the complete catalog.

"Whenever I came across something it seemed to me I might like I asked for it. All around me, from ten thousand little cubicles, came the noises of jazz, mingling like a sound of many ripsaws with an overpowering number of tin cans descending a staircase. "Tiddle-De-Winks" and "Gems From Irene" tripped over "Love

*Standard Numbers
Form the Real Backbone
of Every Record
Library. They Appeal
to the Musically Elect*

Nest" and the "Hy'n Dri" fox-trots—tripped and fell prostrate with a hideous confusion of tympani. Gathering my courage with an effort I mentioned the Tannhäuser overture. No, they didn't have it. The attendants were palpably a little irritated by my choice. Wasn't there something else? A catalog of the new August numbers was thrust into my hands. They had all of these, they said. I knew they had, for I could hear them all going at once. "Blue Diamonds" cut across "A Young Man's Fancy" with a great shriek of automobile accessories, and "All the Quakers Are Shakers" kept up a wild demon's dance with "Harem Life," "Dardanella," and the "Fluffy Ruffles" one-step.

"Yaddie Kaddie Kiddie Kaddy Koo" and "That Hula Hula" assaulted my ears from opposite directions just as I was hopefully bringing up the subject of the Peer Gynt Suite. Surely here was an old stand-by. It was old,

sure enough, but no stand-by. They were out of the Pryor's Band version, out of the Victor concert version, out of the Vessella rendering. "There's not much call for these, you see," the girl said, smiling openly. "Sometimes we can't get them for as much as a year at a time." I knew then that I was an anachronism.

"Why didn't I want what everybody else wanted? Why should I come around bothering them with requests for tunes of a bygone date and fashion? The din redoubled about me. "And He'd Say Oo-la-la" accompanied "Ching-a-Ling's Jazz Bazaar" in murderous concatenation. I felt queer and more than a little mad. It was time to give up. I left. I had lost my desire for music. Visiting a sausage factory doesn't whet one's appetite for dinner. What I shall do with that talking machine now, I don't know."

Now for the moral of the story. Admitting that it is hardly probable that any store would be so lacking in records as the one described by our friend, it is nevertheless true that a record stock should be well balanced and not confined to popular records alone. The truth that the standard selections are the backbone of the record trade has been attested many times by leaders in the industry. For the dealer to confine his sales to the popular "hits" of the day and neglect the classical records is not the better part of wisdom. In doing this he is losing sight of the future and is enjoying the false glitter of fool's gold.

Then there is the customer to be considered. It is only the old, old story which is ever present—a satisfied customer is a dealer's best asset, and it takes a hundred good acts to wipe out the ill feeling brought about by one inconsiderate act or one example of poor service. To be forced to tell a customer that you have none, or only a very few, of the records he desires is to lose his trade for all time, for it is an evidence of the dealer's inefficiency. So remember, when you are looking over your record stocks the story of your friend Pendragon—remember and see to it that you are not the one to be included in the list of careless dealers. If the shoe fits, put it on.

Good-will, like a good name, is won by many actions, and can be lost by one.

THREE BIG HITS

You Can Always Depend On

THE DE LUXE STYLUS

(The Best Semi-Permanent Needle Made)

TO MAKE THREE BIG HITS

- 1—Perfect Reproduction of Tone
- 2—No Apparent Wear on Records
- 3—Plays 100-200 Records

*The De Luxe is always glad to speak for itself—Send for samples—
Order thru your jobber or direct from us*

DUO TONE COMPANY, Inc.

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.



Full Tone



Medium Tone

Three for 30 cents

Liberal Discounts

LAMPAGRAPH



Gives Light and Music

For Tone and Volume This Instrument Is Unsurpassed
Electrically Lighted and Operated
Plays All Records

Jobbing territory now being allotted

WRITE FOR LITERATURE

Lampagraph Company Rialto Theatre Building St. Louis, Mo.

CHICAGO OFFICE: 320 Republic Building

NEWS OF THE TRADE IN TOLEDO

Toledo T. M. Co. Buys Three-story Building on St. Clair Street—Business Outlook Is Brighter—Victor Business Generally Good

TOLEDO, O., Dec. 4.—The Toledo Talking Machine Co. has purchased a three-story brick building at 121 St. Clair street, this city, and when alterations are completed will occupy the entire building. The manager of the Toledo Talking Machine Co., Chas. H. Womeldorff, says that with the rapid growth of business and Victor production on the increase his company was compelled to seek larger quarters at once and not wait for the expiration of the lease on its present quarters. Modern equipment will be installed in the new building, so that Victor products can be speedily and economically handled. A model shop and all advanced ideas pertaining to the business will occupy a prominent place in the new building.

Toledo has, it is believed here, passed through its worst season of business depression. Merchants report good sales in the leading makes of talking machines and records, but a considerable let-up in the sale of the lesser known makes of machines.

Mr. Pete, of the Lion Store, reports that his sales are ahead of the same time last year. The Lion Store is exclusively Victor.

Mr. Elwell, of Grinnell Bros., Victor dealers, is very well pleased with business and expects a big increase over last year.

The J. W. Greene Co., which handles the Victor and several other lines of machines and records, reports business good.

The People's Outfitting Co., Victor dealer, is meeting with good success with the Christmas Club plan.

The Cable Piano Co. will soon move into temporary quarters, where it will remain until it can get possession of the new Summit street store. Mr. Maag, of the talking machine department, states that he will install up-to-date mod-

ern equipment in the new store. He also reports business as good.

The La Salle & Koch Co., Victor and Columbia dealers, are having a good active trade and will go into the holiday season short of stock.

Mr. Frame, of the Talking Machine Shop, expects to experience the customary holiday shortage of Victor goods. The Talking Machine Shop is an exclusive Victor dealer.

Mrs. Sheridan, of the Wm. B. Duck Co., exclusive Victor dealers, reports machine and record business as good.

The following were recent callers at the Toledo Talking Machine Co.: T. A. Davies, of the Wm. Taylor, Son & Co., Cleveland; C. H. Bennett, of the Eclipse Musical Co., Cleveland; E. O. Little, of Auburn, Ind.; C. Wagonlander, of Sylvania, O.; Ed. M. Pratt, of Delta, O.; W. D. Rowlands, of Lima, O., and M. D. Brown, of Clyde, O.

NOW THE SYMPHOLA CO.

Was Formerly the Irish Zono Supply Co., of Belfast—New Quarters Now Occupied

The Irish Zono Supply Co., of Belfast, Ireland, is now doing business under the name of the Symphola Co. and is located at 11a York street. The proprietors of this company, which manufactures and imports talking machines and all kinds of musical instruments, are A. M. and W. H. Smyth. For some time the plant has been undergoing a reorganization and extension. Now, with all alterations completed, the Symphola Co. has opened in larger quarters, which makes it possible to take care of the increased trade with greater ease.

Writing to The Talking Machine World, W. H. Smyth says that conditions in the trade in Ireland just at this time are very unsettled, but he looks for a quieting down in a short time, and then the talking machine industry will reap a great harvest. Incidentally, he adds that he has found The World "to be a veritable gold mine of information and usefulness."

ATTRACTIVE CRAYCRAFT DISPLAY

Craycraft Co.'s Booth of Artistic Arrangement Wins Attention at Meeting of Stock Breeders' Association Recently Held in Noblesville

This attractive display of the Craycraft Dry Goods Co., Victor dealer in Noblesville, Ind., is a splendid example of the work being accom-



Craycraft Co.'s Artistic Display

plished by the field representatives of the Stewart Talking Machine Co., exclusive Victor jobbers at Indianapolis, Ind.

An active campaign was started by the Stewart Co. towards getting its dealers to realize the importance of attractive window displays and the neat appearance of their stores in general. This photograph, as explained by the Craycraft Co., was one it was able to place at the meeting of the Stock Breeders' Association, which was held in Noblesville.

A man who can see a doughnut is an optimist; a pessimist can see only the hole.

**THE NEW MODEL E
GARFORD PHONOGRAPH**

The Greatest Value on the Market
IMMEDIATE DELIVERIES IN ANY QUANTITY

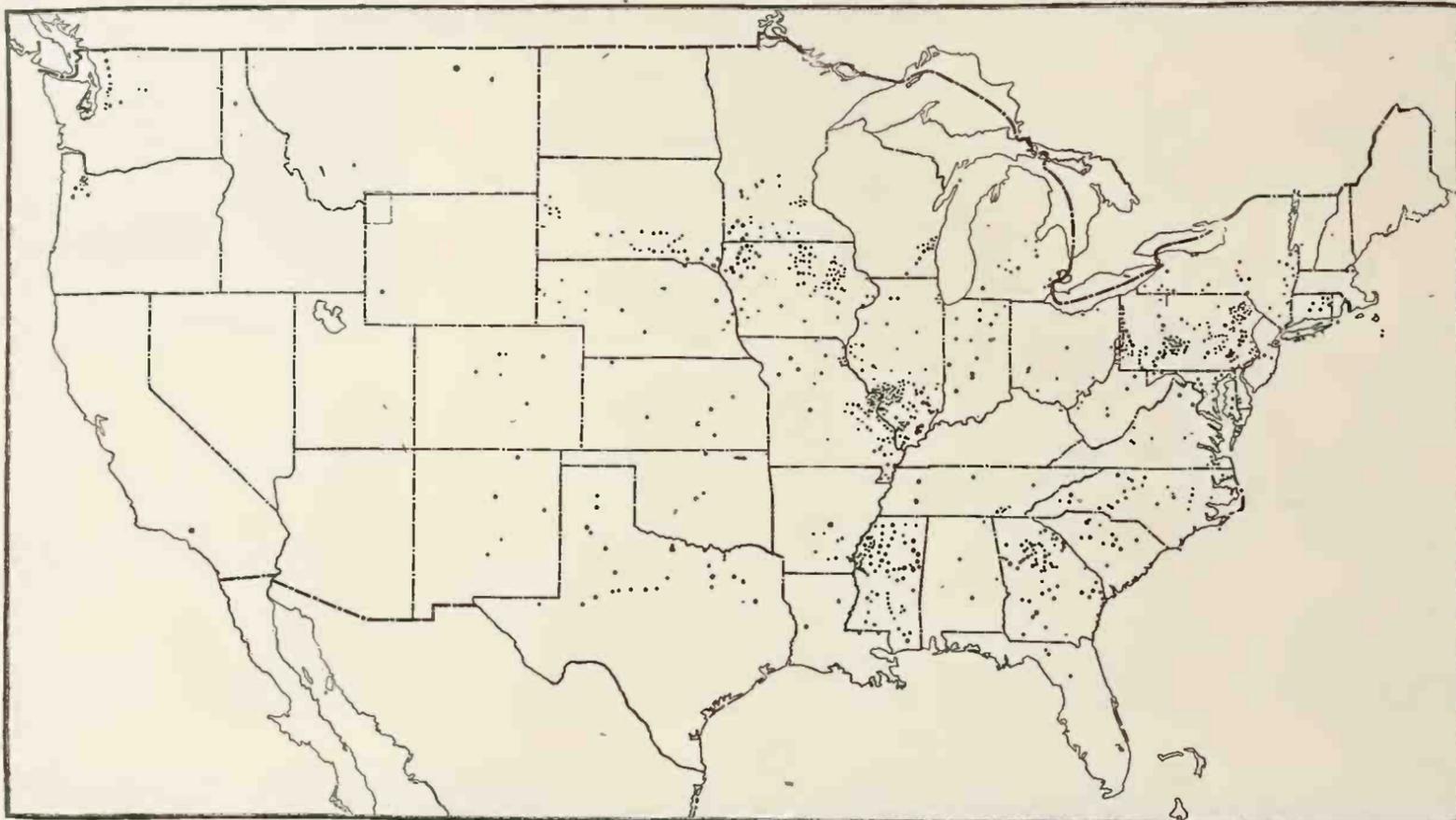
New Model "E" Garford Phonograph
Plays All Makes of Records Superior Tone Quality
Write for Proposition

The General Phonograph Mfg. Co.
ELYRIA, OHIO

The
SERENADO
TRADE MARK
 SERENADO MFG. CO.

CEDAR RAPIDS, IOWA

ORGANIZATIONS ARE BUILT ON SERVICE



THE PROOF OF SERVICE IS AN ORGANIZATION

There is a dealer under contract for the sale of The Serenado at each point shown on the map.

Some of those dealers are large, some of them are operating in a small way but each and every one of them contracted with us because The Serenado was recognized as standard and of high quality and our effective co-operation and the low prices made possible by our merchandising methods were desired.

They are continuing with us for the same reasons.

As states are opened the better class of dealers are taking on the line—isn't that a guarantee of service rendered?

SERENADO MFG. CO.
 CEDAR RAPIDS, IOWA

All the World's Artists play and sing their best
 for the Audience of **The Serenado**

NEW HEADQUARTERS OF JONES MUSIC CO. DEDICATED

Progressive Concern in Washington, Pa., Recently Celebrated Opening of New Store With Three-day Program—Modern Equipment and Furnishings Throughout—Comprehensive Line Carried

WASHINGTON, PA., December 1.—The new quarters of the G. W. P. Jones Music Co., established in 1900, are now located at 56 North Main street, in a handsome three-story brick structure that has no peer in any locality, outside of some of the large metropolitan centers, for its modern arrangements and up-to-date surroundings.

In a word, it is a real music shop. It is at the same time the delight of the music lover and the pleasure of those who serve the many patrons of the Jones Co. It is estimated that fully \$100,000 was spent in the various improvements and the store is most handsomely fitted up.

The formal opening of the new store was celebrated in October. It is estimated that fully 30,000 persons passed through the store during the three days. The first day was called Dedication Day, when the Globe Orchestra, assisted by Glenn M. Carson, basso, entertained a large audience in the piano salons on the second floor. In the afternoon the Current Events Club had charge and the program was most fitting. The Steinway piano was used. In the evening at 7 o'clock Vaught's Orchestra furnished the music, with Miss Charlotte DeVore, soprano, as the singer. At 8.15 p. m. the Harmonic Choir was the attraction, with J. Blaine Salzer as conductor, Miss Irene Jones, accompanist, and Miss Mildred McKahan as violinist.

Thursday was Student Day, Thursday night Artistes' Night, and Friday Society Day. The musical programs were in keeping with the days and attracted large and enthusiastic audiences.

The exterior of the building is painted in a beautiful colonial yellow trimmed in white. The display windows and entrance are most attractive. The visitor is struck by the elegant taste and beauty of the interior finish and decorations. The walls are laid off in panels of robin's egg blue, surrounded by old ivory. All of the woodwork and trimmings on this floor are in old ivory. The whole is finished in the Adam style of architecture.

Just inside the door is a small lobby. The floor is of quarter sawed oak. Just beyond are the demonstration or record booths, on each side, with a hallway between. There are sixteen of these, enough to take care of all customers, and they are absolutely sound proof. They are large enough to allow the customer to get the full benefit of the record. The walls of all the booths are double, there being two panes of glass all around.

The Unit Construction Co., of Philadelphia, installed the new fixtures for the talking machine department, which is one of the model departments of its kind in the State. The Victrola, the Columbia Grafonola and Edison phonograph are handled, as well as the Victor, Columbia and Edison records.

In the center of the first floor and just back of the booths are the record racks, which have a capacity of 25,000 records. This company is noted for its full stock of records, and many more have been added during the past few weeks, which will make it one of the most complete in the country. Just back of the record racks is a unit counter, which contains all of the wrappers, envelopes and needles. On top of this is a plate glass show case and on each end is a large counter with plate glass tops.

One of the features of the new establishment is the music hall on the first floor. This is in the rear, where there is an auditorium, twenty-four feet wide by seventy feet deep, with a stage twenty-four feet front by fourteen feet deep. The seating capacity is 250.

There is a passenger elevator from the first floor to the second and third floors.

On the second floor are the player-piano and roll, sheet music and general musical instrument departments. The entrance is from the large passenger elevator and an easy stairway, both in the rear. The department for player-pianos and player rolls is first, where a complete catalog of Q R S, Vocalstyle and Melodee player rolls can be found.

In the front half of this floor will be found sheet music, upright pianos and musical instruments of all kinds. The two departments are separated by French doors, which add to the beauty of the finish.

In the rear is a workshop, twenty-six by seventy feet, where Victrolas will be repaired,



Ethel Blöse Barr

pianos refinished and tuned, and in fact all kinds of repair work done on all sorts of musical instruments.

Mrs. Ethel Blöse Barr is in charge of the record department, and in response to a request by The World representative made a selection of the Victor records, which follow. Speaking

of them, Mrs. Barr said: "These records, while affording a variety for lovers of music, would retain their place as favorites in any collection. I am personally very fond of these selections and consider it a good list for anyone owning a Victrola to purchase."

- Cacliz March (18057)..... Athenian Mandolin Quartet
- Duna (64863)..... Reinald Werrenrath
- Elegie (Massenet) (89066)..... Caruso-Elman
- Faust—Ballet Music (17284)..... Vessella's Italian Band
- Flirtation (87549)..... McCormack-Kreisler
- Good-bye (Tosti) (74550)..... Evan Williams
- Hosanna (Granier) (88403)..... Enrico Caruso
- Irish Love Song (64346)..... Alma Gluck
- Kathleen Mavourneen (18091)..... McKee Trio
- Lanette—Waltz Caprice (Saxophone) (18117)..... H. Benne Henton
- Love's Power Waltz (18092)..... Hurtado Bros. Marimba Band
- Lohengrin Prelude (64744)..... Boston Symphony Orchestra
- Lucia Prelude (Harp Solo) (17929)..... Francis J. Lapitino
- Mavis (64407)..... John McCormack
- Passion Dance (18217)..... Six Brown Bros. Saxophone Sextette
- Quartet from "Rigoletto" (96001)..... Sembrich, Severina, Scotti and Caruso
- Romance (from D Minor Concerto, Op. 22) (74600)..... Jascha Heifetz
- Samson and Delilah (My Heart at Thy Sweet Voice) (64877)..... Gabriella Besanzoni
- Sextet from "Lucia Di Lammermoor" (96200)..... Sembrich, Caruso, Scotti, Journet, Severina and Daddi
- Sing Me to Sleep (89094)..... Gluck-Zimbalist
- Sirens' Waltz (Accordion) (17950)..... Pietro
- Slavonic Dance No. 1 (64488)..... Fritz Kreisler
- Villanelle (74639)..... Galli Curci

NEW VOCALION RECORD PLANT

Aeolian Co. Buys Part of Colt Plant in Meriden for Electroplating Department

MERIDEN, CONN., December 8.—The Aeolian Co. recently purchased a large section of the plant of the Colt Mfg. Co., on North Colony street, this city, and will utilize the premises for housing the Vocalion record electroplating department. The securing and equipping of this new plant is expected to prove a factor in still further increasing the production of Vocalion records.

The building acquired by the Aeolian Co. is a one-story structure of brick, on a plot of ground fronting 100 feet on North Colony street and with a depth of 200 feet. There is a railroad siding in the rear of the property convenient for shipping purposes. The acquisition of the new electroplating plant follows closely upon the opening of a new addition to the Vocalion record factory here recently.

MR. DEALER:

You can sell Adora Phonographs



This model is 48 in. high
Retail price, \$135

Every 'ADORA' sold sells others.

'A trial order will convince you.

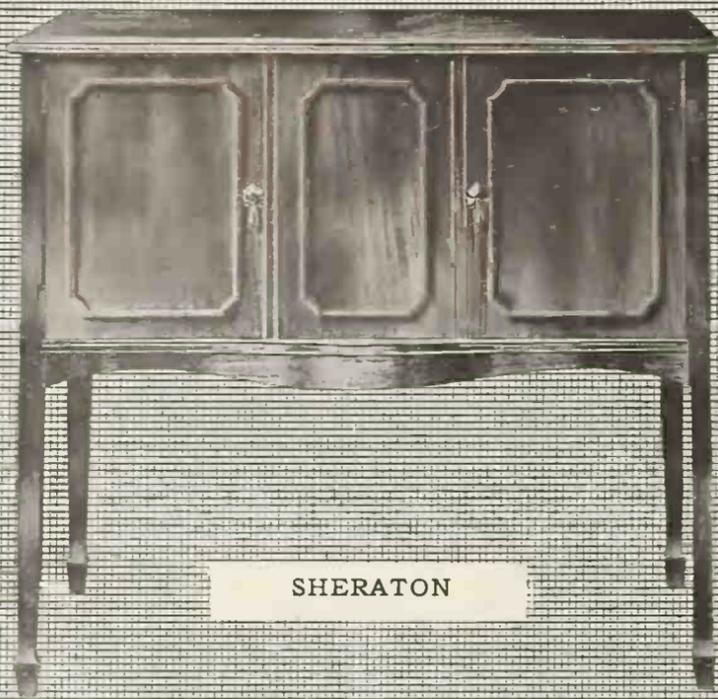
It is the only phonograph made with a Five-Year guarantee.

Write for catalogs and prices on ADORA PHONOGRAPHS, United States Music Rolls, Puritan Records and Accessories.

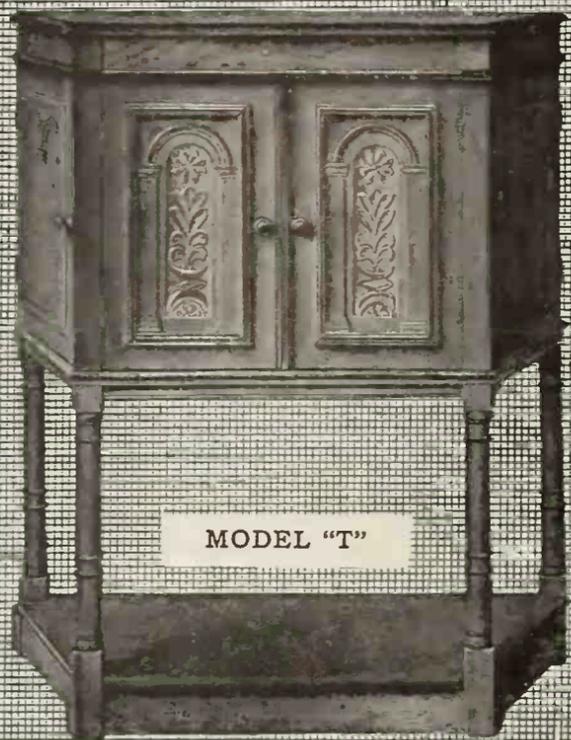
Adora Phonograph Co.

242 E. Jefferson Ave.

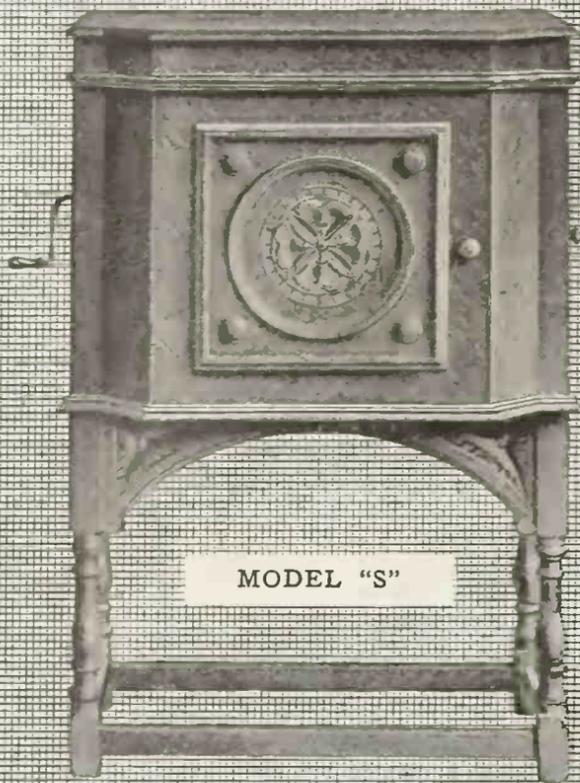
DETROIT, MICH.



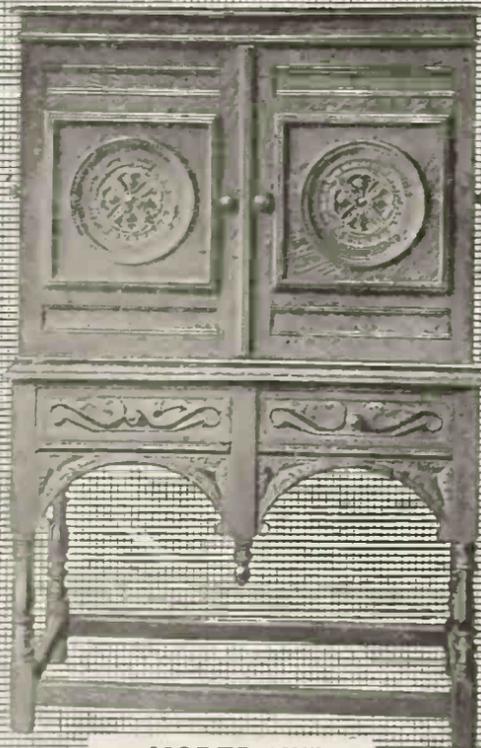
SHERATON



MODEL "T"



MODEL "S"



MODEL "W"

The *Pathé*
REG. U.S. PAT. OFF. 
 Actuelle

From the dealer's viewpoint the Actuelle is a good merchandising proposition—a money maker. Because of the strength of its unique position in the trade—remember, there is nothing to compete with it—it carries a brilliant and unequalled prestige. Only a Pathé dealer is permitted to handle the Actuelle.

PATHÉ FRÈRES PHONOGRAPH COMPANY
 EUGENE A. WIDMANN *President*
 BROOKLYN, N. Y.



CROMWELLIAN

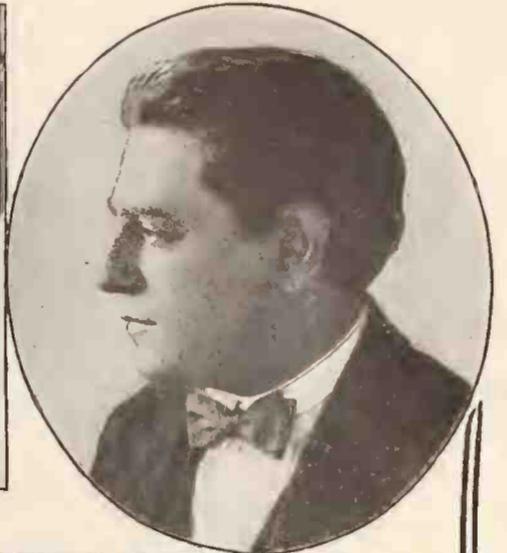


LUCIEN MURATORE



YVONNE GALL

MARGARETHE MATZENAUER



TITO SCHIPA



HELEN YORKE



PAUL ALTHOUSE



RUDOLPH GANZ



ROSA RAISA



JACQUES THIBAUD



Florence Muholland



PERCY HEMUS



JOSEF LHEVINNE



ROSALIE MILLER



WILLIAM SIMMONS



CRAIG CAMPBELL



JACK NORWORTH



ALICE GODILLOT

The Repertoire and the Artists

THE Pathé Dealer can meet every customer with confidence because he knows he has what each customer wants. The immense Pathé repertoire is a magnificent library of all music presented through the medium of a superb galaxy of world famous artists.



Marion Evelyn Cox



HANS KRONOLD



CLAUDIA MUZIO



WELLS CLARY

PATHÉ FRÈRES PHONOGRAPH COMPANY

EUGENE A. WIDMANN, *President*

BROOKLYN, N. Y.



Both the Mexican String Orchestra and the Curti Mexican Orchestra play waltzes on this month's Columbia Novelty Record. "Always So" and "Queen of the Dance" will waltz money into your till. E-4813.

Columbia Graphophone Co.
NEW YORK

TO AID IN THRIFT WEEK CAMPAIGN

Music Industries Invited to Take Part in National Movement in January

The music industry, through the Music Industries Chamber of Commerce, has been requested to become an integral part of the thrift movement, under the jurisdiction of the National Thrift Week Committee, which will hold a National Thrift Week covering all parts of the country January 17 to 23.

The plans of the Chamber in this connection will be developed by its National Bureau for the Advancement of Music.

The acceptance by the Chamber of the invitation to join the National Thrift Week Committee carries an obligation of promoting publicity showing the connection between music and thrift, and in inducing individual members of the industry all over the country to cooperate with the local Thrift Committees, and especially so to develop their own advertising

and selling campaigns at the time as to bring out the idea of the desirability of thrift through economical and wise buying, as well as to show the thrift and economy of using musical instruments and supplies. This will mean, in effect, showing the public the essentiality of music in the new aspects which are just being realized by the general public, such as music in industry, music as the great force to keep the home life together, music as the means of developing a community spirit and a rational community life, and music as an essential part of proper musical education for the child.

The Chamber will put its chief efforts upon national publicity showing the essentiality of music and how its use contributes to national thrift and economy; in making sure of the individual members of the trade in each locality in the country making proper co-operative connections with the local Thrift Committee, and in supplying the members of the industry with ideas and material for their individual thrift advertising.

The 1921 National Thrift Week will be the fifth of its kind, and it is expected that the talking machine trade, which is affiliated with the Chamber of Commerce through several channels, will participate in the campaign.

WATKINS BROS. OPEN NEW STORE

J. S. MacDonald and Other Prominent Trade Men Make Addresses at Opening Ceremonies in Manchester, Conn., Recently

HARTFORD, CONN., December 1.—There was held recently the formal opening of the new furniture and piano store of Watkins Bros., in South Manchester, Conn., which is expected to take care and develop the steadily growing business of Watkins Bros. in that section.

The doors of the new store were opened by Aaron Johnson, chairman of the Board of Selectmen of Manchester, and those in attendance immediately adjourned to the auditorium on the second floor, where seats were provided for about 500.

In addition to a pleasing musical program a number of visiting executives from the companies with which Watkins Bros. do business took occasion to make addresses, the speakers including Theodore Steinway, of Steinway & Sons, J. S. MacDonald, sales manager of the Victor Talking Machine Co., Camden, N. J.; Jacob Becker, president of Becker Bros., New York, piano manufacturers; W. J. Wallace, vice-president of Berkey & Gay, furniture manufacturers of Grand Rapids, and a number of others.

The new Watkins Bros. store is located at Main and Oak streets, and has been fitted up in a most attractive manner. The same lines will be carried in the new branch that are handled so successfully in the company's main establishment in this city.

S. K. LEVY OPENS RETAIL STORE

Well-known Piano Man Engages in Retail Business at 285 East Fordham Road, New York

Samuel K. Levy, who was connected with Kohler & Campbell for eleven years as regulating foreman, and for the last five years with E. Gabler & Bro. and the Faber Piano Co. as salesman, covering the wholesale and retail fields, has just opened a store at 285 East Fordham road, New York, where he is handling a full line of pianos and players and Columbia Grafonolas and records.

If you want better ideas—more active, original and valuable—apply your thinking apparatus to your business and watch the results.

SEND FOR ILLUSTRATED PRICE LIST
AND FREE SAMPLE

"GLOBE" TRANSFER NAME PLATES

DEALERS EVERYWHERE APPLY THEM
ON PHONOGRAPHS, PIANOS, ETC.

GLOBE DECALCOMANIE CO.

263 SUSSEX ST., NEWARK, N. J.

U D E L L

The
Standard
of
Cabinet
Quality



The
Udell Works
1205 28th Street
Indianapolis, Indiana





Early American Model

Widdicomb

PHONOGRAPH

The Aristocrat of Phonographs

EXPERTS who have heard the Widdicomb say that the Widdicomb Amplifier is a triumph of scientific ingenuity.

It positively eliminates vibration and plays all records without any suggestion of "blasting".

Equal prominence is given to the lower as well as to the higher musical tones, even when playing a difficult orchestral record.

Here is a new epoch in the musical development of the phonograph. It marks a step forward that immediately places the Widdicomb as a leader.

Widdicomb dealers profit by this exclusive feature.

The Widdicomb Furniture Co.

Grand Rapids

Michigan

Established 1865—America's Finest Furniture Designers



SONORA JOBBERS IN SALES CONTEST

President Brighton of Sonora Phonograph Co. Will Award Cup to Winning Jobber at Annual Convention—Unique Scoring Plan

The sales department of the Sonora Phonograph Co. has evolved a plan whereby the standing of each Sonora distributor in relation to others is calculated on the sales for any month in connection with the population of the territory covered. By this plan the distributor in the small territory has an equal chance for a high percentage standing with the distributor for a larger and more popular section.

George E. Brighton, president of the Sonora Phonograph Co., has offered a beautiful silver cup to be awarded at the next Sonora distributors' convention to the distributor having the lowest number of points during the year. The awarding of President Brighton's silver cup will be an annual event.

The annual standing will be figured on a point basis, the first place for a month being

1, the second 2, etc. The Griffith Piano Co., Newark, N. J., and the Yahr & Lange Drug Co., Milwaukee, Wis., are leading the procession, and there is a keen competition for the cup, that promises to make the contest a most interesting one.

McLAUGHLIN BUYS OUT GIBSON CO.

Kentucky Music Man Will Now Operate Two Stores in Paducah—Large Line of Pianos and Victor Talking Machines Hauled

PADUCAH, KY., December 2.—O. D. McLaughlin, the "Music Man" of this city, has purchased the Gibson Piano Co., at 518 Broadway, and will operate both the Gibson store and his own place, at 317 Broadway, under the firm name of O. D. McLaughlin. His stock of pianos will be added to the stock of instruments of the Gibson store. In the talking machine department will be carried Victor machines and records. The Columbia line, which was formerly sold by Mr. McLaughlin, will in the future be sold by J. A. Rudy & Sons.

NEW VICTOR STORE IN NEW CASTLE

Mather Bros. Open Attractive Talking Machine Establishment in New Castle, Pa.

NEW CASTLE, PA., November 30.—Mather Bros. held a formal opening of their new Victrola store in this city late last month, marking the event with a special musical program. Invitations were sent out broadcast and several hundred people took occasion to inspect the new premises during the three days set aside for the opening.

The new department is most modern in every particular, is equipped with soundproof demonstration booths handsomely furnished, and is well lighted and ventilated. The department is under the management of Louis C. Mather, who has had much experience in the handling of Victrolas and records, both in the wholesale and retail fields. The new store is at 213 East Washington street.

SCHMOLLER & MUELLER FIRE LOSS

Warehouse Just Occupied by Company Destroyed by Fire and Several Hundred Pianos and Talking Machines Are Burned or Wrecked

OMAHA, NEBR., November 30.—The Schmoller & Mueller Piano Co. suffered a loss of well over \$200,000 as a result of a fire which gutted the new warehouse of the company at 1108 Douglas street recently. This is the third fire suffered by the Schmoller & Mueller Co. within a year, the first fire damaging the rear of the company's store at 1311 Farnam street, and the second completely gutting the building at that address.

The particularly unfortunate part of the latest fire is that although the company had purchased the warehouse building six months ago, it had only taken complete possession of the structure on the day of the fire, when the former owner, a transfer agent, moved the last of his stock.

At the time of the fire there were stored in the building seven carloads of pianos and several hundred talking machines, most of them set aside for the holiday trade. The blaze quickly spread beyond the control of the firemen and before the flames could be extinguished the roof had fallen, carrying with it the third floor, and the entire building was nothing but a shell, with ruined pianos and talking machines piled high in the center. The falling roof killed one fireman and seriously injured four more.

FAULTLESS

PIVOT BEARING

CASTERS

Casters that roll easily across the floor—and smoothly. No clatter—no unsteadiness.

Simple construction—no complicated parts to get out of order, nothing to retard easy movement. Strong—plenty of metal in required places to resist strains.

Silent—neat appearing—a real necessity to YOUR talking machine, these FAULTLESS CASTERS.



Full Size—C-65

Made with leather, fibre, felt, steel and lignum vitae wheels. A word from you puts all our caster experience at your service and brings you a copy of Faultless Catalog "G".

FAULTLESS CASTER COMPANY

EVANSVILLE, INDIANA

"Move the FAULTLESS Way"

Eastern Sales Office:

Geo. Mittleman, 200 Fifth Avenue, N. Y.

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.

Merry
Christmas

'The World's Music'
Brings Happiness Entertainment
To all



BRIGGS

Physical Instrument

Entertainment and Education
for Mankind

**Happy
New Year**



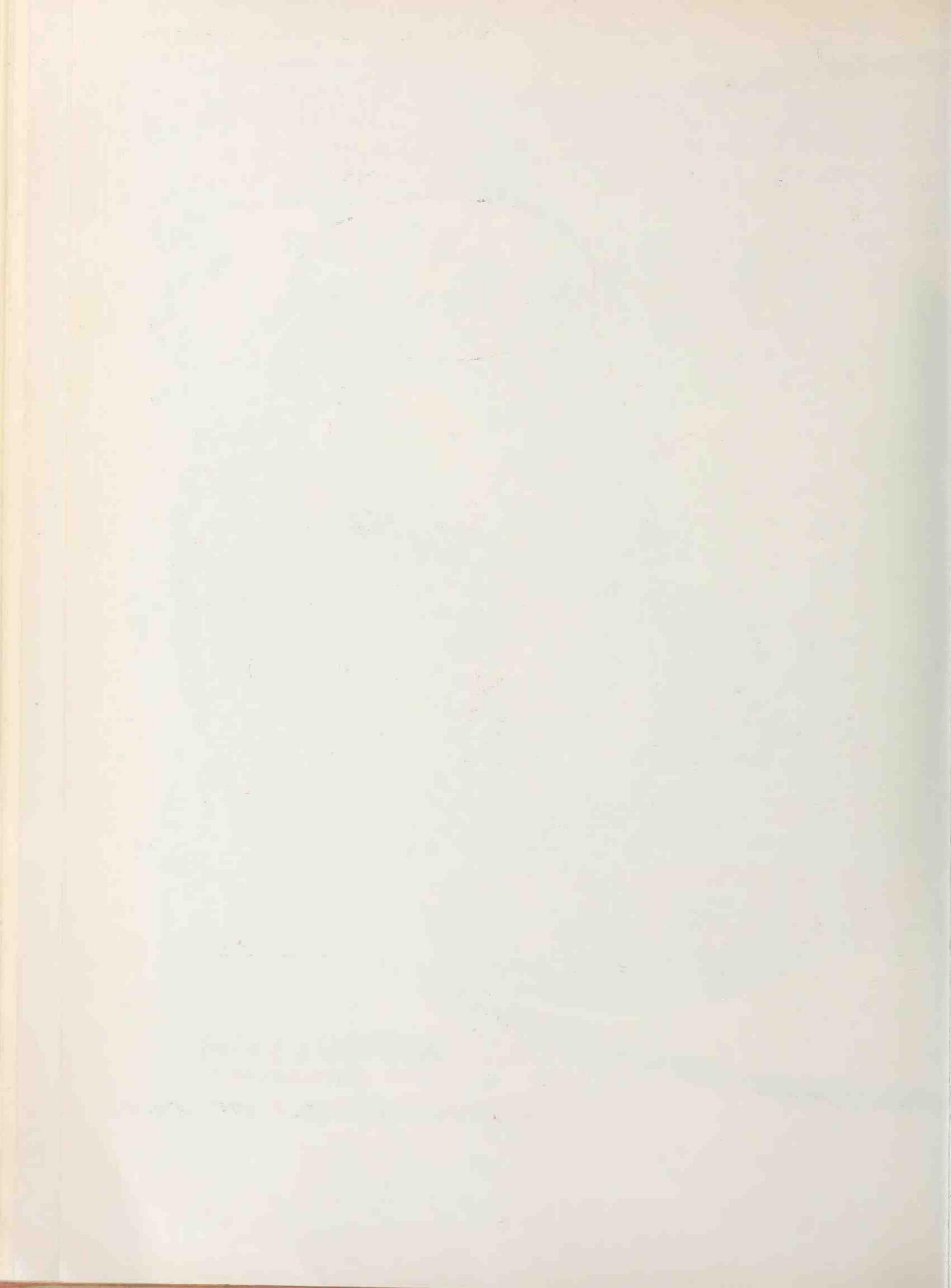
"HIS MASTER'S VOICE"
REG. U.S. PAT. OFF.
M. de F. MARCA INDUSTRIAL REGISTRADA



**THE
VICTROLA**

C. BRUNO & SON INC.
VICTOR DISTRIBUTORS

351-353 4th Ave. New York



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 INDIA RUBY MICA DIAPHRAGMS

INTERNATIONAL MICA COMPANY PHILADELPHIA, PA.
U. S. A.

INTERNATIONAL MICA CO., 106-110 W. Lake St., Chicago, Illinois

FACTORY AND SALES DEPT.,
37TH AND BRANDYWINE STS.,
WEST PHILA., PA.

FEDERAL PHONO SUPPLY CO.
3009 JENKINS ARCADE
PITTSBURGH, PA.

LAKESIDE SUPPLY CO.
416 SOUTH DEARBORN ST.
CHICAGO, ILLINOIS

MOORE & WHITESIDE
MONTREAL, CANADA

WALTER S. GRAY
SAN FRANCISCO, CAL.

STEINOLA COMPANY
Kansas City, Mo.

"IMICO" and "SERVICE" are SYNONYMOUS

THROWING BOUQUETS AT THE TALKING MACHINE WORLD

Flattering Letters From World Subscribers and Advertisers From Widely Separated Parts of America and Foreign Countries Emphasize the Remarkably High Standing of This Publication

It is always pleasing to the editors of The World to receive words of commendation from subscribers. Recently these have been flowing in to us not only from all parts of the United States, but readers of The World located in England, Ireland, France, Germany, Canada, Australasia, China and Japan have added some very pleasing words of appreciation in renewing their subscriptions.

The general tenor of these communications is admirably conveyed in the letter received from Thomas Edens Osborne, the prominent talking machine factor of Belfast, Ireland, who adds: "I now enclose my annual remittance for subscription and can truly say that I subscribe to no publication connected with the talking machine industry, or, in fact, any industry, with greater pleasure, for The World stands unequalled and unrivaled as a trade paper and is most replete with all information required by business men who handle talking machines."

It will not be out of place in speaking of the high opinion held of The World by subscribers to mention that advertisers have also been throwing bouquets at The Talking Machine World as a medium for presenting their products for the consideration of dealers. One manufacturer writes:

"Previous to placing my advertisement in your paper I carried similar announcements in other publications presumably covering the talk-

ing machine trade without getting a single inquiry, but from the insertion of my very first ad in your publication I received such a number of inquiries that I have been simply amazed at the results, and can now fully realize why The World is such a power in the industry."

Expressions such as these from subscribers and advertisers naturally gratify all engaged in the publication of The Talking Machine World. But, after all, the aim of every successful publisher is to produce a publication of such merit as will create continuous and increasing interest among all its readers, and one which, because of its wide circulation, will bring the best results to advertisers. The character value of a publication such as The World is an asset of tremendous worth. The insurance to every advertiser of the greatest possible value in circulation and standing, no matter what the expense, is the foundation upon which The Talking Machine World has scored such a wide following throughout the world.

ROTOGRAVURE MAILING CARDS

Series of Eight Attractive Cards Prepared for Dealers by Granby Phonograph Corp.

A series of eight exceedingly attractive roto-gravure mailing cards has been prepared by the Granby Phonograph Corp., of Norfolk, Va., designed for dealers' use in interesting first-class

prospects in the Granby line. The cards measure four by six inches and depict by the roto-gravure process the eight models of the line. Each model is shown in surroundings with which it particularly harmonizes. Great care has been exercised in their preparation and they practically serve the purpose of an interior decorator in the suggestions which they give to the prospective purchaser of a period model. On the back of each card is a small amount of text matter descriptive of the model shown on the face and containing a message to the prospective purchaser which will guide him in the selection of the proper Granby period model that will most advantageously blend with the present decorations of the home. This latest addition to the large amount of dealer literature which the Granby Phonograph Corp. provides will, no doubt, prove very popular with dealers.

STIMULATED SALES OF BAND MUSIC

Schmidt Music Co. Makes Capital of Appearance of Sousa's Band in Davenport, Ia.

DAVENPORT, IA., December 1.—Upon the recent visit of Sousa's Band to this city, where it played to a capacity audience at the Coliseum, the Schmidt Music Co. stimulated the sales of Vocalion records materially by using large space in the daily papers to feature military marches. Special attention was called to the "Commander-in-Chief" march on the Vocalion red record, as played by the Aeolian Military Band, and the immediate public interest in band music was reflected in the demand.

FOUNDED 1835

ARMSTRONG'S



Distributors

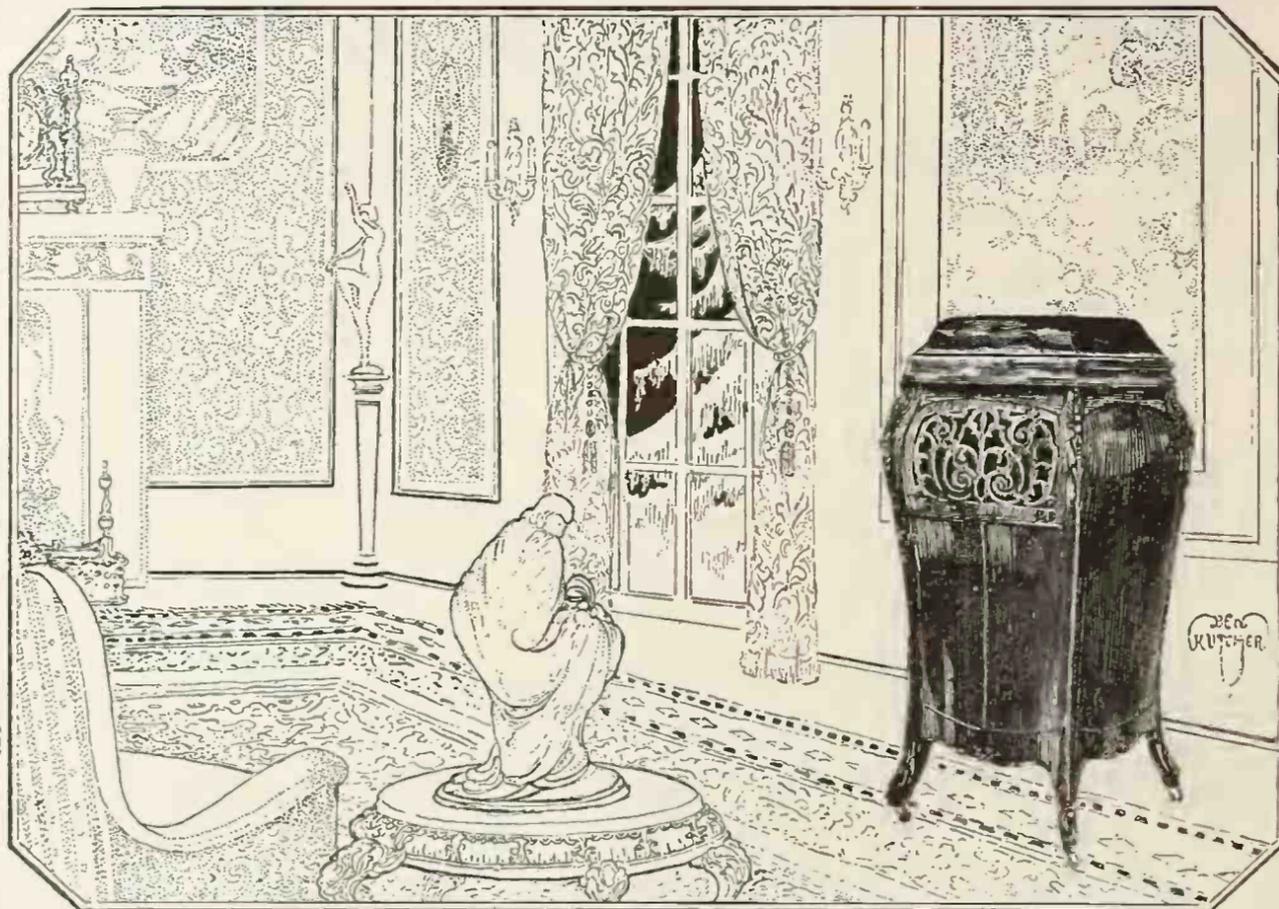
There are numerous reasons why Pathé Dealers are satisfied.
Write today for full information.

ARMSTRONG FURNITURE CO.
59 and 61 North Main Street
Memphis, Tenn.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

DURING the current year the only limit on Sonora sales has been the number of Sonoras that has been made. Dealers know that every Sonora that can be obtained is sold easily, quickly, profitably, and that each Sonora owner is so enthusiastic over the beauties of this instrument that every Sonora sold sells others.

The Sonora is available in many magnificent and matchless upright and period styles. Production for 1921 will be on a larger scale and better deliveries are assured.

A Sonora franchise is valuable and becomes more valuable each year. In handling the Sonora you are not liable to attack nor will you be drawn into litigation, because Sonora is licensed and operates under BASIC PATENTS of the phonograph industry.

Write to the distributor who covers your territory about handling the Sonora

*The Highest Class Talking
Machine in the World*

TO all our dealers and friends
we wish a very, very Merry
Christmas and a New Year brim-
ful of happiness and prosperity.

**American Hardware & Equip-
ment Co.,**

Charlotte, N. C.
North Carolina and South Carolina.

Gibson-Snow Co.,

Syracuse, N. Y.
State of New York with the exception
of towns on Hudson River below Pough-
keepsie and excepting Greater New York.

W. B. Glynn Distributing Co.,

Saxtons River, Vt.
States of Maine, New Hampshire, Ver-
mont 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, Mis-
sissippi.

Kiefer-Stewart Co.,

Indianapolis, Ind.
Entire State of Indiana.

**Lee-Coit-Andresen Hardware
Co.,**

Omaha, Nebr.
State of Nebraska.

The Magnavox Co.,

616 Mission Street, San Francisco,
Cal.
Washington, California, Oregon, Ari-
zona, Nevada, Hawaiian Islands, North-
ern Idaho.

M S & E,

221 Columbus Ave., Boston, Mass.
Connecticut, Rhode Island and Eastern
Massachusetts.

Sonora Distributing Co. of Texas,

Dallas, Texas.
Western part of Texas.

Sonora Phonograph Co., Inc.,

279 Broadway, New York
Distributors for Greater New York and
towns on Hudson River below Pough-
keepsie.

Southern Drug Co.,

Houston, Texas.
Southeastern part of Texas.

Southern Sonora Co.,

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

Southwestern Drug Co.,

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

C. L. Marshall Co., Inc.,

82 Griswold St., Detroit, Mich.
409 Superior St., Cleveland, O.
Michigan and Ohio.

Minneapolis Drug Co.,

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

I. Montagnes & Co.,

Ryrie Bldg., Toronto, Canada.
Canada.

Robinson-Pettet Co., Inc.,

Louisville, Ky.
State of Kentucky.

C. D. Smith Drug Co.,

St. Joseph, Mo.
Missouri, Northern and Eastern part of
Kansas and five counties of N. E. Okla-
homa.

Smith, Kline & French Co.,

Philadelphia, Pa.
States of Pennsylvania, Maryland, Dela-
ware, District of Columbia, New Jer-
sey south of and including Trenton, Vir-
ginia and West Virginia.

Strevell-Paterson Hardware Co.,

Salt Lake City, Utah.
Utah, Western Wyoming and Southern
Idaho.

C. J. Van Houten & Zoon,

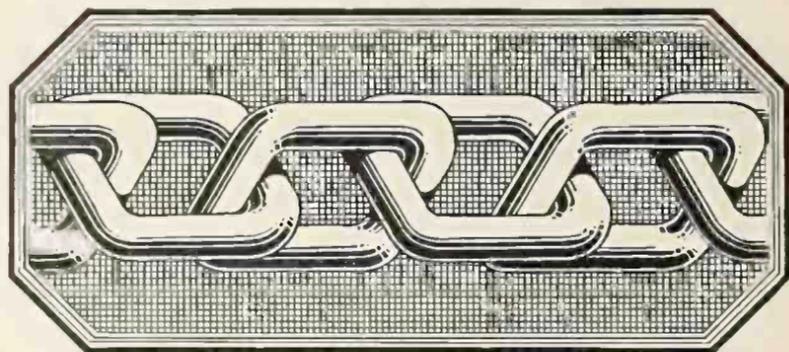
Marquette Bldg., Chicago, Ill.
Illinois and Iowa.

Yahr & Lange Drug Co.,

Milwaukee, Wis.
Wisconsin, Upper Michigan.

Moore-Bird & Co.,

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



You cannot strengthen a chain by adding links; nor is the efficiency of a phonograph motor increased by adding springs.

With the Stephenson Precision-Made large model motor, a maximum of running time, evenly delivered and with reserve power a plenty, is obtained because of Stephenson construction and because of a proper relation existing between the size and temper of the springs and the gear ratio of the motor.

A maximum of running time, evenly delivered and with reserve power a plenty, is obtained without spring multiplicity.

STEPHENSON
DIVISION
DE CAMP & SLOAN INC.
One West Thirty-fourth Street
New York City



MANUFACTURERS OF THE STEPHENSON PRECISION-MADE MOTORS AND TONE ARM AND SOUND BOX

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

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

THE DEALER AND THE SCHOOLS

Last month I spoke at some length concerning the principles which ought to guide the dealer in considering the great but little cultivated field of educational propaganda in the public schools of the country. It is unfortunate that one must describe this field as "great but little cultivated," and everyone will hope that dealers in general will soon wake up to the possibilities which I am trying to set forth here in this practical manner.

The merchant who is expecting to be in the talking machine business to-morrow as well as to-day, and who realizes that he must cultivate his community after an intensive method, will also realize that the schools afford the most fertile of fields for the legitimate propaganda in which he is interested. When every little boy and girl who attends kindergarten or primary school has become acquainted with music through the medium of the talking machine it is quite certain that a surprising amount of interest will have been stirred up in the homes of the community; interest directed towards and favorable to the talking machine. The merchant, therefore, for this and many other parallel reasons has every cause to be interested definitely in placing the talking machine in the schools, irrespective of his own part in the transaction.

Principle, Not Personality

This is another way, of course, of saying that the machine which the merchant may be handling may not be the best possible machine for the schools. For instance, one of the leading talking machine manufacturers has an elaborate and well-organized department devoted to pushing the interests of the talking machine in the schools. Special types of machines are built, special records are devised, and a whole literature of instruction and general assistance is placed at the disposal of school teachers, music supervisors and others. Now, the point to be noted here is that it is far more important to have in the schools of one's community some worth-while satisfactory type

of machine and equipment than to make sure that the specific make of machine one has in one's own store is the one installed in the schools. In other words, educational propaganda works one way as well as another way. The name of the machine is of secondary importance. The results that machine gives to the teaching of music in the schools and the general impression left on the minds of the children constitute the real and only strength of the proposition from the merchant's viewpoint. That is the right way of looking at the talking machine in the schools, and I set it forth here in the full understanding that not everyone will agree with me.

The Most Powerful of Allies

The merchant is not alone interested in the general fact that a talking machine goes into a school. His interests are still wider. When an opening has been made and the music supervisor has been able to bring talking machine equipment into the entire school system of a community as a part of that system's machinery, then the merchant who is supplying talking machines to his community should rejoice to know that he has secured the most powerful of allies. From that moment he should make it his business to interest school children and school teachers to the utmost. He should have concerts for the children, prepare special lists of records and give special attention to children's wants. He should also make it his business to supply the teachers with every kind of information on matters connected with the suitable choice and use of records for music appreciation and its teaching. He should take an interest in educational records, language-teaching records and other matters of the sort. In a word, he should identify himself with the particular array of special interests created by the fact of the entry of the talking machine into the schools.

The end and aim of all such campaigning is, of course, the creation of a steady demand for the talking machine and its records and accessories throughout the length and breadth of a community. The object of taking an interest in the schools is, of course, parallel with the main objective. That is to say, it is to be considered as simply a permanent advertisement for the talking machine and also an advertisement which has the extra advantage of costing nothing and of constantly, by virtue of its own nature, chang-

ing the form and scope of its appeal. It is an advertisement of infinite variety and one which never stales.

The Parallel Lines

It ought to be thoroughly realized that the use of musical instruments in the schools implies possibilities for the music merchant not yet half worked out. The main use of educational work on the merchant's part is to boost the powerful advertising weapon which is thereby created, but if the merchant wants to produce the best results to himself from the existence of this weapon it is essential that he place himself in sympathy with the ideas which it is germinating. In the schools, for instance, the use of the talking machine is mainly instructive. The music is high class, the best records are employed, much special folk-song and historical music is constantly put into use, and, in a word, the highest uses of the machine are brought into prominence. Now, it should be perfectly clear that a merchant of talking machines who avoids all attempts to cultivate in his store the selling of high-class music, who fills his place with customers who ask for nothing save dance records and saxophone orchestra stuff, will not attract the attention and the patronage of the school teachers and children who have been gaining at school opposing ideas. All the school use of the talking machine is high-class use and there is no other way of reaping the benefit of that use save by being in harmony therewith.

This is only another way of saying, therefore, that the chief value of the talking machine in the schools is to that merchant who is high-class and artistic in his methods. I do not mean to sneer at the promotion and sale of the more ephemeral records. I simply mean to say that just as styles and fads change from month to month whilst staple desires go on forever, so also the demand for good music in records is as steady and sure as the demand for the ephemeral stuff is capricious and inconstant. The merchant who is wise will keep in stock everything which is likely to be asked for, and he certainly will not sneer at any demand, no matter how queer. But he certainly also will put his principal energies and rest the weight of his propagandist work on the highest type of record and of machine.

An Influence Upwards

I should like to emphasize once more the
(Continued on page 40)



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 DEALER AND THE SCHOOLS

(Continued from page 39)

positive statement that the influence of the school on the talking machine business must be upwards and not downwards. Every school which is equipped with talking machines is a center of propaganda for the talking machine industry, but the value of that propaganda is to the highest elements in the industry and to them alone. It would be a grave mistake to believe that either now or any other time a permanent business in the talking machine line can be built up on any basis save that of high quality. The low-grade talking machine may have its place, but it has no permanent place. No reputation of lasting character is, or can ever be, built up on low-grade goods in a specialized industry like ours. The world, curiously enough, will consent to eat inferior food and to put up with the most hopeless transportation, housing and municipal government, but it demands that its luxuries, the things for which it saves and sacrifices, shall be of the best. It is much easier to persuade a family of the average type to save on the quality of meat and the grade of a house than on the things which go into that house. Moreover, there is no satisfaction in a cheap instrument of any kind, no matter who makes it. Especially there is no satisfaction in a cheap talking machine or cheap records. The average owner would rather, any day, pay the price demanded for something good, provided the salesman is wise enough to talk values and not cost.

Now, all educational work connected with the use of the talking machine in the schools directs itself to the end of producing familiarity with, and love for, the best of music, whether in song, in dance, in opera, or in the instrumental music. The whole of its influence is towards the best in music and towards forming permanent tastes for this. How foolish, therefore, to expect that the use of the talking machine in the schools can be turned to account if those who desire so to turn it do not put themselves en rapport with the spirit of the school work! The merchant who thinks wisely realizes the great power of the weapon which school use of the talking machine puts into his hands, and so he certainly recognizes the plain fact that he must guide his policy to accord with the spirit of the schools' use of the machine. If he does this he will reap great rewards. If he does not the presence of the talking machine in the schools of his community will do him no good at all.

HONESTY IS THE BEST POLICY

Be honest with your trade and honest with your firm, but, most of all, be honest with yourself. Turning a trick in the belief of "getting away with it" always reacts like a boomerang. A slick sale to the dealer means sure suicide.

Even in a purely selfish view, Honesty is the best policy because the dividends all accrue to you.

BUILDING UP A MUSICAL CLIENTELE

Active Work of King Leeson and H. A. Ruthven, of Leeson & Sons Co., Elwood, Ind., Has Resulted in a Large Retail Trade in Talking Machines and Other Musical Products

ELWOOD, IND., December 2.—That a live piano and music department in a department store if properly conducted can be made a quick success is evidenced in the department conducted by the R. L. Leeson & Sons' Co., this city. Although Elwood has a population of only slightly over 10,000, it is an active industrial center and the Leeson & Sons' Co. do a total annual business in excess of a million and a half dollars.

The music department in the store was started about a year ago, through the co-operation of King Leeson, junior member of the firm, and H. A. Ruthven, who has had considerable experience in the music business. Mr. Ruthven was



King Leeson

made manager of the department and his success was almost immediate, due to the adoption of live and practical ideas in advertising and selling.

Mr. Ruthven organized a four-piece orchestra now known as "Leeson's Jazz Band." After a thorough canvass of some particular outlying country territory it would be advertised that a free musical concert would be given on some specified night in the town where the farmers in that particular territory were accustomed to go to do their trading and on the night in question, weather permitting, the jazz band would arrive in the town with a player-piano to give a concert. Then, after a few selections rendered by the musicians, the crowd would be given a short but very interesting demonstration of the player-piano, following which a cordial invitation was extended to everyone to pay Leeson's new music department a visit before buying a piano or phonograph.

The popularity of Leeson's Jazz Band grew by leaps and bounds and soon Leeson's were re-

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

ceiving calls for their musicians to play at country church socials, farmers' family reunions, etc., in addition to their concert in all the burghs, hamlets and towns surrounding Elwood, with the result everyone living within a radius of fifty miles of Elwood knew R. L. Leeson &



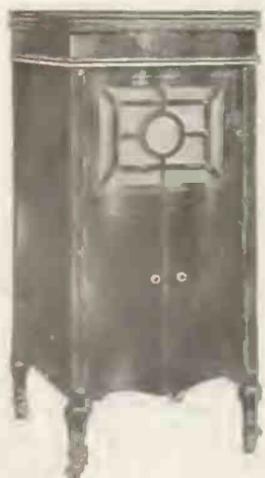
H. A. Ruthven

Sons' Co. had pianos and phonographs for sale.

The sales from pianos and phonographs will amount to over \$90,000 for the first year's business, it is said. This \$90,000 worth of piano and phonograph business is of the substantial kind and the leases show the kind of initial payments and weekly or monthly terms that are worth while. For all phonograph accounts drawn up the payments are arranged so the account will surely be closed within a year to fifteen months at the longest. The New Edison, Columbia and Cheney phonographs are all good business getters with the house.

At the present time the music department of this store covers over 3,000 square feet of floor space and, in all probability, some additional space to meet requirements will be added in the new year.

Your observations of the plans of others help. It puts your thinking machine into motion, and the result is always beneficial.



The Emerson Phonograph

with the Emerson Music Master Horn

THE PHONOGRAPH OF MERIT

Backed by

An Extensive National Advertising Campaign

We have some desirable territory open

CARPENTER PAPER CO.

::

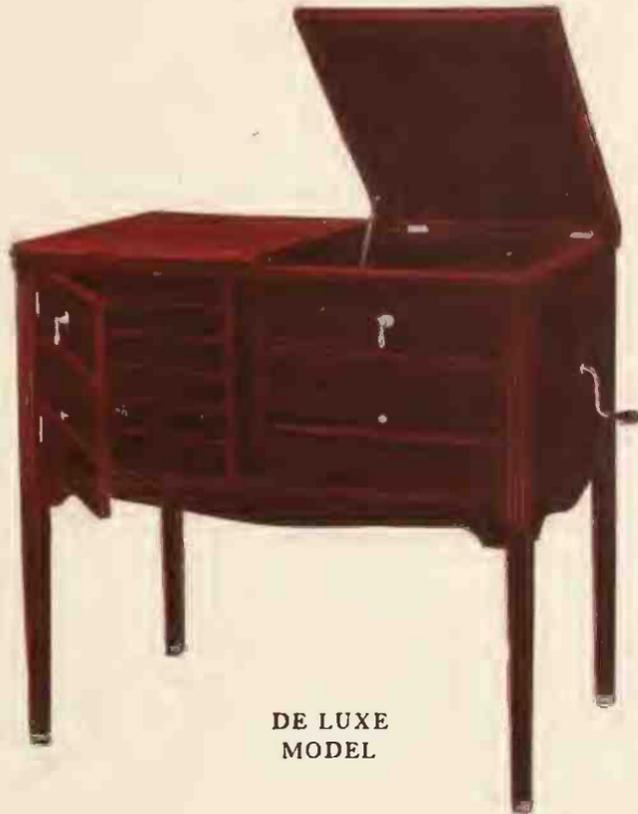
Omaha, Nebr.

WESTERN IOWA AND NEBRASKA DISTRIBUTORS





STANDARD
MODEL 2MX



DE LUXE
MODEL

Lundstrom CONVERTO

PATENTED DEC. 11, 1917

Talking Machine Cabinet

VICTOR DEALERS will open up a new field of prospective Victrola buyers this Christmas by offering their Victrolas IV and VI in connection with Lundstrom "Converto" Talking Machine Cabinets, which combination affords all of the advantages of the cabinet type machines at a considerably reduced price.

We shall be pleased to co-operate with dealers handling the "Converto" Cabinets by furnishing them promptly, without charge, window-cards, descriptive pamphlets and electrotypes, upon request.

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

- | | | |
|--|---|--|
| Albany, N. Y.....Gately-Haire Co., Inc. | Des Moines, Ia.....Mickel Bros. Co. | Omaha, Nebr.....Mickel Bros. Co. |
| Atlanta, Ga.....Elyea Talking Machine Co.
Phillips & Crew Piano Co. | Elmira, N. Y.....Elmira Arms Co. | Peoria, Ill.....Putnam-Page Co. |
| Baltimore, Md.....Cohen & Hughes, Inc.
E. F. Droop & Sons Co. | El Paso, Tex.....W. G. Walz Co. | Philadelphia, Pa.....C. J. Heppé & Son
Penn Phonograph Co.
H. A. Weymann & Son, Inc. |
| Birmingham, Ala.....Talking Machine Co. | Houston, Texas.....The Talk. Mach. Co. of Texas | Pittsburgh, Pa.....W. F. Frederick Piano Co.
Standard Talking Machine Co. |
| Boston, Mass.....Eastern Talking Machine Co. | Indianapolis, Ind. . . Stewart Talking Machine Co. | Portland, Me.....Cressey & Allen, Inc. |
| Buffalo, N. Y.....W. D. & C. N. Andrews | Jacksonville, Fla.....Florida Talking Machine Co. | Richmond, Va.....The Corley Co., Inc. |
| Burlington, Vt.....American Phonograph Co. | Kansas City, Mo.....J. W. Jenkins' Sons Music Co.
The Schmelzer Co. | St. Paul, Minn.....W. J. Dyer & Bro. |
| Chicago, Ill.....Lyon & Healy | Memphis, Tenn.....O. K. Houck Piano Co. | San Francisco, Cal....Walter S. Gray Co. |
| Cincinnati, Ohio.....Rudolph Wurlitzer Co. | Mobile, Ala.....Wm. H. Reynolds | Syracuse, N. Y.....W. D. Andrews Co. |
| Cleveland, Ohio.....Cleveland Talking Machine Co. | Newark, N. J.....Collings & Co. | Toledo, Ohio.....Toledo Talking Machine Co. |
| Columbus, Ohio.....The Perry B. Whitst Co. | New Orleans, La.....Phillip Werlein, Ltd. | Washington, D. C.....Cohen & Hughes, Inc.
E. F. Droop & Sons Co. |
| Dallas, Texas.....Sanger Bros. | New York City.....Emanuel Blout
Cabinet & Accessories Co., Inc.
Singer-Booker Talking Machine Co. | |
| Denver, Colo.....The Knight-Campbell Music Co. | | |



Columbia Christmas Record Gift Envelopes will attract to your store people who are non-owners as well as owners of phonographs. They will create many new Grafonola prospects.

**Columbia Graphophone Co.
NEW YORK**

EDISON PRIZE FOR RESEARCH ON EFFECTS OF MUSIC

Strong Incentive Offered by Thomas A. Edison Inc., to Stimulate Interest in a Thorough Study of the Psychology of Music—Some of the Questions Upon Which Research Is Desired

Thos. A. Edison, Inc., has offered a prize of \$500 for the most meritorious research on the effects of music submitted to the American Psychological Association before June 1, 1921.

The offer of this prize was prompted by the desire of Mr. Edison and his associates to direct attention toward the importance of research in the psychology of music. There is to-day, it is pointed out, too little scientific understanding of the effects produced by different kinds of music on hearers of varying degrees of training, etc.

The following topics are suggested as suitable, but the choice of subject is not limited to this list. The committee will welcome any research bearing directly on the nature of music and the way it influences people:

Classification of Musical Selections According

to Their Psychological Effects on the Hearer.
Individual Differences in Musical Sensitivity.
Types of Listeners.

Validity of Introspection in Studying Effective Responses to Music.

Modification of Moods in Music.

Effects of Familiarity and Repetition: Emotional Durability of Various Types of Selections.

Effects of Constructive Types of Music on Muscular Activity.

Other Objective (Physiological) Measurements of Effects of Musical Stimuli.

An Experimental Study of Music as an Aid in Synchronizing Routine Factory Operations.

Researches brought to completion during the present academic year may be submitted in competition for the prize. Manuscripts may be

sent at any time before May 31, 1921, to W. V. Bingham, Carnegie Institute of Technology, Pittsburgh, Pa., who will transmit them, without the names of the authors, to the members of the Committee on Award, to be designated by the American Psychological Association. Manuscripts should be submitted in form for publication.

DONATES CUP AS SALES TROPHY

General Manager of New Comfort T. M. Co. Gives Handsome Cup as Trophy—Sales Contests Are Keen in Various Trade Centers

CEDAR RAPIDS, IA., November 22.—Semi-annual contests of one month's duration are being



Cup Given to Winner

held by the New Comfort Talking Machine Co., of this city, as a means of offering a special incentive to salesmen in placing New Comfort dealer contracts. Members of the Los Angeles, Pittsburgh and Buffalo sales organizations have made remarkable records, three of their men establishing an average of one New Comfort dealer per day for the entire period.

The handsome trophy shown herewith becomes the permanent possession of the salesman winning three contests. L. M. Hausler, general manager of the company, who has donated the cup, is taking a keen interest in these contests, and is greatly pleased with the success of this unique sales plan.

"LIBROLA"

A Library Table PHONOGRAPH

Dealers can complete their line with this high-class instrument which appeals to the best clientele.

Progressive dealers everywhere are developing a prestige building, profitable business with the "Librola." Write for prices and open territory.

*Immediate
Deliveries*



No. 250T. Patent applied for. Price \$125 Net.
48" long, 28" wide, 31" high. Finished all around
Oak, Mahogany or Walnut
All flat surfaces veneered, all others solid Mahogany
or Walnut

We are ready to make immediate deliveries. Send in your orders today.

SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK

REPAIRS

24 Hour Service

Largest and best equipped shop in New York
We call for and deliver in New York
Outside of New York, Send by Express
or Parcel Post

W. BAHR
336 East 87th Street New York
Tel. Lenox 7156

TO ALL EMERSON PHONOGRAPH and RECORD DISTRIBUTORS and DEALERS

You have probably heard of the appointment of receivers in a friendly suit in equity for the Emerson Phonograph Company, and we feel a short word of explanation and of reassurance will help you to a clearer conception of the present situation.

First and foremost we desire to assure you that there will be no interruption or interference of any kind in the continuation of our business.

The present unsettled condition in almost every line has made it difficult to collect accounts promptly and on time. On the other hand, maturing obligations of the Company had to be met promptly, and a situation was created which called for conserving the assets of the Company by the appointment of friendly receivers in a friendly equity suit.

The Company will continue business in an even more vigorous manner than heretofore. There will be no interruption or interference of any kind. Deliveries will be made promptly and our distributors are in a position to give immediate service on Emerson Phonographs and Emerson Record hits.

We thank the many friends who have written or telegraphed their assurances of support. At a time like this we appreciate the co-operative spirit of our distributors and dealers, which encourages us to feel that the future success of the Company is assured.

EMERSON PHONOGRAPH COMPANY, Inc.

Jacob Scholer and Thomas H. Matters, Jr., *Receivers*

NEW YORK



CHICAGO



DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS
TONE ARMS
REPRODUCERS

CASTINGS
Grey Iron
and Brass for

TURNABLES
MOTOR FRAMES
TONE ARMS
HORNS and THROATS

Stylus Bars
Screw Machine Parts
Talking Machine Hardware

Direct Quantity Importations On

JEWEL and STEEL (Bulk or Packed)
PHONOGRAPH NEEDLES
GENUINE RUBY BENGAL MICA

EASTERN REPRESENTATIVE
CHERINGTON MFG. CO.
IRONCLAD MOTORS

D. R. DOCTOROW

Vanderbilt Ave. Bldg.
51 East 42nd St., New York
Tel. Vanderbilt 5462

PERIOD MODELS GROW IN FAVOR

Vice-President of Widdicomb Furniture Co., Back From Trip, Finds Progressiveness of American People and Desire to Beautify Homes Responsible for Period Style Demand

GRAND RAPIDS, MICH., December 1.—There is a notable trend on the part of purchasers to buy phonographs of period designs, according to J. G. Griswold, vice-president of The Widdicomb Furniture Co., manufacturer of the Widdicomb phonograph, in this city. Mr. Griswold has just made an extensive trip through the Eastern and Western markets and reports that this is one of the outstanding facts that he had noticed in his travels.

"That people are turning to period phonographs," says Mr. Griswold, "is evidenced in localities of all sizes. There are two reasons for this: The first is what I might term the progressiveness of the American people, the fact that they are always looking for something new and different in all lines of goods; and secondly, the great interest which is being displayed by the American family in beautifying the home.

"When the first period Widdicomb phonograph was brought out about four years ago it was received with acclaim. Since that time the trend of all phonograph makers has been to manufacture period models. The new styles which seem to be the most popular are the console types of various period designs fitting in harmoniously with the other furniture in the home."

NEW VOCALION PLANT IN MICHIGAN

New Four-story Factory Building Added to Present Assembling Plant in Grand Rapids

There is now in operation in Grand Rapids, Mich., a new addition to the Aeolian-Vocalion assembling plant established in that city some time ago, and now being operated under the general direction of C. H. Votey. The new building is four stories high, of brick construction, and has 48,000 square feet of floor space, not including the basement. It faces on Lyon street and is connected with the older plant by bridges at the various floors.

The maintenance of an assembling plant in Grand Rapids has proven of distinct value to Vocalion distributors and dealers, particularly those in the Middle and Far West, owing to the fact that deliveries can be made more promptly than if the goods were to come from New York. From a single floor the assembling plant grew until it occupied an entire building, and continued demands have made necessary the erection of the new factory.

C. H. Votey, in charge of the Grand Rapids plant, spent several days in New York recently.

In the good old days it was the ambition of a pugilist to develop a wallop in each fist; now it's a wallet in each hand.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

EDISON IN EAST ORANGE THEATRE

Albert Spalding's Record of "Humoresque" Used to Accompany Film of That Name

Tying up a performance of the New Edison with the performance of a much-advertised motion picture, and repeating the performance to

audiences aggregating many thousands of people, is the latest exploit of George Smith, manager of the Edison Shop, East Orange, N. J.

Permission to place the New Edison on the stage of the Palace Theatre, East Orange, and to let it assist in the performance, was quickly granted when it was discovered that the Edison Re-creation of Dvorak's "Humoresque," played by Albert Spalding, America's celebrated violinist, could be synchronized wonderfully well with the motion picture adaptation of Fannie Hurst's story of the same name, one of the biggest drawing cards in the motion picture field this season, which was playing at that theatre.

Inasmuch as the Palace Theatre boasts of a very select patronage, the Edison Shop was afforded a good opportunity to gain some wide and effective publicity. The performance also proved to be a convincing demonstration of the perfect realism of the New Edison, and members of the audience were moved to compliment the management of the theatre upon the engagement of so remarkable a violinist for the occasion.

FEDERAL ELECTRIC SIGN



"The Sign they Never Forget"

A Permanent Fixture That Soon Pays for Itself

Every one who passes within blocks of your store is a prospective customer. But the store that is lost in darkness loses many a sale.

A Federal Electric sign gives a timely suggestion to the prospective customer that here is a store ready to take care of his needs. And a timely suggestion brings many a sale.

But it pays to invest in a sign that will be a permanent fixture.

This Federal Electric Sign is made of porcelain enameled steel, will not rust, decay or fade—never needs refinishing. An occasional washing keeps it sparkling like new.

Costs but a few cents a day for electricity—no other expense. It is strongly legible both day and night from a distance in either direction—attracts business like a magnet—pays for itself many times over.

Mail coupon today for free sketch showing how your sign will look, also full information and price—no obligation.

9 Months to Pay

The first payment brings you your sign—you have nine months to make the final payments.



Tear off and Mail Coupon Now

FEDERAL ELECTRIC COMPANY

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

Please send me full information, price and free sketch of a 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

Goodwill



To those who have dealt, during the past year, in the most intangible yet most human of arts; who have brushed aside the dark curtains of life and brought the sunshine of music into countless homes throughout the world:

A Holiday Greeting from the members of the Unico family.



NEW YORK
299 MADISON AVE
COR. 41^{ST.} STREET
CHICAGO
WILLOUGHBY BLDG.

Greetings

We are proud that it has been our privilege to aid, in some measure, that music might be displayed and sold in a manner befitting one of the world's greatest industries.

Accept our heartiest thanks for the favors of the past twelve months and our sincerest wishes for an exceptionally profitable New Year.

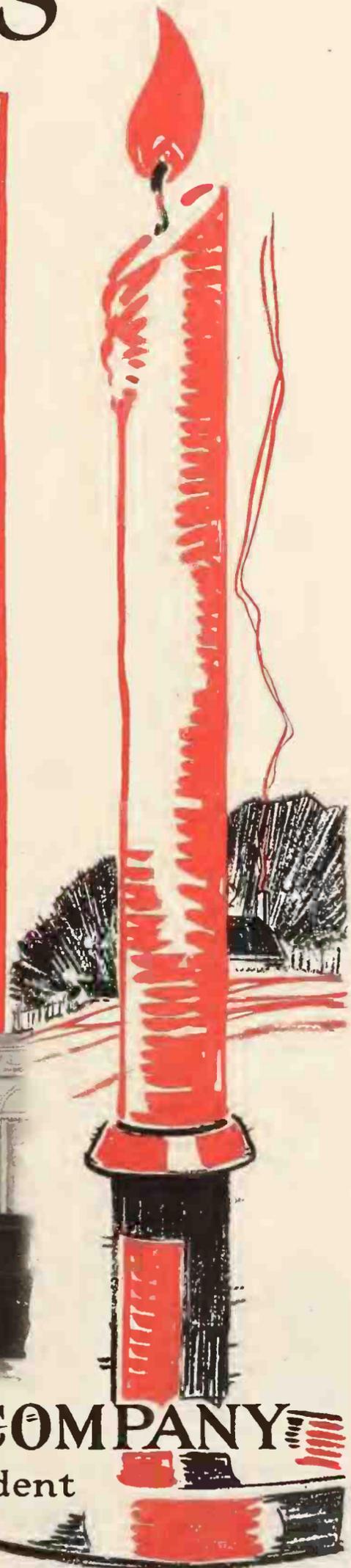


UNIT CONSTRUCTION COMPANY

Rayburn Clark Smith President

58th Street & Grays Ave

PHILADELPHIA



RECORD ALBUMS FOR CHRISTMAS

Dealer Moves Record Stock by Suggesting an Album Full of Records as an Ideal Gift—Results of the Plan Evidence of Its Value

A dealer out in one of the prairie cities of Canada is drawing the public's attention to the fact that an album full of records makes an ideal gift. He makes this the basis of his record advertising. Whether it be through the columns of the daily press, whether it be through the medium of his show window, or whether it be through the circular letters and kindred literature he sends out to his customers and prospects, this fundamental thought rings—"in choosing a gift for mother, father, brother, sister, son, daughter, sweetheart, etc., nothing is more appreciated and nothing will bring more satisfaction than an album full of phonograph records." Then follows a list of excellent recordings, any ten of which would make a complete album.

In conversation with one of The World's scribes this dealer said he had always found the results obtained from concentration on the "gift" idea to be profitable. Since he had first put the scheme into use he had materially increased the sales both of records and record albums. "And not only does it bring more business," he added, "but it is surprising how many people take the suggestion I offer and pick out ten selections without the least hesitancy. If I have any slow-movers on my shelves, too, I can often get rid of them by simply incorporating one or two of them in the list of suggestions for the album. I try, however, to include in the list numbers which offer both variety and the best of music—selections by famous baritones, tenors, sopranos, contraltos, bands, orchestras, trios, quartets, and the like."

MAKE A MERRY CHRISTMAS MERRIER

Attractive Folder for Victor Dealers Is Printed in Colors and Tells Interesting Story

An attractive Christmas sales booster is the little booklet prepared by the Victor Co. for the use of its dealers during the holiday season. The folder is beautifully printed in four colors and gold and tells the story that needs no explanation. Ample space is provided in the back cover for the dealer's imprint and on the inside pages are pictured the different models of the Victor line. This booklet, together with the very appropriate envelope printed in colors with the message, "To Make a Merry Christmas Merrier," is something that is sure to be useful to dealers.

A MERCHANT'S CREDIT
is often judged largely by the
class of merchandise he sells

Ask Your Banker What He Thinks Of

The New Edison
"The Phonograph With a Soul"

Frank E. Bolway & Son

INCORPORATED

Exclusive Edison Distributors

SYRACUSE

:::

:::

:::

NEW YORK

CLARK MUSIC CO. ENTERTAINS

George Wilton Ballard Gives Private Recital in Edison Studio at Syracuse Music House

SYRACUSE, N. Y., December 6.—A socially brilliant recital or "Miracle Concert" was given at the studio of the Clark Music Co last month. Many prominent lovers of music availed themselves of the opportunity to hear George Wilton Ballard, who sang in unison with a Re-Creation of his own voice on the New Edison phonograph.

Whether Mr. Ballard sang or was silent, a voice equal in tone, clearness and beauty filled the room, as though literally re-created by some magic power to the bewilderment of those who heard him. Over four hundred guests attended.

SERENADO DEALERS USE SLIDE

The Serenado Mfg. Co., Cedar Rapids, Ia., manufacturer of the Serenado talking machine, is furnishing its dealers with an effective motion picture slide which is being

used to splendid advantage. A reproduction of this slide is presented herewith, and Serenado dealers state that the consistent use



Striking Slide for Dealers of this slide is producing direct sales and attracting the attention of many very excellent prospects.

The **Philwey "Rekord Phile"**

Is an Indispensible Requisite in the Modern Phonograph of Today



IT embodies all the good features necessary in a practical and serviceable phonograph record file.

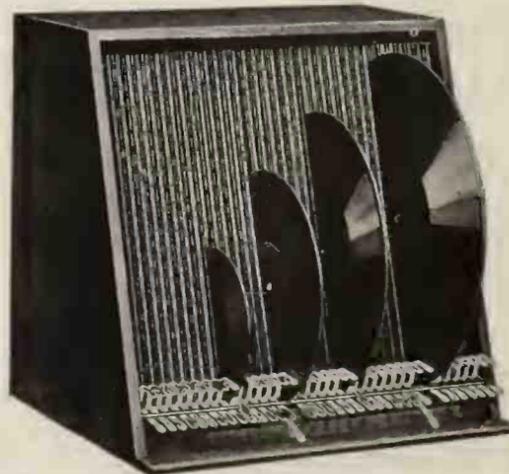
The keys are numbered from one (1) to the number of record spaces contained in the file, and are placed at an angle so the numbers are seen at a glance.

The Partitions are metal bound, dampness will not affect them, they will protect the records from scratching and warping. The partitions are alternately light and dark, so as not to confuse the eye when returning the records to their proper spaces.

No wires or springs are used in its construction, and there is only ONE moving part.

The Philwey "Rekord Phile" will be a big asset to your business, as the possibilities of increase in sales are practically limitless. Why not go into details with us NOW?

PHILWEY MFG. CO. Inc. 75 South Ave. Rochester, N. Y.



STEGER

The finest reproducing phonograph in the world

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*.

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.

Desirable territory open. Write for the Steger proposition today.

STEGER & SONS PIANO MFG. COMPANY

Steger Building, Chicago, Ill



Model 506 \$295.00



Model 505 \$220.00



Model 502 \$145.00



Model 504 \$200.00



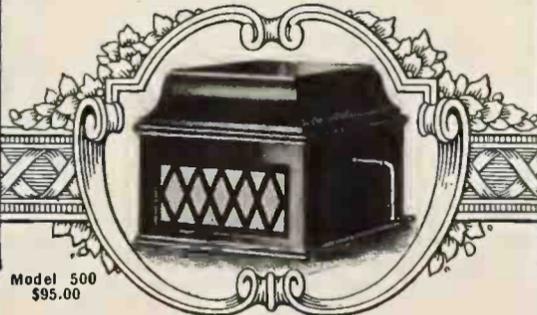
Model 503 \$165.00



Model 501 \$115.00



Model 509 \$235.00



Model 500 \$95.00



Model 510 \$290.00

JOHNSON, "ONE OF THE GREAT BUILDERS OF BUSINESS"

Unusual and Interesting Tribute to Eldridge R. Johnson, President of the Victor Talking Machine Co., Which Appeared Recently in the Magazine System

As an example of great builders of business, of men who have made an unusual success by aiming nearer to perfection than had ever before been obtained, Wm. A. McGarry, writing in System for December, points to the person of Eldridge Reeves Johnson, founder and president of the Victor Talking Machine Co. After outlining in detail the early history and technical development of the talking machine and the events leading up to the formation of the Victor Co., the writer discusses Mr. Johnson's insatiable desire for improvement, even in the minutest detail, as follows:

"The rapid growth of the business soon made it impossible for Johnson to devote as much time as formerly to detail. He started the formation of organizations to carry on the work of improvement. Into each of these he put the spirit of scientific research. The task of directing their operations has been one of co-ordinating discoveries, of finding a practical use for abstract knowledge. In the mechanical phases of the business alone this research has been almost endless. There are several departments, each equipped with devices for tests and experiments, that are always looking to future developments. Naturally, this has been expensive, not only in the initial expenditures, but in the changes made necessary from time to time. The company has never hesitated to make such changes when convinced that they would improve the product. Johnson believes that every definite betterment will pay for itself in the long run. The history of his company has justified him.

"One of the best examples of this out of many available is in the tapering tone arm. It has been changed so often that the company has

lost count, and it would involve a long search of shop records to determine the number of developments. Some of the alterations in the ratio of taper are so slight as to be almost undiscernible to the eye unaided by a micrometer,



E. R. Johnson

yet each represents some purification in the art of sound reproduction, the elimination of some mechanical noise, or other definite progress. In the Victor laboratories the great guiding principle is that nothing devised by man is ever perfect and therefore there is always room for improvement.

"But this does not apply only to the laboratories. The same practical idealism is carried into advertising, selling and every other phase

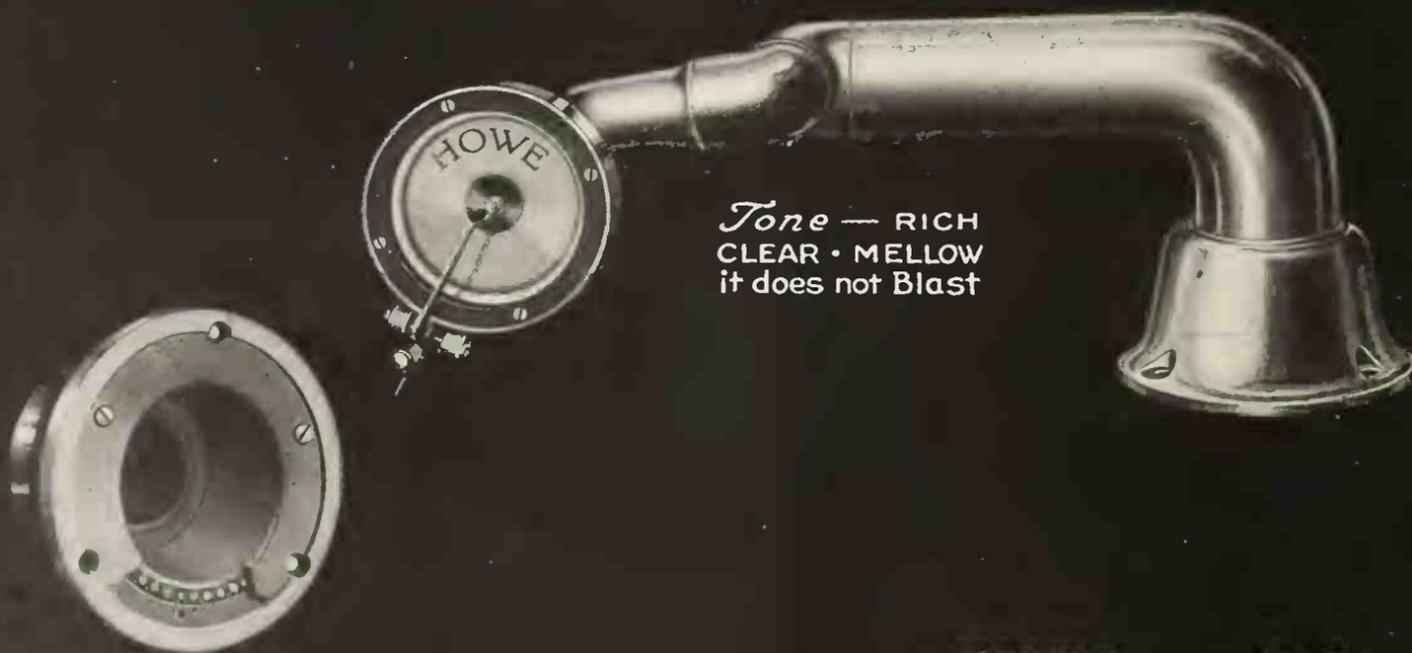
of the business. As part of what is called the 'Ideal Shop' the corporation offers courses in salesmanship to employes of its selling agents. Long before any general publicity had been given to the value of psychological tests in industry, the Victor Co. had learned by these methods why people like certain musical compositions. From this knowledge has been evolved a system of striking parallels. In almost any well-regulated Victor shop the first question put to a new buyer of records is, 'Tell me what record you like particularly.' On the basis of the answer to that question the graduate of the Victor salesmanship school is able to select scores of records containing points of similarity.

Scientific Facts That Help Dealers

"The early arrival of the company in this field may be attributed to the reading and study habits of the head of the firm, which are more like those of a scientist than a business man. He is personally in touch, through the scientific periodicals, with new developments in the most abstract fields of science. One of his specialties is color. As a result, the organization has made a study of how people react to different color schemes, and the knowledge obtained is available for the smallest of the corporation's retail dealers. It will give expert advice as to the best side of the street on which to locate a store, and other information that the average small dealer cannot be expected to know.

"It is only natural that the spirit of improvement should permeate the shops. Here its most striking effect is in the avoidance of waste. Foremen and workers are on the alert constantly to find better methods of producing. What the entire organization is called on to bear in mind at all times is the effect any change will have on the producing machine and, through that, on the instrument. This idea is well illustrated by the advertising of the corporation. It is designed to be artistic in sentiment, yet practical

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.

in its appeal. It does not stress one or more of the patented devices in the machine, but the results obtained from all of them.

"Standardization is generally conceded to have made its greatest records in lines of manufacture where the margin of accuracy is somewhat elastic. This is not true of the talking machine. It has been pointed out that while watches must measure time at intermittent intervals, a talking machine record must revolve evenly, maintaining the same percentage of accuracy throughout each degree of its revolutions, and measuring out billions of vibrations. In the manufacture of the original record and in producing the duplicates the highest skill is required. Yet the production of these records and of the still more intricate reproducing machines has been standardized.

"It follows as a matter of course that anyone seeking to better his product must purchase the best materials. One illustration that this pays in the long run is to be found in the main office building of the Victor Co., which is just across the street from the site of the original Johnson machine shop, now occupied by a modern unit of the plant. When this office building was ordered the company had prospered and it was possible to instruct the architects to spare no expense. They were told, also, to make provision for future changes in the handling or routing of office business. As a result telephone and electric-light outlets were provided on all four sides of each room. The additional initial expense of this building has been saved many times over by these installations and others that added considerably to the first cost. Shifts of office equipment and other changes may be made without breaking through the plaster or other expensive alterations.

"Pages might be filled with incidents of improvements in detail achieved and others now being sought. But the whole is best summed up by the statement that the head of the company is looking ahead twenty-five years. He believes it will take that long to complete the development of the talking machine. Already it is making its way in the field of education, but in the opinion of Johnson it has hardly scratched the surface here. When it is fully developed he is convinced it will play as important a part in education as did the printing press. Illustrations familiar to all spring to mind in the uses now being made of the device in rural schools.

New Idea Johnson Is Perfecting

"But here again they are inadequate. Johnson is now directing research work which has as its object the production of a talking machine record that will reproduce plays, short stories and even novels. He is confident that the day is coming when it will be possible for the owner of one of these instruments to hear Shakespeare recited by an expert elocutionist. In this connection it is interesting to note his belief that the reason the classics are not more popular is because the great majority of readers know nothing of elocution. They do not know how to read to bring out all shades of meaning. A slow reader himself, he finds deep enjoyment in the reading of a trained elocutionist.

"The history of the company and his own years of struggle before it came into being is ample evidence that Johnson has been intensely busy. Yet he has found time for a remarkably

wide range of reading, and to write many articles and two books. The latter—one on tarpon fishing and the other on deer hunting—were written for private circulation and by way of recreation. It would be difficult to find a better popular essay on evolution than that contained in his 'Tarpomania,' in which is described the process by which the islands of the Florida Keys have been constructed by the co-operation of marine and plant life and the elements. Both of these reflect a knowledge of the world's first civilizations rarely found outside a college faculty. They illustrate also the inventor's ability to get down to fundamentals.

"When the Victor Co. began to expand after he had made the talking machine a commercial success, Johnson had had little experience as an executive and virtually none as a financier. Yet he was able to turn his mind to these new problems and, by the application of the same rules that had made him successful in fields of mechanical investigation and research, so to direct the physical growth of the company and the financial expansion to keep pace with it that they have remained sound and stable. Several of the men brought into the organization as foremen or mechanics when it was still a small machine shop developed executive capacity and became officials later.

How Wide Range of Interests Helps

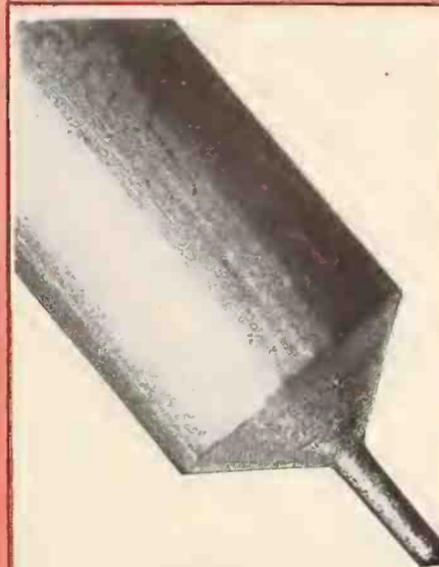
"To-day all of these early associates of Johnson have retired, but he is working with the same untiring zeal that he put into his first experiments a quarter of a century ago. It goes without saying that any further developments in the machine will be the result of long study of intricate and complicated processes, requiring prolonged and intensive concentration. His ability to direct and to participate in this work is one rarely found in the chief executive of an industry employing about 14,000 people. It offers a striking illustration of his wide range of intellectual capacity and interests.

"No one who has not attempted or observed mechanical research can appreciate the amount of mental energy it requires. Long experience demonstrated this fact to Johnson. Some years ago he found himself on the verge of a nervous breakdown as a result of long-continued mental strain. In order to take his mind completely from the problems with which he had been occupied, he turned to writing, beginning a popular history of ancient peoples. He is also widely versed in floriculture and the gardens of his former home at Merion, Pa., were noted throughout the country among landscape gardeners. This entire estate was recently donated by Johnson to the community of Merion as the site for a War Tribute house in honor of the town's soldiers in the world war. He is paying the cost of the new structure."

A CALIFORNIA INCORPORATION

OAKLAND, CAL., November 30.—A newcomer in the talking machine manufacturing field is the Nightingale Phonograph Mfg. Co., which recently was incorporated with a capital of \$100,000. The company is manufacturing console table machines exclusively and its factory is located in this city.

Those who command themselves can command others.



Repeat Orders!

Suggest the purchase of Sonora S. P. Needles to every person who visits your store during the holiday season. These needles give the greatest satisfaction and bring repeat business throughout the year.



Semi-Permanent

NEEDLES

hold customers for you. They sell at a price which nets you a good profit on each sale and it's worth while to push them vigorously.

Mail your order to-day.

Attractive sales-producing literature and display matter sent free on request.

Three needle grades

LOUD—MEDIUM—SOFT

25c per package of 5 40c in Canada

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President
New York, 279 Broadway

Canadian Distributors: I. Montagnes & Co.
Toronto

CAUTION! Beware of similarly constructed needles of inferior quality.



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.

H.K. Lorentzen

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

Eastern Distributor for the

ELECTROPHONE

The machine with the **SILENT** electric driven motor

Dealers' Terms on Request

GIVE TONE-TEST IN NEW SETTING

Curtain Hides New Edison From the Audience at Tone-Tests in the Edison Shop, Newark

The Edison Shop in Newark, N. J., has evolved a new method for giving an Edison Tone-Test

turn their backs to the phonograph, or to close their eyes while the test is going on, the Edison shop has provided a curtain which hides the New Edison from the audience while the Re-Creations are being played. At the end of the test, the curtain is pulled aside, revealing the New Edison. The idea is credited to James H. Mullarky, and has aroused the enthusiasm of Robert Bolan, manager of the Shop.

In describing the new plan Mr. Mullarky said:

"The only objection to the realism test was that certain prospects might feel slightly embarrassed if asked to turn their backs to the phonograph or to close their eyes. I then thought of the curtain and found it a wonderful improvement in every way. After I had given it a try-out to prospects individually, however, I felt that it

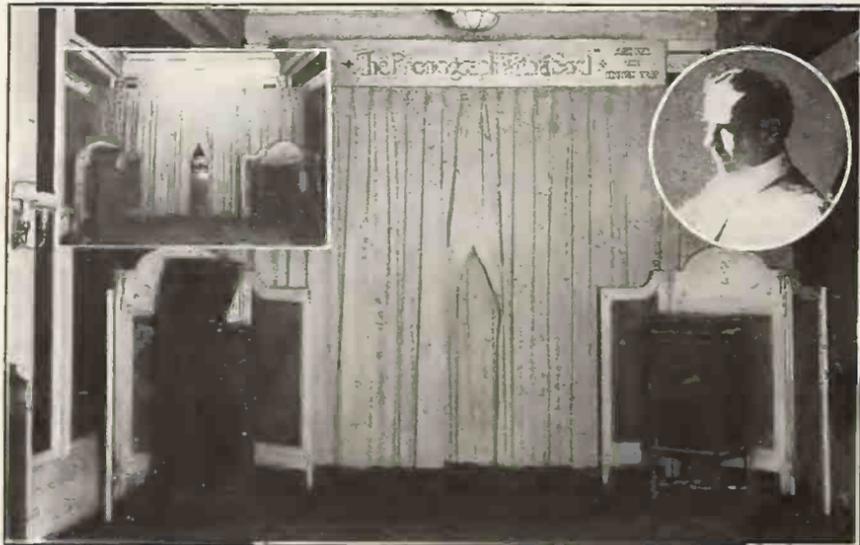
I immediately made necessary preparations.

"We made arrangements with the newspapers to print an announcement for several evenings. Each announcement included a coupon, which, when filled in with the name and address of the prospect, entitled him to a printed invitation and card of admission. I prepared to give a little talk before the concert, as well as between the numbers, on the object of the test.

"Then came the night of the concert; a crowded house, an appreciative audience, and many loud bursts of applause throughout the program.

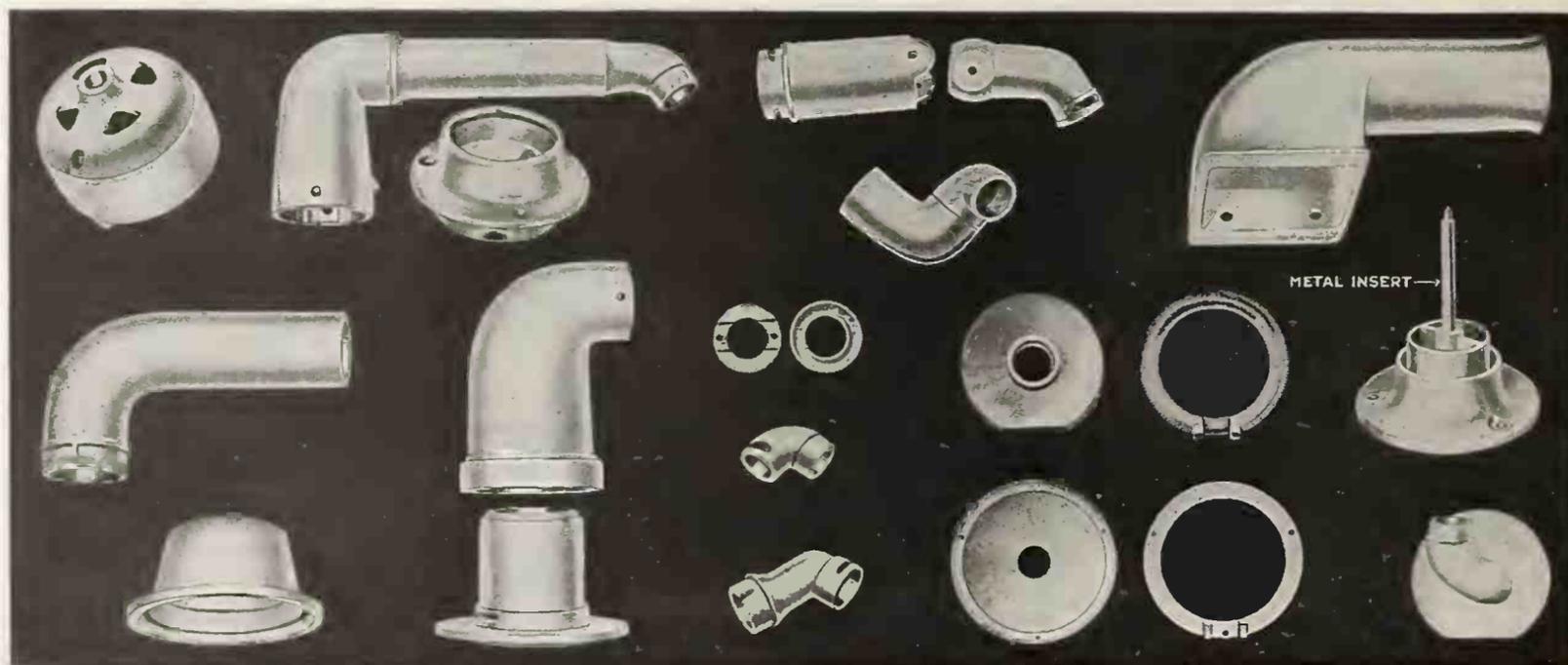
"At the close of the concert the audience rose and applauded tremendously. Not one person attempted to leave before the concert was over and even then none was in a hurry to do so. They showed all kinds of enthusiasm. Some asked if the instrument used was taken from stock; others expressed a desire to see the one used for the concert; many inquired about prices, and a number even asked when we would have another concert.

"We sold many of the selections re-created at the concert. Altogether, it was a grand success. I never saw such an enthusiastic gathering before and I think that everyone present who was not already an Edison phonograph owner was half sold when the concert was over. It was a success in every way."



Tone-test Setting at Edison Shop, Newark, N. J.

which has produced excellent results. Instead of requesting the members of the audience to turn their backs to the phonograph, or to close their eyes while the test is going on, the Edison shop has provided a curtain which hides the New Edison from the audience while the Re-Creations are being played. At the end of the test, the curtain is pulled aside, revealing the New Edison. The idea is credited to James H. Mullarky, and has aroused the enthusiasm of Robert Bolan, manager of the Shop.



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



Public Demand vs. Public Acceptance

The Brunswick has created for itself a constantly growing market.

Everywhere tens of thousands of satisfied Brunswick owners are praising it to their friends—fostering more business for Brunswick dealers.

Brunswick sales are moving with an ever-increasing momentum like a giant snow-ball.

In The Brunswick are such radical betterments, such striking differences, that people take pride and pleasure in telling the Brunswick story over and over again.

That a phonograph plays all records is not an unusual statement.

But before the coming of The Brunswick this always meant a series of adjustments—taking something off and putting something on.

In the Brunswick Ultona people see the real all-record reproducer, which plays any make of record with no more manipulation than a turn of the hand.

After seeing this obvious advantage of the Ultona, which puts all records at the command of the Brunswick owner, and after hearing the marvelously pure and clear tones of The Brunswick, nine out of ten are won at the first hearing.

The Brunswick is not merely accepted by the public. It is demanded.

Brunswick dealer confidence

Dealers, too, take pride in handling The Brunswick. They feel, as do all Brunswick owners, that they are doing their best personal friends a real favor in acquainting them with Brunswick superiority.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: 623-633 South Wabash Avenue, Chicago

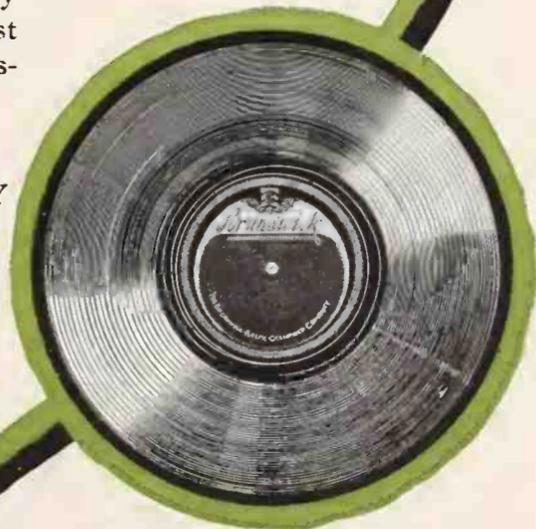
Branch Houses in Principal Cities of United States,
Mexico and Canada

New England Distributors:

Kraft, Bates & Spencer, Inc., 156 Boylston Street,
Boston, Mass.

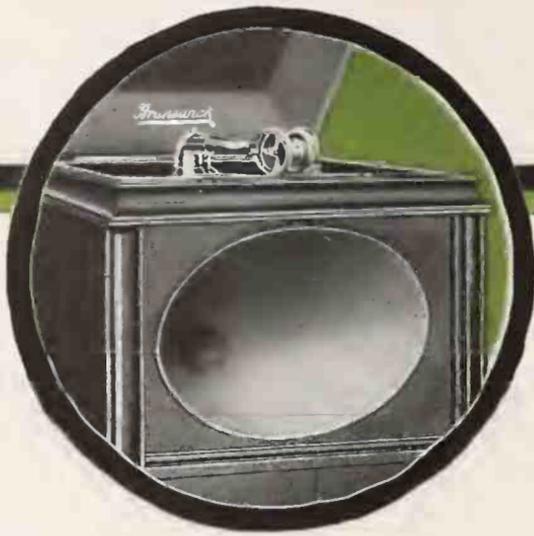
Canadian Distributors:

Musical Merchandise Sales Co.,
79 Wellington St., West,
Toronto



Brunswick

PHONOGRAPHS AND RECORDS



The Oval Tone Amplifier, built entirely of wood

The Brunswick Oval Tone Amplifier

Its Function and Importance

No other phonograph has this Oval Tone Amplifier. It is one of the two features that make the Brunswick Method of Reproduction radically different, the other being the Ultona.

The Brunswick Tone Amplifier is built entirely of wood. It is made of three thicknesses of light, resonant wood.

While the opening is oval, inside it is slightly flattened at the top. A scientific study of the laws govern-

ing musical sound have led to this unique shape.

Brunswick tones are steadier, softer and smoother than those reproduced by any other method. Sound waves expand in a normal, natural manner, because the laws governing them are strictly observed in this construction.

There is no cast metal throat. Metallic harshness is banished.

This fact is observed by every one hearing The Brunswick for the first time.

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79 Wellington St., West,
Toronto

Brunswick

PHONOGRAPHS AND RECORDS



The Ultona Playing a Brunswick Record

Plays All Records Better *without adjustment*

Phonographs differ principally in their methods of reproduction.

The means by which the record is revolved does not count directly in the tone results.

The heart of the Brunswick Method of Reproduction is the Ultona, pictured above.

It is perfectly cushioned, scientifically counter-balanced. It does away with those defects in reproduction which come from too great rigidity.

It diminishes those disagreeable surface noises.

The Ultona is one of the great forward strides in phonograph history.

It makes old methods out of date. It brings new fidelity in reproducing from the record the fine shadings of tone, the delicate overtones, which were too minute for old-fashioned methods.

By reason of the Ultona, tones are more personal, more natural. Phrasing is distinct.

And the Ultona enables the dealer to offer his prospect the entire field of recorded music, along with The Brunswick.

Every record is heard at its best on The Brunswick.

No instrument does as much toward selling itself as does The Brunswick.

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Toronto

Brunswick
PHONOGRAPHS AND RECORDS



Mario Chamlee

American tenor makes triumphant debut at New York Metropolitan Opera House in "Tosca"

Mario Chamlee, an exclusive Brunswick artist, has made a brilliant operatic success upon the Metropolitan stage. His gifts, both as a singer and as an actor, are being widely heralded by the press and public. His triumph in the part of Cavaradossi in "Tosca" assures him a high place in the list of American operatic stars.

Chamlee's vocal art, in all its richness, power and color, is acknowledged by the Metropolitan critics.

Richard Aldrich says in The New York Times, November 23, 1920:

"Last night's performance of Puccini's opera of 'Tosca' was chiefly notable for its introduction of one of the new members of the company. MARIO CHAMLEE, who appeared in the part of Cavaradossi. It is a considerable undertaking to step thus into the shoes of some of the most prominent and popular members of the company, in a part so highly esteemed

by the public, and to make so favorable an impression as Mr. Chamlee made.

"He disclosed a tenor voice of excellent quality, of unspoiled freshness, with warmth, color, vibrancy and power; he sings spontaneously and normally.

"It is gratifying to note the favorable impression he made last evening, and to record the rather unusual reception given him by the audience at the close of his extended aria in the first act. Mr. Chamlee will, of course, have further opportunities of showing what he can do in the way of both song and dramatic action."

The critic of The New York Globe writes, November 23, 1920:

"This young tenor sings normally; his voice is fresh and his style has certain lyric qualities of merit. A good stage appearance and a manly demeanor are among his assets."

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Toronto

Brunswick

PHONOGRAPHS AND RECORDS

Buying and Selling

The choice of Phonograph and Furniture buyers is influenced by distinctively designed parts and trimmings. Purchasing agents can co-operate with their own sales departments by supplying accessories and fittings that quicken the dealer turnover.

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

NEW LOUISVILLE SONORA SHOP

LOUISVILLE, KY., December 5.—A Sonora Shop has been opened at 331 West Walnut street, featuring Sonora exclusively. This establishment was introduced to the citizens of Louis-

CELEBRATES FIFTIETH ANNIVERSARY

Smith & Phillips Music Co., East Liverpool, O., Established in 1870

EAST LIVERPOOL, O., December 2.—The Smith & Phillips Music Co., Washington street, recently celebrated the fiftieth anniversary of the establishment of the firm. The house was organized in 1870 by the late W. L. Thompson, under the name of the Thompson Music Co., with a store on the site now occupied by the Thompson House. In 1895 the growing business necessitated larger quarters, a three-story building being built on the present site of the store. In 1896 the company was taken over by W. F. Smith and W. H. Phillips, the present owners. The firm name at this time was changed to the Smith & Phillips Music Co. Starting in as agents for various musical instruments, the firm has grown to large proportions, and is a leader in the musical life of this city.

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Nine Months Ending September, 1920, Total \$5,652,530

WASHINGTON, D. C., December 5.—In the summary of exports and imports of the United States for the month of September, 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 September, 1920, amounted in value to \$65,776 as compared with \$92,678 worth which were imported during the same month of 1919. The nine months' total ending September, 1920, showed importations valued at \$673,973 as compared with \$385,433 worth of talking machines and parts during the same period of 1919.

Talking machines to the number of 8,740 valued at \$308,401 were exported in September, 1920, as compared with 6,871 talking machines valued at \$298,525 sent abroad in the same period of 1919. The nine months' total showed that we exported 59,963 talking machines valued at \$2,815,834 as against 45,223 talking machines valued at \$1,554,445 in 1919, and 51,389 talking machines valued at \$1,535,966 in 1918.

The total exports of records and supplies for September, 1920, were valued at \$262,257 as compared with \$297,856 in September, 1919. For the nine months ending September, 1920, records and accessories were exported valued at \$2,836,696; in 1919, \$2,530,599, and in 1918, \$1,661,644.

MODERNOLA WINDOW DISPLAY

The Modernola was featured very effectively by the Forty-second street store of Krakauer Bros. for some time during the past month. A handsome instrument was placed in the center of the main window and the lights were kept burning in the evening, making an attractive picture. The Sonora and Columbia instruments were also displayed. In addition to these lines, the Widdicomb is also carried. Manager Milton Weil said that the talking machine trade has been growing steadily and sometimes beat the piano trade by a considerable margin.

Extensive improvements are in progress at the Celeste Music House in Detroit, Mich.

ANNOUNCING THE OPENING OF THE
Sonora
 THE INSTRUMENT OF QUALITY
PHONOGRAPH SHOP
 H. D. MAT, Proprietor R. C. DAVIS, Manager
 STARKS BUILDING FOURTH AND WALNUT
Monday, September 13th
 "The Highest-Class Talking Machine In the World"
 O KEM RECORDS
 THE SONORA SHOP
 331 WEST WALNUT ST. LOUISVILLE, KY.
 A Live, Progressive Dealer Wanted In Every Town In Kentucky To Sell the SONORA Write to
ROBINSON-PETTET CO.
 522 524 WEST MAIN STREET LOUISVILLE, KENTUCKY

Page Announcing Sonora Shop

ville through the medium of full-page advertisements in the local papers, one of which is reproduced herewith.

The store is meeting with phenomenal success, and consistent advertising is being used to impress upon the public the tonal beauty of the Sonora phonograph and the fact that it has attained international renown and fame.

MUSIC COMMISSION APPOINTED

YOUNGSTOWN, O., December 1.—Mayor Fred J. Warnock recently appointed a music commission which will have charge of all matters of musical interest in the city and will promote the development of music. Funds for this purpose are available. The commission named includes John N. Reese, chairman; Mrs. C. B. Klingensmith, Mrs. Warren P. Williamson, Fred A. LaBelle, H. R. Watkins, Alberto Reardon, Joseph G. Butler, Jr., Singleton King and several other prominent citizens interested in the cause of music.

Come and See Us!



The next time you are in Pittsburgh be sure to visit our wholesale store and let's exchange ideas on the subject in which we are both vitally interested—the merchandising of Victrolas and Victor records.

As we are located within a stone's throw of the Pennsylvania Station, you can be seated in our office five minutes after you reach town. And we will try to make your visit a pleasant one, of course.

C. C. MELLOR COMPANY
1152 Penn Avenue Pittsburgh, Pa.

Edison Message No. 85

The value of the dollar is less. The quality of Edison Phonographs is greater. Raw materials and the cost of manufacture are much higher---yet the selling price of Edison Phonographs has increased only 15 per cent since 1914, including War Tax.

“Edison Stood the Gaff”

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

Ted Lewis' Jazz Band's two latest fox-trots, "The Hula Blues" and "I Love You, Sunday," fairly sweep you onto your feet. The dancing public will make a clean sweep of as many of these records as you order. A-3306.

**Columbia Graphophone Co.
NEW YORK**



ANOTHER GOOD WORD FOR "TALKER"

America's Musical Taste Improved by Talking Machine, says Zelma Lawrence

Writing from Birmingham, Ala., Miss Zelma Lawrence adds her testimony to the part played by the talking machine in the advancement of the cause of music as follows: "America's taste in music has improved greatly in the past decade, and American audiences continue to show more and more appreciation of the higher class music. I have played in many of the larger Western and Southern cities in the past ten years and have noticed a gradually increasing interest in the classics. Much of this increased interest in better music can be traced to the perfection of the phonograph. The newer instruments of all makes furnish selections by the leading artists of the day, and the children begin, almost from infancy, to hear the voices of Caruso, Melba, Galli-Curci, Ponselle and other famous singers, the violins of Elman and Kubelik, the piano selections of Paderewski, in my opinion the greatest of them all, and even the famous band selections of Pryor, Sousa and others.

"All this tends to ingrain in the child a taste for the better class of music, and while it is counteracted to some extent by the lighter jazz selections of today, the love of good music is bound to be so deeply imbedded that it will grow to a greater appreciation as the years go by. I am sure that the next generation of Americans will have far more appreciation of music than the present—and I frankly credit

this increased interest to what is popularly termed as canned music as heard through the various makes of talking machines."

OPENS COLUMBIA DEPARTMENT

Little Rock Department Store Now Has Complete Columbia Display Rooms

The Pfeifer Bros. department store in Little Rock, Ark., has recently added a Columbia department on the third floor of the building at Sixth and Main streets. A full line of Columbia Grafonolas and Columbia records will be carried. The department has been fitted with glass demonstration booths and also has ample display salons. J. C. Havelill is manager of the new Columbia section and hopes to close a very good month in December, especially as the holiday trade will start his first month with a big rush of business

HAS MUSIC STORE IN KENTON

W. R. Pfeifferle has completed the arrangements for the opening of his new music and jewelry store in Kenton, O. The location, which is on the south side of the main square, is an excellent one and a good trade is expected.

GRANTED DELAWARE CHARTER

The Craftsman Cabinet Co., Dover, Del., has secured a charter to do a general business in phonographs and talking machines. The capital of the new company is given as \$50,000 and the incorporators are Raymond W. Hill, Lypman Harris and John Feechino, Dover.

MOVE TO KEEP UP PUBLIC BUYING

St. Louis Merchants Start National Move to Prevent Business Stagnation

St. Louis, Mo., December 6.—A national move to prevent business stagnation and encourage employment has been launched by local merchants and manufacturers, Melville L. Wilkinson, president of the Associated Retailers of St. Louis, announced recently.

The plan was suggested by David May, head of several large department stores, and was adopted at a recent meeting of local business men. Mr. May explained that the plan was to keep factories operating by retailers making immediate purchases for Spring trade. With the factories working, employes would have wages to purchase merchandise, thereby benefiting the retailers, Mr. May added.

E. F. HAMER OPENS REPAIR SHOP

Fond du Lac Repair Man Starts in Business for Himself in That City

FOND DU LAC, Wis., December 6.—E. F. Hamer, who has for the past fifteen years been identified with the phonograph repair business, has opened a repair shop for phonographs and sewing machines in connection with the grocery store which he is operating at present at the corner of Twelfth and Morris street.

Mr. Hamer is an expert mechanic in his line and has done the repair work on phonographs and sewing machines for most of the larger retail houses in Fond du Lac.

For 1921

A volume of business and a measure of progress for all Victor Dealers that will surpass all previous records. ☺ ☺ ☺ ☺
This is the Holiday wish of

**The Oliver Ditson Company
BOSTON**

**Charles H. Ditson & Company
NEW YORK**

Victor Exclusively



Use this Big Sales Help

in Your Business

to attract crowds to your store and increase sales of phonograph records.

Use it as a big profit producer. Sell the Magnavox to clubs, theatres, movie houses, schools and dance halls. Summer resorts, parks, camps, steamships, etc., can make good use of this sound amplifier.

The Magnavox so magnifies the sound of a record (or the voice) that it will fill a big auditorium. A record can be heard a mile in the open. Yet it can be modulated at will to become a mere whisper.

There's a good profit in every sale.

*Bulletin 22520
contains full details.
Write for it.*

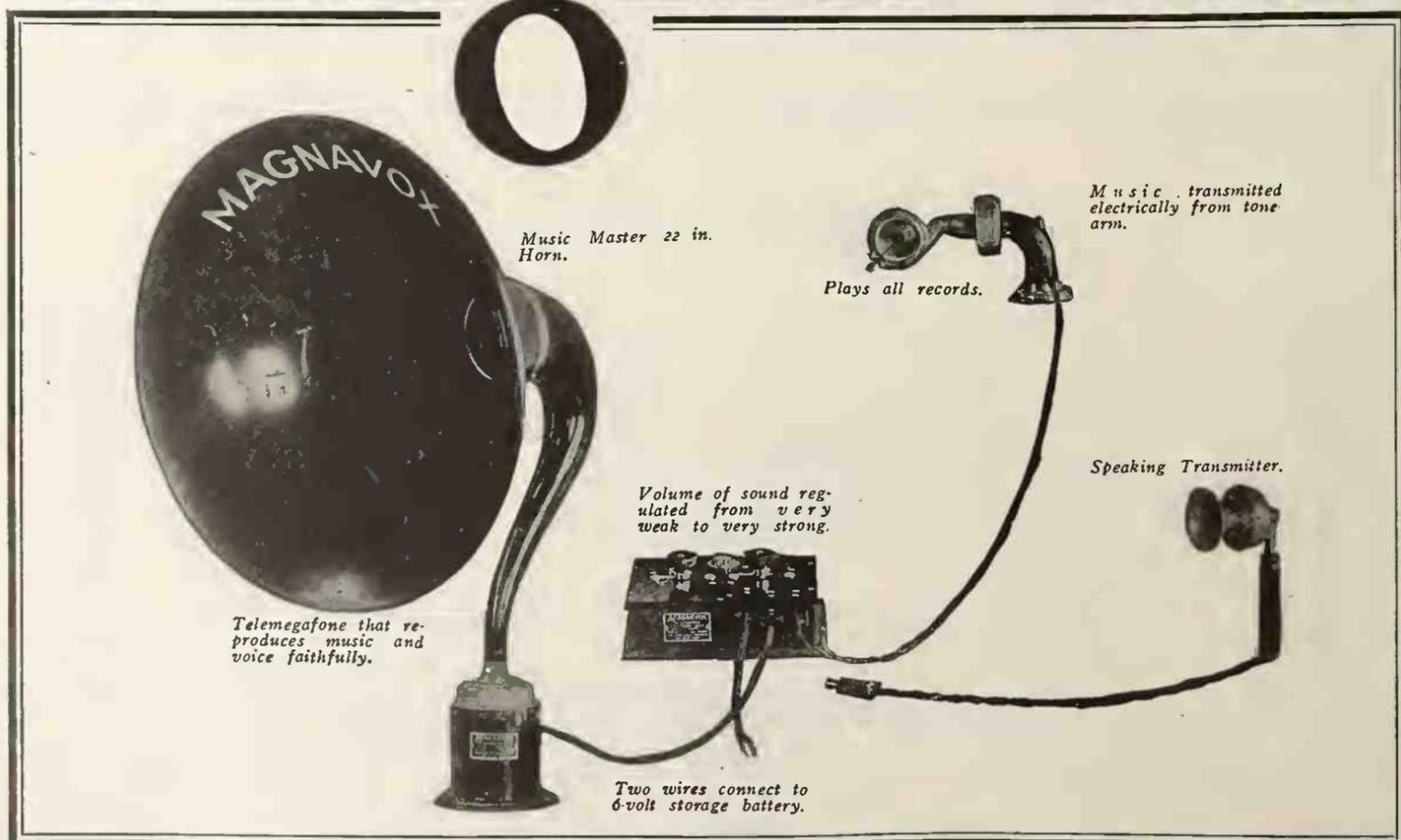
J. O. MORRIS CO., Inc.

Distributors for New York and New England

1270 Broadway

New York

Magnavox



Some Practical Pointers on the Efficient Selling of Talking Machines

By W. H. Wade
Wade Talking Machine Co.

These brief suggestions are given with the idea of assisting the salesman to make more sales by concentrating and directing his efforts along proved lines of salesmanship. It is not my purpose or intention to attempt to lay down a rule for every case, but simply to bring to the surface a few thoughts on how I personally handle a sale.

It is necessary to make each step in the process of selling with the greatest caution. Study each buyer by carefully observing his words and action.

Always remember that at best you are only contributing 25 per cent to the actual closing of the sale.

Attention, interest and desire have been created before the buyer stepped into the store and it remains for you to create the "resolve to buy" what you have to sell.

It is fair to say that 90 per cent of all callers who leave without buying do so because the salesperson failed to do his or her part.

Step out promptly to meet every person who enters the store. Do not permit them to enter apparently unobserved. If you are busy call another sales person or greet the caller with a smile and excuse yourself for a moment until you or someone else can wait on them.

Conduct the prospective buyer into a room and provide a chair. Open the conversation something like this:

"You are, no doubt, familiar with the different makes of instruments?" which will bring an answer of the following order:

"Yes, I have a ——— phonograph," or, "I have a friend who has a ——— phonograph," or, "I don't know anything about them; I'm just looking around."

What does this answer tell you?

The extent of their knowledge and what is in their minds on quality and price.

"We show all the leading makes, so you have the opportunity of comparing them side by side."

Don't ask, "What kind of music would you like to hear?" because you may unknowingly embarrass the buyer by forcing him to admit his lack of knowledge and immediately you have aroused a sub-conscious antagonism.

Know what you intend to play and only play such selections as you have carefully studied

yourself and can call attention to the particular features as you play it. Allow full latitude for variety of both tone, quality and volume.

Under all conditions dwell upon musical merit.

For demonstration purposes bring into the room a record of lady's voice, No. 77843; a record of violin, No. 5843; a record of piano, No. 6161; a record of band, No. 2176; a record of man's voice, Nos. 2005A-2771-5929.

Hold the interest of the buyer by explaining the reasons for playing every record as you play it.

One of the number is most certain to appeal to

Suggestions on Talking Machine Salesmanship That Should Prove of Material Value to the Average Salesman

the buyer. Study carefully which one it is and then say, "Now, I want you to hear the difference in tone on this instrument."

Always remember "instrument" and not "machine."

Change quickly from a low or medium-priced instrument to, "Now, I want to play this for you on this instrument, which has" (mention a number of features) and select a higher-priced instrument and then back to one of lesser price, size or design.

Make the buyer feel he has had full opportunity for thorough trial and selection.

Don't Permit Silent Moments

Make every move count. Change the needle on every record, it has a desirable effect on the purchaser and impresses him with the necessary care of the record and, without a word from you, that the best reproduction is had by the use of a new needle each time.

Use the greatest care in the selection of the needle and select only such as are best adapted to the record, whether demonstrating for volume or to bring out the finer musical qualities, the make of reproducer, size of room and the instrument itself, should be carefully considered.

Fibre needles give best results on many records, while loud, medium or soft-tone steel may be used with discretion.

While changing the needle or record impress the buyer with a remark such as, "This is a beautifully grained mahogany," or, "I'm very fond of this record," etc., or anything that will keep the buyer's mind alert to grasp the good points.

Time consumed in selling is not wasted. The better you sell a customer and the more convinced he is the better a booster he becomes for you.

Under no circumstance discuss competitive merchandise.

Dwell upon every point of merit in what you have to sell musically and mechanically and always keep in mind that "we buy the merchandise we sell and claim to know something about musical merchandise. If we were not sure of its value it would not be offered for sale by us."

The Buyer You Can't Interest

Salesmen will frequently say, "Hard boiled; I couldn't do anything with him," when as a matter of fact they haven't tried.

It is easy to discover whether a buyer is following your demonstration or not. If not, the salesman should not press the demonstration until he has won attention. Divert entirely from the subject of talking machines, if necessary. Find a subject in which the buyer is interested. Ask him what business he is in and let him tell you about **his business**. Talk about any subject of the day that appeals to him, or lead into an explanation of how records are made and the wonders of recording. After you have him "thawed out" lead him carefully back into the demonstration. Don't be impatient and don't rush him; you can frequently lead a buyer when it is impossible to force him.

The Undecided Buyer Who Puts Off Buying

Many buyers have made up their mind about how much they can afford to invest. It is a

(Continued on page 56)

The
Schmelzer Company

Kansas City, Missouri

**Exclusively Wholesale
Victrolas and Victor Records**

PRACTICAL POINTERS ON TALKING MACHINE SELLING

(Continued from page 55)

serious mistake to oversell any buyer and especially the conservative buyer. Don't cause dissatisfaction in his mind by showing the disadvantages of the instrument he feels he can afford. Many people dislike to admit they are restricted in price. Sell him fully on what he can afford and don't lose the sale by trying to oversell him.

Then you have the fellow who is always undecided, the procrastinator, who puts off buying for a few days. With him it is well to discuss topics of the day, labor unrest, etc., and agree that 90 per cent of all of our troubles to-day are due to indecision, if we could just make up our mind, etc., and then carefully lead back to your demonstration and close the sale.

Will Bring Wife or Husband In

Approach this closing talk by impressing the customer with the advantage he has gained by looking around and comparing tone, style, sizes and values, which must be the deciding factor.

Point out to him that his wife wants a phonograph and has not had the opportunity of hearing and seeing all the different makes side by side, and if he brought her in to see the particular instrument she would take his word anyway, because she could not know its real merit except by comparison and let us plan a little surprise and send this instrument out with a nice selection of records, which will please her, and if there are any of the records she does not like she can stop in any time and we will be glad to have her hear others and make an exchange.

How to Talk Terms

The question is asked every day, "What are your terms?" We make our terms to suit the buyer. (If you are selling a \$150 instrument) some pay \$25, \$20, \$15, or any amount they can afford. They frequently run about twelve months, which the customer has quickly computed to be about \$12.50 and says, "I would like to pay about \$12.50 or \$13 per month," which

you promptly agree will be entirely satisfactory. When to Close

This depends largely on the circumstances and is exceedingly difficult to answer by rule, but I believe the best time to close is when the customer expresses the first preference. Then go immediately into detail. "Shall I send (mention the finish) and about \$20 worth of records," together with all other details, just as if you had understood the buyer to say, "Send this one out."

Don't Make Negative Suggestions

Never make a suggestion that admits of a negative answer, such as "You don't want?" or "You are not interested in?" or "You wouldn't care to hear," etc., etc., because you are putting the answer into the mouth of the customer. The easiest thing for him to say is "No," because you have implied the answer and he unconsciously assumes that is what you expect.

MAGNAVOX ATTRACTS ATTENTION

Voice Amplifier Used to Advantage by Florida Dealer—Newspapers Comment Upon Success of Demonstration Most Favorably

The Florida Photographic Concern, Fort Pierce, Fla., jobbers for the Magnavox and Claxtonola, recently gave an interesting outdoor concert that was thoroughly enjoyed by several hundred people. Referring to this concert the local newspaper in Fort Pierce noted as follows:

"Several hundred people Tuesday evening formed the audience at the demonstration of the Magnavox, the wonderful new invention that amplifies music and speech to such an extent that they can be heard a quarter of a mile distant. Used in connection with ordinary phonograph records, the listeners were treated to masterpiece band and orchestral selections that had practically all the beauty and force of the original productions. The music was distinctly audible for blocks away, apparently carrying in force equal to the music of the regular band.

"The demonstration was staged by the Florida Photographic Concern, agents for the Claxtonola and the Magnavox. The machine, which is the first in the South, was attached to a Claxtonola located in the bandstand at the foot of Palmetto avenue. R. L. Goodwin performed as announcer and, speaking through the voice transmitter, was distinctly audible for several blocks distant.

"The Magnavox will find a great variety of uses in campaigning, public speaking, for schools, theatres or wherever volume is important. It apparently solves the music proposition for small towns, affording advantages that are possessed only by the world's greatest musical organizations."



AMERICAN WALNUT
"The Cabinet-Wood Superlative"

FOR its beauty *American Walnut* does not depend upon stains, or even upon its infinite variety of wonderful figures. There is a "certain something" about the very fibre of this master wood that commands admiration for even the plainest walnut corner post.

For the Better Class Phonograph Cabinets

American Walnut is used and enthusiastically sponsored by America's most discerning manufacturers—a fact which is doubtless largely due to the insistent public demand for *American Walnut* instruments to fit in with other fine furniture of *American Walnut*.

Valuable data for manufacturers. Valuable data for dealers. ALSO the Walnut "brochure de luxe." Write to the producers of *American Walnut* lumber, the

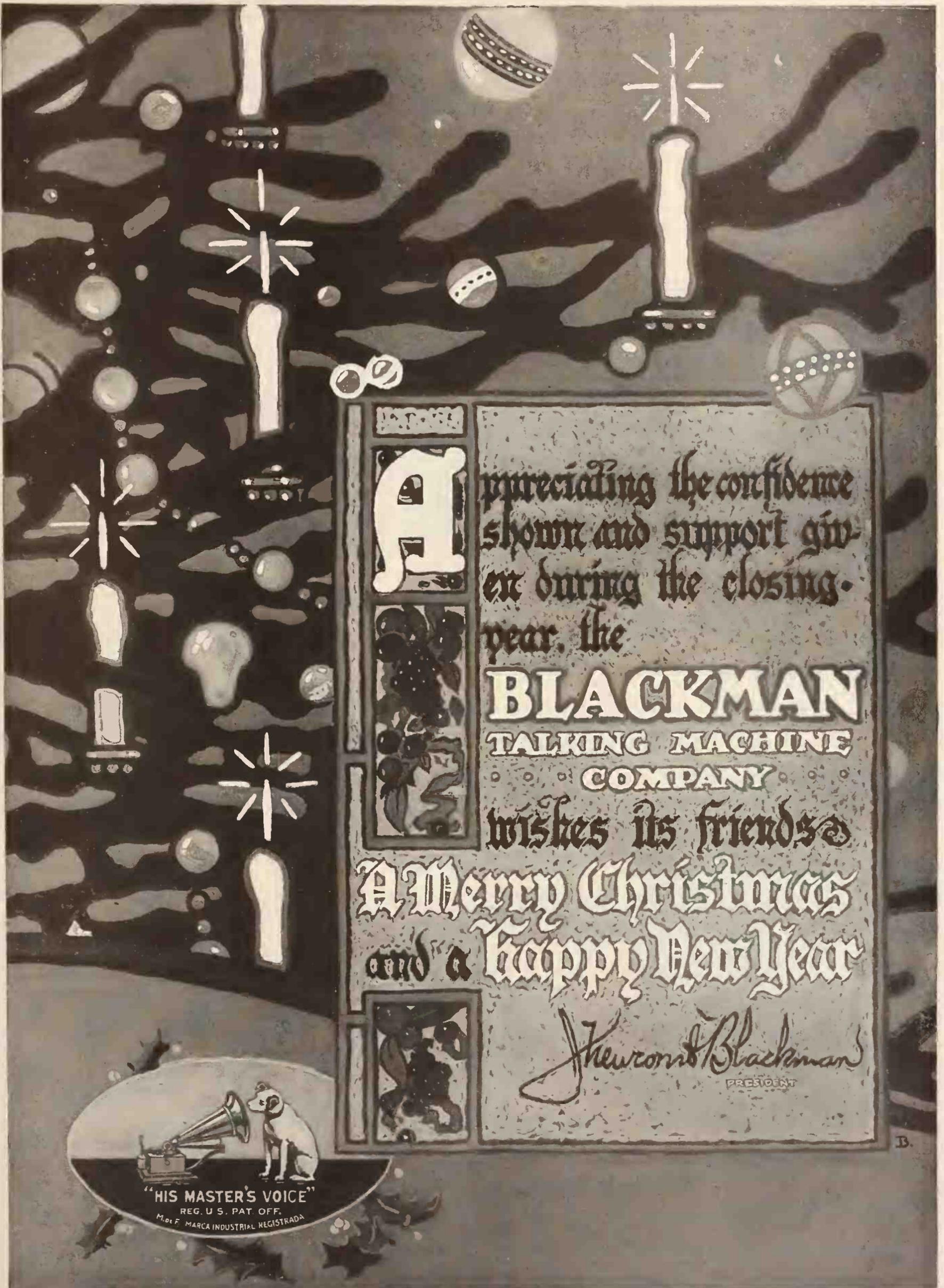
AMERICAN WALNUT MANUFACTURERS' ASSOCIATION
Room 1022, 616 South Michigan Boulevard Chicago, Illinois

Stewart
Talking Machine Company

JOBBERS
for the
Victor
Talking
Machine
Company



Indianapolis



A

ppreciating the confidence shown and support given during the closing year, the

BLACKMAN
TALKING MACHINE
COMPANY

wishes its friends

A Merry Christmas
and a **Happy New Year**

Jewell Blackman
PRESIDENT



B.

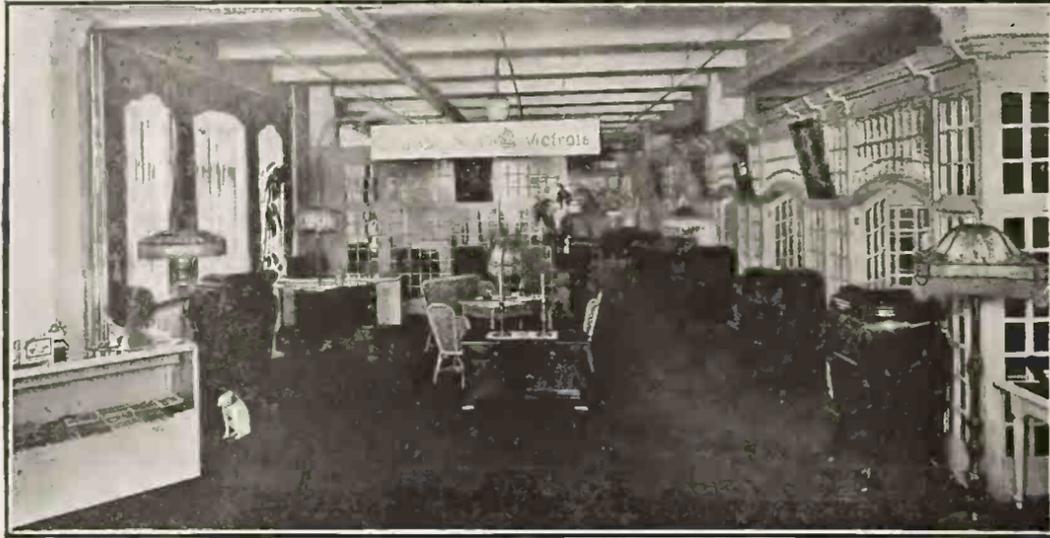
PROGRESSIVE SONORA DEALER

Crescent Dry Goods Co., Spokane, Wash., Will Handle Sonora Exclusively—An Up-to-date Mercantile Establishment

The Spokane Dry Goods Co., which owns and operates the Crescent Dry Goods Co. in Spokane, Wash., is making great progress in introducing the Sonora to the people of the Northwest. In a letter to a Sonora jobber, E. A. Shadle, secretary and treasurer of the Spokane Dry Goods Co., writes as follows:

"We are very proud of our phonograph department as well as the Sonora machine. As you know, we have only handled the Sonora a little less than one year, but feel that it is entitled to a great portion of the increased business in 1919. The department has eleven finely equipped demonstration rooms and a

seven stories high, and has a floor area of over five acres. It is built of reinforced concrete, has a cream-white terra cotta finish and a



Crescent Dry Goods Co.'s Handsome Sonora Department

staff of seven salespeople throughout the year, which is increased materially during the holiday season. This department is under the able management of Mrs. A. O'Dea."

The present Crescent store is 142x207 feet,

vast expanse of plate glass on every floor. Few stores in America, in cities the size of Spokane, occupy so large an area exclusively for retail business or transact so large a volume of business annually.

Ward's Khaki Moving Covers



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

Distributors

- BRISTOL & BARBER, INC.
111 E. 14th St., New York City
- YARR & LANGE DRUG CO.
207-215 E. Water St., Milwaukee, Wis.
- COHEN & HUGHES, INC.
Washington, D. C.
- BECKWITH-O'NEILL CO.
Minneapolis, Minn.
- STREVELL-PATERSON HARWARE CO.
Salt Lake City, Utah
- C. L. MARSHALL CO., INC.
Beckman Bldg., Cleveland, O.
Butler Bldg., Detroit, Mich.
- THE REEO CO.
237 Fifth Avenue, Pittsburgh, Pa.
- C. J. VAN HOUTON & ZOON
140 S. Dearborn St., Chicago, Ill.
- SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas
- KNIGHT-CAMPBELL MUSIC CO.
1608 Wynkoop St., Denver, Colo.
- CHAS. H. YATES
311 Laughlin Bldg., Los Angeles, Cal.
- W. O. & C. N. ANDREWS
Buffalo, N. Y.
- 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 & OULEY CO., Nashville, Tenn.
- ASSOCIATED FURNITURE MFRS.
St. Louis, Mo.
- W. J. OYER & BRO., St. Paul, Minn.
- AMERICAN PHONOGRAPH CO.
Burlington, Vt.
- JOSEPH BARNETT & CO., Cedar Rapids, Ia.

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 building is unique in having no fire in it, the heat being furnished by a public service company. Cooking and heat for shop work and other sections requiring it is by electricity. In all departments the very finest goods obtainable are stocked. This store is one of the best equipped in the United States and its selection of the Sonora as a phonograph to be featured is a distinct tribute to Sonora prestige and achievements.

SUCCESSFUL SELF-SERVICE PLAN

Strand Temple of Music Booms Sales of Records by Arranging Records on Long Counter—Customer Is Free to Choose and Try Out Selections as He So Desires

ALBANY, N. Y., December 5.—The self-service idea in selling records has been carried out in a most successful way by Al Edelstein, manager of the Strand Temple of Music. On a long service counter the records are arranged in rows, all classified so that the customer may pick out at once the records desired. Then he can go to one of the many demonstration booths, where he finds a Victrola equipped with an electric motor. Here he can try out the records without any greater trouble than putting them on the machine and taking them off again. The Strand Temple of Music now has fifteen demonstration booths, seven having been recently added on the balcony in response to the growing demands of the trade. Mr. Edelstein is entirely satisfied with the way his self-service plan is working out and says that it is the best way to sell records.

FEATURES PATHE RECORD OFFER

The special Pathé offer of \$25 worth of records with each machine was prominently displayed in the window of the Jacob Doll & Sons warerooms on Forty-second street during November and brought many purchasers into the store.

SOMEWHAT IN THE AIR

Aviation poison is said to be the most deadly poison known because all that is required to kill a man instantly is one drop.

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

OKeh Records



Biggest Vocal Seller

You All Know It

MAMIE SMITH

Another Sales Winner!

- | | | | | |
|--------|---|--------------------------------|---------|---------------------------------|
| 4194 | } | FARE THEE HONEY BLUES | - | Mamie Smith and Her Jazz Hounds |
| 10 in. | | THE ROAD IS ROCKY | - - | Mamie Smith and Her Jazz Hounds |
| \$1.00 | | | | |
| 4113 | } | THAT THING CALLED LOVE | - - | Mamie Smith with Orchestra |
| 10 in. | | YOU CAN'T KEEP A GOOD MAN DOWN | | Mamie Smith with Orchestra |
| \$1.00 | | | | |
| 4169 | } | CRAZY BLUES | - - - - | Mamie Smith and Her Jazz Hounds |
| 10 in. | | IT'S RIGHT HERE FOR YOU | - | Mamie Smith and Her Jazz Hounds |
| \$1.00 | | | | |

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.



CO-OPERATIVE DEALER PUBLICITY

Columbia Dealers in Texas Use Timely Advertising—Co-operative Campaign a Noteworthy Success in That Territory

AMARILLO, TEX., November 22.—There appeared in the Amarillo Daily News recently a splendid example of co-operative advertising, consisting of an entire page devoted exclusively to Columbia Grafonolas and Columbia records. At the top of the page, occupying a space about three inches across the full width of the page, were several articles in connection with Columbia artists and their activities.

The center of the page was devoted to standard Columbia newspaper copy presenting some of the most popular models in the Columbia Grafonola line, together with an effective sales talk. Alongside of the center advertisements were the individual announcements of successful Columbia dealers in Amarillo and the surrounding territory, all of these announcements embodying the famous Columbia trade-mark. Among the dealers who used space in this effective campaign were the following: Pampa Drug Co., Pampa, Tex.; Panhandle Drug Store, Panhandle, Tex.; Nunn Electric Co., Amarillo, Tex.; W. H. Ray, Hereford, Tex.; G. C. Electric Co., Plainview, Tex.; Holland Drug Co., Canyon, Tex.; Flynt Jewelry Co., Tulia, Tex., and the Home Furniture & Drug Co., Amarillo, Tex.

SALESMANSHIP SCHOOL A SUCCESS

John Elliott Clark Classes Will Be Resumed After January 1

SALT LAKE CITY, UTAH, December 6.—The school of salesmanship being conducted by the John Elliott Clark Co., Victor wholesalers, is proving very successful. The plan of instruction includes lectures on salesmanship, Victrola construction, repairing, advertising, use of the Victrola in schools, and other topics related to the Victor business. The class for ladies was held beginning November 29 and covered a period of five days. Classes will resume after January 1 and will continue as long as the attendance warrants.

Demonstrations and lectures were given by Prof. Skelton, a local violinist of considerable note, and John D. Spencer, an authority on salesmanship. Other plans are under way to broaden the work which is being given under the direction of John Elliott Clark.

OPENS STORE IN BROOKLYN

A. Joeckel has opened a new talking machine store in Brooklyn, N. Y., at 2732 Myrtle avenue, and will carry a complete stock of all kinds of phonograph accessories.

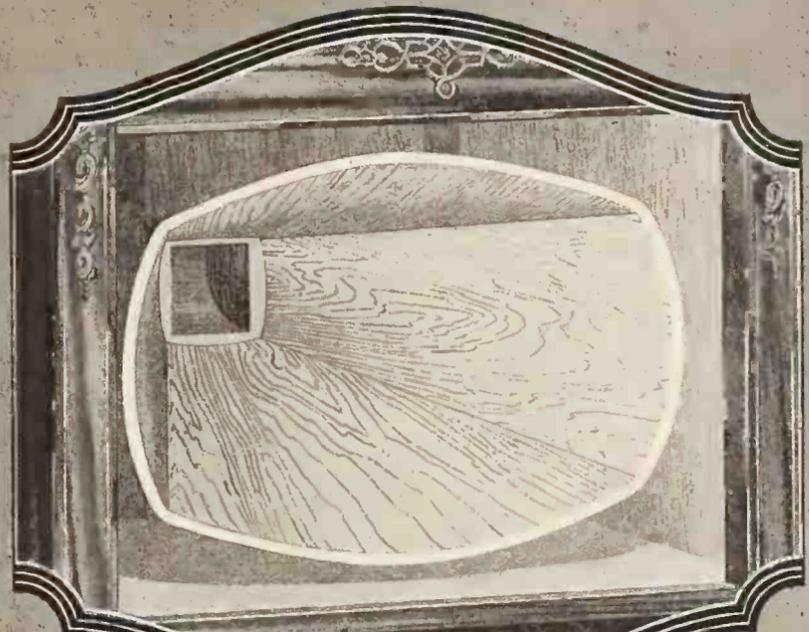
One of the latest methods of evading the Eighteenth Amendment is to buy a used flivver, thus justifying prescriptions galore on the ground of being "stung by a rattler."

Your Opportunity to Buy at the Right Price

We manufacture 3 and 5-ply panel stock in all thicknesses and woods. Also 3-ply shelf stock for Talking Machine Cases.

Ask for quotations on our Talking Machine Crating Boxes. They are built of solid woods.

THE BRANDTS FURN. CO.
CELINA, OHIO



HARPONOLA

The
PHONOGRAPH
with the
**GOLDEN
VOICE**

IF you want the best machine and the best service at a price that is distinctly favorable to you, it will pay you to write and get our proposition—

Remember:—If you don't get in touch with us you wouldn't profit a cent's worth even if we were selling at half the prevailing market prices. Also,—if you DO get our proposition and you don't care for it, it hasn't cost you anything to find out.

BETTER WRITE TODAY

THE HARPONOLA CO.
101 MERCELINA PARK
CELINA, OHIO
EDMUND BRANDTS, President

Harponola Cabinets are built by the Mersman Brandts Brothers in a separate up to-date factory



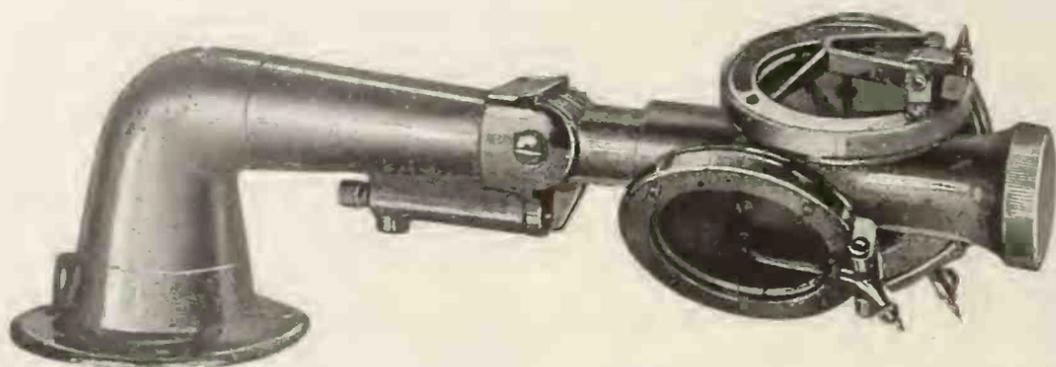
The Cathedral Phonograph Is Being Acclaimed Everywhere. And Here Are the Reasons, Mr. Dealer and Mr. Jobber

SO rapid has been the demand for Cathedral Phonographs that it was necessary to double production the first year.

Telegrams and letters from jobbers and dealers in all parts of the country continually ask for sales territory.

The Cathedral is the one phonograph that meets the public's demand for an instrument that plays *any* record *perfectly*, rivalling the desires of the maker of the record.

The Cathedral is a new step in phonograph development. This wonderful instrument is achieving an individual distinction that wins immediate popularity.



Only in the Cathedral Will You Find This New Reproducer

THE Cathedral Reproducer not only plays every record perfectly but gives the record prolonged life.

A slight turn of the rotating handle and the Cathedral Reproducer automatically adjusts itself for the record desired—diamond point, sapphire ball or steel needle type.

And rotating the handle is as simple as placing the record on the turn table. The reproducer responds with scientific exactness giving the proper tone arm length, degree of pitch and weight at point of contact.

The Cathedral Tone Arm balances, by means of a counter balance valve, so correctly that the playing point rides always in perfect equilibrium bringing forth the music by its light groove touch, without *scraping*. With no perceptible playing wear, the record is given the greatest length of life.

The Cathedral Resonator reflects all tone waves with perfect distinctness eliminating sympathetic vibrations and detracting sounds.

Cathedral designs mark a new art adaption in structural beauty. Each Cathedral design is reminiscent of the famous French Cathedrals after which the various models have been named.

We can fill prompt orders and would suggest an immediate wire from jobbers and dealers regarding details. An aggressive advertising campaign as well as the exceptional features of the Cathedral assist in the marketing. Address our General Offices.

Cathedral Phonograph Co.

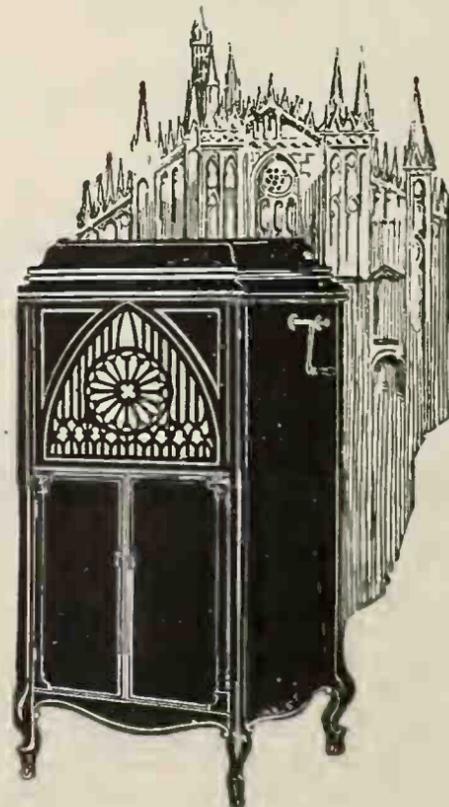
GENERAL OFFICES: OMAHA, NEB.

Factories:

MARION, O.

CHICAGO, ILL.

MILAN MODEL



WINDOW DISPLAY SERVICE FOR OKEH RECORD DEALERS

Beginning with the Christmas window display of Okeh records, the General Phonograph Corp. is inaugurating a greatly enlarged display serv-

ber of display units, whose combined area will be almost double that of the old service. More colors and the best art work, combined with an



Holiday Window Display Featuring the Latest Okeh Records

ice to Okeh dealers. The new service, which, as heretofore, is to be created by Einson Litho, Inc., New York, will consist of a larger num-

increased number of large cut-out cards, will make the Okeh window display service of great value to all Okeh record dealers.

MAKE POLISH LANGUAGE RECORDS

Polonia Phonograph Co. Formed in Milwaukee to Manufacture Machines and Records—Polish Population Estimated at 85,000—Contract Let for Erection of a Spacious Factory

MILWAUKEE, Wis., November 24.—The Polonia Phonograph Co. is being organized as a Wisconsin corporation with a capitalization of \$75,000 to engage in the manufacture of talking machines, cabinets, records, etc. The promoters include some of the best known men of Polish extraction in this city, which has a large Polish population, estimated at more than 85,000, out of a total of 525,000 inhabitants.

Details of the project have not been fully divulged, but announcement is made that contracts have been awarded for the erection of a one-story factory, 40x160 feet, at Grove and Harrison streets, on the south side. This will be equipped to record and press records. Later equipment will be installed for making instruments.

While at the start the new concern will specialize in the production of records in the Polish language, it intends to make records in all languages in due time. The active head of the enterprise is Chester P. Dziadulewicz, treasurer and business manager of the Kuryer Polski, the leading Polish language daily newspaper in Milwaukee, with headquarters at 435 Broadway.

CHARTER FOR CONCERTO T. M. CO.

MILWAUKEE, Wis., December 1.—A charter has been granted to the Concerto Talking Machine Co. of this city, which has been incorporated with a capital stock of \$25,000 to manufacture and deal in talking machines, phonographs, records, supplies, etc. The incorporators are represented by Julius O. Roehl, attorney-at-law, Wisconsin National Bank Building, Milwaukee.

Good will is the measure of excess value in merchandise and service beyond what the buyer expects, and it is a wonderful business builder.



I. G. BOVEE'S MUSIC SHOP OPENS

Victor, Edison and Emerson Lines Carried in New Home of Winsted Dealer

WINSTED, Conn., December 5.—The opening of the I. G. Bovee Music Store in this city, which took place last month, was attended by a large number of music lovers, and the concerts which marked the affair were well received. This shop is now devoted entirely to the sale of Victor, Edison and Emerson machines and records, the stock of books, magazines and sporting goods formerly carried being moved to Mr. Bovee's other store across the street. Besides the addition of two sound-proof demonstration rooms and record-filing racks, the interior of the store has been redecorated in ivory white, which gives a pleasing background to the phonograph cabinets displayed on the floor.

Mr. Bovee expects that the new music shop will greatly facilitate the service which he desires to extend to all his patrons.

Say precisely what you mean to do, and Do exactly what you say.

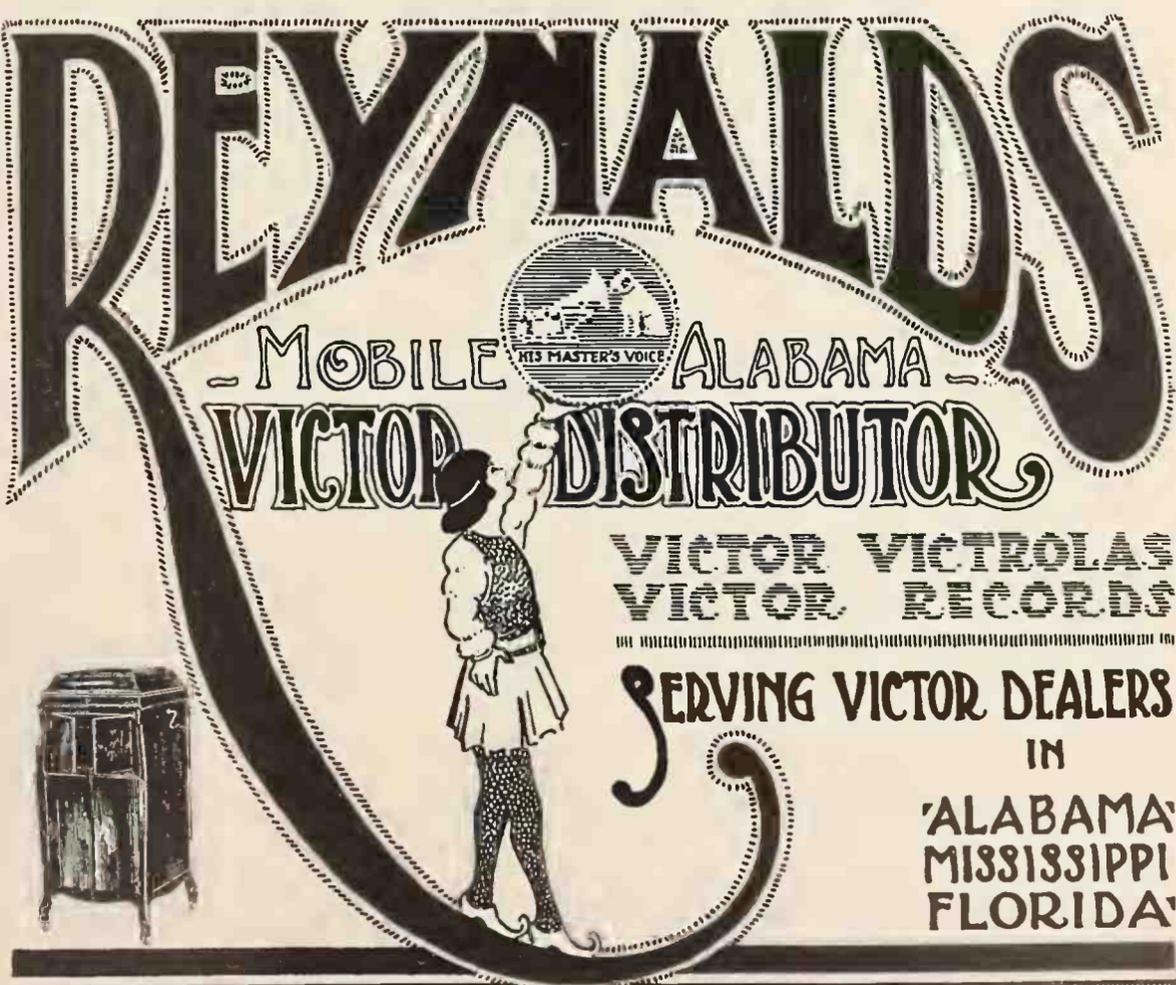
ACME-DIE

CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALLOYS

Acme Die-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago





Columbia Christmas Record Gift Envelopes suggest to people without a phonograph that they should buy records for friends who own one. The gay color scheme of these exclusive Columbia envelopes will make Columbia Records doubly attractive as Christmas gifts.

**Columbia Graphophone Co.
NEW YORK**

NO IMMEDIATE RELIEF FROM HEAVY TAXATION IN SIGHT

Geo. W. Pound, General Counsel of the Music Industries Chamber of Commerce, Brings Some Impressions Back From Washington—Some of the Problems That Are Faced

George W. Pound, general counsel of the Music Industries Chamber of Commerce, who returned from a short visit to Washington recently in connection with trade matters, had some interesting comments to make relative to the prospect for having tax burdens reduced in the near future.

Mr. Pound was frank in his opinion that those in the trade who expected relief from taxation within the next year or more were doomed to disappointment. Even with the Republican Party in power, declared Mr. Pound, the tax question would still offer problems because the administration would most likely put up strong objections to any curtailment of appropriation, and would, therefore, also object to any curtailment of revenue.

It is certain that no relief may be expected from the next session of the present Congress, for the attitude of the present Government has been made strongly evident. The first Congress during the Harding administration will not convene until December, 1921, and, although as President Mr. Harding will probably call a special session, it is doubtful whether this special session will grant the relief looked for by business generally.

Summed up, it appears that the pressure brought to bear on the Democratic administration and upon Democratic Congressmen must continue to bear upon the members of the next Congress, and that it must not be taken for granted that a change in administration will bring reduced taxes unless the business men of the country force the issue.

By combating certain pieces of legislation calculated to add millions to the expenses of the Government, such as the soldiers' bonus bill which has passed the House and is now being held in the Senate, members of the

music industry, as well as business men generally, can work directly to the end of keeping Government appropriations down. It looks very much now as though the question was not alone that of having taxes reduced, but of preventing increases in taxation which have already been proposed.

EMERSON ADVERTISING CAMPAIGN

Syracuse Jobber Using Newspapers and Billboards—Campaign Proving Successful

SYRACUSE, N. Y., December 4.—An extensive advertising campaign launched recently by Emerson Products, Inc., of this city, distributors of Emerson phonographs and records for New York State, outside of the metropolitan district, has met with an enthusiastic reception by Emerson dealers, and has been instrumental in adding a large number of new accounts to their present list.

Newspapers have been the principal medium through which this advertising campaign is being carried out, but C. D. MacKinnon expects shortly to erect a number of billboards featuring the Emerson phonograph, and emphasizing particularly the Music Master horn.

Emerson Products, Inc., are giving excellent service to the dealers on record orders. All listed Emerson records are in stock, and a filing system has been installed to preclude the possibility of even running short of an order temporarily.

Life is simply a matter of concentration—you are what you set out to be. You are a composite of the things you say, the books you read, the thoughts you think, the company you keep and the things you desire to become.

ORIGINAL "VIRGINIA JUDGE" DEAD

Justice John P. Crutchfield, of Richmond, Character Around Which Walter C. Kelly's Monologue Is Woven, Passes Away

Word came from Richmond, Va., recently of the death of Justice John Peter Crutchfield, familiarly known as "Justice John" to thousands of people all over the country who have visited Richmond and taken occasion to hear him dispense justice to the colored man in his police court. Justice Crutchfield was the original of the "Virginia Judge," so ably and entertainingly depicted by Walter C. Kelly in his clever monologue just recently released on Victor records.

"Justice John" had a system of his own in handling cases in his court. He had a thorough understanding of the negro character, and could be sympathetic, or harsh, as the case demanded. His one demand was that the dignity of the court be upheld, and one of the famous stories regarding him is concerning the hearing of a negro on a visit from the North, who was charged with some minor offense. "Ten dollars fine," said the justice in pronouncing sentence. "Huh," said the prisoner with a bit of swagger. "I got that right in my vest pocket." "Look in your other vest pocket and see if you've got thirty days," was the answer of the court, which ended the argument.

NEW ORLEANS BRANCH ENLARGES

NEW ORLEANS, LA., December 5.—The Columbia Graphophone Co. has leased the fourth floor of the building it now occupies at 517 Canal street. This is the top floor of the building and will be fitted up for the offices, the second floor being retained as showrooms.

Too many people confine investigation within their own particular lines and thereby fail to profit.

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

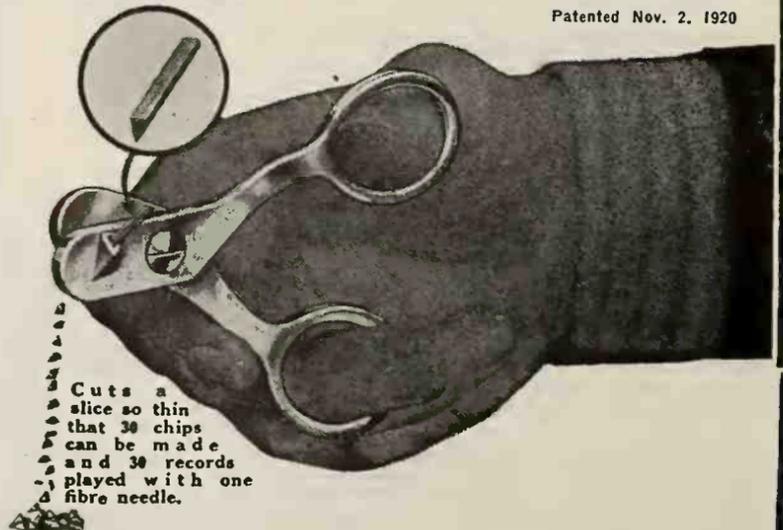
Manufactured by

W. H. WADE 14 N. Michigan Avenue
CHICAGO

New!

New!

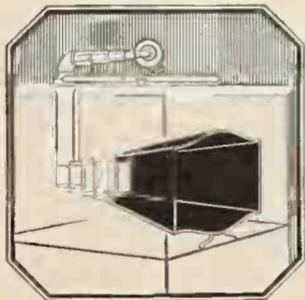
Patented Nov. 2, 1920



Cuts a slice so thin that 30 chips can be made and 30 records played with one fibre needle.

The CHENEY

ALL MUSIC FINDS FULL AND TRUE EXPRESSION IN ITS MELLOW TONES



The Cheney Resonator

Building Dealers for The Cheney

WITH THE SAME CARE which characterizes the building of THE CHENEY instrument itself—cabinet, tonal system and motor—we also build the selling organization which presents THE CHENEY to a public of appreciative purchasers. And very naturally THE CHENEY is a source of profit to music dealers who hold THE CHENEY franchise, because of the unusual purity of tone achieved by THE CHENEY's methods of tone reproduction.

THE CHENEY TALKING MACHINE COMPANY CHICAGO • NEW YORK • DEALERS EVERYWHERE

The Dawn of a New and Better Year

Victor Dealers:

Increased production, both of Victrolas and records, is an established fact.

The supremacy of the Victor line is fully recognized.

The Victor dealer's store is today the Mecca of the buying public.

For increased profits—Place your entire efforts back of the supreme quality of Victor products during the coming year.

Cease thinking it over—and act!

*We Extend to You the
Season's Greetings*

The Toledo Talking Machine Co.

Exclusively Wholesale

Toledo, Ohio

ACHIEVES 400% SALES INCREASE

Cluett & Sons Talking Machine Department Runs Up Sales for November Five Times as Great as in 1919—A. E. Russell Is Manager

Troy, N. Y., December 5.—Last year was a remarkable year and the sales totals reached by talking machine dealers were of great proportions and have not often been equaled this year. To equal the record made last year is no slight task and to exceed it is an accomplishment worthy of notice. But when Cluett



Amos E. Russell

& Sons, Columbia and Vocalion dealers of Troy, piled up a total for the last month nearly five times as great as in 1919, it shows that there is seemingly no limit to the possibilities of a well-directed business.

The talking machine department of Cluett & Sons is under the direction of Amos E. Russell, who has obtained the remarkable results by a thorough co-ordination of advertising and selling. He is well known to the trade, having been formerly with the Aeolian Co. in New York and Boston.

If you want knowledge, you must toil for it; if food, you must toil for it; and if pleasure, you must toil for it. Toil is the law. Pleasure comes through toil, and not by self-indulgence and indolence. When one gets to love work, his life is a happy one.—Ruskin.

NEW HAVEN BRANCH MEETING

Columbia Dealers Gather at Hotel Taft and Witness Sales Demonstration—W. A. Willson Speaks—Grafonola Dance Enjoyed

NEW HAVEN, CONN., December 6.—On the evening of November 16, at Hotel Taft, Parlor A, the second Columbia branch dealers' meeting was held and a fair attendance was present, as the weather was not very favorable. Those who came were well rewarded by the additional knowledge they gained of sales helps and of the business of the company they represent. Manager H. B. Haring opened the meeting.

The January supplement records were played and the dealers were supplied with advance lists and order blanks so that they could place their orders for these records, if they so desired.

A demonstration sale of a Columbia Grafonola was made. This was conducted by Salesman F. P. Conklin, and Miss Peck, formerly with the Fifth Avenue Shop and now in Bridgeport with Geo. E. Nothnagle & Son. As this was the first time an idea of this kind was presented before the dealers, they were all keenly interested. Miss Peck is thoroughly familiar with the Grafonola and had some very good talking points, all of which were presented to Mr. Conklin, who was the prospective purchaser.

W. A. Willson, manager educational department, was the next speaker and had the dealers greatly interested in his subjects. After the meeting a Grafonola dance and social was held and all present voted it was a very successful meeting.

Robert Porter, field sales manager, from the executive offices, New York, made a short visit to this branch recently.

DALLAS BETTER BUSINESS BUREAU

Music Dealers Form Important Part of New Organization to Keep Standards High

DALLAS, TEX., November 30.—Great things are expected of the recently organized Better Business Bureau, which is made up of the leading business houses of the city. In the sphere of musical activity the piano men are united for better, cleaner business methods. The reputation which Dallas has won and its high place in the world of music are due to the efforts



BLANDIN

TO hear one violinist to-day and another to-morrow, it is difficult to judge the more talented of the two. But to hear them play the same selection, one immediately following the other, you can easily determine which is the greater artist. So it is with Blandin re-production. You must compare—and when you do, no other phonograph will entirely satisfy you.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.



of these dealers who have spared no pains to raise the standards of the industry and keep them high. The music firms which are charter members of the Better Business Bureau of Dallas are: The Edison Shop, the Field-Lippman Piano Stores, G. H. Jackson, the Leyhe Piano Co., Sanger Bros., the Will A. Watkin Co. and the D. L. Whittle Music Co.

Miss Christine Ewing and Miss Eileen Daniels are two new additions to the record department of the Will A. Watkin Co., Dallas, Tex., local representatives for Columbia Grafonolas and records.

D. R. Doctorow, manufacturers' representative, New York, expects to visit the West at an early date in order to extend his field of operations.

IF PRICE

were the only consideration, we'd be entitled to your business anyway; but we also have

QUALITY and what is of equal importance **SERVICE**



No. 1265 Cup

This applies not only to Needle Cups, but to Lid Supports, Lid Hinges, Automatic Stops, and practically everything your cabinets will need.

WEBER-KNAPP CO.

Jamestown, N. Y.



AL JOLSON says; Oh, What a Fox-Trot is - "GRIEVING FOR YOU"

You can't go wrong with
any *Feist* song

Published by LEO FEIST Inc., Feist Bldg, New York

DON'T TRY TO BURN A JAZZ RECORD

New York State Man Tries It and the Fire Department Gets Some Exercise

If you should by accident, or intention, break a jazz record and become much peeved thereat, listen to a word of warning. Don't throw it in the kitchen stove.

Robert Johnson, of Spring Valley, N. Y., was removing a jazz record from his talking machine recently when it dropped to the floor and broke into several pieces. Mr. and Mrs. Johnson exchanged considerable lively repartee concerning the happening, and Mr. J. ended the argument by throwing the broken record into the kitchen stove.

The heat of the jazz and the heat of the coal mixed so perfectly and developed such a flame that the chimney couldn't stand the strain and caught fire. When the brave fire laddies rushed to the rescue, Mrs. Johnson is alleged to have met the chief at the door with a punch in the nose and the information that it was her fire and she'd take care of it herself.

A VOLUME OF SUGGESTIONS

Attractive and Interesting Booklet Being Sent Out by Buegeleisen & Jacobson, of New York

"Opportunity Knocks" is the title of an attractive and very interesting booklet which has been recently issued by Buegeleisen & Jacobson, jobbers of musical merchandise, New York City. This booklet, which is somewhat in the nature of a catalog, portrays in an interesting manner both through the medium of illustration and the printed word the advisability of the talking machine dealer installing a complete musical merchandise department. It gives the dealer suggestions as to what merchandise he should purchase and in what quantities. A representative selection of an order which will include all items in popular every-day demand is given and requires an investment of only \$900. It is believed that this booklet will prove very serviceable to dealers who have not as yet installed a musical merchandise department, as the booklet is written from that standpoint.

HELPING MUSICAL APPRECIATION

Perhaps the most comprehensive co-operation between a symphony orchestra and the schools of a city is to be seen in Minneapolis. This year, as for the past six years, the Minneapolis Symphony Orchestra has prepared a series of children's concerts. The programs for these concerts are announced a month in advance of the concert date and the school-children, with the aid of Victor records in the school, become thoroughly familiar with the selection beforehand and are therefore able to listen intelligently.

Ideas are everywhere—good, bright, new ones abound in every line. Cultivate them.

RURAL RESIDENTS AVERAGE WELL AS MUSIC LOVERS

Survey of Suburban and Country Districts Made by Farm Life Shows That Pianos and Talking Machines Are Owned by Nearly One-third of the Residents—Good Prospects for the Music Dealer

That the rural population of the United States is made up largely of music lovers and of those who own musical instruments of one sort or another, is illustrated most graphically in an elaborate survey prepared by Farm Life, a monthly publication, having a circulation spread over a large part of the country.

In response to a questionnaire sent out very recently by that publication to ascertain the household equipment, farm equipment, personal equipment, live stock and other possessions of its subscribers, 6,115 replies were received and tabulated at the time the report was made.

The replies concerning musical instruments were listed as far as possible according to makes, and in every case according to States. Of the 6,115 homes from which replies came, 1,965, or nearly one-third, possessed pianos, and 1,354 owned organs, while 2,058 were the proud possessors of talking machines.

These proportions are most interesting, as they tend to strengthen the opinion of members of the trade at large that rural communities are in a position to afford a most satisfactory volume of prospects for musical instrument sales.

According to the figures, Indiana leads in the number of pianos, organs and talking machines,

but inasmuch as the figures are based upon the circulation of one publication, rather than upon population, they do not in this instance have any special significance.

The well-advertised products in the several lines stand out sharply in the tabulation of the figures, indicating that buyers not only tend toward the purchase of instruments of known standing, but are also sufficiently proud of their purchases to give the names of the instruments upon request.

The careful tabulation of the 6,000 or more replies proves that over fifty per cent of the homes are supplied with musical instruments. This means that not alone are fifty per cent of the homes open for the sale of a piano, organ or talking machine, but that there is a large number of people who, being possessed of instruments of certain types, are, or should be, in the market for player-pianos and the more modern styles of instruments.

The less a man says about his own virtues the better his friends like him.

It is not alone what we do, but also what we do not do, for which we are accountable.

EQUIP YOUR TURNTABLES WITH

A. W. B. BOULEVARD VELVETS

ADD TO THEIR QUALITY AND ATTRACTIVENESS



A.W.B.

Boulevard
VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

VELVETS, VELVETEENS, PLUSHES

WRITE FOR SAMPLES AND PRICES

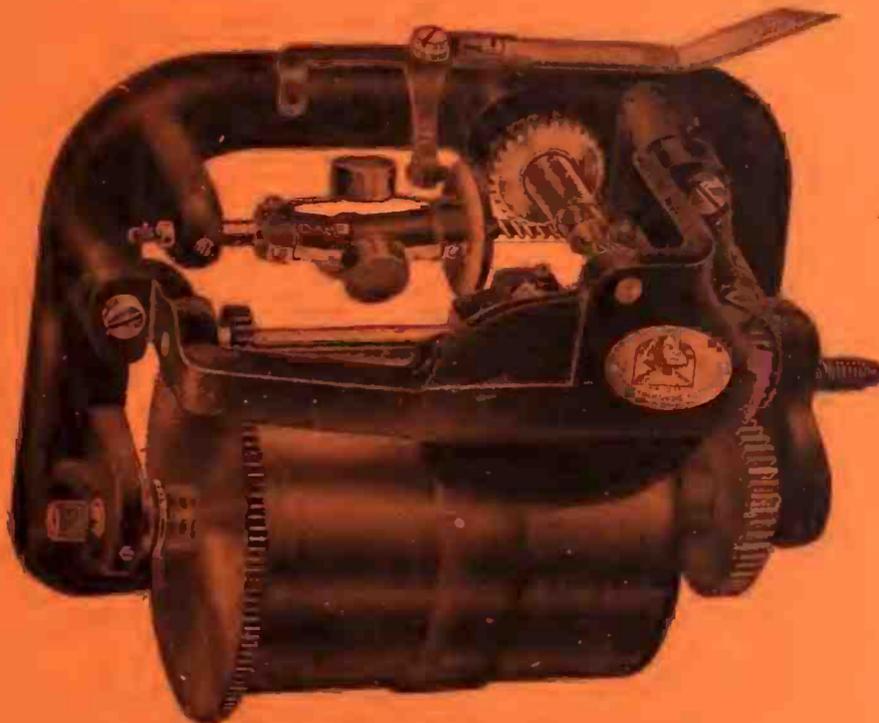
A. WIMPFHEIMER & BRO., Inc.
450-460 Fourth Avenue, New York

ESTABLISHED 1845



REG. U. S. PAT. OFF.

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



Why the Sphinx-driven Phono- graph Sells and STAYS SOLD

The phonograph which doesn't stay sold comes back on the dealer's hands, in nine cases out of ten, because of motor trouble.

The Sphinx is the only trouble-proof motor because it is the only motor whose design and construction eliminate the *causes* of motor trouble. The Sphinx *sells* the phonograph because its superiority is manifest to any layman.

The Sphinx-driven phonograph *stays sold* because it gives uniformly satisfactory service for a period whose limits have not been disclosed by the severest tests which a phonograph motor has ever undergone.

Investigate the Sphinx NOW; prompt deliveries are assured.

SPHINX GRAMOPHONE MOTORS, Inc.

512 Fifth Avenue

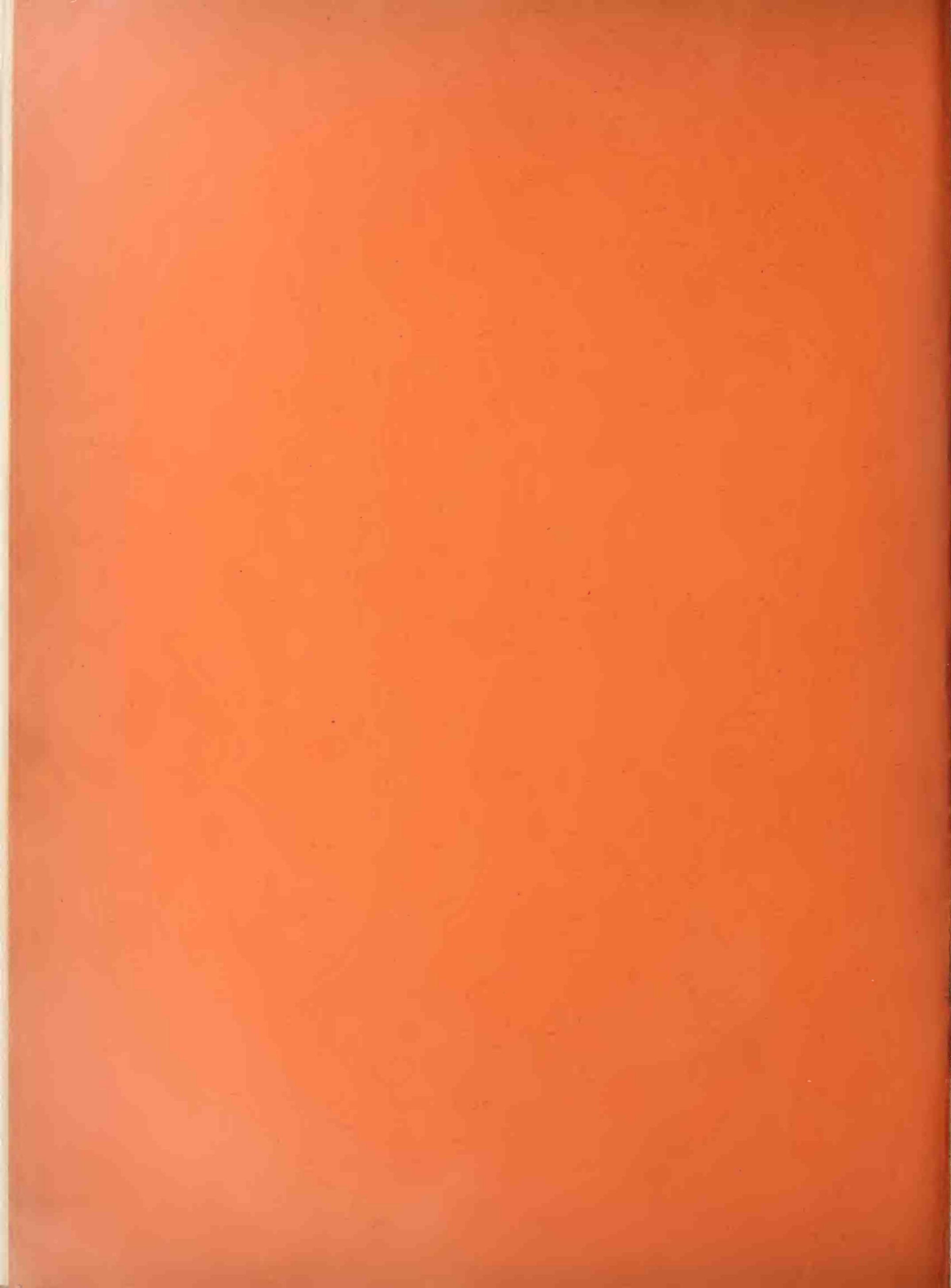
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New York



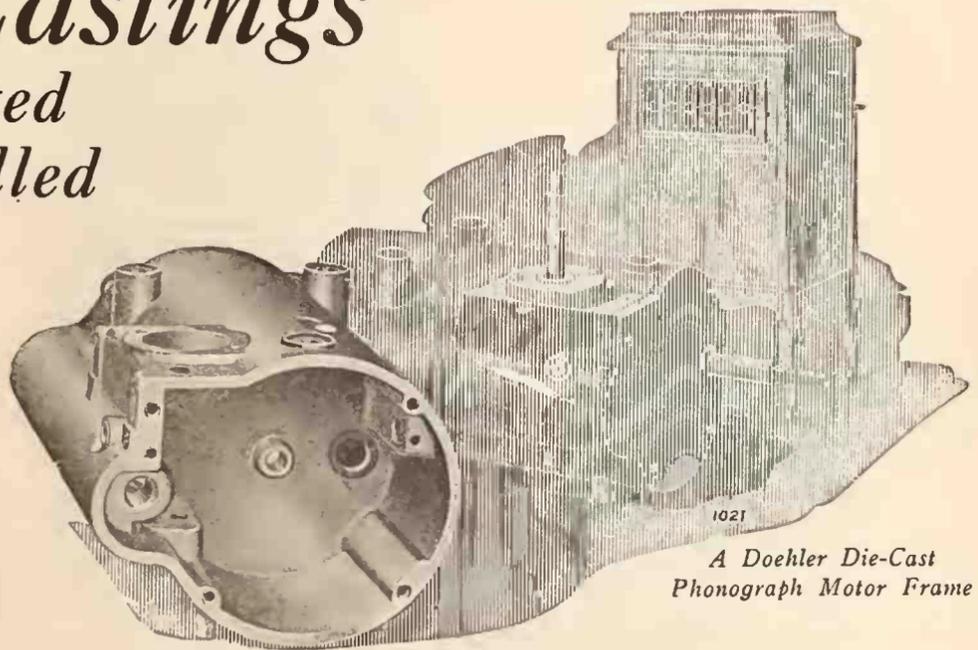
Doehler Die-Castings

—often imitated
but never equalled

Strength, uniformity, accuracy and finish most closely approach perfection in the die-castings made by Doehler.

There is a fineness to Doehler Die-Castings—others have sought to duplicate it—but the men who want die-castings (tone arms, motor frames and other parts) to reflect credit on their product standardize on Doehler. It is worth their while—and yours.

Let Doehler advise you—no obligation



A Doehler Die-Cast Phonograph Motor Frame

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

EDISON PRIZE PROGRAM WINNERS

Announcement Made of Those Who Submitted the Ten Best Programs of Re-Creations

Appearing in the December number of "Along Broadway," the Edison musical magazine, are the names of the ten prize winners in the Re-Creation Concert-Program Contest, which closed several months ago. Hundreds of contestants were entered, every State in the Union being represented, and the rivalry was unusually keen.

Each contestant was required to prepare a program of Edison Re-Creations that would provide entertainment for an audience composed of persons with various musical tastes. Of those submitted, the ten best were chosen and the winners presented each with a beautiful autographed photograph of his or her favorite artist. This presented not a little difficulty, since the greater number of the programs sent in were remarkable for discrimination and balance shown by the contestants and choosing the ten best was not at all an easy matter.

A curious side-light on the entrants was that the majority of them were men, who went about the selection of the numbers with a business-like air. Also, as in every contest of this kind, a great deal of human nature was brought to the surface. Thus, one enthusiastic lady said that any twelve Edison Re-Creations would make a prize program. And a number of contestants expressed their unbounded admiration of Mr. Edison and declared that they would like to have his autographed photograph, but of course he was not included among the artists whose pictures were to be given as prizes.

The prize winners were: 1, Henry J. Balkey, 217 Altmeyer street, Sharpsburg, Pa.; 2, J. R. Kittleman, 3525 Home street, Berwyn, Ill.; 3, Bessie Hamilton, R. F. D. No. 1, Declo, Idaho; 4, Geo. B. Heilner, 548 North Broad street, Elizabeth, N. J.; 5, Rudolph Mudra, Box No. 14, Miles City, Montana; 6, George H. Hemmel, 285 Webster avenue, Jersey City, N. J.; 7, Myrtle B.

Stevens, 703 North Ninth street, Independence, Kansas; 8, Mrs. J. P. Wilson, Box No. 329, Patterson, La.; 9, John H. Rathbun, 22 West Railroad street, Castile, N. Y.; 10, Harry R. Rowland, 20 West Rockland street, Germantown, Pa.

DEATH OF J. W. RICHARDSON

Passing of Popular Member of Wholesale Talking Machine Trade Greatly Regretted

CLEVELAND, O., December 2.—J. W. Richardson, one of the most popular members of the wholesale talking machine trade in this section of the country, died recently after an illness of several weeks. His death will be mourned by talking machine dealers throughout this territory, who have had an opportunity of becoming personally acquainted with this well-known talking machine man.

Just prior to his illness Mr. Richardson was representing the Stein-Burn Corp., of Chicago, in this territory. His broad and friendly acquaintance with the Ohio dealers was gained during the years he worked under the direction of Jos. I. Carroll in establishing the Emerson record, manufactured by the Emerson Phonograph Co.

About a year ago Mr. Richardson returned

to his old home in New England, to be at the bedside of his father, to whom he was deeply attached. His father's death was a shock from which he never fully recovered and left him subject to ailments which undermined his apparently fine health, and finally terminated in his death.

COLUMBIA GRAPHOPHONE EARNINGS

Report Shows Net Income of \$3,612,474 for Nine Months to September 30

The report of the Columbia Graphophone Co. for the nine months ended on September 30, just made public, shows net income, after charges and Federal taxes, of \$3,612,474, equivalent to \$2.54 a share earned on its outstanding common stock after deduction of dividends on its preferred stock.

The company's earnings from its operations amounted to \$7,303,734 and interest charges to \$330,467. The charges, depreciation, Federal taxes, etc., aggregated \$3,360,793, and dividends on the two classes of its stock for nine months, \$1,535,312, leaving a final surplus of \$2,077,162 for the period. The company's total profit and loss surplus on September 30 amounted to \$4,542,621.

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES,
FINISHING and
RECORDING
LABORATORY JEWELS

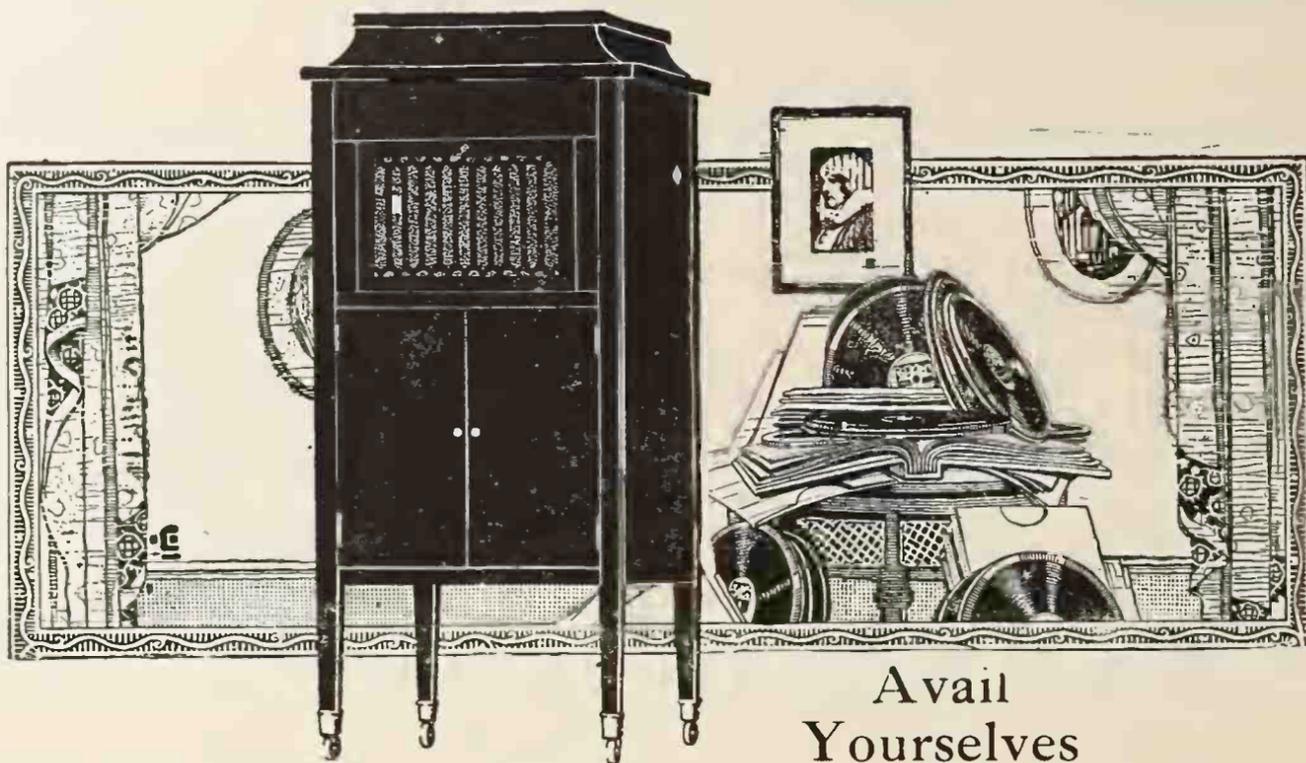
Plant No. 1
833 Broad Street
Tel. 2896 Market
NEWARK, N. J.

SAWING
GRINDING
ROUGHING
ROLLING and
EXPERIMENTAL
LABORATORY

Plant No. 2
54½ 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.



Avail
Yourselfes
of
DeMoll & Company's "Instant Service"

VOCALION DEALERS
EVERYWHERE

Wire Us Your Rush Orders For

Aeolian-Vocalions
Vocalion Lateral-Cut Records
Mel-O-Dee Music Rolls

Our "INSTANT SERVICE" will supply your needs. All orders shipped via return express or parcel post on day received. Beat competition by having your stock on hand.

O. J. DEMOLL

EMMON S. SMITH

O. J. DEMOLL & CO.

Wholesale Distributors

WASHINGTON, D. C.

Instant Service

*Orders shipped by return
carrier, day received*

Existing Trade Situation in Germany

F. M. Prescott Visits Berlin and Makes a Close Analysis of Conditions in the Talking Machine Industry in that City and in Germany—Most Authoritative Report on Developments During and Since the War—Explains Present Condition of the Industry

F. M. Prescott, of Riverdale, N. J., who recently sailed for Europe to investigate conditions in the talking machine trade there, has kindly consented to prepare for the readers of *The Talking Machine World* a synopsis of conditions as he has found them. Writing from Berlin, Germany, under date of November 1, Mr. Prescott tells his most interesting story as follows:

"After an absence of eight years I have returned for a short visit to Germany, where I was engaged in the manufacture of talking machines for many years. Realizing that you might be interested to know my impressions after eight years' absence and learn how the industry here finds itself after the war, I am writing this letter.

"I am pleased to say that I have found the concerns that existed before the war all doing business and apparently healthy, but there are no new concerns; in fact, there are much the same companies now in existence that have been here for the last fifteen to twenty years. Perhaps that is one of the reasons why they all withstood the war, having been so long and well organized.

"During the five years of war they one and all were turned into munitions factories and worked for the Government at full speed. Naturally they all made money and paid good dividends during this period, as they were well paid by the Government and there was no lack of orders. My old company, the Odeon, received big bars of steel, which it turned into bayonets.

"During the war this same Odeon Co. did a novel thing. It systematically took and made language records for future use of every known language in the German prison camps.

This amounted to more languages than one would at first think, as practically the whole world was against the Central Empires and prisoners in about every known nationality were captured. Professors from the University of Berlin who were competent in all these languages, which included Indian, Hindustani, Arabian, Japanese, Chinese and all the languages of Europe, sought out the prisoners in these languages and acted as interpreters and helped to assist in making the text of the records so that it would be most suited for language learning.

"During this same period records were made of the Kaiser of Germany, Kaiser Franz Joseph, late Emperor of Austria, of General von Hindenburg and many other notables. These last records were not made for commercial purposes, but were simply put away in the German archives so that posterity might be able to hear the veritable voices and words of the war lords of the great World War. I spoke with the expert who took the record of the Emperor Franz Joseph, and he told me that it was no easy task to make a good record from the voice of an old, bent and feeble man of eighty.

"The year 1919 in the music industry was one of changing back from a war basis to that of purely talking machine manufacturing. None of the factories could supply the demand as few machines or records had been manufactured during war time and stocks were low. Consequently dealers only received a very small part of their requirements.

"In order not to be caught that way in 1920 the dealers early this year placed very large orders, in fact, several times what they actually required, expecting to receive only about 20 per cent deliveries, basing their estimates on last year's deliveries. The factories, however, got under way much more rapidly than had been expected, with the result that dealers were everywhere being swamped with more goods than they could use or pay for. Many payments had to be taken in notes bearing a future date and those notes are still running. Excess requirements were at once canceled and now dealers and factories find their warehouses, cellars and attics full of goods and orders very slow. Factories are all working on part time, some four hours and some six hours daily, while others are working three days weekly.

"Talking machines and records are classed everywhere as a luxury and in Germany trade in luxuries is slow and will be for a long time. The talking machine business is, therefore, very slow and everyone is waiting with anxiety and interest to see what the Christmas trade will amount to. If it is good and stocks are reduced it will strengthen the situation very much.

"On account of the present slack situation several record plants are for sale, the owners preferring to retire rather than continue under present conditions, but the larger companies are well fortified against a slump in trade by their reserves in war profits and will weather through. In fact, the head of one of the largest concerns told me to-day that they could live through anything now. Having passed through five terrible years of war and blockade, lack of raw materials, revolution and change of government, there was absolutely nothing left that could upset them. They would simply bide their time until conditions improve. Everything at the moment is marking time. Very little new recording is being done here and expenses are being kept as low as possible.

"Export business is the real salvation for the trade here and all are doing their utmost to capture it and not without some success. No country in the world is manufacturing so cheaply as Germany at present on account of

the low value of the mark, which has depreciated about 2000 per cent. It used to be quoted at 4.20 to the American dollar and is now quoted at 80 to the dollar.

"The average mechanic receives here 6 marks an hour, or 8 cents an hour, which is the equivalent at the present rate of exchange. Against this the American mechanic doing the same work is receiving an average of \$1 per hour. Rents, German raw materials, etc., are on the same basis on account of the low value of the mark.

Ten-inch double-sided records are being sold for export at 15 to 17.50 marks each, equal to about 18 to 20 cents each at present value of the

(Continued on page 71)

ANNOUNCING ASSOCIATED No. 70 UNIVERSAL TONE ARM



Position of No. 70
Tone Arm for Play-
ing Lateral Cut
Records

Quality Construction
Unusually Good Tone **No Blasting**
For use in Phonographs retailing up to \$100.



Position for chang-
ing Needles

Uses round or
triangular
needles

The price is right for low-priced machines and the quality is there for high-quality instruments.



Position for Playing
Hill and Dale
Records

Price for sample—\$2.00.
Quantity price on application.

Associated Phonograph Supply Co.
Dept. 70 Cincinnati, Ohio

CABINETS

Highest Grade
Moderate Prices
Immediate Deliveries



46 in. high
19½ in. wide
21½ in. deep

One of Our Popular Models

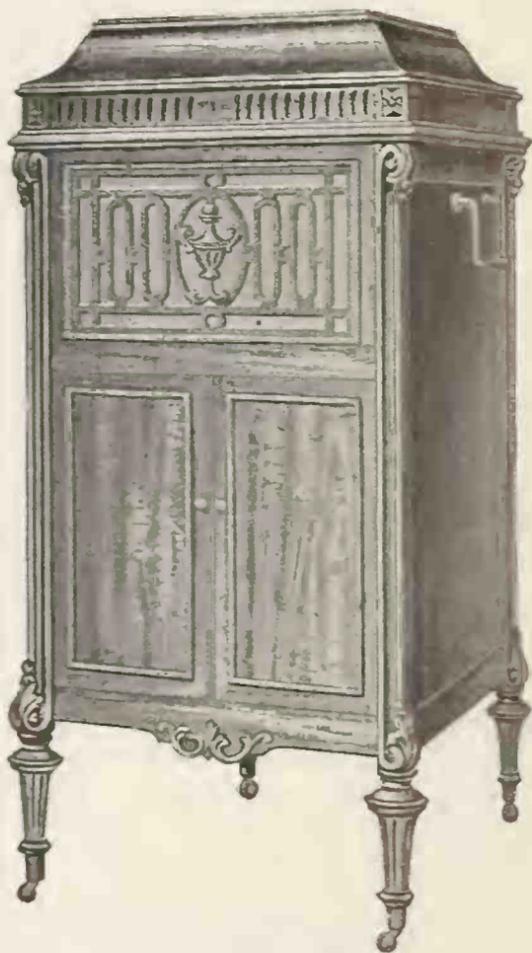
Send us your specifications today. We can fill promptly orders for Genuine Mahogany, Quartered Oak and American Walnut Cabinets.

We use only five ply selected wood. Eight models in the line. The finest cabinets at moderate prices.

The Celina Specialty Co.
CELINA, OHIO



“We’ll Think It Over”



Heading Off the Answer that Means a Slipping Sale

WHY waste your time and efforts? Changing that exasperating —“We’ll-think-it-over” reply into the definite “You-may-send - up - this - model” is not a difficult matter. It is the inevitable result when you fully satisfy your customer’s highest expectation, and then offer, in addition, the exclusive sales-compelling features found only in the Dalion.

Superb in tonal excellence —unsurpassed in beauty of design and cabinetry—backed by the broadest manufacturer’s guarantee ever written, the Dalion offers, besides these, the biggest sales-getter in phonographs to-day, the unique and exclusive **Auto-file**.

This new, convenient method of filing records wins instant favor. Compact and of large capacity, finished in selected cabinet woods, it forms the **deciding** contrast with the ragged, unkempt envelopes—the bewildering peek-a-boo slot file—or the clumsy hide-and-go-seek album.

On the instant, it offers the desired record. Prevents jumbling and mis-filing, as no record compartment can be pulled forth until the first is replaced. It is the dominant sales-clinching feature found only in the Dalion.

Write Now for full details of the Dalion Dealer Franchise.

Address



Milwaukee Talking Machine Mfg. Co. Milwaukee

Columbia Christmas Record Gift Envelopes fairly shout Christmas presents and Christmas cheer. A lot of folks who have always walked by your store hitherto will hear the shouts and take the hint.

**Columbia Graphophone Co.
NEW YORK**



EXISTING TRADE SITUATION IN GERMANY—(Continued from page 69)

mark. Some quite large orders for German records have been received from America at these figures.

"The trade, however, are now commencing to demand payment in the coin of the country where the goods are sold and naturally this acts to their great advantage as it gives them a larger return and with this foreign money they are buying their shellac and other foreign raw materials required. The talking machine trade is not alone in this movement but all Germans who sell for export are doing the same thing and thus getting foreign money with which to buy foreign goods and materials.

"There are still great barriers to be overcome before a free export trade can be indulged in; for instance, Germany embargoes foreign talking machines either complete or in parts to be imported into the country. This keeps British, French and American manufacturers out of Germany who before the war enjoyed a large business here with their own offices. France and Great Britain are retaliating in the same manner so there is a deadlock at present in talking machine trade between those countries. Part of the German trade is for keeping the deadlock and part for breaking it and the fight is now on to break it wholly or partially. My personal opinion is that it will be wholly broken within a few months and we will have reciprocal trade as before the war.

"During the war great changes were necessary in the process of manufacture, especially in records, on account of shortness or absolute failure of raw materials. Iron backs for matrices replaced copper and records were made with only one-third shellac as formerly and eventually with no shellac at all. At present very much less shellac is used per record than is used in America and the records seem to wear and look quite as well as those at home.

"No progress in the art of rapid pressing as in America has been made here and everything

is under the same old system of manufacturing which prevailed twenty years ago.

"The fact that records are manufactured to order here and many orders are for ten, twenty-five or fifty of a given number acts against the shell pressing system, for it would be inconvenient to change shells several times daily.

"One question that is centering the attention of the entire trade is the question of restitution of enemy alien property sold by Germany during the war. During the war the German Gramophone Co., which was owned by the Gramophone Co. of Great Britain, was sold by the German Government to the Polyphone Co. here, who were the German competitors. The Polyphone Co. took possession and have been operating the Gramophone Co. here and are still in possession.

"Under the terms of the peace treaty of Versailles the British Gramophone Co. are demanding the return of their German company and the Polyphone Co. are refusing to return it, claiming the treaty does not provide for it. I have looked rather carefully into the matter and read the treaty carefully and consulted both the German and British Governments to see how they interpret the clauses in the treaty which refer to this particular case. It would be a very long story to give all the arguments pro and con; suffice it to say that each side has arguments in its favor and they both admit it is about a fifty-fifty chance for each side. It will doubtless take some time to settle this question as it is a matter of diplomatic negotiations between the two Governments and both sides are equally firm in their positions. Eventually it may have to be arbitrated as provided in the treaty where two powers cannot agree.

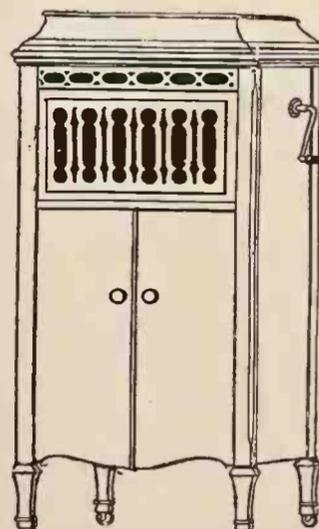
"The German Gramophone Co. recently opened a concert hall in its office building in Berlin and it was a very novel and interesting occasion. The hall is a gem in its way, being exceedingly beautiful and must have cost a large

sum of money for decoration and fittings. The scheme is in Italian style done in white with rose and gold as decorations. The seating capacity is about 200 persons. The object of the hall is to provide gratis, to artists who could not afford the expense of a hall, a place where they can give concerts and start to make a name for themselves. As Berlin is a large musical center the hall is bound to have considerable use for this purpose and it will naturally be a continuous advertisement of the Gramophone Co. The dedication of the hall was quite a formal affair and was held Sunday at noon, October 31. Admission was by special invitation. The German Minister of Finance and several members of the Reichstag were present besides all those well known in the music world, the press and the talking machine industry. A very fine musical program was rendered by leading singers of the opera in Berlin as well as several excellent Gramophone records which were accompanied by the organ installed in the hall and by several violinists and 'cello.

"After the musical program was finished a very fine lunch was served at individual tables set up in the various office rooms, which had been cleared out and decorated for the occasion. After the lunch the concert hall was cleared of chairs and with the Gramophone orchestra furnishing the music an hour or more was spent in dancing. The occasion will go down as the most novel and unique in the history of the talking machine industry in Germany and great credit is due Director Borchardt, of the Gramophone Co., for the success of the affair.

"I must not neglect to mention the paternal interest that the German Government is taking in German talking machine manufacturers. It has opened a department known as the Department of the Musical Trades Industry and it has looked carefully into the costs of manufacturing and has set arbitrary prices at which records

(Continued on page 73)



SOUTHERN DISTRIBUTORS

Pathé PHONOGRAPHS and RECORDS

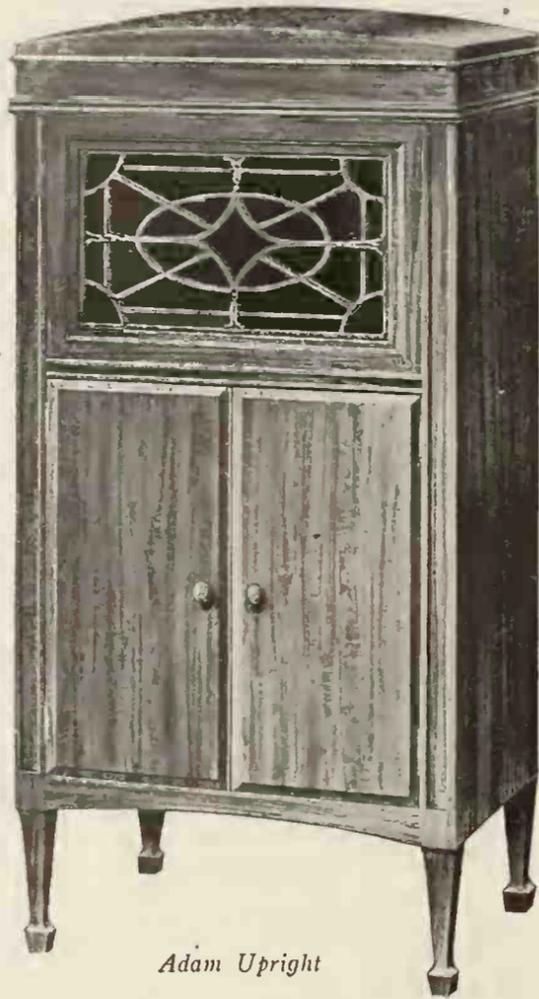
GRAY & DUDLEY CO.

Write Today for Agency Proposition

NASHVILLE TENNESSEE



We Will Help You Sell the Granby After We Sell It to You



Adam Upright

WHEN our artistic phonographs are in your display windows and on your floors, we at once inaugurate a local Advertising and Selling campaign—so complete and so intensive—that you rapidly make money through the staunch Granby Co-operation.

Four Elements of Granby Strength

1. The character of our art product
2. The character of the factory producing it
3. The character of our financial resources
4. The character of our Selling Co-operation

Get in on the ground floor NOW—identify yourself with the Granby proposition. Secure the Granby selling franchise—the franchise which is a tower of strength and money maker for you.

Make no move until you have full details. *Write or wire immediately.*

GRANBY PHONOGRAPH CORPORATION

☒ N O R F O L K - V I R G I N I A ☒

.. *Factory · Newport News.* ..

EXISTING TRADE SITUATION IN GERMANY—(Continued from page 71)

may be sold for export to all countries and in every instance the price permitted is in the coin of the country where the records are to be sold.

"The price set for the United States is 30 cents for a double-sided ten-inch record, while for Holland it is 85 Holland cents, equal to about 26 American cents at the present rate of exchange.

"The Germans are quite willing to sell at less prices than above quoted, but are forbidden by law, although there is nothing to prevent them asking a higher price if they can secure it.

"The value of the German mark has depreciated so that I doubt if many German firms really know what their records cost and what they could be sold at to return a profit. At this writing the mark has depreciated to a value of \$.012 and records can be purchased as low as 15 marks, or 18 cents American, and the quality is fair.

"In spite of this apparently low price of records there is a great slump in the trade and the German talking machine trade papers are now actively discussing the necessity of a price reduction for home trade that will stimulate buying, but so far no one has suggested that the necessary reduction be made and manufacturer, jobber and dealer each shares his part of the loss as a necessary sacrifice in order to get the trade into a healthy condition.

"I neglected to state that an export license has to be obtained from the Government for every export shipment of records and this will not be given until the Government has satisfied itself that the full price for export to that particular country has been received. On the other hand records for domestic use are classed as a luxury and subject to a special luxury tax which goes into the revenue of the Government.

"Taking it all in all the situation of the German talking machine industry is not so rosy at the moment as it might be, but I am convinced they will pull through all right and can do no better than quote the head of one of the large

talking machine concerns of this city, who said:

"Nothing further can move or upset us, no matter what happens. We have had five years of war and blockade with starvation, we have had to do without things for years that we could not get at all and we have had to invent and use substitutes for the rest we could not get and could not well do without. We have had a revolution, have changed from a monarchy to a republic, we have had machine gun fire in the streets of Berlin and are now quite prepared to stand anything else that might come to pass without undue excitement or getting ruffled."

"At this moment of writing we are on the fourth day of a big strike of all the electrical workers of Berlin. Not an electric street car moving, not a street or house lighted, theatres

and movies all closed, factories shut down for lack of power and general stagnation. The only light is where buildings are piped for gas and candles or kerosene can be had. There has been and is no commotion. The streets are thronged day and night but the crowds are quiet and orderly and everybody is walking and wondering how much longer it will continue.

"The war period did not permit any advancement of the art of manufacture except in the one case of record material with less or without any shellac at all. Many machines are still made with metal horns supported by the tone arm bracket above the machine. There is, however, no manufacture of hill and dale records. The war finished the one firm that was putting them out and they are not likely to return."

A RECORD OF A HAUNTED HOUSE

Such a Library Might Prove Interesting if Experiments of Noted Scientist Prove to Be Successful—Spooking Brought Up to Date

The haunted house and the elusive ghost will now have to prove their presence or forever after hold their peace. The weird noises which come from the dark attics and hidden closets at the witching hour will be recorded on the imperishable record and can be examined by the investigator at his leisure. Among the scientists who have made a study of haunted houses is Dr. Hereward Carrington, who is noted as a psychic investigator. He is trying to establish a laboratory in which all kinds of psychic phenomena can be studied.

Dr. Carrington recently journeyed as far as Nova Scotia to investigate a haunted house that was well recommended to him, so to speak. The reports of numerous respectable citizens vouched for the strange happenings within its walls. However, Dr. Carrington discovered that the whole thing was a gigantic hoax perpetrated by the village community to befool a venerable

magistrate who was avowedly interested in spirits and their materialization. Dr. Carrington found the house equipped with the hidden speaking tubes and wires to produce certain "phenomena" for the edification of the aged jurist.

But the most surprising part of the adventure came when he presented the written confessions of the conspirators to the victim. The latter refused to believe he had been tricked in spite of everything.

"A house may be 'haunted' without the presence of spirits or without any element of fraud, although the latter is most often to be 'encountered,'" said Dr. Carrington. "There are certain recognizable phenomena in many so-called haunted houses. In the case of queer noises we place cylinder phonographs in the supposedly haunted rooms and get authentic record of the sounds or not, as the case develops."

BROADENING THE MIND

As land is improved by sowing it with various seeds, so is the mind by exercising it with different studies.

tone ARMS
DRAWN FROM SEAMLESS
BRASS TUBING

According to **YOUR** specifications and made exclusively for **YOUR** phonograph

DRAWN BRASS IS THE LOGICAL METAL FOR ALL MUSICAL INSTRUMENTS AS IT EXCELS IN TONAL QUALITIES, IS NON-POROUS AND PERMITS A BEAUTIFUL FINISH

Samples or drawings are solicited in order that we may quote you attractive prices

WE MAKE THE KENT MASTER ADAPTER

and other attachments for EDISON and VICTOR machines and also have on hand large supplies of Diamond, Sapphire and Steel Needles.

Write for complete information

KENT PRODUCTS "Win their way by their play"

F. C. KENT COMPANY
IRVINGTON, N. J.



Registered in U. S. Pat. Office

TUBE AND PIPE BENDING A SPECIALTY

Crystal Edge MICA Diaphragms

THE STANDARD OF QUALITY AND SERVICE

PHONOGRAPH APPLIANCE CO.

174 Wooster Street, New York

TWICE AS MUCH BUSINESS FOR THOSE WHO WORK FOR IT

This Is the Substance of an Optimistic Statement Made by Wm. Maxwell, Vice-president of Thos. A. Edison, Inc., in a Letter Discussing General Business Conditions

Some real meaty ideas are embodied in a letter recently sent out by William Maxwell, vice-president of Thos. A. Edison, Inc., to dealers throughout the country. There is so much material of general interest in this communication that we take the liberty of reproducing it practically in full:

I have been away for several days, and a lot of mail accumulated in my absence. The first letter which I read was from a dealer, who started off as follows:

"Business is twice as hard to get as it was last Fall."

This didn't promise to be a very cheerful letter, but I read on and discovered that although business is twice as hard to get this particular dealer is getting twice as much business as he obtained last year.

There, gentlemen—or, I should say, ladies and gentlemen—is a slogan that is a slogan:

"Business is twice as hard to get as it was a year ago, but we are going to get twice as much as we got a year ago."

I hadn't intended to write any more of these general letters, but it seems to me that this dealer's idea deserves to be passed along to the rest of you.

Now, probably someone will stand up and say: "After you get the business what are you going to do with it if your bank won't lend you any money, or on cash instalment paper or farmers' notes?"

The fact that your banker told you a month ago—or even a week ago—that he could not "put out" any more money until after the 1st of January does not necessarily mean that he won't accommodate you now. Money is very

much easier than it was a few weeks ago, and while some small banks in North Dakota have had to close their doors I think there are comparatively few banks that are not now in a



William Maxwell

position to extend reasonable accommodations to Edison dealers.

When a banker says he has no money to lend it doesn't mean that he literally has no money. It is usually possible to get a lower berth on a train after "all of the lowers are gone," or a seat at a theatre after "the house is sold out,"

or a room and bath at a hotel after "the hotel is full."

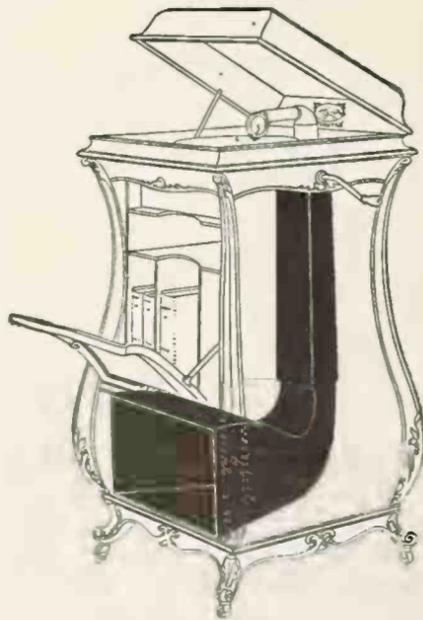
Some time ago I landed one morning in a large Western city at a time when the capacity of the hotels was overtaxed. I took my place in a long line for registration at the desk of the leading hotel. When I got within earshot I heard the clerk turning away men who had telegraphed for reservations. I came near dropping out of line, but, having nothing else in particular to do, I waited until my turn came. The room clerk said to me, in a low tone: "Did you have a reservation?" I replied, in an equally low tone: "No." He said: "I can give you an outside room and a shower bath for \$4.00. Will that suit you?" I answered "Yes." The bell man, who took my bag upstairs, seemed a rather bright young fellow and I asked him how it happened that I, without a reservation, got a room, when so many people with reservations had been turned down. The bell man explained: "You look like a live one and, being short of rooms, the clerk is picking the guests." I rather suspected that the bell man was fishing for an extra dime, or so, but later took the trouble to investigate how hotel clerks work, and discovered that when rooms are very scarce they favor, among strangers, those who impress them as likely to be profitable guests.

I am not prepared to say that the foregoing is a sound policy in the hotelkeeping business, but, nevertheless, I believe it is a policy that creeps into many lines of business, including banking. Obviously, a banker's conception of a "live one" is quite different from a hotel clerk's conception. When I learned what a hotel clerk considers a "live one" I did not feel complimented. I should prefer not to impress people that way. On the other hand, I should like my banker to consider me a "live one," and if I were a "live one," according to his standards of judgment, I believe he would treat me a good deal

Puritan

Distributors for the Puritan Phonograph in Western Pennsylvania, So. W. New York, Western Maryland, Virginia and West Virginia

3 for \$1.00



Special—Player Rolls and Records

Melodee and Universal Player Rolls. Latest popular dance numbers, songs, waltzes, etc.—also standard favorites and Hymns while they last—\$33.33 per 100. Order now for your Christmas trade.

NEEDLES

BRILLIANTONE WALL KANE TONOFONE VIOLAPHONE VALLORBES VELVETONE
Record Brushes—Repeater-stops—Record Albums

Reed Efficiency Furniture Demonstrating Rooms Counters 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, Pa.

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 pleases the listener. The most critical music lovers declare that such smoothness, clearness and volume of tone has never been produced by ordinary phonograph. (Write us for catalog and dealership.)

as the hotel clerk did. The latter gave me a room when there were no rooms, and my banker, if he thought me a "live one," would probably lend me money when there was no money.

Are you a "live one," in the opinion of your banker? If not, I am sure it will be worth while to take your banker into your confidence and explain to him what you are doing and what you can do if he will help you.

Please bear in mind that one strong point in your favor is that Edison phonographs are not involved in the readjustment of prices which is now in progress. Bankers are afraid of inflated inventories. There is no inflation in the prices of Edison phonographs and that point should be made very clear to your banker.

"Bank Balance" Farmers

If you are a dealer who sells largely to farmers and the farmers in your locality are holding their crops so that some of them are hard up for ready money it seems to me that you should draw off a list of the farmers who, in your opinion, still have sufficient bank balances to justify a special campaign on them. If you had any way of ascertaining just what farmers have enough money in the bank to be able to write a check for an Official Laboratory model I believe you would be surprised at the large number.

We have a book which shows the bank deposits in every town and city in the United States. Since this book was published, a few months ago, the aggregate bank deposits of the country have increased, and the chances are that the deposits in your locality have not decreased. If a farmer had money last Spring how did he get rid of it during the Summer? In most cases the farmer, during the Summer, gets a large share of his living from the farm, and, except for cash expenditures for fertilizer in those localities where commercial fertilizers are used and for the wages of farm hands, where hands are employed, his cash disbursements have ordinarily not been extensive.

If you are selling the farmers won't you make a special campaign on the "bank balance" farmers? Possibly your banker would be willing to help you prepare a list of farmers who could afford to pay cash for a phonograph at this time.

While we are on this point, I should like to say a word about the farmer's cost of production in relation to the present prices of grain.

The men who have prepared production cost figures, in respect to wheat and corn, charge for the work of brood mares at the same rate as the work done by geldings. The amortization of equipment seems to me to be at a higher rate than experience justifies, and land values are put at a high figure. If we, in estimating our costs, figured our investment in buildings at what it would have cost to replace the buildings during the present year the prices of Edison phonographs would be materially increased.

The labor of the farmer and his minor children is charged into the cost of production. This is, of course, perfectly proper, but the fact

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 Velveten Discs we can supply them.

FACTORIES

BROOKLYN, N. Y.

CHICAGO, ILL.

463-473 Nineteenth Street

732 Sherman Street

remains that the farmer is not actually out of pocket and the wages which he thus charges are available for expenditure by him and his family just as my salary is available for expenditure.

I have not seen any cost figures in which account was taken of the fact that the farmer gets a considerable share of his food from his farm. You and I have to pay for everything we eat, but a considerable portion of the food on the average farmer's table is a by-product of the farm, which, while it requires labor to produce, is only indirectly an expense to him.

Therefore, while the present prices of grain may be lower than the theoretical cost of production the farmer who sells at such prices nevertheless will have a considerable margin of actual cash, which is available for expenditure, if he cares to spend it.

I am still of the opinion that grain prices are much too low and look for an improvement, but even if this improvement does not occur, or is materially less than I anticipate, the average farmer is not going broke.

The Farmers Who Have No Money

After you have started your campaign on the "bank balance" farmers what are you going to do in regard to the others who, in some localities, may be in the majority? If you can get your bank to discount the paper which you take during the next sixty days that will, of course, be a big help to you. If you can get your banker interested in your business I believe you will have a good chance to get him to discount all

of the farmers' paper which you take during the next sixty days.

I don't think this is something you can accomplish by merely stepping into the bank and speaking to the cashier or president in a perfunctory way. I believe you ought to make an appointment and go into the proposition at considerable length. If possible, have the interview outside of regular banking hours, so that you will not be interrupted. I can't tell you how to talk to your banker, but you will know how, if you adopt the principle that you are going to interest him in the Edison phonograph business.

Events seem to be shaping themselves very rapidly toward an early revival of general business. However, don't wait for general business to revive. You don't have to wait.

MUSIC FOR THE REPUBLICANS

While there are thousands of piano and music dealers who expect to profit indirectly by a change in the national administration, there are quite a few who expect to realize immediate and profitable returns from the coming of hundreds of new Republican officials to Washington.

Otto J. DeMoll, of O. J. DeMoll & Co., well-known Washington, D. C., music house, who has been in New York recently, declared that there were prospects of doing some real business with the new congressmen and the other officials who would come to Washington to take up their duties under the Harding administration.

Deliveries from Stock of High-Grade Low-Priced Table Machines THE GREATEST VALUES ON THE MARKET



WONDER No. 15

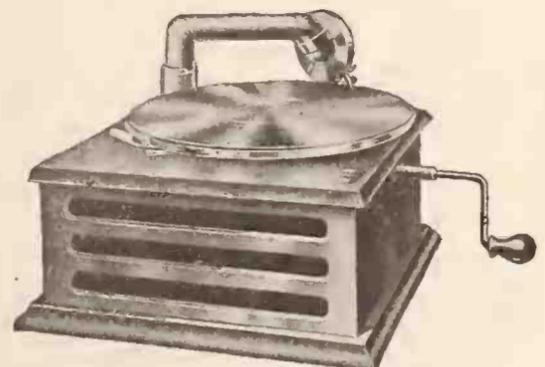
WONDER No. 15—All metal machine, splendid tone quality, cast iron cabinet and cast iron frame motor. *Universal* tone-arm playing all records.

WONDER No. 23—Highly polished mahogany finished cabinet, all cast iron frame, *worm gear* motor. High-grade *Universal* tone-arm.

Priced from \$4.20 up

Mahogany covered table machines from \$18.00 up, with double spring motor

Write for catalog and dealer's proposition



WONDER No. 23

WONDER TALKING MACHINE CO., Inc., 109 East 12th St., New York

YOU CAN USE

MAGNAVOX

MUSIC and VOICE
TELEMEGAFONES



Type MV-1

To Increase the Volume of the Voice and Any Phonograph Many Times

- For Entertainment in Parks, Camps and Summer Resorts.
- For Outdoor and Indoor Dancing.
- For Industrial Welfare Work and Community Gatherings.
- For Political Campaigning and all Public Speaking
- For Increasing the Sale of Records and Phonographs.
- For Amusement and Dancing on Ship-board
- AND A THOUSAND OTHERS—

Write Your Nearest Distributor for Further
Information and Details of Dealers' Proposition

J. O. MORRIS CO., INC.,
1270 Broadway, New York City.

States of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut and New York

GRIFFITH PIANO COMPANY,
605 Broad St., Newark, N. J.

Counties of Monmouth, Essex, Bergen, Warren, Hudson, Passaic, Union, Morris, Sussex, Somerset, Hunterdon and Middlesex in the State of New Jersey

PHILADELPHIA SHOW CASE COMPANY,
13th and Cherry Sts., Philadelphia, Pa.

States of Pennsylvania, Maryland, Delaware, New Jersey (South of and including Trenton) and District of Columbia.

J. W. SANDS COMPANY,
123 East 5th St., Dayton, Ohio.
Entire State of Ohio.

C. L. MARSHALL COMPANY,
82-84 Griswold St., Detroit, Mich.
Lower Peninsula of Michigan.

MINNEAPOLIS DRUG COMPANY,
Minneapolis, Minn.

States of Minnesota, Montana, North and South Dakota.

KIEFER STEWART COMPANY,
Indianapolis, Ind.
Entire State of Indiana.

SONORA DISTRIBUTING COMPANY,
1707 Elm St., Dallas, Texas.

Entire State of Texas, except northern panhandle.

SOUTHWESTERN DRUG COMPANY,
217 So. Market St., Wichita, Kan.
States of Kansas and Oklahoma.

CANADIAN DISTRIBUTOR

I. MONTAGNES & COMPANY,

Ryrie Bldg., Toronto, Canada.

Manufactured By

THE MAGNAVOX CO.

Oakland, Calif.

Pacific Coast Distributors of Sonora Phonographs

DEALERS OF THE NORTHWEST ARE IN OPTIMISTIC MOOD

Minneapolis and St. Paul Trade Display Splendid Spirit of Enterprise—Leading Jobbers and Dealers Believe They Are Going to Get Their Share of Business if They Go After It

MINNEAPOLIS and ST. PAUL, MINN., December 4. —It is a pleasure to note that the talking machine men of the Northwest do not join in the popular pastime of playing the defeatist game. They are up and doing all the time and as a result are getting business. The process of readjustment is going on in the Northwest as well as elsewhere and the farmers are fighting against the downward trend of prices as labor is fighting against a reduction in wages, but no great calamity has happened and the genuine optimist does not believe that there will be any. Many people will find their spending capacity somewhat restricted by the movement now under way, but business will continue to be done and the talking machine man, whether he be a retail dealer, a jobber or a factory distributor, will get a share if he goes after it.

"We find the situation entirely satisfactory, except that we can't get instruments," remarked George A. Mairs, head of the Victrola department of W. J. Dyer & Bro. "The demand for talking machines is strong and persistent and we are not always able to supply the wants on account of insufficient deliveries. Our warerooms, which should be well stocked just now, are almost entirely bare. We can't see any loss in interest in the Victor goods and if the headquarters would make larger shipments into this territory our cup of joy would be brimming over."

Jay H. Wheeler, manager of the Pathé department of G. Sommers & Co., finds the present situation and the immediate future much to his satisfaction. The road men are turning in good orders, he says, and moreover are opening new accounts continually. His company is well provided for the time being with instruments and records.

Starr phonographs and Gennett records have been going very nicely this Fall at the store conducted by M. L. McGinniss & Co. The business outlook is excellent.

Excellent reports are made by the Stone Piano Co., distributor of the Aeolian-Vocalions. Both the retail and the wholesale branches are quite active, says Manager Gerlich. R. R. Heineman, formerly with the Emerson house on the Pacific Coast, and R. N. Carter, formerly with G. Sommers & Co., recently have joined the field staff of the Vocalion force and are "making" the Northwest with considerable success.

The Columbia drive "to put a Grafonola in every home by Christmas" is on in all its intensity. H. M. Ferguson is leading the charge in Minneapolis, and Colonel Turner is taking command of the Northwest under General W. L. Sprague, who spent the first half of December on horseback, figuratively speaking, covering North Dakota and Montana. The Northwestern branch is unusually well provided this year both as to instruments and records and is in position to supply their patrons "at once," a situation which has not prevailed with them for many years.

None of the talking machine distributors in the Northwest is more cheerful than E. L. Kern, director of the Brunswick-Balke-Collender Co. "We are getting orders from every corner of our territory," he informed the World correspondent the other day. "Our totals will exceed those of last year and in the face of such results, why should not we be entirely satisfied?"

A canvass of the Victor dealers in the Twin Cities shows that they are better supplied with machines and records than for years. Beck-

with-O'Neill Co., one of the main distributing concerns in this section, has no stock to speak of, but fortunately has been able to keep its patrons fairly well supplied. Occasionally a certain style of model or a certain finish does not always come through, but in the main the

CHRISTMAS GREETINGS ON RECORDS

Parisians Speak Personal Messages into Recording Horn and Send Records to Their Friends —Plan Has Many Possibilities for Trade

It is interesting to note that Paris has adopted a new idea in the way of Christmas greetings and the fad now is to send records bearing a personal greeting instead of the usual engraved cards. In a special cable to the New York Times the innovation is described as follows:

"Paris is starting this year a new fashion in Christmas cards. Instead of receiving from their friends some gaily colored pictures with somewhat sentimental verses printed below, and the usual Christmas greeting, Parisians of the cosmopolitan kind who keep the festival are to receive something entirely new. Its appearance will be very uninteresting, for tucked in a somewhat bulky envelope they will find a circular disc of beeswax.

"The game is this: every one with a registering apparatus on a phonograph is busy speaking into it little messages which he or she thinks his or her friends might like to hear. Even if one does not have apparatus at home, one can go into a store and make records of small specially prepared discs which can be taken away by the dozen. The happy recipient on Christmas morning will have the delight of the greeting and also that of surprise, for part of the game is not to inclose a card, but let the voice do everything.

"So men and maidens on the wonderful morning will rush at once, each with a mailbag of discs, to a phonograph and each new one fixed will be greeted with excited speculation of "I wonder who this one is from!"

"Delicate declarations may in this way be easily conveyed by bashful suitors and from friends far away. What more pleasant Christmas greeting could there be than the sound of

conditions are vastly better than they were a year ago.

Interviews were not obtainable with Laurence H. Lucker, distributor for the Edison Co., and Sewall D. Andrews, head of the Sonora department of the Minneapolis Drug Co. As a matter of fact, they were too well occupied to give out interviews, but readers may take it for granted that the Edison and Sonora phonographs are all holding their own in the great and growing Northwest.

a beloved voice giving good wishes and telling all the home gossip?

"The only danger to be run by these unusual greetings is too vigorous a disfiguring stamp by the postal clerk just in the middle of some interesting news or declaration, unless some precaution is taken by the sender.

NEW MUSIC SLOGAN NOW READY

Wording "Give More Thought to Music" Now Available on Stickers for Use of Trade

Following up the favorable impression created in all parts of the United States and elsewhere by the slogan "Give a Thought to Music," the Music Industries Chamber of Commerce through its National Bureau for the Advancement of Music issued a new series in

*Give more thought
to MUSIC*

New Slogan for Use of Music Dealers

sticker form, reading "Give More Thought to Music."

A facsimile of the new slogan, a trifle smaller than the actual sticker, is here shown. If dealers can get their local newspapers to run this cut, or if they desire to run it in their advertisements, electrotypes will be furnished in any quantity at cost price, plus postage.

The stickers will be supplied to the trade in reasonable quantities free of charge. Should the trade desire to furnish the stickers to outsiders they will be supplied at cost price.

Orders for the stickers should be addressed to the National Bureau for the Advancement of Music, No. 105 West 40th street, New York City.

*WE wish all our friends
and customers*

The

Merriest Christmas

EVER

and a

**Happy, Successful
New Year**

TALKING MACHINE COMPANY

Victor Distributors

BIRMINGHAM

"Nameplates With a Personality"

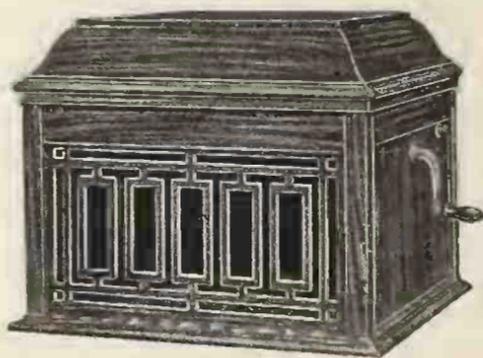
For Manufacturers and Dealers of Talking Machines,
Phonographs, Musical Instruments, etc.

E. V. YEUELL CO., Malden, Mass.

*When You'll Think of Nameplates
You'll Think of Yeuell.*



Arietta Model II



Arietta—Model I



Arietta Model III



PHONOGRAPH

Immediate Delivery!

NO HEAVY INVESTMENT in machines to protect yourself—no loss of sales during the busy season because of shortages. You can order as many ARIETTAS as you need now and get IMMEDIATE DELIVERY on future orders, as you need them. In other words—

The Machines You Want, When You Want Them!

And ARIETTA Prices Are RIGHT!

ARIETTA HAS EVERYTHING your most exacting customer can ask for—sweetness of tone, beauty of design, quality of materials and workmanship—and the prices are right!

That's the reason ARIETTA is putting new life in dormant phonograph departments—it represents the kind of value people are demanding nowadays—and it nets you a satisfying profit.

At least, investigate the ARIETTA proposition. Fill in and mail the coupon and get our exclusive agency offer by return mail. Do it NOW!



Arietta Model IV

Emerson Records

We are wholesale distributors. Write for list of latest releases. Quick service!

ROUNTREE CORP., Richmond, Va.
Gentlemen: Kindly send me details about the ARIETTA PHONOGRAPH and your agency proposition, without obligating me.
Name
Address
Post Office
W-12-20

Rountree Corporation
Manufacturers
Richmond, Va.

THE NEW FOX TROT HIT
by the writers
of "BUBBLES"
"LONESOME"
ETC.

Feather Your Nest

Featured by Vaudevilles
most prominent Headliners

Published by
LEO FEIST Inc.
FEIST BLD'G NEW YORK

*You can't go wrong
with any Feist Song*



MORE MUSIC FOR VIRGIN ISLANDS

Placing Music in the Schools Already Under Way—Appropriations Made for Purchase of Musical Instruments in New Possession

WASHINGTON, D. C., November 29.—One of the first tasks for Congress at the next session will be the framing of a government for the Virgin Islands, the report of the congressional investigation commission which visited the islands last Spring reaching Congress too late for consideration at the last session.

In the meantime American ideals and institutions are being brought home to the citizens of these newest insular possessions of the United States through the agency of the American Red Cross.

Through the Junior Red Cross the youngsters of these islands, whose connections in the past were almost altogether European, are becoming acquainted with the customs of their new parent. Danish laws and customs, however, still predominate.

With the assistance of the American Library Association the Junior Red Cross is establishing a chain of libraries in St. Thomas and St. Croix, the principal cities on the islands.

Placing music in the schools is another

project already under way. An appropriation has been made for the purchase of talking machines and records. Music will be supplied and band instruments have been purchased to make possible the organization of school orchestras.

LOWER PRICES ON ACCESSORIES

F. C. Kent Co. Announces Cuts in Prices of Some of Its Products

F. C. Kent Co., the well-known manufacturer of phonograph accessories, including special attachments for the leading makes of talking machines, has materially reduced its prices to dealers and jobbers on most of its products, and circulars to that effect have been mailed to the trade.

In explanation of this action, the F. C. Kent Co. states that "although the cost to us of the material and labor expended in the manufacture of our products does not, at the present time, warrant any reduction in our charges to the trade for such products, we believe that the indications of such a desired condition are so favorable as to justify a downward revision of our prices. It is hoped that future circumstances will demonstrate the wisdom of our course and that our efforts to lighten the present burden of high prices will be appreciated. Our trade is warned, however, that under the present conditions we cannot guarantee to maintain such reduced prices for any specified length of time."

AN ATTRACTIVE GRANBY SLOGAN

Panels Bearing Slogan, "As Mellow as Southern Moonlight," Ready for Dealers

"As Mellow as Southern Moonlight," an adjectival phrase descriptive of the Granby phonograph, is the subject of two artistic panels which the Granby Phonograph Corp., of Norfolk, Va., is sending to the Granby dealers. As the subject suggests, both these panels present Southern moonlight scenes in which the Granby phonograph is featured. The effect is very pleasing and it may be safely predicted that these panels will find a prominent place upon the walls of the Granby dealer and will, in turn, add to the general attractiveness of the warerooms.

JONES-MOTROLA IN PERIOD MODEL

ATLANTA, GA., December 2.—I. W. Becker, Southern representative of Jones-Motrola, Inc., reports that a Jones-Motrola electric winding device was placed on one of the first period model Victrolas which was sold in the South. The Cable Piano Co., of this city, made the sale.

Those who have finished by making all others think with them have usually been those who began by daring to think for themselves.—Colton.

MUSICAL TERMS IN THE BIBLE

Music, Joy and Happiness Belonged to People of Earliest Times, According to John A. Scott's Interesting Summary of Facts

As an argument for the ancestry of music, the following table compiled by John A. Scott, sales director of the Solotone Mfg. Co., of Philadelphia, and issued by the National Bureau for the Advancement of Music, is of interest. According to Mr. Scott, the words music, musical instruments, musicians, song singers, singing appear about 424 times; harps and viols, 150; shouting for joy, 75; joy, 200; happiness, 25; glad and gladness, 150; rejoicing, 300; total, 1,325. The word gloominess appears in the Bible two times and the word despair appears in the Bible four times.

It would appear, therefore, that since the earliest history of the human family music, musical instruments, singing and joy have been encouraged by the writers, who were godly men—legislators, patriarchs, prophets, kings, priests, statesmen, physicians, shepherds, tax-gatherers, tentmakers, fishermen and men of every class of the community, in every stage of human progress and experience.

S. Spivak, a Columbia dealer of Easthampton, L. I., was a recent visitor to the trade in New York City. In addition to the Columbia line he also carries the Heywood-Wakefield phonograph.

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 Offices 711 MILWAUKEE AVENUE CHICAGO
Southern Wholesale Branch 1530 CANDLER BLDG ATLANTA, GA.

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 12½ x 12½", 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

IROQUOIS SALES CORPORATION

TALKING MACHINES, RECORDS AND ACCESSORIES

10-14 NORTH DIVISION ST. WHOLESALE DISTRIBUTORS BUFFALO, N. Y.

ANNOUNCING THE "GRANBY"

*Every Dealer Is Tired of Listening
To Mere Promises—So Are We!*

That is why, after thorough investigation, we have secured the Granby franchise.

Because the Granby Phonograph Corporation have the instrument—

*They have the capital—
They have the policy—
They have the dealer helps.*

Get the big benefit of the Holiday trade as a starter.

Right now is the busiest phonograph season of the year.

RIGHT NOW, therefore, we are lining up dealers in our territory.

RIGHT NOW is the time for *you to immediately investigate*. FIND OUT why the Granby is the very best proposition—bar none—for you to tie to.

Write for full details—get a "close-up" and close quickly.

A PROMINENT AND SUCCESSFUL FIGURE IN THE INDUSTRY

George E. Brightson and His Achievements in the Development of the Sonora Phonograph Co., Inc., the Basis for a Most Illuminating Article in Printers' Ink Monthly

"In 1912 a certain man gathered a dozen people around him and with \$25,000 to spend started to make phonographs in a small way. The following year this little company did a gross business of \$50,000. In 1919 it did a gross business of \$5,700,000. For 1920 it is estimated that the gross business of this company will amount to \$12,000,000 or \$15,000,000. All this has been accomplished without the aid of a single salesman from headquarters and without incurring a single obligation which the house has not been amply able to meet.

"This man is George E. Brightson. His organization is the Sonora Phonograph Co., Inc.



Geo. E. Brightson

His product is that machine which advertising has made famous under the slogan of 'Clear as a Bell.'

This is how C. P. Russell starts a mighty interesting story bearing upon Mr. Brightson and his achievements in a recent issue of Printers' Ink Monthly, and adds:

"Obviously a man and an organization that can accomplish so much in eight years—with a gigantic war inserted among those years—is entitled to be regarded as remarkable, and naturally the rest of us would like to know how it was done.

"The career of George E. Brightson is an inspiration to those who think a man has shot his bolt when he has passed middle life, for Mr. Brightson was already past the fiftieth meridian when he separated himself from the large drygoods house with which he had been associated for many years and resolved to strike out in a new direction.

"People who know Mr. Brightson say that one of his outstanding characteristics is foresight. He has never forgotten the necessity of keeping one eye looking ahead. Already there were several great manufacturing companies in the field, but Mr. Brightson was convinced that the talking machine market had possibilities which so far had been barely more than scratched, and it was into the phonograph-manufacturing business that he launched himself with all the energy he had preserved by an active outdoor life and the ability to find healthful relaxation in sports.

"There were at least a half-dozen machines already on the market whose fame was already established by companies of great financial resources, and the prospect of meeting such competition might well have discouraged the ordinary man. But Mr. Brightson simply resolved to forget about what his competitors were doing and to go out and build the best ma-

chine that men knew how to make. He spared no pains to find the best material and the best workmen. He took up each part of his phonograph in turn, satisfied himself by experiments what material would be best for each part, and all these details he brought up to as near perfection as he knew how—the general design of the instrument, the cabinet, the sound box, the tone arm, the amplifier, and so forth. He even went to Europe to obtain patterns and models for a satisfactory motor.

"A little observation showed Mr. Brightson that when people are brought face to face with a phonograph they make one request before any other, and that is, 'Let me hear it.' In other words, people are not so much interested in the size, weight and mechanism of a phonograph as they are in its tone. They buy a phonograph primarily by the ear rather than the eye. He therefore concentrated all his processes on the perfection of tone. All his materials were selected and his mechanical parts built with the purpose of making the instrument's reproduction of music as clear, full and sweet as possible.

"Once he was satisfied he could meet these tests of the ear, he set himself up to take care of the other hardly less important factor—the eye. He was aware that intelligent people are concerned not only about performance, but about appearance.

"He had a care not only for the woods, colors and finishes that make a cabinet attractive, but being convinced, like the ancient Italian art masters, that the curved line is the line of beauty he encouraged the development of the 'bulge' shape, which is characteristic of Sonora cabinets and which helps to make their outward appearance distinctive.

"All these things were the result of constant testing and experimentation. To this day the company maintains a laboratory in which men give their entire time to research and investigations which may lead to a new and better way of doing things, which may turn up new and valuable material, or which may reduce costs and stimulate production. Mr. Brightson belongs to that school which is not satisfied with the possession of a good thing, but wants to make it constantly better.

"All this time Mr. Brightson was laboring with one end in view: to turn out a phono-

graph which would not need to be sold, so to speak, but which would virtually sell itself. His secondary aim was to develop a product which would withstand the test of competition and which would meet the shocks that come on the occasion of stormy and upset markets.

"Having satisfied himself that he had a good product, Mr. Brightson then gave his attention to the proper methods of marketing and distribution. To this end he drew up an advertising policy and a sales policy which, in principle, have not varied since their inception. He decided to sell his product through wholesale distributors and then to lend both wholesaler and retailer all possible assistance. Wholesalers were carefully selected by States and Territories according to standing and efficiency, and he was not afraid of a good distributor because his usual line would seem to be foreign to the phonograph business. For example, the Sonora company markets thousands of machines through wholesale druggists, and it has also been instrumental in showing the hardware trade how to sell phonographs.

"An example of the adaptability of the Sonora sales policy may be found in the case of a house which formerly dealt exclusively in cocoa. When the war came on, this house found itself severely handicapped in obtaining supplies from abroad, and there came a time when it had not enough business to keep all its salesmen busy. The executives of this firm were sought out and a proposal made that they sell Sonora phonographs. They were skeptical at first, but later took over the line, with the result that good cocoa salesmen were ere long converted into good phonograph salesmen. This house has held fast to the phonograph line ever since, even though it was known as one of the greatest cocoa-manufacturing firms in the world.

"It was also a part of Mr. Brightson's selling policy from the beginning that since he had a high-class product it should be sold in high-class surroundings. To this end he has encouraged dealers to sell Sonora phonographs in refined settings. The company itself has set a good example by making its Fifth avenue, New York, branch into what is said to be one of the finest retail stores in the world. Here phonographs are displayed amid furniture, decorations and draperies such as one would expect to find only in a high-class home.

"The sort of store which is in accord with the Sonora idea may be found in an Indiana

(Continued on page 82)

1921

In a "buyer's market" the most resultful, direct and economic advertising medium is

LITHOGRAPHED WINDOW DISPLAYS

The Einson Organization, with its own art studio, lithographing plant and merchandising executives, specializes in the production of lithographed window and counter displays, cut-outs, store hangers, posters, car cards, etc., that have the practical "selling angle."

EINSON LITHO INCORPORATED

Executive Offices
and Art Studios
71 W. 23rd St., N. Y.

Western Office
Chicago, Ill.

Factory & Plant
327 East 29th St.
New York, N. Y.

A PROMINENT FIGURE IN THE TRADE

(Continued from page 81)

city. Here a corner has been furnished so as to place a Sonora machine between a hand-carved table-lamp with a silk shade and a hand-carved floor-lamp with a decorated parchment shade. Behind the phonograph is a marble pedestal on which rests an expensive vase filled with hand-dipped, colored English walnuts on branches. Near by is a table set as for a wedding breakfast, with a gold-crusted dinner-service and glassware with gold bands. In the center of the table is a fountain surrounded by ferns and four sterling silver candlesticks. The total cost of articles on the table was more than \$1,000.

"Mr. Brightson of course cannot, and does not, except every Sonora dealer to surround his stock with such luxurious appurtenances. But he does insist that Sonora phonographs should always be sold amid surroundings which will not, by suggestion, detract from the quality of the instrument.

"Sonora advertising has been, from the very first, in keeping with this idea of refinement and good taste. The copy has always been placed within borders and decorations designed to bear out the suggestion of quality, on which Mr. Brightson is insistent. The very illustrations are selected with an eye to beauty. For example, a typical piece of Sonora advertising carries delicate drawings of the Parthenon of Athens and of the famous Cathedral at Rheims, France. Below, the copy says:

"Just as the greatest glory of architecture is represented by the Parthenon of Athens and by religious edifices such as that at Rheims, so the supreme achievable beauty of the art of sound-reproduction is exemplified by the Sonora, the highest class talking machine in the world."

"It is also in accord with Mr. Brightson's ideals that the advertising, whether done by the company or by the dealer, should never

bear a dollar-mark in a conspicuous position. He believes that the matter of price should be kept subordinate to the idea of value. Hence the advertising always assumes that the customer is willing to pay a fair price for a product of guaranteed quality. Dealers are encouraged to avoid emphasizing the instalment method of buying; are urged to obtain as much cash as possible and preferably to obtain the whole amount in cash.

"It was only a few years ago that a seventy-five-line advertisement was deemed to be large for the Sonora Phonograph Co. Since then the advertising appropriation has increased each year, with never a recession, until the company now takes pages and double-page spreads in a large number of magazines and newspapers.

"It may be of interest to note that the advertising appropriation of this company next year will be the largest in its history.

"Besides the magazines and newspapers, the Sonora company makes extensive use of outdoor advertising. At several places in New York City its outdoor displays occupy dominating and highly expensive positions. These positions were secured with a definite purpose in view. This purpose is not, as many people have supposed, to make an impression on the New York market so much—for the company could sell its entire output in that city, if it so desired—as on the dealers and out-of-town visitors who are constantly coming to New York. The soundness of the theory behind this is proved by the fact that new dealers have been attracted and old dealers from out of town have been 'resold' on their own line when they see the Sonora name planted so conspicuously in the metropolis.

"Though President Brightson keeps abreast of every detail of the business, he conceives it as his function to outline the general policy of the company and to put the responsibility for its execution on his associates and department heads, as well as all other employees."

This he has put into the form of a booklet, which reflects his aims, ideals and the necessity of attention to details, which is circulated among the employes. One of the closing sentences of this little volume gives an idea of its purpose and the broad spirit in which it is written:

"The only true basis of commercial success is scrupulous honor, the kind that will always forego the benefit of the doubt, rather than run the risk of being unfair. You cannot upset the moral order without coming to grief any more than you can upset the physical order by cutting your finger without blood or pain. The broadest business men of our time are recognizing this supreme fact, and our success is going to be in direct proportion to our acknowledgment of it, and so far as it lies in my power to do so I intend to make sure that we are always fair and honorable and upright."

CATALOGS OF FOREIGN RECORDS

Eleven New Lists of Foreign Records Just Issued by the Victor Talking Machine Co.

Recent publicity from the Victor Talking Machine Co. includes beautifully illustrated catalogs of Bohemian, Greek, Hebrew-Yiddish, Hungarian, Italian, Mexican, Norwegian, Polish, Portuguese, Swedish and Ukrainian records, both vocal and instrumental. The records listed cover a wide field and give a splendid opportunity to dealers catering to the peoples of foreign birth or ancestry in their locality to supply those who desire to hear their old home songs with a most complete line of records.

There are people who dig over the ash heaps of other people's experience in an endeavor to fish out some bright nugget of value which can be utilized in their advertising and selling efforts. This accumulation of knowledge, when applied to good purpose, is valuable.

GARFORD "BABY" PHONOGRAPHS

A Popular Line of
Toy Phonographs

Nothing More—Nothing Less

The "BABY" Model
RETAILS AT \$6



A Splendid Dealer Proposition Is Available

MODEL X RETAILS AT \$12

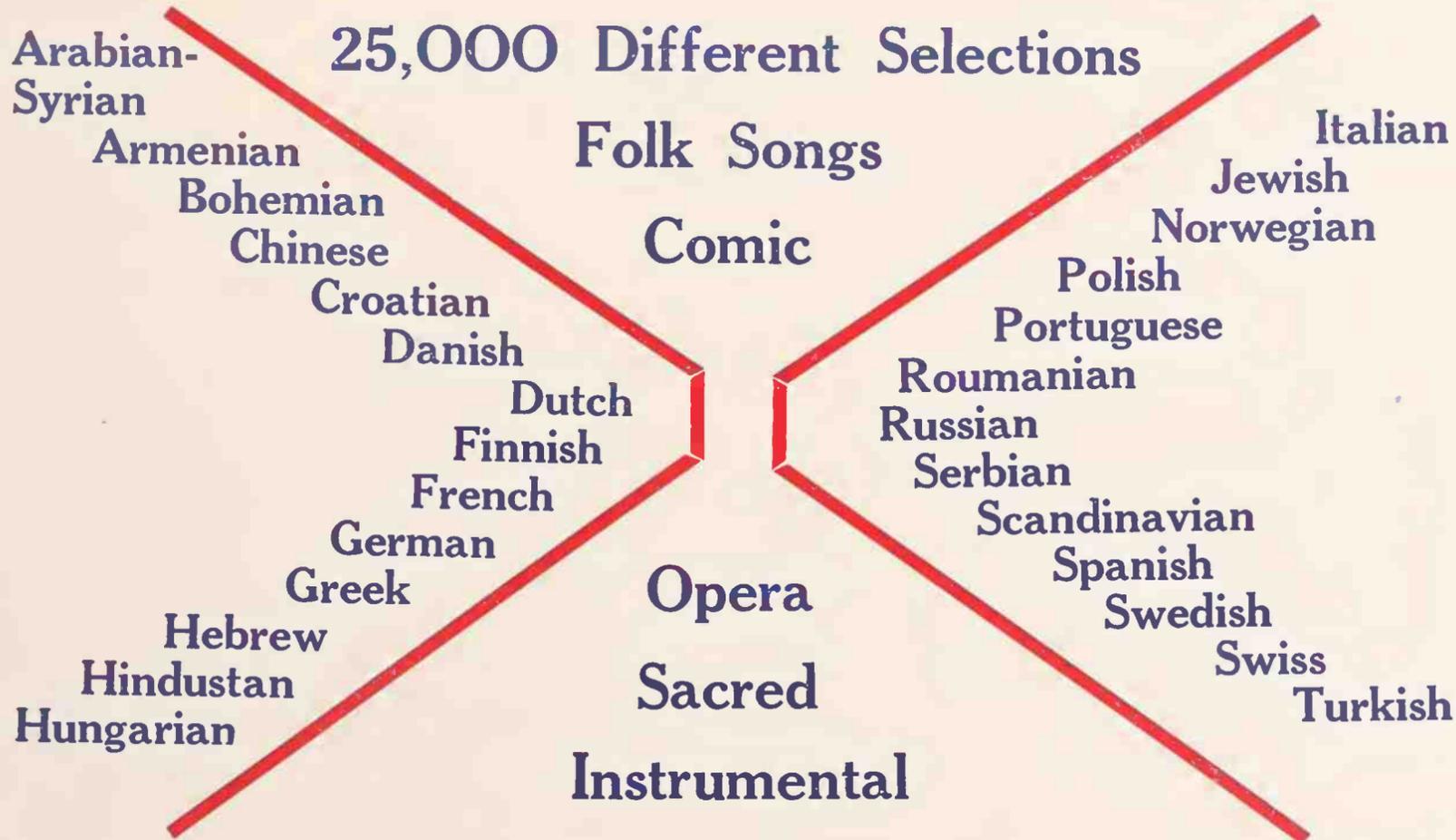


CLOSED

GENERAL PHONOGRAPH MFG. CO., Elyria, Ohio

OKeh

will import for you records from the repertoires of
BEKA and **FAVORITE** and others



ALL RECORDS ARE RECORDED IN NATIVE COUNTRIES

A large number of foreign matrices in

German, Hungarian, Italian, Jewish and Polish
have arrived, and a substantial list of records in these languages with
the *OKeh* label will be released shortly.

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.





CLEVELAND IS A GREAT CENTER OF TRADE ACTIVITY

Eight Victor Artists Score Big—Several New Store Openings and Expansions—Cleveland Talking Machine Co.'s Handsome Quarters—Mueller Traveling for Starr—Interesting Budget of News

CLEVELAND, O., December 8.—Surpassing even its achievement of last year, the concert of Eight Famous Victor Artists, brought here by officials of the Northern Ohio Talking Machine Dealers' Association, drew close to 5,000 persons to Masonic hall during the two nights' appearance here, and served to stimulate Christmas machine and record buying earlier than anticipated. The event was managed by Ed B. Lyons, sales manager, the Eclipse Musical Co., and secretary of the association, and Dan E. Baumbaugh, May Co., talking machine department, and Louis Meier, the L. Meier & Sons Co. The entertainment provided by the artists is familiar to many talking machine interests throughout the country, but it appeared to the Cleveland clientele that the event is more attractive than ever this year with an entirely new program of songs and stories, new sketches and new lighting effects.

Victor Artists Are Royally Entertained

Where Cleveland differs, perhaps, is the manner in which these entertainers were entertained themselves by the Cleveland talking machine organization. Following the concert the first evening a dinner and dance were provided in Shriners' Hall, attended by 200 members of the talking machine fraternity from near and far in Northern Ohio. This gave the artists an opportunity to tell of their part in record making. This event was presided over by T. A. Davies, Wm. Taylor Son & Co., president; Dan E. Baumbaugh, vice-president; Ed B. Lyons, secretary; T. H. Towell, P. J. Towell, C. K. Bennett, Eclipse Musical Co.; H. J. Shartle, Cleveland Talking Machine Co.; F. C. Erdman, Victor special representative; Louis Meier, and others. Mrs. F. S. McCullough, Cleveland contralto, sang, and Mrs. I. M. Howard, Cleveland pianist, played. Mrs. Julia L. Maresh sang and recited and A. L. Maresh accompanied her at

the piano. The event was one of more than usual interest and everyone present was greatly pleased.

Notable Store Opening in Lorain

Several new store openings have been featured in the last week or so, conspicuous among them being the opening of the new talking machine department of the Reichlin-Reidy-Scanlan Co. in Lorain. This event, attended by 2,000 persons or more, was participated in by the Eclipse Musical Co. organization. A novelty was a parade of trucks with Victrola boxes, preceded by the Lorain City Band, which paraded all city streets on the day before the opening. In addition hand bills and page advertising in local daily newspapers were used. Mrs. F. S. McCullough, Cleveland contralto, and Mrs. I. M. Howard, Cleveland pianist, rendered several selections, and these were played on the machines. The Fischer-Cross jazz band from Cleveland also performed in approved manner. An Old Mill, a ferris wheel, wax figures representing characters in opera and similar novelties were provided for window decorations. Ed B. Lyons, sales manager; Earl Poling, traveling representative; F. C. Erdman, traveling representative for the Victor; C. J. Duncan, Massillon dealer; George W. Savage, service manager of the Eclipse, among others, assisted in the event. The new department will be under direction of Miss Charlotte Simpson, formerly of Cleveland, assisted by Miss Mary E. Lynch.

F. W. Trory Opens in Kent

A similar opening conducted under auspices of the Eclipse Musical Co. officials was held November 30 at Kent, where F. W. Trory, druggist, opened a separate, though connected, store for talking machine merchandising. This establishment is equipped with seven booths and has appointments in keeping, supplied by the Unico system. A like number of persons attended

this event, and the same program in general was carried out. In both instances Victor dogs were given away by store owners.

M. V. De Foreest Now Has Store in Niles, O.

Another store is being added to those under direction of M. V. De Foreest, with the announcement of purchase of the E. C. Ferguson account at Niles, O., by R. N. Markly, manager of the De Foreest Warren store. This establishment will be entirely remodeled and will open as a high-class exclusive Victor store. The De Foreest interests now have four establishments—Sharon and Greenville, Pa., and Warren and Niles, O.

Starts Novel Pathé Selling Campaign

A unique campaign, one productive of big business for the dealers participating, has been started by the Fischer Co., Pathé distributors in Ohio and adjoining territory. A combination of motion picture-concert-educational talks, in the form of entertainment for the people of the communities where dealers put on these events, has been planned. Everything required for this affair, from handbills to the persons taking part, is provided by the Fischer Co. R. J. Jamieson, sales manager, and A. R. Saunders, assistant sales manager, personally direct these events, and co-operate with dealers by planning the itinerary in such a way that they can stay over nearly a day following the concert and assist in selling machines to the prospects lined up the night before. The pictures show the purchase and use of the Pathé, and act as a silent salesman. The artist is Percy Hemus, record maker for the Pathé. His songs and others are also played on the machine. The educational talks are by factory experts, who tell how records are made and illustrate remarks with materials. As a result of these events dealers taking on the concert plan sell from six to twelve machines on the day following, according to Mr. Saunders.

Taylor & Son Enlarged Department Ready

Newly enlarged talking machine department of the Wm. Taylor Son & Co. has been com-

(Continued on page 84)

The Manophone

“THE MUSIC MASTER OF PHONOGRAPHS”



You really should hear our proposal on it. It costs nothing to ask.

THIS is the product of one of the oldest musical instrument manufacturing concerns in this country.

In it is centered all of the manufacturing knowledge of an old organization—a company whose name has been known in the organ and piano field for a half-century

With it comes the sales advantages of these same many years of knowing just what sells musical instruments.



THE MANOPHONE CORPORATION

ADRIAN

MICHIGAN

TRADE ACTIVITY IN CLEVELAND
(Continued from page 83)

pleted in time for the pre-holiday rush. The real Christmas season will be ushered in at this establishment with the installation of an archway typical of the Christmas time, and lined with talking machines of different types. Meanwhile the new record department, which occupies a space 50 x 100 feet in the center of the department, is now in full operation, with a selling stock of 31,000 records, while the duplicate rack, behind demonstration rooms, contains even a larger number of records. The selling racks are in a hollow square formed by the thirty-inch counters that run around the entire division. Before these counters are revolving stools for customers. Hangers with the current record numbers are under glass tops atop these counters, both customer and sales staff being able to ascertain the selection more readily. And to expedite service a separate counter within the hollow square provides for the distribution of purchased records to clients.

Representative of the size and scope of the department has been the full-page advertising in daily newspapers, the first time such publicity has been made exclusively Victor, according to T. A. Davies, department manager. The advertising has been written in the quaint style typical of the Taylor establishment profusely illustrated with pictures of different types of machines, and descriptions of numerous records. A picture showing the record department itself, an unusual item in such advertising, was used effectively.

Cleveland T. M. Co. Has New Parts Section
Several changes and improvements to the establishment of the Cleveland Talking Machine Co. have been completed recently. Under direction of Howard J. Shartle, general manager, a reception room that makes the visitor think he is coming into another world has been installed with ferns, flowers, wicker furniture, rugs and smiling girls. One of the newest departments is the parts division, where every individual part of the talking machine can be supplied instantly upon application from the

dealer, who has his own parts book. The plan calls for a practical repair man in charge. Meanwhile the Cleveland is pushing the Binger window display service successfully in this section, and will have model windows on display in its main establishment. The feature of the Binger service, in the opinion of Manager Shartle, is that it gives the dealer a new window every two weeks throughout the year, each window in keeping with the season of the year, and relieves the dealer of his window problems. Series of talks by Victor artists who appear in concert or orchestra here have been started at the Cleveland, with the arrival of Efreim Zimbalist, violinist, who gave an interesting talk before department heads and retail owners and sales folk.

August Smirda Opens on Broadway

Among the newer stores to open here during the period has been that of August Smirda, at Broadway and Fifty-eighth street, marking the eighth year of the firm in business. An attractive interior, in which wicker furniture and rugs are used to harmonize with booths of ample dimensions, has been arranged. An important feature will be the foreign record department, for the especial benefit of the people who want music and entertainment in their native languages. Victor and Columbia merchandise will be distributed, according to August Smirda, head of the firm.

Lecture Raises Funds for School

Miss Grazella Puliver, educational director, the Cleveland Talking Machine Co., conducted a unique lecture with equally unique results. The lecture was before the Mothers' Club, Denison School. An admission was charged, and from the proceeds a substantial sum was obtained to start a fund for Victor merchandise and materials to be used in the school.

Karl Karg Now Columbia Traveler

Karl Karg, formerly of Findlay, O., has been named traveling representative for the Cleveland Columbia Graphophone Co. by General Manager J. L. Du Breuil, and will travel in Southern Ohio.

Erwin Joins Kennedy-Green Co.

J. M. Erwin, formerly Day Drug Co., Akron, is now a member of the traveling staff of the Kennedy-Green Co., and will take in Central Ohio, featuring Okeh records.

R. L. Mueller Represents Starr

R. L. Mueller is now wholesale sales representative of the Gennett records in this territory, operating from the Cleveland district headquarters of the Starr Piano Co.

The Cabinola Co., Inc., Buffalo, N. Y., has been incorporated to manufacture music cabinets. The capital is \$100,000 and the incorporator is William Ohm, of 34 Brunswick boulevard, Buffalo.

Fletcher Alltones Needle



A new semi-permanent needle that actually plays ALL TONES—LOUD, MEDIUM AND SOFT—and the gradations between, perfectly. Made of special steel that does not injure the record as do harder substances.

To give long life to the record and to get the best possible results while playing, recommend FLETCHER ALLTONES NEEDLES to your customers.—They will appreciate it.

Stocking this one needle meets every demand at a saving in space and capital.

Retail price per card of four needles 25c

Boxes of 100 cards, to dealers \$15

Valuable selling helps free

Jobbers—Write for Territory and Proposition

FLETCHER ALLTONES NEEDLE COMPANY

205 Travis Street San Antonio, Texas

New York Jobber

ANDREW H. DODIN, Inc.

28 Sixth Avenue

New York



SAPPHIRES IMPORTED

BALLS	POINTS
20 c. each	20 c. each
16 c. in dozen lots	18 c. in dozen lots
13 c. in hundred lots	15 c. in hundred lots
12 c. in thousand lots	13½ c. in thousand lots

942 MARKET STREET
SAN FRANCISCO, CAL.

CHILDREN'S RECORD HANGER

ready for

VICTOR DEALERS

featuring

Songs
Instrumental Music
Stories &
Dances



Victor Records for Children

STORIES		Number	Price
Chicken Little	Georgene Faulkner	35262	12 11.25
Goldilocks and the Three Bears	Georgene Faulkner		
Cinderella	Sally Hamble	35664	12 1.25
Jack and the Bean Stalk	Sally Hamble		
Night Before Christmas	Cora Mel Patten	35418	12 1.25
Gingerbread Boy	Georgene Faulkner		
Three Billy Goats Gruff	Georgene Faulkner	17198	10 .25
Wolf, Wolf! (2) Wind and Sun	Georgene Faulkner		
DANCES AND GAMES			
London Bridge (2) Mulberry Bush	Sonia's Band	17104	10 .25
Round and Round the Village	Sonia's Band		
On the Wing Gallop	Victor Military Band	17368	10 .25
Military Escort March	Victor Military Band		
Needle's Eye (2) Jolly in the Miller	Victor Band	17567	10 .25
Looby Loo (2) Oats, Peas, Beans and Barley Grow	Victor Band		
Theme for High Stepping Horses (2) Horses or Reindeer Running	Victor Band	18253	10 .25
(3) Theme for Skipping and Macre for Skipping			
SONGS			
Jack in the Pulpit (2) In the Belfry (3) Corn Soldiers	Olive Kline	17719	10 .25
(4) Naming the Trees (5) The Squirrel (6) The Windmill			
Raggy Jig (2) The Stepping School (3) Dancing Song	Olive Kline		
(4) Dancing in May (5) Mother Goose Lullaby			
Little Shoemaker (2) Song of Iron (3) The Blacksmith	Elsie Baker	17937	10 .25
Baa Baa Black Sheep (2) How Many Miles to Babylon	Olive Kline		
(3) Bobby Shafio (4) Baby Dear			
Rhe Bard (2) Mr. Duck and Mr. Turkey (3) Six Little Peppies	Olive Kline	17776	10 .25
(4) Little Berdie	Olive Kline		
Tiddley-Winks (2) The Chicken (3) Benny (4) Mr. Squirrel	Olive Kline		
The Secret (2) Old Chanticleer (3) The Hungry Windmill	Elisabeth Wheeler	17513	10 .25
Cack-Coo Song (2) Slumber Song	Elisabeth Wheeler		
The Leaves' Party (2) Thanksgiving Song	Elsie Baker	18074	10 .25
Land of Nod (2) Tracks in the Snow (3) Jack-o-Lantern	Olive Kline		
INSTRUMENTAL MUSIC			
Yankee Doodle	Victor Military Band	17583	10 .25
Dixie	Victor Military Band		
The Little Hunters (2) Spinning Song	Victor Orchestra	18598	10 .25
Of a Tailor and a Bear (2) The Wild Horsemen	Victor Orchestra		

THIS hanger was compiled to draw out available material to make kiddies love Victor records so that adults will buy them. Prices and information concerning it may be obtained through your local distributor or through

THE CLEVELAND TALKING MACHINE CO.

Always Use Victrola Tongue-tone Stylus in Playing Victor Records on a Victrola
Compiled by THE CLEVELAND TALKING MACHINE COMPANY
Cleveland, Ohio

THE CLEVELAND TALKING MACHINE CO.
Cleveland, Ohio.

**VALUE OF GOOD WILL
IN MODERN BUSINESS**

Good Will Once Established Can Defy Every Attack Save That of the Practical Price-cutter—An Asset Built Up Through Competition in a Fair Field and No Favors

In these days of unsettlement in business when many people are prone to break away from the high standards which should ever obtain among honest merchandisers it is well to emphasize some remarks recently made by Congressman M. Clyde Kelley, because of their timeliness and value.

"Good will in modern business is property, as actual, positive, certain and genuine as machinery and materials," said Mr. Kelley. "It is the fruit of honest work, patient expectation and expenditure of money in creating a market and efficiently serving the purchasing public. It is an estate, accumulated through a continuous policy of making every promise good and standing back of every product. It is a possession, acquired by such establishments as have held a public referendum and received a vote of approval. It is the interest accruing from the rule of reciprocity, the belief that any transaction which results in injury to one party is immoral. It is the asset, built up from no monopoly power, but through continual competition in a fair field and no favors. It is the cornerstone in the structure of truthful trade. It is the guaranteed link between maker and user. It is the sap and life of the tree of honest business whose roots are standardized quality and price.

"Good will, once established, can defy every attack save that of the practical price-cutter. It can overcome the crafty deception of the substituter, with his 'something just as good.' It can protect itself against the counterfeiter who would steal registered trade-mark, label or brand. But it is at the mercy of buccaneer bargainers, who slash standard prices and set up 'misleaders' in order to deceive the public. It is slaughtered by the 'kamerad' pistol in the hands of dealers who use it as bait to catch the unwary purchaser. It is destroyed by those who defraud the public on a hundred unidentified articles through a bargain on one, whose quality and value is known to all.

"Good will must be put in the keeping of those who have earned it, not left at the mercy of business pirates. No man is permitted to steal a purse, neither should he be permitted to rob an honest business of its good name for furnishing a standard article of uniform worth at uniform cost. No man may wilfully destroy a house, neither should he be permitted to destroy the very foundations upon which rests the prosperity of every firm which sells guaranteed goods to the public. Good will belongs to the maker of the goods; he does not sell it, but is vitally interested in preserving it after the goods are in the consumers' hands."

It is seldom that we discover how great our own resources are until we are thrown upon them.

FOR "PART" FOLKS

You people who make phonograph accessories, needles, filing devices, etc.—let us tell you of our facilities for turning out a thousand or a hundred thousand show cards, posters or window displays.

Details and photographs gladly sent upon request.

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



SOSS
INVISIBLE HINGES

Soss Invisible Hinges
are essential to preserve the beauty of design, particularly when it is desired to disguise the talking machine cabinet. In many of the better cabinets of today Soss Hinges are used. They are mechanically accurate and can be installed quickly and easily.

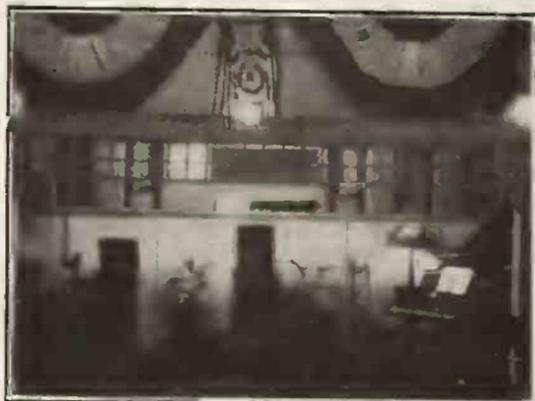
Write for Catalogue T.

SOSS MANUFACTURING COMPANY
Grand Avenue and Bergen Street, Brooklyn, N. Y.

PROFIT BY KIWANIS CLUB EXHIBIT

Buckingham & Moak Co. Feature the Vocalion and Vocalion Records Together With Melodee Rolls to Great Advantage in Connection With Recent Display Held in Utica, N. Y.

UTICA, N. Y., December 6.—The prominent music house of Buckingham & Moak Co. is still realizing the effect of the excellent publicity carried on during the Kiwanis exhibit held here recently, in connection with which the Buck-



Buckingham & Moak Display

ingham & Moak Co. had a most elaborate display. The company featured a number of instruments in its display, including pianos, harps, and particularly the Aeolian-Vocalion, a handsome model being mounted on a platform in the center of the display.

Throughout the week a special program of music and dancing was carried out at the Buckingham & Moak store, much of the music being supplied by player-pianos using Melodee rolls and by the Vocalion and Vocalion records. Miss Ruth Chubbuck, vocal soloist, sang to the accompaniment of Melodee rolls, and Edward Ryan, conductor of the orchestra, also played a number of violin solos to the accompaniment of Melodee rolls. He also supplied a violin accompaniment to John Charles Thomas' singing of "You Are Free" on the Vocalion record. Other artists also were assisted to advantage by Melodee rolls and Vocalion records, and in the afternoons and evenings informal dances were held at the company's store to the accompaniment of the Vocalion, the records being amplified by the use of the Magnavox.

The various officials of the Buckingham & Moak Co. took an active part in making the celebration a distinct success, and Jerome B.

Sabath, Aeolian Co. representative, was also on hand to loan his assistance. The program at the company's store was well advertised in the local newspapers, and received considerable free publicity in the editorial columns.

CARUSO SCORED IN FORT WORTH

The Famous Victor Artist Attracted an Audience of 8,000 People When Heard Under the Auspices of the Harmony Club in That City

The musical people of Fort Worth, Texas, are still enthusiastic over the appearance of Caruso in that city, under the auspices of the Harmony Club, on October 19. He sang to an audience of eight thousand people, one of the largest of his entire tour of the South, and Victor dealers in Fort Worth and locality naturally benefited by the appearance of this world-famous operatic tenor in that city. The appearance of Caruso in Fort Worth was, through an error, credited to Dallas in a story which appeared recently in The World.

The best reformers the world has ever seen are those who have commenced on themselves.

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 1/2	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.



The
Pearsall Kid

extends
his heartiest
wishes
for a

**Merry
Christmas**

and
a

**Happy
New Year**



SILAS E. PEARSALL COMPANY

DISTRIBUTORS

10 East 39th Street
New York
Wholesale Only

SELLING TALKING MACHINES

WHAT are your customers' requirements in a Talking Machine?

First, that it reproduce well. Second, that it adds to the Home picture.

With the first we have nothing to do, but with the second a lot.

The higher you raise the body of a Talking Machine Cabinet from the floor the less it fits into the picture and yet you must have legs to the Cabinet and you must apply something to make it easy to move.

Slides—Domes of Silence—are the only contrivances upon the market that do not unduly raise the Cabinet and yet help make it easy to move the machine from place to place, save strain upon the legs—save floors—save rugs.

This is the reason so many Cabinets from the high price period models down are today equipped with Domes of Silence.

HENRY W. PEABODY & CO.

Domes of Silence Division

17 State Street

New York

Specify DOMES OF SILENCE



DEALERS' CO-OPERATIVE ADVERTISING IN BUFFALO

Campaign Being Staged by Local Talking Machine Dealers' Association—Columbia Activity—New Brunswick Agencies—Period Display at Andrews'—Burley & Biesinger's New Store

BUFFALO, N. Y., December 8.—Victor dealers in Buffalo and vicinity are this year co-operating in a novel advertising plan to boost holiday business in this section. The Buffalo Talking Machine Dealers' Association is staging the campaign. Large display advertisements are appearing in the newspapers, carrying the names of all the dealers in the association. The campaign will last for four weeks and the dealers will expend \$4,000. A similar drive was carried out last Spring, when \$1,000 was spent. This smaller drive brought such good results that the dealers decided on one of a larger scale when the Christmas season arrived.

The Buffalo branch of the Columbia Co. is doing its full share in the national drive which is being put on by that concern. The campaign has been launched in six or seven of the largest towns in this territory and very satisfactory results are reported by W. H. Lawton, manager of the Buffalo branch, who has just returned from a tour of these towns. "The Buffalo branch is not at all behind the rest of the Columbia family," said Mr. Lawton. "The appeal of this drive and its far-reaching effects are being recognized and felt by all Columbia dealers." With Al Jolson, who is a Columbia artist, coming to Buffalo next week, Columbia dealers here plan on making a big play for his records.

Buffalo Edison dealers report a good holiday business. When the famous pianist, Rachmaninoff, was in town last week, several Edison dealers here combined in some attractive display advertising of his records. They were the Utley Piano Co., Charles J. Hereth and Frank Ehrenfried.

The local Brunswick agency reports a number of new agencies established recently in this vicinity. Among them are: Beir Bros. and Cornell & Daggett, Niagara Falls; John D. Murdock, Leroy; Martin Furniture Co., Fredonia; Laurens Enos, Buffalo; Arthur W. Oster Piano Co., Rochester; William Copeland, Perry; Charles J. Hereth, Buffalo; Wehrle & Beach, Williamsville; Corcoran Bros., Penn Yan; Charles E. Smith, Tonawanda; Curt C. Andrus, North Tonawanda; B. F. Lent Music Co., Ithaca; Stranburg Music House, Jamestown and Bradford, Pa.; Anderson Piano Co., Utica.

Three more men have recently been added to the staff of the Brunswick local office here. They are Graham Davis and Zenas Smith, formerly of the Columbia agency, and Edward Ament, formerly in the retail business.

"Do your Christmas shopping early" is the call of the Iroquois Sales Corp. to its dealers. This appeal is made in circular letters which the corporation is sending out.

"If you have not already taken steps by ordering ahead to insure that your holiday stock is delivered in ample time you may find yourselves badly out of luck when the big selling is at its height," says this letter. "We are not crying 'shortage' so much as poor transportation facilities that are rapidly growing worse. We are ready to give you service right now!"

The Talking Machine Dealers' Association of Buffalo held a meeting on the evening of December 7, at the Ellicott club. Dinner was served at 6.30 o'clock. Following the dinner there was a talk by a member of the Credit Men's Association on the credit situation.

The music trades group of the Chamber of Commerce adjourned its meeting last week to participate in the Chamber's Thanksgiving celebration. The dealers assembled for the meeting, and then it was decided to join in with the other members of the Chamber who were holding a special program in celebration of the holiday.

The handsome new store of Burley & Biesinger, music dealers, was opened last week at 332 West Ferry street. This concern carries a fine line of talking machines, and a large section of the new store is devoted to them. There

are a number of booths for the playing of records for customers. Large crowds thronged the store on its opening days. The store is located in the liveliest business section of the thriving West Side.

Neal, Clark & Neal recently celebrated their third anniversary in their present handsome Main street store. There were special decorations that attracted large crowds to the store.

An unusual exhibit of talking machines was held recently at the store of W. D. & C. N. Andrews. The instruments were all in handsome period design, and none shown was priced under \$1,200. Some unusually handsome machines were shown.

The newest addition to the staff of the talking machine department of J. N. Adam & Co. is Mary Tatem, formerly of Cleveland. Miss Tatem is a graduate of the Victor Red Seal school.

ELSIE BAKER VISITS MARINETTE

Schrader's Music House Entertains Noted Victor Record Artist Appearing in Concert

MARINETTE, WIS., December 6.—When Elsie Baker, the talented and popular Victor artist



Elsie Baker Entertained by Schrader's Music House

and concert star, appeared in this city last month, Schrader's Music House, the Victor agency of this city, made good use of the artist's concert in advertising the Victor product. Miss Baker and her company paid a visit to the music store and are here shown standing in front of it.

In the photograph are shown both Miss Baker and her company and the officials of the Schrader store, as follows: 1. Miss Carley, pianist; 2. G. J. Daly, manager of the store; 3. Elsie Baker; 4. N. T. Stuart, tuner; 5. Miss Hutchinson, record department; 6. Mr. Devlin, assistant manager; 7. Mr. Larson, salesman, and 8. Mr. Fasano, cellist.

During the appearance of Miss Baker at the local auditorium the Schrader Music House displayed in the show windows posters of Miss Baker featuring her records.

INTEREST IN POSTCARD CAMPAIGN

Music Dealers Ordering New Series of Advertising Cards in Goodly Quantities

Judging from the number of orders received, retail music dealers throughout the country are considerably interested in the series of private mailing cards representing a complete selling campaign recently prepared by the National Bureau for the Advancement of Music of the Music Industries Chamber of Commerce.

The series consists of seven cards, 4½ x 7 inches, and one color, enclosed in a dainty drawn border. Each of the first six cards has a quotation on music from a big man, two arguments in larger type to "sell" the broad idea of music and a list of some of the men who have paid tribute to music. On the sixth card is an additional paragraph stating that the next and last card will explain the specific reason for sending the series. The last card is devoted to a direct selling argument, signed by the dealer who sends the series to his "prospects." The suggestion is made that the cards be mailed one each day, the last to reach the "prospect" on Friday or Saturday simultaneously with the weekly pay envelope.

The cards are sold in lots of 100 sets, 700 cards in all, at \$5, including postage. This is the cost of the cards to the Bureau. Room is left for the imprint of the dealer's name at his own expense.

It is not the mere station of life that stamps the value on us, but the manner in which we act the part.

**Superior Workmanship
Superior Finish
Superior Service**

Trade Mark
**"SUPERCAST"
DIE CASTINGS**

THE SUPERIOR DIE CASTING CO.
411 FRANKFORT AVE. CLEVELAND, OHIO

JOBBER AND LARGE DEALERS

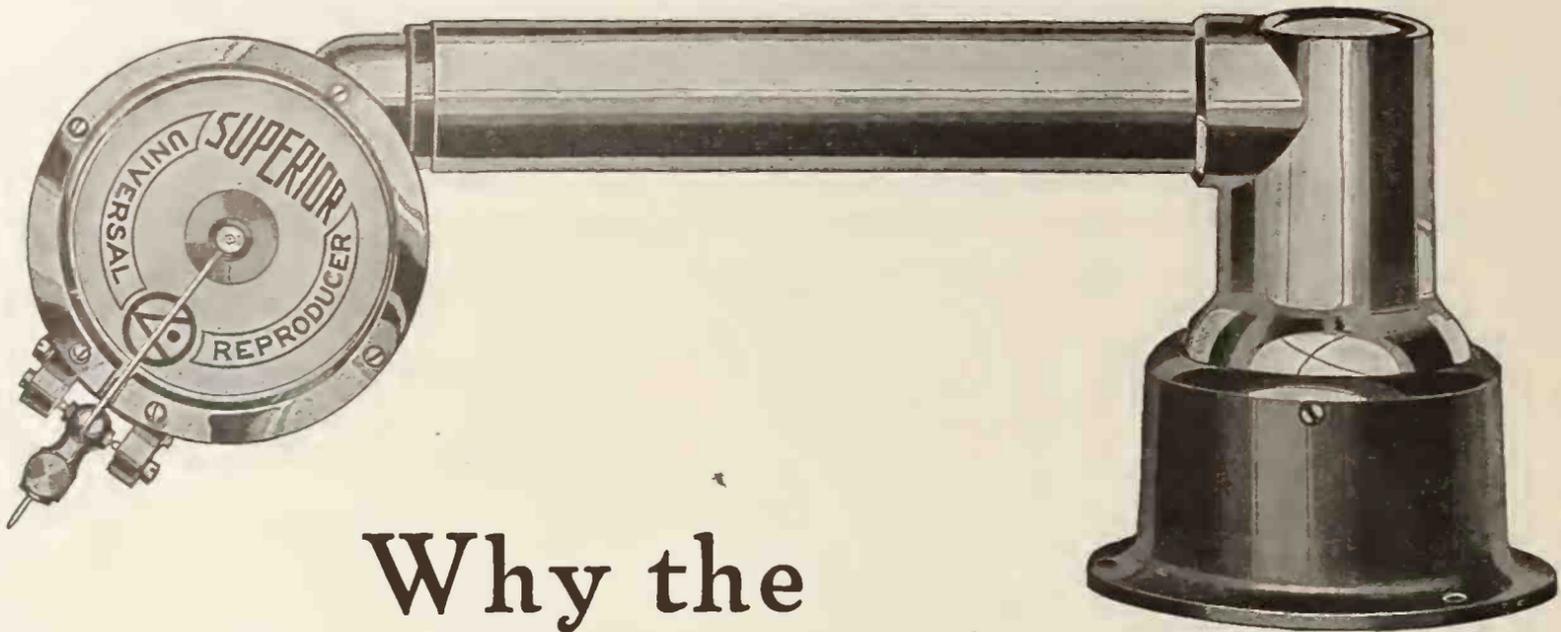
We offer a line of high-class machines to jobbers and dealers where we are not already represented. Liberal discounts, prompt delivery and earnest co-operation

IT WILL PAY YOU TO INVESTIGATE

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 Street, Boston, Mass.



Why the Scottford Tonearm is Different

The straight tube of the flute, the oboe or the clarinet gives a sweeter, purer tone than the blaring notes of the curving cornet, the trumpet or the trombone. In the straight Scottford Tonearm the sound waves travel in the straightest, most direct line possible in a tonearm.

The square turn of the Scottford Tonearm offers less resistance to the passing of the sound waves than is met with around the curving turns of the traditional tonearm design, which imitates the shape of the larger wind instruments, ignoring the fact that in a phonograph tonearm there is no air pressure to force the sound around the curves.

Upsetting pet theories to the contrary, the straight tube and the square turn of the Scottford Tonearm give tone results of superior quality. The proof is in the playing. None of the overtones are lost in the passage, but the tones are delivered outward in full power and clarity. None of the usual phonographic sharpness and thinness of tones—but rich, warm tones of genuine musical quality.

Plays All Makes of Records

and in turning the Reproducer from one position to the other, the needle remains on exactly the same point, at the same and only correct angle. Get a sample and test the Scottford in comparison with others. Decide for yourself, if you know music—but if you are not sure of your own judgment—call in someone on whose authoritative opinion you may safely rely. The average phonograph man has heard the other kind—the thin metallic tone—so much that nothing else may sound quite right to him. Remember “The familiar tone is the best-liked tone.” He may like his old familiar out-of-tune piano, but in the language of Goldberg this “Doesn’t mean anything.” The trained ear would condemn it, and the unprejudiced public will not choose the phonograph of the sharp metallic tone when a comparison is made on the dealer’s floor.

You May Safely Use the Scottford Tonearm

Your cabinets will sell readily and bring repeat orders galore if you will build the amplifying chamber to harmonize with the distinctive shape of the tonearm. We are prepared to furnish specifications for building an inexpensive amplifier which exhaustive tests have shown to give ideal results. We can help you to make yours a phonograph which will get the decision in any contest.

It Need Not Cost You Anything to Test the Scottford Inventions

Samples of the Tonearm and Reproducer will be submitted on the following conditions: If you are not rated, send remittance with order to cover the sample prices stated below, which include postage. We refund the full price if the samples are returned within a reasonable time. If you keep the samples and order a quantity, the sample price will then be readjusted at the rate of your quantity order. Quantity prices will be named to quantity users. We suggest that orders for samples specify one Tonearm and Reproducer with Mica and one extra Reproducer with Micompo, so as to compare the two diaphragms. State whether Reproducers should have the regular “Superior” nameplate or plain gilt face.

	With MICA Diaphragm	With MICOMPO Diaphragm
Sample Nickel Scottford Tonearm and Superior Reproducer	\$9.25	\$8.50—Gold \$2.00 Extra
Sample Nickel Extra Superior Reproducer	5.75	5.00—Gold 1.00 Extra

Exclusive Designs for Large Users

We have Design Patents pending on several variations of the Scottford Tonearm standard model illustrated above. These new designs are distinctive and artistic in appearance, and afford attractive ornamental effects pleasingly in harmony with the best cabinet styles. All embody the patented mechanical and acoustic principles of the regular Scottford Tonearm. Our Die Casting department is prepared to produce the necessary special dies, and we can arrange to manufacture as finished products for the licensed exclusive use of large concerns. Particulars may be had on request.



Barnhart Brothers & Spindler

Monroe and Throop Streets
CHICAGO, ILL.

Makers of Superior Specialties for Phonographs

When Clyde Doerr of Art Hickman's Dance Orchestra plays saxophone solos of Gounod's "Ave Maria" and the "Meditation" from *Thais* you realize that he's a great artist. So will your customers. A-3321.

**Columbia Graphophone Co.
NEW YORK**



RAPID DEVELOPMENT OF MUSIC MEMORY CONTEST IDEA THE LONGEST WORD IN THE WORLD?

Over 100 Cities in Various Sections of the Country Have Already Held One or More Such Contests—Various Prominent Organizations Now Co-operating in the Plan

The music memory contest, originated by C. M. Tremaine, director of the National Bureau for the Advancement of Music and promoted by it during the last three years, has been making exceptional progress this Fall, it is reported.

During the first six weeks of the present school year more than thirty new towns and cities either announced their intention of holding a contest or entered into correspondence with the Bureau with a view to arranging for the event some time in the Autumn or the Winter. Among these cities are Duluth, Minn.; Elizabeth, N. J.; Rochester, N. Y.; Grand Rapids, Mich.; Decatur, Ill.; Buffalo, N. Y.; Muncie, Ind.; Mishawaka, Ind.; Long Beach, Cal.; Little Rock, Ark.; Sandusky, O.; Washington, D. C., and the schools of Cook County, Ill. This brings the total number of cities that have held the contest so far to well over one hundred, even without taking account of the many places which are undoubtedly conducting contests without communicating with the Bureau. Nor does it include the many annual repetitions of the contest, a city being counted only once, no matter how many contests it has held.

Perhaps of even greater importance than the multiplication of the contests are the new organizations and institutions which see the value of the plan in spreading the interest in music and are putting their own machinery in motion to propagate the idea. Notable among these forces are the universities, the Community Service and the National Federation of Music Clubs. The Federation, which has already incorporated the promotion of the music memory contest among its aims, now plans to make it a leading feature at its next biennial meeting in Des Moines in the Spring. Simultaneously with the convention will be staged the finals of a model demonstration contest in the Des Moines school system.

The University of Wisconsin made a significant contribution to the progress of the contest last Spring when Professor Dykema, of the Department of Public School Music, conducted a city-wide music memory contest, during which opportunities were provided in schools, churches, theatres, music stores and scores of concerts for everyone to become familiar with the music. At Cornell Professor Hollis Dann gave considerable attention to the music memory contest in his course on the training of music supervisors, a feature of the course being a detailed plan for the contest mapped out by Miss Sadie L. Williams, supervisor of music in Dallas, and given to each student. These young men and women will be a powerful force in promoting the idea in the various parts of the country.

The National Bureau has been in touch with at least twelve of the Community Service organizers on the subject of the contest. In Milwaukee William W. Norton is working out his plans for the event along the lines of the con-

test held in Madison. Other leaders like H. H. Schueler, of Iron Mountain, Mich., will hold the contest in several towns simultaneously.

Music memory contests are of particular interest to the talking machine trade, inasmuch as practically all the music used in the contests is to be found in talking machine record or music roll form, and is, in fact, selected with that end in view. This means that the contestants not only purchase records in order to study the compositions, but find the way open to increase their interest in music of the better sort.

TO DELIVER SERIES OF LECTURES

William Maxwell to Speak Before Members of Harvard Graduate School

The Harvard Graduate School of Business Administration has recently asked William Maxwell, vice-president of Thomas A. Edison, Inc., to deliver several lectures before its students. This important branch of the Harvard education system makes a practice of inviting nationally prominent business men to deliver timely lectures, in addition to the regular lectures by the resident professors. Mr. Maxwell plans to begin this work in December.

Why the Polychromotelephantophotograph Ought to Win the Prize in Almost Any Contest—Dan Cavanagh's Trip Into the Future

The story of the sending of a photograph by wire to the office of the New York World referred to in the first page of this issue of The Talking Machine World has moved Dan Cavanagh to further flights of fancy and he looks for the time when we may examine at our leisure the doings of Europe and hear the conversations of the various peoples through an instrument or device which he calls by the ingenious name of "Polychromotelephantophotograph." His letter to the editor of the World closes with the following bit of verse:

This instrument so wonderful is fitted by degrees
With a sounding board, a diaphragm and many rows of keys,
Besides electric wires and a complete harmonic staff,
As a polychromotelephantophotograph.
We set to work next morning to test the new machine,
Having first secured connection with the cable submarine,
And we studied Western Europe from the Tiber to the Taff,
Through this polychromotelephantophotograph.

Frank S. Horning's Victor Shop, in Boston, had a very attractive window display featuring popular records combined with the announcements of the appearance of Madge Kennedy's latest film, "The Girl With the Jazz Heart," which was shown at a local theatre.



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



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

How the Talking Machine Helped to Inspire a Staff of Advertising Writers :: :: By John L. Meyer

This is the story of how one of the world's greatest and most successful advertisers used the talking machine to inspire his staff of advertising writers toward climbing into higher and more productive planes of mentality. It hardly need be added that the venture was a decided success to an unexpected extent.

C. W. Post, the Battle Creek, Mich., breakfast food manufacturer, who came there a physical wreck and died many times a millionaire, wrote his own advertising in the early days. In fact, during his lifetime he kept very closely in touch with his advertising. It was always the very life of his entire effort.

As time went on and prosperity permitted, Mr. Post surrounded himself with a formidable staff of advertising writers, artists and other accouterments. It was his pride to have lots of men of varied temperament and ability. He never had a time clock in his advertising department. He gave his men unusual opportunities for blossoming forth in originality. Nothing was too good for them and their work. His one slogan was, "Do the Thing Next in Front of You." To many advertising men now perhaps scattered about the country, the recollections of the days at the Post advertising building are like unto a taste of the ideal that lingers long.

The offices of the men contained every convenience looking toward privacy and methods of easy concentration. They were works of beauty and art, and here the advertisements telling of the evils of coffee and the value of phosphorus as brain food and blood builders were idealized, visualized and realized. As the array of products increased, the staff of

advertising men increased in like proportion.

Once there came a time when Mr. Post seemed to get the notion that the advertising was losing sparkle and pep. It seemed that the productions were dull and no longer of their wonted vigor and persuasiveness.

He tried all his methods of inspiration, and invented some new ones, but not with a satisfactory degree of success.

One day one of the writers, or possibly Mr.

Post himself—it is not definitely known—put in a requisition for a fine talking machine and a selection of good records. It was O. K.'d, and forthwith the machine came along and was installed. The men took turns at choosing their favorite records, instrumental and vocal. There was music in the air all the time. And the advertising copy and ideas poured out. This is a fact, not a fancy. Mr. Post hied himself to his Winter home in California, satisfied and contented with his staff of advertising men and happy over the fact that he had at last found the long-sought stimulus and inspiration.

This was no momentary proposition. The talking machine continued to play, and the stock of records increased in range and size. It may be that the machine is still in use. Anyway, it served its purpose and many a citizen has read all about the evils of coffee and the value of phosphorus as brain food and the deliciousness of toasties at breakfast and for luncheon, too, little realizing that the persuasive and compelling language and pictures on the magazine and newspaper pages were inspired by the ready and able performance of a good talking machine.

Mr. Post died worth about two dozen millions of dollars and left a great institution as a monument. It was the result of just such methods of thought and resourcefulness. Primarily he was an advertiser and he could absorb selling ideas with the readiness of a sensitized plate—furthermore, he applied them.

Considering the talking machine field in the light of Mr. Post's life work, it should be plain that the surface of opportunities for the dealer has been hardly even scratched as yet.

The Wide Appeal Made by the Talking Machine Affords Endless Business Opportunities for Dealers

INCORPORATED

The A. B. Beverley Mfg. Co., New York, has been incorporated to do business in phonographs and talking machines. The capital is \$25,000 and the incorporators are A. E. Clarke, W. H. Holmes and E. M. Fettes, 58 Argyle road, Brooklyn.

Messrs. JOBBERS and RETAILERS

Since there is no better Semi-Permanent needle made, why not handle

Plays all Records



Saves all Records

PLAYS 100 to 200 RECORDS

4 for 25c.

Send for samples, circulars and discounts

The Mellowtone Needle Co., Inc.

Sole Manufacturers

ANSONIA

CONN.

Do You Realize

THAT THE POSSIBILITIES IN THE VICTOR BUSINESS DURING 1921 WILL BE GREATER FOR THE PROGRESSIVE DEALER THAN EVER BEFORE?

BY *PROGRESSIVE*, WE MEAN THE DEALER *WHO DOES THINGS IN AN UP-TO-DATE MANNER*.

HAVE YOU BEEN ONE OF THIS SORT OR ARE YOU A DEALER WHO HAS GONE ON IN THE SAME OLD WAY FOR YEARS, TAKING WHAT BUSINESS COMES YOUR WAY WITHOUT MUCH EFFORT ON YOUR PART?

THE PROGRESSIVE DEALER IS THE ONE WHO DESERVES THE BEST KIND OF SUPPORT FROM HIS DISTRIBUTOR.

OUR AIM DURING THE PAST YEAR HAS BEEN TO HELP OUR DEALERS TO REALIZE THE NECESSITY OF SO CONDUCTING THEIR BUSINESS THAT THEY MAY BE WORTHY OF GOOD SERVICE.

VICTOR MERCHANDISE WILL UNDOUBTEDLY BE PRODUCED IN INCREASED QUANTITIES DURING 1921.

WE WANT TO SEE ALL OF OUR DEALERS PROGRESSIVE IN THE LAYOUT OF THEIR STORE, IN THEIR ADVERTISING AND IN THEIR MERCHANDISING AND IN THEIR ATTENTION TO DETAILS, SO THAT THEY MAY REAP THE BENEFITS OF INCREASED BUSINESS IN THE YEAR 1921.

WE WILL BE GLAD TO CONSULT WITH ANY OF OUR DEALERS IN REGARD TO ANY IMPROVEMENTS THEY MAY CONTEMPLATE AND WILL GLADLY GIVE THEM OUR ADVICE WHEN NEEDED AND REQUESTED.

Hearty Greetings

for a

**Merry Christmas and a Happy and Prosperous
New Year**

AMERICAN TALKING MACHINE COMPANY

Exclusively Wholesale

VICTROLAS AND VICTOR RECORDS

BROOKLYN, N. Y.

HOPKINS SPEAKS ON ADVERTISING

Well-known Columbia Official Addresses Brooklyn Chamber of Commerce Dinner

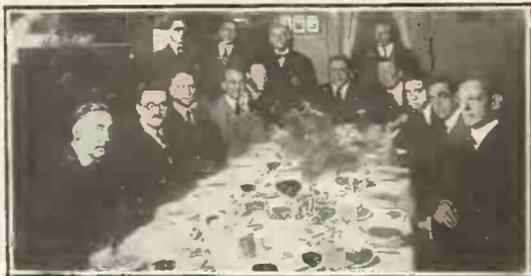
At the first of a series of meetings of the Brooklyn Chamber of Commerce held to discuss the topic of advertising, which took place on December 2 at the Chamber dining room, at 6 o'clock, the principal speaker was George W. Hopkins, general manager of the Columbia Graphophone Co. and president of the New York Advertising Club.

Other leaders of equal prominence in the advertising field have been invited to address the succeeding meetings, and an interesting series of talks is being arranged on such topics as "Direct by Mail Advertising," "How to Write a Letter," "The Personal Element as Applied to Advertising," "Psychology as Applied to Advertising" and "Price Maintenance as Applied to Advertising."

FAMOUS ARTISTS IN CONCERT

Score Big Success in Uniontown, Pa.—Guests of E. E. Gebhard During Visit

UNIONTOWN, PA., December 2.—The eight famous Victor Artists, composed of Henry Burr, Billy Murray, Fred Van Eps, Albert Campbell, Frank Croxton, Frank Banta, Monroe Silver and John Meyers, recently gave a concert in the playhouse in this city. They met with such success



Dinner in Honor of Eight Famous Artists that they remained in the city two evenings, and on both occasions the audience jammed the house while throngs outside had to be turned away from the doors.

While in the city they were the guests of E. E. Gebhard, manager of P. W. Simons Music Store of this city, at dinner in Mr. Gebhard's palatial home. In the accompanying photograph may be seen the Eight Famous Victor Artists seated at the table, while in the background to the left stands P. W. Simons, manager of the Famous Eight, with E. E. Gebhard, host, next to him.

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.

WHERE MOST SAPPHIRES COME FROM

Switzerland One of the Chief Sources of Supply in Commercial and Industrial Jewels Which Are Used in the Phonograph

Jewels are coming to play an increasingly important part in the talking machine industry today. Permanent and semi-permanent points are being used on many kinds of musical instruments and with the growth of the industry the demand for these products has increased rapidly. Switzerland is the chief source of supply for commercial and industrial jewels and Consul John J. Meily, at Berne, has prepared an interesting report covering this industry there. Agates and corundums are used extensively in the talking machine industry. Corundums include rubies, sapphires and amethysts, according to the color. Synthetic corundums, which are cheaper than the natural stone and often of superior hardness, have been manufactured suc-

cessfully on a commercial scale for the past fifteen years.

The manufacturing process consists of a number of distinct operations. The first operation, now done entirely by machine, is the sawing or the grinding of the raw material into plates or "bolts." For this purpose thin copper discs with diamond-studded edges are used. The plates or bolts are then cut to the approximate size of the finished jewels. These "rough jewels" are fixed upon small individual discs with gum lac and then they are turned. If a watch jewel is to be produced it is also pierced.

If the jewel is intended for an instrument such as an electrometer, for instance, it is not pierced but merely hollowed out by a further turning operation and finished in the form known as the "cup jewel." After being turned the jewels are polished and angled. The last-named operations are usually done by hand and the quality of the finished jewel depends largely upon the skill possessed by the operator.

Some of the operations above referred to are so highly specialized that at the present time one factory usually performs only one or two operations. Sawing the raw material into plates or bolts, cutting these to the approximate final size, piercing or hollowing the rough jewel and turning to finished size are special operations done by some factories exclusively. There are few factories in Switzerland equipped to perform all the operations necessary to produce all the classes of jewels mentioned above, although one enterprise claims to produce everything from the synthetic corundum to the finest quality of finished jewel of each class.

The machinery used in the manufacture of industrial jewels is highly specialized, designed in most instances by the manufacturers themselves, and built by local machinists and makers of fine mechanical apparatus. There are no standard tools, each manufacturer using his own preferred types.

The phonograph industry, with its rapidly growing use of permanent reproduction points, and the plants manufacturing wire for such apparatus as electric filaments, are other important sources of demand for special types of industrial jewels.

The United States is the largest customer of the Swiss industry, the exports from Switzerland during 1919 amounting to 11,875,000 francs (at normal rate of exchange). While Italy, France, England and the United States are all producing industrial jewels on a small scale, the Swiss industry as yet has no serious competitor.

Phonograph Dealers—

Tie up your business with all the Musical Needs of your neighborhood

Extend your line to include

- DURRO VIOLINS, BOWS, STRINGS, Etc.
- LESTER & SALANTI ACCORDEONS
- ABBOTT BAND INSTRUMENTS
- DUSS BAND HARMONICAS
- S. S. STEWART BANJOS, GUITARS, UKULELES
- OUR POPULAR LINES OF ACCESSORIES

They are most celebrated brands.
They are quick sellers and yield liberal profits.
They mean no addition to your overhead.
They make fine displays and draw repeating customers to your store.

Ask for our special Assortment for Phonograph Dealers



DURRO
The choice of Artists everywhere

BUEGELEISEN & JACOBSON

5-7-9 UNION SQUARE

NEW YORK





“Listen,” said Bill—“I’m going to show you something no one ever saw before—and after you have had a good look at it, nobody will ever see it again.”

With that, he opened a walnut shell, exhibited the kernel which he placed deliberately in his mouth, calmly chewed, and swallowed---

“It’s gone!---N o b o d y saw it before you did---N o b o d y will ever see it again.



A moment ago it was yours for the asking---Now it’s gone forever---

“Here’s something else I can offer you---you can have it for the asking *now*---but I can’t guarantee that you’ll ever have the opportunity again---Ever hear of an Automatic Repeating Phonograph?”---

“You mean one of those repeating attachments that you add on to a phonograph after you get it?”

“No---nothing like that---a phonograph that plays any make of record any desired number of times and then stops automatically with the tone arm suspended in the air.”

“A machine like that would be mighty *easy* to sell if you could get one that was simple enough to be depended upon”---

“Well—I’ve got *that* for you—but *that* isn’t ALL! How would you like to sell a phonograph that has not only that, but *all* the best points of every other machine?—tone surpassed by no other machine—cabinet work artistic in the highest degree—motor that plays 6 to 8 10-inch records with one winding—reproducer free from scratching * * *”



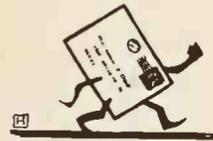
“Wait a minute—wait a *minute!*—where are you going to find one machine with all those things crowded into it—”

“I’ve got it right outside in my Ford—I’ll bring it right in and prove to you that it’s a lot better than I have told you.”

So Bill brought his “Brooks Automatic” into the dealer’s sales-room, put on a record—set it to play 3 times and sat down. By the time the third playing of the record was completed the dealer was thoroughly “Sold” on the Brooks—

Nothing remained but to discuss our attractive selling proposition and “Sign on the dotted line.”

And ours is a proposition that *has* proved financially profitable to several hundred dealers. Not one of them has failed to make good money.



Send back the coupon.

If you live in New York, Eastern Pennsylvania, New Jersey or Connecticut, you will gain by learning more about the Brooks Automatic Repeating Phonograph and our selling proposition.

The Walters & Barry Corporation

256 Main Street
BUFFALO, N. Y.

We are the LARGEST Distributors of Brooks Automatic Repeating Phonographs in the United States. The First Really Complete Phonograph.

.....
(Date)
THE WALTERS & BARRY CORPORATION,
256 Main Street, Buffalo, N. Y.
Gentlemen:
Please send us catalogue, prices and dealer's proposition on the Brooks Automatic Repeating Phonograph.
Very truly yours,
.....
(Name)
.....
(Address)

Just Like Breathing

as silent — as constant — as automatic

WHILE you've been selling machines and records, we've been working to solve the problems of control.

Each one of the objections to electric phonograph drives has been taken up and eliminated. The problem has been solved by the



Reg. U. S. Pat. Off.

“The veritable heart of the phonograph”

Proof! One of the “Big Four” phonograph companies ordered one thousand of the motors for installation in the higher priced models. It was an experiment pure and simple.

Of the original thousand used

Not one has been returned*

And that same company, now thoroughly convinced, has placed a second order for TEN THOUSAND motors. TRU-TIME MOTOR has lived up to our guarantee.

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.**

The Tru-Time Motor is to the phonograph what the conductor is to the opera

Manufacturers—Write for Complete Description

Our guarantee—

To maintain constant turntable speed at any voltage from 70 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.



A Few TRU-TIME MOTOR Points:

- Reasonable in price.
- Now in production.
- Never needs oiling.
- Never changes speed.
- Silent and invisible.
- 3 point suspension in mounting.
- Driving spindle to fit any make of turntable.
- Speed control can be placed any desired location.
- Only 2 revolving parts.



EFFICIENCY ELECTRIC CORPORATION

149 BROADWAY, NEW YORK

FACTORY: LOWELL, MASS.

*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.

NEW POST FOR LAMBERT FRIEDL

Becomes Manager of General Phonograph Corp.'s New York Distributing Division, Which Will Wholesale Okeh Products in Local Territory—To Have Able Staff

John Cromelin, general sales manager of the General Phonograph Corp., New York, announced recently that Lambert Friedl had been appointed manager of the company's New York



Lambert Friedl

distributing division. This distributing division will be jobbers for Okeh records and Okeh steel needles in metropolitan territory, the company having decided to wholesale these products from its executive offices, 25 West 45th street, New York.

Among the members of Mr. Friedl's sales organization will be Louis C. Ziegler, George A. Baker and John A. Johnson, who formerly comprised the firm of Ziegler, Baker & Johnson,

Okeh jobbers in this territory. Coincident with the opening of the New York distributing division of the General Phonograph Corp., the accounts previously handled by Ziegler, Baker & Johnson will be transferred to the new General Phonograph Corp. division.

O. P. Graffen, connected with the New York branch of the Columbia Graphophone Co. for many years, and one of the most popular wholesale men in the East, has also joined Mr. Friedl's sales staff. James Armstrong, one of the leading record stock men in the East, assumes charge of the record stock department of the New York distributing division of the General Phonograph Corp. Miss Marion Sacks, Mr. Friedl's private secretary for several years, has been appointed to a similar position with the new organization.

Lambert Friedl is one of the foremost members of the wholesale talking machine fraternity, and has won the esteem and friendship of the dealers throughout the East. For several years he was manager of the New York branch of the Columbia Graphophone Co., and under his able direction this wholesale branch established phenomenal sales totals. He resigned from this position recently, and as a mark of their affection and esteem the Columbia dealers gave him a banquet which was unique in talking machine circles, when he was presented with a magnificent service.

The General Phonograph Corp. is to be congratulated upon securing a man of Mr. Friedl's exceptional ability, and in turn Mr. Friedl is to be congratulated upon joining an organization which is one of the largest and most successful factors in the industry.

W. H. ALFRING VISITING BRANCHES

W. H. Alfring, general manager of the wholesale department of the Aeolian Co., left on December 1 for an extended trip through the South and Middle West, going first to Texas.

On the return trip Mr. Alfring will visit the various Aeolian Co. branches in St. Louis, Chicago, Cincinnati, etc. He will return to New York about January 1.

MICKEL MUSIC CO. FORMED

A. E. Mickel Temporary President of New Marshalltown Music House

MARSHALLTOWN, IA., November 22.—The Mickel Music Co., capitalized for \$15,000, has filed articles of incorporation in the office of the county recorder. The corporation is formed to engage in the music business in this city. The incorporators are A. E. Mickel, John A. Cobb and D. Miller White, who are named as directors of the company until the first annual election, to be held on the third Tuesday in January. A. E. Mickel is named as temporary president, John A. Cobb as vice-president and D. Miller White as secretary-treasurer.

MUSIC PAGE FOR SAN DIEGO UNION

California Paper Represents Latest Addition to Ranks of Those Featuring Music

The San Diego Union, San Diego, Cal., is the latest newspaper to join the ranks of those running weekly pages devoted to the cause of music. The page was inaugurated largely through the result of the efforts of A. D. LaMotte, of the Thearle Music Co., and of the National Bureau for the Advancement of Music. If the plan works out the editor intends to devote two or three pages to music each Sunday. The music page proper will carry a distinctive eight-column head bearing the name caption: "Music for Everyone."

The way to gain a good reputation is to endeavor to be what you desire to appear.—Socrates.

The New Jewett Phonograph

AS its name indicates, the Jewett Phonograph is the product of the Jewett Brothers, long identified with the Paige-Detroit Motor Car Company, builders of the automobile which is known far and wide as "The Most Beautiful Car in America" and which is sold by more than 1,600 dealers throughout the world.

We are now placing on the market a new product—the Jewett Phonograph—a musical instrument which represents the same standard of perfection in phonographs that Paige Motor Cars represent in the field of automobiles. It is not a machine assembled from parts manufactured elsewhere, but is the product of our factories.

The Jewett Phonograph is the invention of a mechanical genius of twenty years' experience in phonograph designing and differs in several important particulars from any talking machine ever before con-

ceived. It reproduces music just as it was originally recorded on the phonograph record—free from metallic sound, nasal whine and harsh surface noises so common heretofore.

Our company is backed by ample capital and is carrying out advertising and merchandising plans of such wide scope that the success of our new product is already assured. Through extensive advertising throughout the country, the Jewett Phonograph will become as well known to the American public as Paige Motor Cars are at the present time.

The marketing possibilities of the Jewett Phonograph offer, therefore, a most attractive opportunity to distributors and dealers. Those who secure an agency franchise at this time will assure themselves an enviable future in the field of phonograph agencies.

We invite correspondence from reliable distributors and dealers.

E. H. JEWETT, *President*,
Jewett Phonograph Company,
1730 Penobscot Building,
Detroit, Michigan.

Thousands Will Be Sold This Christmas

Throughout the United States and Canada—and in many other countries in all parts of the world—the sales of Stewart Phonographs this Christmas will run into thousands.

Few things that people buy at Christmas will enjoy such a demand as this sensationally-priced phonograph.

Every sale will be a *cash* sale.

Every sale will yield a handsome profit.

Every sale will be doing pioneer work for the merchant who makes it—increasing his sales of records, developing prospects for his big cabinet machines.

Are YOU getting your share of the tremendous Stewart business?

Get in touch with your jobber now. Or wire us at once and we'll see that your order is shipped immediately.

Stewart PHONOGRAPH

STEWART PHONOGRAPH CORPORATION, Inc.
LINCOLN BLDG. BUFFALO, N. Y.

Did You Know?

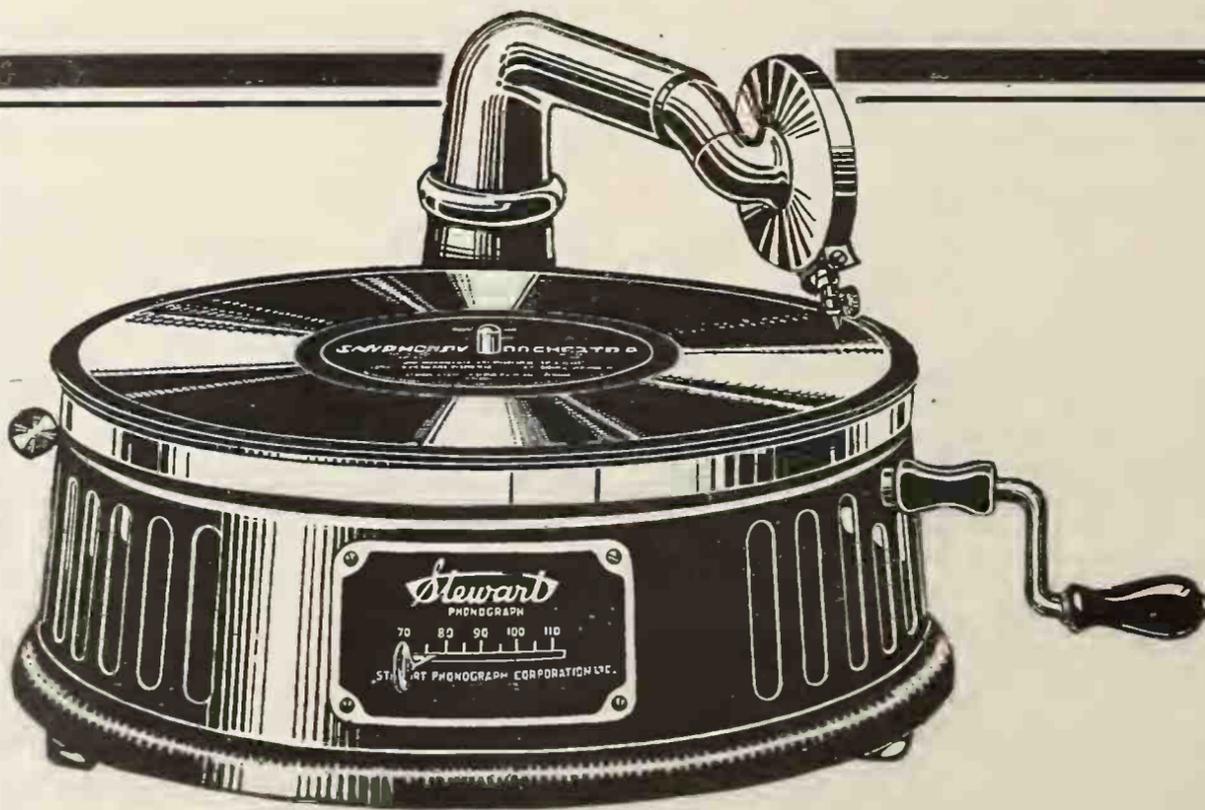
That the Stewart plays every make of record — any size, any style.

That the Stewart surprises everyone by its wonderful volume of rich, pure tone.

That the Stewart is now finished in rich mahogany enamel with fine nickel trimmings.

That the Stewart precision-made motor is the finest of its type yet produced.

That the Stewart is the handiest and best *portable* phonograph on the market.



The Trade in **BOSTON** *and* **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., December 3.—November was not a very good month in the local trade. What December finally produces remains to be seen, but with not many business days before Christmas trade will have to take a very sudden and pronounced spurt to realize any large volume of business. But, of course, it often happens that there is an enormous amount of sales for the fortnight before the holiday, so this year may not be any exception.

In the local trade among the leading and more solid concerns there is considerable adverse comment on the attitude of some of the talking machine houses and similar departments in the department stores over the way that job lots of machines and records have been taken over lately, and one dealer, waxing rather "hot" over this situation, declared that there is an immense amount of stock that has got to be absorbed, a lot of "junk," as he especially expressed it, that must be gotten out of the way before a really normal business obtains. This same dealer instanced one or two cases of supposedly reputable places that had contracted for certain lines of goods at prices way below the list price and were offering the same, through the medium of extensive advertising in the daily papers, at a very low figure. And the public is deceived, too, he declared. That somewhere along the line there is dire need of ready money becomes painfully evident. This is the case with the manufacturer who, finding himself with a lot of finished goods on hand, is forced to sell at greatly reduced prices.

Now, where the distributor of the leading makes gets in his particular complaint is that these same large concerns claim that their appropriations (to speak more specially for department stores) do not allow of the purchase of fine period models and yet they buy the manufacturer's surplus stock and thus get a lot of machines that, as they say, are far from being in the class with the leaders. It is claimed that such things as these hurt the sale of the better class of goods and they query may it not also hurt the standing of an otherwise reputable house that at the same time is advertising the best makes and also inferior ones purchased for less money than the others?

There's also another thing greatly embarrassing the trade, and to abolish the system it will be necessary to destroy a "ring" that apparently is working in and around Boston. Already one or two persons have been brought into court on charges of conspiracy, receiving stolen goods and so on. Just now there is one rather well-known dealer who is out on \$2,000 bail and his case will come up for final disposition in a few days. The goods are first got possession of on a small deposit, or first payment, and they are shipped to some specified address, where they are sold for a price greatly under their actual value. The purchaser may or may not be a party to the plan, but he in turn sells the machine for a little more than he paid for it. Thus it goes, with the original dealer of the machine trying frantically in the meantime to get his hands again on the property. At this writing it looks as though the "gang" will be dissolved shortly, which will be a great relief to the honest dealers.

Some Live Vocalion Publicity

Manager Wheatley, of the Aeolian Vocalion Co., has been running an interesting series of advertisements in one of the Boston dailies, which has attracted a deal of attention and been the means of arousing an unusual amount of attention in the Vocalion instruments. On a certain day toward the end of November four different advertisements appeared in this particular paper, one featuring band music, another jazz, a third orchestra and a fourth vocal music, each accompanied by some striking drawing calculated to catch the eye. No mention was made of the Vocalion or of the store, but at the bottom of each advertisement was the invitation "to see this paper to-morrow." When the morning came the reader found a full-page advertising announcement which served as a key to the advertisements of the day before, and therein one read all about the merits of the Vocalion and an invitation to join the Vocalion Christmas Club, a placard mentioning this subsequently appearing in the window of the Boylston street store.

The Model Columbia Shop

The model shop at the Columbia headquarters at 1000 Washington street, which Manager



ACTUELLE

The New Phonograph
Without Tone Arm
Without Sound Box
and no Tone Chamber

PATHÉ WHOLESALE
NEW ENGLAND and NEW YORK

Commonwealth Phono Co.
21 Lyman St.
SPRINGFIELD MASS.

Fred E. Mann has been preparing for some time, has at last come into being, and it is something that cannot fail to surprise and be of the greatest benefit to the trade, for it offers an unlimited opportunity for study to those who are anxious to improve their stores and their show windows. It certainly should be a great stimulus to trade for those who are willing to avail themselves of its suggestions and hints.

Brunswick Sales Manager in Town

Edward Strauss, Eastern sales manager for the Brunswick, was a Boston visitor the latter part of last month. He made his headquarters at Kraft, Bates & Spencer, Inc., and was a guest of Harry Spencer at the Princeton-Harvard football game at the Stadium.

Steinert's Display of Period Victrolas

A varied display of Victrolas in period models has been opened at the Steinert Boylston street warerooms, where they are shown in the handsome Louis XVI room. Many of the Steinert dealers have seized the opportunity of taking prospective customers to these warerooms, where the dealer is given the advantage of the possible sale the same as though it were consummated in his own store.

Monthly Meeting of Columbia Dealers

The November meeting of Columbia dealers held at the Copley-Plaza was, as usual, a great success. Manager Mann presided and talked on the stock question, and uttered a word of warning against the fraudulent advertising which he, together with all reputable dealers, has pledged himself to eliminate. H. L. Tuers, manager of the general Dealer Service department, gave a talk on the Columbia Christmas-gift envelope which carries with it the slogan, "For a Merry

(Continued on page 101)



EASTERN SERVICE

"NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS"

HIS MASTER'S VOICE

AS another Christmas season rolls by, it is again our privilege to extend our heartiest and best wishes for a Merry Christmas and a Happy New Year.

In speaking of the New Year it is our opinion that the Victor dealer will find 1921 a profitable one. We stand ready to render any and every assistance in our power toward that end.

Eastern Talking Machine Co.
85 Essex Street
Boston, Mass.

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.



Holiday Profits

PATHÉ Phonographs and Pathé Records afford an unusual opportunity for Holiday profits.

Certain desirable territory now open. Write, wire or telephone us, we are in position to enable a few more dealers to cash in on Holiday business.

Complete Stock Immediate Service

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 99)

Christmas Say It With Columbia Records." E. M. Pinkham, of the general sales department, described the new record back-order system which is being introduced into the local territory under Manager Mann. The entertainment was provided by Van and Schenck, Columbia artists, who at that time were playing in the "Follies" at a local theatre. The next meeting of the dealers promises to be an equally interesting one.

Herbert Shoemaker in Worcester

Herbert Shoemaker, of the Eastern Co., went over to Worcester for the opening of the new store of P. J. Mann, an old Victor dealer, who, though long in business in that city, is now located at 310 Main street, where he has a beautiful store, up to date in every respect. The interior is fitted up so that efficiency and service are to be had on every hand.

A Handsome Ditson Window

A handsome window in the Oliver Ditson Co.'s Tremont street store has been attracting many passers-by during the past month. The principal feature is a Victrola of the Adam period, which is set in the midst of artistic surroundings, and the only criticism is that a larger space could not have been used by way of better setting it off. On each side of the machine

are tall standard lantern lights, which shed forth a mellow glow. At the rear is a mirror harmonizing with the period and this is framed in draperies of red plush. On the floor is a green carpet over which is spread a red rug.

Puritan Phonograph Co. Incorporated

The Puritan Phonograph Co. of New England has been incorporated for \$100,000 and has opened headquarters at 420 Boylston street, where it has a fine location and a commodious store, with good show window facilities. The incorporators are Benjamin F. Drake, John W. Ellsworth and Thomas E. Wilson. Mr. Ellsworth, formerly a partner in the firm of Bates & Ellsworth, is general manager and director and his experience in handling the Puritan under other conditions has been such that he is amply qualified to push it before the public. Mr. Drake is the president of the concern. The Boylston street store extends back 100 feet, with a rear entrance from a commodious basement on an alleyway which will be used to carry stock in and out. The basement has been well stocked with goods, which, however, with the approach of the holidays, are already going fast. The Puritan Co. has signed up with some good houses in Springfield, Worcester, Providence and Portland and Bangor, Me., and there are others under consideration as connections early in the new year.

Feature "Bargain" Advertising

The trade was surprised the latter part of October to see in the daily newspapers an advertisement of Beacon phonographs "at just half regular list prices," as the advertisement stated, at the large department store of the Jordan Marsh Co. The consignment was divided into four lots and the goods were offered on the deferred payment plan. Naturally they were advertised as suitable for Christmas gifts. It is understood that pretty nearly all of these machines found a ready sale at such low prices. Still another advertisement that has been

attracting considerable attention is that of Berry's, who operates three stores, Cambridge, Somerville and Waltham. This house offers
(Continued on page 102)

SHEET MUSIC Musical Instruments Phonographs

KIMBALL PHONOGRAPHS

Made by the makers of
the famous

"KIMBALL PIANOS"

*New England shipments made
from Boston*

New England Piano & Phonograph Co.

"Everything in Music"

405 Boylston St., Boston, Mass.



MUSIC CABINETS
See Display Ad in This Issue

Peerless Record Album

See Display Ad in This Issue

SPECIAL

I am prepared to ship all orders on either line promptly.
Send your orders for both these lines to
L. W. HOUGH, 20 Sudbury St., Boston, Mass.
New England Representative

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 101)

three models of a standard make at a figure considerably below the regular prices and the phraseology of the advertisement makes this reduction perfectly plain.

Working in House-to-house Canvass

The Columbia has lately instituted a house-to-house canvass, a system that is being followed throughout the country, and Manager Fred E. Mann states that the plan is working out admirably and that it has developed the surprising fact that there is a large percentage of homes that are still without a talking machine. The prospects are first made known through the work of canvassers, who pass them along to the salesmen in their respective territories. An interesting feature of the system is that a machine is left at any one house only over night. In this territory controlled by Manager Mann there is no question that the aggregate sales will mount up to surprising figures.

Figures of Victor Stars

The distinguished looking figures which the Penn Phonograph Co. has put upon the market have made their appearance in the windows of the Arch street store of M. Steinert & Sons Co. Most of the figures, that is, the characters they represent, are readily recognized as among the galaxy of stars who sing for the Victor and the fact that Red Seal records are displayed in the same window carries its own significance. The display was removed a few days ago to the company's retail store in Boylston street, where a large public has had the advantage of enjoying it under better conditions, as there is ampler space in which to show off the group, and on a busier thoroughfare.

Good Report From Edison Jobbers

The New England demand for the Edison line as supplied through the Boston headquarters of the Pardee-Ellenberger Co., Inc., has not shown any diminution and the traveling force, who will be in town now until after the holidays, has found business that is quite out of propor-

HORTON-GALLO-CREAMER CO.
NEW HAVEN, CONNECTICUT
VICTOR SERVICE SPECIALISTS

heartily endorse

THE Binger COMPANY **Victor** **Sales Promotion SERVICE**

26 New and Original VICTOR Displays Per Year

All material supplied complete - for \$1.00 Per Day

Reincke Ellis Co. - Sales Representatives

This 'Victor Factory' Display is one of the First Series of Binger Trims - Ready Now! © Binger Company

tion to the general conditions reported in some quarters. Fred Silliman, the new head of the company, was one of the jubilant company who went down to New Haven, Conn., for the Harvard-Yale game on November 20, and as his son was a Harvard man he was well satisfied at the result.

Good Work With the Schools

Miss Grace Barr, in charge of the personal service and educational work for the Steinert house, has been meeting with great success lately in convincing school heads of the desirability of installing Victor machines, and several excellent deals in and around Boston are to her credit. As Miss Barr has been a teacher and is an intelligent student of music, she is peculiarly fitted for this line of work.

New Copley Square Music Shop

The Copley Square Music Shop, at 40 Huntington avenue, has been opened for business and will handle the Columbia line exclusively. William F. Dodge, who has been widely known as an orchestral concert master, is in charge and associated with him are Messrs. Sewall, of Gloucester, and Carr, of Cambridge, while Mrs. A. W. Graves, who has had a long experience with the Columbia product, is in charge of the record department.

One of the new members of the Boston Chamber of Commerce to join during the membership drive has been E. D. Follin, of the Grafonola Shop, Inc.

New Pathé Dealers Signed Up

Two New England concerns to take on the Pathé and which have lately been signed up by Wholesale Manager R. O. Ainslie, are the Melodee Shop in Main street, Springfield, which, it is of interest to state, has been making great requisitions for goods, and Kelley & Chatterton, of Worcester, whose store is located in Green street.

Ainslie a Harvard Fan

Manager Ainslie, a football enthusiast, was one of those who went to the great Harvard-Yale game at New Haven on Saturday, November 20, and he has been entertaining his friends with picturesque accounts as to how it was that Harvard made such a good showing. Mr. Ainslie spent several days over in New York toward the end of the month.

Alexander Steinert's Generosity

Alexander Steinert, head of the M. Steinert & Sons Co., was one of the very generous contributors to the \$1,000,000 fund which Holy

Cross College at Worcester has been endeavoring to raise. Mr. Steinert's gift was a check for \$1,000.

Goes to Chicago to Get Stock

Louis Cohen, of the New England Piano & Phonograph Co., was out in Chicago the latter part of the month arranging for the delivery in the new year of the Kimball line of machines,

(Continued on page 105)

Pathé

Commonwealth Phonograph Company

PATHÉ

DISTRIBUTORS for

NEW ENGLAND and NEW YORK

21 Lyman St. SPRINGFIELD, MASS.

Pathé

Call!!

Write!!

Wire!!

ABOUT OUR PLAN TO HELP

FINANCE

TO RELIABLE DEALERS

Pathé

WHOLESALE DISTRIBUTORS for NEW ENGLAND and NEW YORK

Commonwealth Phono Co.

21 Lyman St. SPRINGFIELD, MASS.



M. Steinert & Sons

Wish Every One

A

Very Merry Christmas

Have you taken advantage of our personal service and educational departments?



Our Steinert Hall Warerooms have a large display of Period Model Victrolas. Bring your customers in and demonstrate them yourself.

STEINERT SERVICE SERVES

VICTOR DISTRIBUTORS

35 ARCH STREET, BOSTON

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

The Phonograph That Wins By Comparison

Brunswick
PHONOGRAPHS AND RECORDS

THE reasons that impel a dealer to carry a phonograph are the same, in the end, as those which move the public to buy it. The public wants the best instrument it can get for the money. The dealer wants the instrument that will make the most sales. With him it is a matter of correct judgment, of proper information.

Four years ago a dealer might have reasoned thus: "Here is a phonograph with a name that has always stood for success and quality. Here is an organization of 76 years standing. Here is an instrument with the finest tone I have ever heard. With finer cabinet work. It has a number of patented features that no other instrument can offer. It plays all records without any adjustment, thus giving the buyer his choice of all records. It seems bound to succeed."

Today a phonograph dealer does not have to invest in futures. The facts are before him.

Brunswick Phonographs and Records are offered to the buying public on this straight-from-the-shoulder basis: "Hear; then decide for yourself."

KRAFT - BATES & SPENCER INCORPORATED

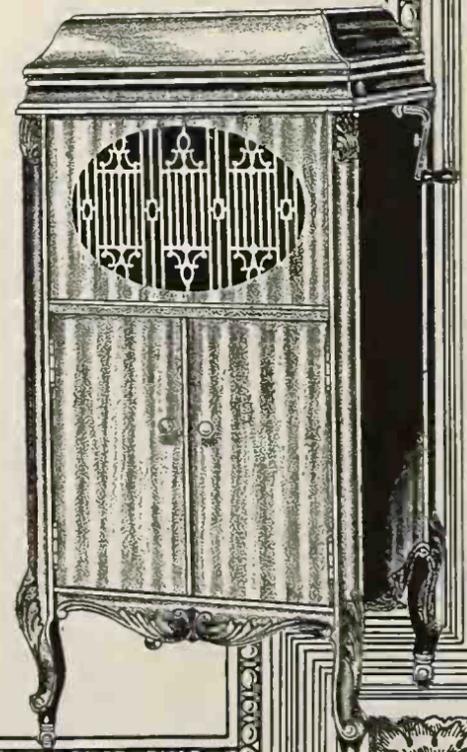
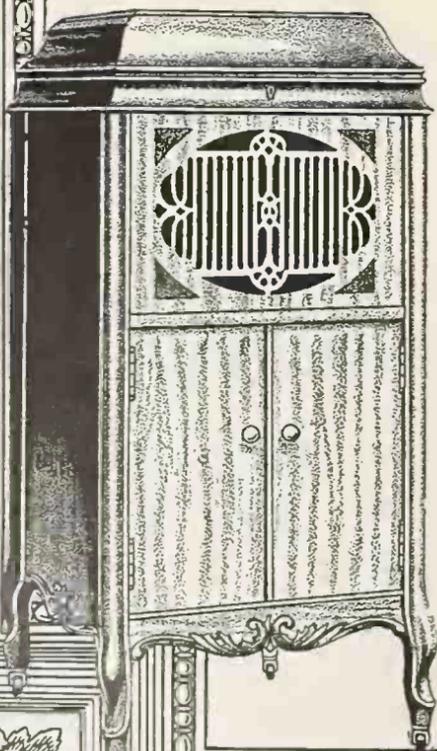
156 Boylston Street, BOSTON, MASS.

NEW ENGLAND DISTRIBUTORS

TONOFONE, VICTROLENE, MOTROLAS,
RECORD FLASHERS

Steel Needles Jewel Points Albums

Record Brushes Khaki Covers





Curry Equipment Harmonizes

First impressions count and the appearance of your store is the first impression a prospective customer has of your business.

Give a thought to your equipment

Curry equipment is designed for the requirements of each individual dealer—it might be termed as custom made.

The warerooms illustrated herewith are an example of our work.

FRANK B. CURRY

Manufacturer

72-74 East Dedham Street Boston, Mass.

which are finding a ready market in New England. Charles G. Faux, who made several trips over to New York during October, reports that everything is moving along smoothly and he sees an increasing business beginning with 1921. The alterations in the Boylston street shop, in which the business offices are now located in a rear-end balcony especially constructed, have been completed and there is accordingly much additional space on the ground floor for the display of goods.

Herbert W. Lunn Heard From

Herbert W. Lunn, of the Vocalion staff, who went to England early in the Spring, has been heard from through the medium of letters sent to friends in the Boylston street headquarters. He writes he has visited the battlefields of Europe and hopes to be back home some time in January.

Cheney Line With A. M. Hume Co.

The A. M. Hume Music Co., in Boylston street, has added the Cheney line to its equipment and those who have tried out the instrument claim to be highly pleased with it. The Victor business with this house has been quite good.

Arranges Special Christmas Window

Manager Chamberlain has arranged a special talking machine window for the holidays at the Iver-Johnson Co.'s Washington street store. The Victor is especially featured in the display.

Makes Visit to Camden

Kenneth Reed, wholesale manager of the Victor department of the Steinert house, has been over to Camden visiting the Victor factory. He spent a few days in New York en route home. Mr. Reed is being highly congratulated on all sides for the admirable manner in which he managed the recent tour of the Eight Victor Artists.

Report Improved Conditions

Business with the Musical Supply & Equipment Co. has been quite good in the New England territory supervised by Joseph Burke. Within the past few days Mr. Burke has been in Connecticut, where he found the call for Sonoras quite good.

INSTALLATIONS OF CURRY BOOTHS

Equipment Being Placed in Many Talking Machine Stores in New England

BOSTON, MASS., December 2.—Frank B. Curry, manufacturer of Curry sound-proof demonstration booths and equipment, reports a decided move on the part of the New England dealers towards adding new equipment to their warerooms. Several installations have been made by Mr. Curry recently in prominent New England warerooms. Among them is the balcony equipment of the New England Piano & Phonograph Co. on Boylston street. The Copley Square Music Shop, Inc., which recently opened their

new warerooms at 40 Huntington avenue, used Curry equipment throughout. This company, under the management of William F. Dodge, will feature Columbia phonographs, sheet music and Q R S music rolls. In Lowell, Mass., the New England Phonograph Co. recently installed new Curry equipment. Additional installations are under way, among the most prominent being that of the new Massachusetts avenue store of J. H. Remick & Co., in Boston.

MEET INCREASED RECORD DEMAND

New Pressing Equipment Put in Operation by the Grey Gull Co.

BOSTON, MASS., December 2.—The demand for Grey Gull records is reported to be increasing steadily in all sections of the country. An entirely efficient organization of distribution has

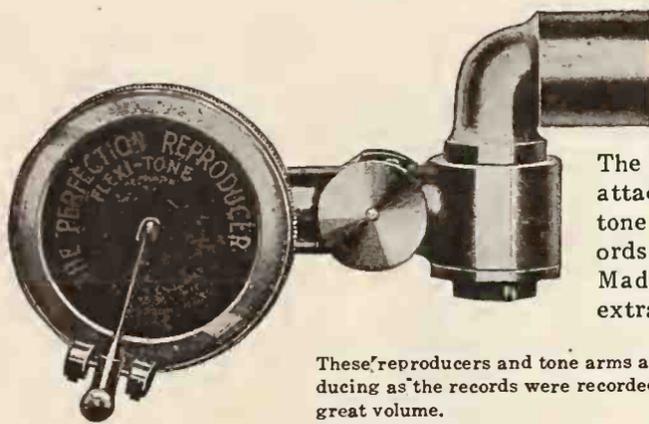
been built up that is aiding materially in the success of this organization. In order to supply the demands for this record, ten new pressing machines have been installed in the Grey Gull factory in this city which are already operating at full capacity. William Struckmann, formerly superintendent of the Columbia record pressing plant, is now connected with the Grey Gull Record Co., acting in like capacity.

APPOINT NEW DISTRIBUTOR

NEW HAVEN, CONN., December 2.—The Bell Hood Needle Co. has announced the addition of a new distributor in the Peterman Sales Co., of Oneonta, Ala. Through the addition of this Southern distributor, Bell Hood needles will have efficient distribution throughout the South, which has heretofore not had a resident distributor for these semi-permanent needles.

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, 11, MASS.

DISTRIBUTORS:

CALIFORNIA
San Francisco—Walter S. Gray Co.
COLORADO
Denver—Denver Dry Goods Co.
GEORGIA
Atlanta—Phonographs, Inc.
IOWA
Des Moines—Harger & Blish
MASSACHUSETTS
Boston—Pardee-Ellenberger Co.

MISSOURI
St. Louis—Silverstone Music Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan

OHIO
Cleveland—The Phonograph Co.

PENNSYLVANIA
Pittsburgh—Buehn Phono. Co.
Philadelphia—Girard Phono. Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—C. B. Haynes Co., Inc.

Factory Representative—Louis A. Schwarz
1265 BROADWAY, NEW YORK, N. Y.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 105)

IMPORTANT CHANGES IN BOSTON

Kraft, Bates & Spencer Retire From Retail Brunswick Field, Which Has Been Taken Over by the F. C. Henderson Co. in That City

BOSTON, MASS., December 8.—An important announcement made in this city is that the Boylston street house of Kraft, Bates & Spencer, Inc., has retired from the retail Brunswick line, which has been taken over by the F. C. Henderson Co., which conducts the talking machine branches in four of Boston's largest department stores and also has headquarters at 68 Chauncy street.

This change by no means indicates that Kraft, Bates & Spencer, Inc., is to retire from the talking machine business, for Harry Spencer, who now really constitutes the company, will continue to handle the wholesale Brunswick business. Mr. Spencer has been identified with the Brunswick line since his return, in December, 1918, from France, whither he had gone early in the war.

Ever since he has had this instrument he has made a pronounced success with it, both in the wholesale and retail lines. It is his intention to keep the personnel of his wholesale staff intact, but he will immediately seek other quarters for his wholesale headquarters.

Through the identification of the F. C. Henderson Co. with the Brunswick a new house makes its advent in Piano Row, for it is the intention of the concern to retain possession of the Boylston street quarters.

VAN & SCHENCK ENTERTAINED

Well-known Artists Recently Guests of Columbia Dealers in Boston

BOSTON, MASS., December 6.—Van & Schenck, exclusive Columbia artists, appearing in the "Follies," gave a very interesting performance at a Columbia dealers' meeting, which was held

**MICA
DIAPHRAGMS**

Watson Brothers, Inc.
170 PURCHASE ST.
BOSTON - - - MASS.

lar artists in Boston, invited Van & Schenck to visit their respective stores, where they were cordially received. The dealers also used timely publicity featuring the appearance of these two "stars," and this publicity produced splendid results in the way of increased business.

ENLARGES QUARTERS

MALDEN, MASS., December 4. — The Henry W. Upham Piano Co. of this city has recently enlarged its talking machine and piano quarters and has announced to its many friends the opening with a very attractive announcement card. This progressive store has made rapid strides in the last few years and promises to be one of the leading shops in suburban Boston.

The work of science is to substitute facts for appearances

and demonstrations for impressions. The work of the dealer is to sell instruments for which he need not apologize.



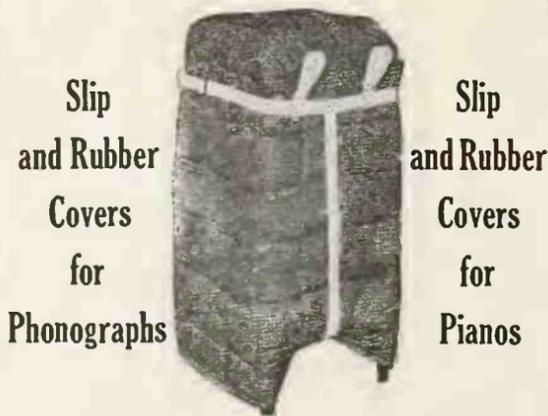
Van and Schenck in Boston

recently in the ballroom foyer of the Copley-Plaza Hotel. Columbia dealers, taking advantage of the opportune visit of these two popu-

**Your Guarantee
Mr. Dealer
LANSING KHAKI
COVERS**

*For All
Phonographs*

Unqualified Endorsement
of Biggest Manufacturers
and Dealers



*All Good
Distributors*



Eliot and Warrenton Sts.
BOSTON 11, MASS.

The Firm of
Cressey & Allen
extend their wishes to
The New England Victor Dealers
and
The Victor Trade in General
for a
Very Merry Christmas
and a
**Still Bigger and Better
Victor Year in 1921**

Grey Gull Records 85 Cents

Guaranteed for 100 playings. Recorded and manufactured complete in our own plant. Silky finish. Not tied to any phonograph. Order from nearest Distributor; see list below.

In stocking Grey Gull Records, you are associating yourself with a soundly financed organization that can assure you PERMANENCE. You are handling a product which is manufactured to give LASTING SATISFACTION.

We guarantee each individual record to play one hundred times without wearing out. Any record that fails to do this may be returned. This guarantee is made possible because we use stock of superior quality and pressing equipment of the latest type.

Grey Gull Records are in the standard 10-inch size, lateral cut. Retail price 85 cents. Usual trade discounts. They are made by an independent manufacturer, and you will not be urged to discontinue your present line of phonographs for some other make.

We give you the hits when you want them; and in big quantity at the time you can SELL big quantity. Communicate with nearest distributor. Liberal service and advertising policy.

Distributors

American Phonograph Co.
17 N. Ionia Ave.,
Grand Rapids, Mich.

Associated Furniture Manufacturers
1209 Washington Ave.,
St. Louis, Mo.

Joseph Barnett & Co.
218 Fourth Ave., East,
Cedar Rapids, Iowa

Cole & Dunas Music Co.
54 W. Lake Street,
Chicago, Ill.

Excelsior Music Co.
Cape Girardeau, Mo.

Fuller Phonograph Co.
101 N. Water Street,
Wichita, Kansas

Grey Gull Records, Inc.
295 Huntington Ave.,
Boston, Mass.

Plaza Music Co.
18 W. Twentieth Street,
New York City

Scott Register Co.
New Bern, N. C.

T. & H. Specialty Co.
Charleston, W. Va.

United Music Stores
619 Cherry Street,
Philadelphia, Pa.

Dance Hits

WHISPERING—Fox-trot,
Joseph Samuels' Music Masters } L-1031
10-in.
KISMET—Fox-trot,
Joseph Samuels' Music Masters } 85c.

JAPANESE SANDMAN—Fox-trot,
Joseph Samuels' Music Masters } L-1032
10-in.
LOUISIANA—Waltz,
Grey Gull Dance Orchestra } 85c

AVALON—Fox-trot,
Starita Saxophone Sextette } L-1027
10-in.
CUBAN MOON—Fox-trot,
Krueger's Melody Syncopators } 85c

DOLLY, I LOVE YOU—Fox-trot,
All Star Trio } L-1030
10-in.
DANCE-O-MANIA—Fox-trot,
Gilt Edge Four } 85c

WHOSE BABY ARE YOU—Fox-trot
.....All Star Trio } L-1029
10-in.
LAST PART OF EVERY PARTY
(from "Irene"), introducing Castle
of DreamsAll Star Trio } 85c

IN THE DUSK—Fox-trot,
Grey Gull Dance Orchestra } L-1023
10-in.
MY LITTLE BIMBO DOWN ON
THE BAMBOO ISLE—One-step,
Krueger's Melody Syncopators } 85c

CARESSES—Fox-trot ..Banjopators } L-1034
10-in.
I'VE GOT THE BLUES FOR MY
OLD KENTUCKY HOME—Fox-trot
.....Banjopators } 85c

Song Hits

TRIPOLI, Sung by Charles Hart and
Louise Terrell } L-2034
10-in.
HIAWATHA'S MELODY OF
LOVE, Sung by Charles Hart and
Louise Terrell } 85c.

I'D LOVE TO FALL ASLEEP
AND WAKE UP IN MY MAM-
MY'S ARMS, Sung by Billy Jones } L-2029
10-in.
DOWN IN CHINA TOWN,
Sung by Billy Jones and the
Harmonizer Quartet } 85c.

MY LITTLE BIMBO DOWN ON
THE BAMBOO ISLE,
Sung by Billy Jones } L-2015
10-in.
TIDDLE-DEE WINKS,
Sung by Billy Murray } 85c.

THE MOON SHINES ON THE
MOONSHINE,
Sung by Ernest Hare } L-2030
10-in.
JINGA-BULA-JING-JING,
Sung by Billy Jones } 85c.

LET THE REST OF THE WORLD
GO BY.....Sung by Henry Burr } L-2017
10-in.
WOND'RING..Sung by Charles Hart } 85c.

VENETIAN MOON,
Sung by the Sterling Trio } L-2014
10-in.
GOLDEN GATE,
Sung by Campbell and Burr } 85c.

I'LL BE WITH YOU IN APPLE
BLOSSOM TIME,
Sung by Henry Burr } L-2020
10-in.
LITTLE TOWN IN THE OULD
COUNTY DOWN,
Sung by Henry Burr } 85c.



INCORPORATED

295 HUNTINGTON AVENUE, BOSTON, MASS.



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.

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

Cabinets As Sales Builders

The progressive talking machine dealer realizes that every record cabinet sale means increased record business, for the purchaser of a record cabinet is a "live" prospect for regular record business.

LONG CABINETS

Represent the last word in cabinet perfection. They are the recognized leaders of the cabinet industry and are sold with an absolute guarantee as to quality and satisfaction.

The Full Line will
be shown at

Grand Rapids Furniture Exposition
KEELER BUILDING

*Write for a copy
of our new catalog.*

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

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., December 8.—Business in the month of November and the opening week of December in the talking machine field in this city was very much better than the dealers had anticipated. It increased in volume as each week went on and the past week it has shown an activity that was really very encouraging. It looks as if it was going to be an unusually good holiday season and dealers are getting new spirit aroused and expect to push things vigorously.

Grafonola Week a Success

The Columbia Co. transacted a most excellent November business and the Grafonola Weeks which have been conducted throughout the territory have been most productive. These weeks have been arranged as a feature all over the country and the Columbia people here state that if they have been as successful everywhere as in Philadelphia the company must be meeting with gratifying success.

O. F. Jester, one of the Columbia Grafonola Week boomers in the nearby territory, has just returned from a wonderful success up the Schuylkill Valley. His last town visited was Pottstown, where, with several assistants, he made a house-to-house canvass and the dealers were amazed at what the solicitors had accomplished when they received the returns.

To Attend Sales Convention in New York

J. D. Westervelt, who is known throughout this section as the "Columbia Man," has had a special invitation extended to him to be present at the Fourth Annual Sales Convention in New York, which will take place on January 5, 1921, and at which he has been invited to make an address on "What I See in the Grafonola." Mr. Westervelt is one of the most en-

thusiastic Columbia men in this section and is thoroughly conversant with the talking machine business from every side.

Among the recent Columbia visitors were: Mr. Dice, of the Charles F. Bear Co., York, Pa.; H. B. Newkirk, Salem, N. J.; Mr. Rosenthal, of the Metropolitan Co., Reading, Pa.; Mr. Winner, of Winner Bros., Williamsport, Pa.; W. B. Hill, Columbia dealer, Pottsville, Pa.; Mr. Goodman, of the Keystone Furniture Co., Lancaster, Pa.; Mr. Zerker, of the Regal Umbrella Co., York, Pa., and E. J. Youngjohns, of Norristown, Pa.

The Columbia Girls' Club, known as the "Note the Notes Club," had a progressive novelty party on November 18 at the offices of the Columbia.

Activity With Wanamaker

At the Wanamaker talking machine department great activity is being shown and the management announces that stock is in very admirable shape and all they have to do from this on will be to fill in stock where any shortage occurs. The Wanamaker line consists of the Aeolian, Brunswick, Cheney, Edison, Pathé, Sonora and Victor, with the L'Artiste being sold in the down-stairs store. Manager U. G. Rowboth reports unusual success with the period types of Victor machines. He considers that business has been holding up very well, although he recognizes some big figures must be reached to cope with last year.

The handsome Egyptian Hall at Wanamaker's has been filled with some of the handsomest of the talking machine models in stock and one is placed on the stage and is played daily with the grand organ; by this means crowds are being entertained with Christmas music. The depart-

ment has been attractively arranged with potted ferns and otherwise decorated for the holiday period.

A recent visitor to the Wanamaker department was R. B. Miller, of the Wiley B. Allen Co., of San Francisco, Cal.

Good Wishes for Mrs. Delabar

Mrs. A. G. Delabar, who was, for a considerable time, the private secretary of two of the former Columbia managers, left Philadelphia at the end of November for Vancouver, B. C., where she will take a steamer for Japan. Mrs. Delabar will be met by her fiancé, and later married in the Orient. She carries with her the very best wishes of all her friends in this city that she may have a very happy life in her new home in the Land of Flowers.

Stores Putting on New Dress

Piano Row, the home of the piano and talking machine industry in this city, is being treated to a new coat of paint. There are several prominent talking machine houses in this row, which is owned by the Girard Estate. The Estate has contributed \$2,500 for the painting of the Row in a uniform color and work is now going on at the Widener Grafonola Shop and the Ludwig Piano Co., where the Emerson is handled extensively.

Operatic Figures in Demand at Penn Co.

The Penn Phonograph Co. has been enjoying a very satisfactory business in November and T. W. Barnhill, the head of the firm, believes that it is going to have a much better December than it had last year, and that the Victor Co. was going to be able to give them a much more liberal supply both of machines and

(Continued on page 110)

The Louis Buehn Company of PHILADELPHIA

Sincerely wishes every member of the
great Victor Industry—factory, job-
ber, retailer and clerk alike

A Christmas and New Year
of Happiness and Prosperity

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 109)

records. The Victor operatic figures that have been gotten out by the firm have already been liberally distributed and the past week shipments were made to England and Honolulu. They have sent quite a quantity of their circulars to their various distributors for the purpose of having them sent by them to their trade dealers. These circulars contain miniature pictures of the figures, as well as full details as to decorating, etc.

Among the visitors to the Penn offices the past week were: C. N. Andrews, the well-known dealer of Buffalo, N. Y.; George W. Davy, Coatesville, Pa.; Lawrence M. Anderson, Avondale, Pa.; Mr. Winslow, of the Ford Furniture Co., Wilmington, Del., and Mr. Seligman, of Seligman & Co., Tamaqua, Pa.

Now G. L. Anderson & Son

L. M. Anderson, of Avondale, mentioned above, has taken into partnership with him his son, and the establishment will now and hereafter be known under the title of Anderson & Son. Mr. Anderson, Jr., was recently connected with the American Railway Express Co., from which he resigned to enter the phonograph and newspaper business with his father. Recently he attended and completed a two weeks' course at the Victor School, Camden, N. J., and is said to be bubbling over with machine and record "pep."

Emerson Philadelphia Co. Expansion

The Emerson Philadelphia Co. during the month took over the complete second floor of its building, 810 Arch street, and a part of the first floor. Alterations are about completed and the company is going to have an establishment which will be adequate in every way for its rapidly growing business.

Manager Fox states that the Emerson business all through November has been most satisfactory. He says: "We are getting a fine share of the business, I believe, and are very well pleased with the way it is holding up for us. We recently have put on three new salesmen and a



WEYMANN
ESTABLISHED 1864

1108 CHESTNUT ST.
PHILADELPHIA, PA.

Victor
Wholesale
Distributors

Q. R. S.
PLAYER
ROLLS

WEYMANN
KEYSTONE STATE
STRING
INSTRUMENTS

Victor Supreme

The Victor dealer who devotes his entire energy to the advancement of Victor merchandise in his Talking Machine Department will find that in turn his entire business will be greatly benefited.

At Your Service

H. A. WEYMANN & SON, Inc.
1108 Chestnut Street Philadelphia, Pa.

new man at the head of our shipping department, Mr. Cooper, who was formerly with the Keystone Talking Machine Co."

A. J. Lieb, of the Emerson Philadelphia Co., accompanied by Charles F. Usher, of the New York office, has just been covering the Eastern territory of his firm and has been getting some nice business. Mr. Fox states that Mr. Lieb, in the short time he has been with the company, has been doing some fine work. The advertising

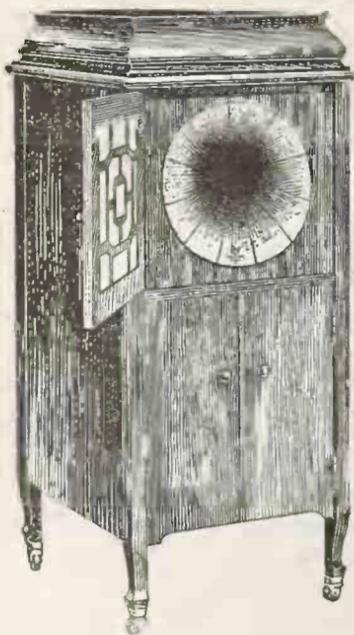
campaign in the local papers, both in this city and nearby towns, has met the desired result of increasing the Emerson business materially.

Cheery Reports From A. J. Heath & Co.

A. J. Heath & Co. have been doing a very fine business in November on their Okeh records. Charles Lamb, the manager of the Baltimore office and a member of the firm, is spending all of this week here at the main offices. The firm has just erected three large signs at the front

The new "exclusive" Emerson star

(You can back "him" to the limit—and the SKY is IT.)



MODEL No. 11

Emerson Records are heard at their best when played on the Emerson Phonograph, with the Emerson Music Master Horn.

THERE are no "ifs," "buts" or "perhappes," tied to the Emerson Phonograph. Here is a talking machine you can sell to your "in-laws," without fear of alienating their affections.

You can talk with genuine enthusiasm about the Emerson Phonograph. And a certain amount of straight-from-the-shoulder talk is, of course, necessary in selling anything. But the one best thing you can do, after showing customers the Emerson line, and explaining to them the natural

scientific principle of the Emerson Music Master Horn, is to *let said horn speak for itself.*

The Emerson Music Master Horn will back up all the good things you choose to say about it. Go as far as you like—the Emerson Music Master Horn can always be depended on to give a sassy account of itself.

All the talking points of the new Emerson Phonograph are found in a loose-leaf catalog, which we will send you, on request. Write for it today—and ask about representation.



Emerson Philadelphia Co.

810 Arch Street

PHILADELPHIA, PA.

Distributors of EMERSON RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 110)

of its building on Seventh street above Chestnut. The Baltimore office of the firm is located at 110 South Calvert street. During November Mr. Heath was confined to his home for two weeks with a heavy cold. In November the Heath firm opened up forty-four new accounts. A recent visitor to the offices was H. H. Schumaker, secretary of the Philip Levy firm of Norfolk, Va.

Weymann's Increasing Victor Business

H. A. Weymann & Son have been doing a very fine Victor business in November, both in machines and records. Mr. Weymann says: "Notwithstanding the liberal supply that Victor dealers received during the past six months there is still a shortage of goods, but we have assurances from the factory that the holiday supply is going to be most liberal and at least nearly enough to go around."

The Weymann institution is carrying on a very active campaign in connection with the exploitation of the Victor and is doing much to stimulate the very keenest interest on the part of dealers in the development of the machines and records made by the Victor Co. This company points out that business can be secured whether times are slack or not if the proper effort is made by dealers along strenuous, intelligent lines.

Gimbel's Keep Open Evenings

Gimbel Bros. have been keeping their talking machine department open evenings until 10 o'clock for the past ten days and will continue to do so until the holidays. There is much comment here regarding this firm's having made a big cut on a prominent make of talking machine and selling it at a sacrifice. It is felt by the talking machine people here that it has been a mistake to thus make an inroad into prices of high-grade machines, which will have a bad effect on the public, especially since this cut was advertised so extensively.

International Music Stores Make Debut

The International Music Stores, Inc., is a new concern which was recently started in this territory, with James Callans as president. Their present offices are at 1200 Stock Exchange Building, but they will be there only temporarily, for they are looking for a suitable building where they will be able to display a certain amount of stock, as the firm is going into the business extensively. They announce that they will manufacture talking machines, music rolls, pianos and probably records, under the name "National." They have opened their first store at 1516 Columbia avenue and expect to open one hundred more, before they feel they are fully established. These stores will be in all parts of the United States. They have not yet decided on a location for a factory.

Buehn Remodels Establishment

The Louis Buehn Co. is putting the finishing touches on its remodeled store. It is going to be a most complete establishment when finished. One of the most important rooms will be the second floor front, which will be used for

the display of the Victor period models. Mr. Buehn realizes that all the dealers would not be able to carry a full line of stock of these period models, so he has arranged a room for them where these instruments are to be seen to the very best advantage, and they can bring their customers here, where they will see them under the very best surroundings. This firm is expending a great amount of money on improvements, but when finished it will have one of the finest jobbing places in this city, if not in the country. Business with the Buehn establishment was quite satisfactory in November. J. N. Blackman, of the Blackman Talking Machine Co. of New York, was a Buehn visitor recently. He came here to visit his son, who is a student at the Wharton School of the University of Pennsylvania.

Instal Unico Booths

Reports received here are to the effect that R. G. Schaffer, of Phoenixville, Pa., is extensively renovating his establishment and has installed a number of new Unico booths and is

otherwise fixing up his place, making it one of the finest in his section.

Going Right After the Trade

W. Staylor, a Victor dealer at Huntington, Pa., and one of the biggest in his section, is making a specialty of loading machines and taking them out through the country. He has also greatly improved his store recently.

Some Recent Visitors

Louis A. Schwarz, the factory representative for a number of talking machine specialty manufacturers, was here for several days recently and Henry Winkelman, of the Oliver Ditson Co., Boston, was also a trade visitor.

Opens New Store in Roxborough Section

J. R. Wilson, one of our most progressive Philadelphia dealers, who already has two Victor stores in this city, at 929 North Broad street and Second and Girard avenue, will open on Saturday of this week a new store in the Roxborough section. He has entirely remodeled the building, adding booths and other equipment.

(Continued on page 112)

5000
PENN-VICTOR DOGS

GIVEN AWAY

By the KRANZ-FINK TALKING MACHINE CO.
of BALTIMORE, MD.

They used full page advertisements announcing their offer to give the dogs away.

A large crowd was awaiting the opening of the store at 8 a. m.

All day long there was a continuous line of people passing through the store receiving Penn-Victor dogs.

The sales of the first three days of this event were more than during the whole month of October, 1919.

It is the opinion of the management of the Kranz-Fink Talking Machine Co., and also of merchants handling other lines of business that it was the greatest advertising stunt they had ever seen pulled off.

You may not be warranted in ordering 5,000 Penn-Victor dogs, but you are warranted in their use as a business stimulator.

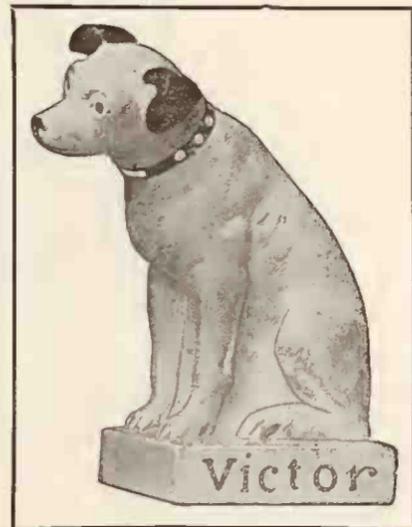


H. T. Bosee of the Cohen & Hughes Co., Baltimore, Md., who secured the order for 5,000 Penn Victor Dogs from the Kranz-Fink Co.

The Penn-Victor Dog
as a
Holiday Souvenir

is exceptionally valuable and specially appreciated by your customers at that time.

TRY 500 WITH YOUR NAME
ON THE PEDESTAL



The Penn Victor Dog, of which there have been sold nearly 500,000 in the United States, Great Britain, Canada, Australia, Bermuda, Brazil, Argentine, Hawaiian Islands and Central America.

DISTRIBUTORS:

- | | | |
|---|--|---|
| Atlanta, Ga. ... Elyea Talking Machine Co. | Indianapolis, Ind. Stewart Talking Machine Co. | Omaha, Neb. ... Mickel Bros. |
| Baltimore, Md. ... Cohen & Hughes. | Jacksonville, Fla. Florida Talking Machine Co. | Philadelphia, Pa. H. A. Weymann & Son. |
| Birmingham, Ala. Talking Machine Co. | Memphis, Tenn. ... Houck Piano Co. | Pittsburgh, Pa. W. F. Frederick Piano Co. |
| Boston, Mass. ... Oliver Ditson Co. | Kansas City, Mo. J. W. Jenkins Music Co. | Portland, Me. ... Cressey & Allen, Inc. |
| Buffalo, N. Y. ... Eastern Talking Machine Co. | Milwaukee, Wis. Badger Talking Machine Co. | Rochester, N. Y. E. J. Chapman |
| Burlington, Vt. ... American Phonograph Co. | Minneapolis, Minn. Beckwith-O'Neill Co. | St. Louis, Mo. Koerber-Brenner Co. |
| Butte, Mont. ... Orton Bros. | Mobile, Ala. ... Wm. H. Reynolds. | Toledo, Ohio ... The Toledo Talking Machine Co. |
| Chicago, Ill. ... Chicago Talking Machine Co. | New Haven, Conn. The Horton-Gallo-Creamer Co. | Washington, D.C. Cohen & Hughes. |
| Cleveland, Ohio ... Cleveland Talking Machine Co. | Newark, N. J. ... Collings & Co. | E. F. Droop & Sons Co. |
| Denver, Colo. ... The Knight-Campbell Music Co. | New Orleans, La. Philip Werlein, Ltd. | Roht. C. Rogers Co. |
| El Paso, Tex. ... W. G. Walz Co. | New York City ... Emanuel Blout | |
| Honolulu, T. H. ... Bergstrom Music Co., Ltd. | C. Bruno & Son | |
| | Knickerbocker Talking Machine Co. | |
| | New York Talking Machine Co. | |
| | Ormes, Inc. | |
| | Silas E. Pearsall Co. | |
| | Louis A. Schwarz | |

Dealers not served by any of these distributors will be sold direct by us or we will charge through your preferred distributor if so requested.

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.

Keystone Die-Casting Co.

Norristown, Pa.

ALFRED C. RANTSCH
Pres. and Gen. Sales Mgr.

E. J. W. RAGSDALE
Treas. and Gen. Mgr.

PENN PHONOGRAPH CO.

Victor Distributors
Wholesale Only

913 Arch Street, Philadelphia

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 111)

GIMBEL BROS.' NEW DEPARTMENT

Elaborate Talking Machine Department Opened in Philadelphia Stores With an Excellent Concert—T. P. Ratcliff in Charge of Program

PHILADELPHIA, PA., December 2.—Gimbel Bros. held a formal opening of their new talking machine department last month with an elaborate concert in Hardman Hall, which adjoins the record department.

Thomas P. Ratcliff, of the Aeolian Co. of New York, was in charge of all arrangements. The program consisted of three groups of songs by Colin O'More, the prominent Irish tenor, who has just finished a successful season taking the leading singing role in "Lassie." He is also an exclusive Aeolian-Vocalion artist. Yerkes' Vocalion Novelty Five took care of the other part of the program. These well-known record makers played most of the popular selections and a lot of numbers by request.

Mr. Ratcliff was at the Gimbel Bros. store all day with the Phonodeik, showing the public how it was possible to photograph sound waves and explaining how the Vocalion tone was built up with this scientific instrument. Mr. Ratcliff has recently put on three concerts of

this kind in different parts of the country and has found them a wonderful stimulant to business. At the concert at Gimbel Bros.' the hall was packed to its fullest capacity.

ILLUSTRATES OPERA CHARACTERS

Penn Phonograph Co. Issues Catalog of Figures for Window Display

The Penn Phonograph Co., Victor distributor, of Philadelphia, Pa., has lately copyrighted and is distributing an attractive four-page folder on the costumed lifelike figures of famous characters from the operas which it is producing for window displays and interior decorations in promoting the sale of Victor Red Seal records. The twelve characters of the line are illustrated and the text matter deals at length with a thorough description of the figures and their costumes. Many suggestions are also given for the proper use of these figures which the dealer will find invaluable. On the last page is given a complete price list and instructions for ordering. These figures are becoming increasingly popular among the progressive Victor dealers and are making their appearance in all sections of the country.

MAIN SPRINGS

Send for Price List

EVERYBODY'S TALKING MACH. CO.

Authorized Distributors

Heineman & Meisselbach Motors

38 N. 8th Street, Philadelphia

qualified them for making a phonograph which has won for them a wide popularity. Dealers everywhere are enthusiastic about the Rishell phonograph and each day new dealers are being added to their already large and constantly growing list.

Being located at Williamsport, Pa., and Hughesville, Pa., this concern is admirably located to give their large clientele a prompt delivery on all orders received for their instruments.

All through the factory a spirit of co-operation prevails which speaks very well for the Rishell organization.

GALLI-CURCI SETS CONCERT RECORD

Appearance in New York Draws \$12,000 House, Claimed to Set New High Mark

The recent appearance of Galli-Curci in a concert at the New York Hippodrome is declared to have broken all records of that big playhouse in volume of receipts. Over \$12,000 was taken in at the box office, and this is claimed to represent the highest record of any single artist. Mail orders also came flooding in, and those received during the few days before the concert had to be returned.

The Victor Co. ran some impressive advertising in the New York newspapers just prior to the concert emphasizing the fact that Mme. Galli-Curci was a Victor artist and would be seen and heard in person at the Hippodrome on the evening of the concert.

FARMERS FAVOR EXCISE TAXES

Music Industry Can Expect No Help on Luxury Tax Situation From Them

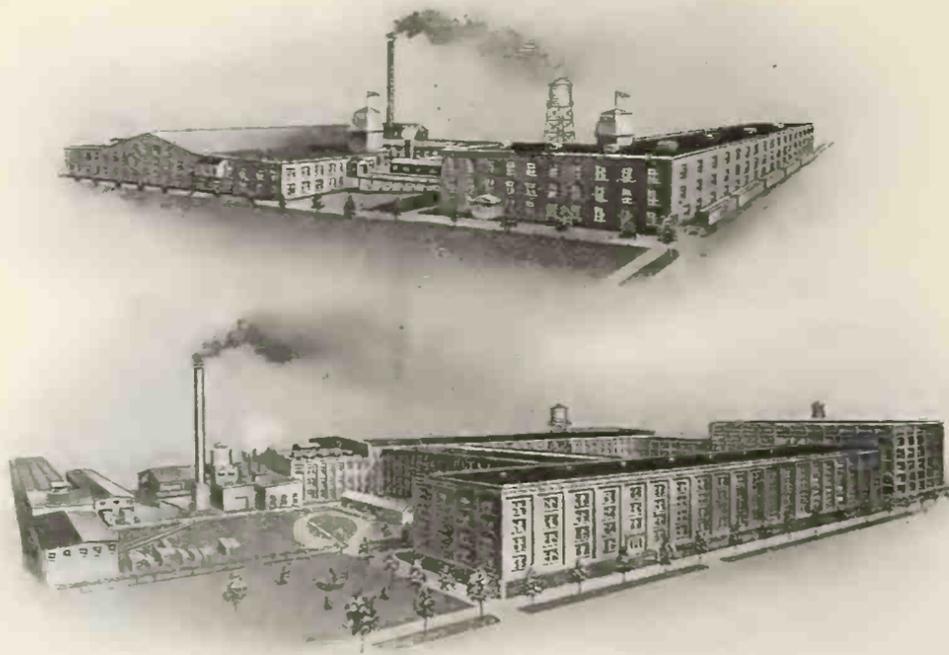
That the members of the piano and talking machine trade need not expect support from the farming element in the fight for the elimination, or at least reduction, of excise and luxury taxes is indicated by a resolution recently passed by the National Grange to the effect that "Excess profit, luxury and excise taxes afford just and equitable methods of meeting unusual governmental expenses."

The Grange also opposed a general sales tax on the grounds that it is in effect a consumption tax and adds an unfair burden to all purchasers without reference to their ability to pay the added burden.

MODERN QUARTERS OF THE RISHELL PHONOGRAPH CO.

The spacious quarters occupied by the Rishell Phonograph Co. at Williamsport, Pa., as illustrated on this page, are modern in

men directed their energies and facilities to the manufacture of a phonograph embodying all the ideals gained by fifty-five years' experience in



Plants Where Rishell Phonographs Are Manufactured

every way, giving this concern very desirable facilities in the manufacture of their very popular phonograph.

making some of the finest cabinet work in the country.

Some five years ago the Rishell Phonograph

Originally this concern manufactured furniture and their long experience in this work has

VITANOLA
The Phonograph of Marvelous Tone

Superior Service

7 High-class Models

Beautifully Finished

Mahogany, Walnut, Golden Oak and Fumed Oak

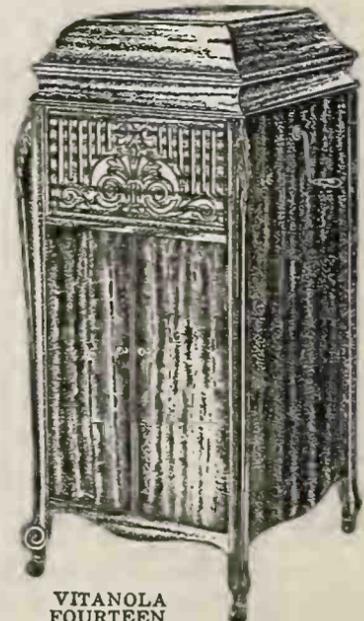
Write for Agency

Eastern Penna., New Jersey, Delaware and Maryland

VITANOLA DISTRIBUTORS CO.

1025 Arch Street

Philadelphia, Pa.



HOW GOAL OF AT, NOT TO, DESTINATION WAS GAINED

Interview With Rayburn Clark Smith, President Unit Construction Co.—A Retrospective Story of the Fighting Phases of the Talking Machine Industry With a Prospective Word on 1921

This is the story of a commercial battle cry. The question was put to Rayburn Clark Smith, president of the Unit Construction Co., of Philadelphia, "How did you come through so well in the past year with your goods and service, when freight, labor, traffic and costs were banded together as a common enemy of good service?"

Mr. Smith spent a few moments in contemplative thought. Unconsciously, he polished a two-inch space on his glass-top desk and then suddenly stopped, looked up directly and with an illustrative forefinger pressed on the table-top center, answered tersely, "Gaining the goal of A'T, not to, destination was the symbolic slogan that added the spice of a clean fight in our delivering goods last year."

Then he explained. "I admit," he went on, running in retrospective thought, "that we had four difficult things, fighting us with their backs to the wall, and fighting hard. The first was raw material. In the past year it has been fairly difficult to locate raw material and, not considering the cost, having gotten it, virtually impossible to obtain a raw material shipment. Second, labor flanked us early this Spring and throughout it all shipment and traffic did their best to keep Unico equipment in the shop and not in stores.

"Getting back again to our first obstacle—raw material—it was hard to locate the sources for the material, hard to buy when these sources were located and harder still to get shipments. Of course, the raw material people had the same obstacles as we did and if they had not come through with their fight possibly we would not have done so well in our own. Their backing helped us and we finally secured raw material.

Stood for Fair Play

"Our labor difficulties are well known. We were but one of thousands of industries which were affected by the general conditions, country-wide, and, like some and unlike others, we stood squarely on our feet, squarely on the rights of the individual and squarely on the doctrine of fair play, and stood long enough to show that we meant fair play and would abide by it, come what may. Results were gradual, but we eventually came back to an efficient plane of production—I was almost going to say, a more efficient plane—and in joint effort with other



Some Interior Views of the Unit Factory,

plants in the same industry we effectually overcame our labor obstacles.

"Shipment—that is the transition of goods in the shops to cars at our own sidings—was a battle, in which 'backing up' played a chief part. Just an explanation. We term traffic the shipment of goods after they are car-loaded, and shipment the moving of equipment from the shops to the cars.

"As I said, 'backing up' played a chief part; the lack of cars caused the goods to back up on the shipping room; in turn, the shipping room, being abnormally crowded, backed up on the finishing room, which obviously backed upon the shops, with the inevitable result that shop schedule and shop traffic received a body blow. It seemed that there was a problem over which we had no control. We could not walk out in Illinois or California, pick up a freight car and carry it back to our siding; freight cars were scarce and we were not the only ones that looked upon them as worth their weight in gold. We considered the problem from many angles and finally we saw that traffic and the smooth,

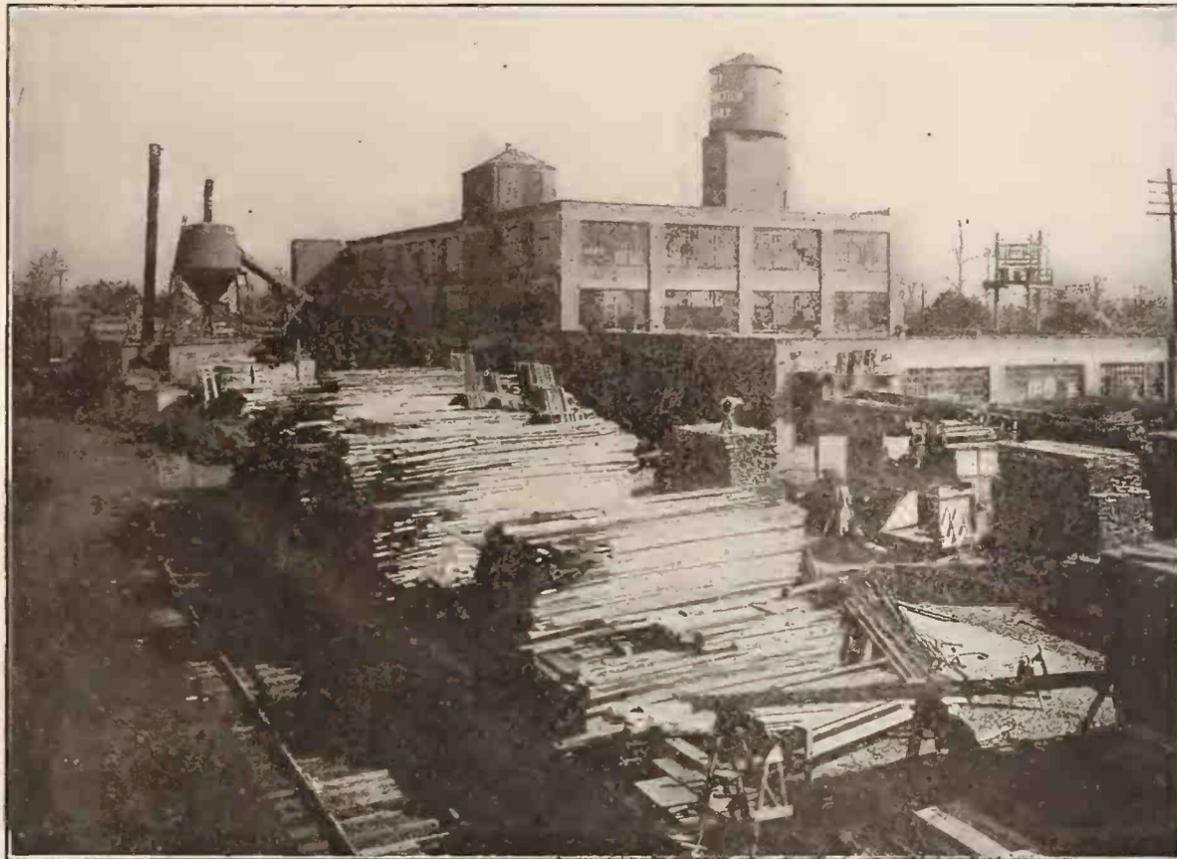
speedy freighting of goods would be the only thing to relieve this backing up. It was then that one of our executives put his finger on the phrase that was to lead us on.

"'Why not,' he said, suddenly, in one of our conferences, 'ship at, not to, destination?'"

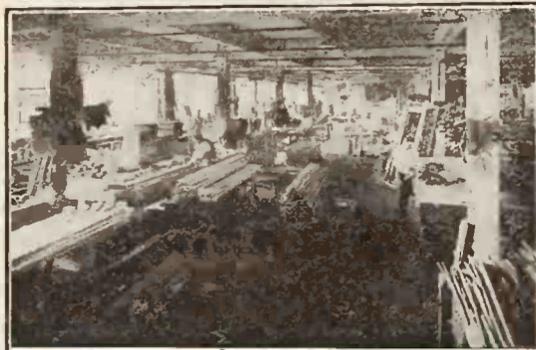
"'At, not to, destination' then became our battle cry of commerce.

Before the War Times

"If we can go back a bit we will realize that before the war and reconstruction of post-war days shipment on cars was almost the last neces-



sary thing to be done. But from then on traffic and routing were efficient and normal. Following our idea to meet the present-day conditions we made it a point to follow every Unico equipment shipment, from the time it left the shops,



Visualizing the Activities of Three of the Departments of This Great Woodworking Plant

on the cars until it was actually in the store of the customer.

"One of our men was given the job of 'at destination.' From the time the wheels of the freight car began to turn toward destination he followed that car as a cat would a mouse. He knew the exact routing and the stations it would pass through, from the largest terminal to the smallest cabin way-station. By means of telephone, telegraph, letter and, in almost every case all three mediums, we told the railroad men along the line that the Unico cars were coming and they advised us in each case at almost every station and, of course, at every stop and country trail—just when the cars had arrived and when they had been sent onward. This traffic cost was high; it meant the cost of telephone messages, telegrams and the cost of the return telegrams and telephone messages, but it was not expense that we were looking at, it was the carrying on and the satisfaction of the success we had of making Unico equipment arrive at, and not merely be sent toward, destination.

"When the fact is considered that during the past year our business amounted to more than four hundred installations, distributed over forty-seven States, and that this number meant two installations every working day, our record is a remarkable one. Unico service in the matter of installation under difficult shipping conditions stopped only when music was actually produced by the machines in the demonstrating booths.

Prospects for 1921

"Conditions, of course, have improved immeasurably and we are now on a normal production basis. Improvements have gone so far that during November we have been enabled to ship the same day orders were received, and deliver by express the next day as far away as Cleveland.

Vast Supply of Lumber Always Kept on Hand

Our traffic, our shipments and shop schedule are running smoothly and raw material comes in and our finished product goes out as it should, but it is with a great deal of pleasure now that we all look back on the exciting days when we had more work to get the goods at



destination than we did to produce them. We feel, in the talking machine industry as well as in all other lines, an increase in the buying of sane things, an increase in sane buying, as it were.

"There is a general price lowering, which will be good for the country. A cessation has come to extravagant buying. Once more we find shop

(Continued on page 114)

REPAIRS

All Makes

48 hour service for
NORTHWEST DEALERS

SEND FOR BULLETIN

The Talking Machine Repair Shop

628 MARQUETTE AVENUE
MINNEAPOLIS MINNESOTA

GOAL OF AT, NOT TO, DESTINATION*(Continued from page 113)*

schedules a reality. We are gradually—and I believe it is a most fortunate thing that it is gradually—returning to smoother conditions. Big business will come in 1921, but a big business of utility and not of show. There is bound to be, of course, a certain conservatism, but it will be rather a conservatism of steady coming forward, a steady improvement, a steady advancement, rather than that of false economy.

"We of the Unit Construction Co. are planning for next year's deliveries on a larger scale than ever before. We have in production the most comprehensive and complete stock in our history. Our policy for 1921 will be exactly as in the past, only amplified and improved with better facilities for service.

"Unico service steps in when the idea of improvement enters the dealer's mind. Regardless of the size or importance of the order, we give the customer the best service we are able and regard his best interests and not our own in recommending what he ought to have.

"Altogether, we feel that our successful commercial battle has given us even closer business intimacy with our customers and shows plainly that generous co-operation accomplishes more than selfish competition."

SELL THREE RETAIL STORES

MONTREAL, CAN., December 6.—The Berliner Gramophone Co., Ltd., have made an announcement that they have sold their three retail Montreal stores to His Master's Voice, Ltd., and took the opportunity of thanking the public for their generous patronage and support given them during the last twenty years and giving assurance that His Master's Voice, Ltd., are in every way prepared to uphold the same high standard of service as guaranteed by all goods bearing their trade-mark, which is familiar to music lovers in every part of the Dominion.

ATLANTA TRADE BEARS UP WELL

Slump in Cotton Hits All Lines of Business but Music Trade Is Good Notwithstanding—New Brunswick Dealers Show Activity of Line

ATLANTA, GA., December 6.—Business in this section is by no means dull when it is considered that the low price of cotton has had its depressing effect on all lines of industry. There is a slight falling off of trade but with the approach of the holiday season dealers are feeling optimistic over the future. Brunswick activity in this territory is very pronounced and A. W. Yerrington, manager of the Brunswick-Balke-Collender Co., expects a big sales total for the month of December. M. H. Wheat, Georgia Brunswick representative, recently had an effective exhibit at the State fair.

New dealers for the Brunswick have been announced as follows: The Leage Phonograph Co., Greenville, S. C.; The Edison Studio, St. Augustine, Fla., and the Clutter Music House, Pensacola, Fla.

Work on the big wholesale warehouse of the Columbia Co. is nearing completion and now the problem of moving in will soon have to be solved by Messrs. Terehune and Sparrow.

THRIVING RETAIL INSTITUTION

Brodrib & Blair Have Most Attractive Quarters Devoted to Talking Machines and Records

BRISTOL, CONN., December 6.—Brodrib & Blair's Grafonola Store, which was opened up in this city in the early Fall, has already developed into a thriving retail institution. The store itself occupies considerable street space and has a two-door entrance, on either side of which is a spacious window. Across the top is a very handsome sign, "Grafonola Store."

The window decorations have been unique and frequently changed. One of the best windows featured "Whispering," the dance record, and

another featured "Avalon." Another very attractive window was devoted to the subject, "If it's on a record we have it."

The interior of the store is well arranged and harbors several demonstration booths, a record counter and a spacious section where the different models of the Grafonola are on display. The whole establishment was remodeled for the special purpose to which it is now devoted. This company has made an intensive and successful campaign on foreign records.

TRIAL DATE FOR T. M. SUITS

Actions Brought by Victor Talking Machine Co. vs. Brunswick-Balke-Collender Co. and General Phonograph Corp., Charging Patent Infringement, Will Be Heard January 24

In the U. S. District Court, Western District of Michigan in Grand Rapids, Judge C. W. Sessions on November 17 set January 24, 1921, as the date for the trial of the action brought by the Victor Talking Machine Co. against the Brunswick-Balke-Collender Co., charging infringement of Johnson patents Numbers 814,786, and 814,848, and for the action brought by the Victor Co. against the General Phonograph Corp., of Illinois, charging infringement of the same patents, which cover certain construction of tone arms and amplifiers.

The bill of complaint of the Victor Co. was filed on November 1, and the motion for preliminary injunction then made was set for a hearing on November 17. The court, instead of hearing that motion, fixed an early date for the trial of the cases.

MAKES SEPARATE DEPARTMENTS

The Bush & Gerts Co., in Houston, Tex., has separated its talking machine and piano departments and finds that two stores, each handling a single product, are most successful. The Victor line is handled at present.



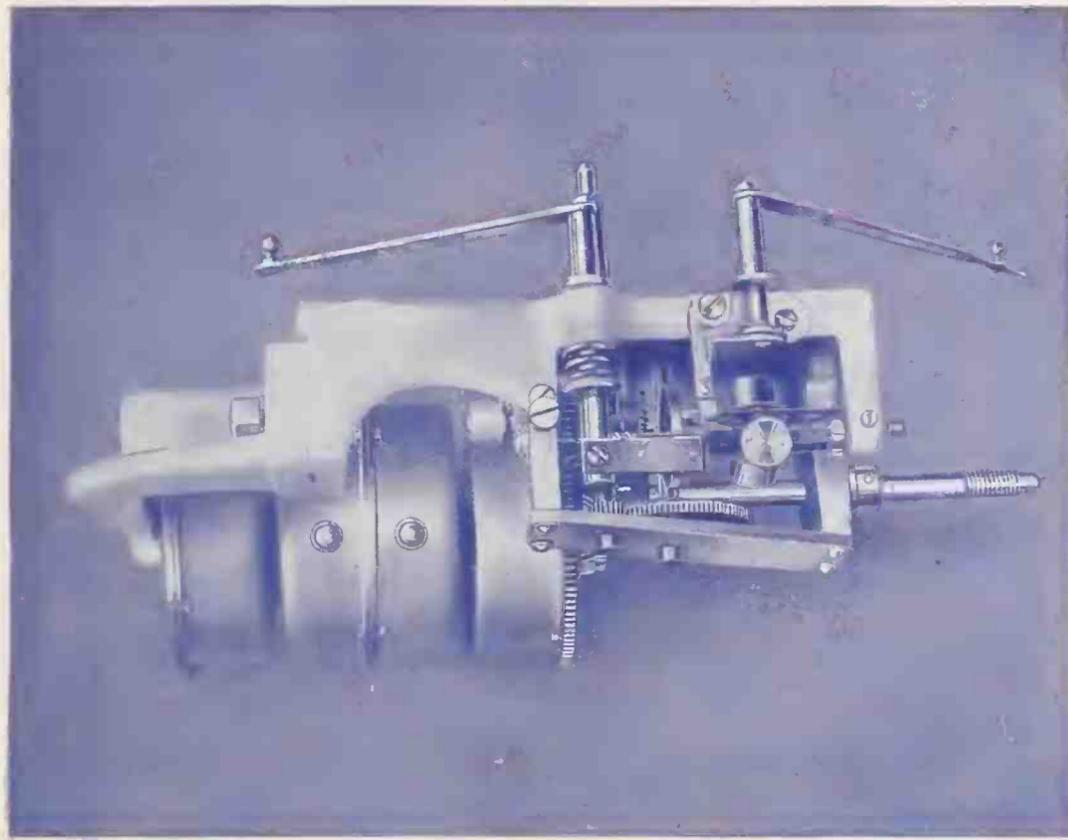
**A Merry Christmas
and
A Prosperous Victor
New Year
to the entire Victor Trade**

**W. D. & C. N. ANDREWS
BUFFALO, N. Y.**

1921

The Year of Quality Phonographs

—
Use Our 1921 Meisselbach
Motor of Quality



19-A

You Will Have Only Satisfied Customers

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



Cyrena Van Gordon, Chicago Grand Opera Company contralto, is a new exclusive Columbia artist. Her first recordings are those beautiful hymns, "Lead, Kindly Light," and "I Need Thee Every Hour." They'll sell for years. A-3308.

**Columbia Graphophone Co.
NEW YORK**



NEW ORLEANS EXPECTS BIG VOLUME OF HOLIDAY TRADE

Dealers Expect Business to Be as Good as Last Year, but Realize They Must Work for It—Werlein Installs Model Victor Shop—H. P. Wise Tells of Conditions in Delta Section—Other News

NEW ORLEANS, LA., December 6.—New Orleans talking machine retailers seem to be just marking time until the holiday rush begins in earnest. Wholesalers and distributors and factory branches, of course, already are feeling the Christmas buying fever as the retailers send in their orders for holiday goods. Business is going to be as good as it was last year and that will satisfy everybody, the dealers say, although if there hadn't been such a decided drop in the prices of cotton, rice and sugar the holiday demand would have been several times greater than the supply.

Philip Werlein, Ltd., is installing a model Victor shop in its wholesale department and it is to be Unico equipped. The wholesale offices also will have new quarters. The color scheme is cream walls, white ceiling with a dropped effect made by a stripe on the walls about fifteen inches below the ceiling. L. M. Willis, special representative of the Unico, was in New Orleans last week on a regular trip through the South. He now is Western sales manager. J. D. Moore, wholesale sales manager of Werlein's, declares that business in the country is good.

The Houma Phonograph Co., exclusive Columbia dealer of Houma, La., has moved into a new store opposite the City Hotel on Main street.

Joseph Hassel, former manager of the Grafonola department of the Phoenix Furniture Co., of Beaumont, Texas, now is in charge of Neches Phonograph Co., Columbia dealers, in the same city.

The Globe Furniture Co., of Baton Rouge, La., is remodeling its Columbia Grafonola department and is installing three modern hearing rooms.

The Southern Stationery House succeeds An-

erson, Inc., at Baton Rouge and Mrs. Otto Claitor is in charge of the Grafonola department.

The Phonograph & Curio Store, Thibodaux, La., A. E. Malhiot manager, will move into a new, fire-proof building January 1. It will have the Grafonola repair department on a mezzanine floor.

New Columbia dealers in this territory are Kirschman Furniture Co., 742 Clouet street, and the Carrollton Furniture Co., 8214 Oak street.

H. P. Wise, assistant branch manager of the Columbia, has just returned from the Delta section of Mississippi, where, he says, he found conditions fair, taking everything into consideration. He told a number of dealers the idea that their failure to do more business was purely a mental condition. Orders from that section are on the increase.

AFFIRMS VICTOR-CHENEY DECISION

Judge Sessions Refuses to Reopen Case to Permit of Presentation of New Testimony Regarding Certain French Patents

GRAND RAPIDS, MICH., November 29.—Judge Sessions, in the U. S. District Court here, recently affirmed the previous decision of his court in the action brought by the Victor Talking Machine Co. against the Cheney Talking Machine Co., of Chicago, for alleged infringement of the Johnson patents. The Cheney Co., through its attorneys, asked that the case be reopened in order to permit of the presentation of new testimony covering the French talking machine patents of Cannevel which the Cheney Talking Machine Co. believed were pertinent.

In affirming the previous decision of his court, Judge Sessions said:

P. T. Ashton, manager of the talking machine department of the Julius Hart Piano House, Ltd., says business is good, considering conditions, and that he expects a very satisfactory holiday trade.

B. G. Powell, manager of the Maison-Blanche music department, expresses the same opinion. He says he has received a number of applications from men in other cities wanting positions in the music department as salesmen. He is featuring period models as he did last year and selling a number of them. The department sells the Columbia, Brunswick and Victor. Steam heating facilities are being put in the hearing rooms at Maison-Blanche and the ventilating system is being adjusted.

Philip W. Simon, business manager of the Victor record makers, was in New Orleans last week.

Parham Werlein, president of Philip Werlein, Ltd., has returned from his honeymoon.

Mr. Moore has recently returned from Camden, N. J. He said he went after more goods for the Christmas trade.

"Cannevel's invention, as indicated by the title, illustrated by the drawings, described in the specification and defined in the single claim of his French Patent No. 307,593, resided in and related to the 'Sound Box' and not to any part of the amplifying horn of a talking machine. So far as appears, he had no conception of Johnson's two-part, 'U' shaped, tapering amplifying horn and its resultant advantages. His sole consideration was the avoidance of restriction or choking in the 'neck' or short connection between the diaphragm and the straight megaphone horn of the prior art. At most, his device corresponded to the single element of the combination of claim 42 of Patent No. 814,786, described as 'means for attaching sound reproducing means to the small end' of the tapering tone arm part of the amplifying horn.

"The former decree in this case will stand as the decree upon re-hearing."

Victor Service to the South

PHILIP WERLEIN, Ltd.

VICTROLAS VICTOR RECORDS-TUNGS-TONE NEEDLES

NEW ORLEANS

NO SERIOUS SLUMP EXPECTED IN SAN FRANCISCO TRADE

Clark Wise Sums Up the Situation Interestingly—Interest on Time Payments Discussed by Association—Wilcox Points Out That It Is a Time for Dealers to Force Trade—News of Month

SAN FRANCISCO, CAL., December 3.—“Jobbers, retailers and consumers are in a hesitating frame of mind” is the way one prominent San Francisco business man sizes up the present business condition. To a certain extent this holds true in the talking machine trade, but judging from the sales records of many California firms in the last few weeks there does not seem the least likelihood of a slump in the Pacific Coast territory. Clark Wise, of San Francisco, whose store is one of the best located in the city for attracting all classes of trade, says: “I expect to see certain changes within the next few months and these changes will be, according to present indications, toward a condition resembling that in the pre-war period. I find that the working class is buying much more conservatively than formerly and that the general public is demanding higher-class merchandise than ever before. If it is true the era of extravagant wages is over, we cannot expect extravagant buying from the wage workers. On the other hand, the expansion of interest in music in all classes in the past few years has created a larger general demand for musical instruments. This music interest, I believe, is a permanent asset to the music trade and will insure a steady market for standard musical merchandise. November has been my best month, except one in which we carried on a special advertising campaign, since we moved to our new location. If this is any criterion we should have a correspondingly active holiday season.”

Important Matters Discussed by Association

The Talking Machine Dealers' Association of San Francisco held its annual meeting two weeks ago and the old officers, with one exception, were re-elected for the ensuing year. The officers are: President, F. A. Levy, of the California Phonograph Co.; vice-president, O. S. Grove; secretary-treasurer, A. W. White. Membership committee: P. S. Goldsmith, O. S. Grove, Edgar Pomeroy. Grievance committee: G. A. Einselin, A. Prouty, P. S. Goldsmith. A temporary committee to investigate the question of interest on time payments was appointed as

follows: Edgar Pomeroy, Gertrude Gingston, P. C. Graves.

The topic for special discussion at the meeting was that of charging interest on time payments. The Association as a whole is in favor of charging 8 per cent interest and some of the members are now charging their customers this rate. Others are charging 6 per cent and a few charge no interest whatever. These latter are mostly department stores, who make their talking machine departments conform to their general business policy, which is not to charge interest on instalment sales. It was shown at the meeting that dealers who charged too little interest on time payments were losing money, in view of the rates charged by the banks for handling phonograph paper. An effort will be made at the next meeting to come to a specific agreement for handling the interest problem.

Timely Words From N. J. Wilcox

N. J. Wilcox, manager of the San Francisco headquarters of the Columbia Co., says there is no shortage of Columbia merchandise and that if certain dealers complain of dull business it is their own fault. Says Mr. Wilcox: “There are dealers in the business who cannot bring themselves to recognize the necessity of adjusting their methods to modern requirements. There is a big market always open, but nowadays we must go after business, not wait for it to turn up. In order to prove what we claim we have just launched a special campaign of business-getting from this office which will show our dealers the opportunities before them. In this scheme we provide the crew for a house-to-house canvass, round up prospects, make sales and gather information. This business and data we turn over to the dealers in their respective districts, pro rata, and charge them merely the cost of the service. Already in San Francisco, Oakland, Sacramento and other cities we have made a fine showing. By this plan we seek to bridge the gap between the retailer and the consumer.”

New Home of Columbia Graphophone Co.

The new home of the San Francisco establishment of the Columbia Graphophone Co., at Bryant and Rincon streets, will be ready for occupancy by December 15. The building is a three-story concrete structure, 200 feet in length, with an eighty-foot front. It was built especially for the Columbia Co. and will house the general offices, repair department, stock rooms, shipping department and storage department, besides having on the second floor a model shop.

Distinguished Visitors to the Coast

The most distinguished visitor to the Coast trade this month is Eldridge R. Johnson, president of the Victor Talking Machine Corp., who has made a special trip to California to visit Leon F. Douglas, the inventor, who is ill at his home in San Rafael. Mr. Johnson is accompanied by Alfred Clark, of London, England, who is a director of the Gramophone Co., Ltd., which handles Victor merchandise in the British Isles. The two left San Francisco for Los Angeles.

Edison Tone-test Recital

A special treat to the trade of San Francisco and vicinity was afforded two weeks ago when the Edison Co. gave a tone-test recital in the Colonial Ballroom of the Hotel St. Francis, featuring Mlle. Alice Verlet, the famous Belgian coloratura soprano. Assisted by Robert Velten, the violinist, and Victor Young, the pianist, Mlle. Verlet gave a program of rare excellence and incidentally demonstrated the wondrous merits of the Edison records in re-creating the finest shades of musical tone. A tone-test was also given before the San Francisco Ad Club in the Palace Hotel, which was truly an artistic success. The sense of humor of the Ad Club, however, is just as strong as its artistic appreciation, so the following week at their regular luncheon the wags of the organization staged a burlesque recital, employing the Magnavox to accompany a distinguished artiste entitled

Well Rated Dealers
Can Discount Their

PHONOGRAPH INSTALLMENT CONTRACTS

WITH US

Thereby Turning Their Accounts
INTO WORKING CAPITAL

Mercantile Finance Company
COMMERCIAL PAPER
COLLATERAL LOANS

459-465 Montgomery St.
San Francisco, Cal.

Madame Barleycorn in a tone-test—all of which was taken by the Edison Co. and placed to the account of good advertising.

Conditions With Sonora Dealers

There are at present on the Pacific Coast eighteen Sonora dealers who handle Sonora machines exclusively and carry no records. James L. Loder, Pacific Coast sales manager for the Sonora Co., has just returned from a trip over the entire Coast territory and he says the stores which sell machines exclusively are doing more business than those which handle both machines and records.

INTERESTING THE CHILDREN

Good Work of the Cleveland Talking Machine Co. Worthy of Commendation

The wide possibilities of Victor jobbers in promoting record sales is admirably exemplified in the very unique advertising displayed in this month's issue of The World by the Cleveland Talking Machine Co., Cleveland, O. They are showing to the trade in this advertisement a record hanger pertaining to children's records. This enterprising house recognizes the great possibilities that exist in interesting the children in the talking machine and the progressive spirit shown is winning for them many friends throughout their territory. Children need music, and the Cleveland Talking Machine Co. is doing its part to see that they get it.

Eastern Sales & Ex- port Office

WILLIAMSPORT, PA., U. S. A.

Eastern Sales Agents for

Universal Stamping & Mfg. Co.

Master Motors

H. G. Saal Co.

Famous Saal Motors

Sterling Devices Co.

Guaranteed Tone Arms

Villinger Mfg. Co.

Phonograph Hardware

Electric Motors

100 Per Cent. Efficient

Eastern Sales & Export Office

Williamsport, Pa., U. S. A.

“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.

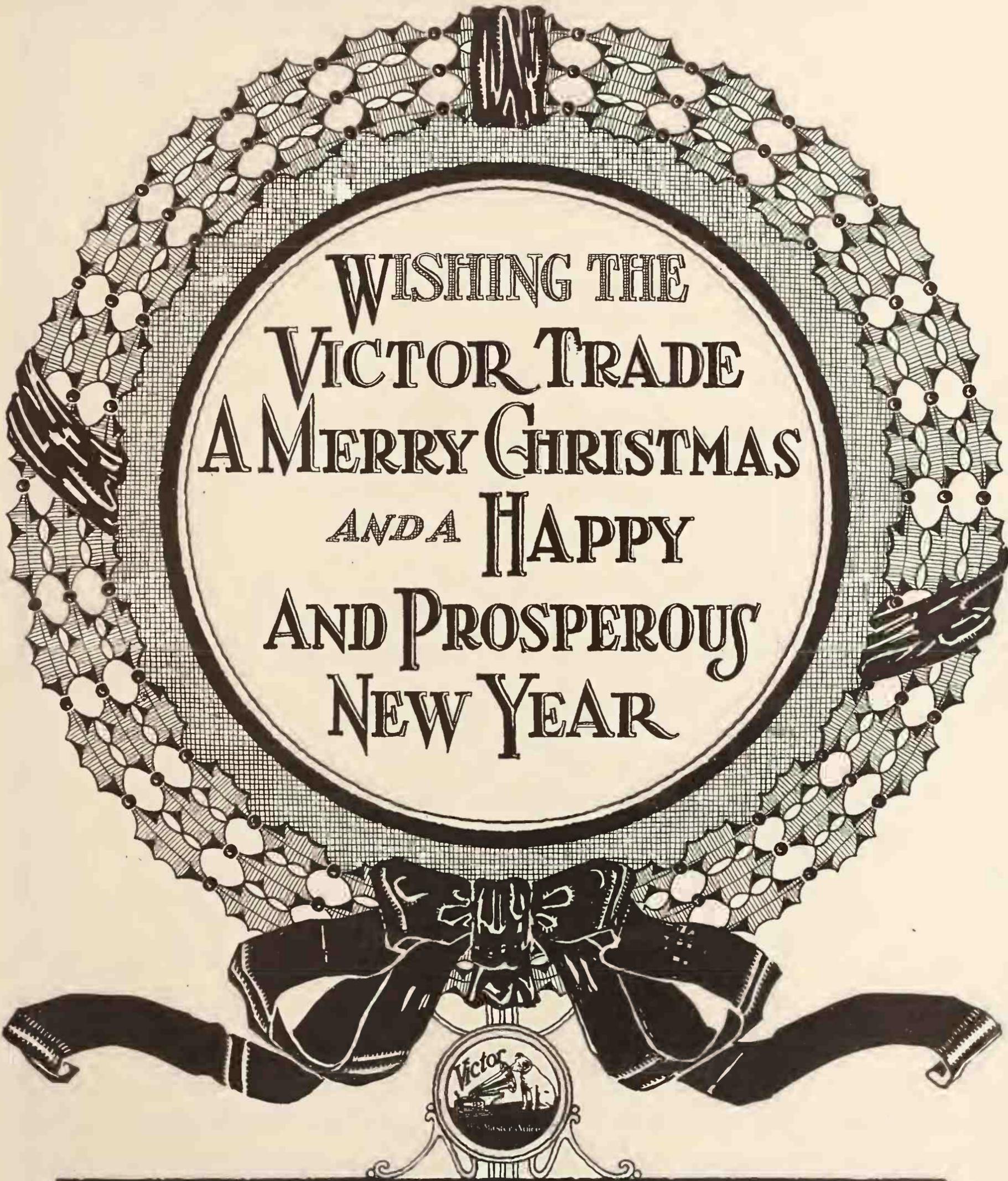
Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Office
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.



WISHING THE
VICTOR TRADE
A MERRY CHRISTMAS
AND A HAPPY
AND PROSPEROUS
NEW YEAR

The ECLIPSE MUSICAL CO.
VICTOR WHOLESALER - CLEVELAND, O.

Edison Message No. 87

The fall of merchandise prices to the normal price level represented by Edison Phonographs brings chaos to many businesses.

Prices of most merchandise were inflated during and after the war, but the prices of Edison Phonographs, since 1914, advanced only 15%, including War Tax, thereby stabilizing the Edison Phonograph business.

“Edison Stood the Gaff”

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

HAPPENINGS IN THE DOMINION OF CANADA

TORONTO PROVES A LIVELY CENTER OF TRADE ACTIVITY

Phonola Sales Co. Chartered—National Cabinet Co., Ltd., to Open Branch Factory in Brooklyn—Brunswick Demand Grows—Williams' Big Edison Business—Magnavox Used by Gen. Booth

TORONTO, ONT., December 6.—Otis C. Dorian, well known to the trade in Canada and the United States, and who was formerly general manager of the Pathé Frères Phonograph Co., has taken charge of the marketing of Phonola products. Application has been made for a charter for Phonola Sales Co. of Canada, of which firm Mr. Dorian will be manager.

The company being organized will handle the output of the factory of the Phonola Co. of Canada, Limited, at Elmira, Ont. The Toronto office and sample rooms are located at 53 Yonge street. George H. Honsberger, who was on the selling staff of Pathé Frères, has also joined the Phonola firm.

The National Cabinet Co., Limited, of which A. B. Beverly is the president, maker of the "Canadian" phonograph, has just completed the purchase of the building it has been occupying at 485 King street west. The purchase price is said to be \$30,000. The National factory is a three-story building on a lot 44 x 170. Another link in the plan for the development of this firm is the marketing of the "Canadian" phonograph in the United States. It is the intention to manufacture the "Canadian" in a plant acquired in Brooklyn, N. Y., and offer it to American dealers. The Brooklyn plant is to employ 100 men at the start.

Fred Gennett, one of the proprietors of the Starr Piano Co., Richmond, Ind., whose Starr phonographs and Gennett records have been made so well known in Canada through the enterprise of John A. Croden and W. D. Stevenson, president and vice-president, respectively, of The Starr Co. of Canada, Ltd., visited Toronto for the first time recently. Mr. Gennett, who was on a visit to their Canadian distributors at London, Ont., decided to look Toronto over while so near at hand, and with Mr. Stevenson ran down for the day. Neither gentleman, however, had anything to say regarding the various rumors of the Canadian firm having purchased, or being about to purchase, a plant for the greater production of Starr phonographs for the Canadian market.

The Musical Merchandise Sales Co., Canadian distributor of Brunswick phonographs and records, linked up with Safety Week in Toronto by running the following in the Toronto dailies, "This Week, Watch Your Step, and Just You Hear the Brunswick."

This company has just issued an artistic Brunswick price card. This card is in the form of a cut-out, the design embodying a Brunswick model and the Brunswick Girl (Miss Brunswick), who has been introduced very widely in phonograph circles. The name Brunswick is prominently displayed at the top and ample space is provided for the model number and description, while the price stands out in prominent figures. The card is equipped with a folding easel so that it can be set up on the turntable of the instrument.

In June, 1920, for which figures are just available, Canada was the United States' biggest customer of talking machines, having taken \$104,600 worth for that month. England led as importer of \$113,000 worth of phonographs. Canada led in records. The United States exported \$193,500 worth of records to us and only \$41,600 to England in the month.

William Gunn, of Saginaw, Mich., has purchased the Walker & Clegg factory in Wingham, Ont., and will manufacture talking machines

there. This factory is a brick building 188 feet long, with a width of 40 to 80 feet. The heating system is being changed and machinery is being installed. These alterations should be finished very shortly. The product will be known as the Gun-Son-Ola talking machine.

R. S. Williams, president of R. S. Williams & Sons Co., Ltd., Canadian Edison jobbers, has just received from England a beautiful oil painting of Arcangelo Corelli, the great violinist. The picture is in fine state of preservation. Mr. Williams has made a hobby of collecting odd old paintings, his present collection including oil paintings of Schubert, Mozart, Bach, Mendelssohn, Liszt, Beethoven and Schumann.

A self-service method of picking out Edison Blue Amberol records has been instituted by Manager Mandy, of the Hamilton, Ont., branch of the R. S. Williams & Sons Co., Limited. These records have all been collected and filed away in small cages under certain headings, viz., "Band Selections," "Violin Solos," "Operatic Numbers," etc. Customers can come in and browse around in this department at their leisure, pick out a selection, play it on an instrument and if not wanted, deposit it in a receptacle provided for the purpose. At intervals a clerk comes along and refiles these records under their proper headings.

General Bramwell Booth of the Salvation Army, whilst visiting Toronto, was tendered a civic reception. To enable the General to make his address in reply so that the entire crowd might hear it, I. Montagnes, of I. Montagnes & Co., Canadian Sonora and Magnavox jobbers, loaned a Magnavox for the occasion. In thanking Mr. Montagnes for the courtesy, Gideon Miller, property secretary of the Salvation Army, wrote: "Seeing that you were present at the General's reception, you will know how great a success was the use of your Magnavox on that occasion. If it had not been for this instrument not one-quarter of the people could possibly have heard the General's address. I am sure it gives me great pleasure to thank you on behalf of Commissioner Richards for the very fine consideration you have given to all the details and for the use of the instrument."

A trade visitor to Toronto was R. P. Hartenstein, sales manager of the Repeater-Stop Co., of Chicago, Ill., whose mission was to arrange for the marketing of the Repeater-Stop in the Dominion of Canada. It is understood that arrangements for this have been completed and that particulars will be announced very shortly.

Os-Ke-Non-Ton, an Indian chief of the Mohawk tribe, has recorded two songs for the Educational department of the Columbia Co.

In the lobby of the Royal Alexandria Theatre, Toronto, His Master's Voice records of musical

selections from the "Maid of the Mountains" were on sale by Remick & Co. during the week that the play was on. It is understood that similar arrangements were made in all cities where this opera appeared.

Mayor Fisher, of Ottawa, Ont., recently issued an appeal for the donation of musical instruments for the Ottawa Isolation Hospital and other local institutions where the patients have no musical facilities with which to secure entertainment and diversion. As a result of the official request by the Mayor, the Rotary Club took up a collection of \$140 with which to purchase a Columbia Grafonola for the Isolation Hospital, every member donating one dollar for the purpose. The Women's Canadian Club of Ottawa also made a present of a phonograph.

COLUMBIA BRANCH IN MONTREAL

New Distributing Branch for Province of Quebec Opens in Temporary Quarters

MONTREAL, CAN., December 6.—The Columbia Graphophone Co. recently ran a full page announcement in the Montreal English and French dailies to announce the opening of a new distributing branch for the Province of Quebec, with temporary premises at 204 St. Catherine street, East. From this branch the Columbia Co. will distribute its products directly to dealers in Quebec Province and thus enable them to give their dealers 100 per cent effective service. Owing to the steady growth of Columbia business in this province the establishment of this Provincial distributing branch was imperative.

C. W. LINDSAY CO. BUYS BUILDING

Purchase Involving \$150,000 Is Second Largest Transaction of Year—Building Remodeled and Handsomely Redecorated to Meet Needs

OTTAWA, CAN., December 7.—One of the largest real-estate transactions on Sparks street, one of the principal thoroughfares of Ottawa, since before the war was announced recently in the recording of a property transfer at the city registry office affecting the large six-story building at 189 Sparks street, which is occupied by the C. W. Lindsay Co., Ltd., prominent in music trade circles. The property, which has a frontage of 33 feet, was bought by the Lindsay Co. from the George L. Orme estate for \$150,000. The building is one of the prominent structures in the retail section of the city and was built twenty years ago by the Ormes, who are also identified with the music industry.

The Lindsay Co. recently completed the remodeling of the ground floor of the building, as a result of which the salesrooms and offices are among the brightest and most attractive in the Canadian capital. The demonstrating rooms were moved from a large mezzanine floor to the

(Continued on page 120)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

NEWS FROM DOMINION OF CANADA

(Continued from page 119)

main floor and the offices are now located in the balcony. The sales department and offices have been redecorated and the flooring has been renewed.

Lindsay's recently opened a new branch store in Hull, Quebec, under the management of J. E. Collard. This makes eleven retail establishments which the company operates in eastern Ontario and Quebec. This firm handles Columbia Grafonolas, Columbia records and Sonora phonographs, as well as other lines. The company has a staff of about fifty employes in Ottawa alone, according to recent announcements. J. B. O'Brien is manager of the department in the Ottawa headquarters.

The purchase of the building by the C. W. Lindsay Co. is the second large property transaction in music trade circles of Ottawa this year. Last April the John Raper Piano Co. bought its present store building from the Slater estate. The price paid for the three-story structure, having a frontage of 33 feet and a depth of 90 feet, was \$100,000. The Raper company specializes in "His Master's Voice" and other lines of talking machines.

SOME GOOD PRICE ADVERTISING

Berliner Gramophone Co., Ltd., Makes Good Use of Record Reduction—Contrast in Prices of 1914 and 1920 Made Favorable Impression

The Berliner Gramophone Co., Ltd., Montreal, Can., recently treated the reduction in the prices of Victor records since 1914 in a very striking way. The caption of the advertisement was "No Profiteering in His Master's Voice Records." Below were two parallel lists, the first showing the prices of Red Seal records and regular records in 1914, the other showing the prices in 1920. In this way the reduction in the Red Seal was clearly and forcefully brought to the attention of the public.

BERLINER FACTORY PROGRESSING

Montreal Plant Now Rapidly Taking Form—Popular Dance Numbers Have Great Sale

MONTREAL, CAN., December 6.—In the building of the new factory of the Berliner Gramophone Co., Ltd., a great deal of progress is now to be observed. The building is now enclosed and swarms with electricians, floor layers and various craftsmen who are putting on the finishing touches. The power house walls are climbing skyward, but the huge smokestack leads them all in its ascending proclivities, for it is well on its journey to the 175 feet which will mark the limit of its growth.

Some of the big record successes reported by "His Master's Voice" recently are the dance specials by Raderman's Orchestra, such as "Avalon," "Hiawatha's Melody of Love," "Japanese Sandman" and "Silver Water," while the vocal numbers by Lewis James of "I'm in Heaven When I'm in My Mother's Arms" and "I'll Be With You in Apple Blossom Time" are proving great favorites with the public.

The timely issue of instrumental renderings of favorite numbers from the English music show, "Maid of the Mountains," by the Gramophone Concert Band, being issued by "His Master's Voice" at the exact time when this show was touring Canada, and with the previous great popularity of the show among soldiers who had enjoyed it while overseas, the success of the record was assured from the start, and the volume of sales fully justified the decision to make a special listing of it.

During the recent visit to Montreal of the Scotti Grand Opera Co. Charles Culross, Aeolian-Vocalion representative, made capital of the fact that Florence Easton and Marie Sundelius recorded their art for Aeolian records exclusively. The copy used was educational, impressive and forceful.

Under the caption of "Fifteen reasons why your choice of a phonograph for Xmas should

be a Sonora," plus "Five reasons why you should buy your Sonora at Lindsay's," C. W. Lindsay, Ltd., ran impressive and forceful copy in the local newspapers in the interests of this make.

Orme, Limited, recently devoted a full page in the Ottawa dailies announcing the fact that they had taken on the representation of the Brunswick.

L. R. Beaudry, manager of the Starr Phonograph Co., of Quebec, recently spent some time in New York City in the interests of his firm.

J. Kerrett, "His Master's Voice" dealer of St. John, N. B., was a recent visitor to the factory of the Berliner Gramophone Co., Ltd. Before returning home he visited New York.

Arrangements have been made for a re-establishment of the phonograph department of the A. J. Freiman department store, Ottawa, in a new section of the second floor of the building, where many instruments will be displayed.

RECITALS IN SMALL TOWNS

Edison Dealer of Dundas, Ont., Gets Good Results From Record Recitals

DUNDAS, ONT., December 5.—A good example of how recitals work out in a small town is seen in the case of S. C. Thornton, an Edison dealer of this city, who a few weeks ago gave a concert in Watertown, a town of about 800 population not far from here. The concert was held under the auspices of one of the local churches. Prior to the recital a group of the church ladies organized a party of eighteen children, who canvassed every home in the neighborhood and sold tickets. In this way an attendance of 300 was obtained. Mr. Thornton, himself a cornetist of no mean ability, played in direct comparison with a couple of the records in which a cornet solo figured. On the day following the concert a house-to-house canvass was started, the results of which were very encouraging. Mr. Thornton expects to close about twenty sales as a result of his visit.

HOLIDAY SUGGESTIONS

Bubble Books

"that Sing"

Bubble Books mean repeat orders backed by national advertising. We supply all advertising matter and can deliver the complete sets.

Sundstrom
CONVERTO
PATENT APPLIED FOR

RECORD CABINETS

VIC-TABLES

IF IT IS A CABINET, WE HAVE IT. EVERY STYLE, SIZE AND GRADE IN CONVERTOS, RECORD CABINETS AND MUSIC ROLL CABINETS. WRITE FOR CATALOGUE AND PARTICULARS.

XMAS PORTABLE PHONOGRAPHS

THE CIROLA, the king of the portables. THE STEWART, the best value for the money on the market and the BABY TOY, a gift for every child.

THE CABINET & ACCESSORIES CO., INC.

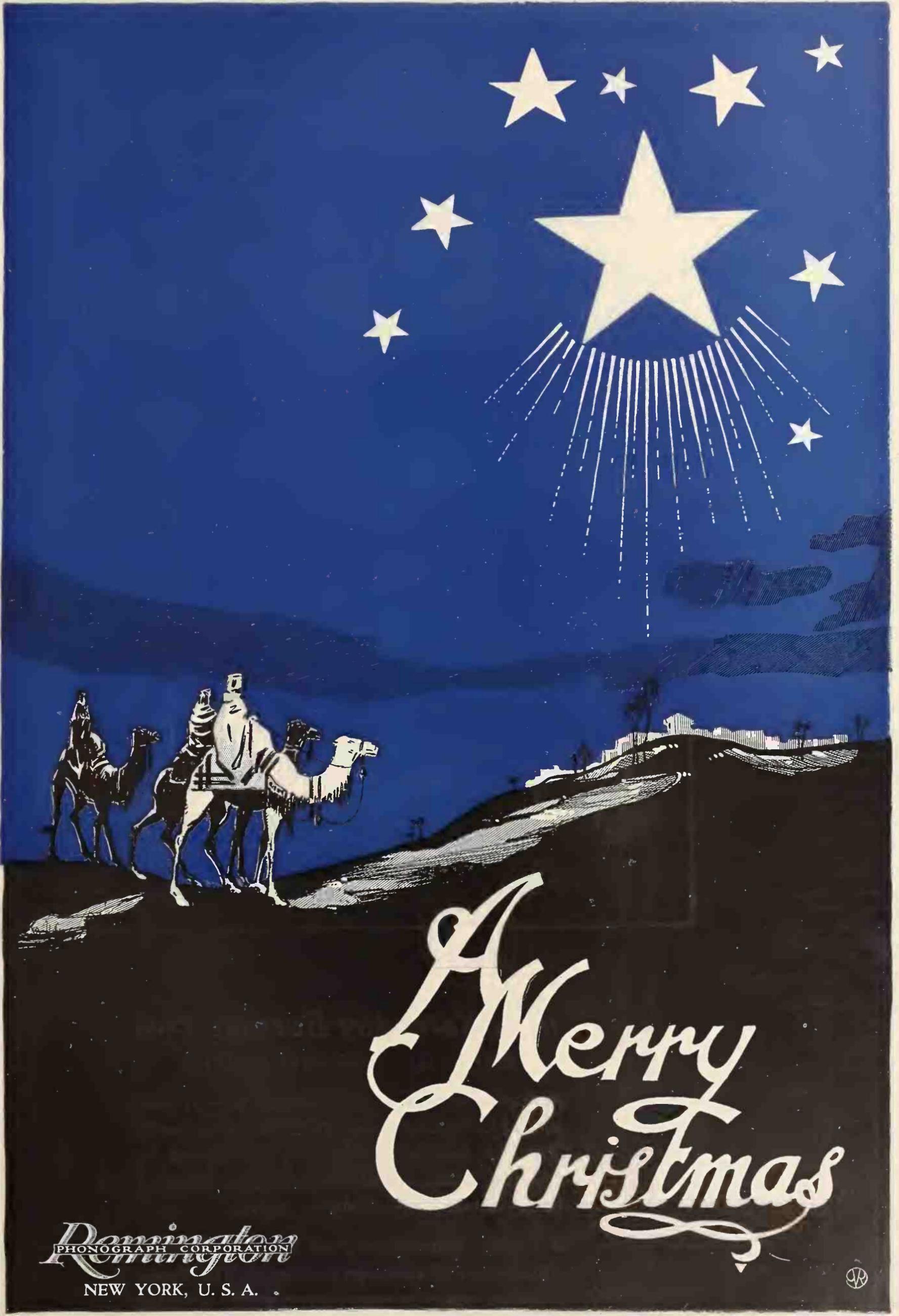
OTTO GOLDSMITH, President

WHOLESALE DISTRIBUTORS

OF EVERY ACCESSORY IN THE PHONOGRAPH LINE

145 EAST 34th STREET

NEW YORK



A Merry Christmas

Remington
PHONOGRAPH CORPORATION

NEW YORK, U. S. A.

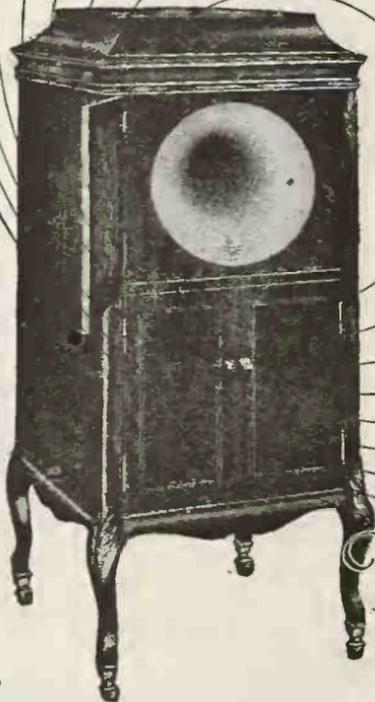
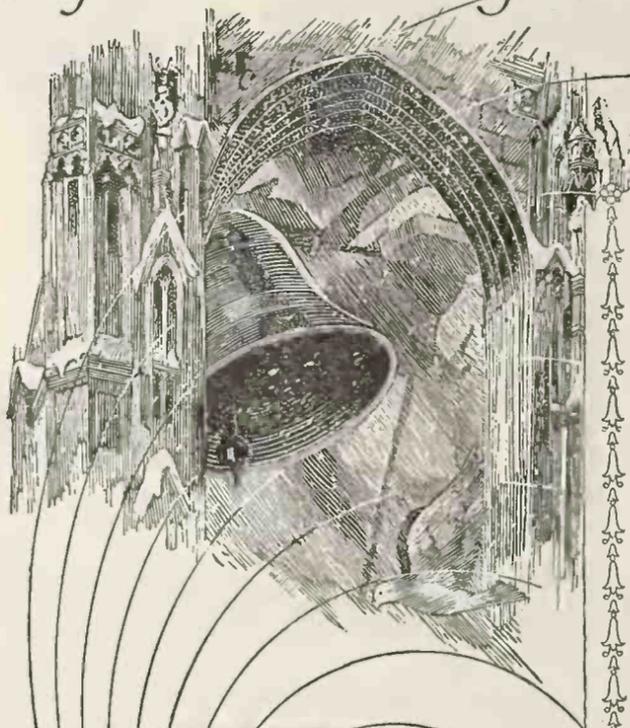


- The Alexander Drug Co.,
226 West First Street,
Oklahoma City, Okla.
- The Carpenter Paper Co.,
9th and Harney Streets,
Omaha, Nebraska.
- The Clark Musical Sales Co.,
322 North Howard Street,
Baltimore, Md.
- The Clark Musical Sales Co.,
123 Water Street,
Pittsburgh, Pa.
- The Emerson Ohio Co.,
36 West State Street,
Columbus, Ohio.
- The Emerson Philadelphia Co.,
810 Arch Street,
Philadelphia, Pa.
- The Emerson Phonograph Co.,
315 So. Wabash Avenue,
Chicago, Ill.
- The Emerson Products, Inc.,
515 No. Salina Street,
Syracuse, New York.
- The Emerson Record Sales Co.,
206 Fifth Avenue,
New York City.
- The Hessig Ellis Drug Co.,
Memphis, Tenn.
- Lathrop MacFarland Co.,
Indianapolis, Ind.
- The C. L. Marshall Co.,
82 Griswold Avenue,
Detroit, Michigan.
- The Marshall Wells Co.,
Duluth, Minn.
- The Murmann Phonograph Co.,
1318 Olive Street,
St. Louis, Mo.
- The New England Supply &
Equipment Co.,
221 Columbus Avenue,
Boston, Mass.
- The Northwest Phonograph
Jobbers, Inc.,
915 Riverside Avenue,
Spokane, Washington.
- The Rountree Corporation,
111 West Broad Street,
Richmond, Va.
- Geo. W. Stolte & Co.,
601 Elm Street,
Dallas, Texas.
- The Southern Drug Co.,
Houston, Texas.
- The Southern Sonora Co.,
310 Marietta Street,
Atlanta, Ga.
- Southern States Phonograph
Co.,
202 Peachtree Arcade,
Atlanta, Ga.
- The Strevell Paterson Hard-
ware Co.,
Salt Lake City, Utah.
- The Tri-State Sales Co.,
1017 McGee Street,
Kansas City, Mo.
- The Western Jobbing & Trad-
ing Co.,
409 Kerchkopp Building,
6th and Main Sts.,
Los Angeles, Cal.
- The Western Jobbing & Trad-
ing Co.,
115 Jessie Street,
San Francisco, Cal.
- The Western Jobbing & Trad-
ing Co.,
207 McDermott Building,
4th and Pine Streets,
Seattle, Wash.

THE SATURDAY EVENING POST

December 11, 1920

A full round "Merry Christmas" from the bells



EMERSON
Phonograph
Standard Model 20.
Mahogany
Cabinet Oak
Finish
with Emerson Music
Master Horns Emerson
Tone Arm Emerson
True Tone Reproduction
Emerson Special Gold-
Edge Clamp-Ring Turn
Table Emerson New
Style Patented 21st Cen-
tury Filing System
Emerson Perfect Tone
Control Emerson Flash
Board
Oak or Emerson
Models with Emerson
Music Master Horn,
\$50 to \$1,000



"MERRY CHRISTMAS!" chime the bells in deep, cathedral tones—full, rich and round. Ambitious young bells pealing joyously in unison with venerable bells that have seen much in their day.

But all these bells have an unmistakable family resemblance. For regardless of size, every one is round—according to the decree of Science*, which ordains full, round shape for full, round tone.

That is why all these bells that send their mellow voices abroad so merrily on Christmas morning, are invariably cast round.

It also explains why the Emerson Music Master Horn is made with rounded sides and swelling, bell-like mouth.

The result is music marvelously pure and clear—music that is a revelation in tone clarity and tone roundness.

Examine the Emerson Music Master Horn at your dealer's. Hear the latest Emerson song successes and dance music on your favorite Emerson model. Enjoy all of every record—note how clearly and how crisply each detail is reproduced.

- 10263 When I See All the Loving They Waste on Babies, I Long for the Cradle Again.
Comedy Song Eddie Cantor
 - 10267 The Japanese Sandman.
Fox Trot Plantation Dance Orchestra
 - 10268 When the Harvest Moon is Shining.
Waltz Joseph Samuels' Music Masters
 - 10274 Avalon. Baritone Solo Ernest Hare
 - 10275 Tripoli—On the Shores of Tripoli.
Tenor Solo Eugene Spencer
- * Introduction to Physical Science (Gage) Pages 179-180
* Elements of Acoustics (Liss) Pages 10-11

SEND for the Emerson loose-leaf catalog. It features the splendid instruments in the new Emerson line. It describes that triumph of tone development, the Emerson Music Master Horn, and explains why full, round music, bell-like in its purity, must flow from this acoustically correct horn, made of solid, seasoned, rounded spruce—of all woods the most resonant and vibrant.

EMERSON PHONOGRAPH CO., INC.
NEW YORK CHICAGO
206 Fifth Ave. 315 South Wabash Ave.

Makers of
Standard Emerson 10-inch
Gold Seal Records

The Emerson Phonograph

WITH THE EMERSON MUSIC MASTER HORN

In the Saturday Evening Post ISSUE OF DECEMBER 11TH

appears this full page Emerson ad—in time to flag Christmas trade. With the ten splendid Emerson models to help you, you should introduce "full, round music" into many a happy home this Holiday season.

For your convenience, we list the following distributors of Emerson products. The Emerson distributor in your territory will do what he can to help you out with last-minute orders.

TRADE IN ST. LOUIS GOVERNED BY DEALERS' ACTIVITY

General Situation Reviewed—Specialization on Certain Records Pays—Record Business Grows—Kieselhorst Display Features—Lehman's Timely Suggestion—An Interesting Budget of News

St. Louis, Mo., December 6.—The talking machine business in St. Louis and the surrounding country is very spotted. The main reason is that there are three kinds of dealers here, as elsewhere. They are good, fair and poor dealers. It is strictly a dealers' market. Conditions of business are determined by the attitude, energy and initiative of the dealers. The record business is brisk everywhere because records are not affected by the conditions which affect the instrument business. The number of dealers whose machine business is good is relatively small. Only a comparatively small number of dealers have rightly comprehended the changed conditions and adjusted themselves to those conditions. The demand for machines held strong a good while after the bottom had dropped out of the piano demand. It is not strong now but most of the dealers are acting as if it was. They are sitting back waiting for people to come and buy. The people are not doing that any more. They are not responding even to the usual forms of advertising, such as most of the dealers are doing. Even the piano men who handle talking machines, and most of them do, are seemingly not applying to talking machines the constructive methods which they are applying to pianos. They have come to the realization that under present conditions the only way to sell pianos, at prevailing prices, is to convince the public of the pricelessness of music. But most of them are not using that method with talking machines. They still think that they can sell these products the old way. The dealers who are going after the business are getting it, in proportion to the intelligence and energy of their going. The dealers who are waiting for it are getting just what is coming to them. They are getting left.

Price cutting in one form or another is beginning to appear in the local trade. It is not extensive, however, and is largely confined to three or four houses. There is a tendency to stimulate the machine business by offering free records as a means of attracting customers to buy machines.

The best demand is for the highest-priced machines. For these cash is usually paid, or the deferred payments extend over a very short period. Manager J. F. Ditzell, of the Famous & Barr Co. music department, was making a comparison the other day and found to his surprise that the average price of the machines sold this year has been \$35 higher than the average price last year. That is, the purchasers have, by preference, taken higher priced machines.

It was Manager Ditzell who, when all the other dealers were emphasizing operatic and jazz records, struck a new note by calling at-

tention to what a Brunswick machine and records could do for "Sacred Hours at Home." Stressing the effective reproduction of simple hymns, the announcement read: "How comforting and satisfying is this means of indulging one's desire for old familiar hymns just at the time when one is in the mood for them, and the encouragement they give. And what a splendid way to weld the links of family attachments and deepen the power of sentiment. There are so many selections by noted artists that every record collection should contain a number of them for the sacred hours at home." That advertisement pulled a lot of business.

The Scruggs, Vandervoort & Barney talking machine department is taking pride in being the first in St. Louis to show the Period Victrola. The three designs, "Adam," "Chippendale" and "Sheraton," are shown.

It has come to the ears of Mark Tonetest Silverstone that some of his competitors have been saying that in his Edison tone tests a phonograph especially made for the purpose is used. To disprove this he put a piece in the paper requesting owners of Edison Official Laboratory Models to loan their instruments for the tone test given by Miss Edith McDonald at Sheldon Memorial December 1. A dozen Edison owners responded. Two machines were selected and were used in the demonstration.

Edisons continue to do their part in entertaining the St. Louis public. Miss Devine has been whistling with one at the Cinderella and Woodland theatres. Six hundred danced to the music of one recently at the Arcadia dance hall, and no sound magnifier was used. Miss Merle Alcock, contralto, and Albert Spalding, violinist, Edison artists, gave a concert recently at the Missouri Athletic Association.

R. W. Jackson, manager of the Brunswick-Balke-Collender Co., went to Decatur, Ill., to attend the opening of the new Brunswick department of the William Gushard Co.

Fred P. Watson, of Mt. Vernon, Ill., and Miss Getz, of the Reed Jewelry Co., Poplar Bluff, Mo., Edison dealers, were in St. Louis recently.

The Artophone Corp. will move about January 1 to a location yet to be selected, where it will engage in the wholesale talking machine business exclusively. It will continue to be a distributor for the Okeh records. Sales Manager Salmon says that a good business is being done with these.

Manager E. M. Morgan, of the Columbia Co., has returned from Little Rock, where he visited Pfeifer Bros., who recently opened a Columbia account. Manager Morgan is organizing Columbia drives in various towns. The plan is to send a man in to co-operate with the local dealer,

put on extra solicitors and make a special display and work the town hard for a week, the organizer returning for the wind-up. The campaigns are showing what can be done when an extra effort is put forth.

Robert Parker, field sales manager of the Columbia, was here two days recently. F. C. Schuyler, of the foreign record department, which is now pushing German records, is expected soon. A shipment of records in this language has been received. It includes folk songs and Christmas hymns and instrumental numbers.

Manager J. E. Maunder, of the Stix, Baer & Fuller talking machine department, says the record business increased 66 per cent last month over the corresponding month last year. The demand, he says, is all for the higher-priced machines, with few sales being made for less than \$125. W. J. Casey, formerly in another line of business, and Miss Tillie Gerlach, formerly with the Smith-Reis Piano Co., have been added to Manager Maunder's sales staff.

W. C. Fuhri, general sales manager of the General Phonograph Corp., New York, was in St. Louis last week.

Samuel Field, of the Gus Blass Co., Little Rock, Ark., was in St. Louis last week looking over the talking machine situation.

The O. D. McLaughlin Music Co., of Paducah, Ky., enters the field as an exclusive Victor dealer, having bought the entire Victor stock of the Gibson Piano Co. of that city.

Another exclusive Victor account in St. Louis has been announced by the St. Louis jobbers, the Koerber-Brenner Co. It is that of the Smith-Reis Piano Co. Extensive improvements, including the enlargement of the record department to eleven booths, have been made and other changes are announced by Manager Val Reis.

A novel display device has been installed by the Kieselhorst Piano Co. It is a revolving turntable, eight feet in diameter, occupying the larger part of one of the street windows. A spectator is held several minutes longer than ordinary through the desire to see how the object displayed looks on the other side.

The Lehman Music House, of East St. Louis, has been getting the maximum publicity out of the appearance on November 12 of Elsie Baker. Postcards carrying the picture of the artist and advertisements of the dealer were enclosed in the November supplements, displayed on the counter, and given out at the concert. Mr. Lehman furnished printed announcements of the entire Lyceum Course, calling especial attention to the Victor artists on it as well as carrying a five-hundred-line ad in the local papers. A neat frame with an attractive background, for the Victor poster, "Both Are Elsie Baker," was a part of the window display.

Miss Rosebrugh, of the educational department of Scruggs, Vandervoort & Barney, re-

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The "Don" Variable Tone Needle

The "all-in-one" phonograph needle which enables you to play all lateral cut records in any degree of tone desired

—Loud Tone

—Medium Tone

—Soft Tone

Without removing the needle from the sound box. The needle point is adjustable. When set as indicated above the various gradations of tone are possible.

The "Don" Variable Tone Phonograph Needle is scientifically constructed throughout,

The "Don" Plays 1000 Records Perfectly

And the one-thousandth playing will be as clear as when used on the first record. The needle point, when worn out can be replaced without trouble or annoyance.

Retail Price Complete, \$1.00

Refiller Points 25 cents each

JOBBER AND DEALERS WRITE FOR QUOTATIONS

Sole Distributors



FRANK J. HART
SOUTHERN CALIFORNIA
MUSIC COMPANY
332-334 SOUTH BROADWAY, LOS ANGELES.

- For Soft Tone extend point thus: -
- For Medium Tone extend point thus: -
- For Loud Tone extend point thus: -



NEW MELODY SUCCESS BY THE WRITER OF "HIAWATHA" "MICKEY" "PEGGY" ETC

"Rose of My Heart"

The Big Song Hit from Ziegfeld's Midnight Frolic as sung by John Steel

Published by Leo Feist Inc. Feist Bldg. New York.

"You can't go wrong with any Feist Song"

TRADE NEWS FROM ST. LOUIS
(Continued from page 123)

ports great interest manifested in music in the schools this Fall. October sales included school machines, three sets of orchestra charts, at least two dozen "Music Appreciation for Little Children," and a large quantity of "What We Hear in Music" and the "Instruments of the Orchestra" booklets.

A window display which caused much favorable comment was that of Stix, Baer & Fuller in which the wax figures of the Penn Co. portraying characters in opera were used. Each figure was plainly labeled and records from the opera displayed near it. Mr. Maunder, manager of the Victrola department, promises many attractive windows in the future.

Recently a letter was sent out to numerous patrons of Lehman's Music House suggesting that they notify the store of the records they have in their collection in order that they might get more intelligent service. The list is then studied to balance it, and records needed to make it a good collection noted on the customer's card, ready to be played when he comes in. One customer appreciated the service so much that he wrote a letter of thanks to E. W. Jamerson of the company.

NEW VICTOR DEPARTMENT

HIGHLAND, ILL., December 6.—Spengel's Furniture House recently held the formal opening of its new Victrola department, which is under the direction of Miss Irene Spengel. At the opening a pleasing musical program was offered and the large audience bore witness of the interest aroused among the general public. Much is expected of the department during 1921 and plans are being laid accordingly.

MAGNAVOX AT PICNIC GROUNDS

Indiana Dealer Features Magnavox and Sonora—Public Greatly Interested in Novel Use of Instrument—Some Good Advertising Secured

The sales department of the Sonora Phonograph Co. received recently the following interesting letter from F. B. Johnson & Co.,

we had made at the Rush County picnic given by the farmers for the business men and their families. There were approximately 12,000 people at this picnic and Sonora was the only display of this kind on the grounds.

"The Magnavox was used for announcing purposes and we received many compliments from the members of the Farmers' Organization. They appreciated our courtesy in using



Using the Magnavox as a Factor in Sales

Rushville, Ind., Sonora dealers who feature the Magnavox in connection with the Sonora phonographs:

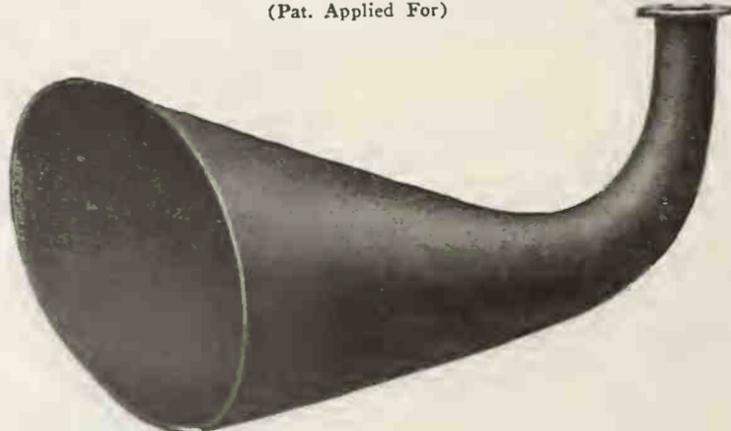
"We are mailing you a photograph which

this Magnavox Sonora and incidentally we received more good Sonora advertising in three hours than we could get in that many weeks in any other way. Sonora is being talked about from one end of the county to the other, and if good advertising makes people buy we shall surely sell some Sonoras this Winter.

"Saturday night we put the Sonora with the Magnavox on the third floor of our building and gave a concert to the Saturday night shoppers. Sonora could be heard all over the city and we had people call us up from the extreme north end of the town to ask us to play certain numbers for them, saying that they could hear it very distinctly for ten squares. The Pathé Weekly camera men were here at the picnic and secured 500 feet of pictures, which will be run here all this week. The baby grand is featured in the picture."

SCOMA COMPOSITION HORN

(Pat. Applied For)

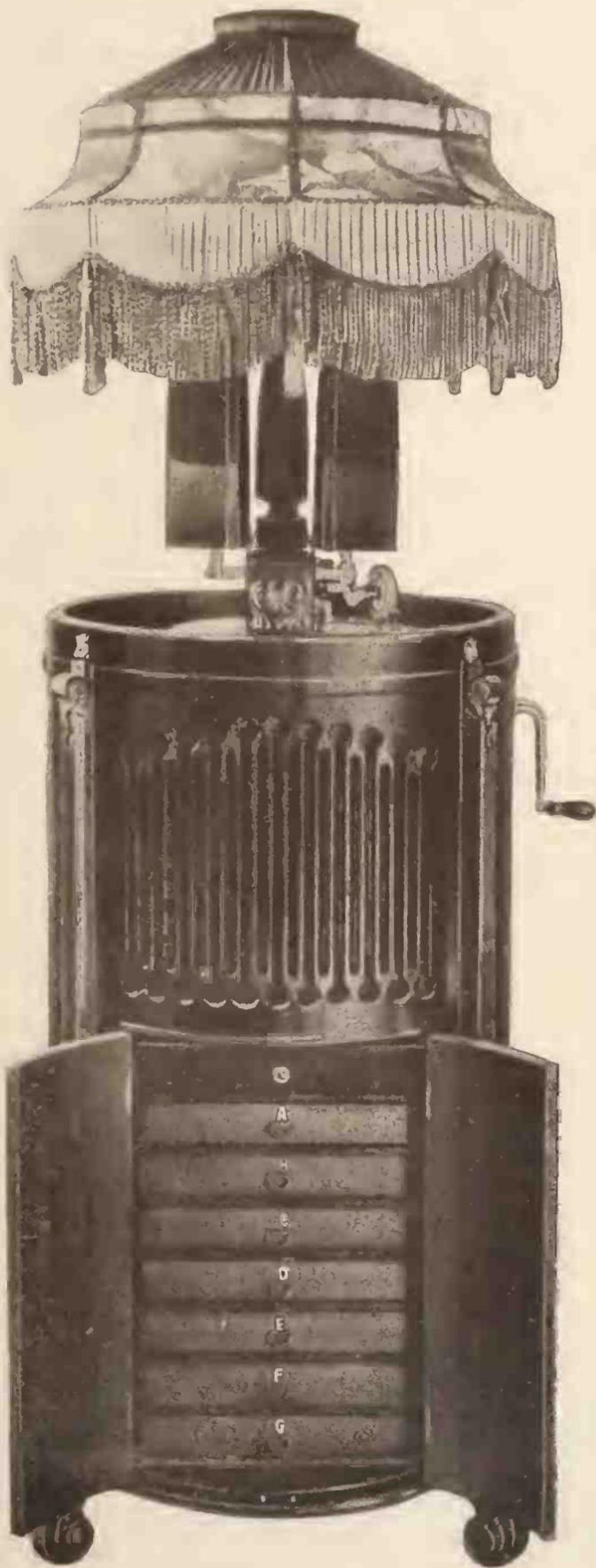


The best reproducer ever manufactured will not give a phonograph a loud natural tone if the horn is not exactly right. Equip your cabinets with the SCOMA COMPOSITION HORN. You will know you are right and your sales will multiply. SCOMA COMPOSITION HORNS are scientifically correct. They are quickly and easily installed and cost no more than a common wood horn. Write to-day for a sample, put it in a cabinet for test against what you are now using. Its tone will be a revelation.

SCOMA MANUFACTURING CO., 657 Fulton Street, Brooklyn, N.Y.

PUSHES VICTOR SCHOOL MACHINES

The Pontiac (Mich.) Music Shop recently made a drive on Victor school machines, with the result that it sold fourteen machines to public schools in the city of Pontiac within ninety days, besides selling one machine to the Illinois State Reform School, this being the fourth sold to the latter institution.



*A Circular Instrument
Luxurious In Finish
Lamp Detachable*

To Double Phonograph Sales---

*Double the
Phonograph's
Appeal—Sell*

The MODERNOLA

TONE is a first essential in Phonograph selling. The Modernola possesses it---rich---full---even.

After that appearance counts---and counts *big!* There's unequaled *eye appeal* in one of these instruments---so unique in designing---so beautiful in any home setting.

The Modernola is a creator of home atmosphere---the happiest idea brought out in phonograph building. The circular design, in combination with the surmounting lamp shade, wins the beholder anywhere.

With increased production we are enabled to extend our territory. Modernola sales rights are increasing in value. Jobbers and dealers---write us.

THE MODERNOLA COMPANY

JOHNSTOWN, PA.

Eastern Distributors:

Eastern Phonograph Corporation, 100 West 21st Street, New York

SALES OF TODAY

ARE BASED UPON MORE THAN MERE DEMAND

Good Salesmanship?
Yes.

Good Buying? **YES!**

Sales will be made by good presentation of GOOD MACHINES. NOW is the time to LAY YOUR PLANS.

*Look at the
Simplicity of the
Brooks Automatic*



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!

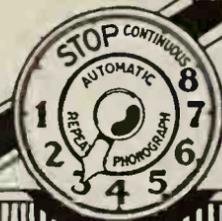
No records are scratched! No one has to get up and rush to shut the machine off! The convenience is wonderful and appealing to every buyer—especially a woman. Its mechanical perfection grips the interest of men.

Can You Sell Such a Machine?

Its tone and its finish are both as superior, and, dealers, take note of this: The wonderful merit of our Automatic Repeating and Stop Device creates so much more sales attraction than the ordinary phonograph provides that you can reap a harvest in BROOKS BUSINESS when others lie dormant.

INQUIRE ABOUT YOUR TERRITORY FROM

THE BROOKS M'F'G. CO.
SAGINAW MICHIGAN



INDIANAPOLIS DEALERS TO CO-OPERATE WITH BUYERS

Pathé Dealers Favor Plan of Giving Free Service to Owners of Machines in Their Territory—Stewart Co.'s Great Educational Work—Some Distinguished Visitors—Columbia Campaign Under Way

INDIANAPOLIS, IND., December 6.—Pathé dealers of the Indianapolis district in attendance at the first annual meeting of the Red Rooster Association of the district, held at the Claypool Hotel November 16, voted in favor of a plan whereby all Pathé dealers will further their interest by giving free service to all owners of Pathé machines in their several territories regardless of where such machines were bought. This plan is not to apply to broken parts but only to general attention and regulation.

The Association meeting was an enthusiastic one-day affair, presided over by J. M. Wallace, of Marion, president. Mr. Wallace was unanimously re-elected president. Speaking on the proposition of advancing trade interests by free service, Mr. Wallace emphasized the absolute necessity of meeting all competition in a straightforward manner without petty tricks that might react unfavorably. Mr. Wallace talked at length about the work of the Association and urged that all Pathé dealers aid in building it into a strong organization capable of helping each member to establish himself on a high plane of business activity.

Endorsement was given by the Association to the \$25 free record proposition and it was agreed to get behind the plan more actively than ever.

E. J. Groenwaldt, of the Mooney-Mueller-Ward Co., was elected secretary to succeed H. G. May. On vote of the meeting that the advisory board be increased from five to ten members selected by the president, Mr. Wallace chose the following men: S. Spurgeon, Kokomo, Ind.; R. L. Wilson, Indianapolis; George Kiefer, Piqua, O.; Edgar Eskew, Indianapolis; Pleasant Bell, Peru, Ind.; J. A. Jamison, Logansport, Ind.; Scott Kelly, Gaston, Ind.; L. Shaver, Paris, Ill.; G. D. Shigley, Bluffton, Ind., and W. H. Barnhart, Huntington, Ind.

After the formal proceedings of the meeting an Actuelle diaphragm was taken apart and demonstrated by Earl Dryden, representative from the Pathé factory. It was tentatively decided to hold the next meeting in March, 1921, although no definite date was fixed.

A long-heralded visit to Indianapolis of Al Jolson in "Sinbad" gave Manager W. G. Wilson, of Widener's Grafonola Shops, an opportunity to make a complete "tie-up" in window displays that resulted in an exceptional increase in

the sales of Jolson records. Mr. Wilson sees much encouragement for the Winter's business in the fact that several of his customers who were employed in automobile factories prior to the time when hundreds of the employes of such factories were laid off have announced within the last week or two that they are going back to work and that the factories will soon be running on nearly full time. This fact, Mr. Wilson says, promises well for Indianapolis trade, inasmuch as the city's chief industry is the production of high-class automobiles.

Indianapolis was one of seven cities of the United States to be honored by a visit from the five representatives of the Victor Talking Machine Co. and three representatives of the Gramophone Co., Ltd., of London, England, who are studying trade conditions and sales methods in this country.

On the day spent in Indianapolis, during which visits were paid to the Victor retail stores and the Stewart Talking Machine Co., the party was entertained at lunch at the Woodstock Club by A. M. Stewart, president of the Stewart Co.

The Bargain Store, of Tipton, has become agent for the Victor exclusively. New booths have been installed and a large electric sign placed on the store front.

Through the efforts of Mr. Seramur, manager of the Stein-Canaday Co., Victor dealer at Anderson, the Music Study Club of that city has been able to arrange for a series of famous artists' concerts, including the appearance of Reinald Werrenrath, Mabel Garrison and Orville Harrold. During November Mme. Schumann-Heink, John Philip Sousa and Emilio de Gogorza appeared in Indianapolis.

J. M. Bayliss, of the New York executive office of the Columbia Graphophone Co., visited Indianapolis the latter part of the month to make final plans for the interior layout of the new standardized Columbia branch, which will be located in the newly constructed McCoy-Garten Building. The new branch is to be one of the finest and best equipped distributing plants in the United States.

Robert D. Duffy, traveling representative in the Louisville territory of the Indianapolis district of the Columbia Graphophone Co., has resigned to accept a position as Indiana representative of the William Koehl Co., box manu-

Stewart
Talking Machine Company

JOBBER
for the
Victor
Talking
Machine
Company

Indianapolis

factors of Cincinnati, O. Mr. Duffy has been with the Columbia Co. eight years and has a wide acquaintance in the musical world.

J. E. Henderson, formerly Columbia traveling representative in the Evansville territory, has been transferred to the Louisville territory to succeed Mr. Duffy. W. C. Mossbarger, formerly of the sales department of Henry C. Lytton & Sons, of Chicago, has succeeded Mr. Henderson in the Evansville territory.

Increased sales in the higher priced period models continue to be reported from the Sonora department of Charles Mayer & Co. Sales have been averaging \$350 and several were sold at prices ranging more than \$1,000 each.

A. Herz, a Victor dealer of Terre Haute, Ind., has a novel way of introducing the monthly records. He has prepared a supplement insert in newspaper style and calls it "Herz Victrola Notes."

The Kipp Phonograph Co., Edison distributor, has well under way a unique and effective sales campaign planned and executed by Walter E. Kipp, president, and H. G. Anderson, manager of the record department, for the sale of Edison Amberolas to the small country dealers who are not easily reached by the company's traveling representatives. The campaign in less than two months has built up a healthy business both in machines and the cylinder records, which have been made particularly for the country trade.

The first circular mailed to the dealer as a part of the campaign for his business is in an envelope labeled "A New Deal for Merchants," and is an appeal for him to take on the agency with a guaranteed protection of his investment of less than \$100 in the original trial order.

Circular No. 2 is labeled "There's Big Money in This," and contains a more detailed argument of the advantages of handling the Amberolas. Circular No. 3, in an envelope labeled "It's Now or Never," is entitled "The Last Chance." It contains a personal message from Mr. Kipp on the advantages of handling the Edison phonograph. Circular No. 4 is an original presentation of what other agents for the Amberolas have accomplished. The envelope is labeled "Arrested! Your Trial Has Started. See Inside!" The circular displays the picture of a judge, lawyers and defendant in a court, drawn by a well-known Indianapolis newspaper artist, and gives an account of the testimony in the trial of the "Kipp Phonograph Co. vs. You."

The complaint in this case is that the defendant dealer has neglected to take advantage of the propositions offered him. The opening statement for the plaintiff sets forth the advantages of the offer and then follows the testimony of Mr. Kipp and of various dealers who have found profit in handling the Amberolas in small town trade. The judge finds the defendant "Guilty of

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CUT YOUR
COST IN
HALF

USE
NEULOPES
IN PLACE OF
RECORD DELIVERY BAGS
THERE'S A SAVING

H. G. NEU & CO.

PAPER ENVELOPES TWINE

108 Worth Street New York
Franklin 2049

REVIEW OF INDIANAPOLIS TRADE

(Continued from page 127)

gross neglect in not taking advantage of the splendid offer made him by the Kipp Phonograph Co., but since this is the first offense the court will be lenient and will give a suspended sentence providing the defendant will send to the Kipp Phonograph Co. for its 'Proposition on How to Become an Edison Amberola Dealer Without Risking Any Money.'

C. B. Estabrook, formerly representing the Victor Co. in the Indianapolis territory, is now located at 6 Nottingham street, Newton Center, Mass., according to information received by friends here.

Miss Caroline Hobson, head of the educational department of the Stewart Talking Machine Co., was on the program of the Southwestern Indiana Teachers' Association meeting at Evansville this month. Salesmen for the Stewart Co. report that the work done among the teachers has been most successful the last year in promoting interest in the educational as well as recreational value of the Edison machine. William English, head of the sales department of the company, spent the last ten days of the month hunting in northern Indiana.

John A. Cartwright, advertising manager, was called to Delphi, Ind., on the twentieth of the month by the death of his grandfather, John A. Cartwright, Sr., which occurred at the age of ninety. The elder Mr. Cartwright had been active as president of the Delphi State Bank up to the day of his death. He was not ill but passed away quietly soon after he had retired for the night. His ninetieth birthday was on the day preceding his death.

James Stewart, son of A. M. Stewart, president of the Stewart Co., was married the last week in November to Miss Doris Claire, of Indianapolis. The couple are spending their honeymoon in the East. Mr. Stewart is employed with the Clemons-Stewart Manufacturing Co.

E. R. Beeker, formerly with Lyon & Healy, of

Chicago, and O. W. Shanley, formerly an automobile salesman with the Buck Co. of Indianapolis, have been added to the sales force of the talking machine department of the Pearson Piano Co.

W. O. Hopkins, manager of the Edison Shop, says that business has picked up considerably since the middle of November, so that the outlook is for an entirely satisfactory holiday trade. The changes in prices on Edison records, he says, have brought but two or three complaints from customers. The changes have increased the cheaper records from \$1.15 to \$1.35 and from \$1.70 to \$1.85 and lowered the prices on the more expensive records from \$2.75, \$3.25 and \$4.25 to \$2.25.

Edgar Eskew, manager of the Pathé Shop, says that although he considers that the special offer of \$25 worth of free records has been largely responsible for keeping business speeded up, yet the advent of cooler weather and the approach of Christmas have gone far to promote sales. As a part of the Indianapolis advertising for the special record offer he has rented thirty twenty-four-sheet poster boards on which he is showing different copy in November and December.

CARDINAL RECORD INTRODUCED

First Release by Prominent Manufacturers of Newark, O.—Open General Sales Offices in New York of Robert Clifford

The Cardinal Phonograph Co., of Newark, O., manufacturer of the Cardinal phonograph, has brought out a new record to be known as the Cardinal record. The first release of these new discs was on December 15, and it is planned to release new numbers bi-weekly thereafter. The Cardinal records are ten inches lateral cut double-faced discs and will specialize on popular and standard numbers. With bi-weekly releases, it will be possible to place the latest popular songs of the day in the dealers' hands

Phonograph Horns or Amplifiers

Cast metal base in three different designs, round and rectangular, for metal or wood extensions. Scientifically constructed to give best tone. Musical critics have pronounced our tone unsurpassed by any machine on the market.

Shaped Phonograph Cabinet Legs, Any Quantity, At Reasonable Prices

Buy Your Cabinets Knocked Down

We can supply five different sizes and designs.

Write today for full description and prices, stating quantity wanted.

INDIANA PHONOGRAPH SUPPLY CO.

**321 Baldwin Block,
Indianapolis, Ind.**

during the height of their popularity. Recording offices have been opened in New York City. The Cardinal Phonograph Co. has also opened general sales offices in New York City at 106 East Nineteenth street in charge of Robert Clifford, sales manager of the company. The Cardinal phonograph enjoys good distribution throughout the Middle West but has not been brought into the East in a decided way until the opening of these New York offices. Adequate space has been secured which will make possible the storing of thousands of records and a large stock of machines.

PLEASING DECORATIVE SCHEME

Instruments Made in Reed Cabinet Design Popular With All Artistically Inclined

WAKEFIELD, MASS., December 2.—The reed phonograph has already taken its place in the artistically decorated homes of the country. One of the greatest manufacturer of reed and rattan merchandise is the Heywood Brothers & Wakefield Co. This company has factories at Gardner and Wakefield, Mass., and Chicago, Ill., and sales offices in practically every leading city of the country. Practically every article that can be made of this material is made by the Heywood Bros. & Wakefield Co. It is at the Wakefield plant, however, that the Heywood-Wakefield phonograph is built. The process from start to finish is intensely interesting and begins with the huge bundles of reed stalks as they arrive at the factory. Almost human machinery cuts and strips these stalks to the proper length and thickness. The reed is then taken to the weaving machines, where it is woven into various designs. It is then placed upon the sides of the cabinets and trimmed with hand-woven braid. The cabinets are finished in almost every conceivable color to match any shade of furniture used in home decoration and very handsome effects are also obtained in the antique ivory and royal blue finishes. The motor, tone-arm and sound box equipment is furnished by the Perfek-Tone Corp., which is located on the premises and maintains a large assembling plant under the supervision of A. H. Holmes, superintendent. The Heywood-Wakefield phonograph has a strong appeal in its entire distinctiveness and the attractive appearance of the reed designs. Another advantage of the reed cabinet that is featured strongly by the Heywood Brothers & Wakefield Co. is the light weight of the phonograph and its strength. F. M. Cleveland is general manager of the Wakefield plant and Paul Kimball Guillow in charge of the phonograph manufacturing department.

Do not overlook the possibilities of Yuletide program suggestions for the holiday celebrations. Your Xmas record list can be amplified with stock records. See what is available.

We Extend to the
SOUTHERN VICTOR DEALERS
and to the
VICTOR TRADE IN GENERAL
A Happy Yuletide
and an
Exceedingly Prosperous
New Year
ELYEA TALKING MACHINE CO.
ATLANTA, GA.

Business Opportunities

WANTED Immediately

One Progressive Music Dealer in Every Town or City in the United States, regardless of population, who honestly desires our assistance in helping him or his organization build up a Good, Sound, Substantial Business, beginning January 1st, 1921. Profitable Sales Returns are guaranteed to this particular type of dealer. Your investment for this valuable help will be based upon the population of your town or city. You'll say it is surely "Some Service for the Money Invested." All you have to do is to drop us a postal card with your name, address and population and say "Show us."

The Talking Machine World Service

373 Fourth Avenue

New York City, N. Y.

AN ARTISTIC WINDOW DISPLAY

Butler Music Co. Features Columbia Record in Most Attractive Manner

The Butler Music Co., of Marion, Ind., recently featured the Columbia record of the very popular fox-trot, "Japanese Sandman," through the medium of a most artistic window display, a reproduction of which is shown herewith. The



Butler Co.'s Display of "Japanese Sandman"

display resulted in an unusually heavy demand for the Columbia record featured.

SAYS ALL SHOPPERS ARE EYE-ERS

All shoppers are eye-ers before they are buyers, according to the dealer service bulletin of the Putnam-Page Co., Peoria, Ill. Folks have to see what they want before they want what they see. What about your window displays? Are you getting your share of the business that passes your store each day? Have you planned special window displays for the Christmas holidays?

NOVEL BUNGALOW STORE IN DENVER

Paramount Talking Machines Sold in New Store Giving Homelike and Unusual Touch to Business Section of City—Manager Is A. K. McRae

DENVER, COLO., December 6.—A most unusual and attractive music center is the Paramount Sales Co., whose store is known as the Musical Bungalows and is located on Sixteenth street. On either side of the store is built a miniature bungalow. The exterior gives the effect of a row of bungalows and the interior decorations and architecture carries out the theme in detail. The main aisle of the store represents a winding road and the illusion is well carried out by the lighting effects. Each bungalow contains three demonstration rooms.

The company is distributor for the Paramount in Colorado, Wyoming, New Mexico, Arizona, Utah, eastern Nevada, western Nebraska, southern Idaho and southern Montana. Several of the leading business men of the city are financing the venture, which in its six weeks of operation has made a good beginning. A. K. McRae is manager of this progressive institution.

OPEN NEW SALESROOM

A new talking machine salesroom will be opened in Peoria, Ill., at 430 Main street, by F. F. Fuller, field manager of the Great Eastern Co.

VICTOR HOLIDAY RECORD POSTERS

Handsome Display Material Features Specially Chosen Record List

For real timeliness as well as universality of appeal, there is no Christmas gift more appropriate than records. Realizing this, the Victor Co. has listed on the back of the December monthly supplement a carefully selected list of Christmas records. In further support of this direct advertising, the company has also prepared two Christmas posters featuring the same selections. The posters are attractively printed in colors with the records in bold face type. One of these posters may be displayed to excellent advantage in the show window, and one in a prominent location near the record counter.

NEW STONE PIANO CO. SALESMEN

Recent Additions to the Sales Staff of Aeolian-Vocalion Distributors

MINNEAPOLIS, MINN., December 2.—The Stone Piano Co., distributor for the Aeolian-Vocalion in this territory, has recently made some substantial increases in their sales force. Among those who have joined the company's staff of travelers are R. R. Heineman, who formerly traveled on the Pacific Coast and will look after the requirements of Vocalion dealers in Iowa, and R. N. Carter, who formerly handled the Pathé line in the Northwest, and stands well in the trade.

PRODUCING COVER SUPPORTS

BLOOMFIELD, N. J., December 2.—The A. F. Zega Mfg. Co., which supersedes the Automatic Cover Support Mfg. Co., of this city, is now producing three different styles of automatic cover supports and reports general conditions are quite satisfactory. Its factory is in full operation and orders on hand would tend to indicate a continuance of this general good business during the coming year.

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

OGDEN'S PATENTED RECORD FILING CABINETS AND VISIBLE TAB INDEXES ARE GUARANTEED

MODEL No 2150 D.D.
2 UNITS ILLUSTRATED

93 inches

LOCKING ROLL TOP PREVENTS DUST AND THEFT, ALSO SUPPLIED WITH SPANISH LEATHER CURTAIN

350 10" OR 10 1/2" RECORDS ON EACH SHELF, FILED 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 PREVENTS WARPING (PATENTED), HOLDS 350 10" OR 12" RECORDS.

10" AND 12" RECORDS FILED ON SAME SHELF, HELD FLUSH AT THE FRONT BY PATENTED ADJUSTERS.

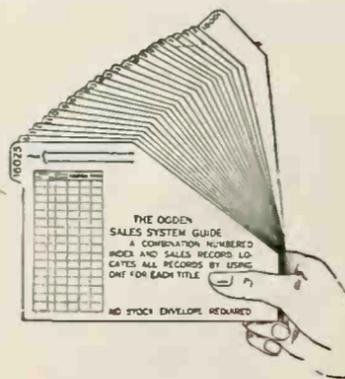
2150 THIN RECORDS IN EACH UNIT.
4300 RECORDS IN 2 UNITS.
2150 EDISONS IN 2 UNITS.

STOCK FINISHES:
WHITE IVORY & PEARL GRAY
MAHOGANY & OAK

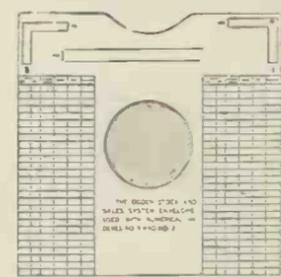
OGDEN SECTIONAL CABINET CO., INC., LYNCHBURG, VA.

Immediate Shipments

on all models in standard finishes. Light and Golden Oak, Red and Brown Mahogany, Enamels, White, Old Ivory and French Grey.



The Tab extends in front of the record with numbers always visible. Used the same as a stock envelope, one for each title, leaving all records in their envelopes. Is used to re-order by and keeps "Sold-out" numbers continually before you. Shows quick and slow sellers. The best and simplest "Sales and Ordering" index ever devised and rapidly replacing the stock cover because of its many advantages. Fits any filing system, shelving or racks. Printed both sides for right or left hand flat or upright filing.



SALES SYSTEM ENVELOPES keep track of what you sell and what you need—an automatic inventory, showing profitable and slow sellers. Arranged for upright or flat filing and will fit any system.

Sectional Models Fit Any Size! Stock and Help You Grow!



THE OGDEN SALES SYSTEM IS EQUIVALENT TO AN EXTRA CLERK AND INCREASES SALES

Prominent Men of the Industry Discuss Prospects for 1921 in the Talking Machine Trade

FUTURE SUCCESS CENTERS ON PAST RECORD

By RALPH L. FREEMAN
The Victor Talking Machine Co.

The prospect of any talking machine manufacturer or dealer for business in 1921 must depend largely upon whether his past record has been good or bad. The inflation in public demand is disappearing and inferior products or unsound policies cannot thrive on the small volume of business that will remain to them. The output of really good gramophones and records is not in excess of the legitimate demand and makers and dealers in such goods may, I think, confidently expect good business. The outlook for manufacturers and dealers who have been simply floating on the wave of demand created by the war and the industry of others is not good.

RAPID STABILIZATION OF BUSINESS EXPECTED

By WM. MAXWELL
Vice-President Thos. A. Edison, Inc.

I believe there will be a scarcity of many kinds of merchandise quite early in 1921, and, when the public decides to start buying I look for a rapid stabilization of business. From present indications there will not need to be any considerable financial restraint placed upon business next year, and I think, without any question, that general business will be good.

Our business in 1920 shows a very large increase over our 1919 business, and we expect, in 1921, a similar increase over our 1920 sales. We are, fortunately, not directly affected by the price readjustment, which has been in progress for some time, and our business, except for a brief period in October, has been exceptionally good, although it was not nearly so good the latter months of the year as would have been the case if business conditions had been more favorable. I feel confident that business conditions in 1921 will show a great improvement over the last three months of 1920.

GOOD OUTLOOK FOR INSTRUMENTS OF VALUE

By WALLACE BROWN
Manager Wholesale Vocalion Department,
Aeolian Co.

In the opinion of Wallace Brown, manager of the wholesale Vocalion department of the Aeolian Co., trade conditions during the past few months have done much to stabilize, and in a large measure to clean up, the talking machine industry and leave the field clear for the profitable exploitation of the high-grade product during the coming year.

"From present prospects," said Mr. Brown, "1921 should prove a most satisfactory year for the manufacturers and dealers in phonographs of reputation and standing, particularly those accompanied by records of the same make. The public has not stopped buying phonographs, nor is there any likelihood that it will stop buying. There is no question but that the average phonograph purchaser wants real value for his money; wants a machine of which he knows something and in which he has confidence.

"The tendency is, and will be, towards products of the better grade, and the marketing of these products requires the sort of salesmanship

that will appeal to the intelligent person and convince him of the quality argument. It is, of course, difficult to make definite predictions in the face of existing conditions, but our experience has shown a general improvement in the situation so far as it affects products of known standing. Nineteen hundred and twenty-one should prove a great year for those concerns in the trade who measure sales totals on the quality basis rather than according to the number of instruments sold. It will not be the year for cheap business."

LIQUIDATION OF HIGH-PRICED INVENTORIES

By H. L. WILLSON
Gen'l Manager, Columbia Graphophone Co.

The business period through which our country is passing, as expressed in reduced markets and lower prices, is not an unexpected condition following the past five years of inflated buying. Every student of affairs, in which category all successful business men must be placed, recognized the inevitable dip in the curve of demand, in which period we now find ourselves. The unknown quantity in this equation was how near or how far distant was the change. In this prognostication many of our greatest manufacturers and merchants erred, with the result that large inventories at high prices have accumulated, which must be replaced with lower-priced merchandise, hence the cut prices which are in vogue at present and which will continue on a varied scale until the high-priced inventories can be replaced with products of a lower manufacturing cost.

When this latter tendency prevails, buying will begin and the sound fundamental condition of the country will assert itself and the sellers' market will quickly return.

Fortunately, the inflation in the price of phonograph products was comparatively negligible, and the reduction in prices, if any, will be correspondingly small. It is my opinion that demand has reached the bottom, and under settled political conditions, government and business in our country will function normally on a foundation that is firm and sure.

I can concretely express my views upon the future in a quotation I recently read:

"Never was there such a chance for farsighted Americans to build upon the foundations of a glorious past the fabric of a future prosperity."

OPPORTUNITIES TO SELL QUALITY PRODUCTS

By GEO. E. BRIGHTSON
President Sonora Phonograph Co., Inc.

George E. Brightson, president of the Sonora Phonograph Co., Inc., is of the opinion that the coming year will offer unlimited opportunities

for the sale of those phonographs that have proven their intrinsic value and have been marketed on a high-grade, sound basis that has appealed to the better class of customer.

"As soon as the market situation began to turn," said Mr. Brightson, "the dominating position of the recognized quality product was proven. The result has been the liquidation of stocks of machines of doubtful quality, or little known value,—the sort that have been sold on the basis of price and terms. It is significant that the changed conditions have not affected to an appreciable extent the demand for the quality product.

"The tendency of the buying public to favor makes of known standing, sold at substantial prices, may be explained in a number of ways, but the fact remains that during the period of uncertainty the investor seeks to spend his money safely. He will purchase something in which he has confidence, and will purchase from a company that will remain in business to give him service in the future.

"Instruments that have been built up to a quality standard, rather than down to a price, have survived and will survive, and for such instruments there will be a demand next year that is likely to tax manufacturing facilities. Not finding it possible to decrease prices without interfering with our quality standard, we have perforce maintained prices and have taken occasion to publish advertisements to inform the public of the facts of the case.

"I believe that by adhering closely to the quality argument, and by insisting upon continuing to market only a quality product, the talking machine industry has an opportunity during the coming year to place and keep the business on a high plane that will mean prosperity for all."

MAGNAVOX FOR INAUGURAL

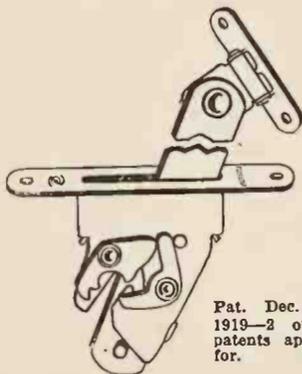
Telephone Engineers Have Plans to Carry President Harding's Address to the Nation

WASHINGTON, D. C., December 9.—Those who voted for Harding for President may hear his inaugural speech on March 4 if plans of telephone engineers are carried out.

The plan calls for the erection of a huge Magnavox above the speaker's platform, which would be connected with all transcontinental circuits of the great telephone systems. Each community that wishes to hear the President's address can then engage a hall, where the necessary receiving instruments can be installed.

CONCENTRATE IN BROOKLYN

During the last month the city sales department of the Pathé Frères Phonograph Co. was moved from its former location at Forty-second street, New York City, to Pathé headquarters in Brooklyn. Bringing this department under the Pathé roof and therefore close to the source of supply will doubtless aid materially in its efficiency.



Pat. Dec. 1,
1919—2 other
patents appl'd
for.

The New Automatic Cover Support

Noiseless in Operation
Foolproof in Construction
Made With Both Bent and Flexible Hinges
Heavily Nickel Plated or Specially Finished to Order

Send \$1 for 3 samples—one of each model

A. F. Zega Mfg. Co.

77-81 Mill Street



Bloomfield, N. J.

ACTIVE ASSOCIATION WORK IN PITTSBURGH DISTRICT

Important Addresses at Recent Association Gathering—The Business Situation Reviewed—New Establishments Opened Up—To Form Music Dealers' Association in Pennsylvania—Other News

PITTSBURGH, PA., December 6.—With one accord the talking machine fraternity of Pittsburgh and vicinity is ready for what many of the trade predict will be a record-breaking business in the sale of talking machines and records. This assurance of excellent holiday business conditions is justified by the splendid industrial situation that prevails at the present time. All of the large iron and steel plants in this city and within a radius of fifty to sixty miles are operating steadily. There have been no drastic reductions in working forces and as a whole the iron, steel, coal and coke industries here are on a very satisfactory basis. High wages are being paid and these will obtain for many months to come. Judging from the immense orders that have been booked by the leading iron and steel producers.

Pittsburgh has enjoyed a very prosperous year as far as the sales of talking machines are concerned. Practically all of the distributors are agreed on that point. S. H. Nichols, manager of the Pittsburgh offices of the Columbia Graphophone Co., is of the opinion that the present year will show sales of Columbia Grafonolas and Columbia records to have been the largest in the history of the company's office here. Mr. Nichols is optimistic concerning the outlook for the Columbia business here.

All of the Victor jobbers, the C. C. Mellor Co., the Standard Talking Machine Co. and the W. F. Frederick Piano Co., have been active in distributing their allotments of Victor machines and Victor records to their respective clients and it is safe to say that while there will be a marked increase in Victor business in Pittsburgh this Christmas season, it will not be as great as it might have been had the supply of "wanted" styles of Victrolas been more abundant. The talking machine dealers are vying with each other in elaborate show window displays of machines and records with a Yuletide background. It is a feature that brings trade and always attracts large numbers of interested spectators. It is asserted by those who are in a position to know that the window displays here this season thus far have been very well arranged and in keeping with the holiday spirit.

What was beyond doubt one of the most successful meetings of the Talking Machine Dealers' Association of Pittsburgh was held at the Hotel Chatham on November 16, when a "Salesmanship Night" was featured with practically every leading talking machine dealer and department in the city represented by members of their sales departments. The C. C. Mellor Co. led the list with the largest number of sales persons present, which was headed by Thomas T. Evans, manager of the wholesale Victrola department, and Fred Drake, manager of the retail Victrola department. Close to 300 persons attended the dinner, which was held on the "roof garden" of the hotel. Prior to the dinner there

was general handshaking and introductions all around. At 6 o'clock the signal for the march to the banquet hall was given, with President John H. Phillips leading the way. At the speakers' table were seated President Phillips; Herman Lechner, vice-president; A. R. Meyer, secretary, and Henry Wood, treasurer, in addition to F. A. Delano, director of the Victor Co.'s Salesmanship School, and J. J. Rockwell, of the Reinecke-Ellis Co., who were the speakers.

During the dinner a number of popular songs were sung, with Joseph Hiller, manager of the Pittsburgh offices of Waterson, Berlin & Snyder, as song leader. One of the pleasing events of the evening were the songs rendered by C. R. Parsons, manager of the talking machine department of the Rosenbaum Co. H. H. Fleer, of the C. C. Mellor Co., was at the piano. Mr. Parsons has an excellent voice and was warmly applauded for his efforts.

President Phillips made a brief address of welcome and closed by presenting Mr. Lechner, whom he designated as the "official toastmaster." Mr. Lechner, in an apt and humorous talk, introduced Mr. Delano, who spoke on "Record Selling." His talk was intensely practical and it was conceded by all who heard it to have been one of the most logical and satisfactory presentations of the ethics of record selling ever heard in Pittsburgh. Mr. Delano was perfectly at home with his theme and told a number of stories to drive home the points he made. He was given an ovation when he concluded.

Mr. Rockwell came next and referred to selling as a distinct science and a field that was unlimited. Mr. Rockwell is an easy and pleasing talker and held the interest of his hearers from start to finish.

Miss Lillian A. Wood, director of the Victrola educational department of the C. C. Mellor Co., presented the theme of "Music Appreciation" to the audience. She referred to the work being carried on by the Musicians' Club of Pittsburgh for the furtherance of good music by having the orchestras in theatres, hotels, restaurants, motion picture houses and other public places play some standard selection of music daily.

J. A. Pentz, of New York City, has assumed the management of the Pittsburgh offices of the Smith, Kline & French Co., distributors of the Sonora phonographs. He takes the place of H. Milton Miller, who was in charge of the offices for several years.

The Sonora-Mel-O-Dee Shop has been opened in the Jenkins Arcade. The shop is one of the largest of the kind devoted to the sale and exhibition of talking machines in the city and is well equipped. A fine display of the Sonora line is on exhibition and sales are reported by the manager, E. C. Doel, as very satisfactory.

A movement has been launched in Pittsburgh for the formation of a Music Dealers' Associa-

tion in Pennsylvania and it is expected that the convention will be held here on January 17 and 18 next. The general chairman of the convention committee is W. C. Dierks, of the C. C. Mellor Co., and he has associated with him a number of representative music dealers of the Steel City. It is aimed to have all talking machine dealers as well as piano and other musical merchandise dealers attend the convention. It is pointed out that the time is ripe for a music dealers' organization in Pennsylvania and that its coming is most opportune, especially in view of the fact that the State Legislature will convene in January and that measures affecting the music trades interests of the State are likely to be presented to the lawmakers.

Mrs. C. H. Walrath, of Kaufmann's Victrola department, reports business conditions as brisk. Mrs. Walrath has charge of one of the largest Victrola departments in the State.

T. E. Shortell, manager of the Victrola and Columbia departments of the S. Hamilton Co., is making a hit with sales of period styles and is quite pleased over the outlook for this class of business right up to Christmas.

H. E. Young, of the Victrola department of McCreery & Co., had a pleasing Victrola display in one of the firm's large show windows. Mr. Young is lined up with the optimists as far as his attitude on holiday sales is concerned.

J. A. Scanlan, sales manager of the Brunswick-Balke-Collender Co.'s Pittsburgh office, is confident that there will be a new high record reached in his department covering the sales of Brunswick phonographs and records.

George R. Madson, of the Cheney Phonograph Sales Co., of Cleveland, O., who supplies the trade in Pittsburgh, stated that the Cheney line was being well received and that sales reported by the retail trade were highly flattering.

Miss Teresa Green, for several years connected with the Buehn Phonograph Co., and latterly with the Rosenbaum Co.'s talking machine department as assistant manager, was married on November 16 to Harry B. Averman. They will reside in Greensburg, Pa. The bride is receiving the congratulations of her many friends in the trade.

David M. Wise, Jr., for the past five years in charge of the record sales department of the Pittsburgh offices of the Columbia Graphophone Co., died at his home here November 14, after a brief illness. Mr. Wise was twenty-three years of age and was one of the best record salesmen in the business. He had a wide acquaintance and his passing was a distinct shock to his associates in the office. The funeral was largely attended and a floral tribute came from the office force. He is survived by his widow and an infant child.

TO OPEN IN JACKSONVILLE, ILL.

A new talking machine and record store will soon open in Jacksonville, Ill., in the Tendick Building, which is being fitted up as a modern display room for musical instruments.

Quality

Distinction

The "VICSONIA" Reproducer



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

Fitted with permanent jewel point. No loose parts.

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

Meet the demand—Serve your customers

Sample Model "A" or "B" Vicsonia 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.

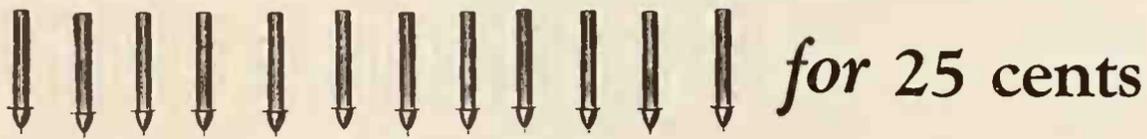
313 E. 134th STREET

NEW YORK, N. Y.



Announcing

A NEW EASY-SELLING PACKAGE—GIVING
12 TONOFONE NEEDLES FOR 25c



Good news for phonograph and record dealers! Effective at once we will supply Tonofone Needles in the new bigger value, bigger profit package—12 needles for 25c.

This new size package gives your customers more value for their money—increases your margin of profit—doubles and trebles your unit of sale—doubles and trebles your profits.

The Tonofone Flexible Point Needle is one of the greatest inventions in phonograph history. Scientific new methods have now brought it to a degree of perfection hitherto thought impossible. Each Tonofone Needle plays 20 to 50 records—any disc record on any phonograph—one needle for all tones.

The Tonofone flexible point is of correct and uniform size—not tapered. Being flexible, it brings out clearer tones and gives more accurate reproduction. Being

softer than any record, it minimizes surface noise and prolongs the life of records.

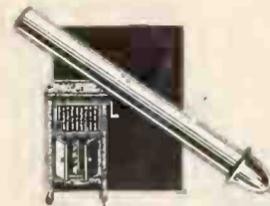
Order direct from this Advertisement—using coupon below. Make it a combination order—one carton of the “Four Needles for 10c” packages and one carton of the new “Twelve Needles for 25c” packages.

Prices are as follows:
1 carton, 100 packages, 4 for 10c size, \$ 6.00
1 carton, 100 packages, 12 for 25c size, 14.00
Total \$20.00

This retails for \$35.00, giving you a profit of 75%. Why not fill out and mail the Coupon Order Blank now? Tonofone Needles come to you under our positive guarantee. You in turn guarantee them to your customers. And we stand back of you. Order direct from this advertisement.

R. C. WADE COMPANY
110 S. Wabash Avenue, Chicago, Ill.

Tonofone
The Phonograph Needle
With the Flexible Point



Send Coupon for
Sample Needles FREE

Dealers and others who have not tested Tonofone Flexible Point Needles recently, are invited to send coupon below for FREE samples to test at our expense. Prove for yourself that Tonofone Needles are musically, mechanically and scientifically correct.

Tonofone

The Phonograph Needle With the Flexible Point

R. C. WADE COMPANY, 110 S. Wabash Avenue, Chicago, Ill.
Gentlemen:—Please send your combination order of Tonofone Phonograph Needles as follows:
1 carton, 100 packages, 4 for 10c size, \$ 6.00
1 carton, 100 packages, 12 for 25c size, 14.00
Total \$20.00

Firm Name.....
City.....
State..... Street.....

We understand above Tonofone Needles are purchased subject to your positive guarantee of quality.

R. C. WADE COMPANY
110 S. Wabash Avenue, Chicago, Ill.
Gentlemen:—Please send FREE Samples of Tonofone Needles for us to test at your expense.

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

REASONS WHY MILWAUKEE TRADE IS MOST OPTIMISTIC

Majority of Dealers Closing a Prosperous Year—Holiday Business Well in Evidence—F. W. Clement Talks on Conditions—Paramount Activity—Columbia Campaign—News of Month

MILWAUKEE, Wis., December 8.—Judging by the volume of business which Milwaukee talking machine dealers have transacted so far this holiday season, not the least difficulty will be encountered in achieving the object of making 1920 the best year in the history of the industry. In fact, the great majority of local dealers entered the holiday season, marked by the advent of Thanksgiving Day, with a record of volume in excess of last year, which was far and away the most prosperous in all time. With every prospect in favor of Christmas trade at least as large as a year ago, it is not unreasonable to expect 1920 to go down in history as pre-eminent.

The trade here as well as elsewhere is favored by the material factor of a relatively liberal supply of instruments as well as records, the shortage in both of which was practically the only limiting factor upon trade last year. Still, while the supply is a great deal freer the demand has been increasing steadily, so that in effect merchandise stocks are not unduly liberal. It is a peculiar but pleasing fact that while the public has been retrenching on its expenditures for necessities as well as luxuries for more than six months, the love for music, which was accentuated by the war and in the post-war period, seems to be insatiable. People are buying musical instruments when they refuse to buy a new suit of clothes, a new dress or a pair of shoes.

The jobbing trade in Milwaukee is passing through the busiest period it has ever known as the holidays approach. The demands being made upon distributors by retailers throughout the Wisconsin and Upper Michigan territory are relatively enormous. One of the reasons for this may be that a good many merchants were not inclined to make their purchases for holiday trade at the usual time during the Summer

months, feeling that prices would slump with those of other commodities. On the other hand, those dealers with foresight who laid in what they considered ample stocks are among the heaviest buyers at the present time.

"We have never been so busy as in the last four to six weeks," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., distributor of the Victor. "Our November business volume was the largest we have ever experienced, and established gains larger even than those which this house has made consistently all through this year. The reports we are getting from our retail dealers are most gratifying. The dealer is converting his stock into cash promptly, which I feel is a rather notable achievement in these days of tight money and the restriction of credits which it involves."

Business in the New Edison phonograph and Edison records is at the high-water mark in this territory. The Phonograph Co. of Milwaukee reports a much more liberal supply of merchandise than in two or three years, still the dealer trade throughout Wisconsin is buying so heavily that a surplus cannot be maintained.

Charles J. Orth, exclusive distributor of the Puritan, feels gratified over conditions. Six months or more ago Mr. Orth began to accumulate stocks for holiday trade and leased much additional warehouse space in anticipation of late buying by the dealer trade to meet the holiday rush. His anticipations have been realized in the fullest possible measure and now hardly a day passes without the necessities of dealer demand compelling hurry calls to the Puritan factory at Sheboygan, Wis., to get out prompt shipments.

F. W. Clement, manager of the Chicago branch of the Emerson Phonograph Co., spent a week

in the Wisconsin territory at the close of November and made a most encouraging report of conditions, especially in the rural districts. Mr. Clement in an interview said:

"If there are any dealers who have complaint to make it is a very few in the larger communities in Wisconsin whose trade has been affected to some extent by the restriction of manufacturing capacity and the consequent unemployment. I find, however, that unemployment in Wisconsin is relatively small. The talking machine dealers nearly everywhere are optimistic in their views of the future. Their faith in these views is indicated by the liberal orders they are sending in. They are getting a good holiday business and in the time remaining before Christmas and New Year's expect to do even better. In the rural districts of the Badger State business is normal and no complaint is heard. Country dealers have been enjoying a brisk business all through the year."

H. M. Hahn, manager of the Paramount department of the E. R. Godfrey & Sons Co., is one of the busiest men in the wholesale trade in Milwaukee. This company handles five of the best States in the Union, namely, Wisconsin, Illinois, Michigan, Indiana and Iowa. The Paramount is a made-in-Wisconsin instrument, with factories at Port Washington, and it is as well liked in the Badger State as in the other States of the Godfrey territory, this being a refutation of the old saying that a prophet is not without honor save in his own country. Paramount production has been kept on the increase constantly all through the year and is not yet up to the extent of the demand for the instrument or for Paramount records.

The Brunswick trade in this territory is better than it has ever been. Thomas I. Kidd, manager of the Milwaukee branch, is among the most enthusiastic distributors in the local trade. The run which the Brunswick record is making is particularly gratifying. Milwaukee retailers of the Brunswick line are keeping their trade

(Continued on page 136)



THE REALIZATION OF A DREAM
The

SALVEE REPRODUCER

SCIENTIFICALLY PERFECT

No Springs—No Blasting—No Metallic Sounds

Not "A Sound Box"

"A PERFECT REPRODUCER"

The Result of Five Years Mechanical and Musical Experiments

MANUFACTURERS

The Salvee Reproducer adds hundreds of dollars to the value of your phonograph and thousands to the pride of your dealer. Don't compel your patrons to buy it separately—adopt it in your machine.

GUARANTEED

To Have No Equal in the Market For:

PERFECTION OF REPRODUCTION
MARKED DISTINCTION
RICHNESS OF TONE
SIMPLICITY OF CONSTRUCTION

Minimizes Surface Noise—Eliminates Metallic Sounds.
No possible chance to get out of order. Attachable to any talking machine.

DEALERS

To handle Salvee Reproducers means to sell phonographs and to make friends of all your customers.

No salesmanship necessary—Salvee Reproducer sells itself.

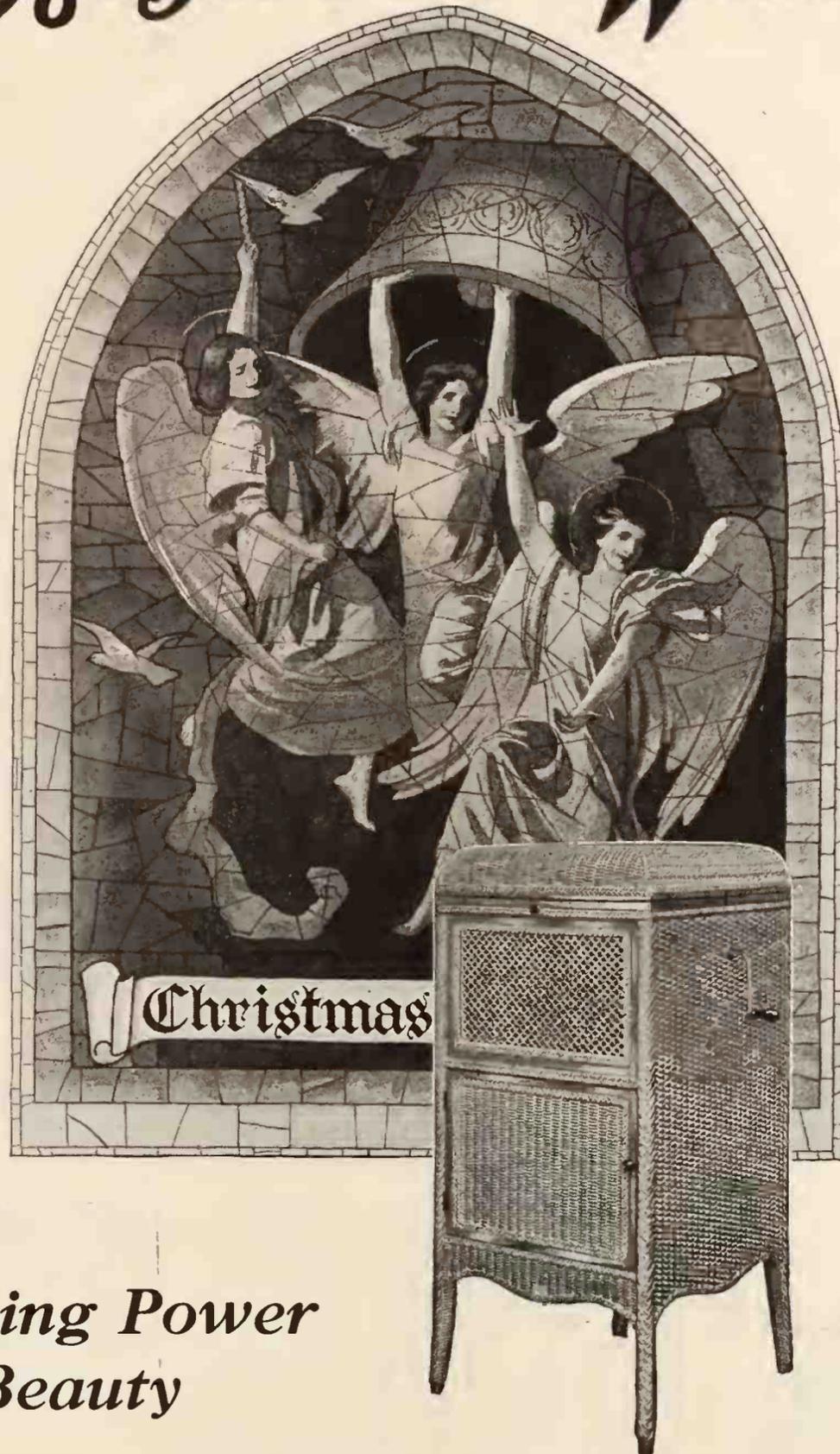
SALVEE REPRODUCER CO., Inc.

GENERAL OFFICES: CURRY BUILDING :: PLANT: 627 WEBSTER AVENUE

PITTSBURGH

PENNA.

The Heywood-Wakefield



The Selling Power of Beauty

IN no instrument is the selling power of beauty better demonstrated than in the Heywood-Wakefield. Its decorative reed cabinets and purity of reproduction combine in a strikingly popular appeal to eye and ear.

The use of reed eliminates vibratory noises and lends itself to a new artistry of cabinet-making. The perfecting of a non-metallic reproducer on the principles of the human organs of sound has resulted in richer and more natural tones.

Two further advantages that make many a sale for the merchant are the universal electric motor, for those who prefer it, and the variety of color schemes which may be effectively used on the cabinets. The motor never heats, is always uniform in speed and silent in operation. Your customers can choose an instrument colored to harmonize with their own style of furniture.

The Heywood-Wakefield is made under the Perfek'tone patents. For all details address 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

THE TRADE OUTLOOK IN MILWAUKEE

(Continued from page 135)

right up to the limit of the available supply, and the same is true of merchants throughout the territory served by the Milwaukee branch.

The merit of the instrument, backed by and stimulated with one of the most notable advertising campaigns known to the talking machine trade, has continued to make the name of Sonora one of the most widespread in use in this territory. The concern responsible for this is the Yahr & Lange Drug Co., which is the exclusive distributor in Wisconsin and Upper Michigan. Some of the largest retail stores in Milwaukee are handling the Sonora exclusively or in combination with other makes of world-wide reputation, and their demands are so large that the Yahr-Lange house is finding it increasingly difficult to fill them all promptly.

The Edmund Gram Music House, which is State representative of the Steinway and Aeolian, including the Aeolian-Vocalion, has recently been appointed exclusive retail representative in Milwaukee of the Cheney phonograph. An excellent business is reported by Miss Julia Wolff, manager of the talking machine department.

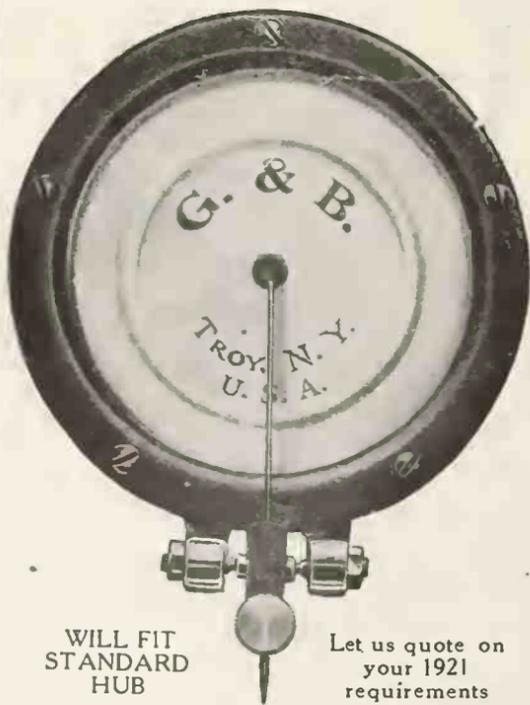
Columbia business is keeping pace with that of the other "big leaguers" in the talking machine trade. It is notable that the demand for the Grafonola has been brought to the same high pitch as requirements of Columbia records in recent months during which the Bridgeport concern has maintained direct representation in Milwaukee for the surrounding territory.

The manufacturers located in Milwaukee and throughout the State are substantially optimistic. They have not been obliged to limit output; in fact, the production has been on the increase, even during the last half of this year. This increase has been facilitated by a certain degree of relief in the supply of raw and semi-finished materials for cabinet manufacture.

The latest entrant into the Milwaukee manufacturing field is the Polonia Phonograph Co., which will at first specialize in the production of records but later will build complete instruments. It is formed by some of the best-known Milwaukee people of Polish extraction and will feature records in the Polish language. A factory costing \$40,000 is now under construction.

G. & B.
REPRODUCER

SUPERIOR QUALITY PRE-WAR PRICES

WILL FIT
STANDARD
HUBLet us quote on
your 1921
requirementsPre-War Quality and Prices on
DIE CASTING

Machining, Plating and Assembling

We can furnish the complete article or the parts only

GEIER & BLUHM
TROY NEW YORK

Personal Service

G. F. RUEZ
Pres. and Treas.H. A. GOLDSMITH
SecretaryS. W. GOLDSMITH
Vice-Pres. and
General Mgr.

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.

Get acquainted with the Badger brand of personal service.

Badger Talking Machine Company

Exclusive Victor Distributor

135 SECOND STREET

MILWAUKEE, WIS.

at Grove and Harrison streets. The equipment is mainly for pressing records. The recording is done largely in laboratories maintained in New York City. The offices of the Polonia company are located at 435 Broadway, Milwaukee, pending the completion of the new factory.

A new corporation in Milwaukee is the Concerto Talking Machine Co., which was incorporated a few weeks ago with a capital stock of \$25,000. The incorporators include Julius Schulner, Fred H. Koch and Julius O. Roehl.

The Sundet Music Co., of Chippewa Falls, Wis., has increased its capital stock from \$10,000 to \$30,000 to accommodate an increasing trade.

The B. Jewell Music Co., of Antigo, Wis., representing the Columbia, has moved its store into new and larger quarters in that city.

Richard H. Zinke, president of the R. H. Zinke Music Co., has sent out to the trade a notice regarding his repair department, offering to repair free of charge (unless new parts are required) any Victor machine whether bought at his shop or not. The repair department is under the very competent direction of James Foley.

INTERESTING VISITOR FROM CHINA

E. Labansat, Managing Director of the Pathé-Orient, Ltd., Shanghai, Tells of Conditions and Progress of Industry in China

A distinguished visitor to The World sanctum during the month was E. Labansat, managing director of the Pathé Orient Co., Ltd., Shanghai, China, an old-time subscriber to The Talking Machine World, and who through this medium has kept in touch with the progress not only of the talking machine industry of America, but of the world.

Mr. Labansat, who has been visiting the Pathé headquarters in Brooklyn, is an old-time talking machine expert, and has been twelve years in Shanghai, where vast numbers of Pathé records are made for the Chinese market in the various dialects of that country. The selection of artists and people to make master records in China is a stupendous task, because of the various dialects in the different provinces.

Mr. Labansat remarked that the Pathé phonograph and records have made much progress in popularity in China, and the people are manifesting a great interest in the Pathé records and their possibilities not only as an entertainer, but as an educational factor.

The Pathé factory in Shanghai is a large institution with the executive departments largely in the hands of men who come from the Pathé headquarters in Paris. All the common labor is done by natives, who are a faithful body of workers when handled intelligently. Records are made by the Pathé Orient Co. exclusively for the Chinese market.

During his visit to New York Mr. Labansat called upon a number of gentlemen connected with the talking machine business whom he met in various countries in Europe during the past fifteen years. Mr. Labansat is a linguist, a man widely read and of great charm of personality, and his talk regarding the various phases of the phonograph situation in China was of exceeding interest.

Mr. Labansat left for Vancouver early in the month and planned to sail by the S. S. "Emperor of Asia" on December 12.

BRUNSWICK ARTIST VISITS STORE

Appearance of Talented Star in Texas Town Greatly Increases Sale of Operatic Records—Interest in Music in General Revived

BROWNWOOD, TEX., December 6.—Marie Tiffany, the celebrated Brunswick artist, recently appeared in a concert given at the store of the Empire Furniture Co., of Brownwood. Photo-



Marie Tiffany Listens to Her Brunswick Records graphs of the famous artist, as she was entertaining customers of the store, are shown herewith. The affair was a great success in every respect. It aroused much interest and consequent sales of Brunswick operatic records resulted.

"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
CHICAGOSouthern Wholesale Branch
1830 CANDLER BLDG.
ATLANTA, GA.

We believe we now have the
opportunity we have waited for.

OUR SOLE AIM

IS TO ASSIST THOSE DEALERS
IN OUR TERRITORY WHOSE
CONCEPTION OF THE VICTOR
BUSINESS INDICATES THAT
THEIR FUTURE DEVELOPMENT
AND PATRONAGE AS VICTOR
MERCHANTS WILL BE
VALUABLE.

The expected increase in
Victor production is at hand.

BUFFALO TALKING MACHINE CO., Inc.
BUFFALO, N. Y.

THE MID-WEST

WESTERN DIVISION OF THE WORLD, CHICAGO, DECEMBER 8, 1920.

THE talking machine industry is going through a transition period, the coming of which ought to have been foreseen, but the passage of which need be neither dangerous nor terrible. The fact is that new methods of getting business are being forced upon us, and in consequence we are being compelled, willy-nilly, to recover rather suddenly from the acute attack of sellers' markets which was bothering us some months ago. Nowadays we have to go out and sell goods, which is all to the good. The worst thing that could happen would be a continuation for another year of the abnormal state of affairs which prevailed a year ago. About one more year of that would have completely killed any chance any of us would ever have had to bring the talking machine business again into line with normal methods. The lazy-minded man will no doubt complain because he has to go out and work. But the keen man will be rather glad. For there is not a bit of sense in blinking the facts. Those who are going out are actually getting the money, making the sales and getting good prices. The people have money. Of that there is not the slightest doubt. But they have been infected with the prevailing craze about prices and have begun to believe that each and every article of commerce is now going through a period of decline towards "right" prices, so that it is only necessary to wait long enough to find oneself buying at pre-war figures. This may all be true of some things, but it is certainly not true of talking machines, any more than it is of pianos. It should seem therefore the part of wisdom to cultivate persistently the habit of telling customers the simple truth that prices of talking machines cannot come "down," because they have never yet been "up." That is not the newest of advice. It has been given rather often during past months: but in fact no advice which can be given just now surpasses this in importance and timeliness. Moreover, there are signs everywhere that the department stores are meeting the changed conditions by reducing prices sharply and taking losses in certain lines in order to fill their hitherto empty aisles: and there are similar signs indicating that these aisles are being actually filled. In a word, the biggest retailers are bringing business back. All the more reason why we, who cannot cut off abnormal profits because we have never had them, should stick to plain facts and go after business strenuously, rounding up customers in the good old way and selling them on the merits, not on the prices, of our goods.

THE city of Chicago, capital of the middle empire; has many reasons for taking some pride in the achievements of its citizens. But

**Kids,
Music
and Biz**

no one of these, we submit, exceeds in importance and genuineness the Chicago Symphony Orchestra. This is, in itself, one of Chicago's major reasons for pride and happiness. Our

wide-awake talking machine men ought to keep themselves in continual touch with the doings of this remarkable art organization, seeing that its work in teaching the citizens to love good music is in direct line with the objective of the phonograph business. With our opera, which is generally regarded to-day as the most efficient organization of its kind in the United States, the talking machine dealers keep in fairly close touch; and close inspection of the show windows of our best talking machine shops will prove that this is so. But one does not see the same close touch with the symphony orchestra. Yet the orchestra is nearer to the masses of the people than the opera company ever can be. The children's concerts of the orchestra, of which twelve are given each season, two per month for six months, present an unrivaled opportunity to the talking machine man to put himself and his store on the musical map. The children of Chicago fill the twenty-six hundred of seats in Orchestra Hall twelve times over during the season, and each of these kids is a little musical apostle in some home, not by any means necessarily in some rich home, but indeed more likely in one only moderately prosperous. The programs of the children's

concerts can be had from the box office at Orchestra Hall, and they almost always include some numbers which can be found in the various talking machine record catalogs. Why should not our wide-awake merchants take advantage of that fact and play up these children's concerts, offering to demonstrate the music, so much of it as is available, at "children's hours" on days before the dates of the concerts? Surely that is practical and valuable publicity.

LYON & HEALY will forgive us, perhaps, for remarking at this point that they are doing, in one way, most admirably, just what we have

**Big House
Knows
the Kids**

been advocating above, in another way. In other words, they have been running children's concerts of their own in their concert room adjoining the main floor of their building. They have been for some weeks past holding daily afternoon concerts at which pianos, Victrolas, and various living artists are to be heard, free of charge, by all music lovers who care to enter and seat themselves. In addition to all this admirable work, they are also running children's concerts for children especially. Such work is admirable in every sort of way because it plainly shows the recognition by this great music-selling house that there is good business and good profit in teaching the people all that can be taught them about music. The talking machine trade, above all others, ought to see the force of these policies. The very warp and woof of that trade is the people's love for music, and to stimulate that love in every possible way should be the leading thought in all advertising and retail promotion. Yet one frequently finds that nothing else is so far, to all appearance, from the minds of otherwise progressive merchants than this very stuff of their selling. Music is what we are all selling and if we would realize to the full the possibilities of the machines and records we buy and sell we must do our part in cultivating the often wild and undeveloped plant of music appreciation. The more we do this the better it is for us and for our business. Surely, this is a proposition which does not need a great deal of proving. We should, for our part, like to see every talking machine shop or department provided with facilities for seating a goodly body of men, women and children, and then thrown open on certain days for the sole purpose of giving out, free as air, every sort of good music which can be found in the almost illimitable depths of the catalogs. The cost will be negligible in all these cases compared with the results. Let us give the people so much music that every man, woman or child who has ever hungered for it will know that it is to be had, and that hunger satisfied at the talking machine store. That is real advertising, real promotion. And to-day all of us are saying that we want advertising, promotion, schemes for selling, and so on.

THE news columns of this paper chronicle the fact that the Cheney Talking Machine Co. has been receiving unusual honors abroad for

**Honor
to the
Honorable!**

the extraordinarily high character of its advertising. Every reader of this paper is familiar with the wonderful page advertisements which this company has for many months past been steadily publishing with us as well as in other nationally circulated magazines. The conception in each case is artistically worked out. The photography and process work is excellent and the whole idea is always in keeping with the spirit of the Cheney, that is to say, with the spirit of high class, consciously fine manufacturing and merchandising. How that makes one realize ever more clearly that the future of this great industry is in its high-grade goods and in them only! The International Advertising Exposition, recently held in London, displayed amongst other exhibits four specimens of the admirable Cheney work of which we speak. The Cheney machine is a high-class machine. It is sold at a high-class price. Its makers and sellers, its executive officers, are high-class men. This is as it should be. Those who understand the truth about public likes and dislikes, about what people really want and about the motives which guide them towards trading and purchasing, know

POINT OF VIEW

that the lure of low prices is only a secondary attraction to normal persons. It is a well-known fact that the person who buys a high-class article at a corresponding price is always happy, even though the purchase may have involved, immediately or progressively, a perceptible financial sacrifice. The point which appeals to the purchaser is that the thing which has been bought is a good thing, an honest and a fine thing, and that these qualities are the only qualities which need be considered, whereas an article which is cheap and is bought for its cheapness is just a bargain and nothing more. No one ever was really happy over a bargain. For a bargain is always an uncertain sort of thing. It is always doubtful. It may be right: but it may not and usually is not. Only those few persons whose warped natures prefer to believe that they have beaten somebody out of a just price can ever get any joy out of a bargain. All normal, honest men and women prefer any day to pay to maker and seller a just price. And, that being so, it naturally follows that such normal, honest persons prefer to consider the quality of what they are getting. That is the basis of modern business—quality, not price.

We have been much interested to know that our friend, A. J. Kendrick, of the Brunswick institution, is experiencing difficulty only in keeping up with the orders which pile up daily in front of him. He laughs at the idea of bad business. He does not indeed make any elaborate pretenses at accounting for the state of affairs, but simply says, "so far this year we have done more business than during the same period of 1919." Seeing that the statement was made within five weeks of the close of the present year, it may be inferred without unduly straining the reasoning powers that Brother Kendrick is reporting a highly prosperous condition. Well, after all, why not? If all that we have been saying is not merest rot, it is evident that the needful ingredients for successful business are, first, a good article to sell, and, second, intelligent belief in it. Given these, and there can be nothing to prevent, or stand in the way of, complete success. People to-day, where they hesitate, hesitate because they lack confidence. If they lack confidence it is because for some reason or another they believe that prices have been too high and ought to come down. Such a condition of mind cannot rightly exist in respect of an industry which, like ours, is not guilty of profiteering, unless the public has been misled by deceptive statements foolishly made by competitors against each other. Brunswick dealers do not make such statements, and do not allow themselves to become worried over the sales the other fellow is making. They know that they have something good and because they know this, and know it to be something salable at a just price and at none other, they are confident. Being themselves confident, they are able to inspire their prospective customers with parallel confidence. That is why Brunswick dealers are successful, and that is why, perhaps, Mr. Kendrick is able to say that during the year 1920 their increases have not come from additions to the number of dealers so much as from actual increases in the average orders from existing dealers and in the average quantity of stock carried by each. Therein is told a story which the utmost of careful analysis cannot make more complex than this: "Confidence and faith are the bases of success. Confidence and faith arise only from honesty and quality. Honesty and quality make success."

READERS of our Chicago department, somewhat to the right of this page, will note that quite a good deal is said therein by various record experts on the matter of prospects and facts in the record trade. The wholesale side of the question is presented by Mr. A. F. Foute, wholesale record manager for the General Phonograph Co. of Illinois. Brother Foute is certain that the merchant need not fear in the least any sort of let-down in business during the rest of the Winter, provided said merchant will look to the

Brother Kendrick Corroborates

obvious necessity of putting some pep into his efforts to induce the people to come out of their holes and play with him. In a word, says our friend, merchants must be ready to give service. The gentleman is right, and so also is Brother Kapp of the Columbia, who looks at these matters with the eye of one expert in retail service. It is evident that the old order passeth and that the new order is already here. We are learning that the way to insure prosperity in business is to have for sale an honest needed article and then to sell it so honestly and with such a sense of service that the buyer makes as big a profit as the seller. That is the essence of the whole thought of service in business, the thought that the buyer as well as the seller must make a profit. And the merchant who is really wise is the merchant who knows that the secret of success is to understand and intelligently believe in the article one is selling, and to know that it is both useful and advantageous to the world that the world should possess it. Based on such a thought as that, there is no need for any feeling of uncertainty at any time. The world never needed music so badly as it needs music to-day. The talking machine record provides the most compact and completely efficient means for bringing music to the hearts of the people. The people have money to spend. The record costs little money and represents vast value. The chain is complete. Intelligent service provides the key which will open the lock to the public confidence, and thus to the prosperity our business asks for.

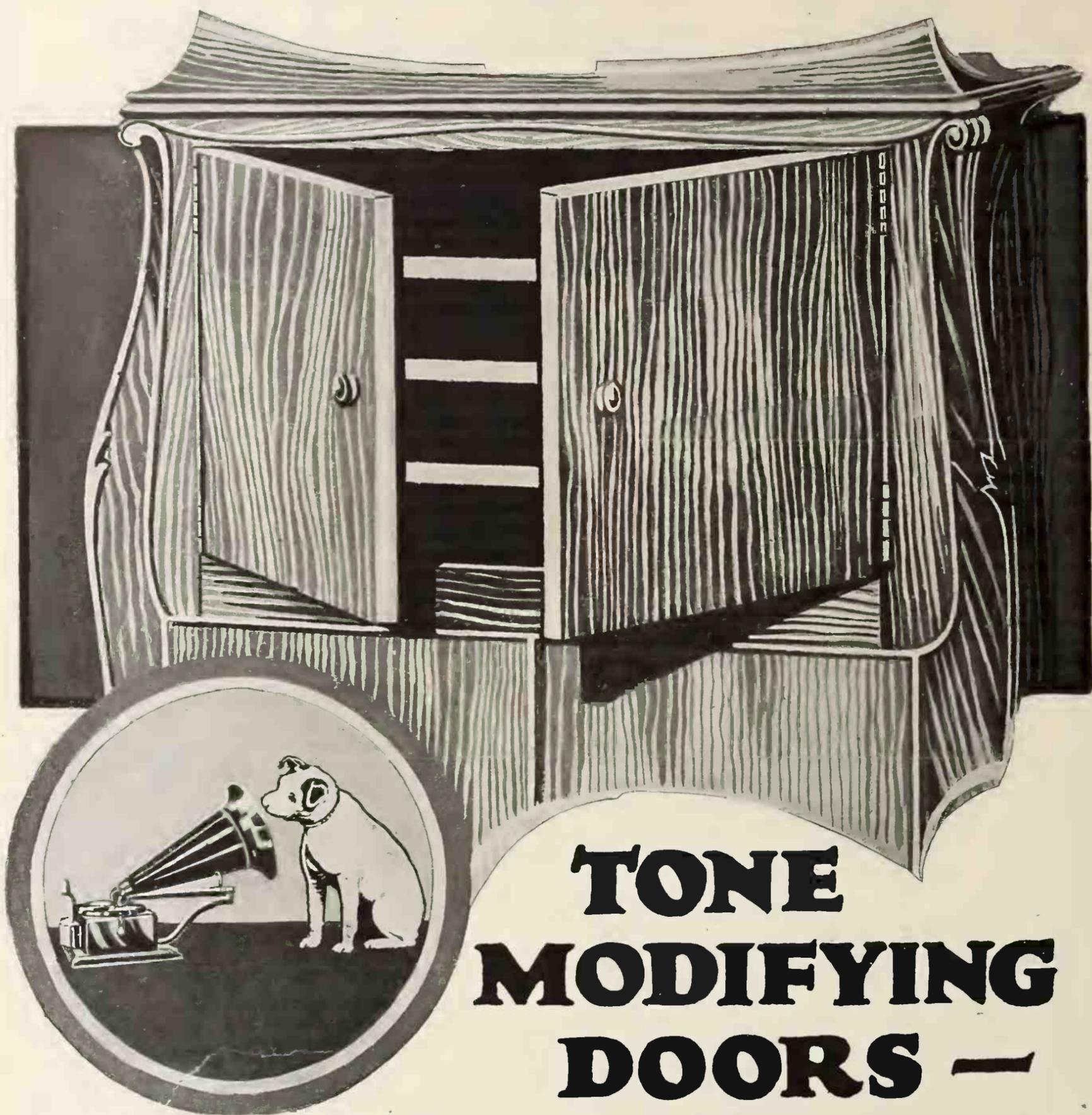
THE Victor dealers of Chicago and vicinity have met and formed an association for mutual advantage. It is to be on the model, we understand, of similar associations in other cities, already existing and prosperous. This is very well and we are glad to hear it. But we should really like to know why the idea of a retail talking machine dealers' association has not been carried to practical attainment in our city? We certainly ought to have such an association, and the organization of our industry will not be complete until we do have it. Get busy, gentlemen.

AND so we come to the closing number of an eventful year. The predictions, both of the pessimists who saw nothing but wreckage for Christmas and of the optimists who dreamed aureate dreams, have not exactly come true. The truth has lain midway as usual. We have had disappointments and some troubles. We have had, which is more to the point, a pretty thorough shaking down. Situated in the midst of the most humming of markets, the staff of the Western Division of The Talking Machine World have been in a position unusually good for seeing into the causes and conditions of things. All of us can, and do, join in saying that, in our opinion, the outlook for 1921 could hardly be better. There will not indeed be a sellers' market, but a sellers' market is no blessing. We shall all have to work; but work is the best possible thing for all of us. We shall, nevertheless, if so be it we work hard and faithfully, reap greater rewards than ever. The people of this country have been excited, feverish, hysterical, and of late pessimistic and gloomy. Yet the gloom has arisen from the same causes which earlier produced the fever and the excitement. Little by little the world is relaxing to rest. It will never be the same world as it was before August 1, 1914, but it will be a world more experienced, somewhat chastened and a bit impatient of panaceas. Such a world will respond to honesty and to value, to business which is organized to serve at a fair profit, to the spirit of justice and fair-dealing. It will not respond to anything else. The day of clap-trap in merchandise is passing rapidly. The day of honesty and value is approaching. That is why the members of the Western Division of The Talking Machine World join the writer of these words in wishing, with a heartiness warmer than ever, to all their friends, to those friends who are clients and to those friends who are not yet clients, a VERY MERRY CHRISTMAS AND A VERY HAPPY NEW YEAR.

We Associate Ourselves

A Merry Christmas to You All!

The Record of the Record



**TONE
MODIFYING
DOORS —**

exclusively **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., December 6.—Business continues to improve—in spots. The "spots" include those dealers who are making serious efforts to canvass their territory and develop prospects lying dormant therein. More and more we hear from enthusiastic salesmen who are "making good" to the effect that customers are to be found if sought for. There seems to be an inertia on the part of buyers, due to the present general demoralization of prices everywhere, that counteracts the desire to purchase and makes it necessary for the retail merchant to carry his message and product to the customer's home.

This is the normal condition rather than the average one and practically puts trade back to a pre-war basis, when salesmen were necessary adjuncts and not "necessary evils" as during the sellers' market of the past couple of years.

It is said that only the best known makes are selling to-day. This is not true. They are selling best, of course, but too much credit is being given to the machines and not enough to the dealers. Now that sales depend upon salesmanship it seems that everything is put up to the dealer. The power is in his hands, and he can make a success of any make he cares to push persistently and intelligently.

Present indications are that there will be a moderately satisfactory holiday trade, followed by an increase in shipments from manufacturers, immediately after which there may follow a lull perhaps for a couple of months. "Very slow as compared with the business of a year ago" is the way one traveling representative puts it; but we don't like the word. It sounds bad. However, this same prophet—and his ideas seem to be echoed by many in the trade—comes back with the optimistic prediction that, starting about four months from now, the trade can expect a highly prosperous state of affairs.

A month ago the indications were that the past thirty days would witness a great increase in business. The break in conditions has been exceedingly slow on account of the public's disinclination to buy in what it considers a falling market. This has been the principal obstacle to sales and has been the cause of considerable price cutting among the retailers of the less known makes of machines.

Considering the Credit Difficulty

Credit still seems to be one of the big obstacles in the way of talking machine sales. The handling of retail merchants' paper constitutes an important problem of the day, in view of which fact the following means of getting around this difficulty, as worked out by certain mid-Western talking machine men, will be read with interest by the trade in general.

We have in mind a man who ran up against the same proposition that dealers throughout the country have been confronted with for months; i. e., failure to get banks to accept talking machine paper. He could only do a very limited amount of business and, not being the sort that is content to sit by and await the working-out of events, started in to shape them himself. The banks were accepting savings and paying 3 per cent. They were investing the same money at 6 per cent or higher. Of course they did not care to take dealers' paper under these circumstances, and so their clients of more normal times were left out in the cold.

The dealer with whom we are concerned went about his town calling upon various business men located there and getting the latter to do what the banks had heretofore done; namely, discount piano paper.

He succeeded. Probably he had no better standing in his local community than countless other dealers throughout the country. The point is that he possessed the energy to present his proposition with good arguments. Is there any reason why local capital should not be put into local enterprises? Is there any reason why the local merchant should not be given preference over the outside corporation? We think this dealer has a valuable idea, not altogether original, of course, but one which all dealers will do well to consider at the present time.

Children's Concerts at Lyon & Healy's

Something unique in publicity work and general promotion of good will is being done by Lyon & Healy in their "children's concerts" now being run in their concert hall on the main floor every Saturday noon. The first concert held in November attracted an overflow gathering. There were instrumental, talking machine and piano selections, starting at eleven and twelve o'clock. The feature of the performance,

and a number which literally brought down the house, was a piano-accordion solo by Hazel Lyman, sixteen years old. Miss Jennie Durkee was given great applause also when she rendered solos on the ukulele and guitar. There were a number of Victor records played and three or four player-piano selections.

B & H Co. Speeds Up Needle Production

The B & H Fibre Mfg. Co. attained a larger production during the month of October than in any month previous in its history. "The labor difficulty has troubled us excessively during the past two years," said Mr. H. J. Fiddelke. "We have never been able to get sufficient girls to keep all our machines going. Starting in about September we noticed a great easing up of the labor situation, which has continued to improve ever since. September was the biggest month in our history and October has exceeded September. I look for a steady increase each month right through the Winter. Not only are our girls staying with us, but they are becoming more efficient. Where two months ago girls were doing three pounds of work a day they are now doing four and a quarter. The B & H Fibre Mfg. Co., however, is still behind in orders and probably will be so for a couple of months yet. The bamboo situation has also eased up and we are getting shipments regularly from the Orient."

Oro-Tone Expands

The Oro-Tone Co. has moved three times in the last eighteen months for the purpose of securing larger space. Some record! The present factory was purchased in July, occupied October 1, and now has ample facilities for increased production. A number of improvements have been effected in its product. In tone arms designers have perfected an angle throw-back with instant length and height adjustments. A new compound-action reproducer is another of the Oro-Tone improvements recently offered to the trade. A very complete and comprehensive catalog describing tone arms and reproducers made by this company is off the press. This is well illustrated and contains information of value to talking machine manufacturers and assemblers. To supplement this a smaller pamphlet has been prepared also

(Continued on page 143)

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.

LYON & HEALY

Wish You A

Merry Christmas

The Christmas season brings with it the customary demand for Victrolas. Everyone naturally wants the incomparable music of the Victrola to complete the Yuletide happiness of his home. As a consequence selling is an easy matter.

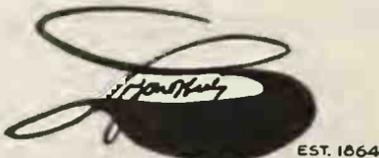
But it is time now to prepare for the days when the great holiday demand will subside and the business will come only to the dealer who goes after it.

The Dealers' Helps prepared by Lyon & Healy are highly effective in keeping the volume of sales up to the maximum. They furnish means of reaching the customer through

- THE NEWSPAPERS, with an advertising service consisting of a matrix for every week of the year, combining highest class art work with business-getting copy.
- THE MAIL, with a six-page art folder in colors, imprinted with your name, which takes the place of an envelope for the monthly supplement.
- YOUR SHOW WINDOWS OR COUNTERS, with a set of four display cards a month, done in colors and each featuring a current record.

These, and many other features of Lyon & Healy's Dealers' Service, will make every day as profitable as the Christmas season.

Write for Particulars and Samples.



FOUNDED 1864

Victrola Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 141)

illustrating tone arms, reproducers and attachments made by this company.

Cheney Advertising Complimented

The high character of Cheney Talking Machine Co. advertisements, which has attracted so widespread and national an interest, seems to have made its effects felt across the water. At the International Advertising Exhibition held at London, England, starting November 29, four admirable specimens of Cheney advertisements which have appeared in American national magazines were displayed. One of the foremost advertising men of England was responsible for the display. This was Charles F. Higham, M. P., and the fact that he has thus expressed his enthusiasm for the American concern is a high testimonial to the men in the Cheney organization for their foresighted and intelligent conception of modern advertising methods.

Attachments Sell Well

W. O. Meissner, vice-president of the Sterling Devices Co., brings forward the optimistic information that its Edison-Victor and Victor-Edison attachments are now selling exceptionally well. Mr. Meissner believes that this is due entirely to the steadily increasing sale of records and thinks it an excellent sign for 1921.

Forms New Connection

E. B. Kropp, formerly associated with the Empire Talking Machine Co., has joined the Empire Phono Parts Co. and opened offices in the Auditorium Building on Wabash avenue on the 15th of November. These two concerns were formerly doing business at the same offices, located at 429 South Wabash avenue, but it was decided that greater attention could be given to the individual businesses if they were separated. The Empire Phono Parts Co. is bringing out a new reproducer, which is being made in a one-piece casting. With the exception of the set-screw for retaining needles there are no screws in the reproducer. This is an excellent talking point and one that should appeal to manufacturers. This concern is also bringing

out a new tone arm which has as its special feature a patent throw-back arrangement.

Business Not Dull Here

The photograph shows three truckloads of Brunswick instruments being delivered to the Brunswick Shop of Terre Haute, Ind. The delivery was the occasion of a "Brunswick parade" in Terre Haute to impress upon the inhabitants

wick-Balke-Collender Co. can boast of more business thus far in 1920 than during a similar period in 1919. When asked whether the increase in business was due to the fact that Brunswick numbered more dealers this year than last, Mr. Kendrick replied in the negative, stating that it has been an actual increase in the business of their older dealers. "Fifteen machines is the



Three Truckloads of Brunswicks Being Delivered to Brunswick Shop, Terre Haute, Ind.

the popularity of this talking machine. This is ample evidence that business in the Brunswick line in Terre Haute is by no means dull.

Brunswick Sales Manager Is Optimistic

A. J. Kendrick, sales manager of the Brunswick-Balke-Collender Co., is one of those in the trade who refuse to see anything but optimism in existent conditions. He certainly has a good reason for his attitude inasmuch as the Bruns-

average stock of Brunswick dealers throughout the country," said Mr. Kendrick. "We have been increasing our production right along and are now commencing to take on new dealers in territories."

Visitors to the Wabash avenue headquarters of this concern have been frequent during the month. There have been numerous dealers in

(Continued on page 145)

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

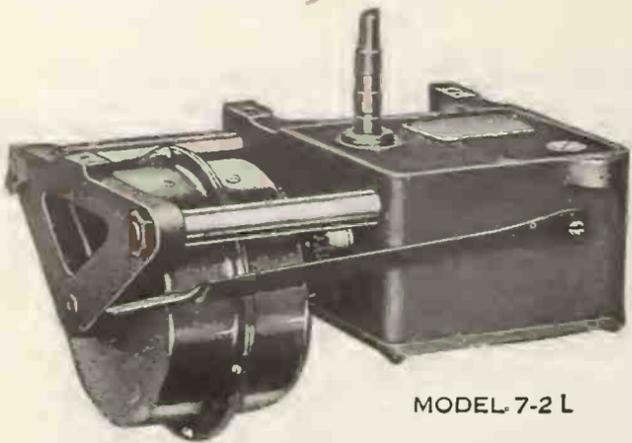
MAGNOLA TALKING MACHINE COMPANY

711 Milwaukee Avenue

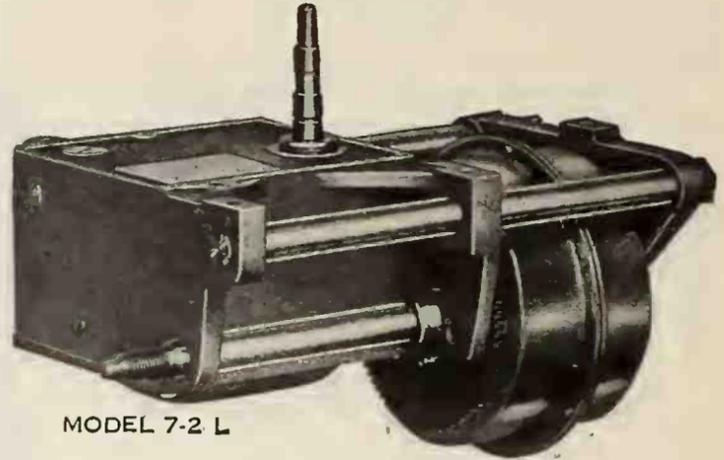
OTTO SCHULZ, President

CHICAGO, ILL.

Phonograph Motors



MODEL 7-2 L



MODEL 7-2 L

Silent—Self-Lubricating—Enclosed No Tuning is Necessary

Think of what this means to you. Think of the time and money you have spent in past years, are spending now, tuning and adjusting noisy motors. Think of the business and money you have lost and realize that now it is unnecessary for you to do any tuning if these ENCLOSED MOTORS are used.

If you have to correct a motor when it reaches you, someone will have to correct it after it leaves you. If it didn't stand shipping shock once, it won't stand it again.

The basis of all motor trouble is faulty design. Even perfect workmanship will not offset it. Our Engineers knew by experience the weaknesses of the open type motor, and overcame them in the design of this ENCLOSED MOTOR.

All delicate parts are housed in a rigid rectangular casting. This keeps out dust and dirt, and makes it possible to use a capillary oiling system which is automatic. The enclosed casting protects the mechanism in handling, besides being so rigid that motors can be shipped any distance without getting

out of adjustment. It insures your finished instruments reaching your jobbers, dealers, and customers in good condition. And although the driving mechanism is in the cabinet, out of sight, mechanical excellence does help make sales to the customer. The smooth, easy winding, the absolute uniformity of speed and the utter absence of noise or vibration are eloquent of quality—finesse.

Excepting only springs, castings, felts, etc., we make every part of this motor in our own factory, where we can and do control its accuracy. We are in real quantity production, and making as we do just one thing—PHONOGRAPH MOTORS—enables us to make better motors. This is a highly specialized business—it takes concentration, experience, capital, and fine equipment—We have all of them.

We are now supplying many of the large Talking Machine manufacturers with these motors, and their motor troubles are over. If you want to see the end of **YOUR** motor difficulties, we will show you.

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.

A Better Fibre Needle Cutter for Less Money

Send for a Sample and Convince Yourself

The ALTO



Retail Price **\$1.00**

ALTO MFG. CO.

3801 ROKEBY STREET

::

::

CHICAGO, ILLINOIS

DISTRIBUTORS

THE AMERICAN SALES CO.

825 Hennepin St., Minneapolis, Minn.

I. W. BECKER & CO.

226 1/2 Peachtree St., Atlanta, Ga.

DAWS-CLARKE & CO.

Bedford Park, London, England

MASON & WEIDENSAUL

Daniels & Fisher Stores Co., Denver, Colo.

LOUIS MERKI

150 Post St., San Francisco, Cal.

JAMES L. OLD

354 Chapin St., Toledo, Ohio

LOUIS A. SCHWARZ

1265 Broadway, New York City

STERLING ROLL & RECORD CO.

137 W. Fourth St., Cincinnati, Ohio

Territory open for distributors

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 143)

quest of goods. R. S. Pribyl, district manager of the talking machine division of Brunswick-Balke-Collender Co.'s branch at Omaha, arrived in Chicago on November 22 to meet with the heads of the various departments and concluded operating plans for 1921. Mr. Pribyl expects to accomplish great things in his territory during the coming year and states that Brunswick advertising in national mediums has paved the way to great sales.

J. F. Ditzell, manager of the phonograph department of the Famous & Barr Co., St. Louis, visited the Chicago offices of the Brunswick Co. on November 15, for several days' stay, after which he left on a trip to various Eastern points. Mr. Ditzell's visit to Chicago was in the interest of the Famous & Barr Co.'s new Brunswick department recently established. This department, by the way, is being developed with unusual rapidity, owing to some highly effective publicity in the St. Louis newspapers.

Saul Bluestein, manager of the Fortune Music Shop, Memphis, Tenn., was another visitor to the Chicago concern during the month.

Francis H. Atkins, of Clinton, Ia., representing the firm of Atkins & McKone, made a special trip to Chicago on the twentieth of November in the interests of the Clinton Brunswick Shop. Mr. Atkins was also highly optimistic over conditions in his territory.

To Manufacture Stops

The Templar Mfg. Co., of this city, has been organized to produce a new automatic stop, which will be called "The Templar." Raymond

R. Foute and A. J. Foute are the organizers and will be located at 301 West Jackson boulevard. They plan to make a cheap and efficient automatic stop which can be sold at a reasonable price to manufacturers and dealers in talking machines. Raymond R. Foute, the inventor, has been working on the new stop for almost a year. He has applied an extensive mathematical training to the new product and believes he has something of great interest to the trade.

Attractive Victor Sign

The Chicago Talking Machine Co. has prepared an elaborate display sign for the use of its dealers in pushing operatic records. The sign is on display at its Michigan boulevard headquarters, where it has attracted considerable comment. This is an interchangeable stand about three feet high, containing in the center panel a description of the artist and records featured. Four photographs are placed about this, together with records by the artist. The Chicago Talking Machine Co. reports a very excellent business in the mid-West and expressed nothing but optimism for Victor prospects during the coming year. H. H. Michaels, traveler for the company in Indiana and Michigan, has been laid up in a hospital in Chicago for a couple of weeks, during which time V. K. Tremblett has covered his territory.

Emerson Ad Campaign Launched

F. W. Clement, manager of the Chicago branch of the Emerson Phonograph Co., last month inaugurated his Winter campaign in the

interest of Emerson talking machines and records. A very attractive and artistic series of advertisements are being run in the larger papers. As a result, Emerson machines in particular have been selling quite well. The special patented Emerson horn, or sound amplifier, has been given much emphasis.

Becomes Roll Salesman

Columbia dealers about the Loop are missing the genial presence of Harry D. Schoenwald, who formerly represented the Columbia Graphophone Co. here. "Harry" has joined the Melodee Music Co. and will represent that line of music rolls in Chicago. Oh, yes, and by-the-way! "Harry" was married last month. We are sure he carries the congratulations of everybody in the trade.

To Move to Chicago

The Burns-Pollock Electric & Mfg. Co., manufacturer of the Lampagraph, announces that the factory site will be moved some time in the future from St. Louis to Chicago. The executive headquarters of this concern are located here, and A. J. Burns, secretary and treasurer, believes that it will facilitate matters to have the factory in this city. The Lampagraph is reported as having enjoyed excellent sales during the past couple of weeks.

Piano Club Expands

The Chicago Piano Club is out after members from the talking machine industry. Since the annual meeting a little over a month ago more

(Continued on page 147)

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

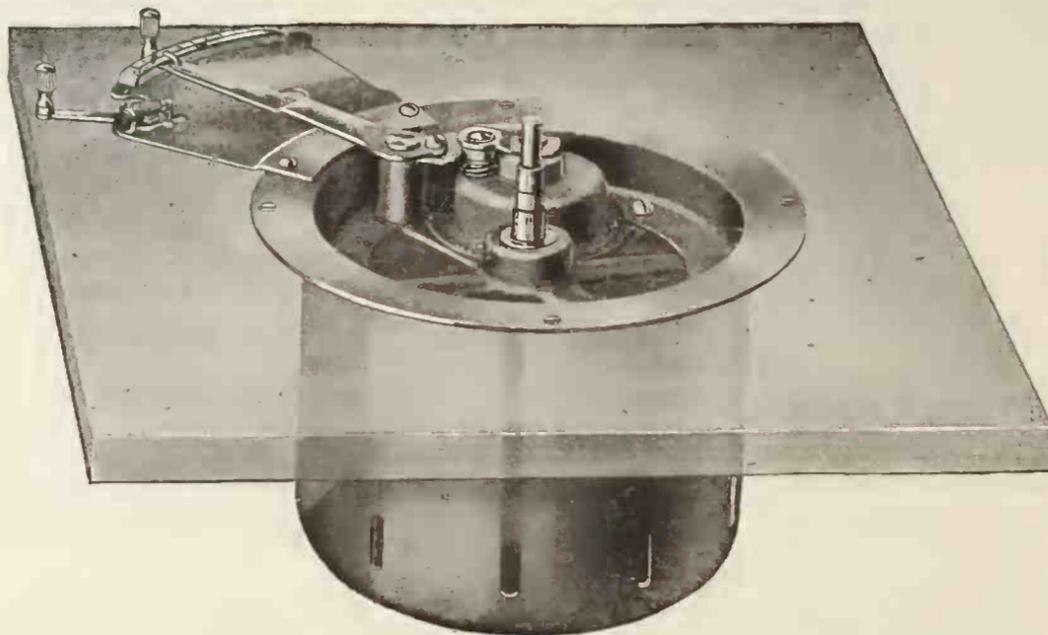
Largest Manufacturers of

DECALCOMANIA

Transfer Name-Plates

UNIVERSAL

MASTER MOTOR No. 20



A Plea for the Universal Enclosed Master Motor

In Poetry—The UNIVERSAL Language

A man's all right if his heart is right
 And his feet stand firm on their base.
 He's bound to succeed; his future is bright,
 For he's had a straight tip on the race.

A watch is a watch in hand or in hock----
 You can't tell a thing by its face;
 But show me a turnip that ticks like a clock
 And I'll blame the works----not the case.

Now listen and pack this advice in your trunk----
 Though your cabinet is fashioned with grace,
 If your motor is punk, your product is bunk----
 You're leading a deuce----not an ace.

So our advice to you is to install the Universal Enclosed Master Motor—the silent salesman of the phonograph. Its advantages are obvious and we welcome the opportunity to send you a sample for inspection.

Universal Stamping & Mfg. Co.

1917-1925 S. Western Ave., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 145)

than 130 dealers have paid their dues and enjoyed an excellent series of Monday noon-day meetings. H. B. Bibb, of the Brunswick-Balke-Collender Co.; L. C. Wiswell, of Lyon & Healy, and Wm. Wade, of the Wade Talking Machine Co., are members of the organization and enthusiastic in its support. For the information of other talking machine men who wish to join, it can be said here that the dues are \$10.00 per year, and J. T. Bristol, 218 South Wabash avenue, is secretary.

Six Best Sellers

The six best selling records of the month, as reported by Chicago concerns, are as follows:

Victor—"Whispering" and "The Love Boat;" "Fair One" and "I'd Love to Fall Asleep and Wake Up in My Mammy's Arms;" "Chili Bean" and "My Little Bimbo;" "Any Time, Any Day, Anywhere" and "Wang-Wang Blues;" "When You and I Were Young, Maggie;" "Hungarian Rhapsody."

Columbia—"Avalon" and "Japanese Sandman;" "Whispering" and "If a Wish Could Make It So;" "Fair One" and "Gypsy Moon;" "Love Nest" and "Song of the Orient;" "Your Eyes Have Told Me So" and "Naughty Waltz;" "Jinga Bula" and "Nobody to Love."

Emerson—"Japanese Sandman" and "Dancing Eyes;" "Hark, the Herald Angels Sing" and "Joy to the World;" "Avalon" and "Go to It;" "Cuban Moon" and "I'll Buy the Blarney Castle;" "Tell Me, Little Gypsy" and "Tennessee;" "Chili Bean" and "When You Are Mine;" "Fair One" and "Rose of Bagdad."

Edison—"La Veeda" and "Stop It;" "Kismet" and "Wyoming;" "Amorita" and "Bow-Wow;" "Buddies" and "Oriental Stars;" "I'd Love to Fall Asleep and Wake Up in My Mammy's Arms" and "Mammy's Goodnight Lullaby;" "Moonlight in Mandalay" and "Tripoli."

Okeh—"When You and I Were Young, Maggie" and "The Old Oaken Bucket;" "The Love Nest" and "I Would Like to Have a Girl Like

You Like Me;" "Laughing Vamp" and "Kamel Land;" "The Blacksmith Rag" and "Bow-wow;" "Silver Water" and "In Old Manila;" "Medley From Ziegfeld Follies of 1920" and "Rock Me in a Cradle of Love."

Pathé—"Cuban Moon" and "I Love the Land of Old Black Joe;" "Avalon" and "Will You Remember;" "Fair One" and "When You Are Mine;" "Whispering" and "Kiss a Miss;" "Down Sicily Way" and "Grieving For You;" "Siamese Twins" and "La Chalet."

Buys Ech-o-Nola Corp.

J. E. Christensen has purchased the Ech-o-Nola Corp., and it will henceforth be known as the J. E. Christensen Phonograph Co., Inc. A new catalog, describing and illustrating the Ech-o-Nola talking machine, has been prepared and mailed out to the trade by the new concern.

Big Year Ahead for Records

"People are not afraid to buy; they merely need to be coaxed. It looks as though the whole problem of record merchandising in 1920 resolved itself around this one word, which is just another way of saying salesmanship, service, etc. The prospects are now that the talking machine and record business will be better than was thought possible sixty days ago, and most of the larger manufacturers and dealers are becoming more and more optimistic. The only man who is going to have a poor season is the one who sits around bemoaning the dull times, instead of using a little pep to dig up the business where it exists.

"It is a queer thing, but many dealers are actually afraid to carry sufficient record stocks or to buy machines to replace those sold from their samples. Dealers are attempting to do business with two or three samples instead of the twelve or fifteen usually carried. Certainly this is no procedure to follow at a time like this. It should seem the wiser thing to carry even larger stocks than ever, to arrange windows more attractively and to use every effort to in-

EXCELSIOR PADS

The most satisfactory packing material for packing phonographs for shipment. Used to advantage by the largest manufacturers. Send for prices and samples.

H. W. SELLE & COMPANY
Manufacturers

1000-1016 N. Halsted St., Chicago, Ill.

crease the interest of the public. Overhead expense goes on regardless of sales. It is a fixed quantity no matter how business goes, and it behooves the local merchant to master overhead, rather than let overhead master him."

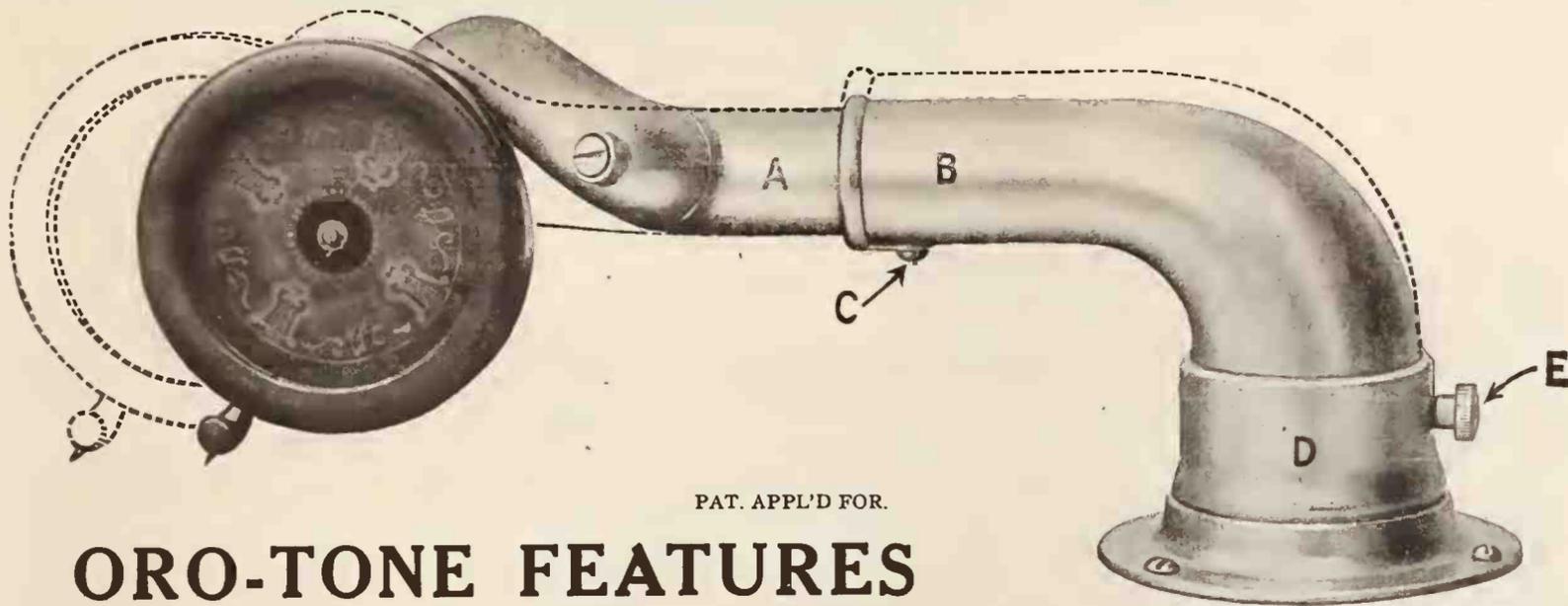
So speaks Wholesale Manager Foute, of the General Phonograph Corp. of Illinois, and we quite agree with him.

Record Sales School

The Chicago office of the Columbia has inaugurated a series of record classes at which various ways of merchandising Columbia records are discussed, taking up problems that the dealer has to confront, and answering any questions that arise.

The first meeting was held Friday, November 26, in the Model Shop of the Columbia. The attendance was greater than all expectations. At the meeting symphony records, Columbia symphony artists, how to sell them, etc., were discussed. Stories of several important operas were told, including the stories of "Madame Butterfly," "La Boheme," "Romeo and Juliet," "Rigoletto," "Louise," "La Forza del Destino" and "Carmen." On Wednesday, December 1, the second sales school was held. Symphony records were discussed.

(Continued on page 149)

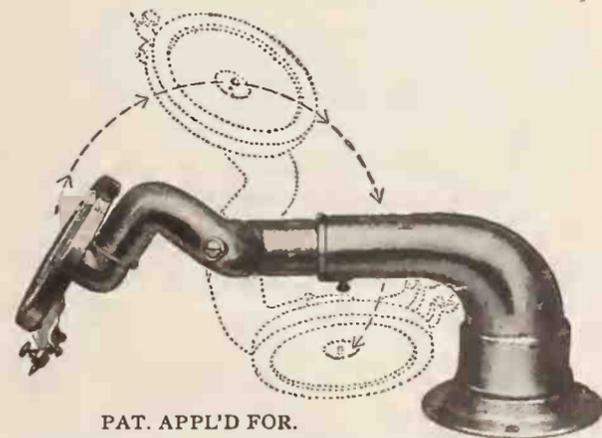


PAT. APPL'D FOR.

ORO-TONE FEATURES

Extension A telescopes into large elbow B, giving a length adjustment from 7¾ to 9½ inches. Adjustment screw C engages an indexed channel in extension A, assuring perfect alignment. Slightly releasing locking thumb screw E permits fractional height adjustment of large elbow in base ring D. Releasing locking screw E entirely permits tone arm to be removed from base ring D for packing separately before shipping if desired.

Ask for illustrated and descriptive catalog which will acquaint you with the excellent features incorporated in Oro-Tone Tone Arms and Reproducers, which make the Oro-Tone the most scientific and highest grade combination offered.



PAT. APPL'D FOR.

Illustrating Angle Throw Back Improvement. Permits reproducer to clear tone arm when thrown back regardless of whether it is in position for playing Hill and Dale or Lateral-cut records.

The Oro-Tone Co.
QUALITY FIRST

1000 to 1010 GEORGE ST.
CHICAGO, ILLINOIS

THE PHON-O-BENCH

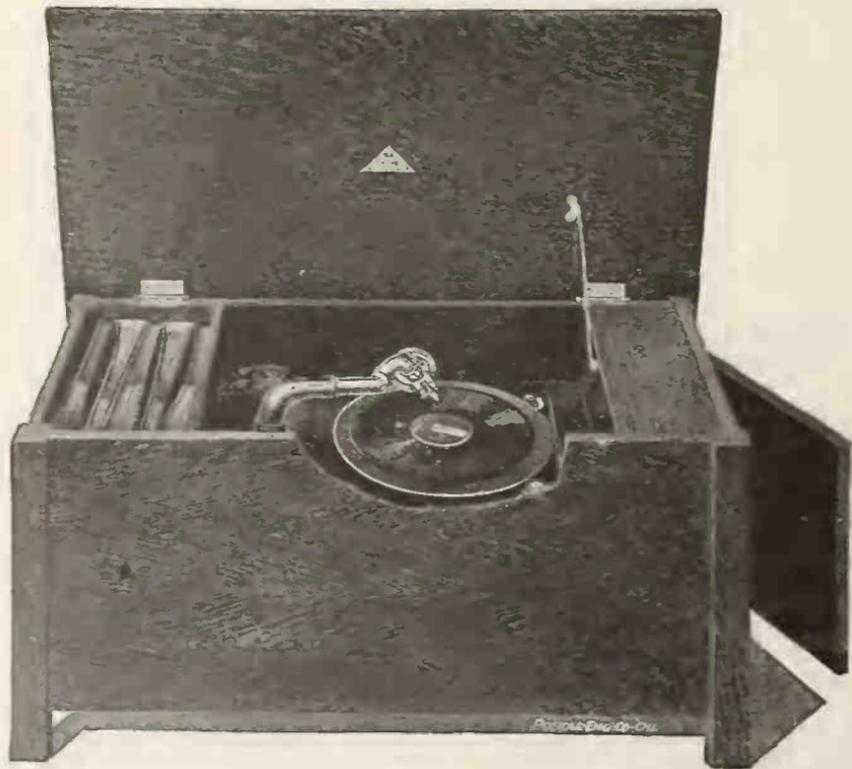
A Quick Seller at Any Time

*A Double-Quick Seller at
Holiday Time*

A High-Grade Phonograph
and Record Cabinet incor-
porated in an artistic Piano
Bench.

For small apartments it is
ideal because it saves the
space necessarily occupied
by a cabinet phonograph.

The Phon-O-Bench also
can be used as an attractive
window seat.



A splendid, profit-yielding proposi-
tion for live, energetic dealers.

**State Distributors or Agencies
will be considered.**

**BETTER WRITE
IMMEDIATELY**

THE PHON-O-BENCH CO.

1803 Irving Park Blvd.

:::

:::

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 147)

The dealers at the close of each session were highly enthusiastic, and during the entire meeting the interest shown was remarkable.

The entire record sales school is under the direct supervision of J. Kapp, who has charge of the record sales for the Chicago office. Mr. Kapp, knowing many members of the Chicago Opera Co. and having a wide acquaintance with Columbia symphony artists and symphony artists of other companies, is well fitted to talk on the subject.

Ray Miller "Carrying On"

Ray Miller started something when he commenced giving performances around the retail music establishments of Chicago. His popularity increased by leaps and bounds and as a result there were "beaucoup" sales of Okeh, Pathé, Aeolian and Gennett records. Other dealers in other cities sat up and took note of the proceedings. Now we hear that Ray Miller is "carrying on" in other cities. In Kansas City a concert was given at the Henley Music Co., where Aeolian records are featured. They also played at the Optimists' Club, of which the Melody Boys were made honorary members.

In St. Louis Ray and the boys appeared at the store of the Famous-Barr Co., where they played to 15,000 enthusiastic people. They also played before the City Club and a couple of Aeolian stores.

In Detroit they played at the store of the Gardner-White Co., Fairy Phonograph Co., Cunningham Phonograph Co. and a number of other organizations, all of which were great successes.

Repeater-Stop for Christmas

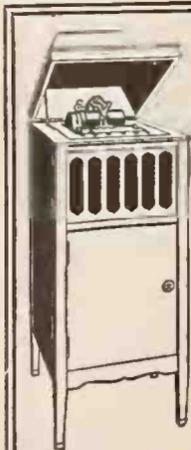
One of the most suitable and appropriate Christmas gifts for those who possess talking machines is a repeating device. The finding of a suitable gift that is really new always offers a problem at Christmastime. The Repeater-Stop Co. believes its device solves the problem. It has issued a little leaflet embodying the idea of the Repeater-Stop as a Christmas gift, illustrating this with a picture of the Repeater-Stop as it appears in a holly box ready for decoration on the Christmas tree. Christmastime has always been an excellent season for the sale of talking machine accessories. Supplies for the instruments are always in demand at this time, and if we are to judge by its last year's business the Repeater-Stop Co. has an excellent holiday season before it.

Plans for New Mandel Record

There is a possibility that some time in the near future Chicago may boast a record pressing plant. The Mandel Mfg. Co. has prepared elaborate plans for the production of its new record and looks forward to the time when these will be made in Chicago. The new record will be known as the "Mandel" and will be of the lateral-cut type.

The first release is expected between now and the first of the year. There will be twelve popular releases each month, together with twelve of the more standard selections. The Mandel Co. plans to take care of its old-established dealers first, but eventually expects to spread its operations to the entire industry.

A large manufacturing institution is called a plant because when it stops growing it goes to seed.



**Edison Diamond
Amberolas--Plus Service**
You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

A TRIAL CONVINCES

Our Service Covers the Country

William H. Lyons
Formerly Jas. I. Lyons
17 W. Lake St. Chicago

Phonograph Surgery

The largest and most up-to-date equipped phonograph repair shop in the West.
Jobbers in Phonograph Motors and repair parts—Tone Arms—Cabinets—Records—Hardware—Needles—Attachments—Grease and Oils.

Assembling of Motors and Tone Arms on Contract Work Only.

Sole Distributors of the New Point Needles.

Send for our catalog. It tells you just what we can do for you.

The Co-operative Mfg. Company

Main Office
1867 Milwaukee Ave.

Chicago, Ill.

Sales Office and Show Room
637 Milwaukee Ave.

SALES CONVENTION OF CHENEY TALKING MACHINE CO.

Great Gathering at Grand Rapids Recently Was Largely Attended—Many Topics of Interest Discussed and Plans Perfected for a Big Campaign in 1921 That Will Eclipse Past Accomplishments

CHICAGO, ILL., December 4.—The recent sales convention of the Cheney Talking Machine Co., held at Grand Rapids during the latter part of October, proved to be a big factor in the successful campaign carried out by this concern this Fall. The detailed report of the convention is presented herewith:

The first day, Monday, was spent in a visit to the Cheney factories. There the various operations in the manufacturing of a quality product were gone into and explained to the men in detail. The enthusiasm and pride aroused by what the men saw was best typified by the remarks of one. "It's the closest thing to watch-making precision that I have ever seen outside of a watch factory." The attention given the most minute detail of manufacturing created an undoubted enthusiasm in the men, and proved conclusively to all that the price of the Cheney was lower than others because the value was greater.

At the opening of the Tuesday session Mr. Burr in his speech said: "We have gathered together to seek common counsel, and in the light of those opinions be guided in our future activities. It was prophesied that five years from the date of the meeting those in attendance would recall this meeting and remember with pride that they originally formed the nucleus of what has grown to be known as one of the biggest, fastest-traveling, hardest-hitting, well-trained sales organizations in the world.

"We have a real message to carry—the gospel of real music. Every man here to-day has a right to feel proud of the work accomplished,

and reviewing what has been done, what is being done to-day, and before the meeting is over, knowing what is planned, both in the building and selling of the Cheney, can feel a rightful pride in being members of the Cheney organization."

C. S. McCoy, president, made the address of welcome and mentioned specifically the enlarged plans of the company for going on in a bigger way. He touched upon the need for closer contact between the house and the men, emphasized as well the need for closer co-operation between the dealers and the sales organization.

C. E. Swanson, general manager, spoke about the cost situation, and pointed out the fact that the price increase made in the last eighteen months had nowhere equaled the increases in the cost of manufacturing—this was done with definite figures.

Tuesday noon the entire sales organization had lunch with the officials of Berkey & Gay, makers of fine furniture and builders of Cheney cabinets.

Factory Manager Doerr talked to the sales organization in the afternoon and pointed out ways and means in which co-operation between the factory and the salesman could be furthered, emphasized the needs for such co-operation and outlined the ideals that permeated the Cheney factory employes in the building of the product.

One of the most enjoyable features was a talk by Professor Cheney, in the course of which he gave quite a talk on acoustics and the construction of the Cheney, but of particular benefit to

(Continued on page 150)

VARNISH DRYROOMS

MODERN PHONOGRAPH CABINET INSTALLATION

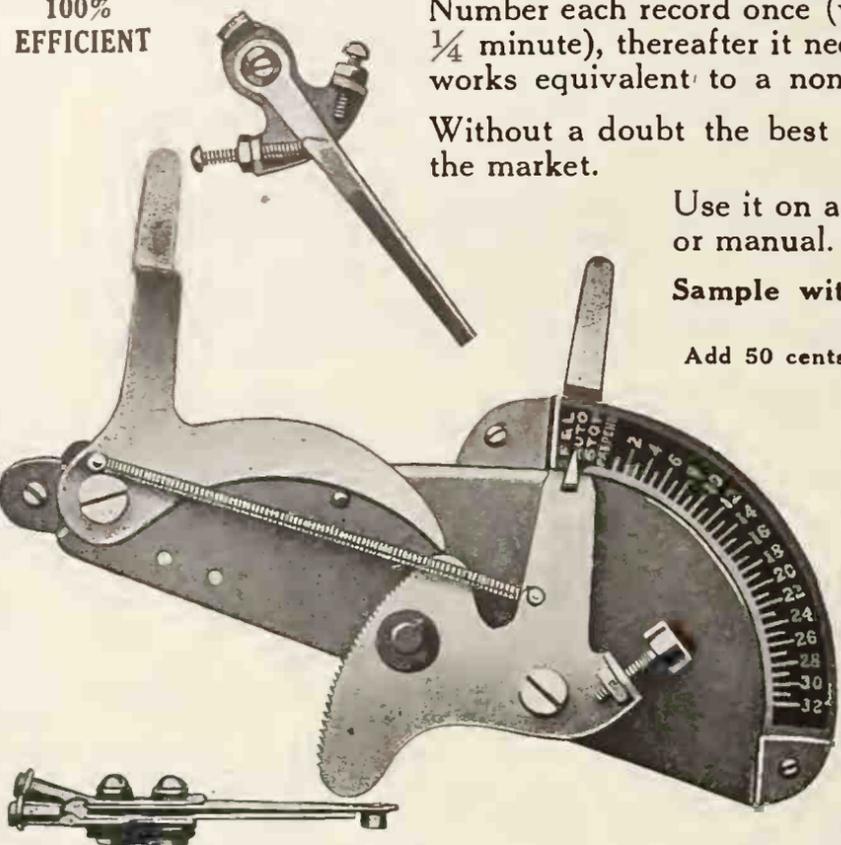
MAKE EVERY DAY A PERFECT DRYING DAY

DRYING SYSTEMS INC. 11-17 So. Desplaines St. CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 149)

LAKESIDE "F & L" AUTOMATIC STOP

100% EFFICIENT



Number each record once (which takes only a 1/4 minute), thereafter it needs no setting, and works equivalent to a non-set stop.

Without a doubt the best automatic stop on the market.

Use it on any machine, electric or manual.

Sample with full instructions \$1.75.

Add 50 cents for electric machine.

We are recently appointed distributors of the famous Wall Kane Needles.

Let us supply your holiday needs on all accessories. Prompt shipments.

LAKESIDE SUPPLY CO.
416 So. Dearborn Street
CHICAGO, ILL.
Tel. Harrison 3840
PACIFIC COAST BRANCH
WILLIAMS BLDG.
SAN FRANCISCO, CAL.

the sales organization was his remark, "Gentlemen, in the course of all my dealing with the officials of this company, when suggesting improvements, never have I been asked 'How much does it cost.' Invariably the question has been, 'Is it better?'" Mr. Cheney pointed out that this same ideal was more and more apparent to him as he became more intimately acquainted with everyone in the organization, from the officials down to the men in the factory. His talk was a wonderful inspiration to the men of the sales organization.

The advertising program for 1921 was discussed and the opinion of the sales organization obtained on various media to be used and also the style of copy. Plans were laid for a bigger and, if possible, a better advertising campaign in 1921.

In the course of the discussions on the selling of the Cheney some idea of the extent of the market still to be sold was gained from the remarks made that it took over one hundred splendidly equipped factories to accomplish the selling of approximately three and one-half per cent of the population of the United States.

Surely there is a great deal of work still to be done.

Wednesday afternoon Mr. Mitchell, of the J. T. H. Mitchell Co., Inc., New York, outlined a letter service that would be available for Cheney dealers in 1921 and which everyone felt would undoubtedly stimulate business for the dealers.

There was then submitted to the men a proposed sales portfolio, unique and distinctive, of the quality manner in which things are done by the Cheney organization. It is designed to establish firmly in the mind of the prospective dealers the ideals that actuate the sales and manufacturing activities of the Cheney organization—to show the quality that is built in, and how to show the character of merchants that are selling the Cheney throughout the world. It will undoubtedly be a revelation in sales portfolios.

At 6:30, Wednesday night, was an informal dinner at the Pantlind Hotel, and the lid was certainly off, as far as enjoyment was concerned, with a vengeance. No discussion of business was permitted, and everyone was entertained by the quartet employed for the occasion as well as by the inimitable improvised Cheney quartet, consisting of Messrs. Swanson, Burr, Cheney and Rinne, accompanied by Burton Colver, of the New York office, on the piano. It was an occasion to be remembered.

CHICAGO MAN MAKES RECORD WILL

Attorney Says Custom Should Enable Courts to Solve Questions Arising in Probate

CHICAGO, ILL., December 8.—Earl H. Reynolds, of the South Bend Elevator Co. and a member of the Board of Trade, has made his will on a talking machine record.

Attorneys James E. and Francis J. Callahan dictated their names as the spoken "signatures" of witnesses.

"The voice is mightier than the pen," said Attorney James E. Callahan. "The judge before whom a talking machine will is offered for probate can tell whether the testator was strong or weak from the tone of his voice, as reproduced by the record. He can also judge whether the testator was of sound and disposing mind, from the fluency or lack of fluency evidenced by the record."

THE THEATRE A FACTOR IN RECORD BUSINESS

A Constructive, Ideaful Contribution Worthy the Consideration of Dealers, by J. Kapp, Manager of the Record Department of the Columbia Graphophone Co.'s Chicago Office

The theatre is a source from which increased record business may be obtained. A few dealers have recognized its advantages, but hundreds have not, and are consequently losing good American money each day. Just how can you tie up? Just how can you get this increased record business?

We'll take the movie theatre first. Thousands of people go to the movies every night—there surely is a moving picture theatre in your neighborhood—and they play music to the pictures. Why not get in touch with the leader of the orchestra or the organist of this theatre—ask him to tell you what songs he is going to play—get your records out of those selections. Have a little card made saying that to the picture "The Restless Sex," now playing at the Alhambra Theatre, these following selections are being played: "Second Hungarian Rhapsody," "Martha Overture," and to the comedy they are playing the popular hits "La Veeda," "Fair One," etc.

What is the effect? I know you'll agree with me that many a time while sitting in a movie theatre the orchestra played an overture the name of which was on the tip of your tongue and still you couldn't say it—that you wanted to go up to the orchestra leader and find out what it was—and that many a time you have had a customer come into your store and say he heard the orchestra of the movie house play a selection that he wanted but didn't know the name. He would whistle it for you—maybe you'd know what it was, but in all probability you wouldn't. Knowing beforehand what was

(Continued on page 152)

The New Swanson Portable No. 2

A compact, durably built, reasonably priced portable—plus all that you could ask for in a phonograph.

*An all wood tone arm
Record album
Needle holders
Space for accessories
Heineman motor No. 36*

Case measures 11 1/8 x 13 x 7 1/2 inches, covered with keratol genuine leather handle, highly nicked trimmings. Your highest expectations will be more than realized in this new De Luxe model No. 2.

When you hear it you'll marvel to find so small a machine capable of such faithful tone reproduction, in such volume.

Write only for particulars if you wish, but we advise that you send \$25 at once for sample machine, as orders will be filled in the order received. It's a quality product that you'll want to sell.

Swanson Phonograph Co.
519 South Wabash Avenue, Chicago

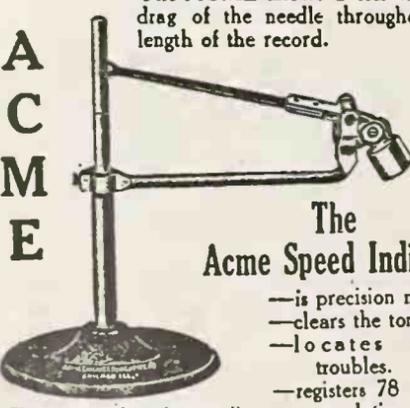
Magnifies Sound 50 Times
ACME SOUND AMPLIFIER

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.
355 Union Park Court CHICAGO

SELL



AND
PROFIT

OKeh
Records

SELL



AND HAVE
THE BEST

Wade Talking Machine Co
WHOLESALE DISTRIBUTORS.

WE SHIP EVERYWHERE
ORDER FROM WADE
HAVE THE HITS WHEN THEY ARE HITS

OKeh
Records

Cover a line complete—
Instrumental Classics
Vocal Classics
and all the big

HITS



OKeh
Records

Will stimulate your business—Secure this wonderful line in your locality.

Do this today.
Mail in the

COUPON

Wade Talking Machine Co
WHOLESALE DISTRIBUTORS.

12-20 N. MICHIGAN AVE.
CHICAGO, ILL.

Wade Talking Machine Co.
12 to 20 N. Michigan Ave., Chicago, Ill.

Please send us your Dealer's Proposition on *OKeh* Records
We handle
Machines

(Insert lines carried)

Records

(Insert lines carried)

Name

Address

(Write name and address plainly)

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 150)

played and in what record you had it, would answer the question before the customer even came into your store. The card in your window might also recall the name of a song that a customer wanted and he would come in and buy it—whereas he would never come in if he did not know what he wanted. That is getting business where the title of the picture does not signify any particular selection.

The moving picture "Humoresque" sold several thousand of that selection for our dealers, but it took our dealers' service department to get the material, lay out the window for the dealer, and then the "Humoresque" business came. Dealers everywhere sold more "Humoresque" in two weeks than they had sold in the previous six months. They had to go after it.

Take the picture "Early in the Morning," a comedy. What could be a better tie-up than "Early in the Morning," by Frank Crumit; but



J. Kapp

how many got any business from that picture—few! One dealer, however, got the manager of the theatre to allow him to put a talking machine on the stage, and when the picture finished to play "Early in the Morning." For this courtesy the dealer was allowed to run a slide telling the name and number of the record and where it could be obtained. Co-operation, I'll say.



Bubble Books

"that Sing"

Increase Your Sales With "Bubble Books"
Every Talking Machine Owner a Customer

The extensive nation-wide advertising campaign will create a demand in 1921 for over three million of this fast selling article.

WILL YOU BE ONE OF THE CENTERS OF THIS IMMENSE DISTRIBUTION?

Each Bubble Book is complete in itself; a beautiful story illustrated—verses—rhymes. **THREE REAL PHONOGRAPH RECORDS IN EACH ONE.**

BUBBLE BOOK DISPLAY STANDS, No. 1 and No. 2
WRITE FOR SPECIAL OFFER

Consolidated Talking Machine Company

227-229 W. Washington Street Chicago, Illinois

In the city music publishers send people to the movies to sing their selections. Get the manager of the theatre to allow you to run a slide when they are finished that the songs just sung (give names) can be had on record number so-and-so and where. When the people come out of the show just notice how many will ask for the songs featured and how many you will sell even for the next three or four days.

Where you have a vaudeville show in your town, make it your business to get what is being sung and played and by whom—and then capitalize it.

Next is the legitimate show. The big shows

usually have medleys of hits on a record. Again, recommend them to your customers. The records may not sell for a dance record, but many customers want a record to remember the show. It is through the medium of the record that they remember the show.

Many times there are songs featured in a show that you cannot call show music. For instance, "La Veeda" and "Chili Bean" were featured in Ed. Wynn's Carnival. If you don't know, you can't tell about them.

Lastly the concert and operatic stage. For the concerts I would suggest the distribution of circulars telling of the appearance of the artist and full particulars to your mailing list. Circulars can always be obtained and they feature the artist's records.

In small towns try to arrange to have a box office put into your store for the sale of concert tickets. If it does nothing else it will bring people into your store, and if they know that they can get the artist's records at your store they are coming back to you.

Again, ask your customers whether they have heard this artist—or did you read what the American said about Jacobsen in to-night's paper, about his appearance last night at Orchestra Hall? Arouse interest!

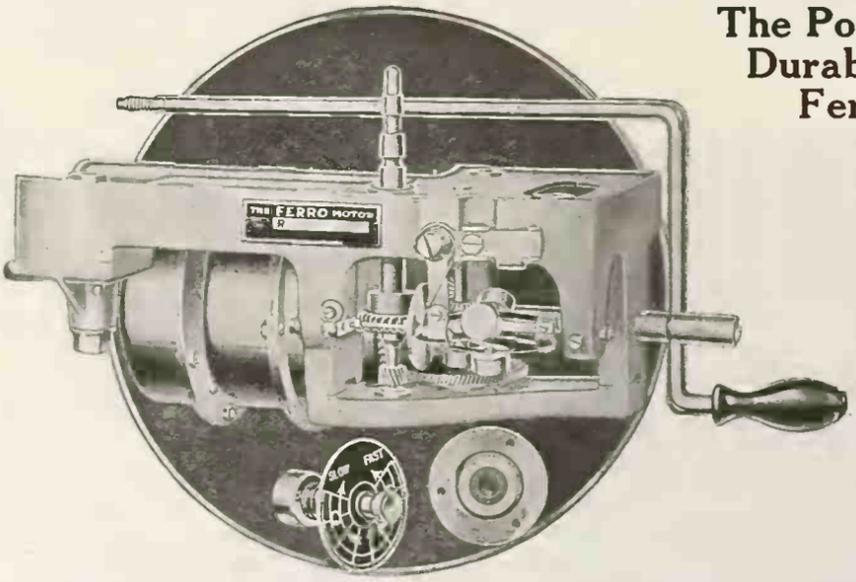
Everybody knows about opera. Everybody that has a chance goes to the opera. Everybody knows that when an artist reaches the operatic stage it means years of study, hard work and travel. The public knows the artists and the organizations, but it is up to you, Mr. Dealer, to connect the public with the records which you carry of these artists.

Some stores say "IF YOU DON'T SEE WHAT YOU WANT ASK FOR IT." Save your customers the trouble of asking. YOU TELL 'EM and then SELL 'EM.

EMPLOYEES' IDEAS ARE VALUABLE

In a recent issue of Printers' Ink the promotion meetings which are held by Lyon & Healy are made the basis of an interesting discussion by C. M. Harrison on the advantages of the ideas which originate in the rank and file of any organization. He sums up by quoting Columbus Healy, who says, "No executive can know it all."

Why not plan now for the New Year?



The Powerful, Durable, Noiseless Ferro Motor

The FERRO motor is in a class by itself.

It is a quality product from start to finish.

It will eliminate YOUR motor troubles and enhance the value of YOUR phonographs.

A sample will convince you.

FERRO PHONOGRAPH PARTS CO. 1455 W. Congress St., Chicago, Ill.



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.

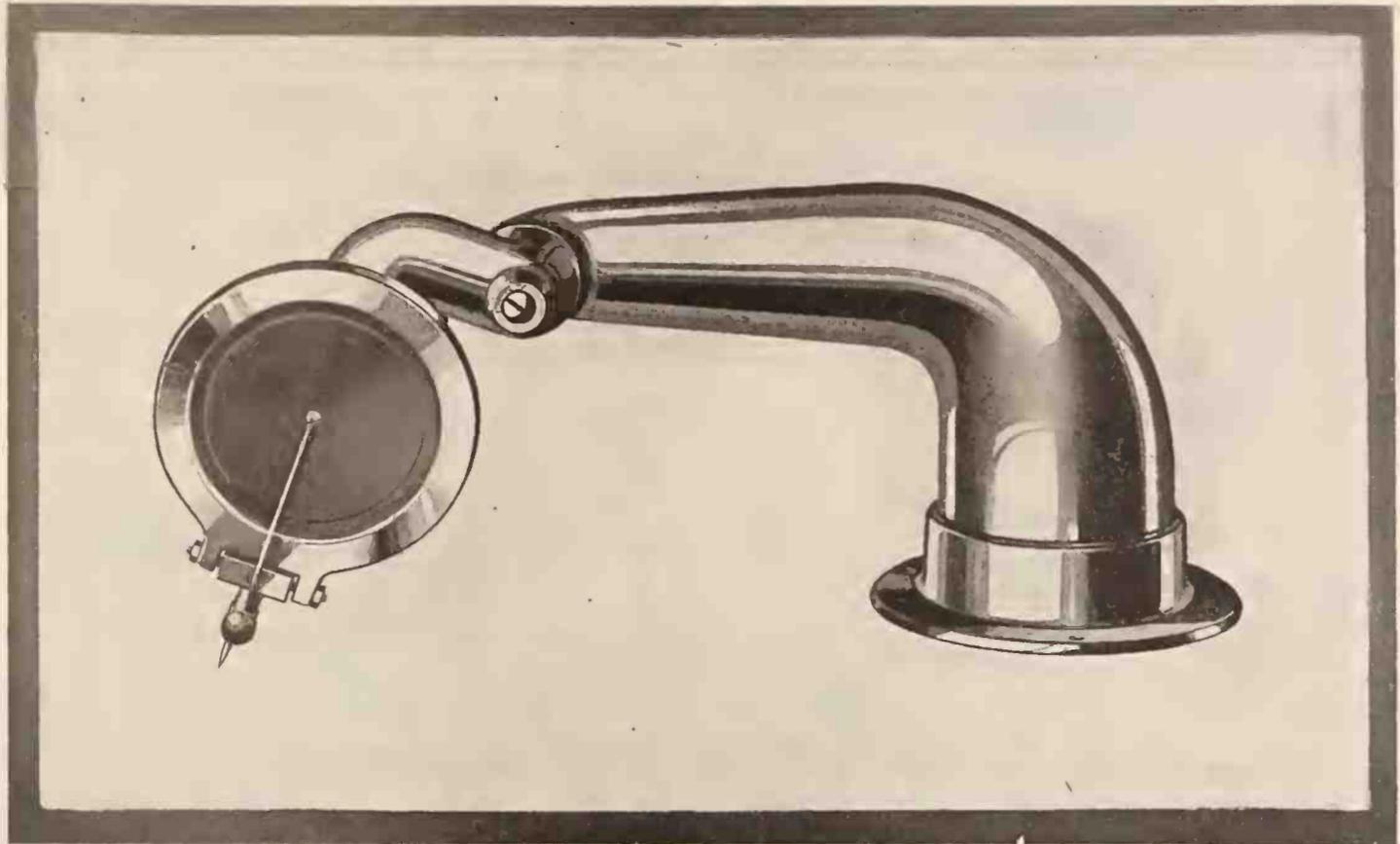
27 E. Madison St., Chicago, Ill.

All Steel and Iron

Will absolutely square cases and will not wear out.

Labor Saving and Indestructible

Gives Speed and Accuracy



Blood Tone Arm and Reproducer 8½ inch length

Renowned the country over for its simplicity of design and operation, its mellow, natural and life-like reproduction, it has been generally accepted as standard equipment for high-grade phonographs.

EDISON

Universal Attachments

VICTOR

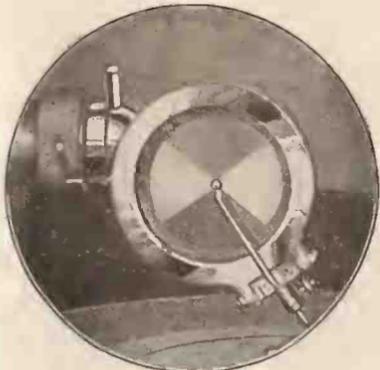


Fig. A

Every owner of an Edison phonograph is a prospect for this attachment. Plays Victor records with that superior, mellow quality of tone so characteristic of the "Blood."

Victor Position

Fig. A shows Blood Reproducer in position for playing Victor and other lateral cut records.



Fig. B

Hill and dale records are reproduced correctly by the "Blood" method. A demonstration will convince you of its superior playing qualities.

Edison Position

Fig. B shows Blood Reproducer in position for playing Edison and other hill and dale records.

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Victrola owners can now enjoy the wonderful creations of SERGEI RACHMANINOFF, the celebrated Russian pianist, so artistically reproduced in Edison records.

Edison Position

Fig. C shows Blood Reproducer in position for playing Edison and other hill and dale records.

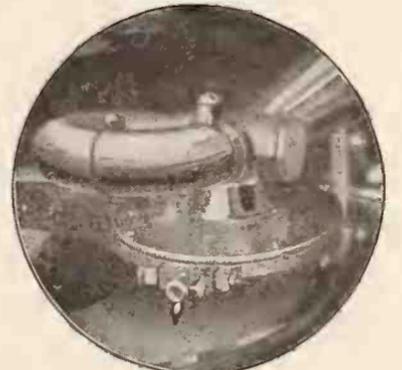


Fig. C

Equipped with the "Blood" mute and Nomika diaphragm, every note and every word is reproduced in all its original clearness and beauty.

Victor Position

Fig. D shows Blood Reproducer in position for playing Victor and other lateral cut records.



Fig. D

THERE'S NO TIME TO LOSE

Every piece of apparatus that leaves our factory is covered by the "BLOOD" guarantee—SATISFACTION OR MONEY REFUNDED. Let's get acquainted now.

Jewel Phonoparts Company
670 W. Washington Blvd. Chicago

The New
BLOOD
AUTOMATIC STOP
is now ready

Blood
TONE ARM & REPRODUCER

Immediate Deliveries on
Tone Arms, Uni-
versal Attachments,
Automatic Stops

An Advertising Service That Brings Results!

Here is a real service—the kind that puts pep and ginger into your sales department. MANDEL sales helps create an intensive interest in MANDEL Phonographs. Good sales helps coupled with good salesmanship bring business to the aggressive phonograph dealer. The ad reproduced here is a specimen of a local newspaper ad used by MANDEL dealers. It is one of a large number of ads we have prepared and furnished free to all MANDEL dealers. Road signs, window display cards, descriptive booklets in colors, slides for movie theatres—all these sales stimulators are for the use of dealers in MANDEL Phonographs.

But good advertising must be backed by good merchandise. No sale is complete until the ultimate owner is satisfied. That's where the MANDEL comes in. Every claim of quality is based on facts founded upon our own experience as phonograph makers. For you, Mr. Dealer, the MANDEL is a "Safety First" line. It enables you to say to the prospect—

"We guarantee satisfaction. The MANDEL factories back up this guarantee."

If you are interested in developing your phonograph department

Write at once

**Mandel
Manufacturing
Company**

1455 West Congress Street
Chicago :: :: Illinois

A Christmas Gift for the Family—

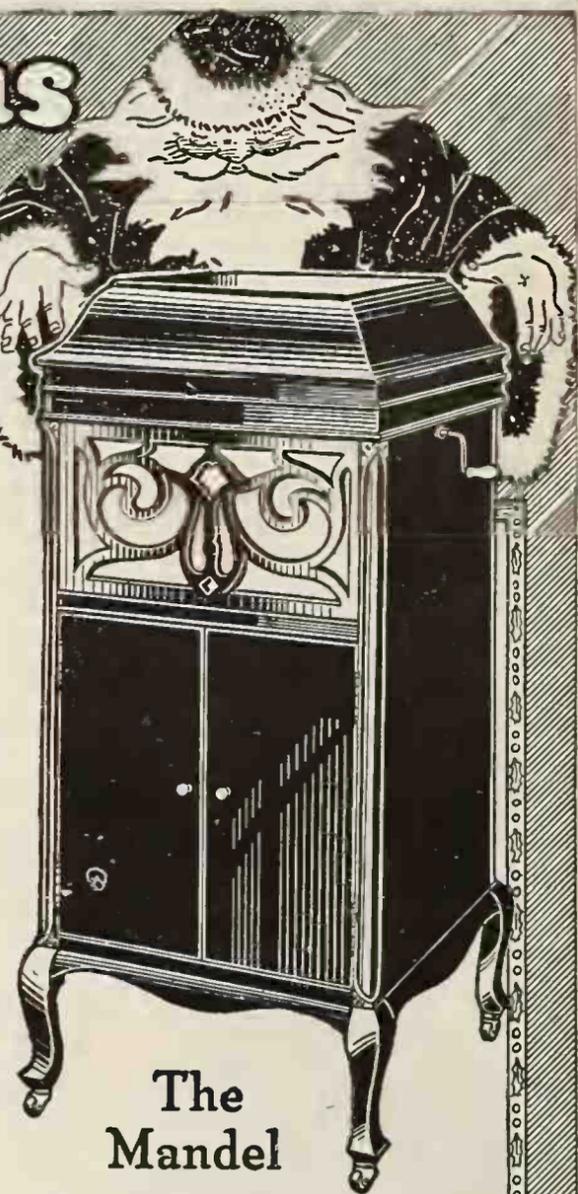


WHAT gift could be more wonderful—more welcome—more sincerely appreciated, than one which every member of the household will truly enjoy? And it's not a gift for a day—but one that will strengthen the home ties for many, many years.

No home is complete without a phonograph. Make yours complete this Christmas morning. A MANDEL Phonograph will bring added pleasure into your home, thru its marvelous powers of reproducing music and sound. With it the world's most talented artists will perform for you, rendering instrumental and vocal music in a lifelike manner.

Terms to Suit Your Convenience

Don't let a lack of ready cash stand in your way. A small cash payment is all you need. Liberal, long time payment terms may be arranged. There will be a shortage of phonographs this year. Call early and make your selection!

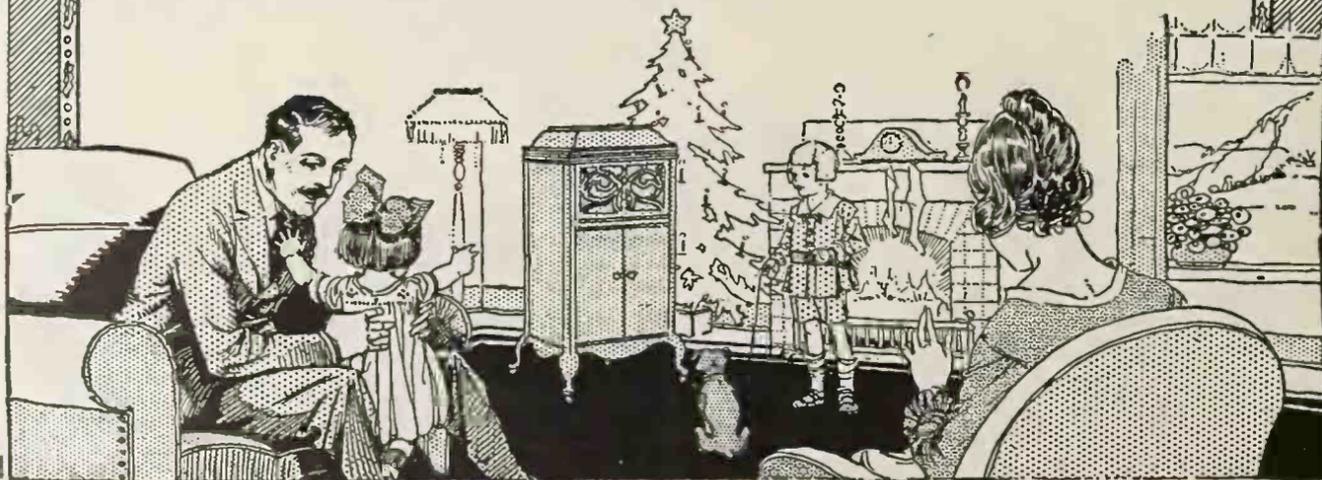


**The
Mandel**

is more than just a talking machine. It is a wonderful musical instrument, playing all makes of records perfectly. Equipped with powerful double spring motor; indexed record files and two extra shelves for albums. The factory stands behind our guarantee, of absolute satisfaction to the purchaser.

Hear The MANDEL Play—Today!

(Dealer's Name)



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 152)

VICTOR DEALERS ORGANIZE

Victor Retail and Wholesale Men of Chicago and Vicinity Form Association at Meeting Held Last Week at Automobile Club

CHICAGO, ILL., December 5.—Victor men of Chicago and vicinity gathered on the evening of November 11 at the Chicago Automobile Club for the purpose of forming an association. There were upwards of fifty gentlemen present, many of whom came with the idea of enjoying a good dinner and meeting their fellow competitors in a social way. The business of the meeting had not proceeded more than a few minutes before the most skeptical of those present had become thoroughly convinced of the business necessity of an organization of Victor men in Chicago. It was found that great mutual good could result from such an association in the way of securing just legislation, systematiz-

ing record exchange and developing original methods in sales campaigns.

The meeting was called by R. B. Corcoran, of the Music Shop, who acted as temporary chairman, and delivered the opening address, in which he pointed out the need for an association. J. P. Flannery followed with a similar talk. Leslie C. Wiswell, of Lyon & Healy, next made an appeal for the forming of a Victor organization in Chicago in which he gave the assemblage the benefit of his observations of the past few months, during which time he has visited many similar previously established associations in all parts of the country. G. P. Ellis, of the Chicago Talking Machine Co., briefly spoke of the benefits to be derived from attendance at regular meetings and of how the association might act as a clearing house of ideas for business improvement. F. E. Noble, of the Rudolph Wurlitzer Co., spoke of the increasing necessity for more vigorous sales campaigns and pointed

out how these could be more easily accomplished through an association.

A temporary organization was effected, with R. B. Corcoran chairman and J. P. Flannery secretary. The committee on organization consists of S. S. Stone, Edward Dublin, C. L. Davidson, George Wiswell, of Joliet, and E. A. Sayer, of Elgin.

A committee of five was appointed to take up with the Chicago City Council the matter of licensing retail talking machine stores in the city. It consists of J. J. Welker, George McCauley, C. J. Conlon, E. M. Perz and George B. Lonergan. Another meeting of the new organization will be held in the immediate future.

Frank sincerity, though no invited guest, is free to all, and brings his welcome with him.

They that do nothing are in the readiest way to do that which is worse than nothing.

AN ALL YEAR SELLER

Especially Adapted for Holiday Trade!

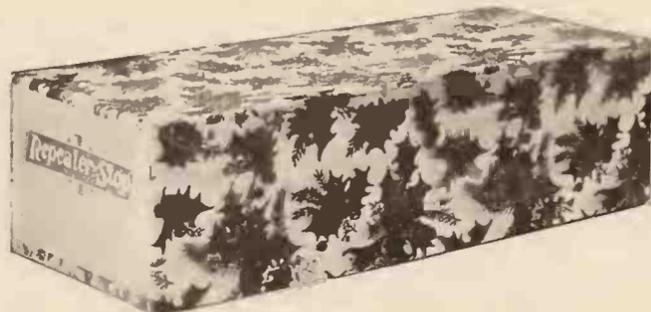


Photo reproduction of Xmas Box containing one Repeater-Stop complete.

We have prepared a special individual Xmas package for the Repeater-Stop to stimulate its sale as a holiday gift. These are packed in cartons ready for immediate shipment and can be put on your shelves in time to add materially to your holiday profits.

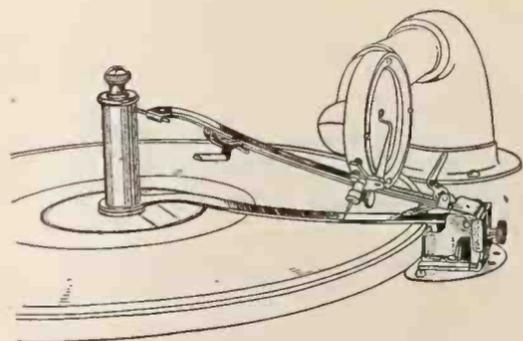
The Repeater-Stop fits 90 per cent of all makes of phonographs. The positive automatic stop feature of it is superior to any so-called highly advertised "automatic stop" and in combination with this feature it has a means of being set to replay a record a predetermined number of times or continuously, if so desired. The stop is guaranteed **positive** in action—and so constructed to stop with the needle suspended "off" the record, thereby eliminating that after growl so prevalent in connection with the use of other automatic stops. This feature also prevents the scratching, breaking or damaging of a record.

The wise dealer in any article is the one who cashes in completely on accessories—next to the sale of records at the head of the list is the Repeater-Stop. No talking machine owner familiar with its workings and advantages would not want his machine equipped with a Repeater-Stop. Figure what it would mean to equip all the machines now in use in your territory with this practical and profitable device. There's profit that works both ways—your customers get a big percentage in increased enjoyment—you get yours in dollars and cents. The sale of accessories is a business in itself.

SPECIAL XMAS OFFER. One carton containing twelve Xmas boxes of Repeater-Stops (one to a box retailing for \$7.50 each), \$54.00, including 1,000 Xmas circulars and three display cards. Write or wire your order to-day, and specify make of machine you handle.



This illustration shows a carton containing twelve Xmas Boxes. These cartons are all sealed and ready for instant shipment.



Repeater-Stop Company

115 So. Dearborn St., Chicago, Ill.

New York Office
1170 BROADWAY

Export Distributors
CHARMEL TRADING CO., Inc.
1170 Broadway, New York, N. Y., U. S. A.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 155)

IMPORTANCE OF SOUND MERCHANDISING

Written for The Talking Machine World by B. BLOOD

In times like these, when conditions are more or less unsettled, people are prone to take as facts statements made by individuals who go about with apparently no object in view but to add to the idea that this is a period of real depression; that some sort of a calamity has befallen us, from which nothing short of a miracle can save us. This cloud of imaginary gloom is passed on from manufacturer to jobber and from jobber to dealer, until the sunshine of truth is hidden almost entirely.

The talking machine industry has brought upon itself a condition which, however, is purely the result of lack of judgment and foresight. An abnormal demand is always followed by over-production sooner or later; but in this instance the period of over-production came upon us sooner than most of us anticipated, because everybody who had a hammer, a saw and a can of cheap varnish started to make "talking machines." They paid little heed to quality. In the mad chase for the almighty dollar, they forgot that an established business could only be built and maintained on merchandise of merit. They lost sight of the fact that in a period of competition a cheap product meant only failure. As a consequence we are face to face with the problem of over-production; not of good merchandise, but of cheap merchandise. The dealer took what he could get at first, but as the supply increased he began to discriminate, until now, when he has a large variety of merchandise to select from, most of it is mediocre in quality, to say the least.

But still worse, the small manufacturer, seeing the demand from the dealer quickly diminishing, began to peddle cheap machines to the consumer, until the consumer is afraid to buy for fear of being "stung."

The solution of this problem, however, is not as serious, or so far distant, as we might imagine. There are certain laws governing trade that are as merciless and certain as the laws of nature. Therefore, some of us must prepare to take the loss, or, in other words, pay for our folly. The over-supply is largely in cheap machines, and owing to lack of demand and lack of capital to manufacture, the source of supply is almost stopped, so in time the machines on hand will disappear, and much merchandise will be sold at a loss. But in the standard lines (the machines of real merit), the over-supply is not so large and will quickly be exhausted, due to curtailment in their manufacture. In short, we can see little to worry us if we are making dependable merchandise. Why? Because people have money and they will spend it when they can get value received for it. If dealers would go out after business on real merchandise, so that the consumer is satisfied he is getting a square deal, they will find customers and many of them.

The writer had occasion to discuss talking machines in a certain apartment building, and found that four families out of seven in that building were considering buying talking machines. On inquiry he learned that not one had even so much as received a circular or been approached by a dealer solicitor.

It is my candid belief, based upon observation, that there is good business to be had if the dealer will get out after it, instead of sitting behind his desk waiting for it to come in his door as it has in the past few years.

This ought to teach us a lesson, that everybody cannot build talking machines and that those who do must remember the consumer is educated to the point where he demands real

music in an instrument and a cabinet that will be a permanent asset in his home. The talking machine is a necessity and the volume of business in this line is going to increase year by year. Just as the piano has established itself, so has the talking machine, and the man who makes a good one will prosper and in like measure will the industry prosper.

INTERESTING CHAT WITH ZIMBALIST

Famous Violinist Speaks of the Improved Musical Taste of the Masses—Appreciation of the Merits of the Victor Records

CHICAGO, ILL., December 2.—While up Wisconsin way the other day a World man "met up" with Efrem Zimbalist, the violinist, who was concertizing around the State. He has two claims to distinction, first as one of the really great violinists of the present day, and the other as the husband of Alma Gluck.

Mr. Zimbalist positively is not of the type referred to in the ancient apothegm, "In the beginning God gave to some wisdom and understanding and to others the art of playing on the fiddle." He has wisdom and understanding and art. In fact, the neurasthenic artist is becoming largely a thing of the past.

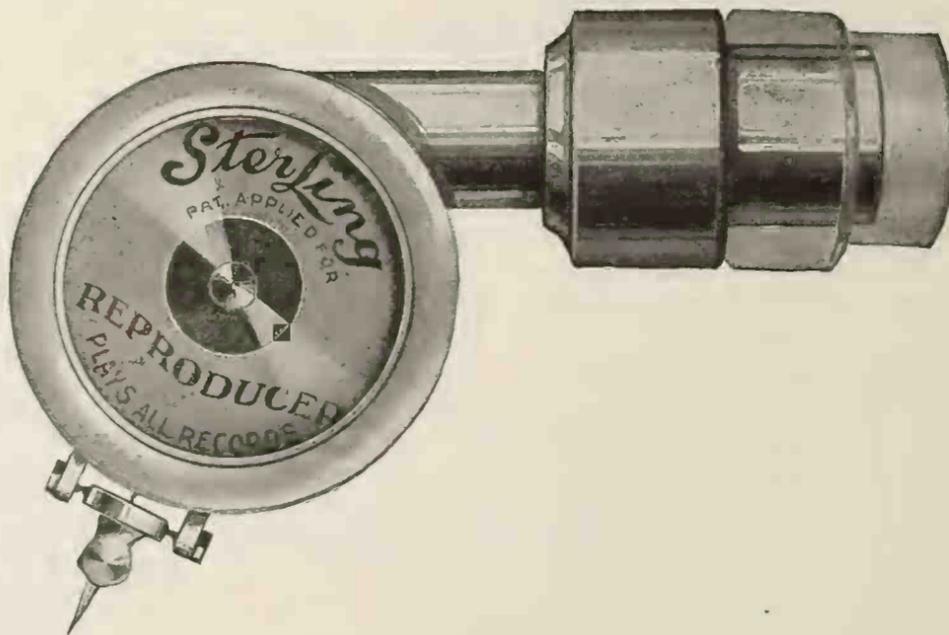
We are beginning to find out that this temperamental business is largely a pose, and now we find violinists who will play the fiddle with no movement of body other than that actually necessitated by the manual labor involved and none of face. Furthermore, genius is no longer thought to bear a direct ratio to length of hair.

But to return to Zimbalist.

"It pleases me greatly," said he in a chat with The World man, "to note that the tendency of music as revealed by contemporary composers is away from the coloristic and impressionistic school from which we have suffered so deeply, and toward, or possibly I should say back to, the more simple and melodic forms." It may be

Sterling

All that the name implies



It is made for the purpose of giving perfect rendition of both Hill and Dale and Lateral Cut Records. What does a Satisfied Customer Mean to You?

STERLING DEVICES COMPANY

534 LAKE SHORE DRIVE

CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 156)

said right here that Mr. Zimbalist proves his faith by his works. Melody is the dominant characteristic of his programs, and he knows how to take a classical selection and develop the melodic content of it as do few musicians.

One simply could not refrain, more in the spirit of mischief than anything else, from asking Mr. Zimbalist what he thought of the jazz rag. "Jazz is good and I like it," he said. "All music is good and I think that the distinctions between classical and good popular music are largely nominal. Of course music can be and is abused. Jazz is simply syncopation, a legitimate musical form, but as jazz and as generally rendered on the piano, at least, it is simply pounded out uniformly fortissimo with the loud pedal on all the time."

So far as known Mr. Zimbalist has never been known to play a ragtime ditty in public, but what he does in the seclusion of his own room can be left to the imagination.

In reply to a question the famous violinist stated that he was highly pleased with the manner in which his playing is recorded by the Victor Co. Furthermore he said that he had noticed vast improvement in Victor records the past few years both in regard to the reproduction of the high notes of the violin and the upper register of the soprano voice. He also referred in the highest terms to the beautiful tonal quality of the Steinway grand which accompanies him on these trips—an opinion heartily concurred in by E. Balaban, the talented pianist who furnishes such artistic accompaniments for Mr. Zimbalist.

MILEAGE BOOKS FOR TRAVELERS

Railroad Committee of Commercial Travelers' Organizations Seeking Mileage Books and Excess Baggage Coupon Books at Reduced Rates—Also Fighting High Hotel Rates

The railroad committee of the International Federation of Commercial Travelers' Organizations is preparing to inaugurate a vigorous campaign in an effort to secure the adoption by the railroads of an interchangeable mileage ticket of three or five thousand miles' denomination, to be sold at a flat rate of 20 per cent under prevailing tariff rates, with an excess baggage coupon book to be sold at a corresponding rate.
(Continued on page 158)

FOR THE EDISON *The Oro-Tone* **FOR THE VICTOR**
QUALITY FIRST
AND NOW FOR THE COLUMBIA
JUST SAY "Send Samples on Approval"

No. 1-E Oro-Tone Edison Attachment

For Playing All Records on the Edison

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in a second. Needle retains perfect center in playing either hill and dale or lateral cut records. NOTE—Operates the same as the regular Edison reproducer with the raising and lowering lever. TONE QUALITY—Full, rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.

Retail Price, Nickel Plated, \$8.50. Highest Grade Gold Plate, \$12.50



Illustrating the No. 1-E Oro-Tone attached to the Edison

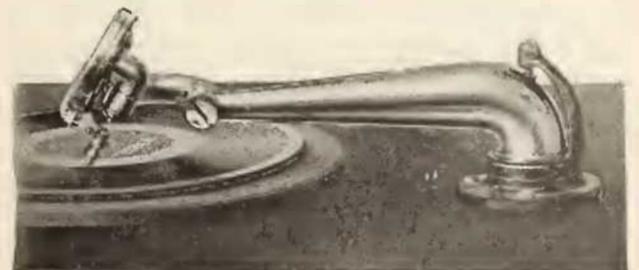
No. LS-V Oro-Tone Victor Attachment

For Playing All Records on the Victor

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. TONE QUALITY—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.

Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50



Illustrating the LS-V Oro-Tone attached to the Victor

The Impossible Has Been Accomplished

No. I-C Oro-Tone Columbia Attachment

For Playing All Records on the Columbia

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. TONE QUALITY—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.

Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plate, \$9.50



Illustrating the No. I-C Oro-Tone attached to the Columbia

SEND FOR—Copy of "The Oro-Tone," which illustrates and describes the complete Oro-Tone line.

The Oro-Tone Co.
QUALITY FIRST

1000 TO 1010 GEORGE STREET
CHICAGO, ILLINOIS



We Are Distributors for LYRIC LATERAL RECORDS FIRST WITH THE HITS

Free Booklets, Cut Outs, etc.

LATEST LIST

- 4232 { DARLING... Selvin's Novelty Orchestra
GRIEVING FOR YOU... Selvin's Nov. Orch.
4233 { SNAP YOUR FINGERS AT CARE, Orlando's Orchestra
GOOD TIMES... Yerke's Orchestra
4236 { MARGIE... Orlando's Orchestra
CARESSES... Orlando's Orchestra
5230 { PALESTEENA... Fred Whitehouse, Tenor
I'VE GOT THE BLUES FOR MY OLD KENTUCKY HOME... Rush
4707 { HAWAIIAN TWILIGHT Ferera & Franchini
HONOLULU MARCH... Ferera & Franchini

The CARMEN PHONOGRAPH

is now made in Period Console as well as Cabinet Cases.

THE CARMEN REPRODUCER (Double Diaphragm Pat. Pend.) gives to all lovers of good music the nearest to actual reproduction possible.

We Challenge Test Comparisons

Write for dealer Helps—Your territory may be open—If so, it is your opportunity.

G. W. HUNTLEY & CO.

25 East Lake Street



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 157)

duction. It is felt by the committee that the thousands of professional traveling men are deserving of some consideration in this respect and that mileage books are a convenience to which they are entitled owing to the special character of their work.

The railroad committee is also preparing a vigorous protest against the 70 per cent increase

in Pullman car rates, which has served to make the rates to-day 80 per cent more than the rates last Spring. It is declared that such an advance appears unjustifiable.

The hotel committee of the Federation is also preparing a vigorous campaign against prevailing exorbitant hotel rates in all sections of the country.

panies in the State. As it grew, branches were established in neighboring towns. The original plant became the largest factory in Port Washington and one of the most important factories in its industrial development. In building the Wisconsin Chair Co. Mr. Dennett associated with him as vice-president J. M. Bostwick, now president; as secretary, J. R. Dennett, now vice-president. O. E. Moeser has succeeded J. R. Dennett as secretary, while E. J. Barrett has taken the position of treasurer.

"So famous did the products of this company soon become that when the phonograph came into wider use and more cabinets were needed three of the largest phonograph companies in the world turned to this Port Washington Company. One of these companies, in fact, finally took over the entire New London branch with its great facilities.

"While manufacturing these cabinets Dennett and his co-workers studied the reproducing mechanism thoroughly. Already they were producing the finest specimens of phonograph cabinet work in the country. If they could improve the reproducing mechanism there was no reason why they should not come to rival the companies whom they were supplying with cabinets.

"Years of study of existing models showed chances for refinements in construction. The evolution of the essential part of the Paramount was not the result of any startling discovery of a new principle. Instead, the best features of existing types were taken and modified a little here and there, until the perfect reproducing mechanism has been achieved. Six years ago the Wisconsin Chair Co. began manufacturing the results of these years of study.

"Starting out with the organization of a great concern and with its personnel of unrivaled craftsmen, Paramount has rapidly become one of the largest makers of phonographs in the country. To-day Paramounts are bringing happiness to homes in every State in the Union. Their growth in popularity has been one of the most remarkable triumphs in the industrial history of Wisconsin."

G. I. STANTON TO CHICAGO

G. I. Stanton, manager of Dealers' Service department of the General Phonograph Corp., is planning a trip to Chicago, which will last over the holidays. While in the "Windy City" he will call on the local distributors of Okeh records and explain to them all about the new window display service for 1921, as well as generally discuss the Okeh record situation and general business outlook.

PARAMOUNT DEVELOPMENT

Interesting Story of the Growth of the Business as Well as the Personalities and Policies Associated With the Company

In one of a series of articles on the prominent industries of Milwaukee, the Journal, one of the leading dailies of that city, pays a rather unusual tribute to the Paramount Phonograph Co., of Port Washington, Wis. A full page is devoted to the story of the origin and growth of this large phonograph company and is illustrated with many views of the factory and its various departments. The story opens with a real human interest touch, telling of the experience of an old lady upon first hearing a talking machine some seventeen years ago. She refused to believe that it was possible to have sound reproduced and was not convinced until she heard the words of an old familiar song coming from the horn of the instrument. "Furniture, furniture," she mumbled, "a piece of wood—and yet a human voice."

After describing what the talking machine had done in advancing the cause of music in America

and outlining in detail the processes carried on in the plant making Paramount phonographs, a tribute is paid to the company itself as follows:

"The Paramount Co., with its groups of factories, is a huge institution. The Sheboygan factories, where reproducers, tone arms and motors are built, occupy ten acres of floor space and have a capacity for 750 workers. The largest group, including the general offices, at Port Washington, occupies twenty acres and has a capacity of over 1,000 workers. The Grafton plant covers five acres and has a capacity for 500 workers.

"This huge organization, established in 1888, grew from a small shop, employing only fifteen men and capitalized at \$10,000. Its rise is intimately connected with the history of F. A. Dennett, its founder and the first president. Mr. Dennett, a machinist by training, after helping organize the Milwaukee Harvester Co., now a part of the International Harvester Co., sought other fields for the exercise of his organizing ability.

"In Port Washington he took a defunct sash and door factory and out of it built the Wisconsin Chair Co., one of the largest furniture com-

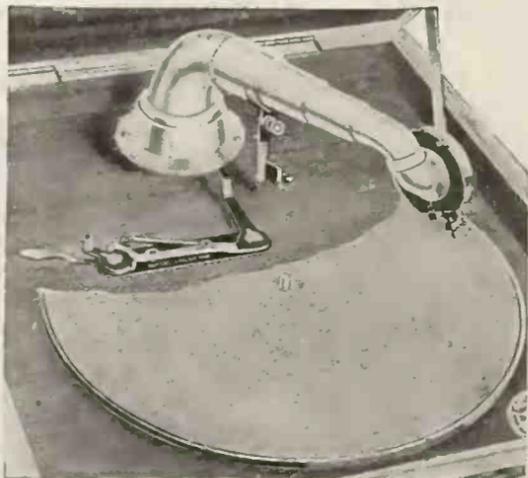
THE FERRO AUTOMATIC STOP is the best, most accurate automatic stop on the market.

Its operation is positive. There is no guesswork about its stopping the motor at the right moment, all the time.

It is a combination automatic stop and hand brake—will work properly either way.

Order a sample NOW

FERRO PHONOGRAPH PARTS CO. 1455 W. Congress St., Chicago, Ill.



BUSINESS MEN MAKE RECOMMENDATIONS TO CONGRESS FOR IMPORTANT CHANGES IN THE TRADE-MARK LAW

Effort to Be Made to Take Trade-mark Registration Out of Patent Office and Place It in Hands of Special Bureau—National Trade-mark Urged for the Benefit of the Export Trade—Steps to Be Taken to Control the Registration of Foreign Trade-marks in This Country

WASHINGTON, D. C., December 6.—Many changes in the trade-mark law will be recommended by American business men during the closing session of the Sixty-sixth Congress, but it is expected that definite determination of a new national policy will await the Sixty-seventh Congress when the Republicans come into complete authority and can work out a co-ordinated program of business legislation.

Segregation of the registration of trade-marks from the registration of patents and placing them under a distinct official, either in the Department of Commerce or in the Federal Trade Commission, thus avoiding inefficient duplication between several Government establishments and giving American business better service, is one of the reforms that will be urged upon Congress when it reassembles. Authorization of a national trade-mark, which Congress has been considering some time, will also be the subject of hearings before the Committee on Interstate and Foreign Commerce, of which Representative Samuel Winslow of Massachusetts, will probably be the new chairman.

The proposed changes have already been placed before the members of the congressional committees, and Chaurcey P. Carter, until recently with the Department of Commerce, and considered one of the best trade-mark authorities in the country, will advise with the committees regarding their adoption.

In emphasizing the desirability of having a special registrar of trade-marks it is pointed out that at present trade-marks are entirely subordinated to patents in the Patent Office, to the detriment of the interests of American manufacturers, and especially those who do a large export business. The Federal Trade Commission and the Bureau of Foreign and Domestic Commerce already have considerable to do with trade-marks, trade names and unfair marking. At the present time the Patent Office and the Federal Trade Commission are working at cross purposes, while the Bureau of Foreign and Domestic Commerce is doing likewise. Owing to the accumulation of patent work in the Patent Office, it is impossible to secure promptly certified documents that are required to head off infringement or piracy abroad.

American business interests are insistent that a national trade-mark should be decided upon as soon as possible. It is proposed that its use should be governed in each trade by the trade itself, which, however, shall be subject to the law and to regulations enunciated from time to time by the Federal Trade Commission. The commission would be given power to take away the right to use the mark for violation of the regulations or non-compliance with the law. Each trade may have different rules for the use of the mark in its trade, but all must square with the law and rules of the Federal Trade Commission.

Congress will be asked to make certain amendments to the act of March 19, 1920, so as to correct ambiguities in the wording thereof, and particularly to authorize the commissioner to transfer the international applications of the proprietors of U. S. A. trade-mark registrations; to authorize the commissioner to examine and, if anticipated or otherwise objectionable, to reject marks from other countries registered under the Pan-American convention. At present the commissioner is transmitting applications without authority to do so and is not examining foreign marks, although the act seems to make it necessary for him to do so, but is somewhat ambiguous in this respect.

It will be recommended that the trade-mark fee should be made \$20, of which \$10 would

be refunded if registration is not granted. At present the fee is \$10, with no refund. Penalty will be asked for use of the "registered" notice when a mark has not been registered. As it is now, there is no penalty or prohibition, and many unregistered marks are presented as "registered."

SOUTH AMERICAN HOUSE EXPANDING

The Argentine Talking Machine Co., Buenos Aires, S. A., has just announced its occupation of new and larger quarters at Corrientes 951. This move was the result of its fast growing business and these new quarters will enable them to take care of the company's many clients in a much more satisfactory manner.

APPOINTED RISHELL DISTRIBUTOR

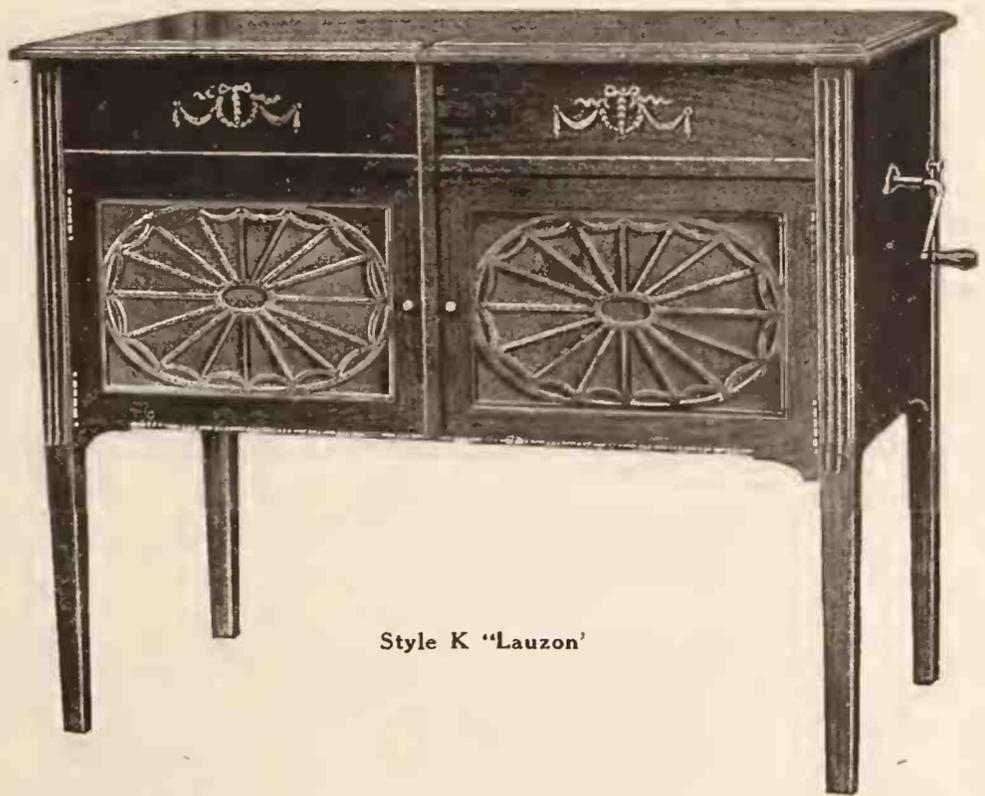
Grand Talking Machine Co. to Wholesale That Line in the Metropolitan District

The Grand Talking Machine Co., 270 Flatbush avenue Extension, Brooklyn, N. Y., of which A. Abrams is president, was recently appointed New York distributor of the Rishell phonograph.

A large advertising campaign, which includes much space in the New York newspapers, was recently inaugurated to support the dealers in the Metropolitan district who are handling the Rishell product. The plans call for much space in the New York dailies and other papers between now and the Christmas holidays, and in addition there is a supplementary campaign calling for publicity in other channels.

Besides carrying the Rishell products which comprises a line of ten models, the Grand Talking Machine Co. is also distributor of the Q R S rolls, needles and many other talking machine accessories.

Built Upon 25 Years' Phonograph Experience



Style K "Lauzon"

Men who make Lauzon have been selling talking machines from the very birth of the industry.

They know jobbers' problems; they know dealers' problems.

They have stressed the strong points of quality phonograph manufacture and avoided the weak spots.

A priceless heritage of talking machine merchandising experience comes to you with the well-made Lauzon.

Line up with a leader—link up to Lauzon!

Seven upright and two console models. For available territories address

Special Discounts to the trade on three models that will not appear in our 1921 catalog. Write for all particulars.

Michigan Phonograph Co.

Office Address: National City Bank Building

Factory Address: Monroe Ave. and Sixth St.

GRAND RAPIDS : : : MICHIGAN

Edison Amberola Message No. 12

Mr. Phonograph Dealer:

In times like the present, when the public is demanding full value ---dollar for dollar---your sales and advertising claims must be substantiated by the lines you handle.

Dealers who handle the Diamond Amberola line can honestly and emphatically present the two points that are now being compared and considered by the public.

The two points of public interest are price and quality.

THOMAS A. EDISON, Inc.

AMBEROLA DEPARTMENT

ORANGE, N. J.



THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page -

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



Putting the "Won" Into 1921

Give your "think-tank" an inning, if you want to make a winning

WAS circulating around last week through the trade, looking over the situation, talking to prominent talking machine merchants, and some not so prominent. I picked up a lot of important news—but one little point seemed most important of all, because it is a clue to the mystery of "poor business" which some dealers are trying to solve. I dropped in to a talking machine shop. The proprietor came forward to meet me. He did not know me from Adam—thought I was a customer, and began to "sell" me.

In his mouth was a half-smoked cigar.

It is hard to convey the "rank" impression this man made as a salesman and as a representative of his store. No doubt you are never so careless as this man, but getting at the underlying idea—do you give sufficient thought to the little things of this sort? Do you insist that your salesmen dress well and look well? Do you have a door man, chosen because of his pleasing personality—or do customers enter your store, and stand around "on one foot," waiting till somebody is not busy? Are there some comfortable chairs in which people may rest, if they have to wait?

Your store is the home of your business. Make it as home-like as you can. Be as courteous and attentive to your store guests as you would be to your personal guests. Women are the BIG buyers of talking machines and women like courtesies extremely well.

* * *

THERE is a man in New York who makes a specialty of rare records. He has many records now out of print, some of them by famous artists. Among his treasures are said to be four separate recordings of Caruso's voice in "Celeste Aida," made at different periods in this artist's career. Upon some of these records he places a value as high as \$1,000 apiece.

There is an idea for you in this. Namely, the idea of "rare records." Pick out some of your older or cut-out records and play them up in an ad as rare records which you are fortunate to have in stock. Speak of your records of this class as a "collection," giving them the same atmosphere as a collection of famous autographs, engravings or other art objects, emphasizing their rarity.

* * *

A WESTERN Victor retailer, the Pontiac Music Shop, has had much success with this idea—there are always a number of vacant stores for rent in various parts of the town. Around Christmas time, the Pontiac Music Shop secures the privilege of putting window displays in these vacant stores. The cumulative effect of these displays, all being shown at the same time, greatly helps the store's business, in the opinion of Mr. F. J. O'Connor, who is responsible for the idea.

* * *

THE customer had bought his records, and was on his way out. It was near Christmas, and he carried bundles in both arms. Trying to pull open the door, the package of records dropped on the floor. When opened, two were cracked.

You may not be able to afford the salary of a door man all the year; but certainly there should be somebody at your door during the holiday rush.

* * *

"TESTIMONIALS" are usually the kind remarks of some good friend about the quality of your instruments. But in the talking machine trade, where the other fellow handles the same goods as yourself, the important idea to plant in the public mind is "Service." Get from your customers as many testimonials as you can about your record service, your prompt deliveries, your repairing, the completeness of your stock, the courtesy and ability of your sales force, the fair treatment of your adjustment department. In each of your ads include a box, in which you quote one of these testimonials, in whole or in part.

AVOID ambiguity. Whether you are writing ads, or letters, or talking, never give out a phrase which can be interpreted in more than one way. Many sentences in talking machine ads have to be read through twice in order to be sure what is meant. The classic example of ambiguity did not appear in an ad, but was in the form of a signboard. The author remains anonymous. The only fact about him that is left to history is that he was a farmer:

"NOTIS: If any man's or woman's cows get into these hare oats, his or her tail will be cut off as the case may be."

* * *

WITH Christmas coming on there is a splendid chance to sell a dozen records at a time with little more sales effort than is needed to sell one or two records. The method is simple and the results are good. Fill three albums with records. One album with opera selections, the second with dance music, and the third with children's numbers. Place these three albums on the floor of your show window opened in such a way that at least two records in each album are visible. Have three cards, size twelve by fifteen inches, printed up, one headed, "A Book of Opera;" the second, "A Book of Dance Music," and the third, "A Child's Book of Music." Under the respective headings list the twelve records included in the albums. At the bottom of the cards print, "Book complete \$—." (Insert price.) The price should be the sum of the actual prices of the records plus a special sale cost for the album. These cards should be placed just back of the album which they describe. A long narrow strip bearing the words, "Books of Music; The Ideal Christmas Gift," should be hung across the center of the window. If desired, the customer can be allowed the right of changing the titles.

* * *

IF by chance you forgot to enclose a card with your December record bulletin wishing your clients or prospective clients the compliments of the season, you should prepare a New Year's card to send out with your January bulletins. The cost is extremely small in comparison to the good favor which you will incur.

* * *

A NOVEL idea to call the public's attention to one particular record each day without changing a whole window display was suggested to me the other day by a Keystone State dealer who stopped in to give me the glad hand. Here it is. Take a large piece of cardboard and cut it into circular form about two feet across. Paint this up to represent a record, reproducing as accurately as possible the center label, etc.

On the black portion of the record paint in white the following words, "To-day's Hit Is —" Make this lettering curve in semi-circular manner to conform with the outside curve of record.

Take a small strip of lightweight cardboard and letter on it in properly proportioned letters the title of a piece of which you want to increase the sales. Put this strip in its proper place with a thumb tack on either end to make it secure. Change this portable strip each day with the title of a different record. By this method you can greatly reduce the number of those popular selections with which you are plentifully stocked. It also is a good way to move some of the slow-selling standard and operatic selections.

* * *

ERE we meet again the year nineteen twenty will be but a milestone in the history of the world; in the history of music. So as we enter the new year let us all resolve to be bigger and better merchants, and to sell our instruments and records not as wares or chattels, but as purveyors of music. When we carry the spirit of good music to our fellow men, we ourselves are doing well, for as Addison so beautifully expresses it,

"Music, the greatest good that mortals know,
And all of heaven we have below."

A Merry Christmas and a Happy New Year to you all!

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.

THE REPRODUCER AND ITS IMPORTANCE

By W. L. NEWTON, of Newton & Co., New York

Last month an editorial appeared in The World which directed attention to a "crucial stage in the talking machine industry." Facing new economic conditions many manufacturers are no longer concerned solely with production problems, but are instead searching for the "Aladdin's Lamp" that will enable them to place their product in the homes of the buying public at a profit. These makers are apparently not sensing that the missing essential is the quality they advertise.

Since the age of primitive man there has been one unquestioned and infallible sales asset—that is quality.

During the past several years there has been undoubtedly a distinct lull in the development of talking machine performance, due chiefly to a sellers' market. Far too many have devoted themselves to elaborate examples of the cabinetmakers' art only to house in them a cheap reproducer along with other vital parts in the same ratio of value.

Primarily the reproducer plays the most important and vital part in the construction of a talking machine, yet with some pleasing exceptions the "should-be-obsolete" types of years ago continue to blare their discordant way. The majority of talking machine builders have not seemed to realize that upon the reproducer depends tonal quality, volume, fullness, flexibility—in a word, truthful interpretation. A mechanism upon which so much depends should be highly perfected and of modern, scientific construction. The quality of the reproducer should rightly receive more consideration and thought in this era of mechanical wonders. That it will receive more prominence and attention brings us back to the dilemma of present trade conditions and the undisputed fact that the talking machine of to-morrow, to enjoy any reputation

whatsoever, must have true merit—merit not alone in the cabinet, but decidedly inside it, first on the business end of the tone arm, second in the amplifier.

Motors are of more negligible importance; their development has exceeded other more vital factors.

All in all, it appears that genius in the talking machine trade has been too often directed almost entirely to commercializing and intensified advertising, with little thought given to idealism. Not forgetting some who have had the foresight and courage to fight for higher ideals, there is a legion of manufacturers who must experience a reverse in thought and action or drop into oblivion.

To-day the public would not tolerate the moving picture of ten years ago, nor will they continue much longer to accept the talking machine of tenement fame.

USE BONUS MONEY FOR MUSIC

Fairmont Music Co. Makes Timely Suggestion to ex-Soldiers of Minnesota

FAIRMONT, MINN., December 6.—To connect up with the soldiers' bonus and suggesting a talking machine as the most appropriate gift which the soldier boys could give to their mothers at this Christmas time, the Harmony Music Co. of this city used some very appealing and effective advertising in the local papers. The advertisement in question pictured at the top two happy soldiers who had just received their bonus from the Government. The text copy told the story of how the mother had stood by the boys through thick and thin and now she deserved something from them in return. Seeing her look longingly at an advertisement of a talking

machine in one of the papers, they at once go out and hurry to the nearest store to make their purchase. The Harmony Music Co. carries the Victor, Columbia, Edison and Aeolian-Vocalion lines.

SIGNS THAT ATTRACT ATTENTION

The J. B. Bradford Piano Co., Milwaukee, Wis., Sonora dealer, has placed in advantageous locations around the city the small Sonora sign-boards which it procured from the Yahr & Lange Drug Co., Sonora jobbers. It has also used a photograph of this sign as the reverse



Using This Sign to Advantage side of a post-card, which is quite unusual and which is reproduced herewith.

This well-known dealer has been in business since 1872 and has the reputation of being one of the most successful and progressive music houses in the Middle West. The company recently remodeled its building, and it is now one of the show places of the Milwaukee retail trade.

OPTIMISTIC MIDDLE WEST JOBBER

CLEVELAND, O., December 8.—The Kennedy-Green Co., jobber of Okeh records in this territory, reports a fine holiday business and is showing a spirit of optimism in its business in general that reflects the efforts of this progressive organization. J. M. Erwin, formerly of the Day Drug Co., Akron, O., has joined the Kennedy-Green forces, as also has Tom O'Connor, who will cover eastern Ohio for this company. Both are "hustlers."



Okeh Records



We Give Quality—Service and Personal Co-operation

Okeh Records are a national success

Become a dealer of the quickest selling records made

WRITE US FOR PARTICULARS

Okeh dealers are always satisfied; for every record released there is an immediate demand

We help you satisfy the demand by giving prompt service and carrying a full stock of each release

Kennedy-Green Company

1865 Prospect Avenue

Cleveland, Ohio

Patent Infringement Suits Brought Against Prominent Phonograph Makers Do Not Affect the Sonora

SEVERAL years ago Mr. George E. Brightson, President of the Sonora Phonograph Co., Inc., recognized clearly the strength and rights of the basic patents owned by another important phonograph company and comprehended the broad field they cover.

Sonora then secured a license to manufacture and operate under the BASIC PATENTS of the phonograph industry, and you are protected by these licensed patents as well as by the many patents owned and controlled by the Sonora Phonograph Co., Inc.

The foundation and future of the Sonora Company and of the business developed by Sonora dealers are absolutely secure.

In handling the Sonora you know positively that you and your customers will not be embarrassed by the results of legal actions brought against you for selling or purchasing phonographs which infringe patents owned by others.

In considering what phonographs to stock you should now consider both the merit of the instrument and the legal status of its manufacturer

**Sonora dealers can be free from concern
over patent litigation**

SONORA PHONOGRAPH COMPANY, INC.

GEORGE E. BRIGHTSON, President

NEW YORK CITY

Complete High Grade Equipment

*An Important Factor in
Maximum Selling Efficiency*



Philadelphia Phonograph Company

*The above illustration and
letter show our customary
service—nothing unusual,
just a daily occurrence*

LOVEL PRORP. WALTER TESTER
CREVETON PRORP. NATHAN EDGAR

TALKING MACHINES
AND
RECORDS
UP
BABY TERMS



MUSIC ROLLS
FOR
PLAYER PIANOS
UP
FOREIGN LANGUAGES
OUR SPECIALTY

636 SOUTH STREET
PHILADELPHIA, PA. NOV. 2nd, 1920. 191

Van Veen & Company, Inc.,
1711 Chestnut St.,
Phila. Pa.

Gentlemen:-

It is with pleasure that I take this opportunity to write you and express my approval and thanks for the manner in which you not only designed but installed the work in my store.

I think the picture of the store speak for themselves and I can truthfully say that it is one of the handsomest stores in Philadelphia.

The design is a wonderful background to the instruments which we sell and the hearing rooms give all the service they should.

I also want to comment on the speed with which you installed this work allowing me to open on the date intended not withstanding the fact that I delayed you some two weeks by not having the rest of the work finished.

Hoping that you may again do some similar work for me, I am,

Sincerely yours,
Walter Teste

**We honestly believe our product the best.
We make prompt shipments as promised.
Our equipment makes money for you.
Our prices are fair.**

Upon the above plain statement of fact—we ask your business.

Plans and Estimates Promptly Given.

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

NEW ORLEANS COLUMBIA MEETING

Robert Porter, Field Sales Manager, Principal Speaker at Luncheon on December 2—Business Getting Back to Normal, He Declared—Dealers Must Do Business in Modern Way

NEW ORLEANS, LA., December 6.—Robert Porter, field sales manager for the Columbia Co., was chief speaker at a meeting of Grafonola dealers held in this city on Thursday, December 2. His talk was very optimistic and he quoted a number of the nation's financial leaders to prove that business conditions were at last getting back to normal. He told the dealers they would have to conduct their business differently than they had in the last ten years.

Mr. Porter went from New Orleans to Dallas to another dealers' gathering. The meeting in New Orleans was a noon luncheon and was attended by Mr. and Mrs. R. W. Hinton and Miss Boone, N. W. Hinton Co., Lumberton, Miss.; S. Seidler, Poplarville, Miss.; Dr. Watkins, Jones-Watkins Drug Co., Pascagoula, Miss.; H. T. Kotterman, Kotterman Furniture Co.; B. G. Powell, Maison Blanche; Miss E. Berwin, Grunewald Music Co.; H. Perloff and C. Hingle, of H. Perloff, New Orleans; Selig Daves, Algiers, La.; B. H. Gardner, Slidell, La.; D. A. Barre, George Rossine, Mr. and Mrs. A. W. Clapperton, W. W. Twigg, E. L. Estes, J. J. Clesi, H. P. Wise, Miss W. Lemley and A. B. Creal, of the New Orleans branch.

URGE HOUSE-TO-HOUSE CANVASS

Timely Suggestion on Going After Holiday Sales—Movie Slides Prepared—Prizes for Window Displays Offered to Stimulate Dealers

On the principle that if "Mohammed won't go to the mountain, the mountain must go to Mohammed," the Pathé dealer is advised in the latest issue of Pathé News to make a house-to-house canvass in his locality. This extra development of sales at this period prior to the holiday season is bound to have a favorable effect on the dealers' trade. At the headquarters of the Pathé Frères Phonograph Co., in Brooklyn, N. Y., reports have been received from dealers situated in widely divergent points that, with slight effort on their part in the stimulation of sales, results have been achieved that are very satisfactory. Pathé dealers are extending their special record offer until the end of December, thus covering the entire Christmas trade.

Half-tone reproductions are shown of four movie slides that have been especially prepared for the Christmas trade following a custom of many years' standing. These slides have been artistically prepared in the Yuletide colors and are being used to an exceedingly large extent by Pathé dealers this year.

As a handsome window display is one of the best assets any phonograph merchant can have, Pathé News announced a total of nine prizes to be given for December window displays, as an encouragement to the dealer to give added attention to the dressing of his windows.

ENLARGE CAPITAL AND QUARTERS

SAN FRANCISCO, CAL., December 4.—The Mercantile Finance Co., of this city, has announced a further capitalization of the company by an increase in stock sales and its fast-growing business has once more necessitated an increase in its forces. Due to this increase in business this company has found it necessary to locate in new quarters at 459 Montgomery street, where it will be able to take care of its fast-growing business more efficiently.

INTERESTING REMINGTON FOLDER

"Musical Tone, Pure and Clear as the Crystal Brook," is the subject of a six-page folder lately produced by the Remington Phonograph Corp. as a dealer help. Substantial quantities have been ordered by Remington dealers and this folder is reported to be doing its share in the interests of Remington sales promotion.

WORCESTER VICTROLA SHOP OPENS

P. J. Mann Co., Due to Business Expansion, Seeks New Location in Business Section

WORCESTER, MASS., December 6.—The new Victrola shop of the P. J. Mann Co., 310 Main street, was formally opened to the public on December 1. Not only is this new talking machine store the largest in the city, but it is the only exclusive Victrola shop. A complete list of Victor records will be in stock and all models of machines will be carried.

Having outgrown his quarters at 24 Pearl street, where he had been located since entering business here, Mr. Mann has selected a good location to carry on the ever-increasing business of the company.

The P. J. Mann Co. has won the confidence of its customers by its square dealing. This has been evident by the strides taken by the talking machine company in its field and a successful future awaits them in their beautifully appointed new quarters.

JOCKER'S ORCHESTRA TO RECORD

Sign Contract to Record Exclusively for the Vocalion Records

It is announced that Al Jocker's Dance Orchestra, a body of musicians who enjoy a wide reputation among those who pose as disciples of Terpsichore, has just signed a contract to record exclusively for Vocalion records. An early list will include some of the latest dance hits played by that orchestra.

ANNOUNCE NEW CARDINAL MODEL

NEWARK, O., December 8.—The Cardinal Phonograph Co., of this city, is bringing out a new model of the Cardinal phonograph which will be known as the Castle model. The new model will be of entirely new design but will contain the same high-class equipment and finish which marks the other Cardinal models and which have made them so popular among a discriminating clientele.

TALKING MACHINE WORLD

YOU HAVE AGAIN DEMONSTRATED YOUR WONDERFUL "PULLING" POWER BY SELLING "YOU-NIT" CABINETS ALL OVER THE U. S. A. AND CUBA IN 60 DAYS.

OGDEN

AT LAST A
(For all Table Type

CABINET
Machines)

Which becomes a "Unit" with the Machine. Fits so the open space or Dust Trap is closed. All You-Nit cabinets are in harmony with the construction of the machine they are made for.

Model A-E
Fitted to Edison Chalet
Files 65 Edison Records
Price \$18.50
Rouge and Natural Finish

NO OPEN SPACES
A 1/2" HO FIT
A 1/2" 3/4" IN DESIGN
MACHINE AND
CABINET FASTENED
TOGETHER - FRONT
AND BACK MAKING
A "YOU-NIT"
"SIMPLE FILING"
"EASY FINDING"
A WITH INDEX
B WITHOUT INDEX

Model B-E
Fitted to Edison Chalet
Files 112 Edison Records
Rouge and Natural Finish
Price \$24.00

Model A-E Cabinet
Note: Fitting design for fastening to Edison
big value big record capacity

Edison Model
PATD & PATS. PENDG

Model B-E Cabinet
Note how it is made to fit and fasten to
either
A You-Nit or fitting cabinet made for all
makes of machines

BETTER CABINETS, LOWER PRICE, MORE PROFIT

A Model for Every Table Type.
Edison Disc and Amberolas. Victrola VIII & IXA, Grafonola C & D, Pathé 3 & 6.

Write for list of jobbers carrying this stock and prices of all models.

Prepare now to supply the increasing demand for lower priced outfits.

We can ship you now.

OGDEN CABINET CO.

Lynchburg, Va.



KNOWN FOR STYLE AND TONE

BABY GRAND
DESIGN
PHONOGRAPH

The most distinctive type of phonograph on the market.

Provides the dealer with unlimited sales possibilities. A welcome addition to any high class lines.



Model B—The quaint Queen Anne. One of the most desirable designs. In keeping with the furnishings of many music rooms in modern American homes.

List Price \$230.00
Made in Mahogany and American Walnut.



Model C—The Hexagon design fits in with almost any character of home furnishing. Its solid and artistic appearance is in keeping with the best of periods.

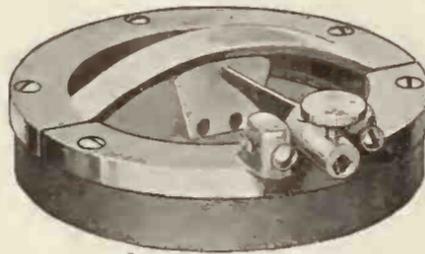
List Price \$235.00
Made in Mahogany and American Walnut.

New and Exclusive in Design

our Ellis Reproducer and large amplifying Chamber is the secret of its wonderful vocal and instrumental tone.

Its Musical Qualities are Incomparable

PROTECT YOUR TRADE and stimulate your phonograph business by having THE BABY GRAND DESIGN LINE on your floor.



Our Reproducer

Patented U. S. A.

(Guaranteed for Twenty Years)

1. Its light weight will always keep your records new.
2. Plays all makes of records without any extra attachments.
3. Diaphragm is insulated from all metal parts, assuring natural tone without the metallic phonograph tones.
4. By off-setting the bridge connection to the diaphragm provides a short and long area over which the high and low notes respectively must travel for best results.
5. Oval bar provides ample protection for hridge connection.



Model D—The ever-popular Louis XVI, an especially favored design which finds its place in the drawing rooms of prosperous Americans all over the land.

List Price \$240.00
Made in Mahogany and American Walnut.



Model E—For the Chippendale room. Delicate carvings, perfect design and the last word in arts and crafts workmanship. Study the perfection of this design.

List Price \$250.00
Made in Mahogany and American Walnut.



Model A
PATENTED
Price \$225.00

Model A—Baby Grand in Adam period design. The marvelous simplicity and beauty of the period faultlessly carried out. Much favored by the critical buyer.
List Price \$225.00
Made in Mahogany and American Walnut.

The Dimensions of The Amplifying Chamber are 24" in width and 10" in height. Think of that. The Cabinet is 36" high, 27" wide and 34" in depth—Shipped K. D. which assures lowest freight rates.

The Fern-O-Grand Company

212-220 West Canal Street
Cincinnati : : Ohio

FULLY PROTECTED BY PATENTS, DEALERS' DISCOUNTS PROMPTLY FOLLOW UPON YOUR REQUEST

EDISON CONFERENCES RESULTFUL

Meetings of Officials and Department Heads of Edison Laboratories to Discuss Sales Problems Have Distinct Effect on Business

Sales conferences, composed of the various officials and department heads associated with the phonograph industry at the Edison Laboratories, have become a vital force in the selling organization of that concern and are considered a highly important factor in shaping the selling practices



Conferences Vital Force in Edison Sales Organization of that organization and of the Edison phonograph trade in general.

Conferences of this sort are held at the Orange Laboratories with due regularity under the apt guidance of William Maxwell, the vice-presi-

dent, who has always believed them to be an exceedingly valuable adjunct to the selling organization and who presides at all of the conferences.

The benefits of these conferences, both to the Edison trade and to those on the inside of the organization, are manifold and are aptly described by Assistant General Sales Manager John A. Shearman, who says:

"Under the very able leadership of Mr. Maxwell, our weekly meetings have resulted in the development of a number of sales propositions that have been most pronounced. The efficacy of the plans can best be illustrated by the fact that, during the present period of readjustment, Edison dealers who have adopted the plan are experiencing no decrease in their volume of sales.

"These meetings tend to keep each man inside of the organization on his toes. In the intervals between meetings each gives serious thought to new ideas and suggestions, because he does not want the other fellow to outshine him.

This method has resulted in a wealth of ideas probably unobtainable without the spur of friendly competition."

BIG PLANS FOR STRADIVARA

Portland Concern to Double Capacity of Coast Plant and Expects to Enter Trade in Australia and Orient in Big Way, It Is Announced

PORTLAND, ORE., December 4.—Plans are being considered which will double the capacity of the Stradivara factory plant at Thirty-third street and East Broadway, announces J. T. Thompson, manager of the concern. Additions will be made to the equipment and working force which will increase the output of the factory from fifty to 100 machines per eight-hour day.

Several months ago the Stradivara Phonograph Co. was organized as a \$5,000,000 corporation and in August of this year it absorbed by purchase the factory and other assets of the Pacific Mfg. Co. A branch house has been established in San Francisco from which the territory of California, Arizona and Nevada will be handled. As fast as the capacity of the house will permit additional branch houses will be established.

A number of handsome new models are being designed and arrangements are being made with a local exporting company to introduce the Stradivara into the Orient. Special models are being manufactured for the trade in New Zealand, Australia, China, Japan, Borneo and the Philippines. The Stradivara Co. has acquired exclusive rights to the use of Okeh records in the Northwest.

All officers and directors of the company are local men: F. A. Douty, president; F. N. Clark, vice-president; S. L. Eddy, treasurer; J. T. Thompson, secretary and manager, and Ira F. Powers, member of the board of directors.

NORTHERN NEW ENGLAND NOTES

Maine and New Hampshire Dealers Prepare for Active Trade During Holidays

PORTLAND, ME., December 6.—Harry Baish, of the Unit Construction Co., has made quite an extensive trip through the New England States, calling on many of the dealers in an effort to further promote the efficiency of the retailers' establishments. While passing through Portland he spent a day at Cressey & Allen, distributors of the Victor line.

A. E. Thompson, Victor dealer in Brunswick, Me., is going after the holiday business in a very aggressive way, having just finished a rather elaborate rearrangement of his entire store.

C. B. Snow, wholesale manager of the Victor department, Cressey & Allen, of this city, has returned from a rather extensive trip by auto up through the White Mountains, calling on the trade, in anticipation of a big holiday business.

Bailey's Music Rooms, Littleton, N. H., have moved into their new block, which was recently purchased. This store is equipped in a modern fashion, containing beautiful display and demonstrating rooms, of which the management should feel proud. The holiday business promises very well for this dealer, the improvements coming just at the opportune season.

F. P. Meader, of Rochester, N. H., has already started outfitting a music room in his store there. One demonstration room has been installed in anticipation of a very large and active holiday business. This is one of the dealers who is wide awake, aggressive and is not overlooking any of the opportunities offered in having the Victor line.

SCHWARZ-THORNELL COMBINATION

Louis A. Schwarz and Harrison F. Thornell, both of whom have been in the talking machine industry for many years and are well acquainted throughout the entire trade, have combined their forces as manufacturers' representatives of the leading makes of talking machine accessories. This combine will be effective January 1 and the name of the firm will be Louis A. Schwarz, Inc. The business will be conducted from Mr. Schwarz's present offices at 1265 Broadway, New York City.

WALNUT MFRS. MEET JANUARY 20

The annual meeting of the American Walnut Manufacturers' Association will be held at the offices of the Association, 616 South Michigan Boulevard, Chicago, Illinois, on Thursday, January 20, 1921.

A BUFFALO INCORPORATION

The Conley Sales Co., Buffalo, N. Y., has been incorporated with a capital of \$5,000 to do business in recordaphones. The incorporators are E. R. and D. A. and R. J. Conley, who are all of Buffalo.

Fifteen years' experience in the manufacture of highest grade

TALKING MACHINE CABINETS

Large modern factory, thoroughly equipped with latest up-to-date machinery especially designed for this work.

HIGHEST FINANCIAL AND BUSINESS STANDING

Will consider additional contract for 1921.

THE WABASH CABINET COMPANY
WABASH, IND., U. S. A.

We have a most wonderful proposition for export business.

IT'S ALL IN THE SONG

THREE
PROVEN
SUCCESSSES

GRA-NA-DA
CASTILIAN FOX-TROT

ANY TIME
DAY
WHERE
FOX-TROT

SOMEBODY
SONG ONE STEP

WATCH FOR EARLY RELEASES ON
ALL RECORDS AND PLAYER ROLLS

WOHLMAN

MUSIC PUBLISHERS
MAURICE RICHMOND INCORP.
330 AMSTERDAM AVE., NEW YORK
PROFESSIONAL AND ORCHESTRA DEPT.
1552 BROADWAY
New York

GLEANINGS *from the* WORLD *of* MUSIC

VALUE OF VARIOUS MEDIUMS FOR POPULARIZING SONGS

An Interesting Analysis of the Many Opinions Held Regarding the Relative Merits of Orchestras, Professional Singers and National Advertising—Channels That Give Results

During recent months there has been much talk in publishing circles of the value of the orchestra as a medium of giving songs publicity. While it is true that such organizations have added much to the value of the featured songs, many people now take exception to the claim that the orchestra alone has been the making of many of what have been admitted hits during the last year. These opinions come from sources that must be given consideration. Then, too, they have made a clear case of the value of other channels of publicity, showing that only in rare instances do the orchestras exclusively make the so-called hits. This has been done by analyzing the popularity of a number in both instrumental and song form, making a record of the various performers who have sung the numbers in question. With many of the recent songs they have made out a very good case, one that will do much to disprove some of the arguments in favor of the orchestras as publicity mediums.

Those who have taken the position that vaudeville is still a decided factor as a medium of popularizing songs have in no instance made an effort to belittle the orchestra's work. On the other hand, they acknowledge the value of such bodies. But they do feel that it is well for the health of the trade in general that the orchestras should not be given such prominence that it would deter their organizations from using the other various recognized channels of publicity.

There have been times when vaudeville has been somewhat lax in its energies to put over a song, but in such cases it is generally found that the numbers were primarily of the instrumental order and did not lend themselves readily to song rendition.

Again, lest too much prominence be given to any one of those channels already recognized as good means of popularizing numbers, it is felt by some that the proper recognition should be acknowledged. They make the point that there are many changes taking place in the industry, making it necessary for those who have the health of the business at heart to move with great care.

Another point is the fact that without an organization supplementing an orchestra, or any other medium's work, the value of the orchestra's efforts will be diminished. After all, with anything but a phenomenal hit, it is the organization behind the number that puts it over, and the phenomenal hit is rare.

Another fact that is brought forward as one that must be given consideration is that, although it is possible to make an instrumental number exclusively through the orchestras, this does not apply so much to songs. Song numbers that lend themselves to orchestra arrangements must, in order to create a sale for themselves, be sung, and it is the repetition of the singing of such songs that creates the sales. None of the big publishers, therefore, is seriously considering abolishing his professional departments or eliminating any of such work where the results obtained are recognized as valuable. It may be in some instances they find that certain branches are not producing results to justify the expenditure involved in their upkeep and for that reason only they may eliminate one or more of such branch offices.

The publishers realize that to create sale for songs it is necessary to encourage the professional singers and they are ever on the lookout for a new means of using such talent. Only recently there was formed a booking organization which created a new field for professional singers, at least it was new in that it gave the singer work over a period of weeks in a field where heretofore the bookings were for short periods. It has already been able to book both concert and popular songs for a period of twenty weeks, and expect shortly to be able to give fifty-week engagements. This booking agency confines its work exclusively to motion picture houses, and while motion picture houses, at least the larger ones, have always had a musical program, much of which was devoted to singing, only a few weeks' work could be granted at any one time to an individual. This new situation not only gives a longer period of work to singers, but encourages the smaller houses to add such to their programs. This will, when it has made the progress the plans call for, be recognized as an additional medium for popularizing songs, and with further development will do much to make up for any loss, if there be such, now sustained by the publishers in vaudeville circles.

In speaking of publicity mediums and supplementing campaigns, one thing that should not be overlooked is the national advertising appropriations of the various publishing houses. Each year sees an increase in the number of publishers using publications as a means of developing trade campaigns. For the coming season Leo Feist, Inc., which has always been in the forefront in this branch of publicity, has added to its

Men Who Make Popular Songs

No. 19—Cliff Hess

One of our younger song writers and one who has reached the pinnacle of success in this field is Cliff Hess. In the past he has been co-author in any number of works which have been acknowledged hits, but we really believe he "arrived" when he gave the public "Freckles" and, to make his position more substantial, "I'm in Heaven When I'm in My Mother's Arms." We might mention any number of other songs,



Cliff Hess

including his "Marimba," but after all, in the popular field, we are all mostly interested in the numbers of this type.

Cliff Hess is a very versatile young man, having for several seasons written material for vaudeville performers and this, too, most successfully. Another domain in which he is well known is that of mechanical recording, particularly in the player roll field, where he has been connected for several seasons with the making of player-piano rolls. He is now a member of the recording staff of the Melodee Music Co. and that organization very often features his productions. As stated in the opening paragraph, he is still young and is still writing songs. He is not to be classed, however, with those writers who are known as prolific. He produces only a few works each season, but these are of a high standard and are assured of immediate recognition.

A recent announcement was made by Fred Fisher, Inc., that early in January a newspaper campaign in thirty large cities would be inaugurated on four songs. Shapiro, Bernstein & Co., Inc., during the coming year are to carry out such plans used in other seasons. Jerome H. Remick & Co. have always used newspapers

(Continued on page 170)

CONGO NIGHTS

SENSATIONAL FOX-TROT

WORDS BY **RUBEY COWAN** MUSIC BY **VIOLINSKY**

MOSCONE BROS.

in Raymond Hitchcock's
HITCHY KOO 1920

PUBLISHED BY
MACK STARK & COWAN
MUSIC PUB. INC. 234 W. 46 ST. N.Y.



It's sweeping the Country!

HONOLULU EYES

The most beautiful Waltz Melody
in years

Published by LEO FEIST INC
FEIST BLDG
NEW YORK

*"You can't go wrong
with any Feist Song."*

MEDIUMS FOR POPULARIZING SONGS

(Continued from page 169)

in connection with their local stores, and Waterson, Berlin & Snyder, the well-known publishing house, are also opening up a number of stores, and Irving Berlin, Inc., is planning a new method of national publicity. All the other large houses are making plans for the coming season and in no case has the writer heard of a decrease in appropriations. One thing that may be sure is that the publishers intend to have their songs sung on a greater scale than ever, if it is possible. Most of them believe the song is the thing, and they intend to see that it is sung. They believe that this makes for more substantial business and not so much gamble.

THE WINDOW A VITAL SALES FORCE

Special Displays a Great Factor in Interesting the Public—Excellent Work Done by Hinds, Hayden & Eldredge in This Special Field

Many months ago in these columns we reviewed the various methods publishers and record companies used to bring about co-operation. It was our belief at that time, and it has not been changed, that only in rare instances was a publisher justified in getting out special material for a particular record for the exclusive use of individual manufacturers or distributors of that record.

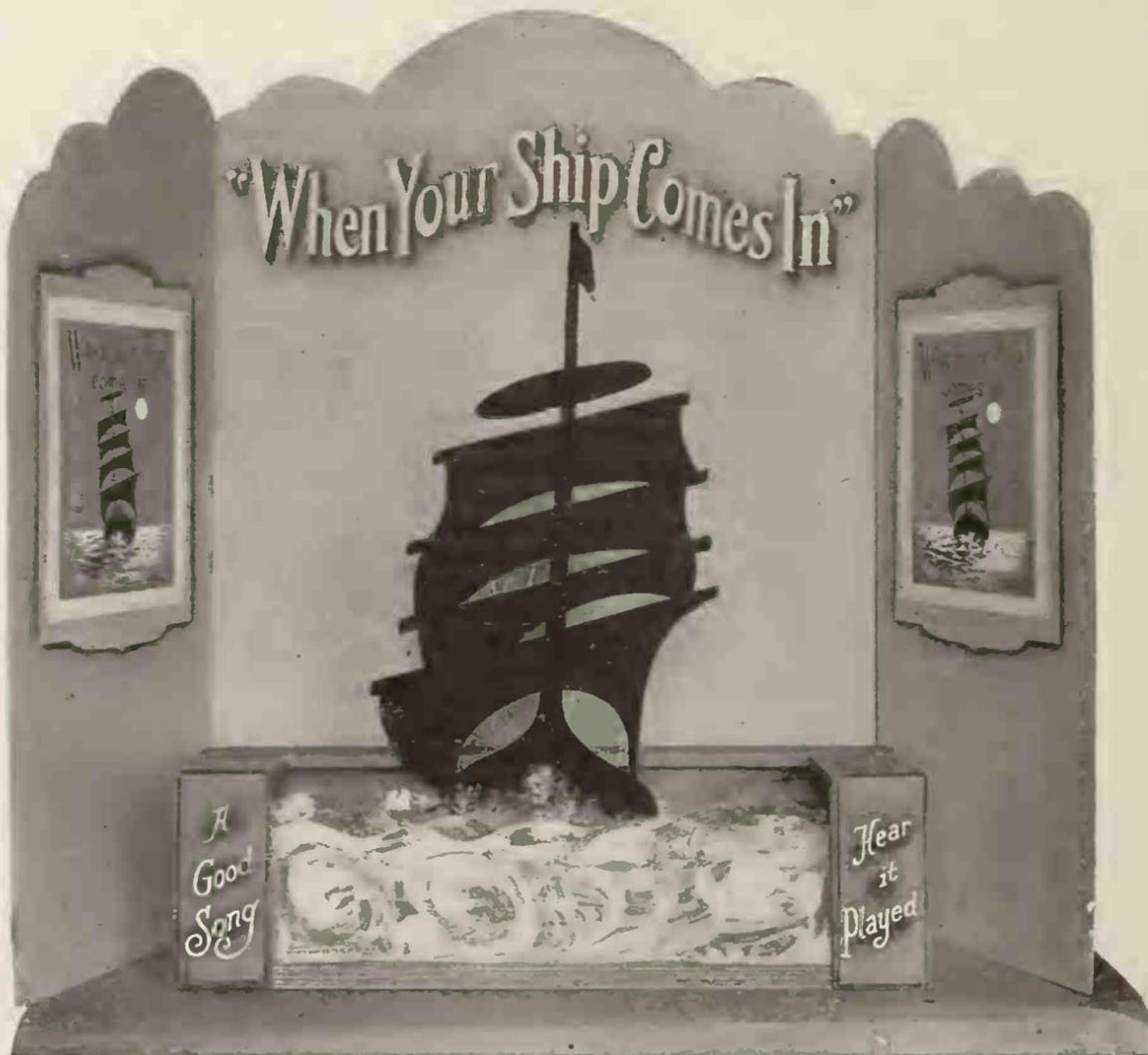
We took occasion to remark that issuing material featuring the title of the song with a caption, "Hear It Played" and "Come in and

Hear" to a great extent answered all the requirements and at the same time such copy would be available for any of the trades involved.

There is so much copy that can be devised by the publishers which not only meets the wants of the distributors and dealers of sheet music and of player rolls, as well as talking machine record manufacturers and distributors, that it

mechanical display now being shipped to both the sheet music and talking machine record trade by the publishing firm of Hinds, Hayden & Eldredge, Inc., on their song, "When Your Ship Comes In."

Herewith is reproduced a photograph of this unique material, which has a clock-work arrangement requiring a winding once every twenty-four hours, the mechanism making the



Hinds, Hayden & Eldredge's Great Mechanical Window Display

would appear ill advised on their part to discontinue the issuance of such matter, when it meets the needs so thoroughly and when the occasions are rare that an investment for individual material ever brings returns the appropriation should justify.

Some of the publishers have carried out such a policy. As a matter of fact, the original idea was inaugurated by a publisher. What we wish to particularly point out at this time, however, is not so much the production of exclusive material in the way of hangers, show cards, etc., for particular trades, but to show that even where expensive material is devised by publishers for their sheet music dealers' window displays, the same can, by some forethought, be made available for both the player roll and talking machine record dealer. A case in point is the

"ship rock and the waves roll. It has attracted much attention wherever it has been used and it is of the type of co-operative publicity covering the various fields which should be given consideration by both record and music roll dealers. It will be noticed there is no mention made of sheet music, player rolls or talking machine records, still the copy would apply to any of them, for instance, "A Good Song" or "Hear It Played."

Edward Thomas, of Pittsfield, Mass., has taken the agency in Berkshire County for the electric Phonolamp, manufactured by the Electric Phonolamp Corp., of New York City. Mr. Thomas stated that he believes there is a large field for this instrument and he plans to feature it extensively.



*Who Could Resist
Irresistible*

BIDDY

THAT IRRESISTIBLE FOX TROT SONG

SAM FOX PUBLISHING CO.
Cleveland, O., U. S. A.

TO ALL DEALERS IN RECORDS & PLAYER ROLLS

The biggest selling music successes—the most played and sung numbers in the country. The wise dealer will order liberally of these great successes:

“CARESSES”—Fox-trot Song

“PALISTEENA”—Fox-trot Song

“BY THE PYRAMIDS”—Fox-trot Song

“GET UP”—Fox-trot Song

“ROMOLA”—Fox-trot Song

ALL FROM THE GREAT MUSIC HOUSE
SHAPIRO BERNSTEIN & CO. INC.
BROADWAY AT 47th ST., NEW YORK

MELLOR CO. CELEBRATES EIGHTY-NINTH ANNIVERSARY

Famous Pittsburgh Piano House Has Been a Leader in the Music Trade Since 1831—Has Been Controlled by the Mellor Family Since Its Inception—Piano Selling in the Early Days

PITTSBURGH, PA., December 6.—The C. C. Mellor Co., the pioneer firm in the sale of pianos and other musical instruments in western Pennsylvania, and well known as a Victor wholesaler, just recently celebrated the eighty-ninth anniversary of the establishment of the company's business, which was started in 1831 by John H. Mellor, grandfather of the present head of the firm.

When the company was started Pittsburgh was little more than a frontier village, and Mr. Mellor was organist in the local Episcopal Church. The business survived the financial panic of 1837, and was untouched by the fire which swept Pittsburgh in 1845.

In 1863 the founder of the firm died and his son, C. C. Mellor, succeeded him as its head. Up to this time the effort of the firm had been to become a strong establishment. The year

1863 marks the beginning of its period of expansion. Since that time it has grown greatly. Upon the death of C. C. Mellor, Walter C. Mellor, his son, succeeded him and to-day he is president of the concern. Another grandson of the original founder, George E. Mellor, is vice-president.

The books of the Mellor firm from its establishment show the names of many of the oldest families of the city and it is interesting to trace these old records, for in many cases they show the varying fortunes of the successive generations in different families. Sales have been made recently, the records show, to members of families whose fathers and grandfathers were good customers of the Mellor establishment.

During the entire period of its existence the firm has been in the hands of the Mellor family, a fact pointed to with pride by the officials.

REVIEW OF TRADE IN ATLANTA, GA.

Christmas Buying Period Relieves the Slowness in Trade—Leading Dealers Handling Various Lines Tell of Conditions Now Prevailing

ATLANTA, GA., December 4.—Business has improved considerably here the past month. The terrific drop in the price of cotton in the past three or four months, together with the feeling of indifference on the part of the buying public, as to whether they bought anything except absolute necessities, has to some extent been overcome by the approach of the Christmas buying period, and talking machine dealers generally say that there has been an improvement for the better.

The Delpheon Shop, through Manager Wilson, states that business both in Columbia Grafonolas and Columbia records is moving along nicely, that the cash record trade is good, and that he anticipates a substantial holiday business. This store specializes on records.

The Carroll Furniture Co., Brunswick dealers, declares E. E. Thornton, department manager, has sold, with one exception, the largest month's business of the year in November. He says that the Brunswick has been enthusiastically received, and in every way meets competition and the expectations of the public. The Brunswick dealer's service and advertising departments are a great help to the dealer. It is understood that the Brunswick-Balke-Collender Co. contemplates using large space in the local papers during December, this being the first of the national advertising to appear in Atlanta.

Manager Sauls, of the Grafonola department of the Haverty Furniture Co., Columbia dealer, states that November business showed a large increase over October, and that the first eleven months of this year are considerably in excess of 1919, with the heaviest month's business yet to come. This old and well-known dealer expects to break all records for the year 1920.

The Phillips & Crew Piano Co., Victor dealer, continues to sell a large volume of business. This concern is constantly growing and expanding, and now has stores in Atlanta, Savannah and Greenville, S. C., and is understood to have great plans in view for the Atlanta store for the near future. Details will be given as soon as they are made public.

The Brunswick-Balke-Collender Co. (Brunswick), Columbia Graphophone Co. (Columbia), Elyea Talking Machine Co. (Victor), Southern Sonora Co. (Sonora and Emerson records) and Phonographs, Inc. (Edison), all are understood to be doing an improved business over recent months. We hear nothing of any contemplated decline in prices.

AKRON VICTOR SHOP ENLARGED

George S. Dales Now Has Handsome Establishment Embodying All Modern Devices

AKRON, O., December 6.—George S. Dales, a Victor dealer of this city, has made his establishment one of the finest in this section of the State. Extensive improvements include a Japanese concert room, comfortable reception room, salesrooms and a number of demonstration booths equipped with every modern device. Each booth is named after a Victor record artist and contains a beautiful photograph of the star. A special department is devoted to the educational side of the Victrola and a large classified record library makes a place where school teachers and others can find just what they want.

NOW JOBBERS IN CINCINNATI

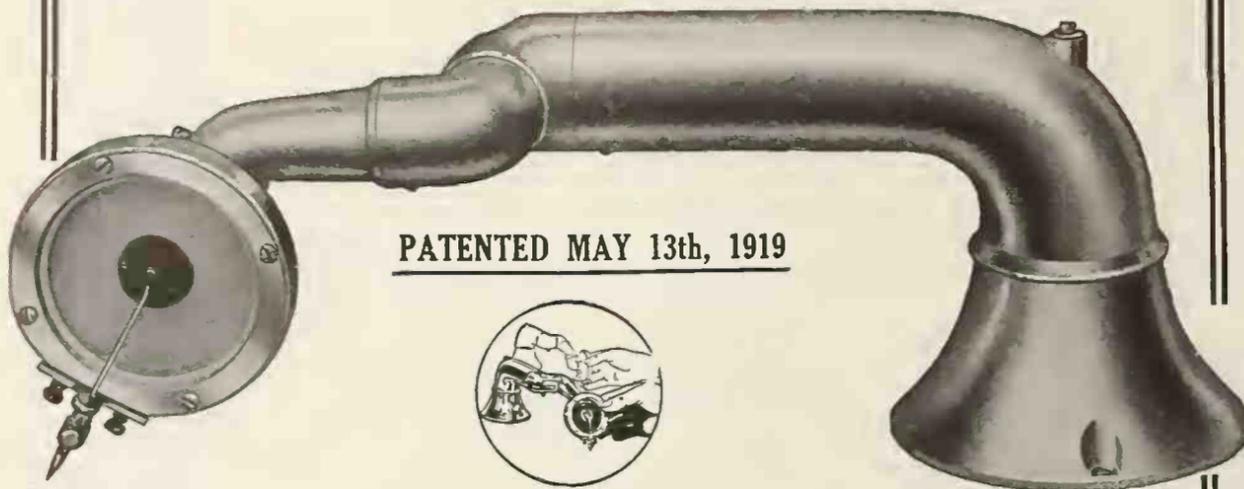
Arthur Brand and Herbert Doergen have organized the firm of Arthur Brand & Co., and have opened quarters at 1602 Race street, Cincinnati, O., as jobbers of talking machines and accessories.

Talent is something—but tact is everything.—W. P. Sargill.

INDIVIDUALITY IN YOUR PRODUCT WILL MEAN MORE SALES FOR YOU!

Competition in talking machines is growing more strenuous each day. It is not a question of price any longer but of quality—higher quality and better tone. Maintain the claims of quality and tone reproduction in your product—make it be individual.

Equip Your Phonographs With the New EMPIRE UNIVERSAL TONE ARM and REPRODUCER



We are prepared to submit to reliable manufacturers samples of our tone arms and reproducers in order to enable them to determine the merit of our product. Our prices are low and the quality of our product is second to none. Write or wire us for samples and quotations and give us an outline of your 1921 requirements.

We Also Manufacture Attachments for Edison Phonographs

No. 1
Plays
only lateral
cut records.
Retail
at \$5.00



No. 2
Plays all
records.
Retail
at \$7.50

THE EMPIRE PHONO PARTS CO.

1362 EAST 3rd STREET

CLEVELAND, OHIO

Branch Office: 33 Auditorium Bldg., Chicago, Ill.



The Largest Musical Instrument
Factory in the United States

A Merry Christmas from Fred Gretsch

A FEW OF OUR SPECIALTIES:

La Tosca Violin Strings	Koholas & Co. Ukulele
20th Century Violin Cases	The Banjo Ukulele
20th Century Drums	Rex Flat Back Mandolins
20th Century Bells	Rex Banjo Mandolins
20th Century Music Stands	Rex Guitars
Eagle Brand Pitch Pipes	Rex Violins
Rex Banjos	Gretsch Cornets
Cello Banjos	Gretsch Saxophones
Rex Strings	Gretsch Bugles

and

THE VIOLAPHONE TALKING MACHINE

With the Violin Tone

THE FRED GRETSCH MFG. CO.

60 BROADWAY

BROOKLYN, N. Y.



Raoul Vidas, young Roumanian genius of the violin, plays the Ballet Music from *Rosamunde*, and Florillo's "Air for G String." These charming selections by this new exclusive Columbia artist will delight all violin record fans. A-3313.

**Columbia Graphophone Co.
NEW YORK**

HEAR TETRAZZINI SING BY RADIO

All Radio Stations Within 500 Miles of New York Hear Famous Victor Artist Singing in Her Apartment at the Hotel McAlpin

At 9.30 p. m., on the night of December 3, sailors and officers on board warships or at shore stations anywhere within a 500-mile radius of New York were entertained by Mme. Tetrzini, the famous prima donna and Victor artist. By official order of Secretary Daniels the radio communication office of the Third Naval District, in the Whitehall Building in New York City, transmitted the celebrated notes of "Polonaise" from "Mignon" and "Rondo" from "La Sonnambula" through the air to waiting stations in all directions. Mme. Tetrzini, standing before the telephone in her apartment at the Hotel McAlpin, sang some of her favorite songs and at the other end of the wire, in the Whitehall Building, her voice was transposed into the wireless telephone. The amplifiers on ships and at shore stations were equipped with horns so that the music could be heard by all within a considerable radius.

On Christmas Eve, 1910, Mme. Tetrzini sang to a crowd of 150,000 persons in the open air in San Francisco, thus initiating the public singing on Christmas Eve, afterwards popularized in connection with the Tree of Light in Madison Square Park, a custom which spread over much of the world.

RECEIVER FOR SUPERTONE T. M. CO.

New York Concern Has Assets of \$75,000 and Liabilities of \$150,000, It Is Said

A petition in bankruptcy has been filed against Supertone Talking Machine Co., Inc., manufacturing and selling phonographs and talking machines, at 18 West Twentieth street, New York City, and factory at Union and Nevins streets, Brooklyn, by these creditors: David B. Jacobs, \$200; Joseph J. Freund, \$200, and New York Wood Finishers Supply Co., Inc., \$186. Judge Mayer has appointed Francis Gilbert and Edward M. Morgan receivers in \$5,000 bond. It is stated that the liabilities are about \$150,000 and the assets about \$75,000.

HANDY VOLUME FOR DEALERS

The New York Talking Machine Co., Victor wholesaler, has just announced for the trade a very efficient dealers' order and stock book for 1921-1922. This book consists of two loose-leaf volumes with space for domestic records and space for foreign records and two pads for daily sales sheets.

The feature of this book is that it will show a dealer his sales for every day of the year. It prevents over-buying and under-buying and will help dealers to eliminate their dead stock. Dealers everywhere who have used this book are very enthusiastic about it and the new 1921-1922 issue is very much in demand.

BRUNSWICK WEEK AT NEW ORLEANS

Maison Blanche Co. Sets Aside One Week to Exploit Brunswick—Excellent Results in Sales of Machines and Records Reported

NEW ORLEANS, LA., December 1.—The Maison Blanche Co. of this city recently held a "Brunswick Week," at which time this line was strongly

TALKS ON VITALIZED MUSIC STUDY

At the recent meeting of the Southwest Missouri Teachers' Convention at Cape Girardeau, Mo., the local Victor dealer, the T. E. Clark Music Co., overlooked nothing in the way of publicity. Miss Margaret Streeter, of the educational department of the Victor Co., created much favorable comment, especially from the



Brunswick Display by the Maison Blanche Co.

featured in advertising and by attractive displays in the store. The various parts of the Brunswick instrument were shown with a placard placed before each explaining its function and distinctive features. As a means of interesting the public in the Brunswick line, this plan was highly successful.

various music departments, with her lecture on "Vitalized Music Study." Miss Streeter has been working with the National Bureau of Education recently, but Mr. Clark was able to secure her attendance at the meeting, as she was on her way to West Virginia. An attractive window display of Victor educational features invited teachers into the store.

BRANCH STORE IN SHEBOYGAN FALLS

A branch store to handle the Brunswick phonograph has been opened recently in Sheboygan Falls, Wis., by Frank A. Stroub, a druggist, who has found that the handling of talking machines is a very profitable business.

BUILDING BALCONY EXTENSION

The Thomas & Son talking machine store in Bluffton, Ind., is being remodeled. A balcony extension is being built and this will contain a number of sound-proof demonstration booths.

"MAGNET" DECALCOMANIE NAMEPLATES

From the
DORAN CO.
44 MICHIGAN AVE
DETROIT

SOLD BY
HURTEAU WILLIAMS & CO.
MONTREAL — OTTAWA

Kimbel Piano Co.
BALTIMORE

FOR TALKING MACHINE CABINETS ETC.

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
149 Church Street New York City

FROM
THE PHONOGRAPH CO.
1240 HURON ROAD (In the New Store)
CLEVELAND

SOLD BY
WALTER D. MOSES & CO.
Old-time Music House in VA. and N.C.
103 E. BROAD STREET
RICHMOND, VA.

SOLD BY
J. E. STRATFORD
AUGUSTA, GA.



Trade Mark
Registration
Applied for

Investigate the Homes Where B & H Fibre Needles Are Used

You will find constant purchasers of talking machine records where ever-increasing libraries are the pride of the home.

You will find families to whom the talking machine has become an integral part of daily entertainment.

You will find machines of better grade than the average, producing better music, a delight to ear and eye.

Because—

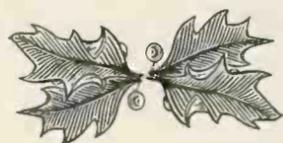
The Fibre Needle Builds Enthusiasm

B & H FIBRE MFG. CO.

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

The Season's Greetings

The sincere wish of this organization is that during the year 1921 our customers will enjoy the same pleasant business relationship with us that we have had with them the passing year.



EASTERN PHONOGRAPH CORPORATION

GEO. SEIFFERT
PRESIDENT

Office and Showrooms:
101 West 20th Street } Corner Sixth Avenue,
100 West 21st Street } New York
Telephone Chelsea 2044

CINCINNATI OPPOSES CUT-PRICE TENDENCY

Timely Review of Business Situation—General Trade in Ohio Has Slowed Up Owing to Agricultural Conditions—Trade Optimistic

CINCINNATI, O., December 2.—Questionable methods of going after business in the offering of long terms and other inducements to purchasers have served to upset the trade in this section to a considerable degree, and the better class of jobbers and retailers are devoting their efforts to means for overcoming this new tendency.

The trouble seems to be that certain dealers have not been able to grasp the idea that conditions that existed last year or the year before, when business came in almost automatically; instead of increasing the sales effort, these dealers in many cases seek to keep business at a high level by price cutting and other means. It is significant that dealers in the better known lines of machines and records for the most part are sticking to clean business methods and getting results through a proper display of energy.

Manager Oelman, of the Phonograph Co., in sizing up the situation, said: "At best this is an individual problem. Dealers who are fighting for business are cheerful and are in close touch with the wholesaler so as to be sure to have sufficient material for the close of the year. They are making good. The other class, expecting business to jump through closed doors, are unable to see the sun. Merchants who are on the job tell me 1920 will exhibit a 60 per cent better showing than last year. Business is good in the burley districts of Kentucky and the eastern part of Kentucky and West Virginia.

The Rudolph Wurlitzer Co. is well satisfied with the situation. It has been doing some full-page advertising. This publicity has brought results. T. Sigman, manager of the Victrola department, yesterday said: "While the first two weeks of November did not come up to our expectations, the last two weeks showed a decided increase in the sale of Victrolas and records. We naturally feel that the above increase, coming as it does at this time, is a very good omen in view of the fact that conditions in general are somewhat unsettled. We therefore feel quite optimistic about December's holiday business and anticipate excellent results in the sale of this wonderful product. Victrolas came through from the factory in large volume, but records, while showing an increase, are still far below the demand."

The Victor line is now handled by the two stores of the E. M. Abbott Piano Co. The Abbott firm heretofore specialized exclusively in the Columbia machine.

"Crazy Blue," an Okeh record, in the estimation of F. F. Dawson, president of the Sterling Record & Roll Co., is the best seller he has ever had. It is particularly appealing to negroes and for a time the house had trouble securing sufficient supplies, but it has just received a special shipment of 3,000 of these records. J. B. Bright, formerly with the Columbia house, is now traveling for the Sterling firm.

W. R. Thomas, with the Crystola factory, looks forward to an exceptional business early in 1921. By Spring he believes the slate will have been fairly well cleared of the present unusual inducements being offered by manufacturers and the retailer will realize that he is best off operating on a normal policy.

Business, it might be added, does not exist in the smaller communities of the Middle West where the dealer has to depend on a farming trade. The farmers, travelers have found, have absolutely withdrawn from the buying market because of the downward trend of staple articles of food. Consequently these merchants are not enthusiastic over the holiday outlook. Cincinnati's shopping business was resumed during the past week. During the greater part of November the big stores found little to do, but now the aisles are crowded with people buying early for Christmas.

"PREPARE FOR SUCCESS"—HOPKINS

Columbia Sales Manager Tells Story of a Golf Ball and Illustrates a Maxim

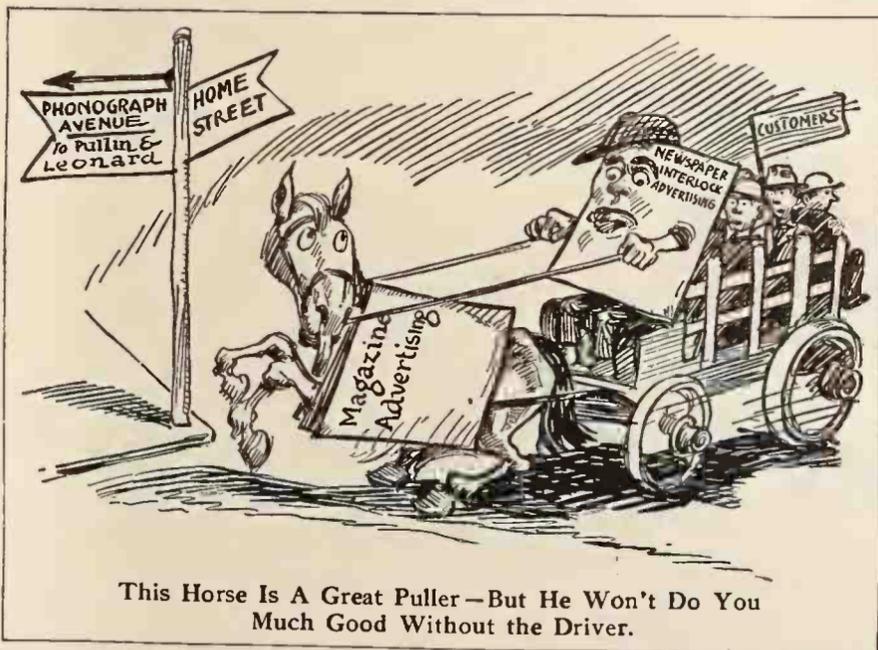
One of the master sales managers in this country is George W. Hopkins of the Columbia Graphophone Co., says Forbes Magazine. His portrait in oils was unveiled the other day at the Advertising Men's Club of New York, of which he is president. Replying to the presentation address, Mr. Hopkins decried the intense pessimism so prevalent at present, and related this apt incident. He was being initiated into the intricacies of golf by two good players. They came to a tee near a pond, which they had to drive over. Mr. Hopkins noticed that both his friends took from their pockets old balls, "floaters"—so that in case they fozzled their drive the balls could be rescued from the water. Both drove straight into the pond.

"I boldly selected a brand-new ball, not a 'floater,' and although not half as good a player as either of them, I drove clear over the pond," declared Mr. Hopkins. "Why?" he went on. "They prepared for failure. I prepared for success. They got what they prepared for. So did I. It is the same way in business. If you prepare for poor business and failure, you are likely to experience them. If you prepare for good business and success, and go after them with all the confidence and energy you can muster, you are likely to reap them."

EDISON INTERLOCKING ADVERTISING

Great Pulling Power of the New Campaign Is Well Emphasized in Cartoon

The cartoon below, taken from this month's issue of Edison Interlock, portrays the purpose



This Horse Is A Great Puller—But He Won't Do You Much Good Without the Driver.

An Edison Cartoon That Points a Moral

of the Edison interlocking newspaper advertising so aptly that it merits a few words besides.

The moral of the picture is this: The Edison national advertising exerts tremendous pulling power. It draws a whole wagonload of potential buyers behind. By advertising consistently in their local newspapers, with the Edison interlocking advertising, dealers supply

a driver for the wagon who deftly brings it up in front of their stores.

Edison Interlock, an eight-page "newspaper of advertisements for newspapers," has been taking a unique part in the extensive advertising campaign conducted by the Edison Laboratories in co-operation with Edison dealers.

Each month a new issue of this newspaper is sent to Edison dealers and contains everything, from illustrations of the Edison interlocking newspaper advertisements in actual size to interesting and informative articles on Edison advertising in general.

GARDINER MUSIC SHOP OPENS

Complete Victor Establishment Opened With Musical Program—G. L. Richardson, of the Victor Co., Attends and Delivers Address

GARDINER, ME., December 6.—The formal opening of The Music Shop was held early last month. During the course of the evening many people from Gardiner and the nearby towns dropped in to listen to the many pleasing selections rendered on the Victrola and feast the eye on the various designs offered by the Victor Co. The thoroughly renovated store is one of the attractions of the city. Everything is neat and in perfect harmony. There is nothing to distract the eye or disturb the thought of the patrons. Nothing has been spared in the way of material or expense in fitting this store with the most modern and up-to-date soundproof booths in an effort to offer the music-loving public in Gardiner a high-grade Victor service which is second to none, even in the metropolitan cities. The store was attractively decorated on the occasion with settings very appropriate for that season of the year and comments were very numerous for the showing they were making.

An elaborate program was arranged for the evening, consisting of many fine Victrola selections and player-piano exhibitions. Miss J. Levine sang "The Sunshine of Your Smile," assisted by Miss E. Kelley at the piano. G. L. Richardson, traveling representative of the Victor Co., gave a short address on "The Aspiration of the Victor Co. for the Development of Music Appreciation." This store is owned by M. S. Workman, associated at the present time with the Carter Ink Co., and during

his absence will be run by Mrs. Workman, assisted by Miss E. Woodson, both of whom have had extensive music training, and through their association with the Victor work are in a position to offer the people of Gardiner all that is best in music. The new shop makes a notable addition to the Victor stores of this section of the country.



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

4817-10	Ever Lasting Love	Clara Bow	4:00
4818-10	Humorous Dance	Clara Bow	4:00
4819-10	Cherry Lips	Clara Bow	4:00
4820-10	Love Me Like a Fool	Clara Bow	4:00
4821-10	Love Me Like a Fool	Clara Bow	4:00
4822-10	Love Me Like a Fool	Clara Bow	4:00
4823-10	Love Me Like a Fool	Clara Bow	4:00
4824-10	Love Me Like a Fool	Clara Bow	4:00
4825-10	Love Me Like a Fool	Clara Bow	4:00
4826-10	Love Me Like a Fool	Clara Bow	4:00
4827-10	Love Me Like a Fool	Clara Bow	4:00
4828-10	Love Me Like a Fool	Clara Bow	4:00
4829-10	Love Me Like a Fool	Clara Bow	4:00
4830-10	Love Me Like a Fool	Clara Bow	4:00

Very attractive proposition to Jobbers
Write for trial shipment
Order NOW For Xmas.
CLEMENT BEECROFT
5546 North 5th Street
PHILADELPHIA

PLAZA MUSIC CO. BANKRUPT

Judge Mayer Appoints Receiver for New York Music House—Liabilities Given as \$150,000

A petition in bankruptcy has been filed against Plaza Music Co., at 18 West Twentieth street, New York City, by these creditors: David B. Jacobs, \$337; Gertrude Cheadle, \$100, and Herman Germain, \$20,000. Judge Mayer has appointed Francis Gilbert and Edward M. Morgan receivers in \$5,000 bond. It is stated that the liabilities are about \$150,000 and the assets about \$75,000.

REPRESENTS CIROLA IN NEW YORK

Leonard Dresner, 1 West Thirty-fourth street, New York, has been designated as a representative of the Cirola Phonograph Corp., a Delaware concern with a capital of \$200,000.

A superior man is modest in his speech, but exceeds in his actions.—Confucius.

LOUIS A. SCHWARZ

and

HARRISON F. THORNELL

beg to announce to their many friends, that effective January 1, 1921, they will consolidate their interests under the name of

LOUIS A. SCHWARZ, Inc.

Organized as factory representatives for phonograph accessory manufacturers

Headquarters 1265 Broadway New York City

NEW COLUMBIA BRANCH MANAGERS

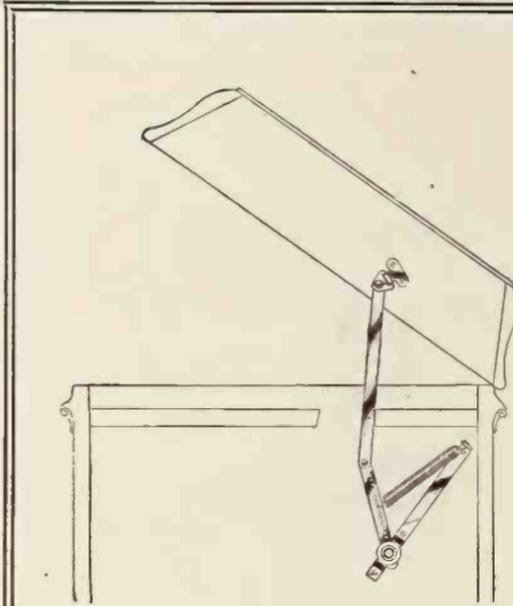
R. L. Wilder Now Manager of Omaha Branch and F. L. Scott, Jr., Made Indianapolis Head

By a change in the branch organization of the Columbia Graphophone Co., the Omaha, Neb., branch will in the future be in charge of R. L. Wilder. Mr. Wilder took up his new duties in Omaha on December 3.

The Indianapolis branch is now in charge of F. L. Scott, Jr., who succeeds the former manager, B. L. Brown.

SPAIN INCREASES IMPORT DUTY

Effective December 1, the Spanish import duties on luxuries are increased from 150 to 300 per cent of the present rates, according to an announcement sent by Trade Commissioner W. M. Strachan, from Madrid. Talking machines, parts, accessories and records are included in the classification of luxuries and upon these articles the duty will be increased 300 per cent.



THE FERRO SPRING-BALANCE COVER SUPPORT is the latest thing in phonograph cover supports.

It is an innovation that will surely enhance the value of YOUR talking machine.

It is a convenience, as with it the cover can be kept in any position.

And last, but not least, it is a "safety-first" device. A child can operate it without the danger of the lid dropping down and injuring the hands.

Send for a sample and quantity prices

FERRO PHONOGRAPH PARTS CO.
1455 W. Congress Street, Chicago, Ill.

THE FIRST RELEASES

All the New—the Popular—the Quick Sellers Appear on Lyric Records First.

The Lyric Record is all quality—a record of the highest standard—backed by a most efficient sales organization—and national as well as local advertising.



Immediate Deliveries

Our new factory, occupying a whole square block, will shortly be opened and this will assure heavy deliveries over the holidays—any quantities of hits now.

Our Jobbers Are Ready to Serve You

Let us place before you our trade arrangement. It is interesting and means quick sales and profits.

LYRICS ARE ALWAYS THE FIRST

LYRAPHONE CO. OF AMERICA
117 MECHANIC ST. NEWARK, N. J.

BELIEVES TURNING POINT NEAR

Federal Reserve Board Says 1920 Will Close With Crisis Past

In its December Bulletin the Federal Reserve Board says: "The fiscal situation both at home and abroad is still uncertain, due to the fact that while the war was technically over at the signing of the armistice it was not over in the financial sense until a long time later, and it has not been possible during the readjustment period to place public finance in any country upon its peace-time footing pending much closer ascertainment of the best method of taxation.

"The close of the year 1920, however, in spite of the fact that in some branches of economic and financial life there is still much progress to be made before reaching a definite basis for further growth, must nevertheless be regarded as quite unmistakably a turning point in the process of transition from conditions produced by the war to the normal economic basis of international and industrial life."

WM. MAXWELL TALKS AT HARVARD

Vice-President of Thos. A. Edison, Inc., Addresses the Class in Sales Management

William Maxwell, vice-president of the Edison Laboratories, delivered a lecture at Harvard University on December 9 before the class in Sales Management, conducted at that institution under the direction of the Graduate School of Business Administration. His lecture related to the training of salesmen, a subject with which he is intimately familiar.

Mr. Maxwell's published volumes and his articles, which have appeared from time to time in Collier's Weekly and other magazines, have earned for him a national reputation as a writer on the art of salesmanship and sales management. His business career justifies also the authoritative tone of his writing, for he has conceived and executed some of the biggest and most successful manufacturers' selling campaigns ever conducted in the United States, with many of which the Edison trade is thoroughly acquainted.

STERN CO. IN NEW QUARTERS

SAN FRANCISCO, CAL., December 2.—The Stern Talking Machine Co., of this city, recently moved from the David Hewes Building to 459 Montgomery street into more spacious quarters. The large growth of this concern has warranted this move, and it is now able to handle more efficiently its large volume of business.

A representative of the export department is arranging for a trip through the South Sea Islands in order to expand business in this direction, and very gratifying results are looked for, as there is believed to be a good market for music there.



ODEON

AND



FONOTIPIA RECORDS

AMERICAN and INTERNATIONAL REPERTOIRES RECORDED
IN THE COUNTRIES OF THEIR ORIGINAL LANGUAGES

WELL KNOWN ALL OVER THE WORLD

WILL BE READY FOR YOU SHORTLY IN THIS MARKET

ONLY THE VERY BEST SELECTED
FROM OUR VAST REPERTOIRES

THE ARTISTIC REPERTOIRES COMPRISE SE-
LECTIONS BY THE MOST FAMOUS ARTISTS

ENGLISH—FRENCH—ITALIAN—SPANISH—GERMAN—DUTCH—SCANDINAVIAN—
RUSSIAN—POLISH—BOHEMIAN—SERBIAN—HUNGARIAN—TURKISH—ARABIC—
CHINESE—GRECIAN—HEBREW—YIDDISH—SLOVENISH—ROUMANIAN—SYRIAN

DISTRIBUTORS APPLY TO US



American Odeon Corporation

100 WEST 21ST STREET
NEW YORK



EDISON JOBBERS MEET TO DISCUSS NEXT YEAR'S PLANS

Wholesalers From All Sections Convene in New York and Express Enthusiasm Regarding New Sales Promotion Plans for 1921 as Outlined by the Factory Officials

On Tuesday and Wednesday of last week Edison jobbers from all parts of the United States and Canada met with officials of the Edison Laboratories in the East Ballroom of the Hotel Commodore, New York, to discuss plans for the coming year. Of particular interest was the discussion of the new sales promotion plans for 1921 which were outlined at the Tuesday morning session and enthusiastically accepted by the jobbers, who promised to co-operate and support them in every way possible. The greatest effort of the Laboratories during the coming year will be devoted to the production of Edison Re-creations which are promised to the jobbers in sufficient quantity to supply the wants of all Edison dealers throughout the country.

The daily sessions were broken by a luncheon on each day, when, for the time, business was laid aside and the jobbers took advantage of the opportunity to find out what their old friends had been doing in their respective communities. After the luncheons were over, the business meetings, presided over by William Maxwell, vice-president of Thomas A. Edison, Inc., and Thomas J. Leonard, sales manager, were resumed. Every branch of the Edison business came up for discussion and the practicability of the Edison interlocking advertising, the turntable tests, the tone-test program and the Re-creations themselves were gone over carefully to see if there were any way of improving them so that they would work for the betterment of the Edison business.

The results of this conference will be announced shortly and at the same time the 1921 sales promotion plans will be made public.

These plans are expected to create a sensation among the members of the trade, and it is intimated that Edison dealers will receive these

plans with even greater enthusiasm than they did the plans for 1920, which were announced last Spring. Leading jobbers in various sections of the country expressed their views on the Edison business in their communities, and



Wm. Maxwell, Who Presided from these a definite course of action which would benefit the majority of the dealers was decided upon.

Among the jobbers present at the Edison convention were the following: D. W. Shultz, and K. R. Moses, general manager of Shultz Bros., Omaha, Neb.; R. G. Cope, J. W. Robinson, W. C. Stiver, of the Girard Phonograph Co., Philadelphia; W. A. Myers, Williamsport, Pa.; B. W. Smith, and L. N. Bloom, Phonograph Co. of

Cleveland; C. E. Goodwin, Chicago; M. M. Blackman, Kansas City; W. A. Schmidt, Milwaukee; R. B. Alling, Detroit; Laurence H. Lucker, and A. L. Tolpel, Minneapolis; N. D. Griffen, president and general manager, and P. R. Hawley, assistant general manager of the American Phonograph Co., Albany; G. V. Silzer, representing Sioux City and Des Moines.

Frank E. Bolway, president, Clarence L. Eddy, sales manager, and J. G. Brown, general manager of Frank E. Bolway & Sons, Inc., Syracuse; H. E. Bowman, Richmond, Va.; W. L. V. Rosenblatt, Atlanta, Ga.; L. T. Donnelly, New Orleans; A. H. Curry, O. P. Curry, A. C. Dennis, B. A. Ward, J. K. Patterson, and J. R. Spann, of the Texas-Oklahoma Phonograph Co., Dallas; P. Oelman, Cincinnati; A. A. Buehn, J. K. Nichol and H. E. Trader, the Buehn Phonograph Co., Inc., Pittsburgh.

The R. S. Williams & Sons Co., Ltd., Toronto, Montreal, Winnipeg and Calgary, was represented by H. G. Stanton and O. Wagner. Another Canadian representative was James G. Harrison, of W. H. Thorne & Co., Ltd., St. John, N. B. The Phonograph Corp. of Manhattan (the Edison Shop) was represented by E. C. Boykin, Joseph B. Gowdey and A. W. Toennies. The Pardee-Ellenberger Co., of Boston and New Haven, was represented by F. H. Silliman, L. H. Ripley, George DeForest, F. T. Keeney.

The Edison Laboratories were represented by the following: Wm. Maxwell, Thos. J. Leonard, A. L. Walsh, D. P. Babcock, J. A. Shearman, J. B., Gregg, C. G. Wood, Howard R. Holmes, M. M. Kuhn, L. R. Geissenhainer, W. H. Miller, C. B. Hayes, E. Trautwein, S. B. Mambert, Charles Edison, John P. Constable, E. H. Phillips, H. R. Skelton, D. E. Wheeler, R. Michie, A. W. Rhinow, F. C. Pullin and B. J. Byrnes.

Frieda Hempel, the celebrated Edison artist, will give her annual New York recital in Carnegie Hall on Wednesday evening, January 5. An interesting program has been prepared.



Nora Bayes sings of two new kinds of "blues"—"The Broadway Blues" and "Singin' the Blues." Order big, or you'll have all kinds of blues when you see how this great Bayes record sells. A-3311.

**Columbia Graphophone Co.
NEW YORK**

TRADE IN DETROIT SOMEWHAT UNEVEN BUT PROMISING

Competition in the Talking Machine Field Becomes Keener—Dealers Optimistic, However—J. F. Quinn in Charge of Brunswick Shops—Jewett Plant in Full Operation—Other Interesting News

DETROIT, MICH., December 3.—The first week in December has not shown any appreciable increase in talking machine business, although we are glad to report that dealers are optimistic and believe that the great rush will come during the last two weeks. There are so many unemployed in Detroit—more than 100,000 people—that dealers are really mighty careful to whom they sell, because selling is one thing and collecting the money is another. Owing to the fact that people have not had the money with which to keep up their payments, there have been more than the usual number of repossession and dealers want to avoid increasing this class of business as much as they possibly can.

Then again, it must be remembered that competition in the talking machine business is getting keener. To-day it is hard to find a piano, furniture or department store that has not installed a talking machine department, and the well-known makes of machines are well represented in the larger cities. The jobbers devote most of their efforts to securing dealers in the smaller cities. You take Victor, Columbia, Brunswick, Cheney, Pathé, Edison, etc.—you don't find very many new dealers in Detroit year in and year out and it is mighty hard—if at all possible—to secure an agency for any of these lines in the city of Detroit.

This much we will say—that despite the depression at the present time, talking machine dealers are going after new business harder than they ever have for this season of the year. Of course, they are all playing up the Christmas spirit and picturing the talking machine as a splendid holiday gift.

Business does not seem to have slackened up so far as talking machine records are concerned. The number of records sold is purely a matter of how many hits come out. For instance, hits like "Avalon," "Japanese Sandman" and others can score record sales no matter what time of the year they come out. A hit is a hit whether it be Winter or Summer, Spring or Fall. If the theatres and the dance orchestras popularize certain selections, the demand is big for the records. And then the high-class selections of the various manufacturers are increasing in popularity—referring to the more classical numbers. We believe that the reducing of prices by the Victor Co. has had a great deal to do with their increased sale.

J. Francis Quinn is now in charge of the Wallace Brown Brunswick Shops, of which there are four in Detroit and which are being operated under the name of The Brunswick Shops. Mr. Quinn is representing the new owners. He comes from the East, having formerly been connected with the Aeolian Co., and also with the Lyon & Healy Co., of Chicago. He is going after business both from an advertising and selling standpoint and applying modern methods that have already produced big

results. Mr. Quinn contemplates a number of important innovations for increasing the sales not only during December, but also during the early months of the new year. He contends that there is always new business available by going after it.

The J. L. Hudson Music Store recently added the Brunswick line of phonographs and records, giving that high-class firm four nationally advertised lines—the Victor, Brunswick, Cheney and Sonora. For the holidays no particular line is being featured, the whole family being advertised at the same time.

The Adora Phonograph Co. has practically sold all of its stores in Detroit, of which there were ten, keeping two, one of which is the main store and headquarters at 242 East Jefferson street. The balance of the stores have been sold individually and most of them are continuing to sell the Adora phonograph.

It has been quite common lately to have vaudeville artists appear at the various talking machine stores and give afternoon concerts, especially when such artists were known for their talking machine records. It is an excellent exploitation and selling stunt to take advantage of the personal appearance in town of record artists to have them appear in the particular stores where their records are sold.

The plant of the Jewett Phonograph Co. at Allegan, Mich., is in full operation, and the company reports having already had many applications for agencies from all over the country. The men behind this new enterprise are the same as those who promoted the Paige-Detroit Motor Car Co., and they have been very successful in all of their business ventures.

Dealers handling the Brunswick line report that the Isham Jones orchestral records are in big demand, especially their syncopated numbers. People sure do like "jazz and syncopation."

The Widdicomb phonographs are now being handled in Detroit by the J. L. Hudson Music Store, 68 Library avenue; Henry S. Doran, at 45 Michigan avenue; McCarron Music Co., at 1574 Woodward avenue, and F. A. Tschirhart, 1576 Woodward avenue. The Widdicomb is made in the city of Grand Rapids.

The talking machine industry is now well represented in the music group recently established by the Retail Merchants Bureau of the Board of Commerce. Practically all of the downtown dealers are represented in this particular group. Meetings are being held quite frequently, the purpose being to establish a 100-per cent. division with noonday luncheons at the Board of Commerce and a big monthly meeting. So far practically all of the sessions have been round-table style.

P. J. Gordon, of the phonograph division of the Brunswick-Balke-Collender Co., reports that he is opening new agencies right and left

all over the State and that dealers have been flooding him with orders the past sixty days both for machines and records. He is extremely well pleased with the showing the Brunswick line will make in Michigan this year.

Charles H. Grinnell, wholesale manager of Grinnell Bros.' talking machine department, says the year will close most satisfactorily. Increased production on the part of the Victor Co. has given them more machines and records and this has enabled Grinnell Bros. to take better care of all their customers.

WHY OPTIMISM SHOULD PREVAIL

M. M. Roemer Sees Happy Time Ahead for Industry—Takes Granby Agency

M. M. Roemer, president of the M. M. Roemer Sales Corp., has sent a season's greeting letter to the trade that fairly radiates optimism. We quote a few pungent paragraphs from this letter which well sets forth Mr. Roemer's expectations for the coming year:

"It's over—the crisis has passed! Hurrah for the phonograph business! It is the greatest business in the world. Let us forget the little stomach-ache which the industry has had—for it's going to get well, and we have better and pleasanter things to think about—besides a 'Lot to Do.' It means every one of us who hopes to get anywhere in the keen, competitive race about to take place. All those who DO first and hardest are the ones who are going to win. The number 1919 has passed. We have got to go out and work to-day. We know if we all follow that plan we are going to get ahead in the new year."

The M. M. Roemer Sales Corp. has just taken on the wholesale representation for the Granby Phonograph Corp. in the metropolitan district. Mr. Roemer is enthusiastic over the Granby line and with his knowledge of the metropolitan trade it is expected that this connection will be mutually advantageous to a high degree.

TELLS OF INCREASING DEMAND

WARREN, MASS., December 9.—The demand for the U-Sav-Your dressing and cleanser put out by the U-Sav-Your Mfg. Co., of this city, is reported to be growing remarkably. Inquiries have been received, not only from every section of this country, but from foreign countries as well. The distribution of the U-Sav-Your polish has been very thorough and among the distributors are numbered many of the most prominent in the talking machine industry. Among the most enthusiastic distributors of this polish are Collings & Co., of Newark, N. J., who have developed considerable business with the U-Sav-Your cleanser and dressing. From the hearty commendation and instigation of this enterprising distributor other distributors have taken on the sales of this dressing with entirely satisfactory results. The strongest evidence of the efficiency of this dressing is to be found in the large volume of repeat business that is reported.

DISCUSS MISLEADING ADVERTISING

Talking Machine Men, Inc., Discuss Trade Matters at December Meeting—Favor Enforcing of Sunday Closing Laws—J. J. Davin Speaks

The Talking Machine Men, Inc., the organization composed of leading talking machine dealers of New York, New Jersey and Connecticut, held its regular monthly meeting on Wednesday, December 8. Considering that it was a December meeting there was a good attendance.

Methods of newspaper publicity on the part of some New York dealers were discussed at length, the consensus of opinion being that some firms were not adhering to good business practice in their advertisements. In addition the question of enforcing the present Sunday closing laws was taken up and apparently the organization is to take some specific measures in that direction.

Sol Lazarus, president of the Association, addressed the gathering and showed how the Association could accomplish much in the way of

eliminating any existing evils. It has been decided to secure the services of a prominent speaker for the January meeting, which will, no doubt, be preceded by a lunch. James J. Davin, the Eastern representative of the Reincke-Ellis Co., also addressed the gathering and his remarks were listened to with interest.

RECEIVERS FOR EMERSON PHONO. CO.

New York Corporation and Delaware Corporation Both Placed in Hands of Receivers

On December 10 Judge Knox appointed Jacob Scholer and Thomas H. Matters, Jr., receivers in \$25,000 bond, for the Emerson Phonograph Co., Inc., a New York corporation, in a suit brought by Mary S. Johnson, a creditor for \$16,686, whose claim is for printing and advertising matter. It is stated that the defendant has assets of upward of \$1,200,000 and liabilities of approximately \$1,000,000.

The same receivers were appointed for Emerson Phonograph Co. of Delaware, a Delaware

corporation, with outstanding capital stock of \$2,000, all common, and all outstanding shares owned by Emerson Phonograph Co., Inc. The liabilities of the Delaware corporation are said to amount to about \$290,000 and the assets to be greater in value, but the company is alleged to be unable to meet maturing obligations. The affairs of the two companies are said to be closely interwoven.

THE 1921 VICTOR RECORD CATALOG

The 1921 catalog of Victor records is just off the press and will be ready for general distribution around the first of the year. The 1921 edition is much larger than ever, both in the number of copies printed and in the contents of each copy. The cover is in red and gold.

Inspiration has value; it is worth a good deal, but it costs something.

No matter how scarce the truth has been the supply has always been in excess of the demand.

An Announcement

To phonograph builders who are striving for ideals
of quality and perfection

To those who recognize that performance must now be the watchword we offer
an improvement worthy of 20th Century progress and development.

THE NEWTON REPRODUCER

is acknowledged by all authorities to whom it is familiar to be the most highly perfected instrument in its field—a truly substantial stride in the advancement of the phonograph industry.

The NEWTON REPRODUCER, assembled and tested by experts, highly efficient in performance, is a first-class sales asset for the best phonograph.

You do not realize, Mr. Manufacturer, the possibilities of your instrument until you have heard it perform with the NEWTON REPRODUCER a part of its equipment.

Write today for full particulars

Reproducers for test, 1 1/16-inch hub opening, shipped promptly.

SPECIAL SAMPLE PRICE, \$5.00

NEWTON & CO.
SCRIBNER BUILDING
597 FIFTH AVENUE, NEW YORK CITY

*The following are some
technical points and features*

A double diaphragm embodying entirely new principles in construction and made of material unaffected by atmospheric conditions.

Sensitive stylus spring balance permitting great volume without the needle resistance common to most reproducers.

Scientific co-ordination of parts, each to the other, resulting in unusual flexibility and range.

The achievement of great depth of tone, impairing in no way the brilliance of the upper register, and with no suggestion of muffling, as found with typical low-speed diaphragms.

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, \$4.75.

Swiss F. V. B. — Double-spring, \$6.85.

No. 2—Double-spring, 10-inch turntable, plays 3 10-inch records, \$5.50; with 12-inch turntable, \$5.75.

No. 6—Double-spring, \$6.85.

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.

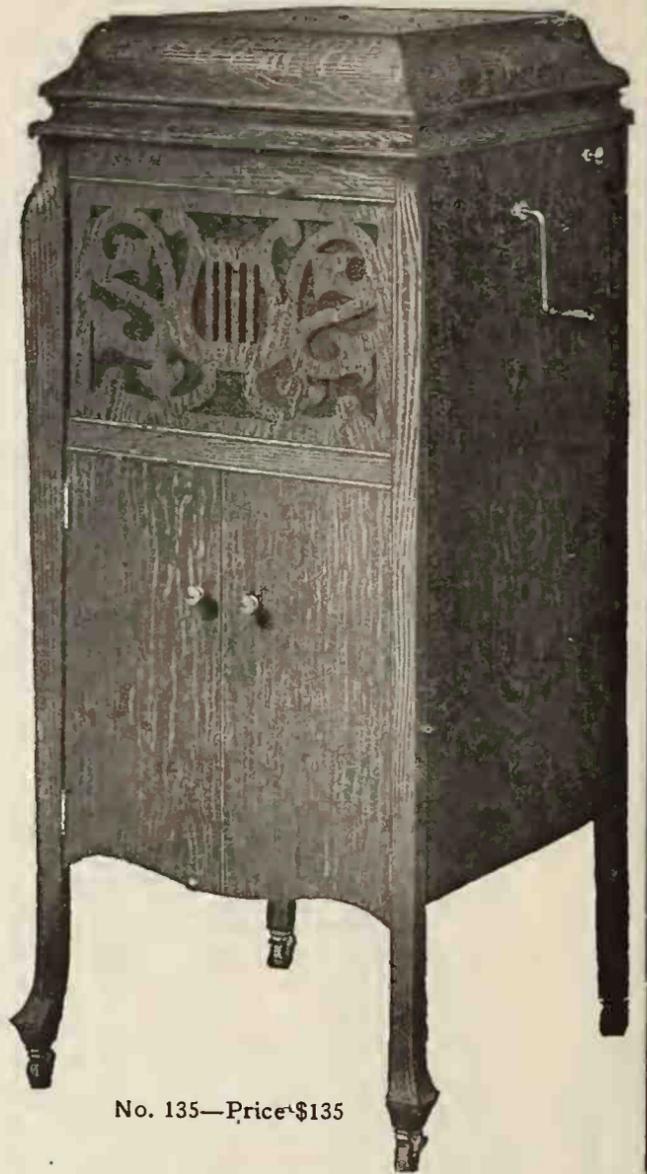
RECORDS—10-inch double disc records, 42c each; 12-inch, 60c each.

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 Lots90
Thousand Lots75



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

503 East 19th Street

310-312-314 Avenue A

New York, N. Y.

\$1,000,000 HOME FOR COLUMBIA CO. AT COLUMBUS CIRCLE

Leases Eight Floors in Gotham National Bank Building, Where Executive, Sales, Advertising and Recording Departments Will Be Concentrated—One of the Show Places of New York City

The million-dollar lease recently signed by the Columbia Graphophone Co. for eight floors in the Gotham National Bank Building, Broadway at Columbus Circle, big lease as it is, is bigger than would appear on the surface. The recording of records requires acoustic properties that can be found in very few buildings. The Gotham National Bank Building, now nearing completion, gave the Columbia Co. an opportunity to so arrange the three top floors of the wonderful twenty-four story building that the acoustic properties can be preserved under conditions that make recording almost ideal.

For many years this important division of the business has been located on West Thirty-eighth street in a building, which, while acoustically correct, architecturally and from a location point of view was hardly in keeping with the ideals of the Columbia Graphophone Co. For nearly two years they have been looking for a location that would include all the necessary requirements and afford surroundings that would be in keeping with the position that the Columbia Graphophone Co. occupies in the phonograph business.

Aside from wonderful recording rooms, where music in all languages will be recorded by specialists, there will be a department given over to the reception of the many great musicians. With a very big percentage of the stageland favorites recording exclusively for Columbia, and with a large number of the great musicians of the past three years signed up as exclusive Columbia artists, it means that they must be received in an atmosphere that tends to develop their art rather than to stunt it.

Atmosphere to artists is, in the opinion of eminent authorities, almost like the air they breathe and the right atmosphere brings from musicians the God-given talent so much prized

by talking machine owners the country over.

The building will allow Columbia to bring its comptroller with his organization from the factory to the executive offices, and the closer contact will build for better organization. These departments added to the executive organization,



The New Home of the Columbia Graphophone Co.

which has for many years occupied the twentieth floor of the Woolworth Building, brings the Columbia Co.'s organization under one roof and under conditions that are most satisfactory.

Downtown New York is quite distant from the locality where music reigns supreme, while the location at Columbus Circle puts the Columbia Co. in a musical atmosphere. The Metropolitan

Opera House, Carnegie Hall, the theatres and vaudeville houses, with which it is so necessary that the Columbia recording department keep in close touch, all will be in the immediate neighborhood. The new quarters also permits the executive office, which has been very much cramped for the last two or three years, to expand and operate much more efficiently.

The sales and advertising departments will occupy two floors and a place will be set aside for Columbia dealers from all over the country to visit and talk over the policies and product of the company under ideal conditions. Ten transit lines serve the point where this building is located. The building, of superb design and finish, presents an exterior that makes it stand out as one of the great buildings of New York. In its locality it stands out as a monument in much the same way that the Woolworth Building stands out in the financial district of New York.

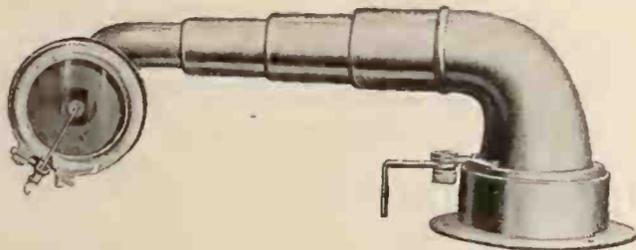
Aside from commanding an unexcelled view with ample windows, high-speed elevators, intercommunicating elevator signals, conduits for messenger service and interior telephones, a complete vacuum cleaning system, dustless floors, it has a wonderful arrangement of women's rest rooms, which makes it ideal for the women workers, so necessary to the accomplishment of business in these days. The fact that the Gotham National Bank will occupy the ground floor and retain the management of the building is a guarantee of good service in every respect.

The eight floors which will be occupied by the Columbia Co. are the eight top floors with the wonderful outlook over New York. Special express elevator service will be given to the Columbia offices.

This move from downtown New York to central Manhattan is in line with the present trend of Big Business to locate in the Columbus Circle district. The west and south exposure on the top of the building will carry Columbia's message in electric signs of an excellence that will make them stand out even among the wonderful Broadway signs, which are the greatest in the world.

President Francis S. Whitten and Vice-president and General Manager H. L. Willson have been indefatigable in the last year and a half trying to find a location that would satisfy the various demands of the Columbia Graphophone Co. Both have expressed themselves delighted with the new location and particularly with the facilities it offers for economical operation under ideal conditions.

The FERRO Tone Arm and Reproducer is the ideal sound reproducing unit. Its reproduction is true to life—its construction symmetrical—its appearance artistic, beautiful.



The FERRO Tone Arm is not a die-casting. It is made of the highest grade bell metal and drawn into shape by hydraulic pressure.

In short, the FERRO Tone Arm and Reproducer is just the thing for the high grade talking machine. Let us send you a sample.

FERRO PHONOGRAPH PARTS CO. 1455 W. Congress St., Chicago, Ill.



FULTON (Model 35)

Mahogany, 16x16x10 in., double spring motor, universal tone arm. Back casting and metal horn. Discount according to quantities.

True-tone, Cleartone, Brilliantone and Puretone Needles in metal boxes or packages at 50 cents per M. Discount in large quantities. Truetone 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.

Distributors of the Arto Music Rolls and Arto Phonograph Records.

Cash with order

FULTON TALKING MACHINE CO.
253-255 Third Ave., New York City
Between 20th and 21st Streets

DEALERS IN PORTLAND RESOLVE TO DO MORE BUSINESS

Holiday Trade Starting Off Well—Brunswick and Prices—Aeolian-Vocalion Publicity—Hyatt Activity—Victor Dogs in Favor—New Concern Appears—Other News From Oregon

PORTLAND, ORE., December 8.—Cheneys and Victors are selling well at G. F. Johnson's and the Christmas trade is just about ready to start. More Victor records are needed, for it seems impossible to meet the demand for them. Portland is a real musical center in the Pacific Northwest and most of the artists who sing for the Victor are heard out here in concert. After a concert given by these artists their records are in immediate demand. The same may be said of Columbia records.

The holiday trade at Wiley B. Allen's is starting off well. Paul B. Norris, manager of the talking machine department, says big machines are in every respect more popular than the smaller and cheaper models. Period models are selected by many customers who furnish their living rooms in certain period styles. Frank M. Case, manager of the Portland house, has returned from a trip to San Francisco. Business will keep up all right, said Mr. Case, but salesmen will have to work harder than ever before. The idea that prices are to be greatly reduced has taken a firm hold on many people and to convince them of their mistake will take tact, good judgment and an actual knowledge of true conditions. It will be many months before any reductions are made, said Mr. Case, and the general public will soon understand this.

Portland dealers and the music trade in general were very much surprised to hear of the resignation of L. D. Heater, who for eighteen consecutive years has been with the Columbia Co., having made hosts of friends and admirers.

Monte J. Wax has moved from the Fenton Building, where he has been engaged in the talking machine business, to 437 Stark street, where he has a larger and better location for his rapidly growing trade, which is both wholesale and retail, and where he also has a manufacturing department. In this department he makes "Tone Clear," having bought the business from M. W. Davis, and is also making and putting out a polish for talking machines which he calls "Frax." Business is very good considering present conditions.

Country dealers are encouraged, says E. B. Hunt, manager of the wholesale Victor department of Sherman, Clay & Co. Machines and records are coming in more satisfactorily and a decided improvement in country business is evident. The period Victrolas have arrived and created a considerable amount of enthusiasm.

The McDougal Music Co. will move into a handsome new store on Tenth street after the

first of the year and will add talking machines to its stock.

C. H. Jarvis, formerly with the Columbia stores in Spokane, is now in the talking machine department of the Bush & Lane Piano Co. There has been very good business done in the department this month.

That there will positively be no reductions in the price of talking machines for many months is the announcement made in the daily papers by the Brunswick-Balke-Collender Co. The Brunswick is carried in Portland by the Hyatt Talking Machine Co., the Wiley B. Allen Co., Edwards Furniture Co., Vernon Drug Co., Rose City Park Pharmacy, Phoenix Pharmacy and Beaver Pharmacy. Sales continue very good. M. W. Davis, general manager of the Pacific Northwest territory, has just appointed the Terhaar Drug Co., of Mt. Angel, Brunswick dealers.

An unusual and interesting advertisement of the Aeolian-Vocalion occupies a whole page in the Sunday Oregonian. Photographs are reproduced of tone waves made by different musical instruments, the violin, trombone, oboe and French horn.

Miss Acevia Bennett, who has been in charge of the phonograph department of Eilers' Music House for six years, has resigned and is now with the McCormick Music Co.

The Central Record Exchange has opened up in the Central Market under the management of Mrs. F. Myers and her sister, Mrs. Bolye.

November was the best month the Hyatt Talking Machine Co. has had since it has been in business. While machines are not coming in very fast the six lines carried by this house have been adequate so far to meet demands. The Victor, Brunswick, Edison, Columbia, Stradivara and a line of reed phonographs, manufactured by Heywood Bros. & Wakefield, make a handsome assortment of high-grade phonographs. The record department is very busy. Mr. Kelly, of the Hopper, Kelly firm, of Seattle, Wash., visited the Hyatt Talking Machine Co. last month.

M. W. Davis, general manager of the Brunswick in this territory, has just returned from a visit over his territory and states that he found conditions fairly good. In Eastern Oregon business was poor, owing to conditions in the farming community.

Evelyn McCluskey gave an interesting Victrola record entertainment in the Sherman, Clay concert hall. Miss McCluskey told the story of



Hoffay Phonographs
Resurrectone Reproducers
Airtight Tone-Arms
Famous the World Over.
HOFFAY PHONOGRAPH CO.
59 4th Ave. New York City

each selection on the program before it was played. Miss Katherine Leslie assisted at the organ.

The little Victor dogs are very much in evidence these days. In the Reed, French window is one of the very big dogs, surrounded by a big family of little ones. A bunch of them are in McCormick's Music House, looking anxiously into a machine—not a Victor, but another make, possibly wondering if their "Master's Voice" can come out of anything but a real, honest-to-goodness Victor.

The Call Manufacturing Co. is the name of a new concern which has been organized here for the purpose of manufacturing the Gall record container for phonographs and a factory has been purchased at East Fifty-eighth street and Foster road.

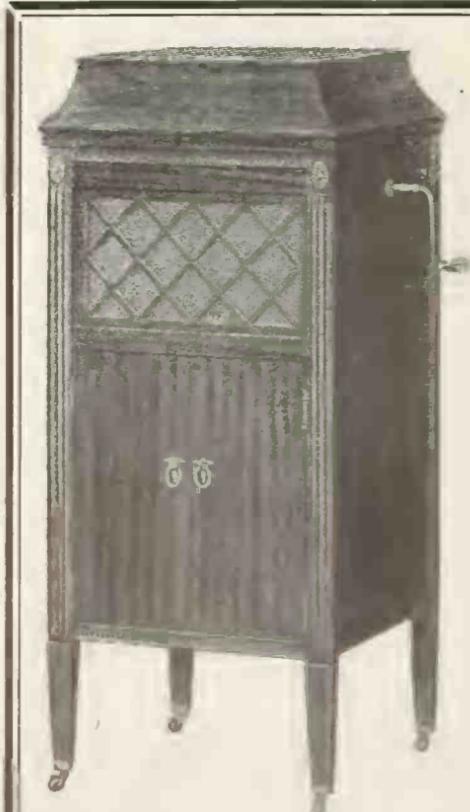
The Call container was invented by F. H. Call, Portland man, and it can be fitted to any cabinet machine. The container is so designed that any record desired may be readily obtained. After removing the record, the container becomes locked until the record is again replaced.

The manufacturing company is a \$100,000 concern, of which F. H. Call is president and manager; W. L. Fries, treasurer; William I. Harrison, secretary, and R. H. Call, director.

A new phonograph manufactory has been started in Portland. The machine has just been perfected by C. P. Henkle, of Henkle & Co. of this city, and Mr. Henkle expects to have a large plant in operation in a short time employing a number of men. The special feature of the instrument is a wooden horn about five feet long concealed in the interior of the cabinet.

OUTDOOR ADVERTISING CAMPAIGN

PHILADELPHIA, PA., December 7.—An extensive outdoor advertising campaign has been recently inaugurated by the Philadelphia Show Case Co. of this city on Melodee rolls, of which they are distributors. One hundred and ten billboards are being used at strategic points along the principal railroad and trolley lines entering the Quaker City. Attractive twenty-four sheet posters are shown and a number of the boards are equipped for night illumination. The campaign was opened on December 1 and its stimulating effect upon the sales of Melodee rolls is already noticeable.



MODEL C

Aeolian
MARVELOUS TONE QUALITY

PLAYS ALL RECORDS
Six Beautiful Models

We offer attractive proposition to
DEALERS and
DISTRIBUTORS

We can make immediate shipment for the
holiday trade.

Distributors Wanted in Several States

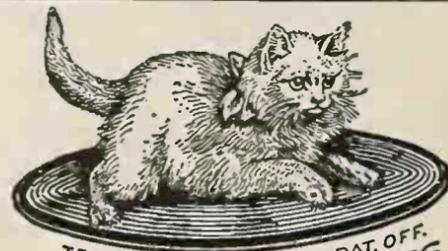
AMERICAN TALKING MACHINE CO., Inc.

GENERAL OFFICES AND FACTORY

BLOOMSBURG,

::

PENNA.



TRADE MARK REG. U.S. PAT. OFF.
NEVER SCRATCHES

WE ARE DISTRIBUTORS FOR
LYRIC
LATERAL
RECORDS

Dealers Supplied on Short Notice
Supplying you with Bulletins,
Hangers, Cut-outs and Advertising
Matter is one feature of

LYRIC SERVICE

"All She'd Say Was Umh Hum," sing Van and Schenck. You'll sing, too, when you see how this song, coupled with their "In Napoli," sells. A-3319.

**Columbia Graphophone Co.
NEW YORK**



EDISON HOLIDAY ADVERTISING

Attractive Window Display Designed for Use of Dealers in Attracting Xmas Trade

Santa Claus and the conventional snow-capped chimney, together with the even more conventional talk about the "appropriate Christmas gift," have been passed up entirely, both in



The Edison Window Display for the Holidays

the Edison national magazine advertising for December and the Edison Christmas window display.

Instead, Sergei Rachmaninoff, the celebrated composer-pianist, is being featured in both the national advertising and the window display, which shows him giving a tone-test with his own Re-creation on the New Edison, and which will form one of the most convincing and virile advertisements run by the Edison retail trade this year.

While the value of holiday window decorations was not underestimated in the preparation of the December display—the color scheme of which, by the way, is red and green—it was decided that a sure "sales-getting" window display, with a "reason why" message, will have a far greater appeal to the people who will buy a phonograph during the holiday season than a mere seasonal display.

Both the national advertising and the window display, as usual, are very closely tied up with each other and are sure to be effective.

EMERSON BUSINESS TO CONTINUE

No Delay to Shipments of Records, According to Announcement Just Issued

On December 9 announcement was made that a receiver had been appointed for the Emerson Phonograph Co., Inc., of New York. In this connection a statement was issued on December 11 from the executive offices of the Emerson Phonograph Co., with the sanction of Jacob Scholer and T. H. Matters, receivers, that the business will be continued and that all January record shipments are proceeding according to schedule, and that records for later months will follow in due course. Advertisements are being inserted in publications by the receivers to assure the trade of the fact that the business of this company is to continue.

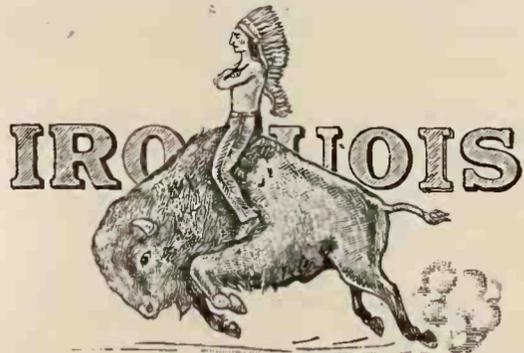
ORMES, INC., SUFFERS FIRE LOSS

Building in Which Victor Wholesaler Was Located Totally Destroyed by Flames

Ormes, Inc., Victor wholesaler, at 26 East 125th street, New York, was the victim of a serious fire on Friday evening, December 10, which completely gutted the three-story building of which the company occupied the two upper floors. The damage was estimated at \$50,000 by firemen. Up to the time of going to press, The World was unable to get in touch with Clarence Price, manager of Ormes, Inc., to verify these figures, or to learn of the plans for continuing the business in new quarters. Of course, the latter step will be taken without delay.

ADOPT VERY CLEVER TRADE-MARK

BUFFALO, N. Y., December 6.—The Iroquois Sales Corp., wholesale distributors of the Granby phonograph have adopted a very ingenious and clever trade-mark, which is reproduced herewith, conveying the idea that they are now firmly planted on the Buffalo and not to be shaken off



**IROQUOIS SALES CORPORATION
BUFFALO, N.Y.
A Striking Trade-mark**

however fast he may gallop all over their territory.

Lionel M. Cole, sales manager of the Iroquois Sales Corp., accompanied by E. C. Howard, director of sales of the Granby Phonograph Corp., anticipates an extensive trip through the territory to visit Granby dealers and to look over the field in anticipation of the preparation of an active 1921 campaign.

REMINGTON OFFICES ENLARGED

Windows Facing Broadway Afford Good Opportunities for Advertising

The business of the Remington Phonograph Corp. has grown to such an extent that double the area of the executive offices is now necessary to efficiently conduct the affairs of the company. During the past month adjoining offices in the Remington building at 1662 Broadway were obtained, which not only doubles the floor space, but also gives a total of six large windows facing on Broadway. As the Remington offices are located on the "Great White Way" just above the Winter Garden, the advertising advantages to be gained through the addition of these extra windows on this famous thoroughfare are apparent. It has been the custom of the Remington Phonograph Corp. to place one model in each window, mounted upon a pedestal. By means of effective electric lighting these models were illuminated at night and drew more than ordinary attention from the passing theatre crowds. The demand for the Remington line continues very strong and very satisfactory business is anticipated for 1921, according to the company's officials.

When a man assumes a public trust he should consider himself as public property.—Thomas Jefferson.

IN FINANCIAL TROUBLE

Fulton Bros. Mfg. Co., Waukegan, Ill., have been petitioned into bankruptcy, and the receiver is now making an investigation of the affairs of the company. The assets are approximately \$15,000 and the liabilities \$60,000.



**Pacific Coast Dealers, Attention!
Small Phonographs**

18 in. x 18 in. x 9 in.

Type A (like above) sample **\$13.50**
Type B (with top) sample **\$15.00**

NOW IS THE TIME

Save Freight Save Express

T. E. DAVIS & CO.
Berkeley, California

Piknik Prospects in Your Community



Size 9x13x15 Patented in U. S.

Western Distributions through
James H. Cumming, Wilmette, Ill.
New York State and Metropolitan District
M. M. Roemer Sales Corp., 1123 B'way,
N. Y.

Sell Every School a Piknik and Open Up the Largest Field of Prospects

The Piknik is perfectly adapted to every requirement of the school room, where for the greater part of the year it is daily before the pupil, the real buying factor in the home.

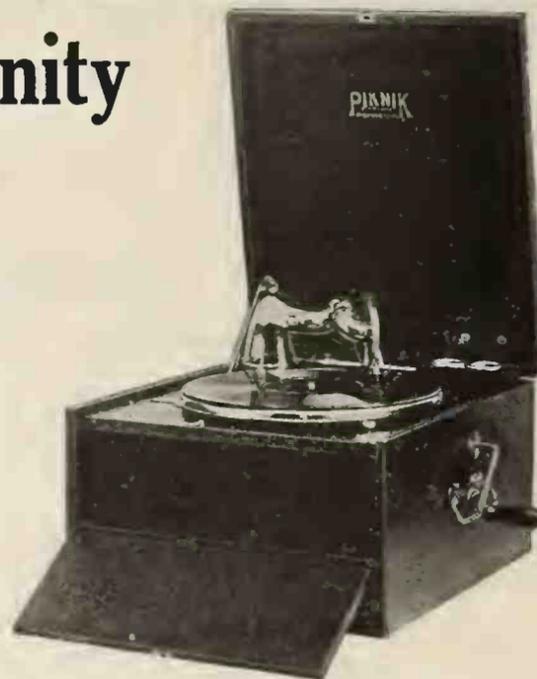
The name suggestion, "PIKNIK," not only stamps itself indelibly on the pupil's mind but conjures up pictures the lure of which creates the purchase desire. Supplement this with the beautiful tone and other appealing features of the Piknik and you have a combination that draws business.

Every Y. M. C. A. summer school or camp, fraternal organization, dancing school, business school, etc., will give the Piknik its stamp of approval.

It is the highest class portable phonograph. It is built to win friends and repeat business.

Write for Particulars

New Jersey
Zeigler, Baker & Johnson, 100 Chambers
St., N. Y. City
Export Distributors
Delphoon Sales Co., 25 Church St., N. Y.



Melchior, Armstrong & Dessau, 116 Broad
St., N. Y.
Charmel Trading Co., 1170 B'way, N. Y.

PIKNIK PORTABLE PHONOGRAPH, Inc.

Lakewood, New Jersey

RECITALS AT EMERSON MODEL SHOP ON FIFTH AVENUE

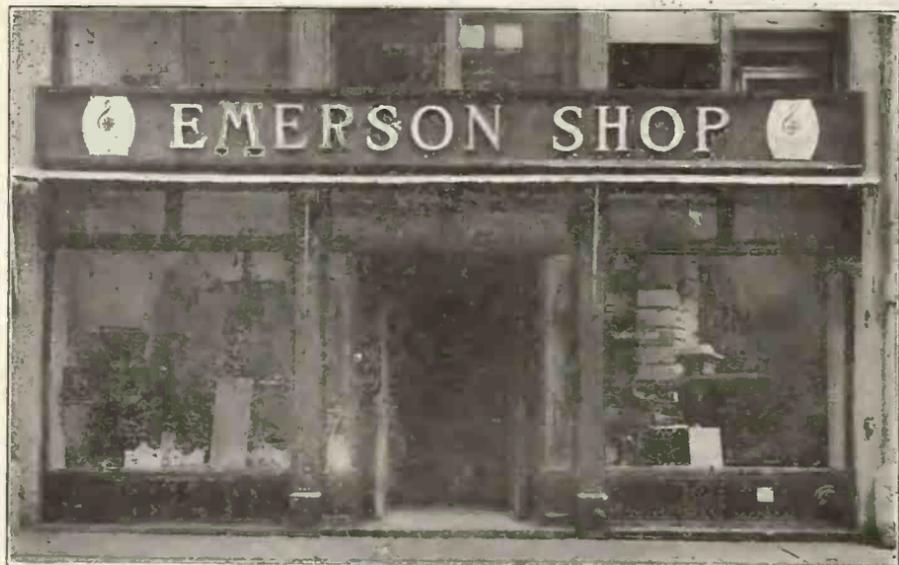
Well-known Emerson Artists Appear in Person at Free Concerts Being Held in This Artistically Arranged Establishment, Which Is Under Management of E. M. Latham

For several weeks past there have been free concerts given in the concert hall of the Emerson

shop, managed by E. M. Latham, Irving and Jack Kaufmann and others appear in person in these concerts. Needless to

courteous, intelligent sales girls. A series of twelve booths, neatly but comfortably furnished, allow ample private listening rooms for customers to hear desired selections.

The shop is most ably managed by Mr. Latham, whose long and varied experience in the talking machine industry has well equipped



View of Exterior of Emerson Model Shop

son Shop, located at 206 Fifth avenue. These concerts, which have been under the personal supervision of E. M. Latham, manager of the establishment, have proved most successful, both

say, the hall is always packed to capacity on such occasions, which is proof of the fact that the Emerson Co. has secured really popular artists to record for them.

Mr. Latham reports that such concerts not only acquaint the public with the artists who are recording for the Emerson Co., but also make them familiar with the new Emerson model shop. As a sales stimulator they have proven most successful, for the steady increase in business in the new shop is definite proof that the public is becoming acquainted with the Emerson institution. In fact, Mr. Latham originated these concerts in order to stimulate sales during the admittedly dull season through which we are now passing. It is his intention, after the first of the year, that the concerts will be given bi-weekly instead of weekly, as they are at present.

This new Emerson shop, constructed along the most modern lines, is so equipped that it makes the purchase of records a pleasure. The store extends through the block from Fifth avenue to Broadway, thus having an entrance on the two greatest thoroughfares of New York. There are record service counters conveniently located at both entrances, which are attended by



View of Interior of Emerson Model Shop

him for his position. Having been affiliated with the talking machine business from boyhood, he has acted in practically every capacity connected with the retail trade. In recent years he has operated successfully a talking machine store in Atlantic City and the talking machine department of the Welte Co., Fifth avenue, New York.



E. M. Latham

in the crowds which they have drawn and in acting as sales stimulators.

For some days previous to the concert a card is placed in the window calling the public's attention to the fact that a famous artist will appear in concert on a certain afternoon. Such well-known artists as Eddie Cantor, Harry Ra-

TRAVELING MEN WANTED

Large jobber of talking machines and records wants good travelers, one each for Iowa, Illinois and Michigan. Also local man for Detroit. Address "Thermo," care The Talking Machine World, 209 So. State St., Chicago, Ill.

The
Philadelphia Show Case Co.

Extends Its Sincerest Wishes

for a

Merry Christmas

and a

Prosperous New Year

We also take this opportunity to express our appreciation of the patronage and co-operation extended by our many dealers in the past, and solicit a continuation of these cordial relations during the year that is to come.

PHILADELPHIA
127 North 13th Street

PITTSBURGH BRANCH
2002 Jenkins Arcade Bldg.

THAT "PEER GYNT" CONTROVERSY

Artists Divided as to Justice of Norway's Complaint—Caruso Cries "Shame," While One of Six Brown Brothers Says It's Giving the Public What It Wants—Some Views Expressed

When music critics in Norway lifted their hands in horror and protested to Washington over the desecration of their beloved Grieg by those American jazz artists there at once arose two parties among the musically inclined on this side of the water. Some were quite in accord with Norway, while others believed that the jazz records which brought about the complaint were all right. In the New York Tribune the matter was further discussed as follows:

Composers, singers and conductors in New York who expressed their views recently are inclined to think that Norway is right. Tom Brown, however, who transformed Schubert's "Serenade" and Rachmaninoff's "Prelude" into the raggiest of rags and whose company played the jazzed "Suite" for records, has a different opinion.

"Sergei Rachmaninoff heard us play the adaptation of his work," he said, "and liked it, considering this a method of popularizing real music. We play such adaptations to attract attention and we find that the public takes to adaptations better because familiar melodies appeal. That's reason enough."

Mme. Marie Sundelius, Enrico Caruso and Albert Spalding, an American violinist, were of the opinion that Norway has just cause for indignation.

Norway, it seems, learned of the desecration when an assortment of American talking machine records reached that country recently. One record, entitled "Peter Gink," composed by George L. Cobb and played by the Six Brown Brothers, was heard by Norwegian music lovers. Shocked beyond words, they began preparation of the memorial and it was forwarded with haste to Washington.

Mme. Sundelius, soloist of the Metropolitan Opera Company, said that she had been reading of the "sacrilege" in Swedish papers.

"A composer does not like people to use his melodies in that way," she said, "and it was not a nice thing to make ragtime out of Grieg. Surely there is enough popular music to adapt without going to the classics."

Caruso, whose voice is recorded by the company which first put out the Grieg ragtime, said: "There ought to be a law against it. It is a shame."

"An awful shame, outrageous," was the comment of Mischa Levitzki, the pianist.

Artur Bodanzky, conductor of the National Symphony Orchestra and also with the Metropolitan Opera Company, said he had no objection to jazz, but the jazz makers should at least be original about it and have enough invention to get along without robbing the classics.

Mr. Spalding, as an American violinist, expressed the opinion that the public, interested in good music, and also those jealous of the country's good name as to culture, should see to it that good music is not twisted into ragtime.

"There is an element of interest in ragtime," he said, "from a rhythmic standpoint, but certainly our fine melodies should not be dished out in that form. There should be legislation to prevent it."

WANTS TO DOUBLE EXCISE TAXES

Secretary of Treasury Recommends a 10 Per Cent Tax on Musical Instruments

WASHINGTON, D. C., December 9.—Business men and individuals who had fondly hoped that the coming of a new Congress would bring about, during the coming year, some relief from the burden of taxation under which the country is now laboring have received quite a shock upon perusing the annual report of Secretary of the Treasury Houston which was made public yesterday.

Of vital interest to the music industry is the direct suggestion that in the readjustment of various taxes, all in an upward direction, the excise taxes on musical instruments be increased from 5 to 10 per cent, which it is estimated will bring in an additional revenue of \$13,000,000, all this in addition to heavy increases in the tax on corporation profits and income, and on general incomes.

Those who have been looking after the interests of the music industry in Washington have for some time past been cognizant of the fact that an attempt would be made, or at least that it would be recommended, to increase war excise taxes on musical instruments, and arguments against any such move, and in favor of an excise reduction rather than increase, have been presented at every opportunity.

The Ways and Means Committee of the House of Representatives, it is reported, will take up the question of revision of taxation, and with it the consideration of Secretary Houston's report, next week. It is the hope of the leaders of the House to have the question of tax revision settled sufficiently by the first of the year in order to have something definite upon which to base the figures at the forthcoming hearings on the new tariff, which will begin on January 6.

SPEAKING OF DOGS

Billy and Mary stopped in the house next door to see the new talking machine. After they heard a piece or two, Mary started to look it over, and said: "It's not like ours."

Mrs. Case asked: "What kind of machine have you?"

Mary engaged in deep thought. At last she exclaimed: "It's a Scotch collie."

Mrs. Case said: "Why, I never heard tell of that kind of a talking machine."

Billy spoke up, saying: "Mary is always getting things wrong; it's a fox terrier. If you

don't think I'm right, Mrs. Case, you go over and look at the picture on it."—Indianapolis News.

JOINS McCORMICK & CO. FORCES

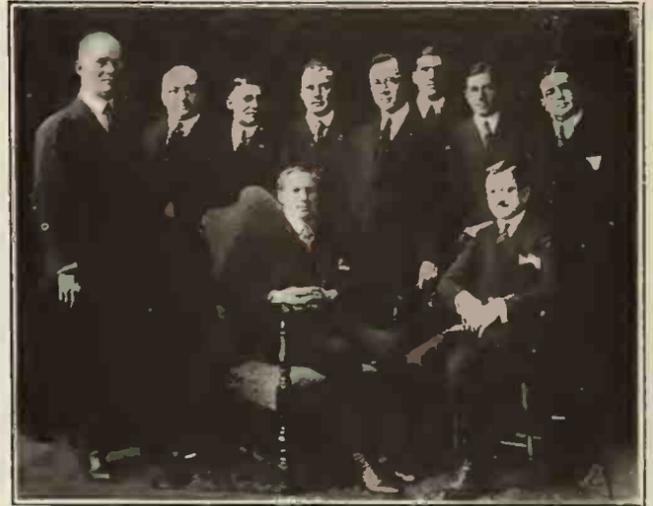
Lee Robinson, Advertising Manager of The World, Enters the Financial Field

Lee Robinson, who for many years has been connected with The Talking Machine World, more recently as advertising manager, has branched out into the financial field and joined the forces of McCormick & Co., investment brokers at 295 Broadway, New York City, where he assumes an important position with that institution. He has the best wishes of the entire staff of The World for his success in his new field of operations.

JOBBERS ON VISIT TO BINGER CO.

Executives of National Association of Talking Machine Jobbers Make Tour of Binger Co. Plant While in New York Recently

While a number of the members of the Executive Committee of the National Association of Talking Machine Jobbers were in New York last month to attend one of the regular sessions of the committee, they took advantage of the invitation of A. B. Reincke, of the Reincke-Ellis Co., to make a tour of inspection of the plant of the Binger Co., advertising specialists, New



Victor Jobbers Who Visited Binger Plant York, who have prepared an elaborate series of window displays for the use of Victor dealers to be placed with the trade by the Reincke-Ellis Co.

The jobbers were welcomed by L. G. S. Crone and were much impressed with the size and general efficiency of the Binger plant, and particularly with the material that company is providing for the use of Victor dealers. The accompanying photograph shows the visiting jobbers in the Binger Co.'s studio just prior to starting on the inspection tour. Those in the picture are: Seated, L. C. Wiswell, president of the National Association of Talking Machine Jobbers, and A. A. Trostler; standing, Dan Creed, Charles K. Bennett, Lester Burchfield, W. F. Davisson, E. C. Rauth, B. B. Wilson, of The Talking Machine World; Fred H. Putnam and Thomas F. Green.

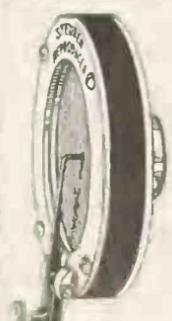
FORGET YOUR TROUBLES

Don't take your troubles everywhere you go. Remember that they, like babies, grow larger by nursing.

If you are going to do a good thing, do it now; if you are going to do a mean thing, wait till to-morrow and then it will pay you not to do it.

FOR SALE

One Magnavox, Type MV-1; Price, \$150. Absolutely new. Guaranteed perfect. Write or wire. Massasoit Broom Co., Newburyport, Mass.



WE are introducing a reproducer which is different from anything on the market. In principle it is non-metallic, at the same time practically indestructible and not affected by moisture or temperature changes.

We guarantee it as a quality product.

All principles of construction covered by basic patents.

Requests for tests and demonstrations are solicited from manufacturers, jobbers and dealers

Steurer Reproducer Company, Inc.
158 West 21st Street New York City

YOUNGSTOWN STORE REMODELED

Brunswick Dealer Has Complete Talking Machine Display Rooms Equipped in Handsome Style—Comfort and Utility Is the Keynote

YOUNGSTOWN, O., December 6.—A particularly excellent work of redecoration and remodeling has been effected by the Music Shop of this city, located at 1412 Market street. Business with



Brunswick Display in Music Shop, Youngstown

this concern has been ever on the increase, due to live merchandising methods and energetic sales campaigns. The Music Shop handles the Brunswick line of talking machines and records. Some idea of the furnishings of the store interior may be obtained from the accompanying photograph. Comfortable chairs are seen in the waiting room and tasteful furniture and well-chosen flowers add much to the favorable impression conveyed by the rest of the store equipment.

DEALERS HONOR O. P. GRAFFEN

Given Dinner to Celebrate His Joining New York Wholesale Division of General Corp.

Quite a number of talking machine dealers and their wives gathered at Keen's Chop House, New York City, on Sunday evening, December 5, in honor of O. P. Graffen, who has just joined the New York Wholesale Division of the General Phonograph Corp. Mr. Graffen is widely known in talking machine circles and has served with one of the largest companies in the field for a number of years. In the course of the evening there were short addresses by several of the ladies and gentlemen present, including one by Lambert Friedl, manager of the New York Distributing Division, and by the guest of honor.

NEW PATHE ELECTRIC MOTOR

Improved Electric Drive for Pathé Phonographs Just Announced

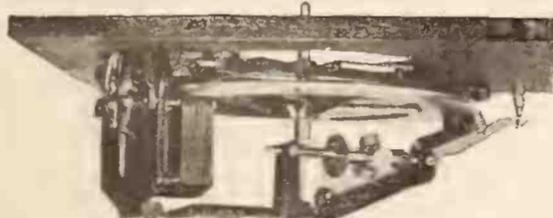
The Pathé Frères Phonograph Co., of Brooklyn, N. Y., in conjunction with the General Electric Co., has evolved an electric phonograph motor which has overcome to a remarkable degree the obstructions to the successful

of the conventional type, which is geared to the main shaft by a worm wheel, the worm wheel on the main shaft being cut from fiber to reduce noise. The motor is absolutely noiseless in operation and even with the ear placed close to the motor itself it is impossible to hear the usual hum of the electric motor.

Another quality of this new Pathé motor is quick acceleration and good speed regulation and the elimination of any tendency to slow up while running. The three screws suspending the motor from the motorboard are surrounded by sponge rubber bushings and washers, and thus transmission of vibration from the motor to the motorboard is impossible. In spite of its many advantages this motor is of extremely simple construction and it will thus be able to be produced at such a price that it may successfully compete with a hand-wound spring motor. The amount of power consumption is said to be small and the life of the motor is predicted to be limited only by deterioration of the insulation. The motor is built and attached to the board as a unit, making it completely interchangeable with the spring motor in all Pathé machines, and weighs only 7.69 pounds as against 10.88 pounds for the spring motor and board. As probably ninety per cent. of residence electric service supply is alternating current, this motor is an A-C type.

The Pathé Frères Phonograph Co. is placing an energetic campaign behind the introduction of this motor and Pathé dealers will have the opportunity to sell it not only as part of the equipment of their future sales, but will be able to offer this new Pathé motor to all present owners of Pathé instruments.

use of some electric motors in the past. The new Pathé motor consists of a rotor mounted on the main shaft, the upper end of which supports the turntable. This rotor consists of a ring of copper about nine inches outside diameter, and is supported on a cast aluminum spider. The rotor ring, which is about one and one-half inches wide, revolves through a shifting magnetic field produced by field coils wound on laminated magnetic circuits similar to those



Pathé Co.'s New Electric Motor

used in an ordinary watt-hour meter as regards shape, size and method of producing the shifting field. Thus, with the torque-producing element directly on the main shaft, all necessity for high speed, gearing, belting or friction drive has been entirely eliminated.

The main shaft is supported in an adjustable hardened steel ball thrust bearing in the lower bracket, while it is held in place by a guide bearing of phosphor bronze in the upper bracket.

The lower bracket also supports a governor

MAGNAVOX CO. HAS OWN MAGAZINE

December Issue the First Appearance of House Organ Showing Developments in the Use of Electrical Device for Magnifying Sound

The first issue of a new magazine called 'The Magnavox, and issued by the Magnavox Co., of Oakland, Cal., has appeared in December and has been sent to the trade. This little booklet is a compilation of many interesting items concerning the Magnavox and its uses. Results of experiments in all parts of the country are reported and the magazine makes a very handy reference book for the dealer. It is interesting to note that the company invites comments and stories from dealers or from anyone who has used the Magnavox, for in this way new developments and new uses may be discovered.

EDISON ARTISTS IN NEW ROCHELLE

Leola Lucey and Virginia Powell, noted Edison artists, recently appeared in concert in New Rochelle, N. Y., under the management of Philip Pravder, Inc., the local Edison representative. The concert was largely attended and the tone-tests aroused much interest in the New Edison and resulted in increased record sales.

Victor Dealers of the Rocky Mountain Region Put Your Selling Problem Up To Us

Our expert staff of Victor merchandising specialists are at your command at all times—each offering you a real service in helping you to solve your retail problems.



Our five floors devoted exclusively to Victor goods, and to the needs of Victor dealers, are admirably equipped to offer a genuine service.

Our Interests are Your Interests—Let Us Advise and Serve You

Knight-Campbell Music Co., 1608 Wynkoop Street, Denver, Colo.

NEW JERSEY ASSOCIATION ACTIVE

Victor Dealers of State Now Have Organization That Accomplishes Things

NEWARK, N. J., December 4.—One of the most active of the Victor Dealers' Associations in the East is that of the Victor Retailers of New Jer-



R. H. Veale, Pres. H. A. Glasser, Secy. sey, taking in practically all the dealers in the State, and which held one of its regular meetings in Newark on November 29.

The big subject at the last meeting was the



F. M. Palmatier, Treas. Jas. McGarry, Fin. Secy.

question of charging interest on instalment accounts, and much information was brought to light through the medium of an open discussion. Those retailers who follow the practice of charging interest presented most convincing arguments in support of their methods, it being declared that outstanding accounts really meant money loaned to customers, and should draw interest just as any other loan.



S. Semels, V. P.

Great progress has been made by the Association along the lines of constructive work. The Association has fortunately chosen as the officers men of wide experience, men who have been long associated with the Victor business and have made a study of every branch of the industry. To assure success, however, these men require the full support of all Victor dealers in New Jersey.

New members are coming in fast and steady. The following new members were elected: Jacob Zion, Union Talking Machine Co., Elizabeth, N. J.; Geo. F. Porepp, White Star Music Co., Jersey City, N. J.; H. N. Truesdell, Frost & Truesdell, Irving, N. J.; O. C. Holcombe, Lambertville, N. J.; Fred Miller, Arlington, N. J.; Irwin Moser, Irwin Moser & Son, Hamden, N. J.; E. G. Brown, Bayonne, N. J.; Harold Sugarman, Hoboken, N. J.; A. Landay, Eclipse Talking Machine Co., Paterson, N. J.; W. C. Holzbaaur, Stoll Blank Book Co., Trenton, N. J.; Richard E. O'Dea, James K. O'Dea Estate, Paterson, N. J.; Albert Galuchic, Junction Phonograph Co., Jersey City, N. J.

A luncheon was held at the White House restaurant, the Association members being the guests of Collings & Co., Victor distributors of Newark. The luncheon was enjoyed immensely by all who were fortunate enough to be present.

In appreciation of the generosity extended by Collings & Co., Mr. Collings was presented with the compliments of the Victor dealers of New Jersey, a napkin with all the members' names inscribed thereon.

The following were present: S. Semels, Semels & Co., Elizabeth, N. J.; F. M. Palmatier,

Chalmers Co., Newark, N. J.; H. A. Glasser, G. A. Barlow's Son & Co., Trenton, N. J.; James McGarry, Newark, N. J.; C. A. True, L. Bamberger & Co., Newark, N. J.; B. De Cou, Landay Brothers, Newark, N. J.; J. A. Bleisnick, Hahne & Co., Newark, N. J.; G. L. Hirtzel, Jr., Elizabeth, N. J.; E. P. Perkin, Elizabeth Talking Machine Co., Elizabeth, N. J.; Jos. Donlan, Ridgewood Talking Machine Co., Ridgewood, N. J.; A. Landay, Eclipse Talking Machine Co., Paterson, N. J.; Harold Sugarman, Hoboken, N. J.; Geo. F. Porepp, White Star Music Co., Jersey City, N. J.; Irwin Moser, Irwin Moser & Son, Hamden, N. J.; E. G. Brown, Bayonne, N. J.; L. W. Collings, Collings & Co., Newark, N. J.; J. L. Spillane, Collings & Co., Newark, N. J.; H. A. Lamar, Collings & Co., Newark, N. J.; N. Bush, Eclipse Talking Machine Co., Paterson, N. J.

Much regret was expressed at the absence of R. H. Veale, president of the Association, due to illness.

Announcement was made to the effect that a big surprise is in store for the dealers at the next meeting, which will be held January 11, 1921. Full particulars of the event will be announced soon.

GIGLI TO RECORD FOR VICTOR

The latest artist to join the Red Seal circle of the Victor Talking Machine Co. is Beniamino Gigli. He is an Italian tenor, who has recently attained great success in Italy, Monte Carlo and South America, and is now appearing with the Metropolitan Opera Company in New York. Records by this new exclusive Victor artist will be announced shortly. He will make his debut in Boito's "Mefistofele."

LLORA HOFFMAN WITH PATHE

Llora Hoffman, soprano and gifted popular stage beauty, has become a Pathé artist. Miss Hoffman is said to possess a clear and flexible soprano voice of exceptional diction and range. She gained her laurels as one of the most versatile and gifted singers of the concert stage and for two years has had a striking act of her own in the Keith vaudeville circuit, appearing last season with the "Cinderella on Broadway" company, in which she was the featured singer. She is now en tour with that attraction. Her recordings on Pathé records include the fascinating selection "My Hero," from the "Chocolate Soldier," and the ever beautiful "Cherie," by Leo Edwards. Other popular numbers will be released in the near future.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey'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

OKEH WINDOW DISPLAYS FOR 1921

Improved Service for Dealers Already Planned for Next Year

During 1921 the General Phonograph Corp., manufacturer of Okeh records, will produce, in conjunction with the Einson Litho Co., a greatly enlarged window display service for Okeh record dealers, which service will involve several unique features.

The whole will be enlarged from five units and five colors to seven or eight units and seven colors. Each unit will be larger and the art work will be better than ever. The service will arrive at the retail store in an all-corrugated container instead of the combined corrugated and Kraft container heretofore used. The centerpiece of the new series will be devoted to the very appropriate theme, "How America Enjoys Itself." The first four or five months in 1921 have already been planned in accordance with this theme, and, of course, in each case the object will be to show how America enjoys itself in a musical way. Some of the numbers are: New England Barn Dance Scene, New Orleans Mardi Gras Ball, Dancing on a Mississippi Steamboat, Inaugural Ball at Washington, and Midwest Dance Hall, etc.

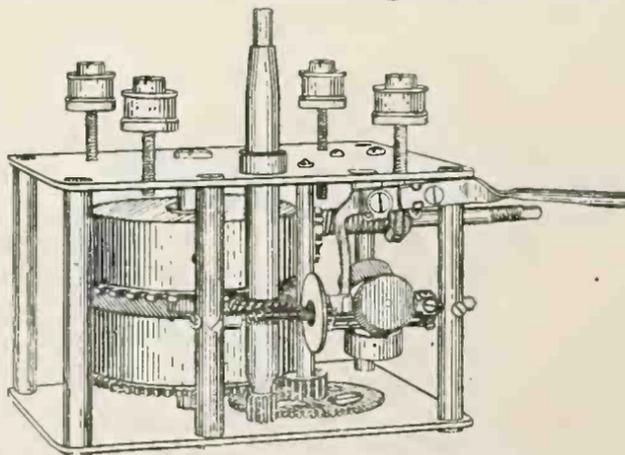
These displays will undoubtedly draw considerable attention from the public, and incidentally they will help to familiarize people located in one section of the country with the way people in other sections have good times.

The new service is being offered to the retailer at the nominal figure of \$2.50 per month, and already a large number of Okeh record dealers have signed up for it.

HEIFETZ NOW TOURING ENGLAND

Heifetz, the great violinist, who records for the Victor Talking Machine Co., is now on a concert tour in England. Reports received from abroad indicate that he is attaining as great success there as was the case in America.

Announcing a New Schedule of Prices of Wollman Talking Machine Motors and Parts



MAIN SPRINGS—Good for any motor.
 3/4 in. x 8 ft.\$2.40 per doz.
 7/8 in. x 9 ft. 2.60 per doz.
 1 in. x 10 ft. 3.00 per doz.

NO. 3—BLACK DIAMOND MOTOR
 Special spring, plays three 10-inch records in one winding. 12-inch turntable, top regulator. Complete\$3.50 each

NO. 4—DOUBLE SPRING SWISS MOTOR
 5/8 in. long, 3/4 in. wide, 3/4 in. high. Strong and durable, suitable for high-class cabinets. Working parts have brass bushings, noiseless running. Plays FOUR 10 in. records with one winding. 12 in. turntable, top regulator with all accessories. Price for sample, complete, \$5.75. Orders for 10 or more, \$5.50.

NO. 2 UNIVERSAL, GOOD TONE, NICKEL, COMPLETE\$2.50
NO. 4 "LOUD AND CLEAR," NICKEL PLATED, SUITABLE FOR HIGH-PRICED CABINETS, COMPLETE\$4.50

MAGIC-TONE SPEAR SHAPED NEEDLES
 Each needle plays 10 records in loud or soft tones. 100 in a pack retails for 15c, 75c. per thousand. 200 in metal hinged box for 25c. \$1.50 per doz. boxes. (Display cards with order.)

HIGH-GRADE POLISHED STEEL NEEDLES
 Extra loud or medium tone. Packed 100 in an envelope, 45c per thousand.

Goods guaranteed to be just as represented. Prices are Cash, F. O. B. N. Y. A cash discount of 3% when remittance or deposit for C. O. D. accompanies order.
REFERENCE: THE NORTH SIDE BANK OF BROOKLYN, Bridge Plaza Branch, Brooklyn, N. Y.
 Send for our 1921 Price List. We have in stock everything pertaining to phonographs and supplies.

Wollman Talking Machine Mfg. Co.

25 YEARS IN THE SAME LOCATION

560-562 Grand St. Tel. Stagg 918 BROOKLYN, N. Y.

Manufacturers of The Wollman "Silvertone" Phonographs

Now Ready for Delivery

12 NEW CARDINAL RECORDS 12

EVERY ONE A HIT

POPULAR SONG HITS

- Cat. No. { "Palestina"—Comedy Song,
Sung by Fred Whitehouse
- 2001 { "She Gives Them All the Ha! Ha!"—Comedy Song,
Sung by Fred Whitehouse,
Assisted by Lew Brown
- 2002 { "Broadway Rose"—Tenor Solo,
Sung by Charles Hart
- 2002 { "I've Got the Blues for My Old Kentucky Home"
—Ballad Sung by Helen Bell Rush
- 2003 { "My Home Town Is a One-Horse Town"—
Comedy Quartet Sung by the Harmonizers
- 2003 { "Don't Take Away Those Blues"—Tenor Solo,
Sung by Ernest Hare
- 2004 { "Down the Trail to Home, Sweet Home"—Duet,
Sung by Hart and Shaw
- 2004 { "I'd Love to Fall Asleep and Wake Up in My
Mammy's Arms"—Tenor Solo,
Sung by Charles Hart
- 2005 { "Margie"—Harmony Trio,
Sung by the Crescent Trio
- 2005 { "Old Pal, Why Don't You Answer Me"—
Baritone Solo..... Sung by Elliot Shaw
- SACRED NUMBER**
- 2006 { "Onward Christian Soldiers"—Sacred Hymn,
Sung by Gotham Quartet
- 2006 { "Nearer, My God, to Thee"—Sacred Hymn,
Sung by Gotham Quartet

POPULAR DANCE HITS

- Cat. No. { "Japanese Sandman"—Fox-trot,
Played by Raderman's Dance Orchestra
- 2007 { "Whispering"—Fox-trot,
Played by Raderman's Dance Orchestra
- 2008 { "Grieving for You"—Fox-trot,
Played by Ben Selvin's Dance Orchestra
- 2008 { "Feather Your Nest"—Fox-trot,
Played by Ben Selvin's Dance Orchestra
- 2009 { "Caresses"—Fox-trot,
Played by Greene's Novelty Orchestra
- 2009 { "Hop, Skip and Jump"—Fox-trot,
Playcd by Greene's Novelty Orchestra
- STANDARD NUMBERS**
- 2010 { "Souvenir"—Violin Solo.. Played by Vera Barstow
- 2010 { "Berceuse"—Violin Solo.... Played by Vera Barstow
- 2011 { "Sunny South"—Medley,
Played by Cardinal Concert Band
- 2011 { "Blue Danube"—Waltz,
Played by Cardinal Concert Band
- 2012 { "Aloha Oe"—Instrumental Duet,
Played by Ferrari and Franchini
- 2012 { "Honolulu Waltz"—Instrumental Duet,
Played by Ferrari and Franchini

5 NEW RECORDS EVERY 15 DAYS 5

HITS WHILE THEY ARE HITS

CARDINAL PHONOGRAPHS

CARDINAL RECORDS

JOBBERs and DEALERS—Write for our liberal money-making proposition and exclusive territory.

WE DELIVER THE GOODS

No Shortage of Cardinal Phonographs or Records

CARDINAL PHONOGRAPH CO.

Sales Office: 106 East 19th Street, New York

Factories: Zanesville, O.—Newark, O.—Pt. Pleasant, N. J.

THE VISION

Devoted to the Interest of the Educational Work Being Conducted by the Talking Machine Dealers and Jobbers

J. Henry Francis, Supervisor of Music, Charleston, W. Va., has created considerable interest in artists of the present concert and operatic stage by framing and displaying in the schools the beautiful colored prints distributed by the Victor Co. Every school in Charleston has a Victrola, and a regular course is conducted in the High School in Music Appreciation.

The Chicago Academy of Fine Arts, Harry Kurtzworth, assistant director, has had an exhibition twelve paintings by Mr. Kurtzworth, which were conceived to represent subject matter presented on talking machine records. In the preparation of this work Mr. Kurtzworth was aided by F. G. Dunham, of the educational staff of the Victor Talking Machine Co. A complete review will appear later.

Emanuel Blout, one of the oldest Victor jobbing houses in the country, at Broadway and 108th street, New York City, has established an educational department under the direction of Miss C. L. Colley, formerly assistant supervisor of music, Evansville, Ind., and a graduate of the Victor Red Seal Record School.

At Rochester, N. Y., during the Thanksgiving holidays, was held the annual convention of the New York State Teachers' Association. The Music Lovers' Shoppe (exclusive Victor dealers) arranged a booth at the entrance to headquarters and supplied visiting teachers with much-appreciated material for the conduct of the new courses in music appreciation. The new book for primary grades, "Music Appreciation for Little Children," was in such demand as to "sell out" the local jobber, E. J. Chapman.

Columbia Graphophone Co.'s educational department, Woolworth Bldg., New York City, has just issued eight recordings designed to be used in primary grades.

Tone tests were conducted by the Edison phonograph in the High School at Perth Amboy, N. J., during the month. There was a large attendance.

Bubble-Book parties have been held in various cities during the last two months, conducted by Harper Bros., publishers. In every case scenery, costumes and coach have been provided Sunday Schools or playgrounds direct from New York. A model XXV Victor is used to demonstrate the recordings.

England, under the stimulation of the educational department of Gramophone Co., Ltd., is demonstrating extraordinary progress in school work.

The Musical Monitor, official organ of the Federation of Music Clubs, presented an educational number last month. In addition to chronicling the advance in all the various larger school systems of the country, the number included as frontispiece the photograph of the mother of school music, Mrs. Frances E. Clark, educational director of the Victor Talking Machine Co., and chairman of the committee on education for the clubs in the United States.

Music memory contests, organized by departments of music in the larger cities of the country, are attracting considerable attention. The larger list of fifty-four selections for New York City (7th and 8th grades) is being supplied through the medium of talking machine records to many contesting schools.

Newark, N. J., was the scene of the annual meeting of the N. J. State Supervisors' Association on Friday, December 3rd. On the program, assigned to present primary and intermediate work, was Franklin G. Dunham, Metropolitan District representative of the Victor Educational Department.

INCORPORATED IN HARTFORD

The President Talking Machine Co., of Hartford, Conn., has organized with a capital of \$50,000. The subscribers to the stock are Louis J. Jackson, 6,500 shares; Richmond P. Martin, 3,000, and Almira A. Martin, 500. The Winslow, Day and Stoddard corporation of New Haven has issued 200 additional shares of stock.

Take the selfishness out of the world and there would be more happiness than we should know what to do with.

Few imitators are successful—very few. For this we can be thankful.

TRESTRAIL HEADS CANADIAN BUREAU

Proprietor of Musical Merchandise Sales Co. Chosen President of Canadian Bureau for the Advancement of Music—Has Built Up Big Brunswick Business in Dominion

MONTREAL, CAN., December 6.—F. A. Trestrail, president of Canadian Bureau for the Advancement of Music, was elected unanimously to that office at the annual meeting of the organization, which is doing so much to promote public interest in music. Mr. Trestrail is one of the proprietors of Musical Merchandise Sales Co., of Toronto, which is the exclusive Brun-



F. A. Trestrail

wick distributor for the Dominion of Canada. He and his partners, W. B. Puckett and the late John E. White, have in three years made the Brunswick one of the best known makes in Canada, and have established live and active agencies all across the country from the Atlantic to the Pacific. The firm has been particularly aggressive advertisers of the Brunswick, a fact appreciated by the retailers.

Mr. Trestrail, who came to Canada from New York, is an active Kiwanian, being the secretary of the Toronto Kiwani Club. He is an enthusiastic golfer and motorist, but no hobby or side issue is ever allowed to interfere with the dominance of Brunswick in his thoughts and activities.

The Musical Merchandise Sales Co. is also the Canadian distributor of Q R S player rolls.

VICTIM OF AN AUTO ACCIDENT

E. H. Woomer, of Woomer Phonograph Co., Canton, Badly Injured in Crash

CANTON, O., December 4.—E. H. Woomer, head of the Woomer Phonograph Co., Cleveland, Avenue S, was painfully burned and injured otherwise in an automobile accident here this week. His delivery truck in which he was riding collided with another automobile and an explosion followed. Woomer sustained three fractured ribs and painful burns. It was first believed he would die, but his condition now is reported improved.

VICTOR LUNCHEON CLUB MEETS

The Victor Luncheon Club, an organization of Victor metropolitan dealers, held a luncheon at 1 o'clock on Wednesday, December 8, at the Hotel Continental. It has been decided to hold these luncheons at frequent intervals for the purpose of exchanging ideas. Many of the leading Victor dealers of both New York and New Jersey were present.

Vanity of human life is like a river, constantly passing away and yet constantly coming on.

Grey Gull Records at 85 cents Causes Avalanche of Orders

Today price counts, as is proved by the astonishing increase in the business of Grey Gull dealers. To the public, \$1.00 for a 10-inch record is too high—it's a war price. But 85c is right—it's normal. Handling Grey Gull Records at 85c has worked wonders for many dealers. Try it and see. Investigate.

Margie, Whispering, Avalon, Love Nest, Let the Rest of the World Go By, Old Pal, Why Don't You Answer Me, Apple Blossom Time, Mammy's Arms, Jinga-Bula, and a long list of other hits all in stock for immediate delivery at 85c. Smooth surface. Extremely durable. Recorded and manufactured complete in one plant. Above all—don't forget that 85c price. It makes all the difference in the world. A trial will convince you.

Liberal discount to dealers.

Jos. Barnett & Co.

Wholesale Distributors

Cedar Rapids, Iowa

The OXFORD

"More than a phonograph"

The OXFORD

"More than a phonograph"

How often have we heard the remark—
"The tone is fine but it's so plain, haven't
you anything different?"

And so we now place before the phono-
graph-buying public the OXFORD—
something different.

The OXFORD is as distinctive and indi-
vidual as it is interesting and profitable
to the dealer.

Distinctive and decorative designs—ex-
ceptional tonal perfection and mechanical
dependability—this is the OXFORD.

Certain jobbing territories are still avail-
able.

The dealer's inquiries are referred to his
nearest jobber.

*Write us now for our interesting exclusive
territorial arrangements.*

M. M. ROEMER SALES CORP.

1123 Broadway New York

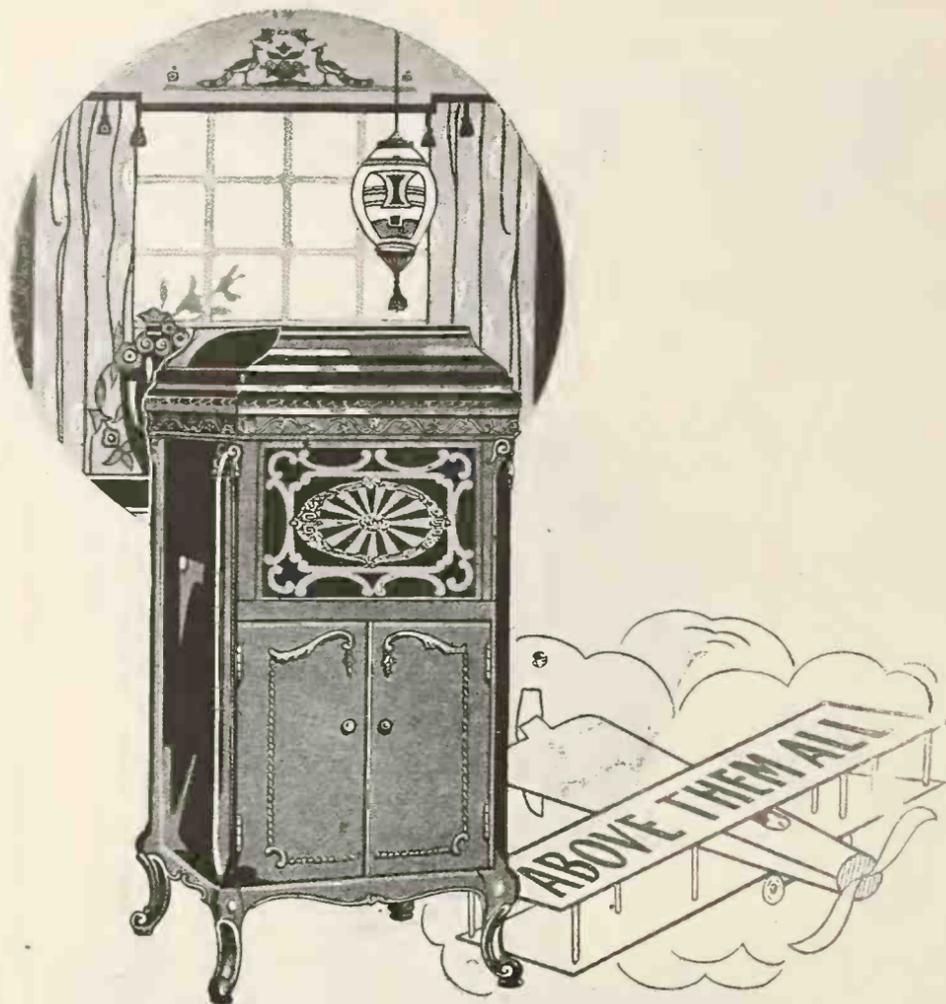
Sole United States Selling Agents



The MUNDLER CORPORATION

New York N. Y.

MANUFACTURERS



THE PHONOGRAPH DE LUXE

Made for the progressive merchant who has foresight enough to realize that if he wants his business to grow he must handle a product which will advertise him through its owner.

More Sales and Profits will be yours if you handle this line.

Distinctive Designs
Highest Grade Equipment
Beautiful Quality of Tone
Prompt Deliveries.

The
EXCEL
Talking Machine

TO EXCEL DEALERS WE
OFFER AN AMPLE SUPPLY
OF RECORDS OF WELL
KNOWN STANDARD MAKES.

We Invite Comparisons—Read Our Offer

TO ANY RELIABLE MERCHANT

We will send one or more on approval. If satisfactory, you will honor invoice on maturity. If not, return the machine at our expense. Have you ever received a fairer offer? Take advantage of it today and become an Excel dealer.



EXECUTIVE OFFICES: 136 West 23d Street, New York

FACTORIES: Holland, Mich.; Jamestown, N. Y.; Chicago, Ill.

Write for catalog and full particulars

One of many

MULTIPLEX
 Record Selling
FIXTURES



The SELF-SERVICE Idea *Increases Record Sales*

Ordinarily 95 per cent. of all records in stock are out of sight—and out of reach of your record customers.

And yet—folks buy by SIGHT as readily as by sound.

MULTIPLEX SELF-SERVICE **FIXTURES**

quickly turn records into cash, by displaying the records ATTRACTIVELY and CONVENIENTLY in Booths, and on Tables and Counters. They encourage each customer to buy “a few more.”

Write for NEW CATALOGUE telling about SELF-SERVICE MULTIPLEX No. 501, shown above, and many others.



MULTIPLEX No. 501



MULTIPLEX No. 502

MULTIPLEX DISPLAY FIXTURE CO.

922 North Tenth Street - ST. LOUIS, MO.

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

A NEW TYPE OF PHONOGRAPH

Brendonne Corp., Newark, N. J., Introduces New Bronze Talking Machine of Attractive and Unusual Design to the General Trade

The Brendonne Corp., 9 Central avenue, Newark, N. J., of which W. Harrison Cole is the president, has just announced to the trade a new phonograph of bronze structure, built by a special process on a non-resonating base, which is said to be of such proportion and weight as to avoid vibration and eliminate secondary sounds. The machine carries the name "Brendonne" and is manufactured in four styles: old bronze for the living room or library, verd antique for antique surroundings, French gold for the music room and silver for the boudoir.

The machine is equipped with an electric motor and carries specially manufactured reproducing apparatus. In announcing the Brendonne phonograph, its manufacturers have forwarded to the trade a most attractive catalog carrying reproductions of the various types, as well as other relative material. This volume is beautifully printed and produced.

PLANS TO REORGANIZE BUSINESS

Corporations in Which William Phillips Is Interested to Be Placed on a New Financial Basis at an Early Date, It Is Announced

William Phillips is energetically planning to reorganize the businesses conducted under the names of the Mutual Talking Machine Co. and the Supreme Phono Parts Co., of which two companies he was the founder and president. Both these companies encountered financial difficulties following the death of Col. A. H. Goetting, who was financially interested in these concerns to a substantial degree, and the usual court procedure resulted. Mr. Phillips expects to shortly receive additional financial backing and to reorganize the affairs of both these companies at an early date.

COLUMBIA MANAGERS TO CONVENE

Annual Meeting of Branch Managers to Be Held in New York on January 3 to 6, 1921—Live Program Planned

The annual convention of branch managers of the Columbia Graphophone Co. for 1921 will be held in New York City, January 3 to 6, inclusive. Headquarters will be at the Hotel Pennsylvania. The program includes a trip to Bridgeport, which will last all day Monday, January 3. While in Bridgeport a thorough inspection of the factory will be made. Tuesday morning the formal business sessions will begin, and these will continue through to Thursday. Tuesday night there will be a theatre party at the Hippodrome, and Thursday night the annual banquet will be held in the Southeast Ballroom of the Hotel Pennsylvania, the same place as last year. During the banquet exceptional entertainment will be provided by a number of the Columbia company's most famous artists.

All functions will be presided over by George W. Hopkins, general sales manager of the Columbia Co., who announces that the keynote of the convention will be "Selling," certainly a most timely topic.

Simultaneously with the above convention the branch managers of the Dictaphone division will gather for their annual convention. Their meetings will be presided over by C. K. Woodbridge, sales manager of the Dictaphone division. There will be joint sessions affecting general policy and points of common interest, which will be attended by the branch managers of both the Grafonola and Dictaphone divisions. Other meetings pertaining to the individual problems of the two different products will be attended exclusively by members specializing on one of the two products.

Reflection increases the vigor of the mind as exercise does the strength of the body.—Levis.

INCREASED TRADE IN LOS ANGELES

November Business Totals Very Satisfactory—Victrola Inspires Elinor Glyn

LOS ANGELES, CAL., December 3.—The month of November proved to be a very satisfactory one from a sales standpoint among the various establishments in this city. Totals showed a large increase over the corresponding period of last year and there is every indication that December will come up to expectations and that the usual high volume of sales will eclipse everything that has gone before.

Finds Inspiration in Music

Elinor Glyn, who is internationally famous as writer and authoress, has been recently engaged by the Famous Players-Lasky Co. to write a series of scenarios, the contract requiring that she come to southern California for that purpose. Mrs. Glyn is now residing in Hollywood. A week or two ago she purchased a Victrola from Richardson's, Inc., together with a number of Victor records. She declares that the instrument has been a life-saver to her; all of her writings have been done in the past at her own home in England and she had had considerable difficulty in concentrating and settling down to work until the advent of the Victrola, which she has found to be an unfailing source of inspiration.

Aeolian Manager Motors North

H. M. Hull, Pacific Coast manager of the Aeolian Co. of California, spent a few days in the Southland and drove up through the Valley to San Francisco in company with Southern California Representative Darvill. The latter returned by way of the Coast route and visited most of the Coast towns en route. He is optimistic regarding business.

Toscanini is due to arrive in New York next week. His first work in the United States will be to make records for the Victor Talking Machine Co.

U-SAV-YOUR

(Reg. U. S. Patent Office)

CLEANSER and DRESSING

Especially Made for the

VICTROLA

A Permanent, Beautiful Polish

Weather takes the life out of wood. U-Sav-Your "feeds" it, thereby maintaining the beauty of the cabinet. Send your Victrola "out right." Clean the finger and weather marks away. Do "your" part and customers will again trade with you.

—Sold only by Victor Dealers—

Dealers:—If you cannot be supplied by your jobbers write to us for our proposition.

Discounts very attractive; repeat business guaranteed.

U-SAV-YOUR MFG. COMPANY

33 PERKINS AVE.

WARREN, MASS.



GENERAL PHONOGRAPH CORP. DEALERS HOLD CONFERENCE

Gather in Large Numbers at McAlpin Hotel, New York, on December 8 for Purpose of Discussing Business Prospects and Listening to Talks by Various Company Officials

An invitation meeting, very well attended by talking machine dealers located in the Metropolitan district, was held on the afternoon of Wednesday, December 8th, by the New York Distributing Division of the General Phonograph Corp., in the Green Room of the McAlpin Hotel.

The meeting opened with an address by Lambert Friedl, manager of the recently created New York Distributing Division. He outlined business conditions as they have existed during the past two years, pointing out that many things which could endure in a seller's market must pass with the return of a buyer's market. His talk included a very urgent appeal for the "open shop," and he not only recommended but predicted that those retailers will cater best to the wants of the public who are not too exclusive in the number of lines they represent. He seconded this by saying that whatever lines the retailer chooses, they should, of course, be of a strictly high quality sort.

He explained that as a result of shortages existing during the war and following the war the public became rather timid in its buying requirements. This condition, he believes, is now passing and will be almost entirely absent during 1921, which he maintains will be very much of a shopping year. Henceforth, Mr. Friedl believes, the dealer will prosper most who is careful in offering to the public the products which the public desires.

He described record buying as "mood buying," and said that, when a sale is lost through not being able to offer a customer what his particular mood makes him want, it is not merely a case of losing a sale but is, in reality, losing a customer whose long-time patronage may be very great.

He concluded by explaining the salient points of the Okeh record organization and of the

service which the New York Distributing Division will be able to offer to its clients.

John Cromelin, general sales manager of the General Phonograph Corp., spoke next and devoted his time to a discussion of the personnel in the executive posts of the Okeh organization. He traced the experience which each member has had in the phonograph industry, which in most cases amounts to or exceeds twenty years.

He also announced that the production capacity of the Okeh record plant has been materially increased and the matrix process improved. He explained the arrangement

VICTOR ARTISTS IN WILKES-BARRE

Appear Before Audience of 2,500 in Capitol Theatre, That City, Recently

The Eight Famous Victor Artists recently appeared in Wilkes-Barre, Pa., under the auspices of Landau's Music & Jewelry Store, and attracted an audience that filled the Capitol Theatre to capacity. The theatre has 2,500 seats, which were disposed of at prices ranging from \$1 to \$2. While in Wilkes-Barre the artists enjoyed themselves in the Landau store by trying on six or seven-carat diamond rings.

\$3,405,590 FOR NEW BUILDINGS

On January 1, 1920, the Victor Co. had placed outstanding orders for new buildings and equipment which amounted to \$645,221. Eight months later, August, 1920, additional orders were placed for buildings and equipment to the amount of \$2,760,369, making a grand total for the year of \$3,405,590. This is in preparation for greater production in all departments of the company during the coming year.

which has been made whereby the company will be able to offer records which have been made by a large number of the leading record manufacturers of Europe, so that the Okeh foreign record catalog will be very extensive.

Otto Heineman, president of the General Phonograph Corp., was then called on and responded with a brief but well-pointed discourse on the progress which the General Corp. has made to date, its outlook for the future, and the reasons therefor.

Between the talks entertainment was provided by Okeh record artists, whose contributions were enjoyed by those present.

Mr. Friedl closed the session with a tribute to the trade press of the music industry, and the recommendation that all retailers make a point of reading the trade papers in a very careful manner.

MANY INSTALLATIONS MADE

Van Veen & Co., Inc., Equipping Bloomingdale and Ditson Establishments—Report on Conditions Indicates Steady Expansion

Van Veen & Co., Inc., are installing large and sumptuous equipment in the talking machine department of Bloomingdale's big New York department store and will also equip the headquarters of Charles H. Ditson & Co., Victor distributors of New York City, with a model Victrola shop. These two big installations are only a few of many being made by Van Veen & Co. at the present time. In discussing the future, A. L. Van Veen, president of the company, was entirely optimistic. Not only are there a number of orders for future installations on hand, but Mr. Van Veen reports that a very large number of dealers are planning additional equipment for their warerooms and are only awaiting a slight improvement in general business conditions to order this work commenced.

Yesterday's mistake corrected to-day paves the road to to-morrow's success.

The Best Seller in the Phonograph Field

THE AEOLIAN-VOCALION

*The Phonograph That Is Different
—and Better Than All the Rest*

The Vocalion fairly bristles with "talking points." And every one of them is sound.

The Aeolian Company are the world's largest manufacturers of musical instruments; know more about "tone" than any one else; build some instruments (Pipe Organs) that bring as much as \$100,000. Their phonograph—the Aeolian-Vocalion—has a better tone than any other.

The Vocalion is the handsomest phonograph. The Aeolian Company build wonderful cases for grand pianos and other costly instruments. Why shouldn't they build the finest phonograph cases?

IT'S THE ONLY PHONOGRAPH WITH THE GRADUOLA

And the Graduola is the only practical and artistic tone-control ever devised for a phonograph.

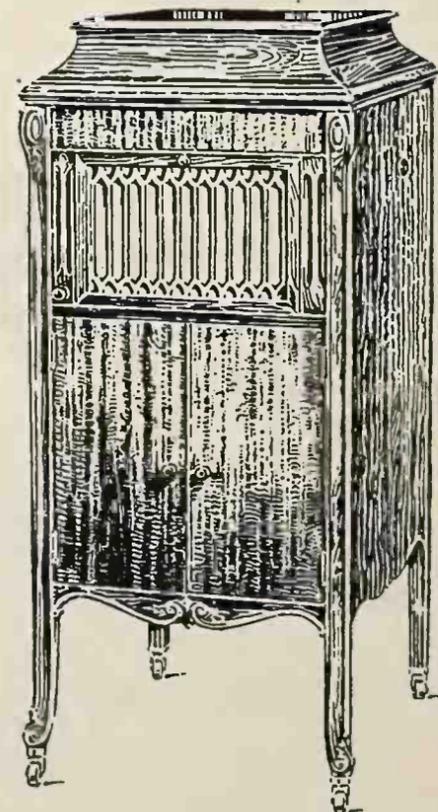
When people who have been shopping around for a phonograph get hold of the Graduola and begin to play the phonograph themselves, it's all over but the shouting. No other phonograph has a chance.

Write us quick—cinch your territory

We are prepared to fill all orders for Aeolian-Vocalions and Vocalion Records



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



WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

WANTED—Broad-minded, experienced man of impressionable integrity and ability, as general superintendent and production manager of phonograph factory located on the Pacific Coast. Address, with references, experience, age and salary ideas. All replies confidential. "Box 878," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—I am a retail and wholesale sales executive capable of managing a retail phonograph or piano store, obtaining and training the organization therefor. For personal reasons I am resigning from my present position about the first of February and am interested in securing a good connection. My salary is neither high nor low, but such as I do ask I can completely earn. Address "Box 880," care The Talking Machine World, 373 Fourth Ave., New York City.

SUPERINTENDENT OR PRODUCTION MAN—Are you getting the results from your factory? Is your pay roll too high for the production you get? Does your pay roll eat up your profit or do you get it? The time has come where production and quality and good system pays. Have you got one? Let me show you how. Reference A-1. Address "D. C. 6," care The Talking Machine World, 209 S. State St., Chicago, Ill.

WANTED—Back issue of "The Voice of the Victor." State dates and price desired. Address Box 877, 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.

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—Furniture and phonograph salesmen to handle our line on commission basis. American Talking Machine Co., Inc., Bloomsburg, Pa.

WANTED—Position as manager of talking machine department or store. Thoroughly conversant with management of salesmen, dealing with public, and modern merchandising methods. Wholesale and retail experience in Columbia. Don't answer unless you are prepared to pay for a real manager. Box "879," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—First-class phonograph salesman would like to make connections with a cabinet manufacturer of consoles and uprights on a strictly commission basis, for States of Michigan and Ohio. Write at once to Salesman, care-757 Gratiot Ave., Detroit, Mich.

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.

RECORDS PRESSED

With or without your stock.

STOCK ROLLED or BLANKED or BOTH

Brooklyn, N. Y. Plant now prepared to accept additional contracts, large or small. Densite Products Mfg. Co., 311-313-315 Ellery St., Brooklyn, N. Y.

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.

FOR SALE OR TRADE

160-acre farm, good rich soil, level. Want stock of pianos and phonographs. Might consider phonograph cabinets of good construction and finish. Describe your merchandise thoroughly. O. C. Potts, Unionville, Mo.

WANTED

Talking machine motors in large lots of good make, single or double springs. Kindly state what type they are and lowest cash price. Address Box "875," care The Talking Machine World, 373 Fourth Ave., New York City.

MUSIC STORE

For sale, on account of pressure of other business, we will sell our beautiful, well appointed store at inventory, about \$10,000. Located in west Pennsylvania. We handle high-class standard lines; no near competition; the only exclusive music store in this section. A little gold mine for some one. With this store goes a beautiful furnished apartment. Write or wire Box "876," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

1650 Veneer packing boxes in knocked down condition, size 43 x 22 x 20 inches, at \$1.00 apiece, F. O. B. Baltimore, Md. American Cabinet Mfg. Co., Newport News, Va.

FOR SALE

Music store holding Columbia franchise for records and machines, in Williamsport, Pa., a city of 40,000 population and 40,000 more within a radius of ten miles. Unusual opportunity for any one desiring a business of this kind. For further particulars, address Union Music Co., Harrisburg, Pa.

THIS IS YOUR OPPORTUNITY

Exclusive Edison (Disc and Cylinder) and Brunswick phonograph business for sale. Also carry line of small musical goods, sewing machines and supplies. A big opportunity for a live wire. Business in A-1 condition now and making money. Good reason for selling. If interested write or call and see me; will be pleased to answer inquiries. Address, No. 955 Grove St., Meadville, Pa.

FOR SALE

On account of other business, good will and small stock in high-class town of 6,000. Good agency of popular machines. Can be transferred if necessary. A. Stein, Cranford, N. J.

RECORD Delivery ENVELOPES \$4.75 Per M
CALENDARS, 1921
 For Columbia dealers, 4 cents each
 Write for samples
RAIGOR ART & MUSIC CO., St. Louis, Mo.

FOR SALE

In the heart of retail district of Columbia, Pa. Exclusive talking machine store. Columbia and Sonora lines. Two booths and record rack with capacity of thirty-five hundred records. Store room with two windows; rent \$30, monthly. Will sell at current net prices. Inventory including equipment, about \$4,500. Terms cash. Communicate with Home Music Co., 37-39 West King St., Lancaster, Pa.

JOBS AT SPECIAL PRICES FOR THE TRADE FOR IMMEDIATE DELIVERY

5,000 Record Albums, 10 and 12 inch; 100,000 green record covers, 10 and 12 inch; 10,000,000 needles, best make, loud, soft and medium; 50,000 records, Columbia, Victor, Edison disc and cylinder, Pathé, Emerson and Okeh. Columbia Grafonolas and Edison disc machines. We buy and sell for cash any make, disc or cylinder records. Dealers, what have you to sell? Weil's Curiosity Shop, 20 South Second St., Philadelphia, Pa.

CABINETS

Complete or in the white. Beautiful designs in all sizes. Oak, Mahogany or Walnut for immediate delivery. Send for circular. EVERETT HUNTER MFG. CO., McHenry, Ill.

FOR SALE OR ROYALTY

The latest and best improvement in phonograph cases. A combination in a cabinet in which the doors open and disappear into the cabinet when the lid is lifted to insert the record without touching the doors. No knobs or hardware on outside of case. Would give exclusive right to the proper party. Can try it out beforehand as to selling qualities, but must act at once. Address C. B. Landis, 1718 Park Ave., Philadelphia, Pa.

FOR SALE

Phonograph motors, cheap, about 800 Heineman type, double spring motors, cast iron frame. Also the tools, dies, jigs for the same. Will sell only motors, or all. F. Toth & Co., 12 S. Jefferson St., Chicago, Ill.

Exceptional Offer

Five hundred Repeat-O-Graphs at \$2.50 each. Latest style, all in original boxes as received from factory. How many can you use? Write quick. Iver Johnson Sporting Goods Co., Boston, Mass.

FOR SALE

Victrolas, Sonoras, Grafonolas, Victor and Columbia records. Small table phonographs, \$10.00. Record albums. Needles, 4c a package. Motors, accessories. Anything required in the phonograph line at reduced prices. Will also buy anything you have to sell in the phonograph line. Mandell & Co., 88 Rivington St., New York City.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

British Gramophone Trade Picking Up Gradually But Public Is Not in Any Live Buying Mood—Foreign Competition Proving Troublesome—Talk of an Anti-Dumping Bill—Waiting for the Aeolian Record—Effort Being Made to Encourage British Manufacture of Parts and Accessories—British Gramophone Motors Co. in Bankruptcy—Interesting Features of the New Record List—Preparing for British Industries Fair—Current Trade Happenings of Interest to the Industry

LONDON, E. C., November 27.—We were in the midst of an unfortunate set of circumstances when last I reported from this side. The coal strike was then upon us, but now happily settled, the British gramophone trade is once again able to concentrate upon the development of its business. Though serious in its immediate results upon industry in general, the strike did not last long enough to actually paralyze business; at least, not to any permanent extent. Which is all to the good. It, however, came upon the gramophone trade at a most inopportune time, just when traders began to feel that things were really moving after an all too prolonged depression. The result was to put back the season by at least a month, meaning so much lost trade that is impossible to regain or make good to its full extent.

As I write, business certainly is moving in the right direction; picking up gradually, and if not as quickly as could be desired, there are sure signs of a busy time between now and Christmas. I should not be reflecting conditions accurately, however, were I to pass over

the fact, patent to all engaged in the trade, that gramophone and record sales are still much below mark. There is a want of energy about the trade these days that calls for explanation. It is lethargic. By no means the fault of manufacturers or the wholesale houses, for propaganda in the shape of liberal publicity and sales schemes are well to the fore. And in the case of machines, even a few makes of records, reduced prices are in force which should have the effect of stimulating the public to buy and to buy well. But is the public buying? Not to a satisfactory extent, say the dealers. On the other hand many firms incline to the belief that the answer may be found in the fact that continental competition is again a strong factor to be considered. In this regard it is interesting to note that during the first nine months of this year we imported from Germany alone 874,914 complete musical instruments to the value of £316,805. This takes no account of parts and accessories, or of musical instrument imports from such countries as Switzerland, France, Belgium, Austria, Hungary, Czechoslovakia, or America. The total from all sources represents a very serious element of competition with British manufactures, taking into account the low value of most foreign money on this market.

The Price Situation

It would be a clever man who could find a solution of the price difficulties which cloud and restrict British trade. With the German mark, for instance, representing a present value here of 3-4d. against the normal 1s., a somewhat serious state of affairs confronts British manu-

facturers, notwithstanding the existence of an import tariff of 33 1-3 per cent. In comparison with the value of the mark in Germany, their manufacturers are asking big prices for goods exported to England. But if they charge for an exported article five or six times more than it would fetch in their own country, the Germans can still better the market prices of British goods by reason of the low rate of the money exchange values. First-class sound boxes and tone arms, among other items, have been offered here at prices something like a third less than the prevailing British wholesale rates. A serious state of affairs!

The Government is again talking (it has been talking overlong) about an anti-dumping bill. The definition of "anti-dumping," as semi-officially accepted, covers goods sold in this country at prices below market rates or cost in the country of origin. That will not help the British gramophone trade one iota, because it is impossible to measure the comparative prices other than by current money values. The whole fact of the matter is that British firms cannot rely upon extraneous help or official assistance at this time. As in pre-war days, so in 1920 and after our trade will be based upon that spirit of enterprise and perseverance which has contributed to making the British Empire what it is!

The Aeolian Record Promised

It has been known for a considerable time that the Aeolian Co. were banking on the issue of their new record this season and although official advice of its being ready will be announced within the near future, if not ere these



"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: Cle. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balhaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbarger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 84, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

The **VULCAN MAIN SPRINGS**
 The **VULCAN** Mainspring for TALKING MACHINES
 MANUFACTURED by J. Stead & Co Ltd Sheffield.
BRITISH MADE

J. STEAD & CO LTD
 MANOR WORKS
 SHEFFIELD

SEND *to-day* for SAMPLES & PRICES

lines appear, at the moment of writing dealers have not been furnished with any information. The new record is of a quality that will at once appeal to the trade and to music lovers. A big publicity campaign will go under way as soon as conditions permit, and we are asked to expect some big moves. However, all the good news will be published here as soon as possible.

British Talking Machine Productions

At this period when so much is being made of the increasing competition in gramophone goods as a direct outcome of the almost daily expansion of imports into the United Kingdom, particularly from Germany, it is timely to remind the trade of another kind of expansion, to wit: British gramophone manufactures. In pre-war days this market was virtually under the monopoly of foreign goods. Our business now is so far to encourage home productions as to even preclude the possibility of a return to such complete foreign domination. The non-trading-with-Germany stunt is worn out; it is now regarded generally as stuff-and-nonsense, because without the commercial tie there can be no lasting good relationship between the nations of the world. Recognition of this fact will help to a better understanding in arriving at a reasonable method by which our manufacturers can successfully meet competition from abroad. There is room for the adoption of a common policy between British gramophone and parts manufacturers—a policy well defined along lines that may not be said to restrict healthy

FROM OUR LONDON HEADQUARTERS—(Continued from page 200)

competitive action as it has existed in the past.

I would suggest that here is just such a case as could with advantage be discussed by the association of gramophone manufacturers and wholesale dealers. It might make a commencement in the direction of examining the relative costs of production, and perhaps, through the channel of a small investigating committee, produce statistics and make suitable report that would be at once helpful in suggesting new buying sources of raw materials, offer good advice as to the prospect of a saving here or there in manufacturing costs by reason of adoption of new ideas or devices in labor and machinery, not to mention so-called overhead charges, which, in many cases, are so heavy as to exert a really crippling effect upon the ultimate selling price.

Let us remember that the selling price of an article is really determined by first costs. If these are over-heavy, as I believe is actually the case in the production of many British gramophone component parts and accessories, sales are at once affected by foreign competition, because, somehow or other, despite high wages in (for instance) Switzerland, and despite the import duty of 33 1-3 per cent, the current price of Swiss goods on the British market is less than that of our own manufactures. British manufacturers should most certainly go into this question more thoroughly

than has been done. They are on the move to some extent, but as this is really a national question it should be taken up, I suggest, by a central authority on behalf of the whole trade. **British Gramophone Motors Co. in Bankruptcy**

A meeting of the creditors and contributories of the above company was held before E. P. Phillips, the assistant official receiver, at Carey street, London. A compulsory winding up order was made June 29. According to the statement of affairs filed, liabilities are estimated at £11,209, of which £8,388 is unsecured and expected to rank against estimated assets of £19,375. Mr. Phillips read from a statement put in what may be described as the inception and history of the company and its doings. At the end of November, 1919, the company's funds were exhausted, and an overdraft of £2,000 was obtained from their bankers. This was expended during the same month. Debentures were issued in March, 1920, and in June two creditors who had secured judgment issued execution on the property of the company. The debenture holders appointed a receiver—Stewart Cole—and that gentleman was now in possession and carrying on the business. All along the business had been carried on at a loss and its manufacturers sold under cost. After considerable discussion, the meeting expressed itself by vote as being in favor of the appointment of Stewart Cole as liquidator, and formal application has accordingly been made to the court.

Public Examination of Ernest Jennings

At the London bankruptcy court the public examination was held of Ernest Jennings, company director. The statement of affairs showed gross liabilities of £973, of which £773 was expected to rank for dividend. The assets were absorbed by preferential claims, the deficiency thus being £773.

Francis Alfred Jennings

The first meeting of creditors was held on October 13, at 14 Bedford Row, London, W. C. The statement of affairs filed by debtor showed gross liabilities amounting to £4,265 8s. 7d., of which £1,363 12s. 1d. was expected to rank against the estate for dividend. The assets were returned at £4,458 17s. 6d., thus showing a surplus of assets over liabilities amounting to £3,095 5s. 5d. A. G. White, chartered accountant, was appointed trustee, assisted by a committee of inspection.

New Postal Rates

It is not expected that any action imposing an increased rate of postage applicable to post-cards and circulars in this country can be taken until next year. The International Postal Convention at Madrid may conclude its labors next month. Its findings will almost certainly reflect increased rates for foreign postages.

"His Master's Voice" Annual Report

For the last fiscal year the Gramophone Co.'s gross profit amounts to £150,962, against £145,-
 (Continued on page 202)

"PERFECT POINTS"

BRITAIN'S BEST
Gramophone Needle
(Guaranteed made from High Carbon Steel)

IS MADE BY

W. R. STEEL, of REDDITCH,
 Head Office and Works—QUEEN ST.

Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

RESULT:
A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality

INQUIRIES SOLICITED
 Special Quotations for Quantities

Manufacturer of all Kinds of Sewing Needles

EDISON BELL


WINNER
 TRADE MARK
GRAMOPHONE RECORDS

 CABLE
 "PHONOKINO,
 LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES
Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH:

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England
FROM OUR LONDON HEADQUARTERS—(Continued from page 201)

397; dividend 10 per cent and 5 per cent bonus, against a dividend of 15 per cent and 50 per cent share bonus. The carry-forward is £40,100, against £40,900 the previous year. It should be remembered that the capital of the company was this year increased from £850,000 to £1,700,000. The shareholders' meeting will doubtless take place in time for a report to be drafted and published in our next issue.

Miscellaneous News Items of Interest

The Gramophone Retail Dealers' Association, among whose members are many of the principal firms, is anxious to co-operate with local gramophone trade associations, of which there are a few established over the country. Affiliation is suggested.

Heifetz, the violinist, is back in England, where he plans to remain until next Spring. He has appeared to delighted audiences in London, and is now touring the chief provincial towns. The "His Master's Voice" report the issue of several new records by this genius.

Two of our well-known pianoforte houses—John Broadwood & Sons, Ltd., and John Brinsmead & Sons, Ltd.—are busy on the production of new gramophones which are said to embody some exclusive features.

Pathé Frères Ltd. have now moved into their new factory at Barry road, Stonebridge Park, London. The City road offices and West Drayton works have been vacated. All communications should in future be sent to the new address.

A series of discs illustrative of the various instruments of the orchestra are promised us shortly. Does this indicate that in future our theatre and restaurant orchestras will be of a purely mechanical turn?

A Winner Prize Band Achievement

The prize winning test-piece, "Coriolanus," which secured the ten thousand guineas cham-

pionship trophy at the recent Crystal Palace band contest, has been recorded exclusively for Edison Bell "Winner" records by the prize band itself, i. e., the St. Hilda Colliery Band. "Coriolanus" is magnificently recorded, and as it can only be obtained appropriately enough on "Winners," the Edison Bell people have found it necessary to run special shifts to cope with the demand.

The Hodder-Columbia Bubble Books

A series of picture and story record books have been issued by Hodder & Stoughton, the well-known publishers, in conjunction with the Columbia Co. Of the ten books so far published each contains three special Columbia records which aurally illustrate the rhymes, nursery tales and beautiful pictures therein. "Simple Simon," "Little Bo-Peep," "Old King Cole," are samples of the ever-green fairy tales alluringly told by the Bubble books in picture and prose. They become additionally attractive with the assistance of records, an irresistible joy to the youngsters.

"His Master's Voice" Opera at Home

Under the title of "Opera at Home" a very useful and instructive book has reached us from the Gramophone Co. Ltd. The repertoire of the principal grand opera companies is limited, perforce, to a certain number of works, and many of the older operas have dropped out entirely, to make room for more modern favorites. Indeed, but for "His Master's Voice," many vocal gems would seldom, if ever, be heard. The company has, therefore, prepared an authoritative book dealing with no fewer than 122 of the most famous operas, past and present, giving their stories, the titles (in English and the original language) of the principal musical numbers, and, if recorded, the names of the articles and the reference numbers of the records. Nowadays one hears much of the "Silent Salesman."

Here is a wonderful example, which will make every lover of opera an "His Master's Voice" enthusiast. "Opera at Home" will retail at 1s. net, and will be subject to the usual trade discount.

The Music Trade Section of the B. I. F.

A largely attended meeting of British gramophone and other musical instrument firms was held recently at the offices of the Federation of British Music Industries to discuss and agree upon a common policy in regard to representation at the British Industries Fair, 1921. Over fifty leading firms have already booked space to the extent of about 14,000 square feet. Exhibitors agreed to contribute to an advertising fund to be devoted to the issue of an interesting booklet containing a list of exhibitors, with particulars of their exhibits, and a descriptive article on the progress of British music industry. It is to be printed in various languages and circulated to foreign buyers. The meeting also resolved upon the use of what is described as the "shell" type of stand, with a distinctive and uniform color scheme. From all of which it is agreeable to anticipate that next year's British Industries Fair, as far as the music section at least is concerned, will be a much more distinctive and representative show than its predecessor.

France Not Satisfied With Her Export Trade

The current year's export of all kinds of French-made musical instruments shows a decided increase upon the figures for 1919. According to French manufacturers, however, they do not regard the progress indicated as altogether satisfactory in view of the fact that the home demand is almost fully met. Active efforts are under way to cultivate a considerably larger export business.

Some Exceptionally Good Record Issues

Winners of the Grand Championship of England at the Crystal Palace contest, the St. Hilda Colliery Band has naturally achieved great fame

AUSTRALIA.

 Herbert G. Polyblank,
 SYDNEY,
 N.S.W.

BELGIUM.

 P. Carton,
 Rue Karel Ooms, 11,
 ANVERS.

ITALY.

 G. Menaboni,
 Via S. Sebastiano 2,
 LIVORNO.

SPAIN.

 Ernesto Verdu,
 ALICANTE.

ENGLAND.

 A. Waite & Co., Ltd.,
 15-17 Figtree Lane,
 SHEFFIELD.

**Songster
 Talking
 Machine
 Needles**

 Manufactured by J. STEAD & CO. LTD.
 MANOR WORKS. SHEFFIELD ENGLAND.


throughout the land. Their playings on records are in wide demand. The British Zonophone Company made arrangements several months ago by which they were able to issue records well in advance of other companies. The St. Hilda Band discs represent exceptionally fine examples of band recording, the two latest being No. 2059, "Abide With Me" and "Simeon;" No. 2060, "Slaidburn" and "Farewell, My Comrades."

Another record of special merit is No. 2071, "National Melodies" and "Carnival of Venice" (Op. 78) by John Amadio, the celebrated flutist. In the former he treats us to a most pleasing exhibition of a bass flute, a flute and a piccolo, which he plays alternately.

The blending of the mixed voices in the Zono Concert Quartette record No. 2072, "Christmas Morn" and "Christmas Comes But Once a Year," contributes to the making of a very satisfactory record.

Other good issues by Zonophone are: "I'm Getting Tired of Playing Second Fiddle" and "Can You Tame Wild Wimmen," both one-steps, by the Black Diamond Band; "Little Playmates" and "The Carrier's Courtship," by Foster Richardson; and "Wyoming Lullaby" and "Lindy's Wedding," by Herbert Payne.

2,000,000 Gramophone Needles Stolen!

Four men have been sent for trial on a charge of stealing and receiving 2,000,000 needles and sound boxes of the value of £618, the property of the Gramophone Co., Ltd., Hayes.

Recording of "The Yeomen of the Guard"

Another operatic contribution of note has been published by the "His Master's Voice" Co., it being no less than the complete recording of the famous Gilbert & Sullivan "The Yeomen of the Guard." To assure a perfect rendering a brilliant cast of leading artists were engaged, in collaboration with Rupert D'Oyly Carte in its production. The records number eleven and are put up in an artistic album at the retail selling price of £4 13s. 6d. The issue is being well advertised, and the liberal supply of attractive publicity matter, including a striking poster in colors, has been furnished for dealers' use. "The Yeomen of the Guard" is the third complete recording by "His Master's Voice" of the

FROM OUR LONDON HEADQUARTERS—(Continued from page 202)

**Horn, Hornless and Table-Grand
GRAMOPHONES**

FOR
EXPORT

Please State Your Requirements

**REX GRAMOPHONE CO. 2 Elizabeth Place
Rivington Street, LONDON, E.C. 2, England**
Cable Address "Lyrecodisc, London"

Gilbert & Sullivan operas.

Bankruptcy Law Reform Urgent

The increase in the number of bankruptcies and deeds of arrangement this year as compared with last over a similar period is the outcome of depressed trade and less freedom of credit facilities. And this says nothing of the large army of traders who are able to compound with their creditors. The secretary of the National Union of Manufacturers says that our bankruptcy laws are so expensive and dilatory that commercial men are willing to accept any reasonable offer from a debtor, rather than put the case into bankruptcy. The Union is pressing for a reform of the law.

A £1,000 Advertisement

At a cost of about £1,000, the "His Master's Voice" gramophones were attractively advertised on the front page of the Daily Mail, November 4 issue. It told the story of "the most famous musical instruments in the world" to a wide public, and, as usual on these occasions, pulls of the advertisement specially printed on fine art paper were to be seen prominently displayed in the windows of "His Master's Voice" agents.

British Music Industries Urge Co-operation

"Let us co-operate" is the battle cry of a recent appeal to music traders this side by the above Federation. Dealers are particularly urged to link up with the association and thereby increase the power and influence of the Federation. It is a serious attempt to encourage dealers to think nationally—to take the broad view that by supporting the Federation they are in reality doing their bit to win the

peace just in the same way as each contributed to win the war. The trade is being taught to think British, to act British and to in every way foster the national spirit by educating the British public to take a greater personal interest in British music and its industry. This is being done by the Federation to the extent of 60 per cent of its revenue, and as that is directly advertising the British music industry by propaganda it is up to every member of the trade to accord the Federation practical and financial support. The permanent success of the movement depends on the British music dealer!

U. K. Trade With Canada

F. W. Field, H. M. Trade Commissioner in Toronto, who is at present at the Department of Overseas Trade prepared to interview firms interested in the extension of British trade with the Dominion, writes:

"There was never a better time for United Kingdom manufacturers to establish or strengthen their trade connections in Canada. While there is a temporary lull in demand there, this is likely to be of brief duration. Canadian importers are anxious to place their orders in the United Kingdom, and they can pay cash for most of their requirements. They have been compelled during recent years to purchase large quantities of merchandise in foreign countries, but there is an earnest desire to transfer this trade, as far as possible, to the United Kingdom and to other parts of the British Empire. It is a mistake for United Kingdom manufacturers to believe that the Canadian import trade is so largely in the hands of foreign countries that British traders have little opportunity to extend business there. Canada is probably a more difficult market than are certain others, but it offers considerable scope for the development of British trade. It is necessary, however, to approach the market in the manner best suited to local conditions, having in view its geographical position, its extended area, and the competition likely to be met. The Department of Overseas Trade is in a position to advise United Kingdom manufacturers on these matters."

COLUMBIA CO. PREPARES ATTRACTIVE HOLIDAY DISPLAY

The Dealer Service department of the Columbia Graphophone Co. has prepared for the use

records as Christmas gifts, portraying the Christmas thought throughout and faithfully tying up



Window Display Featuring Columbia Records as Christmas Gifts of Columbia dealers a splendid window display emphasizing the appropriateness of Columbia

Columbia national advertising for December. The Christmas spirit is conveyed in a deco-

orative color scheme of green and red, and carefully constructed copy and text on the individual units carry a tangible idea of the Christmas party appeal to old folks, young folks and the kiddies alike. The center-piece is a copy of Columbia's color magazine advertisements for the month. It is a three-plane unit with reindeer actually stepping out of the illustration. Four record hold cut-outs feature individual Columbia artists, while four unique panel cards support the center-piece and list record selections that make definite appeals to each member of the family.

SUGGESTS VICTROLA FOR XMAS

Victor Co. Prepares Special Dealer Helps and Window Display Material

"December is the one month when the public spends most freely, and Victor dealers should gather a big share of Christmas business, for there are no better gifts than Victrolas, Victor records, and the Victrola Book of the Opera," says the Victor trade letter.

"For this reason, our service takes on added value by directing the public thought to an ideal solution of the Christmas gift problem. Business in exact proportion to your efforts will result from an intelligent use of the service helps we are supplying for December."

Among the material furnished are: Two December hangers, two window streamers, one foreign hanger, numerical pasters, copies of December magazine, farm paper and educational advertising, copy of Saturday Evening Post advertisement.

DRAW YOUR CONCLUSION

An automobile knocks hardest when it is going uphill—a man knocks most when he is going down hill.

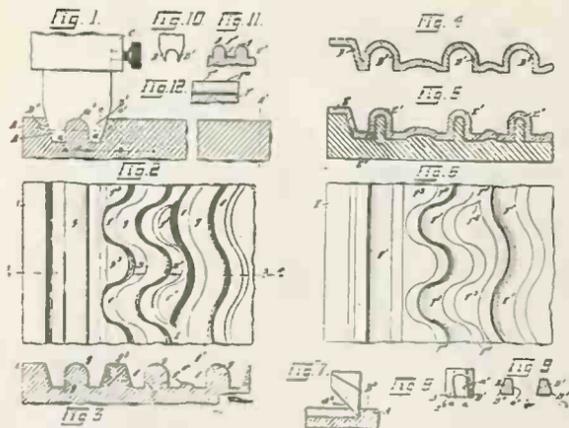
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., December 7.—Talking Machine Record and Method and Tool for Making Such Records. Frederick W. Matthews, West Orange, N. J., assignor to the Arrow Phonograph Corp., Newark, N. J. Patent No. 1,350,510.

In the making of flat or disc records for talking machines the present practice consists in cutting a record groove into the surface of a disc of relatively soft material by means of a recording stylus vibrated in accordance with the sound waves while the disc is being rotated, this stylus also moving gradually across the face of the disc, so that a spiral record groove is produced. The record thus cut can be used directly for reproducing sound, although in commercial manufacture this soft master record is not sold, but the records put on the market are duplicates obtained from the master record in well-known ways.

In contradistinction to the usual procedure outlined above, a record groove is not cut, but a soft record ridge is made on the face of the record disc, and the cut record thus obtained cannot be used directly for reproducing the recorded sounds, in conjunction with the usual talking machine reproducers, but from the first disc having a cut record ridge there is produced, by molding or similar operations, as explained below, commercial records having sound record grooves and therefore adapted to be played in conjunction with the customary reproducing needles or styli. It has been found in practice that records made in this novel manner possess marked advantages as to clearness of sound and absence of grating noises, and can be played a great number of times with the same needle without material injury to the record.

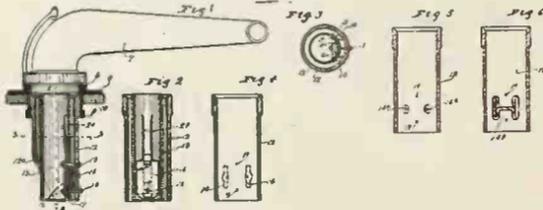
In the accompanying drawings, Figure 1 is a sectional view illustrating, on a very much enlarged scale, the manner of cutting a record ridge in accordance with the invention; Fig. 2 is a top plan view, likewise very much enlarged, of a portion of the cut record thus produced; Fig. 3 is a cross section on line 3—3 of Fig. 2; Fig. 4 is a cross section showing a corresponding portion of the matrix produced from the cut record; Fig. 5 is a cross section of a corresponding portion of the die produced from such matrix; Fig. 6 is a partial plan of a final or commercial record produced with the aid of said die; Fig. 7 is a side elevation of the cutting or recording stylus, showing it in cutting position with respect to the record to be cut; Fig. 8 is a bottom view of such stylus, and Fig. 9 is a cross



section through such stylus, taken on line 9—9 of Fig. 1. Fig. 10 is a front elevation of another form of recording stylus; Fig. 11 is a fragmentary sectional view, corresponding to Fig. 3, and showing the character of the groove cut with a stylus such as illustrated by Fig. 10, and Fig. 12 is a partial section taken lengthwise of the record groove of a commercial record made from a cut record as shown in Fig. 11.

Tone Modifier for Talking Machines. Fred W. Cooley, Minneapolis, Minn. Patent No. 1,352,115.

This invention relates to sound-reproducing machines generally designated as talking machines and has for its object to improve the tone qualities thereof, and is in the nature of an improvement on, or modification of, the tone modifier disclosed and claimed in pending application S. N. 303,711, filed June 12, 1919. Referring to the drawings: Figure 1 is a view chiefly in side elevation, but with some parts in section showing the invention applied to the tone arm of the machine; Fig. 2 is a vertical section taken through the tone modifier on the line 2—2 of Fig. 1; Fig. 3 is a horizontal section on the line 3—3 of Fig. 1; Fig. 4 is a section on the same line as Fig. 2, but showing only the outer tube of the



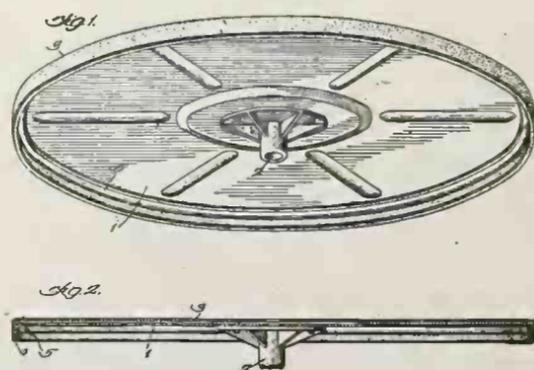
tone modifier; Figs. 5 and 6 are views corresponding to Fig. 4, but illustrating slightly modified forms of the connection between the inner and outer tubes of the tone modifier.

Turntable for Phonographs. Henry G. Saal, Chicago, Ill. Patent No. 1,352,224.

This invention relates to turntables employed for supporting phonograph disc records and has for its object the provision of improved means for covering such turntables with felt or other material that is employed to hold disc records in fixed relation with the turntables, the felt or equivalent sheet material having clinging or frictional engagement with the records for this purpose.

Disc record supporting turntables are usually formed with depending rims and this characteristic of construction is carried out in this invention. The sheet material is stretched over the top face of the turntable and over its depending rim and turned upwardly along the inner surface of the rim where the sheet material is engaged by a ring or other clamping device that preferably has very tight engagement with the sheet material forcibly to hold the same against the inner face of the turntable rim to maintain the sheet material taut over the top surface of the table and the outer and inner surfaces of the rim also.

If felt is employed as the sheet material which is to cover the turntable the edge thereof is not apt to fray, but if a fabric is employed



which is likely to fray the clamping ring will, by its tight engagement therewith, prevent the fraying from proceeding below the engaging zone of the ring.

This invention is more fully explained by reference to the accompanying drawing in which Figure 1 is a perspective view illustrating a turntable of the invention; Fig. 2 is a sectional view taken along a diametrical line.

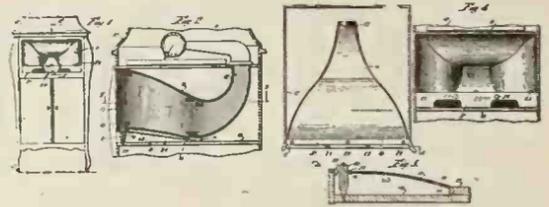
Articulator for Phonographs. Frank B. Long, Sacramento, Cal. Patent No. 1,352,291.

The object of the invention is to provide certain new and useful improvements in sound-recording and sound-reproducing machines

whereby the tone is amplified and distinctive enunciation is produced.

Another object is to provide the sound chamber of the phonograph into a sound board of a highly vibrant material subjected to edgewise pressure to form a crown on the sound board with a view to insure perfect vibration.

Another object is to throw back upon the



sound board the molecular vibrations emanating from the sound board.

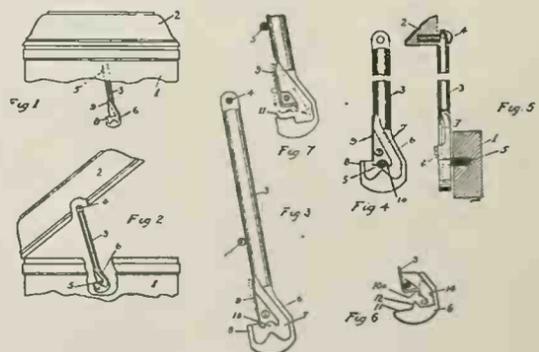
Figure 1 is a front elevation of the improved sound-reproducing machine; Fig. 2 is an enlarged front elevation of the sound chamber; Fig. 3 is a cross section of the same on the line 3—3 of Fig. 2; Fig. 4 is a sectional plan view of the same on the line 4—4 of Fig. 3, and Fig. 5 is a cross section of a modified form of the same.

Lid Support for Talking Machines. John Herzog, Saginaw, Mich., assignor to the Sonora Phonograph Co., New York. Patent No. 1,352,602.

This invention relates to boxes having hinged lids, such as cabinets of talking machines and the like and pertains more particularly to an improved means for holding a hinged lid in open position and for releasing the holding device to permit the lid to be closed, the functions of supporting the lid in open position and of releasing it and permitting it to be closed being performed by merely opening and closing the lid itself, without separately manipulating the device by which the lid is locked or released.

A further object is to provide a lid support having but one pivoted part capable of performing the foregoing functions without noise or rattling.

In the drawings, Figure 1 is a side view, broken away in part, showing the lid and upper part of a talking machine cabinet with lid-holding device attached, the device being shown in its closed position; Fig. 2 is a similar view, showing the lid in its open position and supported by the said device; Fig. 3 is an enlarged side view of the lid-supporting arm; Fig. 4 is a similar view, broken away in part, showing the position of the arm relative to the stop pin when the lid is locked in its open position; Fig. 5 is an edge view, showing the device attached



to the lid of a cabinet, the parts of the lid and cabinet body being indicated in cross section; Figs. 6 and 7 are fragmentary side views of modified forms of heads, the successive positions of the stop pin with relation to the head of the arm being indicated in dotted lines in Fig. 7.

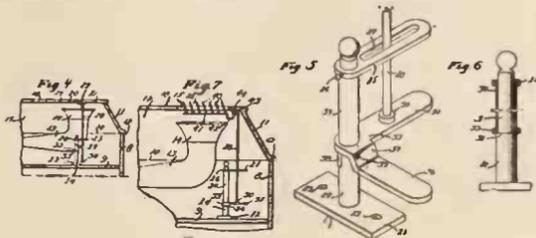
Talking Machine. Donato Di Carlo, Philadelphia, Pa. Patent No. 1,353,324.

One object of the present invention is to provide a talking machine of the cabinet type including a hole in its lid which will be normally closed by a door and to so construct the parts

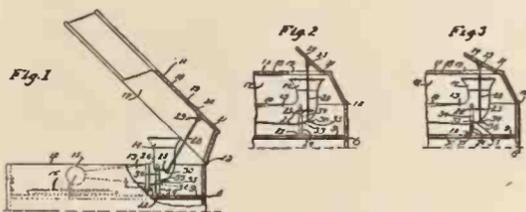
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 204)

that the door can be automatically opened by the closing of the lid after the machine has been started and so that the reproduced sounds which are transmitted within the cabinet will pass out through said hole in such manner as to be distinctly audible.

Figure 1 is a fragmentary side elevation of a talking machine made in accordance with the



invention, shown partly in section, and illustrating the lid raised to permit the starting of the machine; Fig. 2 is a view in sectional elevation showing the lid closed during the operation of the machine and also illustrating how a hole in said lid, normally closed by a door, can be opened to permit the reproduced sound from within the cabinet to pass outwardly there-through; the door being shown at an incline forwardly to serve as a means for deflecting the sound forwardly; Fig. 3 is a view similar to Fig. 2 showing how the apparatus can be adjusted so that the door can be opened to a different degree of incline from that shown in Fig. 2; Fig. 4 is a fragmentary sectional elevation showing the position of the parts when the machine is not intended for use and so that the door will effectively close the hole when the lid is shut; Fig. 5 is a perspective view of certain of the parts of the invention; Fig. 6 is an elevation, partly in section, showing certain of the parts illustrated in Fig. 5, and Fig. 7 is a



modification showing the door made up of a number of parts or slats instead of being made in one piece as shown in Figs. 1 to 4 inclusive.

Sound Box for Sound Recording and Reproducing Machines. Eldridge R. Johnson, Merion, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,353,479.

The object of this invention is to produce a sound box which is very sensitive, and is equally responsive to the fine, rapid, complex sound vibrations, and to the simple, less frequent or slower vibrations, whereby a true, accurate record of sound vibrations may be produced or reproduced by the use thereof.

Referring now to the drawings forming a part of this specification and in which the same reference letters are used to designate the same parts throughout the various views, Figure 1 is a front sectional view of a sound box embodying the invention; Fig. 2 is a side elevation of the same; Fig. 3 is a bottom plan view of the same; Fig. 4 is a fragmentary sectional view taken on the line 4-4 of Fig. 3; Fig. 5 is a fragmentary rear view of the lower portion of the sound box; Fig. 6 is a perspective view of

one form of the spring member of the stylus bar mounting; Fig. 7 is a fragmentary sectional view showing the way in which the spring member and the stylus bar may be connected together; Fig. 8 is a front elevational view of a modified form of the invention; Fig. 9 is a side elevational view of the same; Fig. 10 is a bottom plan view of the same; Fig. 11 is a fragmentary sectional view taken on the line 11-11 of Fig. 10; Fig. 12 is a fragmentary rear view of the lower portion of the sound box, showing the mounting for the stylus bar; Fig. 13 is a detail fragmentary view showing the manner of attaching the spring members to the stylus bar;

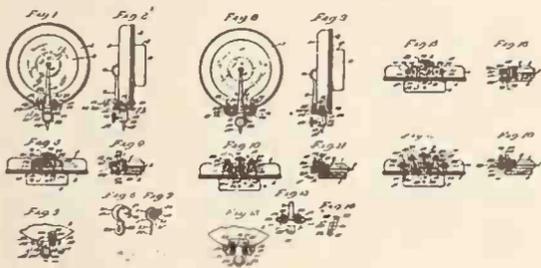


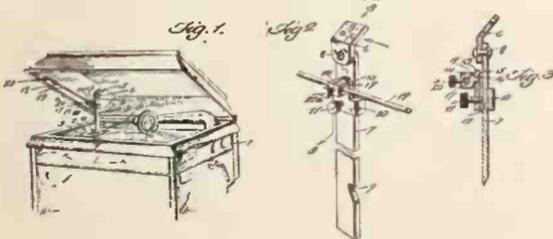
Fig. 14 is a plan view of one of the spring members used in the modification shown in Figs. 8 and 14; Fig. 15 is a further modified form of the invention; Fig. 15 is a fragmentary cross-sectional view of the same taken on the line 16-16 of Fig. 15; Fig. 17 is a further modification of the invention; and Fig. 18 is a fragmentary sectional view taken on the line 18-18 of Fig. 17.

Talking Machine Top Support and Release Therefor. George L. Parrish, Ricketts, Pa. Patent No. 1,353,540.

This invention relates to the art of attachments for cabinet talking machines wherein closed cabinet tops or covers are employed and particularly to an improved top support and release therefor for supporting the cover or top in an open position.

An object is to provide a device of this kind including means for closing the cover or top readily with one hand of the operator by applying a slight pressure on an actuating rod in order to unlatch the support for the cover.

Another object is to provide a manually actuated member movable longitudinally to release the supporting latch from engagement with the keeper, whereby the cover may easily lower,



the use of only one hand of the operator being necessary to actuate the longitudinally movable member.

Still another object is the provision of a swivel connection between the longitudinally movable member and a device carried by the latch, whereby the latch may be actuated so that the latch may be disengaged from its keeper.

In the drawings Figure 1 is a perspective view of a cabinet talking machine including a cabinet cover, showing the improved cover supporting latch and release therefor as applied, and constructed in accordance with the invention; Fig. 2 is an enlarged detail perspective view of the supporting latch; and Fig. 3 is a sectional view on line 3-3 of Fig. 2.

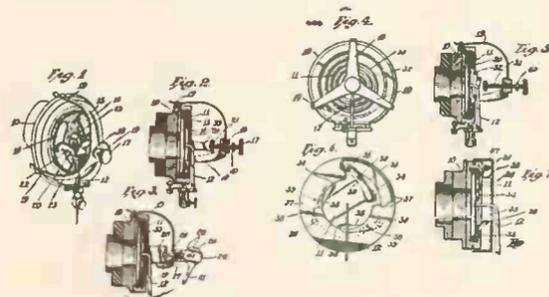
Tone Modifier. Earl F. Copp, Montclair, N. J. Patent No. 1,354,171.

The present invention relates to the modifying of the tone or sound produced by a phonograph.

The objects primarily are to provide practical and efficient means for controlling the volume and tonal quality of the sound and also to provide such a device in the form of an attachment which may be readily applied to an ordinary sound box.

Briefly, the invention involves the combination of a tone modifying element and supporting means therefor and by which the same may be adjusted toward and away from the diaphragm of the sound box.

In the drawing referred to: Figure 1 is a perspective view, and Fig. 2 is a sectional view of one of the simplest forms of the invention; Fig. 3 is another sectional view, illustrating a modification in the form of the adjusting device; Figs. 4 and 5 are face and sectional views, respectively, of another form of tone modifying element; Figs. 6 and 7 are face and sectional views, respectively, illustrative of another form of tone modifying means and the adjustment thereof.



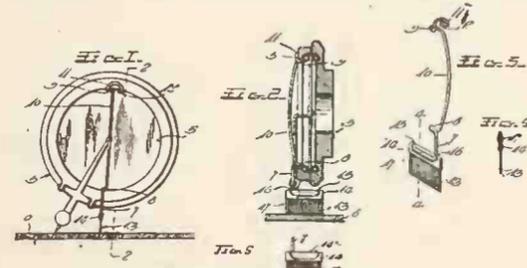
Record Cleaner for Sound-Reproducing Machines. Gustav August Fandrey, Cedar Rapids, Iowa. Patent No. 1,354,386.

This invention relates to record cleaners for sound-producing machines, and it relates more specifically to an improved reproducer attachment for brushing dust and other foreign matter from the record while the machine is in use.

The objects of this invention are to provide an improved record-brushing attachment for quickly and easily attaching to a Columbia graphophone or other sound-reproducing machine without the necessity of changing or preparing the machine for receiving it; also an attachment of this character which is adjustable to different positions or different angles with respect to the reproducer and record.

A further object is to provide a device of this character with an improved attachment element which is formed of a single piece of light spring wire and can be manufactured at an exceedingly low cost.

Figure 1 is a front elevation of a graphophone reproducer having the improved record-brushing device attached thereto, the record being indicated in section; Fig. 2 is a view showing the reproducer and record in vertical section along



the line 2-2 of Fig. 1, improved brushing attachment being illustrated in side elevation; Fig. 3 is a perspective view of the record-brushing attachment detached; Fig. 4 is a vertical sectional view substantially along the line 4-4 of Fig. 3; Fig. 5 is a detail view illustrating a slightly modified form of brush.

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Advance RECORD BULLETINS for January, 1921

VICTOR RECORDS

- POPULAR SONGS**
- 18703 I've Got the Blues for My Old Kentucky Home Aileen Stanley 10
Singing the Blues Aileen Stanley 10
18704 Sally Green (The Village Vamp) ... Billy Murray 10
I've Got the A-B-C-D Blues, Billy Murray-Ed. Smalle 10
18707 Avalon (Fox-trot Song) Charles Harrison 10
Rock-a-Bye, Lullaby Mammy ... Peerless Quartet 10
18708 Feather Your Nest ... Alvert Campbell-Henry Burr 10
Old Pal, Why Don't You Answer Me? Henry Burr 10
- DANCE RECORDS**
- 35703 Grieving for You—Feather Your Nest—Fox-trot, Paul Whiteman and His Ambassador Orch. 12
My Wonder Girl—Coral Sea—Fox-trot, Paul Whiteman and His Ambassador Orch. 12
18700 Alice Blue Gown—Waltz, Joseph C. Smith's Orchestra 10
Tripoli—Medley Waltz, Joseph C. Smith's Orchestra 10
18701 I Love You, Sunday—Medley Fox-trot, The Benson Orchestra of Chicago 10
Oh Gee! Oh Gosh!—One-step, The Benson Orchestra of Chicago 10
18702 My Sahara Rose—Medley Fox-trot Pietro Stop It!—One-step Pietro 10
- VOCAL RECORDS**
- 45203 That Naughty Waltz ... Olive Kline-Elsie Baker 10
Alabama Moon ... Olive Kline-Elsie Baker 10
18706 Forgive Me, Lord ... Homer Rodeheaver 10
Old Rugged Cross, Mrs. William Asher-Homer Rodeheaver 10
- RED SEAL RECORDS**
- FRANCES ALDA, *Soprano—In Italian*
74651 Mefistofele—L'Altra Notte (They Threw My Child Into the Sea) Boito 12
MISCHA ELMAN, *Violinist*
(Piano accompaniment by Josef Bonime)
64915 Turkish March (From "Ruins of Athens") Beethoven 10
- FLONZALEY QUARTET
74652 Quartet in D Minor—Allegretto ma non troppo, Mozart 12
- AMELITA GALLI-CURCI, *Soprano—In Italian*
74653 Mignon-Polonaise—"Io Son Titania" (I'm Fair Titania) Thomas 12
ORVILLE HARROLD, *Tenor*
64916 Life Frank L. Stanton-Oley Speaks 10
MADAME HOMER, *Contralto*, MISS LOUISE HOMER, *Soprano*
87572 Banjo Song Weedon-Homer 10
EDWARD JOHNSON, *Tenor*
74654 Elijah—If With All Your Hearts ... Mendelssohn 12
JOHN McCORMACK, *Tenor*, FRITZ KREISLER, *Violinist*
(Piano accompaniment by Edwin Schneider)
87573 Since You Went Away, James W. Johnson-J. Rosamond Johnson 10
SERGEI RACHMANINOFF, *Pianist*
64919 Le Coucou (The Cuckoo) Claude Daquin 10
TITTA RUFFO, *Baritone—In Italian*
88626 Andrea Chénier—Nemico della Patrie? (The Enemy of His Country?) Giordano 12
REINALD WERRENATH, *Baritone*
64914 Stein Song ... Richard Hovey-Frederic Field Bullard 10

COLUMBIA GRAPHOPHONE CO.

- SYMPHONY RECORDS**
- A3313 Ballet Music from "Rosamunde." Violin solo, Raoul Vidas 10
Air for G String. Violin solo ... Raoul Vidas 10
A3308 Lead, Kindly Light. Contralto solo, Cyrena Van Gordon 10
I Need Thee Every Hour. Contralto solo, Cyrena Van Gordon 10
79287 A Dream (Bartlett). Tenor solo, Charles Hackett 10
49803 Theme and Variations ... Maria Barrientos 12
A3312 In the Evening by the Moonlight, Margaret Romaine and Stellar Quartet 10
Little Bunch o' Honey, Margaret Romaine and Stellar Quartet 10
A3310 Love's Garden of Roses ... Louis Graveure 10
Rose in the Bud ... Louis Graveure 10
A3309 Ay, Ay, Ay ... Jose Mardones 10
El Arriero ... Jose Mardones 10
A6171 Hungarian March from "Damnation of Faust" (Rakoczy March), Philharmonic Orchestra of New York 12
Polonaise in A Major (Chopin), Philharmonic Orchestra of New York 12
A3315 Out Where the West Begins ... Charles Harrison 10
When the Shadows Softly Come and Go, Charles Harrison 10
A3324 Palestena ... Frank Crumit 10
I Wish That I'd Been Born in Borneo, Frank Crumit 10
A3318 I'll Still Remember When You Forget, Henry Burr 10
When You're Gone I Won't Forget, Shannon Four 10
A3323 Whispering Frank Crumit and William Davidson 10
For Every Boy Who's on the Level There's a Girl Who's on the Square ... Crescent Trio 10
E4813 Always So. Waltz ... Mexican String Orchestra 10
Queen of the Dance. Waltz, Curtis Mexican Orchestra 10
A3316 Romola ... Frank Ferera and Anthony Franchini 10
Honolulu Bay, Frank Ferera and Anthony Franchini 10
A3317 American Patrol ... George Hamilton Green 10
Intermezzo Russe ... George Hamilton Green 10
A3321 Ave Maria. Saxophone solo ... Clyde Doerr 10
Thais—Meditation. Saxophone solo, Clyde Doerr 10
A3322 Avalon. Intro. "The Japanese Sandman," Fox-trot ... Art Hickman's Orchestra 10
The Japanese Sandman. Intro. "Avalon," Fox-trot ... Art Hickman's Orchestra 10
A3325 Any Time, Any Day, Any Where. Fox-trot, You and I. Fox-trot, Art Hickman's Orchestra 10
A3314 Rockabye Baby. Intro. "Sometime You'll Know." Fox-trot ... The Happy Six 10
By the Pyramids. Fox-trot ... The Happy Six 10
A3106 Kickapoo Social Dance ... Columbia Orchestra 10
Sioux Flute Serenade ... Columbia Orchestra 10
A3104 Dance Russe. "Trepak." ... Columbia Orchestra 10
The Dance of the Clowns ... Columbia Orchestra 10
A3105 The March of the Gnomes (Vladimir Rehikov), Columbia Orchestra 10
The Dance of the Chinese Dolls. (Vladimir Rehikov) ... Columbia Orchestra 10

- A7575 Dance in the Cottage and The Witches' Ride. From "Hansel and Gretel" (Humperdinck), Columbia Orchestra 12
Dream Music (Pantomime). Waltz (Gingerbread House). Finale (Disenchantment). From "Hansel and Gretel" (Humperdinck), Columbia Orchestra 12
A3103 Trumpeter and Drummer from "Petite Suite," "Children's Games" (Bizet), Columbia Orchestra 10
The Doll's Cradle Song and The Top Suite, "Children's Games" (Bizet), Columbia Orchestra 10
THE MID-MONTH RECORDS
A3319 In Napoli. Comedians ... Van and Schenck 10
All She'd Say Was "Umh Hum." Comedians, Van and Schenck 10
A3311 The Broadway Blues. Comedienne, Nora Bayes 10
Singing the Blues. Comedienne ... Nora Bayes 10
A3320 Kentucky. Tenor solo ... Benny Davis 10
I'm Coming Back to Dixie and You. Tenor solo, Frank Crumit 10
79410 Old Fashioned Garden. Tenor solo, Tandy Mackenzie 10
A3307 Get Up ... Paul Biese's College Inn Orchestra 10
Speed ... Paul Biese's College Inn Orchestra 10
A3306 I Love You, Sunday ... Ted Lewis' Jazz Band 10
The Hula Blues ... Ted Lewis' Jazz Band 10
A6170 Kiss a Miss. Waltz. Intro. "Wishing-Land," Prince's Orchestra 12
Louisiana. Waltz. Intro. "Old Virginny," "California Sunset" ... Prince's Orchestra 12

AEOLIAN CO.

- OPERATIC SELECTIONS**
- 55009 Barriere d'Siviglia—Largo al Factotum (Room for the Factotum) (Rossini). Baritone, in Italian. Vocalion orch. accomp. Giacomo Rimini 12
- STANDARD SELECTIONS**
- 30113 Fagelins Visa (The Bird Song) (Soderberg). Soprano, in Swedish. Vocalion orch. accomp., Marie Sundelius 10
34011 Lassie O'Mine (W. J. Walt). Tenor, Vocalion orch. accomp. ... Colin O'More 10
I Passed by Your Window (May H. Brans). Tenor, Vocalion orch. accomp. ... Colin O'More 10
- INSTRUMENTAL SELECTIONS**
- 30114 Traumerei (Schumann). Violin, piano accomp., Sasha Culbertson 10
- HAWAIIAN SELECTIONS**
- 14119 One, Two, Three, Four (Anon.), Ferera and Franchini 10
Poor Carnation (Anon.) ... Ferera and Franchini 10
- POPULAR SELECTIONS**
- 14120 Sweetest Lady (Caddigan and Storey). Orch. accomp. ... Elliot Shaw 10
When I Found You, from "Poor Little Ritz Girl" (Romberg). Orch. accomp. ... Sam Ash 10
14121 Sighing (Bridges). Orch. accomp. ... Crescent Trio 10
In Old Manila (Mary Earl). Orch. accomp., Charles Hart and Elliot Shaw 10
14122 Read 'Em and Weep (Bernard and Haenchen). Orch. accomp. ... Ernest Hare 10
Get Up (Bowers). Orch. accomp. ... Ernest Hare 10
14123 My Town Is a One-Horse Town (Gerber-Silver). Orch. accomp. ... Harmonizer's Quartet 10
Gone Are the Days (Joyce-Cowan). Orch. accomp. ... Harmonizer's Quartet 10
14124 What Cha Gonna Do When There Ain't No Jazz (Wendling). Orch. accomp. ... Aileen Stanley 10
Look What You've Done With Your Doggone Dangerous Eyes (Kalmar-Ruby). Orch. accomp. ... Aileen Stanley 10
- DANCE SELECTIONS**
- 14125 June, I Love No One But You (Hickman-Black). Fox-trot, All Star Trio (Green-Wadsworth-Arden) 10
Kiss a Miss (Maurice Baron). Waltz, All Star Trio (Green-Wadsworth-Arden) 10
14126 Hop, Skip and Jump (Dyson-Weslyn). Fox-trot, Palace Trio 10
Beautiful Faces. Intro. "Rockabye Lullaby Mammy" (Berlin-Donaldson). Fox-trot, Palace Trio 10
14127 Darling. Intro. "Come to the Moon" (Schomberg). Fox-trot ... Selvin's Dance Orchestra 10
Grieving for You (Gihson-Rihaud-Gold). Fox-trot ... Selvin's Dance Orchestra 10
14128 Now and Then. Intro. "Any Time, Any Day, Anywhere (Norman Spencer). Fox-trot, Selvin's Dance Orchestra 10
In the Dusk (Gray). Fox-trot, Al Jockers' Dance Orchestra 10

EDISON RE-CREATIONS

- 83087 O Sleep, Why Dost Thou Leave Me?—Semele (Händel). Soprano ... Anna Case 10
Qui la voce (In Sweetest Accents)—I Puritani (Bellini). Soprano, in Italian ... Anna Case 10
82192 Valse Bluette (Drigo-Auer); and Three Poor Mariners (Quilter). Violin ... Albert Spalding 10
Zigeunerweisen (Gypsy Airs) (Sarasate). Violin, Albert Spalding 10
82199 Largo—Xerxes (Händel). Contralto, in Italian, Merle Alcock 10
Prologue (Prolog)—I Pagliacci (Leoncavallo). Bass-baritone, in Italian ... Arthur Middleton 10
82200 Ah si, hen mio ("Tis Love, Sublime Emotion)—Il Trovatore (Verdi). Tenor, in Italian, Guido Ciccolini 10
Dag'l'immortali vertici (Upon the Immortal Pinnacles)—Attila (Verdi). Baritone, in Italian, Mario Laurenti 10
80575 Tannhäuser Overture—Part I (Wagner), American Symphony Orchestra 10
Tannhäuser Overture—Part II (Wagner), American Symphony Orchestra 10
80576 Fantasia—Norma (Bellini). Flute and clarinet, Pietro Caso and Anthony Giammatteo 10
What Mystery, Why Thus Control?—Maritama. Cornet and trombone, Benjamin Klutzkin and Simone Mantia 10
80577 Day Is Ended (Bartlett). Contralto, with violin obbligato ... Christine Miller 10
My Task (Ashford). Bass ... Fred East 10
80578 Velma—Capriccio (Rosebrook). Saxophone, Rudy Wiedoeft 10
Where the River Shannon Flows (Russell). Cornet ... Bohumir Kryl 10
50676 Kaiwi Waltz (Old Hawaiian Melody). Guitar duet ... Toots Paka's Hawaiians 10

- Myone—Hawaiian Waltz (Morgan-Friedland), Waikiki Hawaiian Orchestra 10
50678 When You're Gone I Won't Forget (De Rose). Contralto and tenor, Louise Terrell and George Wilton Ballard 10
Whispering Hope (Hawthorne). Contralto and tenor ... Helen Clark and Walter Van Brunt 10
50688 Piccolo Pic (Slater) ... Creatore and his Band 10
U. S. Field Artillery March (Sousa), New York Military Band 10
50689 Ragtime at Pun'kin Center (Stewart). Rural story ... Cal Stewart 10
Uncle Josh's Birthday (Introducing "Pick 'Em Up, Silas, Lay 'Em Down Zeke") (Stewart). Rural scene ... Cal Stewart and Company 10
EDISON DISC RE-CREATIONS—SPECIAL
50695 Kismet (Henlere). Fox-trot, for dancing, Green Brothers' Novelty Band 10
Wyoming (Williams). Waltz, for dancing, Max Fells' Della Robbia Orchestra 10
50696 Amorita (Zamecnik). Fox-trot, for dancing, Lenzberg's Riverside Orchestra 10
Bow-Wow (Wadsworth). One-step, for dancing, two saxophones and two pianos, Wiedoeft-Wadsworth Quartet 10
50697 Buddies (Hilliam). Waltz, for dancing, Lenzberg's Riverside Orchestra 10
Oriental Stars (Monaco). One-step, for dancing, Green Brothers' Novelty Orchestra 10
50698 I'd Love to Fall Asleep and Wake Up in My Mammy's Arms (Albert). Tenor ... Reese Jones 10
Mammy's Good-Night Lullaby (H. Von Tilzer). Male voices ... Crescent Trio 10
50699 Moonlight in Mandalay (Olman). Soprano, mezzo-soprano and contralto ... Homestead Trio 10
Tripoli (On the Shores of Tripoli) (Weill). Contralto and tenor, Helen Clark and George Wilton Ballard 10

EDISON AMBEROL RECORDS

- ROYAL PURPLE RECORDS**
- 29066 Povera Mamma! (Tosti). Baritone, in Italian, Mario Laurenti 10
29067 Hush, Little Baby, Don't You Cry (Belasco). Soprano and male voices, Frieda Hempel and Lyric Male Quartet 10
- REGULAR LIST**
- 4145 Saxophone Fantasia (Rosebrook). Saxophone, Rudy Wiedoeft 10
4146 Pussy Willow Waltzes (Glogau), Imperial Marimba Band 10
4147 My Little Bimho (Down on the Bamboo Isle) (Donaldson) ... Aileen Stanley 10
4148 Sanctus (Holy, Holy, Holy Lord God)—Messe Solennelle—Ste. Cecilia (Gounod). Tenor and mixed voices ... Albert Lindquist and Cavalry Choir 10
4149 All She'd Say Was "Umh-Hum" (Zany-Emery-Van-Schenck). Tenor ... Reese Jones 10
4150 Any Time, Any Day, Any Where, introducing "Just for To-Day." Fox-trot, for dancing, Green Brothers' Novelty Band 10
4151 Keep the Love Lamp Burning, from "Betty, Be Good" (Riesefeld). Soprano ... Gladys Rice 10
4152 Return of Spring Waltz (Waldfuehl). Accordion, clarinet and guitar ... The Three Vagrants 10
4153 Sweet Luana (Zamecnik). Soprano and contralto, Hawaiian guitar accomp., Gladys Rice and Elizabeth Lennox 10
4154 Bonnie Brier Bush March ... Conway's Band 10
4155 In Old Manila (Earl). Soprano and tenor, Betsy Lane Shepherd and Lewis James 10
4156 Railroad Blues (Roberts). Fox-trot, for dancing, Harry Raderman's Jazz Orchestra 10
4157 Hungarian Rhapsody (Popper). Violoncello, Lauri Kennedy 10
4158 Hiawatha (Moret); and Laughing Water (Hager), Soder's Band 10
4159 When I Looked In Your Wonderful Eyes (Osborne). Baritone ... Edward Allen 10
4160 Venetian Moon (Goldberg-Magine). Violin, Rae Eleanor Ball 10
4161 Witch of the Wave Medley—Reels. Violin, Joseph Samuels 10
4162 Curro Cuchares March (The Bull Fighter) (Metallo). Accordion ... P. Frosini 10
4163 Sally Green (The Village Vamp). Male Voices, Premier Quartet 10
4164 Read 'Em and Weep (Haenschen) ... Al Bernard 10
4165 Slide, Kelly, Slide (Tromhone Blues) (Briegel), Al Bernard and Ernest Hare 10
- NORWEGIAN RECORDS**
- 9250 Majnat (A May Night) (Sinding). Tenor, Carsten Woll 10
9251 Jeg Långter Mot Sol og Sommer (I Long Towards Sun and Summer) (Möller). Tenor, Carsten Woll 10

BRUNSWICK RECORDS

- Eighth Release**
- 10020 Recondita Armonia. (Strange Harmony) From Tosca, Act I. Tenor, orch. acc. (In Italian) (Puccini) ... Mario Chamlee 10
10021 Les Filles de Cadix (The Maids of Cadiz) Virginia Rea 10
Soprano, orch. acc. (In French) (Delibes) ... Virginia Rea 10
25000 Lucia Sextet. (Donizetti) Vessella's Italian Band 12
Martha Selections. (Flotow) Vessella's Italian Band 12
13011 From the Land of the Sky-Blue Water. (Cadman) Tenor, orch. acc. ... Theo Karle 10
Venetian Song. (Tosti) Tenor, orch. acc. Theo Karle 10
2044 Rigoletto—Humoresque. (Lake) Instrumental sextet ... Lakesonian Sextet 10
Saxema. (Wiedoeft) Saxophone solo, orch. acc. ... Rudy Wiedoeft 10
5024 Down the Trail to Home, Sweet Home. (Ball) Tenor duet, orch. acc. ... James Sheridan-James Lynch 10
Darling. (Jackson-Schonberg) Male quartet, orch. acc. ... Criterion Quartet 10
2050 Avalon. (Al Jolson-Vincent Rose) Baritone, orch. acc. ... Ernest Hare 10
Change Your Name, Malinda Lee. (Bernard) Comic duet, orch. acc. Al Bernard-Ernest Hare 10

ADVANCE RECORD BULLETINS FOR JANUARY—Continued from page 206)

- 5028 Dreamy Paradise. (Van Alstyne-Schmidt) Fox-trot...Isham Jones' Rainbow Orchestra 10
- Sweet Woman. (Jones) Fox-trot. Violin passages by Leo Murphy, Isham Jones' Rainbow Orchestra 10
- 2053 Dolly. (Wadsworth-Arden) Fox-trot, Sudan. (Pollack) Fox-trot, Green Brothers' Novelty Band 10

SPECIAL CHRISTMAS RELEASE

- 5033 Adeste Fideles...Collegiate Choir 10
- Joy to the World...Collegiate Choir 10
- 5034 Auld Lang Syne...Chas. Harrison-Shannon Four 10
- All Thro' the Night...Shannon Four 10
- 5032 The Night Before Christmas...Ernest Hare 10
- De Sandman...Criterion Quartet 10
- 2054 Kiddies' Patrol...Brunswick Concert Band 10
- Kiddies' Dance...Brunswick Concert Band 10

PATHE FRERES PHONOGRAPH CO.

POPULAR SUPPLEMENT NO. 40

- 20473 Broadway Blues (Swanstrom-Morgan). Baritone, piano accomp. Jack Norworth 10
- You'n Me (Everett Lynton). Baritone, piano accomp. Jack Norworth 10
- 22462 I Want to Go to the Land Where the Sweet Daddies Grow (Moran-Von Tilzer). Comedienne Patricola 10
- Nobody to Love (Kahn-Meyer). Comedienne, Patricola 10
- 22463 Broadway Rose (West-Fried-Spencer). Baritone, Elliott Shaw 10
- Beautiful Annabell Lee (Bryan-Mehlinger-Meyer). Tenor and baritone duet, Lewis James and Elliott Shaw 10
- 22464 I'd Build a World in the Heart of a Rose (David-Nicholls). Tenor...Lewis James 10
- Sighing (Cool-Bridges). Male trio, Orpheus Trio 10
- 22465 I've Got the Blues for My Kentucky Home (Gaskill). Male quartet...The Harmonizers 10
- Wonderful Girl, Wonderful Boy (Caldwell-Caryl). Tenor and soprano, Carlton Williams and Helen Rush 10
- 22466 Midnight Moon (Schafer-Bernard). Baritone, Ernest Hare 10
- St. Louis Blues (Handy). Tenor...Al Bernard 10
- 20475 Pickaninny Shoes (Sissie-Blake). Tenor, Nohle Sissie 10
- Oh Judge, She Treats Me Mean (Hanley-Phillips). Baritone...Sidney Phillips 10
- 22472 I'm Saving Up My Dough for Rae and Me (Kilgour-Akst). Tenor...Billy Jones 10
- At the Chocolate Bon Bon Ball (Pease-Nelson-Edelheit). Tenor, accordion accomp., Billy Jones 10

DANCE

- 22467 Beautiful Faces, Introducing "Rock-a-Bye Mammy," from "Broadway Brevities" (Berlin-Clarke-Donaldson). Show Me How (Creamer-Layton). Fox-trot, Rudy Wiedoeft's Californians 10
- 22468 Darling (Schonberg). Fox-trot, Green Brothers' Novelty Band 10
- I'm Going to Tie Myself Right to My Mammy's Apron Strings (Associated Music Writers). Fox-trot...Green Brothers' Novelty Band 10
- 22470 When I Discover My Man, from "Charm School," introducing "Idle Dreams" (Kern-Gershwin). Fox-trot, Hazay Natzy's Orchestra (Jack Green, Conductor) 10
- Dolly, I Love You (Wadsworth-Arden). Fox-trot...All Star Trio 10
- 22471 June (I Love No One But You) (Hickman-Black). Della Robbia Orchestra (Max Fells, Director) 10
- Caresses (Monaco). Fox-trot, Della Robbia Orchestra (Max Fells, Director) 10
- 20476 Margie, Introducing "Singing the Blues" (Conrad-Robinson). Fox-trot...University Five 10
- Pickaninny Rose, Introducing "If I Could Forget" (Burns-Sheppard-Fosdick). Fox-trot, University Five 10
- 22469 Pitter Patter, from "Pitter Patter" (Friedlander). Waltz, Bennie Krueger and His Orchestra 10
- Palesteena (Conrad-Ribonsin). Fox-trot, Bennie Krueger and His Orchestra 10
- 22458 Tripoli (Weill). Hawaiian guitars, Ferera and Franchini 10

- My Isle of Golden Dreams, Introducing "Hiawatha's Melody of Love" (Blauvuss-Meyer). Hawaiian guitars...Ferera and Franchini 10

NEW OPERATIC RECORDS

- 54059 Boris Godunoff (Moussorgsky) "Death of Boris." Basso, with chorus, in Italian...Adamo Didur 12
- 54060 Falstaff (Verdi) "Dal lahro il canta estasiato vola" (From fervid lips). Tenor, in Italian, Tito Schipa 12
- 54058 Silent Night, Holy Night (Gruber). Contralto, Margarethe Matzenauer 12

STANDARD SONGS SUNG IN ENGLISH

- 22454 Sunrise and You (Penn). Tenor...Ernest Davis 10
- Shamrock Leaves (Rohe-Arthur). Tenor, Ernest Davis 10
- 27029 There Is No Death (Johnstone-O'Hara). Tenor, Paul Althouse 10
- The Blind Ploughman (Hall-Clarke). Tenor, Paul Althouse 10
- 22455 I Love You Truly (Carrie Jacobs-Bond). Contralto...Marion Cox 10
- Long, Long Ago (Bayly). Contralto, Marion Cox 10
- 22456 Will There Be Any Stars in My Crown? (Hewitt-Sweney). Tenor and baritone duet, Chas. Hart and Harold Wiley 10
- Let the Lower Lights Be Burning (Bliss). Tenor and baritone duet, Chas. Hart and Harold Wiley 10
- 40211 Ballet Egyptian, Part III (Luigini). Pathé Military Band 12
- Ballet Egyptian, Part IV (Luigini). Pathé Military Band 12
- 27035 Marche Fantastique (Ganz). Piano solo, Rudolph Ganz 10
- Tango in D (Albeniz). Piano solo, Rudolph Ganz 10

OKEH RECORDS

- 4194 The Road Is Rocky (But I Am Gonna Find My Way). Vocal...Mamie Smith and Her Jazz Hounds 10
- Fare Thee Honey Blues. Vocal, Mamie Smith and Her Jazz Hounds 10
- 4195 Avalon. Fox-trot...Rega Dance Orchestra 10
- Susan. Fox-trot (Saxophone, Xylophone, Bassoon, Accordion)...The All American Five 10
- 4196 Toodles. One-step...Green Brothers' Novelty Band 10
- 12th Street Rag. Fox-trot (With incidental Xylophone by Joe Green)...Rega Dance Orchestra 10
- 4197 I Love You Sunday. Fox-trot, Rega Dance Orchestra 10
- Kiss a Miss. Waltz...Harry Raderman's Jazz Orchestra 10
- 4198 When You Are Mine. One-step, Harry Raderman's Jazz Orchestra 10
- The Moan. Fox-trot (Saxophone, Xylophone, Bassoon, Accordion)...The All American Five 10
- 4199 Henry Jones (Your Honeymoon Is Over). Baritone duet, with Rega Orch., Al. Bernard-Ernest Hare 10
- Change Your Name, Malinda Lee. Baritone duet, orch. accomp...Al. Bernard-Ernest Hare 10
- 4200 Out Where the West Begins. Tenor, orch. accomp., Lewis James 10
- Rose of My Heart. Tenor, orch. accomp., Eugene T. Spencer 10
- 4201 The Bell Boys. Duo monologue, Billy Golden-William Hughes 10
- Back Home on the Farm. Duo monologue, Billy Golden-William Hughes 10
- 4202 The Missouri Waltz. Hawaiian guitar duet, Ferera-Franchini 10
- Aloha Land. Hawaiian guitars and xylophone, Ferera-Franchini-Green 10
- 4203 Mussetta Waltz. Whistling solo, orch. accomp., Sibyl Sanderson Fagan 10
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 Souvenir of Switzerland. Cornet solo,
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- 33060 First Love. Accordion solo.....Delroy
 Aloha Land. Hawaiian guitars; flute obbligato.
- 33072 Jolly Coppersmith. March....Bergh's Military Band
 Here They Come. March....Bergh's Military Band
- 33067 Kiss Me Again. Violin, saxophone, piano,
 Old Homestead Trio
 A Perfect Day. Violin, saxophone, piano,
 Old Homestead Trio
- VOCAL**
- 20033 See Old Man Moon Smile. Comedians, orch.
 accomp.Bernard-Hare
 Change Your Name, Malinda Lee. Comedians,
 orch. accomp.Bernard-Hare
- 20035 Old Pal, Why Don't You Answer? Tenor solo,
 Sam Ash
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- DANCE**
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 Flower"Newport Society Orchestra
 Feather Your Nest. Fox-trot,
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- 20036 Grieving for You. Fox-trot.....Vernon Trio
 Any Time, Any Day, Any Where. Fox-trot,
 Vernon Trio
- 20034 Old Timers' Waltz. Medley, Part I,
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RELEASES FOR JANUARY

INSTRUMENTAL

- | | | | |
|-------|--|-------|---|
| 50036 | { William Tell—Part I—At Dawn—Concert Band—
Creator and His Band | 33060 | { First Love—Accordion Solo.....Delroy |
| | { William Tell—Part II—The Storm—Concert Band
Creator and His Band | | { Aloha Land—Hawaiian Guitars—Flute Obligato—
Louise, Ferera, Rose |
| 50037 | { William Tell—Part III—The Calm—Concert Band—
Creator and His Band | 33072 | { Jolly Coppersmith—March, Military Band
Bergh's Band |
| | { William Tell—Part IV—Finale—Concert Band—
Creator and His Band | | { Here They Come—March, Military Band
Bergh's Band |
| 33071 | { Saxophobia—Saxophone SoloRudy Weidoft | 33067 | { Kiss Me Again—Violin, Saxophone, Piano
Old Homestead Trio |
| | { Souvenir of Switzerland—Cornet Solo,
Pietro Capodiferro | | { A Perfect Day—Violin, Saxophone, Piano
Old Homestead Trio |

VOCAL

- | | |
|-------|---|
| 20035 | { Old Pal, Why Don't You Answer?—Tenor Solo.....Sam Ash |
| | { Tripoli (On the Shores of)—Soprano-Tenor Duet...Helen Bell Rush and Billy Jones |
| 20033 | { See Old Man Moon Smile—Comedians, Orch. Acc.....Bernard & Hare |
| | { Change Your Name, Malinda Lee—Comedians, Orch. Acc.....Bernard & Hare |

DANCE

- | | |
|-------|---|
| 20032 | { Darling—Medley Fox-trot, Intro: Love Flower.....Newport Society Orch. |
| | { Feather Your Nest—Fox-trot.....Newport Society Orch. |
| 20036 | { Grieving for You—Fox-trot.....Vernon Trio |
| | { Any Time, Any Day, Any Where—Fox-trot.....Vernon Trio |
| 20034 | { Old Timers' Waltz—Medley—Part I.....Selvins Novelty Orch. |
| | { Old Timers' Waltz—Medley—Part II.....Selvins Novelty Orch. |

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