The best-known trade-mark in the world
designating the products of the Victor Talking Machine Co.
Dealers who handle the Sonora today know why it has such a hold on the public. Sonora is extensively and forcefully advertised, but this isn’t the real secret of its success. What then is? Clear, obvious, undeniable superiority! Sonora has always been first to introduce important improvements.

The Sonora is unique in having won the highest score for tone at a great international exposition against all competitors. It was the first phonograph to play ALL MAKES of disc records without extra attachments and doesn’t limit the owner to the products of one maker.

Sonora has more important features than any other phonograph. Some of these are:

Extra-long-running, powerful, silent motor.
Tone control at the sound source, the correct place.

Sonora was the first phonograph to have an all wood sound amplifier.
Magnificent design and cabinetry.
Effective, simple automatic stop.
Convenient envelope filing system.
Motor meter which tells how many more records can be played without rewinding.
ALL BRASS tone arm to secure the finest tone, instead of a cheap zinc-lead-tin casting.
Cabinet panels of wood ¾" thick instead of ¾" like many other makes.

Remember—Sonora is licensed and operates under BASIC PATENTS of the phonograph industry and Sonora dealers are not troubled by patent litigation.

For particulars regarding an agency write today.

SONORA PHONOGRAPH COMPANY, INC.
George E. Brightson, President
NEW YORK: 279 BROADWAY
Canadian Distributors: I. Montagnes & Co., Toronto

The Highest Class Talking Machine in the World

Sonora
CLEAR AS A BELL
The Industry Is Facing a Period of Genuine Development

A MERICAN industries as a whole have just been going through a most strenuous period, and although at no time has the situation suggested a panic, there developed conditions nevertheless that shook the stability of more than one line of business. Apparently the talking machine trade has been one of those to come through the period of uncertainty with comparatively few scars, despite the talk of pending catastrophes which only a short time ago was heard everywhere. The continued growth of the machine business necessitated the enlargement and rearrangement of its quarters, and in March, 1919, it was necessary to discontinue the retail business in order to devote every effort to wholesaling so as to give dealers the best type of service.

On July 1, 1919, the organization was again moved, this time locating at the new store at 33 Pearl and Court streets, which is in the very heart of the city. In this new building, which the firm owns, the retail outlet occupies three entire floors, devoted exclusively to Victor wholesaling.

With the firm coming under the ownership of Curtis N. Andrews, there is no question but that better service than ever will be rendered to the Victor dealer, where this is possible. Having been born in upper New York State, and having lived there all his life, Mr. Andrews thoroughly understands the psychology of the people of the upper New York region. He has devoted practically his entire business career to Victor merchandising and there is no question but that Mr. Andrews is extremely well fitted to meet conditions.

TO OPEN NEW STORE IN BROOKLYN

Schwartz, Kramer & Jelling, Inc., represent the latest addition to the piano and talking machine house on the Brooklyn, N. Y. having just leased a large store at Kings Highway and Coney Island avenue, that city. The new concern has adopted for its store title "The Brunswick Temple of Music," but although the Brunswick phonographs will be featured very strongly, pianos and musical merchandise generally will be carried.

The new store, which will be opened on March 1, is now being equipped and decorated. A number of soundproof booths are being installed and the decorative design is in the Greek-Gothic style.

At the opening, Mr. Milton Kramer, vice-president and general manager of the company, is well known in the local trade, having been connected with the wholesale and retail talking machine business for a number of years.

TALKING MACHINE EXPORTS GROW

мотр work to the betterment of the trade when things finally adjust themselves.

That the talking machine trade, both in the manufacturing and retail ends, has not lost its allurement for those seeking business opportunities is indicated by the number of new concerns which have announced their intention of invading one or another branch of the field. In the past several months ago the purpose of manufacturing and distributing phonographs and records.

The suit was filed through Attorney William E. Burt, counsel for the principal one being Rhett, O'Beirne & Lockridge, an insurance partnership, with claims of $160,951 against the corporation, which has offices in the Arcade Building in this city and a warehouse on Marietta street. Judge Samuel H. Sibley set the hearing for a receiver. Few of the golden opportunities we hear about would stand the acid test.
Ideas for Increasing Interest in the Sales of Talking Machine Records

Everyone who owns a talking machine is, or should be, interested in hearing the new records as they come to the dealer's store and in learning what are the favorite records of other owners of machines.

But the fact remains that only a comparatively small percentage of people owning talking machines make a practice of going to the dealer's store regularly every month and listening to a demonstration of the new records. It is also true that there isn't the interest there should be in knowing what are the biggest sellers among the new and old records and just what records make the biggest hit with local folks.

It would seem as though in these facts there lay a splendid opportunity for the furniture store which deals in "talkers" and records or the straight talking machine dealer to stir up a lot of interest in records which will focus a lot of attention on the store and boost the store's record sales appreciably.

Aside from personal invitations and record recitals there are a number of inexpensive and easy ways in which a store might stir up such interest and increase its sales. For instance, the store might inaugurate a school stunt along those lines.

The dealer might take an instrument around to one or two schools which didn't own talking machines and might play some of the best-known old-time songs for these schools at the regular daily assembly. This in itself would be a good stunt, as it would make the children talk about the entertainment and thereby implant in their homes the germ of a desire to own machines. The dealer would be also demonstrating to the schools the immense advantages of owning machines.

If all the schools in the city already own machines then the dealer might simply take the records to some one or two of the most prominent schools and play them on the school machines at the assembly periods. Then, while the selections were being rendered, the demonstrator would gauge the amount of applause each selection received. In this way it would be found which of the selections were most popular with the schools. After finding out which of the records were the most popular the store might make a window display of all the records used in the demonstration and then give point to the display by the use of a placard reading like this:

"What is YOUR Favorite Old-Time Song?"

"Look at the records in this window. We played them at the Jefferson and Bloomingdale schools this week. And the records which got the greatest applause from the children were:

- 'Home, Sweet Home,' and 'My Old Kentucky Home.'
- Rather a surprising selection, isn't it? Are these two YOUR favorite selections? Which two of the records shown in this window are YOUR favorites?
- Come in and let us play these records for you and also any other records you'd like to hear. Tell us what records you like, so that we can tell the rest of the local public what this city's favorite old-time songs are."

Such a stunt would be sure to attract a lot of attention and would also make a lot of people want to register their selections with the store. And if the store offered to give free five records to the persons naming the record which received the greatest number of votes then the interest in the affair would be quite largely increased.

Suppose, again, that the dealer interviewed some of the leading citizens of the town and secured from them expressions as to what old-time and modern songs and musical selections they prefer. And suppose that he placed in the show windows of his store the various records named by these citizens and attached to each record a card bearing the name, address and business occupation of the man or woman naming that particular record as his or her favorite. And suppose that point is given to this exhibit by a placard placed in the middle of the window reading about like this:

"What are YOUR favorite talking machine records?"

"Here are some of the records favored by leading local citizens. "Are these records also YOUR favorites? Or do you prefer some entirely different songs and musical selections?"

"Come in and tell us what records you like and then let us play for you the selections shown in this window. You'll be very much interested in hearing the music that especially appeals to the leading bankers, leading club women of the city and others."

Wouldn't a stunt of this kind stir up a lot of interest and make the store very extensively talked about. And wouldn't such word-of-mouth advertising be a mighty good thing for the store and tend to boost its business? And wouldn't the bringing of many new people into the store also tend to popularize the establishment and to increase its new business?

People are always interested in stunts of this kind. They are so intimate and personal and so strictly home-town stuff that it is only natural for folks to have their attention attracted to them and to then talk about them extensively. Furthermore, a stunt of this character is the very sort of thing that would make a splendid "feature" story for a newspaper and it is quite likely that some one of the local newspapers would be glad to seize on the idea and play it up in a special feature article.

Here's still another way in which the alert dealer might stir up additional interest in new and old-time records:

Suppose that the store from month to month told about the records of which it had sold the greatest quantity during the previous month. Such information might be given in two sections—one section telling about the best-selling old-time records and the other telling about the best-selling new records. Six best sellers in each section might be given and some of the reasons why folks purchased these records.

(Continued on page 6)
Victor supremacy is self-evident

It is the supremacy of achievement—of great things actually accomplished.
And it brings success to 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

Albany, N. Y. ..........Cady-Haire Co., Inc.
Baltimore, Md. ..........Cohen & Hughes
Birmingham, Ala. ..........Talkington & Son Co.
Cincinnati, Ohio ..........The Eastern Talking Machine Co.
Cleveland, Ohio ..........The M. Steinert & Sons Co.
Dallas, Texas ..........The American Talking Machine Co.
Denver, Colo. ..........The Redmile Warner Co.
Elyss, Tenn. ..........The Toledo-Knight-Campbell Co.
Chicago, Ill. ..........The Rocks or Whiting Co.
Houston, Tex. ..........The Geisinger-Helms Bros., Inc.
Jacksonville, Fla. ..........The Bell Telephone Co.
Kansas City, Mo. ..........The Filmore Bros., Inc.
Los Angeles, Calif. ..........The Filmore Bros., Inc.
Memphis, Tenn. ..........B. V. Hurst Piano Co.
Minneapolis, Minn. ..........Bell & Foust Co.
Mobile, Ala. ..........W. H. Reynolds
Newark, N. J. ..........Collings & Co.
New Haven, Conn. ..........The Norton-Gallo Creamer Co.
New Orleans, La. ..........Philip Werlein, Ltd.
(...continued)

Victor Talking Machine Co.
Camden, N. J., U. S. A.

Victrola VI, $35
Mahogany or oak

Victrola IX, $75
Mahogany or oak

Victrola XVI, $150
Mahogany, oak or walnut

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

Victrola XII, $150
Mahogany or oak

Victrola XI, $150
Mahogany, oak or walnut

Victrola X, $100
Mahogany or oak

Victrola IX, $75
Mahogany or oak

Victrola III, $35
Mahogany or oak

Victrola I, $10
Mahogany or oak

Victrola C, $10
Mahogany or oak

Victrola B, $7
Mahogany or oak

Victrola A, $4
Mahogany or oak

Victrola, $1
Mahogany or oak

Victrola V, $3
Mahogany or oak

Victrola IV, $1
Mahogany or oak

Victrola III, $0.75
Mahogany or oak

Victrola II, $0.50
Mahogany or oak

Victrola I, $0.25
Mahogany or oak

Victrola A, $0.10
Mahogany or oak

Victrola, $0.05
Mahogany or oak

Victrola, $0.02
Mahogany or oak

Victrola, $0.01
Mahogany or oak

Victrola, $0.00
Mahogany or oak

Victrola, $0.00
Mahogany or oak

Victrola, $0.00
Mahogany or oak
IMPORTANT TO THE TALKING MACHINE TRADE

Lower Prices for Record Albums

Yes, due to lower costs, we are making substantial reductions in prices.

We solicit your orders and correspondence.

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

THE PERFECT PLAN

INCORPORATING INTEREST IN RECORDS

(Continued from page 4)

might be added. For instance, in the new records section it might be stated that some of the reasons given by purchasers for securing these particular records were as follows:

“I'm buying this record because it is a peach of a one-step.”

“IT seems to me that everybody's buying this record nowadays and I want to be on the band wagon.”

“I'm simply crazy about this record.”

“I think this is the catchiest tune I've ever heard.”

And some of the reasons assigned for purchasing the old-time records might be summarized as follows:

“This was always one of my favorite selections and now that we have a talking machine I want to play it often.”

“I heard this melody when I was a boy and I've always desired to be situated so that I can hear it frequently.”

INCORPORATED

The Sterling Art Co., of Brooklyn, was incorporated at Albany recently with a capital of $25,000 for the purpose of dealing in phonographs. Those interested are Archiland M. Llano and Wm. A. and Ruth Price, 189 East Eighteenth street, Brooklyn, N. Y.

A man's wealth depends not so much on what he has as on what he can do without.

INCREASE CAPITAL TO $10,000,000

Heywood Bros. & Wakefield Co. Expand Capital to Conformity With Increasing Business

Heywood Bros. & Wakefield Co., manufacturers of talking machines and furniture, have certified with the authorities of the State of New Jersey to an increase in capital stock from $2,000,000 to $10,000,000, divided into 100,000 shares at $100 each, 60,000 common and 40,000 preferred stock.

GETTING EYES ON THE BULLETINS

Interesting Suggestion to Attract Attention of People Who Pay Installments on Purchases

A large majority of the talking machines bought by women are sold on installments, says Buy at Home News. and it is usually a woman who brings down her account book and pays the monthly installments. For that reason at either side of the cashier's window there is a bulletin of the new records for the month. The customers' eyes fall on these while their receipts are being made out, with the result that additional sales are made.

The Kingsbury Music Co., of Denver, Col., has been appointed Victor dealer. This business is owned by Miss Marion Kingsbury, who at one time was a member of the Metropolitan Opera Co., and who intends to conduct a very artistic establishment devoted to music and its exploitation.

NEW VICTOR STORE IN CLEVELAND

Nela Park Music Shoppe Opens Attractive Establishment in East End of City Which Is Controlled by A. Finesilver

CLEVELAND, O., February 5.—A very important addition to the retail Victor stores in this city is that just opened by the Nela Park Music Shoppe, which is controlled by A. Finesilver, who was formerly with the Hippodrome orchestra. The new establishment is located in the East End and is adjacent to some of the largest manufacturing establishments in the city, notably the National Lamp Works of the General Electric Co., as well as several high-class resident suburban communities. Edward B. Lyon, sales manager of the Eclipse Musical Co., Victor wholesaler, co-operated with Mr. Finesilver in the arrangements for the opening as well as the general details of the interior construction.

IN THE MARKET FOR MACHINES

Augusto Marin, manufacturers' agent and merchandise broker, located and operating in Aguadilla, Porto Rico, W. L., writes The Talking Machine World as follows: "I am in the market for some talking machines. Please ask American manufacturers to send catalog, prices and discount to me direct." Mr. Marin's address is P. O. Box 125.

James Pawley, talking machine dealer of Pleasantville, N. J., has secured larger quarters in the Red Men's Hall Building in that town.
once the carrying out of a program that should bring definite results in a comparatively short time. After all, the dealers in everything musical, whether pianos, talking machines or ukuleles, are working in a sense to a common end, and are joined together by a certain bond of sympathy, and when there comes time for action the work of a united industry is naturally more effective than the independent efforts of several disjointed sections. This is a point worth thinking about.

As a matter of fact, the name “National Association of Music Merchants” was adopted to supersede the previous title of “The National Association of Piano Merchants” with a definite idea in mind of bringing into the association talking machine men, inasmuch as the majority of the piano retailers handle talking machines, and a discussion of talking machine problems would therefore find a fitting place in the association councils.

Just at the present time the National Association of Music Merchants is officially recognized as the retail division of the Music Industries Chamber of Commerce, with which a number of the leading talking machine manufacturers, as well as the leading talking machine jobbers, are officially affiliated. It might be that to make unnecessary the formation of a new talking machine dealers’ organization certain changes in the existing association might be desirable in order to meet certain specific requirements of talking machine men. That is a matter that could easily be decided.

Meanwhile, the question is for the retailers to get together in some way or another for the purpose of protecting their interests in various directions, in the matter of Federal tax legislation, for instance, and for improving general trade conditions when such improvement seems possible. If only the spirit of camaraderie is developed among the members of the trade any association fulfills a definite and useful purpose.

**CURBING ACTIVITIES OF “GYP” DEALERS**

THE retail talking machine trade, in the larger cities particularly, has suffered more or less from the operations of “gyp” dealers for several years past, and despite the efforts that have been made to curb the activities of these “private house” or “storage” specialists they have continued to flourish to an annoying degree in one form or another. The enforcement of local ordinances and State laws has served to discourage the practice of using the names of standard machines to market inferior products, but false statements regarding values have still persisted. The recent decision of the Federal Trade Commission against a group of Chicago operators working under the names of various storage companies, in which the defendants were found guilty of unfair methods of competition in interstate commerce and were ordered to discontinue their methods, should serve to discourage “gyp” dealers in other sections to a large extent. The defendants claimed that they were selling “$250-size” phonographs which were in storage, and of which there were only a limited number, at the “special price” of $69.50. The Commission found that the special price quoted was the usual resale price of the instruments and that they were not in storage but were manufactured by the defendants, and that the quantity was not limited. The other advertised statements were, so far as is known, correct.

The prosecution of the Chicago people resulted from a complaint filed by the Better Business Bureau of the Music Industries Chamber of Commerce, which has on several occasions put a stop to questionable methods of talking machine advertising and selling, either through moral suasion or by the bringing of legal action. Its work in this connection is worthy of the highest praise.

**SOME DEVELOPMENTS OF INTEREST**

According to authoritative reports from the great furniture market in Grand Rapids the competition in the matter of talking machine production offered by furniture manufacturers seems to have reached its peak. During the past few years furniture factories have been handling an increased volume of talking machine business, either as marketers of complete machines or as suppliers of cabinets for those who themselves market machines.

In some cases the manufacture of furniture was discontinued entirely in order that entire plants might be given over to talking machine cabinet production, and even with these great facilities cabinets for a time were difficult to obtain. It now seems that a number of furniture manufacturers have sensed a change in conditions and decided to go in again for furniture, with cabinet production largely eliminated, and the manufacture of completed instruments continued as a subsidiary enterprise.

This change in front has not come suddenly, but was heralded close to a year ago and efforts of certain manufacturers to tie up furniture plants on big cabinet contracts met with little or no success. The reason assigned for the change by some furniture men is that the newer talking machine companies who felt that their success would be permanent have either increased their own cabinet-producing facilities or have equipped their own cabinet-making plants, which meant that the furniture man was left high and dry when existing contracts ran out. To have held on to the cabinet business indefinitely would have meant that the furniture men must go back into furniture production suddenly and be called upon to re-establish their furniture markets under strong competition.

There are, of course, a number of furniture manufacturers who will continue marketing complete machines of their own production that have been manufactured along correct lines and have won a substantial reputation and a market for themselves. These are the men who had vision and faith in the talking machine industry, and who, moreover, possessed the good judgment to use their own names on the products turned out by their factories. The development is an interesting one and provides food for thought.

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**“HITCH YOUR WAGON TO A STAR”**

is a maxim that has been handed down from generation to generation. The exclusive Victor retailer well appreciates the value of this saying.

As the year progresses we believe that the exclusive Victor retailer will reap what he has sown in energetically featuring Victor merchandise exclusively.

**ORMES, Inc.**

103 E. 125th St.  Wholesale Exclusively  NEW YORK
Why People Buy by Mail, With Suggestions for Meeting Mail Order Competition

The people of this country are addicted to the mail order habit. If any one doubts this statement let him consider the fact that one mail order house alone sold more than a quarter of a billion dollars' worth of goods last year. In other words, this one company did a business equal to a $2.50 sale to every man, woman and child in the United States last year.

And this is just one mail order house—the largest one in the country, it is true, but there are many mail order houses in America. And they are all doing business. Yes, they are doing business and they are doing it in my town and in your town, Mr. Dealer.

One of the leading bankers of the town stated his position on the subject when he said to the committee that had called to interview him: "Gentlemen, I had rather have the amount of money sent through this one bank for goods bought out of town than to have the receipts of the mail order house."

Why Do They Do It?

These are not pleasant facts to the honest dealer who is trying to give honest service and to earn an honest living. But, as the old saying has it, "Facts are facts and figures are figures," and there is no reason to deny either.

In the first place, these houses sell through their catalogs in which they have pictured and described their goods. These catalogs are sent out through the mails into the homes of the people and the people study them. Every member of the family turns through the catalog time and again, looking and looking, with an especially long look each time at some coveted article. The result is a very natural one—the looker becomes a buyer.

The ones who prepare the mail order catalogs are specialists in their fields and they turn out a product that fully meets the four fundamentals of advertising. The big book of itself catches the attention, aided, perhaps, by some curiosity to know just what it has to offer. Desire is aroused by looking at the displays and conviction is borne in upon the looker by the splendid descriptions and expositions given of the goods.

The prospect is moved to action by the fact that he desires the goods and believes that he can get them cheaper from the mail order house.

A dealer in washing machines, writing in a trade periodical, tells of his experience in dealing with a citizen of his town who was known to be a confirmed patron of the mail order house. The dealer, on hearing that this gentleman was in the market for a washing machine, decided to go after the business.

He invited the customer to come to his store and look over his stock. The latter came and was shown the local merchant's washing machine and was told of its many excellent features. "At least," says the dealer, "I told him all I know about it." (The italics are his, too.)

"Then," continues the dealer, "he started in by asking a few questions about the washer and in half an hour he had told me more about washing machines than I had ever heard or dreamed of. Finally I asked him where he had learned the washing machine business. He hadn't learned it, he said, but he knew all about 'em—from their most inward and basic principles to the outside finish—from reading mail order catalogs."

Yes, the mail order house advertises. And it doesn't stop with advertising through the me-
dium of its catalog. In every Sunday paper in
my town appears a full-page advertisement of
talking machines and another of an ency clo-"pædia. We are not concerned about the latter,
but we are about talking machines.
The fact that the mail order house advertises
is not, of course, anything new or startling, but
the point is this. The mail order house lets
the people know that it has the goods. And how
often it happens that the local dealer does not
let the people know that he has the goods!
The representative of a publishing house that
does some business by mail tells this story. His
house had advertised a book on business
management and in reply several department
store executives throughout the country ordered
the book by mail. In each case the store was
a customer of the publisher's and carried in
stock the book which the executives ordered.
From the same town where department
store officials had ordered this book came other
orders in sufficient numbers to have amply justi-
fied the expense of advertising the book in the
local papers. So this publicity got the business
not only of the people in the communities who
should have bought from their dealers, but of
the dealers themselves!
Now if the head of a department store will
not take the trouble to learn whether or not
his own store carries in stock a book he wants,
but goes ahead and orders it direct, how can we
expect the customers to come looking through
our dusty rows of records to learn whether we
have what they want when it is so easy to order
it by mail?
Still another reason why so many people buy
by mail is the fact that all goods are marked
in plain figures. They don't have to ask the
price on one or several articles. They don't have
to ask why one article is higher than another—
they are told in the text. They are not hur-
rried in making their choice. They can take
their time and think things over—talk the mat-
ter over with other members of the family
maybe—then make up their minds as to whether
they shall buy.
And when they do buy they feel sure that they
are getting the goods much cheaper than they
could buy them from their dealers. This, after
all, is the greatest reason why people buy by
mail. Oh, yes, no doubt they are mistaken—
but do they know that they are mistaken?
And, finally, when they send their orders off
they know that if they are not satisfied they
can get their money back without question.
True, they may experience some annoyance and
inconvenience in obtaining refunds, but they
feel sure that it will be all right.

Wherein They Are Mistaken
The people who buy by mail are, of course, mis-
taken in many of their beliefs concerning mail
order goods and service. They frequently do not
consider the fact that prices are f.o.b. the factory
and that freight and drayage are pretty high
these days. Nor do they seem to understand
that the mail order houses are enabled to make
the prices they offer only because they buy in
large quantities and employ cheap labor in their
factories. In other words, the mail order house
is able to sell cheaper because it buys in a big
way, crowds the manufacturer on prices and
then does business with a minimum overhead.
Again, the people feel sure that if they are
dissatisfied with the goods they may return them
and their money will be cheerfully refunded.
This may be true, but as a matter of fact re-
turns are invariably made in the form of an
order for merchandise of equal value. Then if
the customer sends this back and asks for a
postal money order they will probably send him
an express money order or a cashier's check; or
if he asks for one of these they will very likely
know his goods. Considerable annoyance is
frequently experienced in this way.

Meeting Competition
These are true facts. But do the people know
that they are true facts? And if they don't know
this why don't they know it?

For Phonograph Cabinets
Walnut is surely as desirable as it has proved to be for the
finest of other forms of furniture for four hundred years and
longer. Beauty, remarkable working qualities and its hold
on the public demand put AMERICAN WALNUT in the
foreground for the finer musical instrument cases.

Write for data for makers or dealers and the "Brochure de Luxe" for your salesmen.

American Walnut Manufacturers' Association, Room 1022, 616 South Michigan Boulevard, Chicago, Illinois
Here's Your Chance

Big March 59c Sale

To keep the Columbia Record Catalog within a reasonable size, we must retire certain records. Many of these are still popular enough to sell quickly at a popular price. Here's your chance. Never in the history of the music business have Columbia dealers been able to sell such good records at so low a price with a big advertising campaign to help them.

Limited Supply

Within a few days you will receive our Retired Record List, which will give you the full list of records to be sold at 59 cents. If you need more of these 130 numbers, you can get them from our Branches at 59 cents, less your regular discount. We have discontinued the manufacture of these records, so the supply is limited.

Recent Releases

The majority of these records have been released within the last eighteen months. You'll find on the list selections by such artists as Al Jolson, Art Hickman's Orchestra, Van and Schenck, Harry Fox, Guido Deiro, the Paul Biese Trio, Ted Lewis' Jazz Band, Henry Burr, Campbell and Burr, the Peerless Quartette, Sterling Trio, etc.

COLUMBIA GRAPHOPHONE COMPANY
NEW YORK
How the Show Window, "Your Silent Salesman," Can Help Develop Prosperity

By Ellis Hansen

During the readjustment now taking place in almost all lines of business, progressive dealers in the music trade have no doubt given much thought to the task of improving and stimulating their business.

The splendid article by Bruce Barton in Printers' Ink (reprinted in The World this month) showing how salesmen can make prosperity, brought to my mind another kind of salesman that is just as important a factor for good or bad to the retail store as the traveling salesman described by Mr. Barton is to the jobber. This is the silent salesman—your show window.

While some of the leading music stores

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.

(Continued on page 16)
time on display work and get someone who has an inclination for this very interesting and fascinating work—one who is observing, enthusiastic and painstaking. Allow him a reason- able amount of time. A special account should be established in the other department and encourage him as you would any other employee starting out on a new venture and the expenditure will soon justify itself.

The Mission of the Show Window

The display should create a musical atmosphere and appeal to the love of music that exists in nearly every one. It should be based on a certain idea and tell a single story easily recognized. There must be something in the window to attract attention and arouse curiosity. Finally the display must deliver a message that induces the prospective customer to enter the store. That, after all, is the true mission of the show window, and when that is accomplished the rest is up to the sales people. This may sound rather difficult until you begin to study the great library of music in all its varieties contained in the general record and player roll catalogs. Among the more than two hundred different music displays designed and made by me in the last twenty years, of which I have photographs, every one has been built around a certain idea that has dominated the display and "put over" the story strong enough to be recognized almost at a glance.

The Months of the Year in Window Displays

The different seasons should be strongly reflected. In the last months of the year special stress should be laid upon instruments to make capital of the "gift idea." At that time window shoppers are on the lookout for Christmas gifts and few other articles meet these requirements better than musical instruments. January should be devoted to record and roll displays to supply the thousands of new instrument owners. February for a Valentine display. March, the month for the great variety of Irish selections dear to the hearts of the many sons and daughters that hail from the Green Isle and make these United States their home. The latter part of March and the beginning of April is Easter week. (This year March 27). May for Spring display. June with its roses is the month of the bride. July for its glorious Fourth. August for vacation window. The golden fruits and beautiful flowers of September should be reflected in a glorious Fall display. Halloween for October. Thanksgiving for November, and the great climax should be reached not later than December 25th. And the queue, as in a line, should be down on the other side. These ideas that lead themselves for display purposes, and which can be used almost any time during the year, are children's music, grand opera, dance music and the hundred and one ideas the observing display man can gather from the record catalog.

The period models now on the market open up new fields and offer the greatest opportunities for the resourceful trimmer. Adam and Gothic interiors, and a bit of old Japan help wonderfully well to set off the high-class instruments made in these styles and when properly carried out add "class" and distinction to the stores that install them.

The "Why" of Backgrounds

There should be a radical change in your windows every five or six weeks. It is not enough to change the show cards—the entire background and color scheme must be changed, as only a decided change will attract attention. This can only be accomplished with special backgrounds and is one reason for their popularity. Many music houses have no stock at all in their windows, with the result that if the awning is pulled down during the summertime to protect the instruments, the pianos and phonographs almost merge into the dark depths of the store as seen from the outside. If the dark-colored instruments were set off with a light contrasting background this complete waste of window space during the greater part of the day would be avoided.

How to Get Ideas for Backgrounds

The display man should send in his subscription for the Mission Record and Show Window, 5707 West Lake street, Chicago, Ill., the best publication on window displays. Through the advertising pages in this journal he can get in touch with the leading manufacturers and dealers of display material who will be glad to mail their catalogs choicest of suggestions that may prove of great value. This journal contains every month some of the best examples and helpful hints it should not be hard for the display man to select such ideas for backgrounds and settings to suit his particular store.

Nothing New Under the Sun

It is not necessary to make strictly original backgrounds. Few experienced trimmers can hope to emerge with absolutely new ideas, far less the beginner. A thoughtful adoption presented in a new and interesting form is far better than a poor original. Lowell says: "Though old the thought and oft expressed, 'tis, at last who says them." Put Play Into Your Display Work

In conclusion I should like to make a few remarks to the coming display man. Watch every fine window in your city and try to learn something from it. Give deep thought to all details, don't leave anything to chance. If you have any special show cards made, use as few words as possible that they may be read readily. Never "knock" or even mention any competing line of instruments. Try to inject your individuality, which is a charm in itself. Balance your displays. This does not mean that the various instruments should be handled with geometrical precision, but if one large instrument is placed at one side of the window there should be some decorative feature on the other side to balance it, for instance, a vase of flowers on a pedestal.

Don't be afraid to hang a saw, hammer or a paint brush even if it is a new experience to you. Any fool can have things made for him if he has the money to pay for it. To do something useful all by yourself, something you have not trained to do, is to give yourself a new sense of mastery, which more than anything will help you over new obstacles and make you believe in yourself. I often think that the Yankee characteristic "Jack of all trades" accounts to a great degree for the mastery of the American window-trimmer who counts more than 15,000 in his profession and is acclaimed and recognized to be the most skillful in the world. A good piece of window work represents to me real happiness and pride of creation which is often far more precious than pride of possession. And when the job is finished and the display is a success, where is there any sweeter music than a few words of praise from the "boss" and the official stamp of approval from the office boy that it is "swell"? All the hard work in forgotten in the joyful determination to make a still greater effort and make the next one a "whale" of a window that will make people sit up and take notice. And you can do it. GO TO IT.

VALUE OF CO-OPEATIVE EFFORT

Men who strive to build themselves up by tearing down the work of their fellows generally succeed in undermining their own foundations and falling into the common ruin. The secret of success is co-operative effort and giving to every one credit for that which is his due.

H. J. SMITH LABORATORIES
Jewel Manufacturer

EXECUTIVE OFFICERS
FINISHING and
RECORDING
LABORATORY JEWELS

SAWING
GRINDING
ROUGHING
LABORATORY

MANUFACTURER OF

COLUMBIA GRAPHOPHONE CO.
NEW YORK
DEALERS tell us that the Widdicomb appeals to all and everyone alike. Primarily, this is due to two main facts:

First: In the Widdicomb Phonograph the Amplifying Tone Chamber does full justice to the lower as well as to the higher musical tones. When playing an orchestral record on the Widdicomb, the deeper, richer tones are given equal prominence. And because the Amplifying Tone Chamber is vibrationless there is no suggestion of metallic harshness.

Second: The simple grace of all Widdicomb cabinet work depicts the fine art of true period interpretation. In this character of workmanship, where genuine knowledge of art and decoration is essential, the fame of Widdicomb cabinetmakers is known broadcast. Yet so subtle is the adaptation that the Widdicomb is at home in any furniture setting.

Write for latest catalog showing the many styles of Widdicomb Art Phonographs.

The Widdicomb Furniture Co.
Grand Rapids  Michigan
Fine Furniture Designers Since 1865
FAMOUS ARTISTS RECORD SHAKESPEARE FOR POSTERITY

First of a Series of Recordings of Julia Marlowe and E. H. Sothern, Two of the World's Foremost Interpreters of Shakespeare, Announced by Victor Educational Department

Great interest has been aroused in both talking machine and educational circles by the announcement in this month's Victor record supplement of the first of a series of records by Julia Marlowe and E. H. Sothern, the world's greatest Shakespearian actors. Lovers of Shakespeare, students of the drama seeking unques tionable standards of interpretation, and teachers and students in the public schools of America have long hoped that the talking machine might extend its already great service to mankind by offering selections from the spoken drama recorded by masters of the art.

President Johnson, of the Victor Co. in an interview granted the magazine System, which was reprinted in the December World, expressed his views on the importance of the talking machine in education, saying that he believed that when it is fully developed the talking machine will play as important a part in education as did the printing press. He expressed his confidence that the talking machine record would greatly enlarge its bounds into reproducing plays, short stories and even novels, and that the masterpieces of Shakespeare would soon be recited on records by expert elocutionists. This latter prophecy has now come true, and the educational department of the Victor Co. is taking honest pride in the truly excellent results that have been obtained.

True to its traditions of securing the best artists in the field of music, the Victor Co. has not fallen short of its high standard in securing interpreters of the spoken drama. Julia Marlowe and E. H. Sothern stand without peers on the English-speaking stage as exponents of the works of Shakespeare. These two eminent artists need no introduction to the American public. Both Miss Marlowe and Mr. Sothern, singly and as co-stars, have behind them long and splendid records of brilliant stage successes. Their last joint tour during the season 1919-1920 was a triumph from coast to coast.

It will be of interest to readers of The World to note the ever-growing interest that so many of the world's really great people are taking in the service of the talking machine to mankind. Miss Marlowe and Mr. Sothern, not playing this season, have journeyed all the way from England solely to make these Victor records.

They realize that it is only through the Victor recording (and the elaborate equipment that the Victor Co. has already firmly established for serving the schools) that they may fittingly bequeath their matchless art to the youth of America and all coming generations. They have spent many years of arduous study in the field of dramatic interpretation, and in their interpretations are to be found those characteristics which make their work a revelation to the young students and teachers.

Thus, in the year of the twenty-first anniversary of the founding of the Victor Co., the world's greatest Shakespearian actors have given their wholehearted consent to let their art be preserved in the form of recordings. They are to continue this service into the indefinite future, setting an example that will be followed by other great artists in the drama, and by all those who have devoted their life to theservice of the talking machine to mankind.
Dealer Representation

48% increase since June 1, 1920

These figures represent the new dealers gained by Brunswick in unrepresented districts in a seven months' period.

The same phenomenal growth and expansion is shown in all divisions of the business.

The increase in total sales on phonographs and records, for instance, was more than 58% over 1920.

The increase in Brunswick record production was 144% in a six months' period.

Brunswick dealers everywhere are enthusiastic about The Brunswick and Brunswick Records.

So, too, are the people who bought them. In hundreds of thousands of American homes are Brunswicks which could not possibly be replaced.

Brunswick offers the phonograph dealer not a plan or prospectus, but actual facts and figures and the experiences of dealers who have made money selling Brunswicks.

Seven great factories and two record pressing plants are working to supply the demand for 1921. Forty branch houses, located in principal cities, give the Brunswick dealer prompt and efficient service, no matter where he may be.

Brunswick national advertising, constant and dominating, creates customers for the Brunswick dealer, supplemented by the intensive local work of a Dealers' Service Department.

All combining to make the Brunswick franchise the most valuable today.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: 623-631 South Wabash Avenue, Chicago

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

New England Distributors:
Kraft, Bates & Spencer, Inc.,
1265 Boylston St., Boston, Mass.

Canadian Distributors:
Musical Merchandiser Sales Co.,
75 Wellington St., West, Toronto.
Leopold Godowsky, Master Pianist

Exclusive Brunswick Artist

The splendid records which this great genius has made for Brunswick are a revelation of what Brunswick has accomplished in reproducing the piano, the most difficult of all instruments to record. The brilliance and power of this wizard of the keys are so faithfully interpreted, with such a vivid embodiment of his art, that his warmest admirers are astonished at the fidelity of the reproduction.

His Record "Rustle of Spring" is a marked example of what Brunswick Studios have done in piano recording.

Mr. Godowsky's early appearances, as scheduled to date, are as follows:

7. San Diego, Cal.
15. Longmont, Colo.

March 1. New York, N. Y.
2. New York, N. Y.
6. Cleveland, O.
11. Joplin, Mo.

April 1. Eureka, Cal.

July 15. Ithaca, N. Y.
March Release of Brunswick Records

A well-balanced selection from the popular and romantic fields, some of them hits of the hour, some of them staples for which there is always a demand. The next best thing for your customers—if they haven’t a Brunswick—is Brunswick Records on the phonograph they have.

Any phonograph can play Brunswick Records

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THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: 621-641 South Wabash Avenue, Chicago

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

New England Distributors:

Canadian Distributors:
Musical Merchandise Sales Co., 15 Wellington St., West, Toronto.
The Brunswick Motor
(4-Spring)

Noiseless  Vibrationless  Unvarying
Accurate as a Watch

To insure a perfect reproduction a phonograph must rotate the record at an absolutely uniform rate of speed, for the slightest variation in speed will change the pitch and spoil the music.

Such a motor is a part of the exclusive Brunswick Method of Reproduction—the most exactly built and carefully fitted spring motor possible to make. It is worm-wound and winds easily while playing. It is worm-driven, to promote accuracy. Built on the vertical spring principle to eliminate vibration.

One of the other good features is the fact that the automatic stop works directly on the governor, instead of clutching the turntable, greatly reducing strain on the mechanism and making for longer life.

This motor can be obtained only on The Brunswick. It is made complete by Brunswick, in Brunswick factories, just as every separate part of the Brunswick Phonograph is made. The Brunswick-Balke-Collender Company is one of the few, if not the only, phonograph manufacturer in the whole world making a phonograph in its entirety.

Brunswick places no reliance upon outsiders at any stage of phonograph or record making. Brunswick operates its own timberlands in northern Michigan, is cutting its own veneer logs, slicing its own veneer, and manufacturing its own panels.

A plant is even being completed for manufacturing veneered shooks for shipping phonographs.

Every department of Brunswick business is 100% Brunswick.

THE BRUNSWICK-BALKE-COLLENDER COMPANY
General Offices: 621-633 South Wabash Avenue, Chicago
Branch Houses in Principal Cities of United States, Mexico and Canada

New England Distributors:
Kraft, Bates & Spencer, Inc., 1750 Boylston St., Boston, Mass.

Canadian Distributors:
Musical Merchandise Sales Co., 79 Wellington St., West, Toronto.

Brunswick
PHONOGRAPHS AND RECORDS
MAKER OF RECORDS IMMORTALIZED
The Art of Caruso and the Importance of His Talking Machine Records Emphasized in Interesting Editorial in the Brooklyn Eagle

The following tribute to the value and importance of the talking machine in the sphere of music today is taken from the Brooklyn Eagle of recent date. It emphasizes anew that the talking machine has won a unique place in the domain of art—a position which has been recognized by the editors of our leading publications:

“While ago Caruso was stricken with pleurisy and people began to wonder whether or not the famous voice had sounded its last beautiful note of song. Accident or death befalling great artists always arouses a sense of loss, for after all there are few artists in the world at any one time, and we do not feel that we can spare any of the art and beauty with which they surround us.

“Just a while ago Caruso was stricken with pleurisy and people began to wonder whether or not the famous voice had sounded its last beautiful note of song. Accident or death befalling great artists always arouses a sense of loss, for after all there are few artists in the world at any one time, and we do not feel that we can spare any of the art and beauty with which they surround us.

“When a painter dies his hand is forever stilled, but his pictures live, and with care, generation upon generation, can enjoy them and learn from them. It is so also with a great architect and his work, and a poet or an inventor. But until recently when a master of song died his song died with him, his voice was forever stilled and the people that came after had only the tradition that remained to help them feel the greatness of the voice that was gone. Jenny Lind, who was called the Swedish Nightingale, had a marvelous voice, but it is gone now, and lives only in the memory of those who heard her sing. So it was until recent years with all great singers and musicians—their work, their art was only for their own generation and it faded out with their lives.

“But the invention of the phonograph has changed this. Now the finest achievements of the singer, the most delicate interpretations of the pianist, the violinist and every other musical artist, are indelibly engraved on the talking machine record and can be renewed again and again.

“Caruso’s voice will never die, for we have it with us for all time and the people of many years hence will enjoy it, too. The talking machine, you see, is more than a thing of pleasure—that is an end in itself—but its greatest value lies in the fact that it has enabled us to catch and hold forever the beauty of a song before it dies away on the air.”

TAKES ON THE VOCALION LINE
The W. T. Crane Piano Co., Syracuse, N. Y., which recently became representative for the Aeolian Co. line of pianos and Pianolas in that territory, has just added the Vocalion and Vocalion records to its line.

If an employer asks a salesman to make a special effort on a certain line of goods, the salesman should never come back to the house explaining his inability to succeed. He should have sold the goods.

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 Casing Boxes. They are built of solid woods.

THE BRANDTS FURN. CO.
CELINA, OHIO

HARPONOLA

WHY Harp onola Dealers STICK

Harp onola Dealers have first of all a splendid instrument that can be handled at a good profit.

But, fine as that is, the vital reason that Harp onola Dealers stick with us is this:

WE ARE SQUARE WITH OUR DEALERS. We back them up and make good on every claim and promise we make.

A limited amount of talking territory now open. Get our combination proposition on Harp onola and Chief Records.

THE HARPONOLA CO.
101 MERCELINE PARK
CELINA, OHIO

EDMUND BRANDTS, President
1921 is proving to be the greatest Rishell year, especially because of the unflagging pace, during the past 55 years, of the great company producing it. The momentum of uninterrupted success is back of Rishell. It is going forward at a pace that only great capital, great equipment, great prestige, can give to a great product. Rishell Phonographs make their market and keep it growing. Wire today for particulars of our liberal jobber contract.

RISHELL PHONOGRAPH CO.
WILLIAMSPORT, PA.

New York Distributor: GRAND TALKING MACHINE CO.
268-270 Flatbush, Avenue Extension, BROOKLYN
Why Talking Machine Trade Should Support Movement to Encourage "Buying Now"

Members of the talking machine industry, either individually, through local organizations, or the National Talking Machine Industries Commerce, would do well, in considering the present attitude of the public toward buying and ways and means of stimulating that attitude to the point of the movement that has developed among manufacturers and merchants and even bankers in various sections of the country to promote the "Buy Now" idea.

High prices alone are not responsible for the slackening off in buying, for there has been too much talk of thrift, of buying only necessities, of hoarding money, and of preparing to meet the days of famine, as it were. Bankers particularly seem to have taken a special delight in preaching to the worker of the coming of hard times, and the necessity of rigid economy on the one hand, while preaching optimism to certain other elements of our citizenry on the other.

There has been too much talk of thrift—so much so that the term thrift has apparently been accepted as meaning miserliness. The public has been told only to buy the necessities of life, and with every manufacturer and merchant apparently endeavoring by propaganda to bring his own particular product into that category, the result has been a confusion that has moved the average man to cease practically all buying and not waste time endeavoring to differentiate between necessities and luxuries.

The business men of the country have come to the conclusion that the time for watchful waiting is past and that a strong nationwide propaganda to "Buy Now" is needed to overcome the effects of the constant preaching of economy and thrift. In several of the cities of the country the "Buy Now" movement has made strong headway, and has received the support of Chambers of Commerce and business men's organizations.

In New York recently there was formed a National Prosperity Bureau by a number of prominent manufacturers, merchants and bankers representing commercial interests from all over the country. The Bureau is to carry on a campaign along the lines used for promoting Liberty loans, using newspaper and billboard advertising and working directly on the public through local organizations.

The arguments put forth by the Bureau and by the "Buy Now" organizations that have been formed in various cities are that prices have reached rock bottom, that the public can buy most articles right now cheaper than ever before, or cheaper than they will ever be able to buy them in the future, and that unless there is a general wave of buying, sensible, perhaps conservative, but nevertheless steady, there will be a severe permanent blow struck to the prosperity of the Nation. Attention is called to the fact that many factories have shut down, throwing thousands of men out of employment, and that by not buying, and, therefore, failing to create a demand for the products of these factories, the individual is simply aiding in bringing about a condition of depression that must ultimately affect him—and his interests directly.

It may be a while before the public can be induced to buy on a normal basis, but there is no question but that they have the ability to buy. Savings bank deposits have never increased so tremendously as during the past couple of years, and with the average of wages very little below wartime standards the question of the financial status of the ordinary individual does not enter.

Any general movement to encourage buying, and to bring the Nation back to sensible spending, must, of necessity, have some effect in stimulating the sale of musical instruments of various sorts. It is, therefore, the wise thing for the music industry to be represented in the campaign so that the effects will be as direct as possible. It is much easier to persuade a man of the need of buying as a practice than it is to preach thrift and then endeavor to persuade him to put part of his money, saved by denying himself, into one or two particular products.

It is, of course, too soon to determine just what effect the "Buy Now" campaign will have in stimulating retail sales and consequently wholesale manufacturing, but it is a move in the right direction—one that should be encouraged.

COMPLETES A MODEL DEPARTMENT

Moser Furniture Co. Prepares for a Large Columbious Business in 1921

KNOXVILLE, TENN., February 2.—The Moser Furniture Co., Columbia dealer of this city, has recently completed a model talking machine department. There are two beautiful hearing rooms, divided by record rack and counter, all of which are finished in ivory. The fittings are luxurious and the seating arrangements unusually comfortable. The Moser Furniture Co. is a comparatively new Columbia representative, and is starting off with a campaign of extensive proportions. This includes newspaper advertising, unique window displays, special truck service and a host of merchandising ideas, many of which were secured through the Dealer Service department of the Columbia Co. The manager of this department reports a gratifying business and expressed enthusiasm over the house-to-house canvass campaign which is now in process.

The Harris-Douglas Furniture Co., of Boulder, Co., has opened a talking machine department in which it is featuring the Victrola with great success.
"A new Gennett!"

The ELUSIVE CHARM

—the magnetic personality of the artists' original rendition of music, is the distinctive alluring appeal in Gennett Records.

Hear new Gennett No. 4656 re-animate the rich colorful baritone of Ernest Hare singing the song-hit "Margie," and on the other side the same artist delights with "All She'd Say was Um-Hum."

Your dealer will gladly give you a hearing

Gennett Records
Manufactured by
The Starr Piano Company
Richmond, Indiana

New York-Chicago-Los Angeles-Birmingham-
Buffalo-Cincinnati-Cleveland-Indianapolis-
Belfast-Jacksonville-London, Canada
AUSTRALIAN EXCHANGE RULING HURTS EXPORT TRADE

Under Recent Court Ruling All Duties Are Assessed on the Commercial Value of Exchange Rather Than Upon the Mintage Value—Decision Works Hardships on Importers of American Goods

In a letter just received by The World from F. Owen French, Sydney, Australia, representative for the Jesse French & Sons Piano Co. and other lines in Australia and New Zealand, Mr. French states that the position of exchange is steadily becoming more serious, and has been a great obstacle in the handling of import trade. The latest blow has been an order of the court obligating customs authorities to assess duty on the commercial value of exchange and not, as previously, on the invoice value. This means that instead of duty being assessed on the invoice value at $4.86 to the pound sterling it will be assessed on the ruling rate of exchange at the date of the invoice, which rate may be $3.40. As the duty is approximately forty per cent, the ruling works a great hardship on the importer of American goods.

On the other hand, when goods are imported from countries where the exchange rate is in favor of Australia, the Australian importer benefits to that extent. The basing of the duty upon the exchange rate is proving a strong factor toward discouraging American export business, and an effort is being made to have the court’s decision in the test case either changed entirely or at least adjusted, to provide relief.

SUCCESSFUL SELLING ESSENTIALS

There is nothing mysterious about salesmanship. Thousands of successful salesmen have never studied psychology or the kindred sciences. To be able to sell is to be human. Successful selling is made up of a number of little things—a smile, a word of cheer, a tone of voice, a right word at the right time.

The Brush Furniture Co., of Brush, Col., which has recently been appointed Victor dealer, reports an excellent business in the territory in which it operates.

KLEIN-HEFFELMAN CO.’S NEW HOME

New Seven-story Building Being Erected by Music Concern in Canton, O., Will Be Ready for Occupancy on or About March 1

CANTON, O., February 2.—Towering seven stories over Canton’s downtown business district, the new Klein-Heffelman building, at Fifth street and Market avenue N., will be ready for occupancy March 1, according to store officials. When completed the building will house the company’s three big stores, one of which is its music store, long established just across the street from the new building site. Approximately $850,000 has been expended on the building, which is to be one of the finest and most complete department stores in eastern Ohio. In the new building this company will enlarge in all its music departments and will have one whole floor devoted to the display and sales rooms for its piano, phonograph and musical merchandise trade.

COLUMBIA BRANCH IN TORONTO

The Columbia Graphophone Co. has recently opened up its first branch house in Canada serving the retail trade direct. This establishment is located at 204 St. Catherine street, Montreal, with Hector Garand as manager.

Don’t look for trouble unless you can handle it when you find it.

We Figure This Way:

The more we assist our dealers in promoting the sales of Victrolas and Victor records, the faster their business will grow. And, naturally, good business for our dealers results in good business for us.

Wouldn’t you value an affiliation with a wholesaler who realizes that his success depends on your success?

C. C. Mellor Company

1152 Penn Avenue,

Pittsburgh, Pa.
Both the new President and his political opponents recognized the enormous advantages of Magnavox apparatus and by means of it talked to many crowds of from 40,000 to 100,000 people.

*Magnavox* Special Tele-megafone equipment will still further increase the volume of the voice to enormous strength for public speaking to vast assemblages of people. ** ** **

THE MAGNAVOX CO. :: Oakland, Calif.
TRADING "TALKERS" FOR FURS
Captain Krupp Tells Interesting Story of His Visit to Northern Lands and of the Popular-
ity of the Talking Machine Among Natives

To those people residing in Siberia, particu-
larly those centers visited occasionally by ship-
masters who take seasonal loads of merchan-
dise from the United States, the talking ma-
chine is one of the most effective instruments for closing profitable "trades" of rare furs. Captain Krupp in a recent article in one of the Sunday papers tells of his visit to Cape Nome, Unalakleet and Yukon River to exchange mer-
chandise for furs with the Eskimos. From there he pushed into Siberia and Kamchatka
and to Hokkaido, the island home of the hairy
Ainus, the aboriginal Japanese, where he made
new friends beyond the outposts of civilization
in the neighboring Asia.

Telling of his visit to one of these fur cen-
ters Captain Krupp remarked after his luggage
carrier had untied several bundles:
"I passed to the wife and daughter of the
house a bundle of flashy bead necklaces and
started the talking machine. While the head of
the house was looking inside the talking ma-
chine for the singer, who happened this time to
be Billy Golden, singing 'Turkey in the Straw,'
the Indian asked "How many furs you catch him in
trade them for furs."
I replied that I did not sell talk-
ing machines or beads for money, but
"I don't know," I replied. 'Bring them out
and I will look that thine over.'
"Whereupon the entire family began to lug
in marten, sable, ermine and squirrel
furs. I made several lots and traded a talking machine
for one lot, a mackinaw coat for another lot, a
10-pound bucket of candy for another and three
strings of beads and a calico dress for another.
Before leaving I presented to the man some
cheap bobbles which took their fancy and our
negotiations were at an end, ever one being
fully satisfied that a satisfactory and profitable
deal had been closed."

ROEHR CO. DEPARTMENT REMODELED

Topeka Concern Makers Improvements in Order to Handle Growing Business

TOPEKA, KAN., February 1.—The W. F. Roehr
Music Co., of this city, has just completed re-
modeling its talking machine department, which
comprises a series of eight rooms on the first
floor divided by one large record stockroom,
with necessary equipment. This store, the
oldest Victor representative in the State, has
enjoyed many years of successful talking ma-
chine merchandising throughout the State of
Kansas. Aside from its Victor activities it has
also introduced Brunswick phonographs
and records in a large way in Kansas.

The Nostrand Phonograph Co., of Brooklyn,
N. Y., has announced its dissolution.

AUTOMATIC STOPS

The simplest and most efficient Auto-
matic 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

Your Problem Is Ours
Good Profits (to you) +
Good Service (to your customers)

Answer: TONAR RECORD BRUSHES

Have we solved the above problem correctly?
Write to-day for prices and sample and see for yourself

PARKS & PARKS, Inc.
TROY, N. Y.

SECURED VICTROLA ON BAD CHECK

Long Island News Co. Loses Victrola XVII to Swindler—Trade Asked to Be on Lookout

The Long Island News Co. reports that a
man representing himself as Edward Nostrand,
a resident of Flushing, L. I., called at the store
of the Long Island News Co. at 45 Main
Street, and one time featured in the Edison national
catalog, shown in the Edison catalog at $5,500
brown finish, for which he gave a check.
The check was later returned marked "N. G."
and investigation proved that in the house where the
machine had been delivered the man had held
a room only two days. The machine was traced
to a tea and coffee store in New York, and
there all trace was lost.

The man is described as being about five feet
five inches tall, smooth shaven, florid com-
plexion, and representing himself as a civil
engineer. Dealers and repairmen are asked to
be on the lookout for the machine, Serial No.
8437, and to notify the manager of the Flushing
store of the Long Island News Co. at 45 Main
Street.

DEVELOPING IDEAS

The right kind of man material will grab an
idea and make it bigger. The wrong kind will
use that one idea and then sit down and wait
for you to hand them another. The right kind
of man will learn something new from every
experience. And he will develop incidents into
laws of action.

FAMOUS FRENCH CABINET

Original From Which Edison Machine Was
Copied Shown on Postcard Photograph

Below is a postcard photograph just received
of the celebrated cabinet dating from the reign
of Louis XII, belonging to the French Govern-
ment, and now to be seen in the Hotel De
Cluny, Paris. The Edison French Gothic phono-
graph, shown in the Edison catalog at $5,500
and one time featured in the Edison national
advertising, is an exact replica of this cabinet,
said to be the finest piece of Gothic furniture
in the world. One of these is now in the home
of Thomas A. Edison.

SOJOURNS IN SOUTHERN CALIFORNIA

H. L. Hale, of the Hale Music Co., Marsh-
field, Ore., was a visitor at the offices of the
Walter S. Gray Co. in San Francisco January 14
on his way to southern California and Arizona,
where he will spend the Winter. Mr. Hale is a
veteran of the big war, was wounded in the
Argonne and put in the rest of his time as a
soldier in the hospital. He spent several hours
in San Francisco fighting the battle over again
with some members of the Walter S. Gray Co.
forces who were also there.

A salesman who decides at first sight that
certain goods will not sell is assuming that
his judgment is better than the judgment of
all his customers.
The Important Part Salesmen Can Play in Bringing About Better Conditions

By Bruce Barton

As a writer on business subjects, Bruce Barton has set forth a number of business truths through the medium of type, but never was truth presented more forcefully or at a more appropriate time than in his booklet issued recently, "As Prophets, Are Your Salesmen a Loss?" The booklet represents a reprint of an article under that title by Mr. Barton which appeared recently in Printers' Ink.

It will be well for every manufacturer, wholesaler and retailer in the music industry, and for that matter in every other industry, to read and ponder over the following paragraphs. Seldom has a situation and a way to meet it been presented so clearly and forcefully.

The Apostle of Gloom

Into a country store a salesman enters, drops his bags on the floor and leaning confidentially across the counter asks:

"Well, how's business with you?" The tone of his voice indicates little expectation of an encouraging reply.

"Rotten," responds the merchant, fitting his mouth to a cigarette. He doesn't even bother to light it. "Ain't been quite as bad as that here," says he.

"Same story everywhere," exclaims the salesman. "Well, how's business with you?" The tone of his voice indicates little expectation of an encouraging reply.

"Of course I'm an optimist," says the merchant, turning toward a saleslady who is working behind the counter. "I just blew in from Lebanon on number forty-six. You know Ed Kidder over there; he says the last two weeks are the worst he's had stuff on the road for five and six weeks. Before the war we used to ship from our factory to Kansas City in nine days; lately we've veered from their course.

"Well, things get worse before they get better, you can take my word for that. I'll tell you the labor situation in this country is all wrong. Those fellows have just simply forgotten how to work, if they ever knew how in the first place. They've got to be taught a good, stiff lesson. Am I right?"

The merchant nods, turning toward a customer who had entered with the intention of spending some money. The customer restrains his impulse, however, and joins the audience instead.

"Another thing, it's going to take ten years to get the railroads into shape if it takes a day," says the visitor authoritatively. "Why, before the war we used to ship from our factory to Kansas City in nine days; lately we've veered from their course. Five and six weeks, can you beat that?"

By this time the audience has grown to quite a group, more intending customers having been veered from their course.

"Of course I'm an optimist, y'understand. My wife says that if I fell out of a ten-story window I'd bounce right up again; that's the kind of a fellow I am. But when I left New York things were pretty gloomy. We'll see breadlines before this Winter is over, I'm telling you; and soup kitchens and everything. . . . Well, I suppose there's no use showing you anything to-day?"

"Not to-day," responds the merchant decisively. "Well, so long." The customers drift out, clutching their money little tighter; the merchant in his solitude sits and broods upon his troubles. The salesman hurries on from store to store, and by evening ten merchants and fifty citizens are filled with a deeper foreboding. They have met a man from New York who has told them direful things. It is time to be careful. Let every man keep a firm hold upon his purse and warn his wife to buy nothing.

In twenty days that salesman may visit twenty little towns, and who shall measure the power for good or ill that lies in his well-meaning but often thoughtless talk?

To give the impression that this man is in any way typical of the great army of American salesmen would be to do an immense injustice to as fine a body of men as were ever gathered together in business. There are unworthy members of that army, to be sure, as there are unworthy representatives of every profession; but the vast majority of salesmen are loyal, capable and intelligent in an unusual degree. The point I want to emphasize is merely this: that no other body of men have it so largely that lies in his well-meaning but often thoughtless talk?

To give the impression that this man is in any way typical of the great army of American salesmen would be to do an immense injustice to as fine a body of men as were ever gathered together in business. There are unworthy members of that army, to be sure, as there are unworthy representatives of every profession; but the vast majority of salesmen are loyal, capable and intelligent in an unusual degree. The point I want to emphasize is merely this: that no other body of men have it so largely.
or patch up the back steps, as his wife has been in charge for a while and go dig in his garden.

They were going barefoot from this time forward, and I never see a crowd of queer-looking people than the ones who direct them. Some of us are merely hardened and confirmed in its bad effects. The pages of history are stained with the record of men's cruelty to one another because of an unwillingness to entertain the new idea, and the heresy of one generation becomes the commonplace orthodoxy of the next.

Intolerance is dangerous enough in any age, but peculiarly so in a period when everything is changing so rapidly as now. The men in business who say, "We have always done it this way, and so we always will," is likely to wake up and find that the course of the river of Business has shifted overnight and left him high and dry. And the man who says, "It was good enough for my father and it is good enough for me" ought to have a commission appointed to look into his mental condition.

Most of us would be a lot more comfortable if the world would quietly go back to the settled conditions of 1913, but it never will. And while we do not want to lose anything that was good under the old order of things, we do want to be very careful that the chariot of progress does not come along and run us down, because we are standing in the middle of the road facing the wrong way. New truth comes into the world wearing such strange clothes and covered with so many false whiskers that one has to be constantly on the lookout. I never see a crowd of queer-looking folks professing some crazy idea without remembering how queer-looking the crowd must have been that followed Jesus of Nazareth. I have never seen all the respectable people of a city on one side of a question without remembering that all the respectable people of Athens were on the same side of the question when Socrates was put to death. But the crowd was wrong, and the one was right.

Backing a Sure Bet Our nerves are ragged from the war. We spend an awful lot of time in picking on each other, and denouncing each other, and calling for a return to the good old days which are gone—and weren't so awfully good at that. And what we need most of all is a willingness to believe in the general goodness of our fellow-men, coupled with a reasonable readiness to try the new thing before we condemn it because it is new. . . .

You meet men to-day who talk as if the race were going barefoot from this time forward, and there would never be any more markets for shoes; they talk as if we were all going to walk forever, and there would never be any more call for automobiles. And by that foolish, useless conversation they impede the coming of the day whose coming they most earnestly desire. Men of that sort are unworthy of the men who say, "We have always done it this way, and so we always will." The one was right.

Hearing a Piano Record on the Blandin.

Racine Phonograph Co., Inc.
Racine, Wisconsin.

The Mignon DeLuxe Records and Phonograph Co., New York, has been incorporated with capital stock of $150,000 by J. A. Voskamp, I. A. Lyons and L. B. Burgas.

The Best Oil For Any Talking Machine

In reflexes began a job care as our famous watch oil receivers. All gums and impurities are removed, leaving it Colorless, Odorless and Stainless. Hungrypeople say they would not be without it for their phonographs and wax cylinders since the oils have been in use. It washes, shines and protects in two steps, as his wife has been...

WILLIAM F. NYE, New Bedford, Mass., U.S.A.
## HITS—FIRST AND BEST ON

**Actuelle RECORDS**

(Needle Cut Records by Favorite Pathé Artists. All Size 10)

### LATEST DANCE HITS

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Orchestra</th>
</tr>
</thead>
<tbody>
<tr>
<td>022497</td>
<td>HUMMING—Fox-trot</td>
<td>Joe Gibson and His Orchestra</td>
</tr>
<tr>
<td>022498</td>
<td>I NEVER KNEW (I Could Love Anybody Like I’m Loving You)—Fox-trot</td>
<td>Joe Gibson and His Orchestra</td>
</tr>
<tr>
<td>022499</td>
<td>O-HI-O (O-My-O)—One-step</td>
<td>Bennie Krueger and His Orchestra</td>
</tr>
<tr>
<td>020485</td>
<td>LEARNING—Fox-trot</td>
<td>Bennie Krueger and His Orchestra</td>
</tr>
<tr>
<td>020486</td>
<td>LOVE BIRD—Fox-trot</td>
<td>Casino Dance Orchestra</td>
</tr>
<tr>
<td>020487</td>
<td>THE LEGEND—From “Lady Billy”—Waltz</td>
<td>Casino Dance Orchestra</td>
</tr>
<tr>
<td>022501</td>
<td>BRIGHT EYES—Fox-trot</td>
<td>Casino Dance Orchestra</td>
</tr>
<tr>
<td>022502</td>
<td>LOOK FOR THE SILVER LINING—From “Sally” (Fox-trot)</td>
<td>Casino Dance Orchestra</td>
</tr>
<tr>
<td>022493</td>
<td>I NEVER REALIZED—Fox-trot</td>
<td>Piedmont Dance Orchestra</td>
</tr>
<tr>
<td>022494</td>
<td>I LOST MY HEART TO YOU—Fox-trot</td>
<td>Piedmont Dance Orchestra</td>
</tr>
<tr>
<td>022495</td>
<td>MAKE BELIEVE—Fox-trot</td>
<td>Nicholas Orlando’s Orchestra</td>
</tr>
<tr>
<td>022496</td>
<td>TWO SWEET LIPS</td>
<td>Nicholas Orlando’s Orchestra</td>
</tr>
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### LATEST DANCE HITS

<table>
<thead>
<tr>
<th>Record</th>
<th>Title</th>
<th>Artist</th>
<th>Size</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td>22498</td>
<td>HUMMING—Fox-trot</td>
<td>Joe Gibson and His Orchestra</td>
<td>10</td>
<td>$1.00</td>
</tr>
<tr>
<td>22499</td>
<td>O-HLO (O-My!-O!)—One-step</td>
<td>Bennie Krueger and His Orchestra</td>
<td>10</td>
<td>$1.00</td>
</tr>
<tr>
<td>20485</td>
<td>LOVE BIRD—Fox-trot</td>
<td>Casino Dance Orchestra</td>
<td>10</td>
<td>85c.</td>
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<tr>
<td>20486</td>
<td>BRIGHT EYES—Fox-trot</td>
<td>Casino Dance Orchestra</td>
<td>10</td>
<td>85c.</td>
</tr>
<tr>
<td>20487</td>
<td>PERSIA—Fox-trot</td>
<td>Eddie Kuhn and His Orchestra</td>
<td>10</td>
<td>85c.</td>
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<tr>
<td>22501</td>
<td>MAKE BELIEVE—Fox-trot</td>
<td>Nicholas Orlando’s Orchestra</td>
<td>10</td>
<td>$1.00</td>
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<tr>
<td>22502</td>
<td>I NEVER REALIZED—Fox-trot</td>
<td>Piedmont Dance Orchestra</td>
<td>10</td>
<td>$1.00</td>
</tr>
</tbody>
</table>

### POPULAR VOCAL HITS

<table>
<thead>
<tr>
<th>Record</th>
<th>Title</th>
<th>Artist</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>22493</td>
<td>WITH THE COMING OF TOMORROW...</td>
<td>Robert Bruce, Tenor</td>
<td>10</td>
<td>$1.00</td>
</tr>
<tr>
<td>22494</td>
<td>DEAREST ONE</td>
<td>Lewis James and Elliott Shaw</td>
<td>10</td>
<td>$1.00</td>
</tr>
<tr>
<td>22495</td>
<td>BONNIE LASSIE</td>
<td>Charles Hart, Tenor</td>
<td>10</td>
<td>$1.00</td>
</tr>
<tr>
<td>22496</td>
<td>THE ARABIAN YOGI MAN</td>
<td>Crescent Trio</td>
<td>10</td>
<td>$1.00</td>
</tr>
<tr>
<td>20484</td>
<td>GREAT CAMP MEETIN’ DAY</td>
<td>Noble Sissle, Tenor</td>
<td>10</td>
<td>85c.</td>
</tr>
<tr>
<td>22497</td>
<td>STRUT MISS LIZZIE</td>
<td>Ernest Hare, Baritone</td>
<td>10</td>
<td>$1.00</td>
</tr>
</tbody>
</table>

Pathé Frères Phonograph Co. Brooklyn, N. Y.
Tie Up Your Sales of Bubble Books with a Bubble Book Party

This very interesting Mother Goose novelty can be given by schools, clubs, societies, etc., as a social entertainment very easily. It makes a big hit with the children because they can all take part in it as Mother Goose characters.

There's nothing like a Bubble Book Party to stir up the sales of Bubble Books.

When you are in New York, during February or early in March, come to the Bubble Theatre in the Bush Terminal Sales Building, 130 West 42nd Street, and see for yourself just how attractive such a party is. Matinee at 4.15 P. M. daily.

Twenty-five child actors under expert direction take part in it. You are cordially invited any day that suits your pleasure.

The Bubble Books are year-round sellers because their appeal is universal. Big national advertising and genuine selling helps, intelligently and heartily gone into, create business for you.

Bubble Book Sales Service
130 West 42nd Street
NEW YORK CITY
Columbia Graphophone Co. NEW YORK

WHERE GREAT ARTISTS WILL MEET

Columbia Graphophone Co., to Establish "Green Room" in One of the Three Top Floors Set Aside for Their Recording Laboratories in the Gotham Building, Columbus Circle

In olden days, when theatres were few and far between, all the eminent artists of the theatrical stage used to gather in the famous "Green Rooms" of the old-time English theatres. Now that New York has more than half a hundred theatres, many concert halls and vaudeville houses and two great opera houses open every season, such a concentration of talent would seem impossible.

But it can and will be brought about, to a great extent, because of the fact that so many of stageman's present-day favorites and of the great musicians of the past three years are making records for the Columbia Graphophone Co. This company recently signed a million-dollar lease for the right top stories of the new twenty-four-story Gotham National Bank Building at Broadway and Fifty-ninth street, and is making elaborate preparations for the reception of these artists.

The three top floors have been set aside for the Columbia recording laboratories and in addition to these recording rooms with especially prepared acoustic properties, where music in all languages will be recorded by specialists, there will be a department given over to the reception of musicians in an atmosphere that tends to develop their art.

Here such great opera stars as Rosa Ponselle, Charles Hackett, Ricardo Stracciari, Jeanne Gordon, Hipolito Lazzaro, Jose Mardones, Margaret Romaine, Leon Rothier, Mary Garden, Maria Barrrientos, Florence Macheth and Cyrena Van Gordon will meet and mingle with such leading instrumental artists as Eddy Brown, Pablo Casals, Percy Grainger, Josef Hofmann, Sascha Jacobsen, Toscha Seidel, Eugen Ysaye and Duci di Kerekjarto.

Such lively popular artists as Al Jolson, Nora Bayes, Frank Crumit, Marion Harris, Guido Deiro, Van and Schenck, Bert Williams and Harry C. Brown will forage with such dance orchestras and organizations as Art Hickman's Orchestra, The Happy Six, Sherbro's Orchestra, Sweatman's Jazz Band, Ted Lewis' Jazz Band and the Paul Biese Trio.

Some of the concert and symphony orchestra artists who will be admitted to this musical center are Lucy Gates, Louis Graveure, Hulda Lashanska, Barbara Maurel, George Meader, Alice Nielsen, Oscar Seagle Grace Wagner, Carmela Ponselle and the members of the Chicago, Cincinnati, Columbia and French Symphony Orchestras, the Philharmonic Orchestra of New York and the Gino Marinuzzi Symphony Orchestra.

The statement of a Columbia official that atmosphere to artists is almost like the air they breathe and the right atmosphere brings out musicians' God-given talent conveys a hint of the splendors to be expected in this modern "Green Room." Its very location in the immediate neighborhood of the Metropolitan Opera House, Carnegie Hall, the theatres and vaudeville houses, brings it into a musical and artistic atmosphere.

GETTING CLOSE TO THE DEALER

Do you realize that--The jobber's salesman is largely responsible for the success of his customers? He can help his customers by suggestions and advice. If he is informed on conditions his customers soon find it out and turn to him for counsel. He should be in position to counsel with them wisely. It means much for the progress of a business.

A salesman should, first and foremost, be loyal to the house that employs him, and so long as he continues to accept its money in payment for services he is in duty bound to refrain from any action or word that will prove detrimental to his employer.

NEW POST FOR H. D. BERKLEY

H. D. Berkley, who for many years has been connected with several Victor organizations, both wholesale and retail, and who more recently was assistant general manager of the Enterprise Music Supply Co., has been appointed manager of the Victrola department of Bloomingdale Bros., Inc., New York City.

INCORPORATED TO MAKE RECORDS

New Comfort Records has been incorporated with capital stock of $400,000 to manufacture musical instruments.

Business men today are pragmatic. Their test for every idea is, "Will it work?"

That is the test we relish.

For that test brings out fully the genuine, "workable" value of the man-to-man co-operative effort behind our Service.

Elyea Talking Machine Co.
Atlanta, Georgia
Exclusively Victor Strictly Wholesale
An Interesting Fact—With a Moral

FROM December 1st to December 24th there were sold from the store of Phillip Levy & Company, Norfolk, Va., a city of 135,000 population—

421 Granby Phonographs
Totalling Over $67,000.00

The Granby was sold in actual competition with a dozen dealers handling all makes, which speaks pretty well for Granby.

Local newspaper advertisements—not big space, but advertisements featured regularly and persistently—were valuable aids in making these sales.

The Moral

There is plenty of business in your territory if you handle the right phonograph line, and will only go after it intelligently.

Conditions in Norfolk, at present, are no better nor worse than in any other city.

If you want to know the details of the selling campaign that produced these results, get in touch with us immediately.
Various Methods of Increasing Talking Machine Sales Interestingly Described

By W. Bliss Stoddard

St. Patrick’s Day, which will soon be with us, is one that naturally lends itself to mirth and music, as the Irish are a light-hearted musical race, and it is natural that a music dealer should seize upon it as a means of pushing his talking machines and records, especially the latter. Preparations should now be made for window or other displays of records of Irish music, instrumental and vocal, and in this connection it is interesting to set forth the very excellent display made last year by the Thearle Music Co. of San Diego, Cal., who played up “St. Patrick’s Day” in a very attractive manner. Its window heralding the date caused everybody to smile and stare. The large window was floored with fluted grass green crepe paper, and the tall floor lamp had a wide spreading shade of the same color and material. Basking in the green glow of this lamp—the effect was enhanced by having green bulbs instead of the customary translucent ones—was a four-foot Victor dog, wearing a huge bow of green ribbon, and a green stovepipe hat a yard high. At either end of the room were late model Victrola cabinets, and down in the corner, set in wire racks, were a half dozen records, to each of which was pasted a big green shamrock on which was printed in black the name of the selection—“Where the River Shannon Flows.” “The Wearing o’ the Green,” “That Tumble-down Shack in Athlone,” and many standard Irish melodies.

A week before the seventeenth of March they sent out broadcast green cards on which were gold harps, while printed on the cards were: “Celebrate St. Patrick’s Day with mirth and music.” “Get your old Irish melodies or new popular ballads from the Thearle Music Co.” About the same time, too, they sent out special invitations to their regular customers, and inserted a general invitation in the papers to an hour of music. This was given in their music hall on the Saturday afternoon before St. Patrick’s Day, thus giving the audience a chance to hear many of the new and old records there were many others sold that afternoon, as the guests, both before and after the concert, were invited into the demonstration rooms, and heard a number of the new records ranging from comic to classic.

Various Methods of Increasing Talking Machine Sales Interestingly Described

It will soon be marble time and the fondness of the youngsters for the little spheres is well known. Accordingly, any merchant who wishes to secure a good list of talking machine prospects could do so better than follow the plan used very effectively last season by Kremer Bros., Ford du Lac, Wis. They laid in great quantities of marbles and then inserted a number of small ads in the local papers. Three of these were used, each on a different page, the sporting page, the comic section and the front pages being selected—as the ones which would attract most attention from the boys. The first of these ads was adorned with a picture of a freckle-faced lad shouting:

![Image of a boy playing marbles]

**Hey, Skinnay! C'mon Over! 50,000 Marbles FREE!**

Let’s go to KREMER BROS., 36 N. Main St., next Saturday between the hours of 8:00 A.M. and 5:00 P.M., where we can get a bag of 25 marbles absolutely free if we bring along the coupon below properly filled out.

KREMER BROS.

The second ad showed a group of boys playing marbles, and was captioned:

**Knuckles Down! No Hunching! 50,000 MARBLES ABSOLUTELY FREE!**

Every boy and girl in Fond du Lac can get a big bag of 25 marbles, all colors, absolutely free by bringing the coupon of this ad properly filled out to our store on Saturday, April 10, between the hours of 8:00 A.M. and 5:00 P.M.

KREMER BROS.

(Continued on page 34)

Reaching Discriminating Buyers

In a bulletin announcing the new Victrola No. 80, the Victor Co. describes this model as one that will appeal strongly to the most discriminating buyers. We agree with the Victor Co. in this belief, and know that the price of an even $100 is psychologically right.

We have arranged a special plan to help Victor dealers introduce the Victrola No. 80 in a manner calculated to produce big sales results. May we co-operate with you?

Collings & Company
Victor Distributors throughout Northern New Jersey and Northeastern Pennsylvania
PLUM BUILDING
Clinton and Beaver Sts. Newark, N. J.

Note: Use U-Sav-Your dressing and preserve the beautiful original factory finish on your cabinets.
VARIED WAYS OF INCREASING SALES

Continued from page 33

The third ad showed no cut, but played up the "marble" idea:

**FREE!**
**MARBLES!**
**FREE!**
For the boys and girls of Fond du Lac

The balance of the ad was similar to the others. At the bottom of each ad was a coupon which was to be cut out, filled out, and brought to the store. This coupon stated the name and address of the parents of the lad, and whether or not they owned a talking machine. In addition to the addresses of those who already possessed talking machines the firm secured a list of 500 prospects who did not own one. The names of all who owned machines were turned over to the record department for circulation on the monthly new records, while the other list was sent to the factory who manufactured the machine they handled, and the factory sent each of them a strong light behind them. A card down front attached by a drop of glue-so that the effect to suggest: "Music in the home will help to make merry the long Winter evenings."

**FEDERAL ELECTRIC SIGN**

Make Your Store Front Produce More Business

When you have an energetic salesman in the form of a glittering electric sign in front of your store, you sell not just the person who happens to look in your windows—but the hundreds of people who pass within a block or two in each direction.

That is where a Federal Electric Sign proves such a big attraction. A card down front will last indefinitely. As a progressive merchant, you should not overlook this opportunity to gain a step on competition. Send coupon today for full information and sketch showing how your sign will look. No obligation.

**FEDERAL ELECTRIC COMPANY**

Representing Federal Sign System (Electric) : 8700 South State St., Chicago, Ill. Please send me full information, price and free sketch of 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......................

**TO MAKE EXTENDED CONCERT TOUR**

Mamie Smith and Her Jazz Hounds, Widely Known Through Her Okeh Records, Has Arranged to Make a Coast-to-Coast Tour—It Promises to Be a Big Success

Mamie Smith and her Jazz Hounds are answering the unanimous demand for personal appearances by going on concert tour. Under the management of the Standard Amusement Co., with offices at Suite 502, Vanderbilt Avenue Building, New York, a coast-to-coast tour is being scheduled.

The company is to be known as "Mamie Smith and Her Jazz Hounds Revue." There will be added features to the original Jazz Hounds, as Mamie Smith will carry a varied company of well-known entertainers. They will give a full evening's performance. The popularity Mamie and her Jazz Hounds have won on Okeh records has assured her manager of record-breaking audiences. The engagements she has already filled in a number of Eastern and Southern cities were played to capacity-filled houses.

The program which will be offered on tour will consist of recent selections released on Okeh records made by this organization as well as other late Broadway jazz and Blues hits. The attraction will be booked only in large auditoriums where there is sufficient seating capacity to accommodate the crowds.

**IN FINANCIAL TROUBLE**

The Stratford Phonograph Co., of Ashland, O., was adjudicated a bankrupt on January 12, and the first meeting of the creditors was held in Ashland on January 27. At this meeting the creditors proved their claims, appointed a trustee, examined the bankrupt, and transacted such other business as came before the meeting.

**VALUE OF ENTHUSIASM**

Enthusiasm is not excitement: it is earnestness. Not fizzly, but fervor. Not arrogant braggadocio of your goods, but ardent belief in your goods. Enthusiasm is lasting, not temporary. It carries the dealer with you, not away from you. It makes him sell your goods as well as buy your goods.

The biggest interest man has to pay on a loan is on borrowed trouble.

**Why Break Records? Just File Them!**

That is if you have the wonderful Record Filing system which is a feature of The Marvelous MAGNOLA

**MAGNOLA TALKING MACHINE COMPANY**

OTTO SCHULZ, President
General Offices
Southern Wholesale Branch
211 MILWAUKEE AVENUE
At 1500 Candler Bldg.
CHICAGO
ATLANTA, GA.
Announcing
THE
DANCE NEEDLE

TO THE TRADE:

A new needle known as the DANCE NEEDLE has been invented for the purpose of doing full justice to the tonal volume of dance music.

The DANCE NEEDLE is the only one of its kind in the market, and this name alone will make it an ideal selling proposition.

The DANCE NEEDLE is a decided novelty that can be featured as a direct attraction to the consumer. Every buyer of dance music is a prospect for substantial sales of the DANCE NEEDLE. Approximately 75% of all records sold are dance records, and this means that 75% of all needles sold will eventually be the DANCE NEEDLE.

There is no other needle manufactured that has such a unique and direct appeal to the consumer.

Manufactured by

GENERAL PHONOGRAPH CORPORATION
OTTO HEINEMAN, President

25 West 45th Street New York City, N. Y.
GIVE THE PUBLIC GOOD MUSIC

Says Albert Spalding, Who Berates Musicians for Carelessly Selected Music Programs—
Says a Day of Reckoning Is Coming

American audiences are making artists lazy. That is the opinion expressed by Albert Spalding, famous violinist and Edison artist, who declares that a day of reckoning is coming in the music world when artists will regret the careless habits into which commercialism has led them.

"In the fulfillment of the great trust which rests in great musicians, there are certain essentials," said Mr. Spalding in a recent interview. The most important, it appears to me, is the presentation of great works finely performed."

Mr. Spalding claims that in their desire to please easily satisfied audiences even the most noted musicians are getting the habit of singing indifferent works that are familiar, in order to gain the ready applause that brings recalls, consequent success and, also, consequent box office receipts.

"Public taste in art, like water, runs down hill," said the violinist. "If unchecked it will end its course in a muddy and chaotic stream. I know of no cure for it unless artists and managers co-operate and by mental stimulation of each other's efforts in the right direction institute a system of good plumbing for the art of music. If you want water pure and uncontaminated, you don't pump for it at its lowest levels. It is best when obtained as near as possible to its source. It is the same with music. And its effect on the public is the same. Drinking contaminated water is known to be poisonous to the body. Listening to bad music is no less poisonous to the mind. I have no intention or desire to preach a pessimistic sermon. I refuse to admit, or believe, that the public is more than a passive contributor to it. Public opinion is not an affirmative quality. It concurs or acquiesces in leadership."

REMINGTON ELECTRIC SIGN THAT ATTRACTS ATTENTION

The Remington Phonograph Corp., is featuring the Remington name and product in a striking manner on the Great White Way through a large electric sign erected upon the roof of the Remington Building, at 1662 to 1666 Broadway, New York City. The Remington executive and wholesale offices occupy the second floor of this building. This sign has already taken its place as a part of the lighting of the Great White Way and is becoming a familiar sight to the thousands of theatregoers as they promenade on this famous thoroughfare. The accompanying illustration gives a good idea of the size of this new sign.

SHOWS USES OF RECORD FLASHER

Standard Accessory Corp. Prepares New Booklet on Advantages of Its Product

MILWAUKEE, Wis., February 4.—The Standard Accessory Corp., 355-357 East Water street, this city, is sending to the trade a very attractive folder showing very clearly how the record flasher which it manufactures is used on talking machines: also inside the player-piano to light up the music roll. It brings out very clearly the merit of the flasher, describing the different ways in which it can be used. The folder also shows a half-size tungsten battery which can be used in connection with the flasher when electricity is not available. Special note is made in this attractive folder of the fact that the record flasher finds a very ready market among the farmers, over 51 per cent of whom, statistics show, own a talking machine or a player-piano.

GARFORD "BABY" PHONOGRAPH

A Popular Line of Toy Phonographs

Nothing More—Nothing Less

The "BABY" Model

RETAILS AT $6

MODEL X RETAILS AT $12

A Splendid Dealer Proposition Is Available.

GENERAL PHONOGRAPH MFG. CO., Elyria, Ohio
Edison Message No. 90

It will be many years before the general level of commodity prices is as low as the present prices of Edison Phonographs.

Edison Phonographs increased in price less than 15%, including War Tax, since 1914.

"Edison Stood the Gaff"

THOMAS A. EDISON, Inc.
ORANGE, N. J.
INSTITUTES "NO PURCHASE HOUR"

Fordham Store Sets Aside Special Time to Serve Needs of Patrons—No Goods Sold During This Time—Pres. Mangam Outlines Plan

A rather unusual and highly commendable idea has been developed by R. W. Mangam, president and general manager of the Excel-O-Phone Talking Machine Co., 12 East Fordham road, New York. In order to give his patrons the advantages of real store service he conceived the idea of having once a week a "No Purchase Hour" which should be given over entirely to the wishes of customers of the store. In discussing the workings of this plan, Mr. Mangam said:

"Positively no merchandise will be sold at our Fordham road store between the hours of 8 and 9 o'clock on Friday evening of each week, unless by special need or request. This hour shall be devoted to 'Service.'"

"We want every person in this section at that time to step in and get acquainted. We believe that the talking machine is a mighty important bit of furniture in the home, entitled to proper attention by both the owner and by us. Possibly there is some question regarding your instrument that puzzles you; you note with alarm a tone variation, a grind, a lack of clarity, or some other discrepancy regarding which you may desire to be enlightened."

"Or, possibly, there has come to your attention some device or attachment for your instrument that offers an improvement—a labor-saving device such as an automatic stop, wind, repeater, etc. We will be glad to demonstrate and explain these articles. Then, again, maybe you are contemplating the purchase of a talking machine, but have hesitated to inquire of us, due to a belief that there might appear to be an obligation to purchase. We don't want you to feel that way. We will cheerfully demonstrate our instruments, explain their many points of superiority, and justify to you our belief in their quality, without obligation."

"Drop in. Tell us what we can do for you. We are at your service. It is the keynote of this enterprise, and our motto is: The customer is always right!"

THE COLOR VALUE OF MUSIC

Cyril Scott, the English Composer, Speaks Interestingly of the Occult in Music

Cyril Scott, the English composer, who is in the United States lecturing on "The Occult in Music," says that "brilliant, flashing colors in startling and attractive forms are seen by the trained clairvoyant when beautiful music is played."

"I know at least one initiate in England," said Mr. Scott, "who knows nothing whatever about music, yet he enjoys music immensely because of the flashing, living colors and the wonderful beauty of forms that he sees with his clairvoyant vision."

"The theosophists say that musical forms and colors are sensed by the pineal gland. The colors are produced simultaneously and yet they do not interfere one with another, but are vividly distinct and gorgeous. The modern French music of Ravel and Debussy is particularly rich in nature-spirit effects."

"The spiritual value of the music can be determined by the purity and beauty of the colors. Scriabine, in the latter part of his life, made music a definite vehicle for spiritual expression and his compositions glow so richly with color and form that clairvoyant adepts take the most exquisite delight in his music."

"The masters, or initiates, use music for their purposes, inspiring musicians and thus bringing spiritual influences directly to bear on the world."

A salesman may not know it all, but neither does the customer. The more a salesman knows about his goods the better he can sell them.
The public's pride of possession makes Sonora the most popular phonograph

DOn'T think that because you may have difficulty in selling some make of phonograph that phonographs as a class are being neglected by the public.

People buy more carefully now. They compare. They examine. They judge. Then they buy and they buy quality.

This is a real Sonora market, because the more severe the tests, the more brilliantly does Sonora distinguish itself.

Sonora means a wonderfully complete line for one thing. A customer can choose from 24 period styles, 7 uprights and 1 Portable model—and all these are standard stock models and not made-to-order specials. Prices are from $75 to $1800.

SONORA business is keeping up to a high mark because the magnificent Sonora tone makes sales. And the superb Sonora cabinets (a joy to the connoisseur of fine furniture) make sales. And the many exclusive and vital features for which Sonora is famous make sales.

It is risky to handle a phonograph the manufacture of which may be discontinued at any time.

It's another thing to sell Sonoras, world famous for their superiority, and licensed and operating under BASIC PATENTS of the phonograph industry which guarantee that Sonora's future is secure.

It's easy to sell when you offer

The Highest Class Talking Machine in the World
Write today regarding a Sonora agency to the distributor covering your territory

**Sonora**

CLEAR AS A BELL

Each Sonora at its price represents the maximum of value

**THE INSTRUMENT OF QUALITY**

**Sonora**

Write today regarding a Sonora agency to the distributor covering your territory

**GIIBSON-SNOW CO.,**
Syracuse, N. Y.
State of New York with the exception of towns on Hudson River below Poughkeepsie and excepting Greater New York.

**W. B. GLYNN DISTRIBUTING CO.,**
Saxtons River, Vt.
States of Maine, New Hampshire, Vermont and part of Massachusetts.

**GRIFFITH PIANO CO.,**
605 Broad St., Newark, N. J.
State of New Jersey.

**HESSIG-ELLIS DRUG CO.,**
Memphis, Tenn.
Arkansas, Louisiana, Tennessee, Mississippi.

**KIEFER-STEWART CO.,**
Indianapolis, Ind.
Entire State of Indiana.

**LEE-COIT-ANDREESSEN HARDWARE CO.,**
Omaha, Nebraska
State of Nebraska.

**THE MAGNAVOX CO.,**
616 Mission St., San Francisco, Cal.
Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, Northern Idaho.

**C. L. MARSHALL CO., INC.,**
82 Griswold St., Detroit, 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, Can.
Canada.

**MOORE-BIRD & CO.,**
1751 California St., Denver, Colo.
States of Colorado, New Mexico and Wyoming east of Rock Springs.

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

**ROBINSON-PETTET CO., INC.**
522 West Main St., Louisville, Ky.
State of Kentucky.

**C. D. SMITH DRUG CO.**
St. Joseph, Mo.
Missouri, Northern and Eastern part of Kansas and five counties of northeastern Oklahoma.

**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 Poughkeepsie.

**SOUTHERN DRUG CO.,**
Houston, Texas.
Southeastern part of Texas.

**SOUTHERN SONORA CO.,**
310-314 Marietta St., Atlanta, Ga.
Alabama, Georgia, Florida and North and South Carolina.

**SOUTHWESTERN DRUG CO.,**
Wichita, Kansas.
Southern part of Kansas, Oklahoma (except five N. E. counties), and Texas Panhandle.

**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.

**YAH & LANGE DRUG CO.,**
Milwaukee, Wis.
Wisconsin, Upper Michigan.
IMPORTANT CHANGES IN REGULATIONS REGARDING PAYMENT OF WAR EXCISE TAXES JUST ANNOUNCED

Treasury Department Announces Several Important Changes in Manner of Reckoning Excise Taxes Which Are of General Interest—Rulings on Certain Types of Musical Instruments

WASHINGTON, D. C., February 5.—Extensive changes in regulations 47 of the Internal Revenue Bureau covering payment of excise taxes on automobiles, musical instruments and other articles by manufacturers were announced by the Treasury Department recently.

Article 3 has been clarified to make it plain that when a manufacturer of a taxable article quotes a unit price which includes selling price and a direct statement of the portion of the total that applies as tax the tax can be reckoned on the selling price as stated and not on the total price given. Other changes follow:

Article 4—Discounts and expenses. The ruling in regulations 47 permitting an adjustment of the tax in the case of an adjustment in price on goods sold over a period of time on a quantity rebate has been extended to permit an adjustment in the tax in the case of an adjustment in price under an agreement made at the time of the sale to make such adjustment in case of a decline in the market.

Article 7—Who is a manufacturer? This article has been modified to provide that while a manufacturer is generally a person who (1), actually makes a taxable article, or (2) by changes in the form of an article produces a taxable article, or (3) by the combination of two or more articles produces a taxable article, under certain circumstances such a person is not a manufacturer for the purpose of the tax; but that if a dealer or jobber owns a patent, trademark, formula or recipe for a taxable article and contracts with another person or firm for the manufacture thereof, the contract specifying that the article can be manufactured only for the manufacturer of such article has been modified to provide that while the article has been modified to provide that while the article has been modified to provide that while the article has been modified to provide that while the article can be manufactured only for the manufacturer, the dealer or jobber is held to be the manufacturer for the purpose of the tax.

Article 15 has been made to read: "A concern which does not manufacture for sale separately any part or accessory, but is engaged in doing strictly a repair business and makes only occasionally a part which may be needed for an immediate repair job performed by it, is not considered a manufacturer and is not required to pay any tax in respect to parts so manufactured and used.

"A person, partnership or corporation engaged in the business of building over automobile tops or bodies for installation on new or old chassis is not considered to be doing strictly a repair business, even though all such tops or bodies are manufactured as needed for an immediate job, but is held to be a manufacturer of automobile parts or accessories and subject to tax as such."

Article 17—Musical instruments. This article has been amplified to define in detail the difference between a "manufacturer" and a "jobber" so as to distinguish the manufacturer of pianos, phonographs, pianos boxes, etc., from the "jobber" who sells such articles. It has been provided that a jobber is not a manufacturer in case of a decline in the market.

The law permits a taxpayer to take credit for an overpayment or overcollection.

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GRAFONOLA IN PROMINENT THEATRE

Los Angeles, Cal., January 25.—J. Van Grove, Columbia dealer of this city, recently made a sale of a K-2 walnut Columbia Grafonola to Sid Grauman, who is using it on the stage of his million-dollar theatre. This is one of the largest moving picture establishments in this section of the country and is one of a chain of which Mr. Grauman is proprietor.

F. E. WATKINS IN THE SOUTH

F. E. Watkins, of Watkins Bros., Inc., Hartford, Conn., is now on an extended visit to Pinehurst, N. C., where he will take part in the annual trap-shooting meet. Directly after the tournament Mr. Watkins will leave for Arcadia, Fla., where he will spend the rest of the Winter hunting.

GOOD YEAR FOR LYRIC RECORDS

The American Talking Machine Co., Bloomsburg, Pa., is showing a very optimistic spirit anent business conditions generally. B. W. Jury, general manager, reports a very fine business on Lyraphone and Lyric records and prophesies that 1921 will prove a banner year for everybody in the talking machine industry who works hard to make it so.

INCORPORATED IN MASSACHUSETTS

The Music Box Co., Inc., Beverly, Mass., has been incorporated, with $10,000 capital, to deal in phonographs, pianos and musical instruments generally. The incorporators and officers are Frank A. Hayes, C. H. Phillips and W. D. Phillips.

If a salesman is capable of determining beforehand the question whether goods will sell or not he is wasting his time on the road. He is worth $10,000 a year to any house in business, and they will not ask him to work more than half an hour a day, either.

You Can Sell Musical Instruments With Oplex Signs

FLEXLUME Oplex Electric Signs are the kind with the raised snow-white glass letters on a dark background. This makes them excellent day signs as well as night signs. The night effect is solid letters of light standing out of the darkness.

Oplex Signs are selling musical instruments. Let us send you a sketch showing an Oplex Sign for your store.

FLEXLUME SIGN COMPANY

36 Kail Street

Buffalo, N.Y.
THE BIRTHDAYS
OF
TWO ILLUSTRIOUS AMERICANS

The country which can produce such stalwart and inspiring characters as Abraham Lincoln and George Washington, whose birthdays we honor this month, is the country to not only place your entire faith in, but your capital, meaning brains, ability and money, as well.

The business trials of to-day are nothing compared to the national trials the father and savior of America went through. And America to-day is greater and more powerful because these men have lived.

The faith in America was what prompted us to enter the phonograph field when there already were "too many manufacturers".

Also our faith in America told us to go ahead because in the

Remington Phonograph

We knew we had a sound reproducing machine that represented the greatest advance ever made in instruments of this character.

Our faith in America instilled the belief that there is always room at the top and that is the place we are headed for.

The impetus behind us is the Remington Phonograph with the Remington Reproducer, built on entirely new principles, our policy to give a dollar's worth in exchange for the other man's dollar, and the knowledge that we are here to serve and not to be served.

Remington Phonograph Corporation

1662-64-66 BROADWAY
New York, U. S. A.

PHILO E. REMINGTON, President
JAMES S. HOLMES, Vice-President
EVERETT H. HOLMES, Sales Manager

The dealers who are not as yet familiar with the Remington Phonograph and our selling and agency proposition are invited to make inquiries.
The eb of the nation's buying has been passed, and that from now on we will witness a constant, steady increase in business. The United States Department of Labor officials report that national unemployment is decreasing. Many factories which were closed have resumed their activity. Advertising agencies find many calls for their assistance from business men who believe that the year 1921 will reward those who fight for business.

It was universally agreed some time ago that the "order-taking" days were over, and that to obtain business now it is necessary to go back to the old methods of real selling, as in the days before the war. The war demonstrated the value of advertising. One of the very effective means used in all countries in fighting the war was publicity. Heads of many old conservative concerns who formerly scorned advertising are now knocking at the doors of advertising agencies. They appreciate that if they are to get their share of this year's business they must fight for it.

The retailer must do his share. The average retailer, because of the nature of his business, cannot use the advertising means of wholesalers, but he has a very effective means of publicity at his disposal, namely, the electric sign. Regardless of where he is located--on a dark side street or a brilliantly lighted business avenue--the electric sign has a value to him worth many times its cost. It is no exaggeration to say that the retailer who does not take advantage of the advertising power of the electric sign is annually permitting many dollars in potential profits to go to waste.

By means of an electric sign, a retailer may advertise at less cost to a larger number of potential customers than by any other medium. The sign is located outside of his place of business, and is seen by all who pass directly by it or within a distance of two or three blocks--persons who frequent the neighborhood of his store, and therefore logical customers. The electric sign is valuable to the retailer in other ways. It identifies the location of his store in the minds of the public. It gives his store an attractive, bright, prosperous and stable air, which increases its drawing power and instills confidence in the potential customers.

An electric sign not only advertises the store after nightfall. It has an equal advertising value during the day. As an example, consider the porcelain enameled steel blue and white signs which are familiar on the streets of most of our cities, probably because retailers have found them to be the most practical. They withstand weather. They do not fade and need never be painted. When they become soiled they may be washed with soap and water, and look like new. They last indefinitely.

This year will reward business men who fight for business. The intelligently aggressive merchant will prosper—he will take advantage of every opportunity before him, such as placing in front of his store an electric sign, and the utilization of other modern equipment that will advertise his progressiveness, as well as interest the buying public.

IN PROCESS OF REORGANIZATION

The Superior Court of Hartford County last month appointed a receiver for the Bristol Furniture Co., Bristol, Conn., which also handles talking machines. This action was taken for the purpose of reorganization and not because of insolvency.
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.
Retails at $5.00

No. 2
Plays all records.
Retails at $7.50

THE EMPIRE PHONO PARTS CO.
1362 EAST 3rd STREET
CLEVELAND, OHIO

Branch Office: 33 Auditorium Bldg., Chicago, Ill.
Tone, Quality, Beauty, Price
ARIETTA Has It All!

First of all, the Phonograph you sell must have TONE. ARIETTA has it—wonderfully clear and true to life. And ARIETTA plays ALL Records with the same fidelity.

But PRICE—today, more than ever—is a mighty important factor. ARIETTA prices are RIGHT!

That's the big reason why 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!

Emerson Records
We are wholesale distributors. Write for list of latest releases. Quick service!

Rountree Corporation
Manufacturers
Richmond, Va.
THE NEW COLUMBIA CO. PRESIDENT
Van Horn Ely, a Man of Wide Experience in Business Management of Large Institutions

Van Horn Ely, who was recently elected president of the Columbia Graphophone Co., New York, is a man of wide experience in the business management of large institutions. In addition to being president of the Columbia Co., he is president of the American Railways Co. of Philadelphia, which concern operates twenty electric light, power and trolley companies throughout the country.

He has maintained a close contact with the talking machine industry through his close affiliation with Francis S. Whitten, the former president of the Columbia Co., who is now chairman of the board of directors.

L. K. LINCOLN VISITS PITTSBURGH
Advertising Manager of Sonora Phonograph Co.

L. K. Lincoln, advertising manager of Sonora Phonograph Co., Inc., New York, recently returned from a trip during which he visited practically all the retailers in Pittsburgh and environs.

In chatting with The World, Mr. Lincoln stated that he found the retail merchants, in every case, imbued with a thoroughly optimistic spirit regarding the opportunity for increased business in the very near future. He called on dealers representing practically every make of instrument and found that the machine business has been holding up quite well since the holiday season, though it does not run as well proportionately as the record business.

Mr. Lincoln spent a considerable portion of his time with the new Sonora distributors, the Schroeder Piano Co. of Pittsburgh, which concern is promoting the Sonora line in a most vigorous manner throughout that section of the country.

JERSEY COMPANY GETS CHARTER

The Ware Campbell Co., Hammonton, N. J., has received a charter to manufacture talking machines. The capital of the new corporation is $50,000 and the incorporators are Charles M. Ware, Albert Campbell and Ernest D. Ware, Millville, N. J.

APPOINTED SONNENBERG MANAGER

W. H. Tyler has been appointed manager of the Victrola department of the Sonnenberg Piano Co., in New Haven, Conn. He was formerly connected with the Landsay Bros.’ stores in New York.

We Are Prepared
to consider

Additional Contracts for 1921

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

We have a most wonderful proposition for export business

Write today for particulars

The Wabash Cabinet Company
Wabash, Ind., U. S. A.
REAL READJUSTMENT MUST BEGIN WITH THE FARMER

No Sound Price Reduction or Adjustment Is Possible so Long as the Farming Element Continues

Its Present Boycott of the Public and Industry, Says J. Harry Shale

J. Harry Shale, vice-president of the Bankers' Commercial Security Co., New York, whose wide business and financial interests make his opinions on business conditions of genuine value, holds to the viewpoint that there cannot be any downward adjustment of prices, or any marked decrease in the high cost of living, until the farming element in many sections of the country comes to a realization that the war is over and that wartime prices for farm products cannot continue. In a recent interview Mr. Shale said:

"No sound price reduction or adjustment is possible in this country so long as the farming element continues its present boycott of the public and of industries in an effort to realize exorbitant prices for farm products. So long as the farmers are able to hold such products as cotton and wheat for higher prices on a speculative basis there can be no general adjustment of living or production costs in any part of the country. The attitude of the farmer is a fundamental problem to be considered in any such adjustment. Agriculturalists fail to realize that, with other countries getting their affairs into better shape, they are facing competition in the marketing of wheat, cotton, grain and other products, and are taking a chance on a sudden deflation that will undoubtedly cause more loss to them than they would suffer by taking a fair profit now on the present crops.

"In this scheme of readjusting the country's living and production status, certain losses must be taken right along the line, and if the various factors face the situation honestly the individual losses will prove more or less immaterial. If the farmer will start the ball rolling in the bank asking credit from banks and take appropriate, and what may become a permanent, action towards bearing his burden of making comparisons with the automobile trade can realize what would have happened had machines been sold on the basis of a couple of hundred dollars down, and a month later the list price been reduced $600 or $700. Under such conditions it would pay the buyer to give up a few dollars and sacrifice his credit in the hope of the sake of realizing the benefit of a full price cut in the purchase of a new car. It is, of course, out of the question for such a condition to exist in the music trade, but the manufacturer securing a substantial equity in the instrument at the outset will afford the dealer protection against the unexpected.

"It must be well as a last thought to again refer to the farming situation, and to advise retailers who are catering to the rural trade to watch their credits carefully."

HE IS A TALKING MACHINE DOCTOR

Syracuse Man Diagnoses and Cures Ills to Which These Instruments Are Heir

"When your talking machine gets out of order or has any symptoms of deterioration take it to a talking machine hospital. That's what you would do if you were registering illness. The talking machine is such a large contributor to your family's entertainment that you can afford to let it have all the consideration you give your doctor."

This is the way W. M. Goff, 119 West Onondaga street, Syracuse, N. Y., tells the public that he is an expert in repairing talking machines. He is with the Howard Piano Co., of that city.

NEW CORPORATION IN OLEAN, N. Y.

The Houghton & Rungle Music Co., Olean, N. Y., has been incorporated under the laws of New York State to do business in the manufacture and sale of talking machines and other musical instruments. The capital is $10,000 and the incorporators are J. V. and L. A. Houghton and H. P. Rungle.

THE VALUE OF ADVERTISING

The money spent on advertising, if spent sensibly, skillfully and ably, is economical. If you have good advertising and push the sale of the article you save overhead costs, says Sir Eric Geddes.
Reduced Prices

**Lundstrom**

*CONVERTO*  
*PATENTED DEC. 11, 1917*

**Talking Machine Cabinets**

Victor Dealers handling Lundstrom Converto Cabinets will be interested in knowing that in keeping with the times we have recently reduced our prices on all Standard Design Converto Cabinets; at the same time improving the construction by adding casters and ferrules to all of these models heretofore without same.

We are also offering wholesalers direct shipment from factory to their customers, which considerably reduces the cost of handling. These important changes will enable Converto Dealers to continue to meet competition of the low price cabinet machines by offering a GENUINE VICTROLA with cabinet type advantages at a lower price than usually charged for machines with reputation yet to be established.

**The C. J. Lundstrom Mfg. Co.**  
**Little Falls, N. Y.**

Lundstrom "Converto" Cabinets are broadly covered by patents. Infringements will be promptly prosecuted.
TALKING MACHINE TRADE NOW FACES SHOW-DOWN PERIOD

A Very Interesting Analysis of Business Conditions Which Prevailed During the War Period and a Forecast Regarding What Is Promised the Business Man During 1921

By J. NEWCOMB BLACKMAN, President, Blackman Talking Machine Co., New York

Editor’s Note—Through an error on the part of our printers, who mislaid part of the copy of Mr. Blackman’s article in the January issue of The World, we are reprinting this interesting contribution in its correct and proper form this month.

Generally speaking, it is true that history repeats itself. The repetition may be in different form, but the fact that there is no certainty as to the time, manner or result of its repetition often causes a disregard of the fact and a lack of preparation for the inevitable.

This country was not prepared for war and in keeping with the foregoing statement disregarded what might be termed the handwriting on the wall. We relied, as usual, on the fact that we were an undefeated nation apparently capable of meeting any emergency and willing to assume the cost of victory.

Permanently profitable business is transacted with due regard for the laws of economics, while modern war is conducted with an utter disregard of economy.

The immediate need was for men and war material. Cost was disregarded almost entirely.

Demand for several years has so exceeded supply that the outbidding process left the cost of labor and material at the termination of the war extremely inflated.

Corresponding deflation must follow.

We are now experiencing the show-down period. Never was there a better time, however, to analyze and capitalize our experiences.

Discussing the talking machine business, and particularly the Victor, what does a review of the last few years reveal? The Victor Co. was the first to offer its services to the Government. Acceptance required an immediate and increasing curtailment of regular production.

Had the war continued no doubt the Government would have realized the unfairness of

allowing the patriotism of men and concerns to be selfishly capitalized by others. Many grasped the opportunity to enter the manufacturing field.

In my judgment, the greater part of 1921 will see everybody resuming their natural places in the business world and the "reaping" will be largely according to our "sowing." Is this not what we face in meeting the show-down period of 1921?

There will be more failures among manufacturers and the trade in general. The extreme curtailment of the purchasing public, following a recklessness of expenditure, has resulted in discriminating buyers.

With plenty of talking machines and records to select from, what will be the result? In 1921 the problem will not be one of production but of distribution.

The leading manufacturers—and they are really very few when properly classed—will be the ones financially able to meet new conditions. I believe that the wholesaler and dealer who have earned for themselves creditable reputations over a period of many years will get all the support needed.

It will be not only a selling proposition, but also a financial one. In other words, speaking as a distributor, I believe we must resume our true mission.

We must carry stock as production makes it possible, so that we will have on hand, to meet the needs of the dealer, a stock of instruments and records somewhat in keeping with pre-war times.

The banks are curtailing and forcing the liquidation of credits. It will be highly important for dealers to have goods that will stand the test and have proved their permanent value from every standpoint.

When the liquidation process makes it necessary to sacrifice merchandise, the effect is the same as with any security held as collateral against loans. The value of the security is depressed; more margin is called for; or liquidation, regardless of the result, must follow.

A tightening of credits on the part of the banks has opened a larger field for financing companies who have been making loans against installment leases. They, however, are not going to see the collateral value of such leases depressed through cut-price sales, over-production, or by failures of the manufacturers, without protecting their interests.

I may be prejudiced because my company handles the product of but one manufacturer, but, as they say, "be that as it may," the fact remains that Victor supremacy was never so apparent as to-day. Victor demand was never so clearly demonstrated as permanent. Victor product is still in demand beyond supply.

An ideal condition in merchandising would be always to have enough goods to fill the demand over a period of many years will get all the support needed.

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The banks are curtailing and forcing the liquidation of credits. It will be highly important for dealers to have goods that will stand the test and have proved their permanent value from every standpoint.

An ideal condition in merchandising would be always to have enough goods to fill the de-
mand on a profitable basis, without over-pro-
duction.

It is to be deplored that the demand for Victor
goods has been so greatly in excess of the
supply. The evils of over-production, however,
have done and will do more damage to the gen-
eral talking machine industry than an oversold
product such as the Victor.

It is a good time, I believe, for the best busi-
ness men and employees to assume their position
as leaders. We should not be pessimistic. On
the other hand, we have every reason to be
optimistic. Following a temporary business de-
pression I can see no reason why we should not
enter an era of great business prosperity for
at least five years.

As merchants we must be willing to do less
business and make less money for a short time
if by that process we can quickly return to
normal.

Refusal to reduce prices of commodities or to
accept a lower wage, in some cases, only re-
sults in the shutting down of factories, the un-
employment of thousands and an added determi-
nation on the part of the buying public to ex-
tremely curtail purchases.

The business man or the employee who meets
the inevitable a little ahead of the other fellow
will hold his business or his job. The tempo-
rary sacrifice will be extremely small compared
to the permanent benefit.

I am not advocating reduced prices or ex-
treme methods except where absolutely neces-
sary. Naturally, the merchandise which has had
very little advance can have little or no reduc-
tion at the moment. Neither should the em-
ployee who has been faithful, and in many cases
at the sacrifice of a larger salary, be expected to
suffer a reduction, but should be rewarded now
by having his position and the salary insured.

There is no general rule that can be applied
except that the deflation should be in propor-
tion to the inflation in every case.

Concluding, the show-down period in the talk-
ing machine business indicates a "survival of the
fittest"—fewer manufacturers, wholesalers and
retailers.

We will return to quality and workers will
succeed shirkers.

The talking machine business for 1921 will be
both promising and profitable to many, but not
to all, and those who are preparing to meet 1921
conditions ought to be extremely optimistic, for
I am firmly convinced they will be amply re-
warded.

IT'S NOT ALWAYS EASY

To apologize,
To begin over,
To take advice,
To admit error,
To be unselfish,
To be charitable,
To face a snare,
To be considerate,
To keep on plugging away,
To wear a smile—
BUT IT ALWAYS PAYS.

It is not the one who can hold out, but the
one who can hold in that usually wins a hard
argument.

PHONOGRAPH APPLIANCE CO.
174 Wooster St., New York

The Standard of Quality

CRYSTAL EDGE
MICA
DIAPHRAGMS

FEBRUARY 15, 1921

THE TALKING MACHINE WORLD
RED ROOSTER WINS BLUE RIBBON

OMAHA, NEB., February 5.—Among the novel features of the annual poultry show, held recently in this city, none attracted more lively attention than the exhibit of the stately Pathé Red Rooster who occupied a place among the blue ribbon winners and who was admired by the hosts of visitors. The exhibit was arranged by the Pathé Sales Co. in conjunction with the Wright & Wilhelmy Co. Pathé distributors, both of this city. The lordly rooster was placed on a turntable in a large cage in a way that made it continuously revolve, all of the mechanism being beneath the cage, out of sight. Although the rooster was not a live bird but a large rooster statue revolving on a turntable, the secretary of the show decided that in accordance with their rules the big rooster, statue or not, was to be judged along with the rest of the Rhode Island Red entrants. The Pathé rooster was awarded a blue ribbon as being the most perfect specimen of the particular kind, age and weight on exhibition.

DIAPHRAGM CONCERN INCORPORATES

A recent incorporation is that of the Reacoustic Diaphragm Co., manufacturer of diaphragms for talking machines and telephones. The incorporators are A. E. Thomas and C. and A. J. Regan, 231 East Fifth street. The new company is capitalized at $10,000.

Duke's Music House, Peru, Ind., is going out of business, according to advices received.

PSYCHOLOGY IN EDISON DISPLAY

Window Display for February Based on Thos. A. Edison's Chart for Analyzing Moods

The Edison window display for February is destined to make people sit up and take notice. It appeals directly to a universal trait of human nature—curiosity. Few people can resist the temptation to have their palm read, or their fortune told. The Edison Mood Change Chart, upon which both the February Edison national advertising and window display are based, appeals to the same instincts—only the Edison Mood Change Chart is not bunk.

It is an established fact that all people are creatures of moods and that music powerfully affects these moods. As is announced in the February advertising and window display, Thomas A. Edison is conducting a nation-wide research for the purpose of investigating the effects of music on our various moods. It will be noticed in the photograph that no Edison phonographs and no Edison Re-Creation are displayed in the window. In fact, there is nothing in the window but the display strikingly brought into relief by a black screen.

The purpose of this is to remove all selling ideas that might detract from the purpose of the display and to arouse curiosity and induce inquiries concerning the Mood Change Chart.

BACHARACH HAS A BRIGHT PLAN

Member of Ways and Means Committee Would Provide General Sales Tax While Continuing Excise Taxes on Musical Instruments

WASHINGTON, D. C., January 29.—Members of the music trade might do well to watch for activities of Representative Bacharach, of New Jersey, who, as a member of the Ways and Means Committee, has submitted a plan for a general sales tax of one per cent to be levied on final gross sales. In addition to the general sales tax, however, Mr. Bacharach would continue excise taxes on automobiles, musical instruments, jewelry, etc., while eliminating from the excise tax list candy, wearing apparel, perfumery, etc. Should the plan be considered seriously it would mean that the music trade would have to meet a general sales tax while continuing to pay excise taxes, and thus be subjected to strong discrimination. This is not a fair or square proposition.

THE POWER OF A SONG

We are the music-makers,
And we are the dreamers of dreams,
We build up the world’s great cities,
We fashion an empire’s glory;
And out of a fabulous story
We are the music-makers,
And sitting by desolate streams—
Wandering by lone sea-breakers
We are the dreamers of dreams;
We are the music-makers
Yet we are the movers and shakers
On whom the pale moon gleams;
World-lovers and world-forsakers
And we are the dreamers of dreams,
And we are the music-makers
On whom the pale moon gleams;
World-lovers and world-forsakers
And we are the dreamers of dreams;
We are the music-makers
And we are the dreamers of dreams.

With wonderful fearless ditties
We build up the world’s great cities,
And out of a fabulous story
We fashion an empire’s glory;
One man with a dream at pleasure
Shall go forth to conquer a crown;
And three with a song’s new measure
Can trample a kingdom down.

—A. O’Shaughnessy.
JOBBERS AND RETAILERS

FOREWORD

Phonograph needle business knows no depression. Quite the contrary. The million or more new phonographs that were sold during the past few years are only now beginning to create an enormous demand for needles.

Aggressive jobbers and dealers know that, if anything, these phonographs will be played more and more. Back it up with a determination to cut a big swath in your overhead expenses by your needle profits.

The big demand for auto tires developed as an aftermath to the sale of autos. Similarly, we are only now on the crest of the largest demand for needles. The needle to pin your faith to, for big profits, is the ultimate needle, i.e., the Semi-Permanent, which in turn finds its highest development in

VALLORBS ONE PIECE TYPE SEMI-PERMANENT PHONOGRAPH NEEDLE

FOR IT IS THE

"BEST TONE FOR THE HOME"

The Vallorbs One-Piece Type Semi-Permanent Needle is the product of a company closely affiliated with the phonograph industry for 15 years, during which time it has been called on to make master recording jewels for recording laboratories, besides regular commercial products, and for the benefit of new dealers in the phonograph field, who perhaps do not have mature technical knowledge that only comes with years of contact. You cannot judge or appreciate the tonal qualities of Vallorbs Needles until you and your friends try them in the home with a representative home stock of records, under home environment, for conditions are different in the store, where the acoustics are different and where only brand new records are played that exert far greater wearing influence upon all kinds and types of needles. Vallorbs Needles for long-wearing and beautiful quality are superior and constructed particularly for "the best tone for the home."

RETAILERS

Order a box of 100 cards assorted tone volumes—loud, medium, soft—with a handsome display card for your window. Place box on full display in your store and the cash register will ring a tingling jazz melody.

JOBBERS

Don't wait until you hear others say "Business is 'picking up.' " Pick it up yourself. Write Vallorbs for their irresistible proposition from which the "kick" is removed, for it is strictly law-abiding. "Everything to gain and nothing to lose."

Vallorbs one-piece type semi-permanent needles are supplied in three volumes—loud, medium, soft—in boxes of 100 cards. The most handsome needle display box yet devised. Everybody is attracted to it.

The largest and most attractive show window and counter advertising cards, that certainly pull the inquiries from all who see them.

At 25 cents per card of five needles they are most ready sellers, and your profit is greater.

Vallorbs needles are "persona grata" to all dealers and advertise no competing make of record or phonograph.

THE VALLORBS COMPANY
LANCASTER, PA., U. S. A.
DIAMOND POINTS FOR EDSION RECORDS
SAPPHIRE BALL JEWELS FOR PATHE RECORDS
In Rosa Ponselle's rendering of "Maria, Marl!" (Marie, Ah, Marie!) you have a pure Neapolitan melody sung by a marvelous princess of song. This record will be selling steadily more than a score of years from now. Columbia 49870.

Columbia Graphophone Co.
NEW YORK

EXCELLENT WINDOW DISPLAY IDEA
Edison Shop, Dallas, Tex., Arranges Two Special Windows at Holiday Time That Combine Originality and Attractiveness

The Edison Shop, Dallas, Tex., of which C. H. Mansfield is president and manager, featured a window display at Christmas time that

Night Scene Showing Cottage on Christmas Eve was artistic and attention-compelling. As a matter of fact, it was really two displays in one, for one window of the store was arranged as a sort of sequel to the other. The pictures, living room was revealed, with the Christmas tree in place, and the New Edison underneath just after Santa had left it. Both windows attracted large crowds throughout the holidays, and the idea is one that might be adopted with profit not only for some other holiday season, but perhaps at other times during the year.

RECEIVER FOR TALKING BOOK CORP.
Creditors File Petition Against New York Record Book Manufacturing Concern

On January 26 a petition in bankruptcy was filed against the Talking Book Corp., New York, manufacturer of talking machine records and appliances at 1 West Thirty-fourth street. On January 27 Judge Hand appointed Jacob Scholes and Thomas H. Matters, Jr., receivers in $1,000 bond. It was said that at that time that the liabilities exceeded $75,000 and that the assets might exceed $5,000.

RECORD FACTORY IN DENMARK
The first factory for the manufacture of talking machine records was established recently in Drammen, Denmark. The factory is equipped throughout with the latest American machinery. The product will be for home consumption with possible export to the neighboring countries.

A salesman should not feel alarmed when he learns that competitors are ahead of him on his route. There are just as many behind him.

IMPORTANT APPOINTMENTS MADE
A. C. Mayer Becomes General Sales Manager of the Unit Construction Co.—A. W. Deas, Jr., Eastern Sales Manager, with J. N. Hallinan as Assistant—Efficiency Bench Makes Debut

PHILADELPHIA, Pa., January 27.—Several new appointments have been made in the sales organization of the Unit Construction Co., of this city, manufacturer of Unico demonstrating rooms, record racks and counters. A. C. Mayer has been appointed general sales manager of the company. Arthur W. Deas, Jr., has been appointed Eastern sales manager of the Unit Construction Co., with headquarters at 29th Madison avenue, New York City. The territory under the direction of Mr. Deas will be New York State, east of Buffalo, and New England. Mr. Deas has already started intensive work in the development of the territory and recently covered New England as far as Portland, Me. J. Neil Hallinan has been appointed assistant to Mr. Deas with the title of Assistant Eastern Sales Manager, and will make his headquarters in the same office with Mr. Deas.

The announcement of a new Unico product is made at this time. The Efficiency Bench which has just been presented to the trade by the Unit Construction Co. is a repair bench. It is the result of much careful study and, as its name implies, it is said to be one of the most efficient benches for the repair man that have yet been produced. Plans are under way to push this product during the year.

YAZOO RIVER RED GUM
Specials for prompt shipment:

2 cars 1 1/4" 1st and 2nd Plain Red Gum.
1 car 1 1/4" 1st and 2nd Plain Red Gum.
5 cars 2" 1st and 2nd Plain Red Gum.
8 cars 2" 1st and 2nd Qrtd. Red Gum.
8 cars 2 1/4" Common and Btr. Qrtd. Red Gum.
4 cars 3" Common and Btr. Qrtd. Red Gum.
8 cars 3 1/4" No. 1 Common Plain Red Gum.
10 cars 2" No. 1 Common Plain Red Gum.
2 cars 2" No. 1 Common Qrtd. Red Gum.
10 cars 2" No. 1 Common Qrtd. Red Gum.
3 cars 3" No. 1 Common and Btr. Plain Red Gum.
5 cars 1 1/4" 1st and 2nd Sap Gum.
5 cars 1 1/4" 1st and 2nd Sap Gum.
10 cars 2" 1st and 2nd Sap Gum.
2 cars 3" 1st and 2nd Sap Gum.
3 cars 3" 1st and 2nd Sap Gum.
5 cars 1 1/4" No. 1 Common Sap Gum.
5 cars 1 1/4" No. 1 Common Sap Gum.
10 cars 2" No. 1 Common Sap Gum.
2 cars 3" No. 1 Common Sap Gum.
5 cars 1 1/4" No. 1 Common and Btr. Qrtd. White Oak.
5 cars 3" No. 1 Common and Btr. Qrtd. White Oak.
5 cars 4" No. 1 Common and Btr. Qrtd. White Oak.
10 cars 1" No. 1 Common and Btr. Qrtd. Red Oak.
6 cars 1 1/4" No. 1 Common and Btr. Qrtd. Red Oak.

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.
Mr. Jobber—
Line Up With a "Live" Line
"Some choice territory still available"

Prima-Donna
"The Instrument Inspired"

Write for Our
Unusual Money-making
Proposition

Let us show you how Prima-Donnas, as compared to other high-grade phonographs, are sold at a price that offers the biggest money-making proposition on the market. How we co-operate with the jobber by supplying him with selling helps such as jobbers' letters and broadsides to interest the dealer, beautiful five-color catalogs, dealers' four-color store folders, six-color store hangers, newspaper ad electros, moving picture slides, etc.

We sell exclusively through our jobbers, all inquiries from dealers, due to our extensive advertising, are referred to our jobber in that territory.

Unexcelled Tone and Craftsmanship

Prima-Donna Phonographs, due to their especially designed and scientifically constructed all wood amplifier, develop a wonderful richness and clearness of tone that is unsurpassed. They will play any and all records correctly, with a fidelity to the recorded music that instantly appeals to the music lover and connoisseur.

You must admit the designs of the Prima-Donna are beautiful. As for construction and finish we ask the opportunity to prove Prima-Donna superiority. All cabinets are solidly constructed, the panels, which are 5-ply, either genuine mahogany or quartered oak, are inserted in a continuous frame that makes the cabinet absolutely wear-proof.

PRICES FROM $85 to $225—LIBERAL DISCOUNTS
Unreservedly GUARANTEED for One Year

We Have a Jobber in Your Territory Who Can Supply You Overnight With These Big Phonograph Values

MR. RETAILER

GENERAL SALES CORPORATION
1520 BUFFUM STREET
OWNING AND OPERATING
RECORDION PHONOGRAPH CO
MFRS. OF PHONOGRAPH
HEANEY-SCHWAB BILLIARD MFG. CO Makers of Fine Billiard and Pool Tables Since 1882

MILWAUKEE, WIS.
THE TALKING MACHINE WORLD

TOSCANINI AND LA SCALA ORCHESTRA SCORE TRIUMPH

Noted Musical Organization Under Great Conductor Received Enthusiastically in New York—Makes Records for Victor Co.—Now on Extended Concert Tour of the Country

The announcement made in The World last Fall to the effect that the great La Scala Orchestra, under the baton of Arturo Toscanini, would, upon its arrival in the United States for a concert tour of the country, make a number of records for the Victor Talking Machine Co., has been followed by the appearance of the orchestra here and the actual making of the first of the records.

The status of Toscanini and the La Scala Orchestra in musical circles is fully proven by the enthusiasm that evidenced itself when the orchestra gave its several concerts at the Metropolitan Opera House and Carnegie Hall in New York. The Metropolitan and Toscanini are far from being strangers, inasmuch as that conductor spent some important years as the musical leader of the Metropolitan Opera Co. As a matter of fact, it was the breaking out of the war which caused him to give up his work here to go back to Italy, where he was assigned to direct the military music and concerts for the soldiers, in which work he won high honors.

With the La Scala Orchestra now recording for the Victor, the Victor Co. has added to its permanent record library the works of one of the greatest musical organizations of the world. The La Scala Opera House is known as the traditional home of Italian opera, and probably saw the opening performances of more masterpieces than any other structure in the world. The La Scala Orchestra are formally announced in the March list and will be eagerly awaited by the trade and public.

It is understood that Victor dealers in cities to be visited by Toscanini and the La Scala Orchestra will put forth special efforts to see that the appearance of the orchestra receives due recognition and particularly that the public is made acquainted with the fact that La Scala records will soon be available for their libraries. For the information of the trade in general, who are naturally anxious to keep in touch with the La Scala organization, we append herewith the itinerary of the orchestra from the time it left New York on January 31 until its return to the metropolis on March 6. It will be noted that few of the principal cities in the East and Middle West have been overlooked in the itinerary, which in full is as follows: February 1, Rochester; 2 and 3, Cleveland; 4, Detroit; 5, Indianapolis; 7, Louisville; 8, Cincinnati; 9, Columbus; 10, St. Louis; 11, Springfield; 12, Milwaukee; 13, Chicago; 15, Grand Rapids; 18, Davenport; 19, Des Moines; 20, Kansas City; 22, Tulsa; 23, Wichita; 24, Topeka; 25, Omaha; 27, Chicago; March 1, Pittsburgh; 2, Philadelphia; 3, Washington; 5, Scranton; 6, New York (Hippodrome). The orchestra is making the tour under the management of Louden Charlton, the prominent New York impresario.

BUFFALO DEALER FILES PETITION

BUFFALO, N.Y., February 5.—A voluntary petition in bankruptcy has been filed in the United States Court here by William Turner, Inc., dealer in talking machines, records and musical merchandise. In the petition filed by Wesley C. Pettit, vice-president of the corporation, the liabilities were given as $8,967.53 and the assets as $7,275.20.

Depending upon your memory, Mr. Victor Dealer, is a risky proposition. Eliminate all hazard by using the indispensable Victor Record Order Stock Book—a Wonder Book at trivial cost.

GRAND RAPIDS STORES IMPROVE

Dealers Adding Booths and Making Preparations for Big 1921 Trade

GRAND RAPIDS, Mich., February 5.—The Friedman-Springs Co., owner of a large department store here, has installed a talking machine department on the fourth floor, with four individual booths for the record department. Pathé machines and Pathé records are handled exclusively. The Winegar Furniture Co., handling Victor talking machines and records exclusively, plans to build two new booths in February. Nine booths are now used for demonstration.

"We handle the Victor exclusively and a comparison of sales shows that we did a better business in Victrolas in 1920 than we did in 1919. And sales since January 1, 1921, have compared very favorably with the same period of a year ago," says W. M. Winegar, manager.

The Young & Chaffee Furniture Co., of this city, completed the building of eight new booths in January, giving them a total of thirty booths in the record department, which is said to be the largest record department in Michigan. This firm handles the Victor exclusively.

Ready Dealer Sales

Purchasing Agents can better co-operate with their own Sales Departments by supplying accessories and fittings of distinctive design. Dealers in turn appreciate the advantages in handling Furniture so equipped.

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.
Not Written For You—But Send For a Copy

There are a good many reasons why you should read this book, even though you personally are not supposed to be the "ultimate consumer" of its pages.

Scores of our dealers have written us highly appreciative letters regarding it. One of them summed up the general opinion of all when he said: "Aside from its being the most interesting, convincing, and beautiful bit of consumer literature I've ever seen, the reading of it has been of direct benefit to me. I've read between the lines and gained some real pointers on phonograph merchandising."

The book was written for dealer distribution to prospective purchasers of

The Phonograph Instrumentized

Aside from the fact that the book is everything the above-mentioned dealer says it is, it will give you a bird's-eye view of the Dalion merchandising plan—and it will show you the exclusive sales features of the instrument—it will give you a general idea of how whole-heartedly we co-operate with our dealers to make their phonograph department the most profitable part of their business.

Send it—TODAY. The book is worth having on its own account, and the postage stamp that carries your inquiry may turn out to be the best investment you ever made.
FEATURES VICTOR OPERA FIGURES

Kansas City House Finds Drawing Power of These Display Features to be Great

KANSAS CITY, Mo., February 4.—The J. W. Jenkins' Sons Music Co., of this city, has been using to very good effect the small figures of famous grand opera characters recently put out by the Victor Co. These small figures make an attractive window display feature and are always interesting to the music-loving public. The Penn Phonograph Co., of Philadelphia, distributor of these figures, furnished the local house with the miniatures used in the displays.

The Jenkins Co., by the way, has found these window displays very effective in moving goods, and its experience bears out the words recently published in the Voice of the Victor, which said:

"The figures attract crowds. That has been demonstrated. Crowds mean curiosity. Curiosity means that people want to know what things are all about. When they find out, if the things are good, they want to possess them. And the pride of possession is a human characteristic that never will change so long as humanity exists.

"The idea of these figures is to move little-known as well as well-known opera records. It is one of the misfortunes of popular taste that some of the very finest records do not sell as well as those better known. People stick to two or three favorite numbers from each opera as well as those better known. Many of the qualities that make a man a good salesman are born in him. It is possible for him to learn a few things, nevertheless.

INTEGRATED IN BROOKLYN

The Mutual Phono Parts Corp., New York, has been incorporated at Albany with a capital of $15,000. The incorporators are H. Segal, H. Stahl and N. Garfinkel, 319 Lincoln place, Brooklyn.

CUBA NOW IMPORTS MANY TALKERS

Smaller Types of American Instruments Growing in Popularity With Islanders—Canada Takes Second Place and Australia Is Third

Cuba is coming to the front as an importer of American talking machines. A glance at the latest report of the Department of Commerce (November, 1920) shows that out of a total of 9,796 talking machines exported by the United States during that month, Cuba took 3,000, or more than one-third. The country importing the next highest number was Canada, which took 2,721 instruments. Australia followed in third place with a score of 484.

The value of the exports of talking machines to Cuba in that month was $96,805, to Canada $131,009, and to Australia $31,776. An examination of the values of these instruments shows that the average cost of each instrument exported to these countries went in inverse proportion to the number of instruments. The average value of each machine sent to Cuba was $32; to Canada, $50, and to Australia, $65. To all appearances the higher-priced instruments were imported by Australia, and Canada and Cuba preferred smaller talking machines.

LEWIS STERLING VISITS NEW YORK

Official of London Columbia Branch Crosses Ocean for Brief Visit

Lewis Sterling, managing director of Columbia Graphophone Co., Ltd., of London, made one of his periodical visits to the Columbia executive offices in New York last month. He was accompanied on his trip from England by Mrs. Sterling.

Many of the qualities that make a man a good salesman are born in him. It is possible for him to learn a few things, nevertheless.

PAINTS ADS ON AUTO WHEELS

Sanders & Stayman, Connellsville, Pa., Use Ford Wheels to Good Advantage

What is the use of having nice disc wheels on a Ford runabout if you don't put them to practical use? That was the thought that struck the manager of the Sanders & Stayman store in Connellsville, Pa. with the result shown in the accompanying photograph. Whenever and wherever the runabout stops the names Vocal-
Peter G. Spitz, who has been long acquainted with the talking machine and record trade and has established a host of friends in Western Iowa and Nebraska, has been appointed factory representative by the Paramount Co. for this territory.

Mr. Spitz has had extensive experience, is well versed in all the details of the business and is in a position to give valuable information and assistance to his dealers.

Now with the Paramount staff, Mr. Spitz was connected with the selling force of the Victor Co. for a number of years. He has also handled the Edison, Columbia and Brunswick lines and has just recently severed his relationship with the Carpenter Paper Co., of Omaha, Neb., for whom he was traveling as a special representative selling Emerson phonographs and records.

Mr. Spitz is very enthusiastic about the talking machine industry and feels sure that a good volume of business will be secured in 1921 with the Paramount line.

FRAUDULENT SALES PRACTICES STOPPED BY COMMISSION


Another mail order phonograph dealer whose advertising appeared in newspapers throughout the country has been ordered to stop certain practices by the Federal Trade Commission.

Following is the form of the advertising complained of: "$69.50 takes beautiful $250 size mahogany cabinet grand phonograph, one diamond and one sapphire jewel point, everlasting needles, 200 regular steel needles and records.


(1) The Federal Trade Commission, acting upon information submitted by the Better Business Bureau of the Music Industries Chamber of Commerce, found that the respondent, in competition with other persons, firms and corporations engaged in the sale of phonographs throughout the various States and Territories of the United States and the District of Columbia, sold phonographs to purchasers, directly, by means of advertising matter, catalogs, correspondence, and such other ways peculiar to what is known commonly as the mail-order business.

(2) That the advertising matter used by the respondent in the course of his business contained certain false and misleading statements, among which were the following, viz.:

(a) That respondent was regularly engaged in the storage and warehouse business and by reason of conducting such business came into possession of a single phonograph or single lots of phonographs which had never been removed from the cases in which such phonographs were crated when they left the factory.

(b) That such phonographs were of a value vastly in excess of the price at which respondent offered them for sale to purchasers and prospective purchasers; that such offers of sale were limited to a single phonograph or to a lot of single phonographs that would not again be made.

(3) That respondent in the period from November, 1918, to and until the month of March, 1920, during which period he was engaged in the sale of phonographs in the manner hereinbefore described, was not engaged in the storage or warehouse business, but was regularly engaged in the business of selling phonographs of a grade and quality which were manufactured to sell at resale and were customarily sold at resale by respondent in the regular course of his business at less than one-third of the resale price ($250) at which such phonographs were listed in the advertising matter of respondent; that the phonographs dealt in by the respondent in the period hereinbefore mentioned were not stored and the number of phonographs offered for sale by respondent's advertisements were not limited as advertised, but were taken from respondent's regular stock, to replenish which the respondent had made arrangements with the manufacturer.

(4) That the trade name, "Household Storage Co.," was used by the respondent for the purpose of deceiving purchasers and the public generally into believing that the respondent was conducting a business principally of storing household goods and incidentally selling phonographs.

The practices of said respondent, under the conditions and circumstances described in the foregoing findings, are unfair methods of competition in interstate commerce and constitute a violation of the Act of Congress, approved September 26, 1914, entitled "An Act to Create a Federal Trade Commission, to define its powers and duties, and for other purposes."

Following the findings of the Commission the following decision was rendered:

It is now ordered that the respondent, P. Tyrrell Ward, and his agents and employees do cease and desist from using in the sale in interstate commerce of phonographs the trade name of Household Storage Co. or any other trade name which might have a tendency to lead the public into the belief that the business conducted by the said P. Tyrrell Ward is that of storing household goods.

And it is further ordered that the said P. Tyrrell Ward shall, within sixty days after the service of a copy of this order upon him, file with the Commission a report in writing, stating in detail the manner in which this order had been complied with and conforming to.

The Dulciphone Shop, Brooklyn, N. Y., has been incorporated with capital stock of $25,000.

The three incorporators are L. Levy, E. L. Rockmore and F. X. Goette.

A salesman should have a good memory for names and faces, or do as the German army officer who, berating his subordinate for forgetfulness, said: "If you are such a damned fool as to forget everything, why don't you put it down on paper as I do?"
FREE—To Dealers Who Do Not Sell Tonofone Needles

SEND Coupon for Sample Package of Needles NOW!

New "12 for 25c" Package a Big Success!

To introduce our new, bigger value, bigger profit package, which gives your customers 12 Tonofone needles for 25c, we are offering you, for a limited time, a price of $14.00 a carton of 100 packages—or $7.50 a half carton of 50 packages.

The $14.00 carton retails for $25.00, giving you a profit of $11.00 a carton, or 11¢ a package. This is 44% on your selling price and 79% on your investment. You will recognize this as a very exceptional profit.

Please order direct from this advertisement, using coupon below. The needles will be shipped on our positive guarantee. Terms: Cash with order, less 2%, or 30 days net on approved references or established credit rating.

ORDER BLANK
R. C. WADE CO.,
110 So. Wabash Ave., Chicago, Ill.

Gentlemen—Please enter our order for Tonofone Needles as follows, which may be shipped through one of your wholesale distributors.

Cartons, 100 packages, at $14.00
Half Carton, 50 packages, at $7.50
Firm Name
Street
City
State

Above is purchased subject to your positive Guarantee.

If you are not yet selling Tonofone Phonograph Needles, mail us the coupon below, so we can send a package FREE for you to try at our expense. When they come test them on all kinds of records. Note how wonderfully they play popular songs and instrumental records as well as grand opera records. How they reproduce them as never before.

Over 3,000 dealers know the Tonofone Flexible Point has standardized a new degree of needle perfection. Each 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.

If you already know Tonofone quality, send the order coupon at left for carton of the new, easy-selling, bigger value, bigger profit package—which gives your customers 12 needles for 25c. Note the special introductory prices to dealers.

Mail one of the coupons at once.

R. C. WADE CO.
110 So. Wabash Ave., Chicago, Ill.

The Phonograph Needle With the Flexible Point
TAX EXPERTS FAVOR SALES TAX

Sales Taxes vs. Excise Taxes Form Topic of Discussion at Third Tax Conference of National Industrial Conference Board at Hotel Astor—Alfred L. Smith Represents Music Industries

The idea of a sales tax particularly in a limited form to apply to all sales of commodities, as a substitute for excise taxes, was given a big impetus at the Third Tax Conference of the National Industrial Conference Board held at the Hotel Astor, New York. That most of the tax experts gathered to discuss the tax question were becoming favorably inclined to some sort of a sales tax was evident in spite of the fact that the revised report of the conference board's tax committee still recommended increases and an extension of excise taxes. The Music Industries Chamber of Commerce was represented at the conference by its general manager, Alfred L. Smith.

The report of the tax committee, which was the subject of discussion, embraced a great variety of tax recommendations adopted after exhaustive investigation relative to abolition of excess profits tax, surtaxes, increases in corporation income taxes and a number of remedial changes in the law having little effect on revenue; but practically all of the discussion, during both days of the session, centered on the question of sales versus excise taxes.

The proponents of the sales tax brought out conclusively the fact that excise taxes are sales taxes in every sense of the word and must have a greater effect on the business of the country than on the individual. They claimed that excise taxes are more likely to have a tendency to turn a business into a monopoly than to operate a business in its natural state as a free enterprise. They also pointed out that excise taxes are a greater burden on the consumer than if they were paid in the form of sales taxes, and that they significantly tend to increase the cost of living.

SOUTHERN VICTOR DEALERS MEET

Hold Two-day Convention in Memphis and Are Guests of O. K. Houck Piano Co.—Twelve States Represented and 100 Delegates Present

MEMPHIS, Tenn., February 3—Memphis was host on January 20 to about 100 music men, members of the Southern Victor Dealers' Association, representing twelve Southern States, in convention at Hotel Chisca. Atlanta, Birmingham, New Orleans, Nashville and other cities sent delegates.

The afternoon session was featured by a talk on scientific selling by F. A. DeLano, of the Victor School of Salesmanship. Delegates were guests of the O. K. Houck Piano Co. at an 8 o'clock banquet. A special program of music and entertainment had been planned to make the event memorable to all those who attended.

The second day was given over to business sessions and an automobile tour of Memphis parks and points of interest. Officials of the association who had charge of the convention plans were B. B. Burton, president; R. G. Brice, vice-president; W. E. Cumming, treasurer, and R. P. McDavid, secretary.

INcorporated

The Opera Disc Co., New York, has been incorporated with capital stock of $10,000 to manufacture and sell record reproducers. The incorporators are C. G. Galston, M. Hesselin and C. Rose.

PERIOD MODELS

Louis XVI Model—also Queen Anne Period

Now Ready for Delivery

To Retail at $150.00

Write for Dealers' Discounts

No. 176. Pat. applied for. 42" long, 26" wide, 31" high. Finished on all sides—golden oak, mahogany or walnut

Complete Your Line with These High Class Models

This high class instrument will enable you to meet any competition, because of its beauty, clarity of tone and utility.

You are missing Dollar profits if you do not write for information—Today.

SEABURG MANUFACTURING COMPANY

JAMESTOWN, NEW YORK

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Illeys Lubricant makes the Victor needle

a pleasure to the proper consumer, will not run out, dry up, or become sticky or rancid. Resists heat and cold.

Put up in 1, 3, 10, 25 and 50-pound cases for dealers.

This lubricant is also sold per box by the Victor needle to dealers.

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

ILSLEY DOUBLE DAY & CO., 229 231 Fors St., New York

INTRODUCES THE CERTIFIED NEEDLE

Reflexo Products Corp. Announces Gilt-edge Certified Needle—Its Construction Described

And now comes the certified needle. The Reflexo Products Corp., New York City, which introduced the Reflexo needle to the trade over a year ago, has announced the advent of the gilt-edge certified talking machine needle. This new needle has a Brilliantone base, thus guaranteeing its uniformity of length and quality and has a gilt plating which is guaranteed never to tarnish. Each needle will play ten records. Simultaneously with the announcement of this new needle the Reflexo Products Corp. has evolved the slogan: "You've Bought the Rest, Now Buy the Best." Every box in which these needles are shipped will provide the dealer with an excellent counter display to bring these needles forcefully and attractively to the attention of his customers.

HAS GOOD RECORD FILING SYSTEM

Brooklyn Dealer Uses 3,000 Individual Compartments for Records—Claims Saving of Time to Salesman as One of Many Advantages

The Arthora Talking Machine Co., Brooklyn, N. Y., now has in operation a filing system for records which, according to Manager Ruchgaber, has many advantages. The records are located in 3,000 individual compartments. Each compartment is labeled with the number of the record and only a small number of the same record is kept in the file at one time. One record is in a master envelope, which is turned around when the record is out of stock. Although this system of filing requires more frequent replenishing of records in the individual compartments, it, however, enables the salesman to locate desired numbers with greater speed and accuracy and enables the dealer to keep constant track of his stock.

Judgment has been filed against Meyer S. Greenberg (United Phonograph Co.) in New York County Court by the Victor Co. for $139.81. The United Phonograph Co. conducted its business in a store on the Bowery, New York City.

JOBBERS for the Victor Talking Machine Company

Stewart Talking Machine Company

JOBBERS

Stewart

Talking Machine Company

Indianapolis
In an address before the First National Conference of Motion Picture and Musical Interests at the Hotel Astor, New York, on January 23, C. M. Tremaine, director of the National Bureau for the Advancement of Music, astonished a large audience by declaring that more money is spent in this country for musical instruction than for all other higher education combined. He spoke to the movie men from the dollars and cents point of view and declared that it was to their interest to introduce music in their theatres.

"I do not wish to bother you with statistics," Mr. Tremaine said, "but it may surprise many of you to know that the people of the United States are spending more money on musical education than on all other higher education combined.

The amount spent for musical education of all kinds is given as $220,000,000. This figure is not taken from the census, but is taken from the United States Census Bureau the following sums were spent for higher education in 1913:

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public high schools</td>
<td>$64,199,952</td>
</tr>
<tr>
<td>Private high schools</td>
<td>$13,949,195</td>
</tr>
<tr>
<td>Other private and public schools of similar standing</td>
<td>$13,190,033</td>
</tr>
<tr>
<td>Colleges and universities</td>
<td>$89,515,110</td>
</tr>
<tr>
<td>Normal schools</td>
<td>$1,459,645</td>
</tr>
</tbody>
</table>

"The amount spent for musical education of all kinds is given as $220,000,000. This figure is not taken from the census, but is taken from a speech of an ex-president of the National Music Supervisors' Association in a Rochester convention, and I am uncertain as to the year to which it referred."

Mr. Tremaine told of the increased amount of space devoted to music by the press of the country, the greater attention given to it in the schools and the remarkable spread of the Music Week idea. Speaking of music in its relation to interests of the moving picture industry in this country, he said:

"Music is an attraction. Of this there is no doubt. It even attracts people who are unconscious of the pleasure music gives them. A few of the progressive men in the motion picture world have been quick to realize this fact and have made music more and more a feature of their appeal to the public. The proof of my argument is conclusively demonstrated by the fact that the men in the motion picture world who have done this are the conspicuous successes.

"The time surely is coming when all should utilize music for their like benefit. They should do this for the increased profit which will accrue to them, but the time is also coming when they will need to do so to maintain their relative position. Take two houses showing equally good films. The one which has the more attractive music program will steadily increase its patronage at the expense of the other. Part of the audience will come specifically to hear the music. Many others will come without being conscious of the reason, but will find themselves gravitating there because they enjoy going without knowing why. To get the full benefit of this you should exploit your musical achievements in your advertising. Build up an individuality about your house, both by the distinctiveness of your musical program and by the prominence of this feature in your public announcements. Identify yourself conspicuously with the Music Memory Contests and the Music Weeks. Help them and be helped by them.

"Personally I wish to see the motion picture houses improve their musical offerings because I believe they will be one of the chief factors in making America a musical nation. It is the only agency which brings music to many people who would not otherwise go to hear music. But in your own interest I urge every manager here not to leave without learning something which will aid him to utilize music to make his house more attractive to his local public."

"Don't put your good nature in the same class with the fire escape—to be used only in an emergency. Help them and be helped by them."

TREMAINE GIVES MOTION PICTURE MEN FACTS ON MUSIC

At Conference of Motion Picture and Musical Interests in New York Last Month C. M. Tremaine Declares That More Money Was Spent for Music Than for All Higher Education

SHEPARD CO. HAS NEW DEPARTMENT

Providence Victor House Now Has Fine Salon With All Modern Improvements

G. W. HOPKINS VISITS BRANCHES

Columbia General Sales Manager Finds Conditions Among Dealers Good

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES

A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

A. WIMPFEIMER & BRO., Inc.

450-460 Fourth Avenue, New York

ESTABLISHED 1845
Consider it a moment. With a Magnavox attachment a phonograph can be heard in the farthest corner of a vast hall distinctly and clearly. At a big dance you can have band music without the expense of a band. At the theatre you can have orchestra music without an orchestra.

For school, summer camp, community center and playground the Magnavox is in great demand. It can be attached to a phonograph easily and quickly, and the volume of sound regulated to the exact degree desired—extremely loud or a mere whisper.

The Magnavox is operated by a small storage battery so that it can be used in the wilderness, where there is no electric current, just as easily as in the city.

The Magnavox will increase your sales and add a handsome profit.

Full particulars on request

J. O. Morris Co., Inc.
Distributors for New York and New England
1270 Broadway, New York City
EXPANDING TRADE IN ATLANTA

Trade Conditions Show Improvement—New Store for Phillips & Crew—Okeh Records of "Crazy Blues" a Big Hit—Myers-Miller Increase Sales Force—Dealers Optimistic

ATLANTA, GA., February 6—There has been considerable activity in the talking machine and record business locally since the first of the year, and several of the older firms are planning entering into the business on a much larger scale. Specifications and plans are being made by at least two of the more important dealers for new stores to be occupied as soon as they can be made ready. The trade generally seems to be in a healthy condition, and while many, in fact, most, dealers have rather full stocks on hand, they do not seem to be worried by the fact and are pushing advertising and sales plans for all they are worth.

The Phillips & Crew Piano Co., Victor dealer, has taken a modern store on Peachtree street, the main fashionable shopping and residential center of the city, and will begin extensive alterations shortly in order to make this the most modern, fully appointed Victor retail salesroom in the South. It is understood from Harvey Phillips, firm member, that the plans for the new store contemplate a complete installation of booths adequate to care for the constantly expanding business, and that there will be a concert hall in connection with the store sufficiently large to seat three to four hundred as an audience.

The Wilson Music Co., Inc. (The Delphon Shop), Columbia dealer, is enjoying a most satisfactory business. President Wilson has just returned from New York, where he visited the Columbia Co.'s general offices, and found them in a most optimistic mood. His trip covered also Philadelphia, Richmond, Va., and other cities north of here.

The Edison Shop states through Mr. Bingeman, manager of the retail store, that they have had a nice business of late and that a continuation of same is expected.

Mr. Bingeman has recently enjoyed a trip of two weeks to Florida.

The Myers-Miller Furniture Co., Columbia dealer, has added to its sales force in the past few weeks and has benefited by this strengthening of the personnel. The record business has continued to grow nicely.

Theodore Steiniway, of Steinway & Sons, New York, was a recent visitor to the city.

Miss Lila Gordon, in charge of the Myers-Miller Furniture Co.'s Columbia department, recently married Paige Lewis, of Atlanta, a lady of the colored persuasion. To say that the Atlanta colored population has gone "crazy" about this record would be putting it mildly. Your correspondent has never in many years' experience known a hit to "go over" so big.

A salesman of intelligence will understand that he has something to learn, and will be a good listener. He will be ready to accept suggestions from all sources, and profit by them wherever he may.

CLAUSE BUCKPITT BUYS BUILDING

Piano and Talking Machine Dealer of Elmira, N. Y., Will in Future Be Housed in His Own Business Property in That City

ELMIRA, N. Y., January 29—Claude Buckpitt, dealer in pianos and talking machines, of 113 North Main street, practically has completed details whereby he acquires title from Adam Mander to the Mander or Lyceum Block at 156 and 159 Lake street, the first floors of which are occupied by W. H. Miller and James Falsey, respectively. It is expected that the deal will be completed within a day or so and Mr. Buckpitt will take possession at once. The price to be paid is approximately $40,000.

Mr. Buckpitt will remove his business from Main street to the store occupied by Mr. Miller, using the second and third floors as well. Later he also may occupy the other store. Mr. Buckpitt plans extensive improvements to the property. He will tear out the north wall of the Lyceum Theatre entrance on Lake street and construct a handsome show window. Later he will install a passenger and freight elevator, and it is likely that new fronts will be added to both stores.

Mr. Buckpitt came to Elmira in 1907 from Schenectady, where he conducted a music store. He maintained a store in the Merchants' National Bank Building for two years, removing to the Snyder Building in 1909. His rapidly increasing business now necessitates a further expansion.

STANDARD CO. OFFERS SALES HELPS

The Standard Talking Machine Co., Victor wholesaler of Pittsburgh, Pa., in the interests of promoting for its dealers the sales of Victor goods, has sent out a folder containing constructive ideas and sales helps, which also serves as a source of information concerning the various business supplies and sales promotion material offered by the company.

GET IN ON THE PROFITS

Here is a sales creator that will bring profits into your store.

This quality machine, designed to sell, attracts immediate attention.

Now is the time to place the fast-selling Charmaphone line on your floors.

We have a dealer's proposition which will pay you to investigate.

Write for our Price List and dealers' arrangement.

CHARMAPHONE COMPANY
39 West 32nd St., N. Y. City

Factory: Pulaski, N. Y.
Hulda Lashanska with Eddy Brown accompanying her in that tender song of sentiment "Happy Days"—this is a record that only Columbia could give you! This is a record that will never grow old! Columbia 79213.

Columbia Graphophone Co.
NEW YORK

A TRIBUTE TO SALESMANSHIP

Reported by Fort Wayne Paper Awards Prize for Politeness to Miss Bente After a Visit to a Number of Stores in That Thriving City

FORT WAYNE, IND., February 1.—After making the rounds of the music stores of this city the politeness-seeking reporter of a Fort Wayne newspaper awarded the paper's prize for politeness to Miss Beatrice Bentz, clerk in the music department of the Wolf & Dessauer store.

"The most accommodating set of folks yet met," was the verdict of the reporter after he had spent hours in music stores sitting through programs of music especially put on for his benefit. Record after record was brought out, he says in his report of the search, with never a hint of impatience, and it was only after the most difficult sort of a test that Miss Bentz was declared the winner.

The reporter wrote that it was with a feeling of satisfaction that in his search through the music stores he found that Fort Wayne music lovers were turning to other selections than the extreme popular variety. Records of the classics, opera selections and numbers by leading artists were in most cases, he said, displayed as prominently in the stores as the jazz type of music.

Writes the reporter concerning the prize-winner:

"Miss Bentz first attracted the attention of the sleuth when she was seen to be especially gracious in searching for a record desired by a customer. Replies to questions and suggestions were given with a pleasant emphasis invariably being accompanied with an agreeable smile.

"While listening to several records, the reporter closely observed the work of the clerks. Although the special demonstration booths were all in use, Miss Bentz would have been 'pleased to put on any record on one of the machines in the outer room,' but the reporter decided to wait for a booth. The incident which brought the money to Miss Bentz occurred after the reporter had been observing her exceedingly courteous treatment of customers for some time when a man came in and handed the young lady a long list of records which he wanted. Although it was decidedly a hard nut to crack, Miss Bentz took the list with a smile and proceeded to fill the order, displaying a cheerful disposition despite the fact that it was an unusually busy hour and that her immediate task was frequently interrupted by customers desiring to know if this or that record was kept in stock. A pleasant reply was the rule in each case and the smile was always in evidence.

"Finding that a number of the records wanted were not in stock, the clerk expressed sincere regret and gave the cusotmer suggestions and directions leading to the purchase of the missing numbers in other stores."

TONOFONE JOBBERS IN NEW YORK

E. H. Wade, manager of sales for the Tono-fone needle made by the R. C. Wade Co., of Chicago, Ill., has appointed Maurice Richmond, Inc., Broadway and 47th Street, New York City, and the Eastern Phonograph Corp., 100 West 21st street, New York, distributors to represent the Tonofone needle in New York and surrounding territory. These two jobbers are in addition to Robert Clifford and Cabinet and Accessories Co., which were appointed a few weeks ago, in accordance with the policy of the R. C. Wade Co. to push vigorously the sales of their needles through the East.

E. H. Wade, who recently visited the trade in New York, states that the demand for these needles in all parts of the country is very gratifying and that 1921 promises to be a banner year for the company.

The Howard Stowers Co., Bronx, has been incorporated with a capital of $25,000, to do a business in all kinds of musical instruments. The incorporators are B. Bamonte, M. Petranz and N. F. Babino.

Motor and Spring Safety Device

(PATENTS APPLIED FOR)

IMPOSSIBLE TO OVERWIND THE MOTOR

When sufficiently wound, the handle automatically ceases to wind. Thus, any child can wind the talking machine with safety.

A Simple Fool-Proof Device

Fills a Long-Felt Want—Can be attached by anyone in a few minutes.

NOW READY FOR VICTOR MACHINES

 Territory Open to Jobbers and Dealers

PHONOGRAPH SPECIALTIES MFG. CO.

67-69 Fleet St.

Jersey City, N. J.
The Cheney Motor
Is the Heart of the Instrument

Only by following these motors through our factory can you realize the care and precision with which they are made. The real test comes, however, in their use. Day after day, year after year, Cheney Motors deliver perfect service.

The Cheney

In these times when the buying public is more critical than ever, we look toward the future with supreme confidence. This confidence is inspired by knowing that our devotion to the highest manufacturing standards, coupled with the exclusive and basic principles of Cheney construction found in no other phonograph, will always insure to Cheney dealers the finest in reproducing instruments.

The Cheney Talking Machine Co.
New York Chicago

The Cheney costs no more than other phonographs. Sells for $125 to $375.
CLEVELAND TRADE PREPARES FOR ASSOCIATION REUNION

Meeting and Banquet Take Place Late in February—Reorganization of Brunswick District Branch—New Establishments Opened Up—Record Artists to Appear in Concert—Other News

CLEVELAND, Feb., February 2.—The annual banquet of the Talking Machine Dealers' Association of Northern Ohio will be the biggest event of its kind ever held in this section of the country. This is the opinion of officials and entertainment committee, following announcement of tentative plans in connection with the annual meeting of the organization held January 26. The festivities will be under the capable direction of Louis Meier, L. Meier & Sons; C. C. Lipstreu and Ford Young, the Lakewood Music Co. The gathering will take place late in February and several novel features are on the program, all of which will be held in reserve and kept secret until the night of the entertainment.


Opening of Spence Music Co.

City officials and persons prominent in the social life of Zanesville attended the opening there of the Spence Music Co., of which E. O. Callender is manager. Twelve booths and equipment and decorations in keeping with the size of the store have been installed. An orchestra and local talent rendered musical numbers and several thousand persons were present. The opening was aided by George H. Deacon, traveling representative of the Cleveland Talking Machine Co.

Talking machine interests here planning events in which artists who make records would appear have had their plans set back by the burning of Gray's Armory, popular hall for these gatherings. City officials promise speeding up on the construction of Public Hall, however, and it is expected the latter will be ready for first use early in August.

Important Brunswick Changes

Developments of this territory by the Brunswick-Balke-Collender Co. is seen in the reorganization of the Cleveland district branch and the naming of new heads of departments here. F. S. Buttweiler comes from the Indianapolis branch as branch manager here. P. H. McCulloch, formerly at Chicago, becomes phonograph division manager. Both have had long experience in their respective divisions. Mr. Buttweiler has been with the company forty-two years and managed eight different branches. He is treasurer of the company's Merit Club, attained in sales competition. Mr. McCulloch is not only well versed in Brunswick activities, but is considered an authority on talking machine business developments.

Colonial Music Shoppe Opens

Among the first of new retail establishments to open this year is the Colonial Music Shoppe, in the extreme eastern end of town. A. Finesilver, recently in other business and formerly with the Hippodrome Theatre orchestra, is head of the enterprise. The new store is located in a growing suburban district and is close to many industrial establishments, including the National Lamp Works of the General Electric Co. Ed B. Lyons, sales manager, the Eclipse Musical Co., Victor jobber, assisted Mr. Finesilver in establishing the new business. A record for equipment installation was made by the Unit Con-
The Name

DOEHLER

has become synonymous with DIE-CASTING
to America's most discriminating manufacturers

A preference earned by the quality of its goods, its knowledge of the business and the service rendered by its three big Die-Casting Plants at Brooklyn, Toledo and Chicago.

If you are thinking of die-castings to cut the cost of manufacture, to eliminate complication or to speed production,

Die-Casting Headquarters can help you.

THE WORLD'S LARGEST MANUFACTURERS OF DIE CASTINGS

DOEHLER DIE-CASTING CO.
ABUOOKEN, N. Y.  TOLEDO, OHIO  CHICAGO, ILL.


struction Co., which had booths and other ac-
cessories in place in less than a week from the
time the order was sent from this city.

Celebrates Columbia Week

Columbia week was to be celebrated by the
Cleveland Columbia Graphophone Co. officials
and dealers. About February 1 exclusive Co-

lumbia artists were to appear in concert here,
including Josef Hofmann, Happy Six, Huida

To Install Victrolas in the Schools

The Cleveland Talking Machine Co. has en-
dorsed the plan of the Magazine and School
Co-operative Association, which calls for the
installing of Victor machines in all schools in
the country. The move has been approved by
former Governor Cox, of Ohio, and President-
elect Harding. Irwin Dunlap is head of the
Association. It is planned to create much up-
lift work through the use of talking machines in
schools.

A Great Achievement

After several years' effort it remains for the
Yahrling & Rayner Co., Warren, O., to accom-

plish the hitherto impossible, the recognition of
music in the news columns of daily newspapers
the same as other activities are recognized as
news. This has been attained without any spe-
cial event being put on at the store. The result
is a one-column story telling about musicians,
their music and how music is an aid to more
satisfactory living, with mention of the develop-
ment of music through the talking machine.

Cortot Scores in Recital

Among artists to be seen and heard at close
range by members of the trade here has been
Alfred Cortot, French pianist, noted alike in
concert and records. He was invited to address
the salesmanship classes conducted under di-
rection of Miss Gravella Pulliver, educational
director of the Cleveland Talking Machine Co.

Some Edison News

New dresses for an old method of attracting con-
sumer interest to new and large machines is
being used by Harry Tacker, the Phono-
graph Co., Edison distributor. Lists of owners
of small machines have been prepared with the
prices paid for the machines. These owners
have been approached with judiciously worded
and illustrated pamphlets, pointing out in each
individual case the opportunity to use their small
machines as a partial down-payment on new and
larger models. The exact amount that is al-

lowed on each machine is mentioned. Imme-
diate response and several sales followed the
announcement in the first few days of the plan.

A series of unusual tone-test concerts by
Cleveland Edison dealers was being planned for
early in February. Through the co-operation of
Phonograph Co. officials, artists were to be
brought here, the plan calling for a large tone-
test for every day during the week, each at a
different dealer's store. Among artists who
were planning to come here was Glenn Ellison.

Levy Acquires Phillips Store

A. R. Levy, for eight years identified with the
talking machine industry here, has acquired the
Joe Phillips store in East Seventy-ninth street
and will conduct it as his own business.

Kennedy-Green Co. Expansion

Development of foreign record business on a
large scale is being planned by the Kennedy-
Green Co., Olleh record jobber in northern Ohio.
Through co-operation with the General Phono-
graph Corp. the best compositions of Europe
will be procured and developed under Ameri-
can manufacturing skill. The listing calls for
seventeen foreign languages and the initial dis-
tribution will include Polish, Italian and Ger-
man records, the others being added as fast as
they can be produced.

Famous Record Artists in Concert

Concerts by record-making artists are getting
to be the correct thing in music here. In No-

vember cause the Eight Famous Victor Artists
and early in February will come Marion Harris
and the Columbia Saxophone Sextet and Yerkes'
Novelty Orchestra, representative of Columbia
music. This group was to appear at Gray's
Armory, under the sponsorship of Columbia
dealers, including N. Spellman, B. Salzman, M.
Chiiken, M. Bernstein and A. Sognick. All Co-

lumbia dealers have been co-operating in the
sale of tickets. A similar event is planned by
Harry Webber, Akron dealer.

Another similar event was being planned by
the Brunswick-Balke-Collender Co., co-operat-
ing with George S. Dales, Akron dealer in
Brunswicks, for the appearance there of Theo-
dore Karle, exclusive Brunswick artist, who was
to appear at a hall there and later hold a recep-
tion at the Dales establishment. Autographed
records were to be distributed. Personal assist-
ance in the event was to be given by P. H. Mc-
Culloch, phonograph division sales manager,
and Jack Kennedy, of the Cleveland staff.

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 | 15½ c. in thousand lots

942 MARKET STREET SAN FRANCISCO, CAL.
EFFICIENT MERCHANDISING HELPS

Members of Sales Staff of Bruno Attend Victor Salesmanship School—Harris Tells of Service Values—Mr. Landau a Recent Visitor

Edward G. Evans and Joseph C. Schlick, of the sales staff of C. Bruno & Son, Inc., Victor wholesalers, New York City, attended the Victor Salesmanship School at Camden, N. J., during the month of January. Both Mr. Evans and Mr. Schlick were enthusiastic in their praise of the value of this course. Jerome Harris, secretary of the company, is energetically promoting the Bruno policy of service to the dealer, and in this respect is enthusiastically recommending that the dealer take advantage of every facility offered by the Victor organization in efficiently merchandising the great line which they carry. Mr. Harris specifically calls attention to the ready reference labels and stock record book. Both these systems Mr. Harris classes as providing unequalled help in the modern efficient merchandising of Victor products.

Among recent visitors to Bruno headquarters was H. Landau, of Wilkes-Barre, Pa. Mr. Landau's Victor business in this city has progressed was H. Landau, of Wilkes-Barre, Pa. Mr. Landau has conducted a number of drives with exceptional success on "Last Opportunity Sales." Mr. Landau a Recent Visitor

Mr. Landau has conducted a number of drives with exceptional success on "Last Opportunity Sales." Mr. Landau has conducted a number of drives with exceptional success on "Last Opportunity Sales."

USING PROPER JUDGMENT

A salesman who receives a sample of goods from his house, and upon first view determines that it "won't sell," and places his judgment flatly against that of his house without exerting his best efforts on a trial, is giving exhibition of a deplorable lack of common sense, and offering an insult to the intelligence of his employer.

W. A. Winkler, Dover, O., has taken on the Victor line of talking machines and records.

Do You Throw Money Away?

It is not a popular pastime—but still it is unconsciously done by many who just don't know that Repair Parts can be bought for less

RENE MADE SPRINGS AND PARTS LAST LONGER COST LESS

RENE MFG. CO.
Montvale, N. J.

CATALOG OF MUSICAL MERCHANDISE

Buegelesen & Jacobson have demonstrated their enterprise in the musical merchandise field through the prompt publishing during the early part of the year of their 1921 catalog of musical merchandise. This catalog is said to be the first catalog printed containing the new scale of prices. Although the prices listed therein are the latest, the policy of the house of Buegelesen & Jacobson is to correct prices to the date of invoice assures the purchaser of the advantage of any possible further reduction. The new catalog consists of forty pages and lists instruments from all parts of the world and contains the merchandise of old and established standing, such as Durro violins, Duss band instruments, Lester archers and Stewart banjos.

SEQUOIA LINE APPEARS ON COAST


Los Angeles, Calif., February 1—The Southern California Hardwood & Mfg. Co., which has been making the Hawthorn phonograph for some time, has announced a new line of instruments to be known as the Sequoia phonographs. A record-filing device will also be manufactured.

A. C. Einstein, formerly with the Manophone Corp. and also the Hobart M. Cable Co., has been appointed general manager of the Sequoia division.

"STICK TO FACTS"

When you start to advertise,
Stick to facts!
Good business isn't built on lies—
Stick to facts!
No matter what you have to sell!
The truth is good enough to tell!
Boost your goods and boost them well.
But stick to facts!

When tempted to exaggerate,
Stick to facts!
Tell the truth, don't overstate—
Stick to facts!
If the truth isn't enough,
Something's wrong about your stuff,
Anyway, don't try to bluff—
Stick to facts!

Makers, merchant, middlemen,
Stick to facts!
Pick your points with pungent pen,
Stick to facts!
Those others make their figures lie,
Boosting of their values high,
Causing trade to pass you by,
You stick to facts!

BELL HOOD Needle

THE NEEDLE WITH TONE QUALITY

THE BELL HOOD

PAT. MAY 4, 1920

SEMI-PERMANENT NEEDLE

The Sounding Board Bell produces the best results. Eliminates as no other needle can, all mechanical noises. Tonal effects for any record.

LOUD

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

A. M. BRINKLE
33 So. 16th St., Philadelphia, Pa.

THE TALKING MACHINE WORLD
Announcing

JOHN McCORMACK

ON

Okeh Records

We have great pleasure in announcing that we have secured the right to market wonderful recordings of the voice of

JOHN McCORMACK

The World-famous Irish tenor
The greatest tenor on the concert stage

These recordings were made in London for the International Talking Machine Company, and we have secured at great expense a license to offer them to the American public.

These records are McCormack himself. No more need be said.

Ready about February 20th

50001 12 in. I HEAR YOU CALLING ME (Marshall), Orchestra Accompaniment $1.50

50005 12 in. CELESTE AIDA, (From“Aida”)(Verdi), Orchestra Accompaniment $1.50

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street New York City, N. Y.
OUTSIDE SALESMEN GETTING RESULTS IN LOS ANGELES

Talking Machine Houses Going After Business and Getting It—Educational Plans Discussed—Magnavox on Tour of the World—Local Association Holds Meeting

Los Angeles, Cal., February 1.—Talking machine business for the first month of the year has been fair. Record sales would have been considerably larger, of course, if stocks had been more complete. There is still a considerable shortage among the old standard numbers, and many of the late hits are soon sold out, while shortage among the old standard numbers, and been fair.

February 15, 1921

The guest of the evening was Miss Cross, special representative of the Wiley B. Allen Co., presided, and Mrs. Greenwood, manager of the record department. The introduction was made by Miss Cross, special representative of the educational department of the Victor Talking Machine Co. A majority of the record salesmen and saleswomen from the various Victor record departments in Los Angeles were present, as well as managers and the heads of departments. After a sumptuous repast Mrs. Greenwood made a neat speech and introduced Miss Cross, who said she would relate some of the methods which were employed in educating children along musical lines through the Victorola. Miss Cross then entered a most interesting demonstration with charts and a record of the various countries should add considerably to the interest and results of the expedition.

Music Trades Association Meets

The monthly meeting of the Music Trades Association of Southern California was held on January 12 at Ye Bull Pen Inn. There was a large attendance present. E. A. Geissler, pres-ident, occupied the chair.

Spends Night on Ocean in Hydroplane

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Newton Hancock, of the Hancock Music Co., had an unpleasant experience recently which might have ended still more seriously. He was invited to attend a ball at San Diego, together with three other musicians, in order that they might dispense sweet music to the dancers. It was arranged that they should be taken down the coast over the sea in a Navy hydroplane. Unfortunately the machine developed engine trouble and they were obliged to descend two thousand feet to the ocean. This proved a difficult task because it was dark, but it was accomplished safely. However, in spite of search parties in the shape of submarine chasers being sent out, they were not found until 6 o'clock next morning and were compelled to spend the night bailing a leaky boat—seasick, cold and hungry.

Blue Bird Company Speeds Up

Increased production of Blue Bird phonographs, including some new period models, is taking place at the factory. General Manager Fybush recently appointed D. G. Sunderland as superintendent of sales, and aggressive sales plans have been inaugurated and it is anticipated that still further additions to the plant will be necessary.

A LOWELL STORE THAT IS BUSY

Lowell, Mass., February 1.—The Lowell Mission House, located at 374 Middlesex street, which carries the Emerson line and that of the General Phonograph Corp., has been having a good business and apparently this is one of those houses that refuses to be "downed" by alleged business conditions. The manager of the talking machine department of this large establishment, which as a larger proposition carries a line of rare antiques, has been taking on a large stock of goods in anticipation of better days, which condition is warranted by present sales, which are growing fast.

BUYS THE TRIPPLET STORE

The Tripplott Phonograph Store, Osgood, Ind., has been purchased by Dr. Freeman, who is perfecting plans for its enlargement and improvement.
G. W. HOPKINS SAYS DEPRESSION IS DUE TO PESSIMISM

General Sales Manager of Columbia Co., an address made by Geo. W. Hopkins, released sales manager of the Columbia Graphophone Co., at the City Club of Boston late last month. He very pertinently pointed out that the period of "business hesitation" should be charged up to those "bankers and newspapers."

Mr. Hopkins' subject was "Business To-day: What Are You Going To Do About It?" and his sallies of wit and forceful arguments aroused much applause. As readers of The World know, Mr. Hopkins is a one hundred per cent believer in newspapers and in advertising, but he remarked that "such pessimistic drivel" appeared in columns parallel to the advertising the latter availed little.

Draws Golf Analogy

He declared present conditions artificial, when pessimism prevails without reason, and likened the situation to the "water hazard" on a golf links, when three players in a foursome draw dolls or "floaters" out of their pockets, preparing for a failure, but the fourth, with confidence, tees an absolutely new ball, and drives over, the only winner.

"Grit gets" it's motto, and his cure for prevailing pessimism is the breaking of precedents and the doing of the unusual.

Dodging orders has become a habit, he asserted, for three years the factor has not been able to catch up. "The pitiful thing about the retailer," he said, "is that as he has gradually withdrawn he has come to think himself grown to be a great man, but he has not grown; he has only swelled, and then last May the bubble was pricked." The Italian fruit vendor Mr. Hopkins pronounces a natural salesmen because for three years the factories have gradually withdrawn he has come to think him.

The automobile salesman is a window display to attract trade and challenged Mr. Hopkins to do better. The next week Mr. Hopkins put the same article in the window with a sign--eleven cents--and sold four times as many. "The public believed that it was a cut of four cents--something back from the one coin piece."

In conclusion he warned against "paper profits," and the looming up of volume, a possible 500 per cent profit, pointing out that really successful man is the one who turns over profits, and the looming up of volume, a positive development. It is catching; it is catching; but a lot of salesmen don't expose themselves.

At the dinner in Mr. Hopkins' honor John H. Fahey president, and F. Warren Kimball paid tribute to Mr. Hopkins' success while in the employ of the Chase & Sanborn Co. and in the Y. M. C. A. evening law school. Likewise Nelson B. Todd, secretary of the class of '88, William F. Rogers and George W. Coleman complimented the guest of honor as one of the leading advertising men in the country.

JOIN REFLEXO CO. FORCES

Julius and Nestor Roos to Devote Entire Time to Selling of Reflexo Products

The Reflexo Products Co., New York City, producers of the Reflexo polish for talking machines and the Reflexo needle, have added to their sales organization through the appointment of Julius and Nestor Roos. Both of the Messrs. Roos are well known in talking machine circles as men who do things.

COAST FURNITURE MEN ORGANIZE

PERIOD MODELS SELL QUICKLY

Fifth Avenue Sonora Salons Close Phenomenal Business—Many Patrons Purchase Several Instruments at One Time

An interesting report was received recently from Mrs. Edmund J. Brewer, manager of the Fifth avenue salons of the Sonora Phonograph Co., who gave the Sonora sales division an accurate idea of the unlimited sales possibilities afforded the Sonora dealer in New York territory. In this report Mrs. Brewer stated that one customer, a New York City broker, purchased the following Sonoras: one $775 Sonora as a present for his wife and one $425 Colonial model for his Summer home, and as gifts for friends, one $1800 Sonora for a city home, one $972 Sonora for a country house and four Sonoras, ranging in price from $215 to $250 each, making a total of eight Sonoras for this one customer.

A music lover residing in Brooklyn purchased three Sonoras at one time, selecting an Italian Renaissance model, and two Nocturnes for his home, and as gifts for his friends, one $1800 Sonora for a city home, one $972 Sonora for a country house and four Sonoras, ranging in price from $215 to $250 each, making a total of eight Sonoras for this one customer.

Furniture interests on the Pacific Coast have organized in order to better the conditions of their trade. Recently the Furniture Manufacturers' and Jobbers' Association met in Tacoma, Washington, and agreed upon a plan of selling campaigns designed to bring the industry to the front. Among the directors of the Association is W. H. Beharrell, of the Heywood-Wakefield & Sonora Co., and the Heywood-Wakefield phonograph. The Stradivara Phonograph Co. was represented at the meeting by W. S. Klein. It was decided to organize the trade into units for each city and Mr. Beharrell was chosen vice-president of the Portland group.

THE TOLEDO TALKING MACHINE CO.
TOLEDO, OHIO

WHOLESALE EXCLUSIVELY
The Jewel Tone Arm and Reproducer 8 1/2 inch length
We have changed the name and improved the product.

EDISON
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 "Jewel."

Victor Position
Fig. A shows Jewel Reproducer in position for playing Victor and other lateral cut records.

Hill and dale records are reproduced correctly by the "Jewel" method. A demonstration will convince you of its superior playing qualities.

Edison Position
Fig. B shows Jewel Reproducer in position for playing Edison and other hill and dale records.

Send for a sample of our new Non Taper Tone Arm
Every piece of apparatus that leaves our factory is covered by the "JEWEL" guarantee—SATISFACTION OR MONEY REFUNDED. Let's get acquainted now.

Jewel Phonoparts Company
670 W. Washington Blvd.
Chicago

The New JEWEL AUTOMATIC STOP is now ready

VICTOR
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 Jewel Reproducer in position for playing Edison and other hill and dale records.

Equipped with the "Jewel" mute and Nomika diaphragm, every note and every word is reproduced in all its original clearness and beauty.

Victor Position
Fig. D shows Jewel Reproducer in position for playing Victor and other lateral cut records.

Jewel Tone Arm & Reproducer
INDIANAPOLIS A BUSY TALKING MACHINE NEWS CENTER

Hendricks Succeeds Rosner as Manager of Pearson's—Stewart Pointers to Dealers—Artists' Visits Help Record Sales—Leading Jobbers and Dealing from the South Provide Trade Help—National News

INDIANAPOLIS, Ind., February 2.—T. W. Hendricks, former manager of the Boice Voice Shop at Kansas City, Mo., has succeeded M. C. Rosner as manager of the talking machine department of the Pearson Piano Co. Mr. Rosner has entered the trucking and storage business. Prior to his connection with the Boice Voice Shop Mr. Hendricks was for several years assistant manager of the wholesale and retail departments of the J. W. Jenkins' Sons Music Co., of Kansas City. He is reorganizing the Pearson Co.'s talking machine department with a view of making more prominent the service features. He is adopting a distinctive form of advertising that drives home the idea of Pearson service.

Miss Frances Coyl, formerly of Wideners' Grafonola Shops, has been employed as a saleswoman in the talking machine department of the Baldwin Piano Co. C. P. Herdman, manager of the department, says the outlook for business is much brighter than it has been for many weeks and that the number of inquiries and prospective purchasers increases each week. He has added two women canvassers and two salesmen to his outside force with satisfactory results.

W. G. Wilson, of Wideners' Grafonola Shops, reports the business of the last half of the month to be much better, with every indication of an early revival of normal conditions. He has added Dell Masters to his sales force.

"Our January business has been much better than we anticipated, both in instruments and sales manager of the Kipp Phonograph Co., Edithan we anticipated, both in instruments and have added Dell Masters to his sales force. We have passed the second week in January sales were fewer than in any other week in the history of the shop, while at the same time collections were the best. The last two weeks of the month, Mr. Eskew reports, showed a marked improvement over the business of the last few months, and he anticipates an early return to normal.

"The Pathé Actuelle steel needle record is meeting with more and more favor in this territory," says C. O. Mueller, manager of the wholesale Pathé department of the Mooney-Mueller-Viard Co. "We have passed the experimental stage now and this record is very hard to beat."

Mr. Mueller says he is receiving better reports from central and northern Kentucky, which is in the tobacco belt. He says the reports show that the tobacco is being sold after a long fight in the tobacco belt.

"My Gee Gee (From the Fiji Isle)," a tenor solo by Tod Weinhold, is the coupling. A-3346.

COLUMBIA GRAPHRHONE CO.
NEW YORK

WE DO NOT MAKE MOTORS

But we can supply you any other Phonograph Hardware or Fittings

Let Us Make Your

Hinges
Lid Supports
Needle Cups

KNOBS
TONE RODS
DOMES OF SILENCE

WEBER-KNAPP CO.
Jamestown, N. Y.
returned to the Indianapolis territory and is actively engaged in helping dealers to prepare for a big year. One of the suggestions which he is carrying to the dealers is that arrangements be made for improved finances.

George E. Stewart, of the Stewart Talking Machine Co., has returned from a trip to the Victor factory.

The house organ of the Stewart Co. prints the following comparison and comment on the Victor advertising done in Indianapolis newspapers during December:

"Hoping to reap the benefit of the talking machine harvest which falls to the hand of the good reapers every December, dozens of previously inactive talking machine advertisers leaped into the columns of the Indianapolis newspapers just previous to the last holidays.

"Figures show that 84,000 agate lines of newspaper advertising were used by all makes in competition with Victor in this locality.

"The total lineage used by the Victor Co. and its dealers in the Indianapolis papers was 42,000. The closest approach to this figure by any group representing a single line of musical instruments totaled 22,000 lines. The next mark was 12,950 lines, set by a group which, at the present time, is practically out of the newspapers altogether.

"In some months the Victor dealers of Indianapolis have used 60 per cent of the advertising space devoted to phonographs and talking machines in the Indianapolis papers.

"The fact that they used last December only 33 1/3 per cent indicates purely that other makes outdid themselves in strenuous efforts to increase business."

The Vigilance Committee of the Stewart Co. had occasion recently to stop the use of Victrola electrotypes in advertising of stencil instruments by dealers in Connersville, Brownstown and Fora, Ind. The dealers were warned they were making a serious mistake in using any of the exclusive advertising assets of Victor dealers to promote the sale of other machines.

The Victor dealers of Indianapolis have largely increased their record sales by recent visits to the city of Tetrazzini, Galli-Curci and Rachmaninoff. They are prepared to take advantage of a coming concert by Toscanini and his La Scala Orchestra, of Milan. Dealers in other cities are laying plans to take advantage of open dates for the Eight Famous Victor Artists who appeared in Indianapolis last Fall. All Indianapolis Victor dealers report a marked increase in record sales following these concerts.

Good publicity was recently given the Brunswick phonograph by Gimbel Bros., New York, in a specially designed window display, as shown in the accompanying picture. The window was situated on a corner and consequently offered unusual opportunities for attractive display.

There are more traveling men than there are salesmen. Moral: A traveling man should aspire to become a real salesman.
DEATH OF CHARLES J. ORTH

Charles J. Orth was prominent in Masonic circles, having been a member of Kilbourn Lodge, Calumet Chapter, Ivanhoe Commandery and Wisconsin Consistory, 32d degree Scottish Rite, as well as Tripoli Temple of the Mystic Shrine. He was also a life member of Garfield Lodge, Knights of Pythias. Funeral services were conducted February 4 under the auspices of Kilbourn Masonic Lodge.

Passing of Prominent Talking Machine Jobber

Mr. Orth was prominent in Masonic circles, having been a member of Kilbourn Lodge, Calumet Chapter, Ivanhoe Commandery and Wisconsin Consistory, 32d degree Scottish Rite, as well as Tripoli Temple of the Mystic Shrine. He was also a life member of Garfield Lodge, Knights of Pythias. Funeral services were conducted February 4 under the auspices of Kilbourn Masonic Lodge.

Mr. Orth was born in Milwaukee fifty-four years ago and made this city his lifetime home. As a youth he came into prominence as a musician and as a composer, which, about twenty-five years ago, led to his entering the music trade as a business. He continued his musical activities and produced a number of notable compositions. "In a Clock Store," a descriptive piece, has gone into thousands of American homes on the Columbia record. Other noted compositions are "Draper Hall March" and "Romance," a symphonic poem which was placed on the program of the famous Boston Symphony Orchestra. After devoting about twenty years to the retail piano and talking machine business Mr. Orth, five years ago, entered the jobbing field as well, becoming distributor of the Sonora. About two years later he was appointed exclusive distributor of the Puritan line in the State and Upper Peninsula. He continued in the retail business, the headquarters being at 504 Grand avenue; Milwaukee.

Mr. Orth was an influential citizen of Milwaukee and was a Past Master of the Calumet Commandery. He was a member of the Temple of the Mystic Shrine and the Kilbourn Masonic Lodge. He was also a member of the Clevelanders and the Century Club. He was a member of the Milwaukee Athletic Club and was a member of the Wisconsin Masonic Consistory, 32nd degree Scottish Rite. He was also a member of the National Masonic Lodge, 32nd degree Scottish Rite, and the Kilbourn Masonic Lodge.

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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

Immediate Shipments

on all models in standard finishes. Light and Golden Oak, Red and Brown Mahogany, Enamels, White, Old Ivory and French Grey.

SALES SYSTEM ENVELOPES keep track of what you sell and what you need—on immediate inventory, showing profitable and slow sellers. Arranged for any size location in order to expand flat filing and will fit any system.

Sectional Models Fit Any Size Stock and Help You Grow.
Announcement

The Hall Manufacturing Co.
Succeeds the
B & H Fibre Manufacturing Co.

The product hereafter
will be known as the

HALL FIBRE NEEDLE

In order to better identify the needle which has won so great popularity in the homes of talking machine owners throughout the country, and for the protection of our dealers, jobbers and ourselves against inferior substitutes, the B & H Fibre Mfg. Co. have decided to make the above change in name.

Office and Factory - 33-35 W. Kinzie St., Chicago
Is Your Sales Service Taken for Granted or
Do You Know It's Right? :: :: By Frank M. Knowles

"Nope, we ain't got that record." "Nope, I don't know when we'll get any." "Nope, I ain't able to tell where you can find one."

Tell the average talking machine dealer that one of his snappy sales women had given those three answers in a mere eight records brought forth in search of a mere eight records brought forth an interrupted conversation with a fellow em-ployee, and the dealer would more than likely question one's veracity. It might have happened in a competitor's store, he'd admit, but in his own store, never.

And the case is not an exceptional one, more's the pity, for a tour of an even dozen retail sales organi-zations—that is, efficient in every detail, regarded as the -ployees, was accomplished without interruption, and the telephoning kept right on.

On another day two or three sales people in a store were busy when the writer entered, but a young fellow, apparently a bookkeeper, sat a moment until a salesman should be free.

The exit of the prospective customer came with the presentation and sale of records for which the customer has not asked, but are, in his judgment, to warrant their purchase. One of the elements of talking

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Sometimes There Is a Wide Difference Between the Sort of Service Planned and the Sort That Is Rendered

figuring at a desk. The writer stood and stood and then stood some more, first on one foot and then on the other. He made his nervousness quite evident. The bookkeeper glanced up but said nothing. Two salesmen could be seen in booths talking to customers, but neither had even a smile to spare. Here, too, the prospective customer walked out without inter-ference. Admitting that the bookkeeper knew nothing of selling, and that the salesmen them-selves were busy, it would have been a simple matter for the former to have explained the situation and asked the customer to be seated for a moment until a salesman should be free. Or it would have been equally easy for one of the salesmen to have excused himself from the booth long enough to explain the circumstances to the customer and make him feel that his business was wanted even though there were no facilities at the moment for taking care of it. In either case, had the customer been forced to leave without being served, he would have held no ill feelings. Being simply neglected he went out feeling sore.

The laughter was hearty and continuous. When the door slammed after the writer's entrance all three looked up, gave him a glance, and then went on enjoying them-selves. The prospective customer stood there for about a minute, although it seemed longer, and then decided to move along. As he opened the door one of the salesmen came hurriedly out of the booth with a loud "Hey," but the customer felt that he would do better making hay out where the sun was shining. This was the most flagrant neglect of a customer that came to the writer's attention, and was so flagrant as to be little short of criminal.

It is a generally recognized fact that giving the customer what he wants is not salesmanship—it is simply filling an order. The selling comes with the presentation and sale of records for which the customer has not asked, but are of sufficient interest to him to warrant their purchase.

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MERCHANDISING VALUE

<table>
<thead>
<tr>
<th>Style</th>
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<tr>
<td>K5</td>
<td>Top 41&quot;x22¾&quot;; Height 35&quot;</td>
<td>$160</td>
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LAUZON QUALITY

The foresighted merchant with a hand on the pulse of public demand will immediately perceive the opportuneness of the above popular priced consoles.

Lauzon quality assures honest value and the price is a 1921 proposition calculated to build sales throughout the year.

MICHIGAN PHONOGRAPH CO.
Phonograph Division, Lauzon Furniture Co.
Office, National City Bank Bldg., Factory, Monroe avenue and 6th street
GRAND RAPIDS, MICH.
machine salesmanship would seem to be to call the customer's attention to the new current re-
leases, if not to the standard, or popular, num-
bers in the regular catalog. If he asks for a
violin solo, the logical thing would seem to be
to call his attention to other violin solos, to new
violin solo, the logical thing would seem to be
the customer's attention to the new current re-
hersal. He will not be rushed off his feet.
A store where there are real salesmen, but where
thusiasm he had developed the fault of crowding
particular man was a salesman, but in his en-
unappreciative of the salesman's interest.
really wasted his time and was altogether rather
worth-while records demonstrated for his bene-
ten to a suggestion that he hear one or two
he was in a receptive mood and might have lis-
ting records, records, and records, from
every trick in the trade, and then some more.
reception on the wall and in the booths,
to the writer the latest supplement and some spe-
larly was in direct charge of the record
proprietor himself did the serving and naturally
noticed, of course, that the sales-
manca.

In the face

jobbers—Write for Territory and Proposition
205 Travis Street
San Antonio, Texas
New York Jobber
ANDREW H. DODIN, Inc.
28 Sixth Avenue
New York
Anti-Crab Society Organized to Combat the Pessimists—Columbia Co. Branch Settled in New Quarters—Some Recent Trade Visitors—Talking Machine Dealers Plan Fancy Dress Ball

SAN FRANCISCO, CAL., February 1—The San Francisco trade is pretty well satisfied with January business, which was somewhat better than was expected. Some concerns report more sales this month than the same month a year ago, but, taking the business as a whole, perhaps there is a slight falling off. A decidedly better tone is evident and the leading purveyors of musical merchandise are confident that the year will turn out all right. Panic talk at a discount and membership in the Anti-Crab Society is increasing by leaps and bounds. Billy Morton, manager of the retail talking machine department of Sherman, Clay & Co., is president of the new organization and he has been empowered to appoint an anti-gloom committee whose business it will be to investigate all cases of commercial pessimism coming up before the society. Believing in the potency of a cheerful philosophy in the conduct of business, the society will seek to banish all unwholesome whimpering from the ranks of the San Francisco talking machine fraternity. Real grievances will be accorded serious consideration, but imaginary ones will be ruthlessly laughed out of court.

Savings Bank Deposits Increase
The California banks report a great increase in savings deposits for this month. There is more money of this kind on hand than ever before, hence it does not seem reasonable to suppose that the lovers of music will not continue to patronize the shops with the usual readiness when prices and goods are satisfactory. The hold-off attitude is not so strong as it was. The percentage of non-employment in California is much lower than in the East and there is good cause to expect a big revival in building the coming Spring. The housing problem is acute in some sections of the State and more will be furnished for the people. Population is increasing here at a greater ratio than at any time since before the war.

Columbia Co. Is Now in New Quarters
The San Francisco branch of the Columbia Graphophone Co. has at last got moved into the new building on Bryant, near Second street. The new quarters are not completed as yet, and the place is rather upset, but business is going on as usual. The offices on the second floor are exposed to a flood of sunlight and are most pleasant in their appointments. The model shop, for the benefit of the Columbia patrons, is located on the same floor as the offices and is indeed a truly model shop. Meetings of an educational character will be held periodically in the shop and the dealers will be invited to attend. The company will also launch a new house-to-house canvass campaign very soon in order to co-operate with the dealers in stimulating business. Mr. Wilcox, the manager, is gratified with the present business outlook and is naturally pleased with the new building, which offers so many modern advantages in the matter of handling business. The new violin records of Kerekjarto, which have just arrived on the Coast, have made a wonderful impression on those who have been privileged to hear them and it is a foregone conclusion that they will make a wide appeal out this way to music-lovers. The recent song records of Leonard Warneve, the famous baritone, stimulated not a little the demand for his exclusive Columbia records.

Remick Shop Uses Magnavox
Ben Atkins, manager of the Remick Song Shop on Market street, has adopted the Magnavox as an auxiliary in his publicity department. The latest Remick song hits are transmitted to the passing public through the strong medium of the Magnavox, and everybody is minded to “stop, look, listen.” The instrument carries a melody above the noise of the street.

Coast Likes Policy of Victor Co.
O. N. Rothbin, in charge of the San Francisco record division of the wholesale Victor department of Sherman, Clay & Co., says the Coast business is good, and better than Eastern business. Records are arriving a little better and he hopes to have sufficient stock to accommodate all the trade in the near future. The policy of the Victor Co. to back up popular records with popular dealers will mean much to the Coast trade. Three of the most popular hits on the Coast are: “Whispering,” “Feather Your Nest,” and “Columbia.” The last named is by King Zaney and Herb Brown, both residents of and popular in California.

Brunswick Gains Growth Fast
The San Francisco office of the Brunswick-Balke-Collender Co. reports fine progress with the Brunswick records on the Pacific Coast. The demand is growing fast and steadily in all parts of the Coast territory. The stock of Brunswick machines in San Francisco is ample for the requirements of the trade at the present time, and during the holidays there was no shortage of any kind of phonographs. Clark Wise, accompanied by Mrs. Wise, will leave next week for a ten-day trip to Los Angeles and vicinity on business and pleasure.

Big Time Promised at Fancy Dress Ball
The talking machine dealers of San Francisco are planning for their annual fancy dress ball to be held soon, and it is the ambition of the association to put over something this year which will make a big smoke. The trade is getting so blase that it takes a sensation to get them together socially these days. Billy Morton has his brains working on the project.

Bathin Finds January Normal
A. A. Batic, of Byron Muzzy, says January business is normal and that the people are showing a keen though discriminating interest in the best of offerings. Buying is careful, but there is plenty of buying. Rollin V. Astra, office manager for Byron Mazy, is receiving the congratulations of the trade upon the advent in his home of an eight-pound baby daughter.

ORDERS SONORA IN UNIQUE WAY
Customer of Drug Store Includes Order for Nocturne Model in His Drug List—An Unusual Method of Purchasing a Phonograph
A search for orders recently took A. C. Marugg, of the sales staff of the Minneapolis Drug Co., Minneapolis, Minnesota, Sonora distributor, into the store of F. J. Warner, at Marietta, Minn. Business was pretty brisk and the owner of the drug store and both of his clerks were busy serving customers. Mr. Warner was attending to the requirements of a customer of ordinary appearance, probably a prosperous farmer. The visitor had a piece of rough wrapping paper, from which he was reading with slight difficulty, the notes having evidently been made hastily with a soft pencil stub. “One can Menen’s talcum powder,” he read from the list, and Mr. Warner immediately brought it down from the shelves. “Colos tooth powder,” the customer continued, reading from his notes, “a large chamois, one Sonora Nocturne model, and let me see some hair brushes.” The proprietor helped the customer load the Sonora into his car without showing any unusual symptoms, but Mr. Marugg hurried to the telegraph office to advise his house that the dealers in his territory were “selling Sonoras like packages of chewing-gum.”

Founded 1835

PATHÉ DISTRIBUTORS

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

ARMSTRONG’S

Furniture Co.

59 and 61 North Main Street

Memphis, Tenn.
**STEGER**

The finest reproducing phonograph in the world

CLEAR, resonant, life-like is the voice of the artist or instrument, as reproduced with fidelity by the truly artistic Steger. To listen to this wonderful phonograph is to enjoy all the thrill and pleasure of hearing the living voice. The beautiful Steger brings to the home all of the world's best music and plays it with a vivacity and realism that no other phonograph can surpass.

Its many exclusive features, the patented adjustable Steger tone-arm, the scientifically-designed sound amplifying chamber of even-grained spruce and the get-at-able record file are eloquent reasons for the Steger's recognition as the finest of reproducing phonographs.

The Steger Phonograph is as beautiful in finish and design as it is charming in its tone-reproducing qualities. There is a variety of artistic styles at a wide range of attractive prices.

Progressive phonograph merchants have found that Steger representation brings prestige and profits.

A complete plan of dealer merchandising co-operation adds immeasurably to the value of the Steger agency.

Desirable territory open. Write for the Steger proposition today.

**PHONOGRAPH DIVISION**

**STEGER & SONS PIANO MFG. COMPANY**

Steger Building, Chicago, Ill.
GREAT DEMAND FOR RECORDS IN MILWAUKEE TERRITORY

Wholesale and Retail Trade Expanding—Dealers and Jobbers Optimistic About Outlook—Death of C. J. Orth Regretted—Sales Promotion and New Ideas of Merchandising Prominent—Other News

MILWAUKEE, Wis., February 11.—A demand for talking machine records that overshadows anything ever experienced in the local trade is the most conspicuous feature of current business conditions. The sales of instruments are satisfactory, but, as usual at this time of the year, the demand is of a scattered nature and dealers are obliged to go further into the highways and byways than at any other season to seek out willing prospects. While stocks of instruments are generally reported to be ample to meet current requirements, record merchandise is still below par, and it is a constant battle for dealers to keep an adequate stock on hand, especially of the popular numbers. This situation, however, is slowly being relieved.

The wholesale trade has received a great deal of encouragement, especially in the last two or three weeks, from the improvement in orders from the retail trade. For a number of weeks immediately following the holidays retail requisitions were of rather small volume and confined mainly to "high spot" selections to fill in or round out stocks. Ordinarily the post-holiday time is one of considerable buying to overcome stock depletion through holiday shopping, but conditions unfavorable to broad consumer buying in November and December made this less necessary than customary. Still, in respect to some styles, new buying by retailers was of a relatively high order.

"Business is growing better every day," is the cheerful report of Sam W. Goldsmith, vice-president of the Badger Talking Machine Co., and his famous jazz band appeared at Valdheim's, 210-214 West Water street, and gave a program before an elaborate advertising campaign before the Easter season. That will meet the requirements of the "Greenwich Village Follies" at the Davidson Theatre. One afternoon Ted Lewis and his famous jazz band appeared at Waldheim's, 210-214 West Water street, and gave a program before nearly 2,000 people—all that could be crowded into the big store. More than 500 had to be turned away.

The Yahr & Lange Drug Co., 207-211 East Water street, distributor of the Sonora in Wisconsin and Northern Michigan, is reaping the benefit of an elaborate advertising campaign carried on during all of 1920 and being continued in even a broader way this year. Besides extensive newspaper and magazine advertising the Yahr company is using billboards to good advantage. This publicity is regarded as some of the finest and most striking billboard advertising that has ever been done in this part of the country. The dignity and elegance of the boards are especially appealing and the cause of much favorable comment to supplement praise of the instrument.

According to H. M. Hahn, sales manager of the Paramount phonograph department of E. R. Godfrey & Sons Co., 253 Milwaukee street, this Made-in-Wisconsin instrument and Paramount records as well are establishing some new records. The company handles for Central States and also wholesale talking machine store equipment, accessories and supplies.

The Columbia branch continues to exert a notable sales promotion effort, the feature of which is the close co-operation given its dealers in the Milwaukee and Wisconsin territory. As a rule the large display advertisements give the full list of dealers, which is highly appreciated by them and is resulting in an identification of dealers with a pioneer and popular instrument and records which is building up a most advantageous position for the line. Columbia records business, as reported by their representative downtown dealers, is bigger and better than it has ever been before.

A striking piece of Columbia publicity was done recently during the two-weeks' engagement of the "Greenwich Village Follies" at the Davidson Theatre. One afternoon Ted Lewis and his famous jazz band appeared at Waldheim's, 210-214 West Water street, and gave a program before nearly 2,000 people—all that could be crowded into the big store. More than 500 had to be turned away.

The Kesselman-O'Drisco Co., 517-519 Grand

PHONOGRAPH RECORD LABELS

That will meet the requirements of the manufacture 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.
avenue, originally established as a small Victor retailer on the northwest side, and now one of the largest general music stores in the Middle West, has recently effected further notable extension of its organization. The talking machine division, featuring the Victor and the Edison, continues under the management of L. J. Monroe, with A. J. Althaus as assistant. This division also handles all record, player roll and small goods sales.

The R. H. Zinke Music Co., 425 Milwaukee street, one of the leading East Side Victor dealers in Milwaukee, has experienced a splendid growth in the first nine months of its existence. The business was established on May 1, 1920, and under the efficient administration of Richard H. Zinke, a veteran Victor man, has become one of the best-known stores in Milwaukee. The Victor record department is particularly a feature and has built up a large clientele.

Miss Julia Wolff, manager of the talking machine and record department of the Edmund Gram Music House, 414-416 Milwaukee street, has been introducing some new ideas in merchandising the Aeolian-Vocalion and the Cheney. Miss Wolff is a firm believer in keeping in constant touch with present customers and with prospects as well. This not only has made the Gram house as widely known as a talking machine house as it has been known for years as the home of the Steinway, but built up a very large volume of record business for the Aeolian line, particularly among the more discriminating.

The Milwaukee Better Business Bureau, conducted as part of the activities of the Association of Commerce, has accomplished splendid work in checking what threatened for a short time to lead to a flood of unethical advertising, in as well as out of the music trade. The latest report of complaints and results of handling them mentions the case of a pharmacy house which advertised: "We have the largest stock of phonographs in the county." The same house was accused of violating an agreement in cutting the price of a certain phonograph by giving away a number of records with each instrument. "When appealed to the company agreed to discontinue such tactics and to cooperate with the Better Business Bureau," is the conclusion given in the report of the case.

Oscar H. Morris, secretary and manager of the Bureau, is also serving his first term as a member of the State Senate from the fifth district, comprising the highest-class residence district in Milwaukee.

Clarence C. Warner, 428 Eleventh avenue, vice-president of the Milwaukee Association of Music Industries, recently was featured in a special article in one of the local newspapers as a veteran Victor dealer who has been in this line for twenty years.

The Fred Leithold Music Co., 325 Main street, La Crosse, Wls., has recently completed improvements and enlargements of its store, which make it one of the most expansive as well as attractive in any part of the State. Fred Leithold, president and manager, is a vice-president of the Wisconsin Association of Music Industries and an enthusiastic member of the National Association. A feature of the rebuilt store is the talking machine department, which represents the Victor exclusively. Eight booths have been installed and the record library has been enlarged to accommodate 15,000 to 16,000 numbers.

To Sell a Victrola as an ordinary talking machine is to belittle its great value.

To display any other talking machine alongside of the Victor divides the customer's interest and your selling argument too, lessening your chances of selling either machine.

We can help you sell the Victor.

Write us

BUFFALO TALKING MACHINE CO.
Wholesale Victrola Distributors
BUFFALO, N. Y.

CANADIAN MUSICAL IMPORT DATA

Complete Figures as Published by Dominion Bureau of Statistics for November Last.

Ottawa, Ont., February 5.—During the month of October, 1920—the last month for which figures are available—Canada imported musical instruments and parts to a total value of $365,698, of which $232,304 is credited to talking machines and records. This latter figure, while considerably lower than that for October, 1919 (which was $570,908, to be exact) is $68,799 greater than the import figure for September, 1920. To translate these figures, which have been compiled by the Dominion Bureau of Statistics from records supplied by the Department of Customs, into words, it is equivalent to saying that Canada imported more talking machines and parts in October, 1920, than in September, 1920, and yet, as compared with the imports of October, 1919, there has been a considerable falling off. The import figures are as follows:

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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.
CONSTRUCTIVE SALESMANSHIP
THE BATTLE CRY FOR 1921

This is a selling year. Never, in our history, has there been greater need for Sales Effort. Potential Selling Efficiency is the keynote of the Unico System.

Unico Equipment is the surest guarantor of retail sales known to the Talking Machine Industry—1700 successful dealers attest this fact.

Unico Equipment is a permanent asset and not subject to the usual depreciation of ordinary store equipment. There are many instances of resale of Unico Equipment after several years’ use, at prices higher than the original cost.

Unico Service covers every angle of your Merchandising problem, from efficient department layout to accomplished sales, and is available to every Talking Machine Dealer, no matter where located.

Unico Service operates with marvelous rapidity. Speed—Yes, but not at the expense of quality, efficiency and permanent value.

The Battle is to the Strong—and the Quick. Make your Selling Equipment 100 per cent Strong and do it Quickly.

Wire, write or phone today to our nearest office.
Your problem will receive immediate expert attention.

Unico Demonstrating Rooms, Counters, Record Racks and Decorations are available in twelve designs and standard finish for immediate shipment.

Unico Construction is patented.

Unico Designs are patented.

UNIT CONSTRUCTION COMPANY

NEW YORK
299 Madison Ave.
Corner 41st St.

Rayburn Clark Smith, President
38th Street and Grays Avenue

PHILADELPHIA

CHICAGO
Willoughby Building
SOPRANO SCORES SUCCESS

Miss Cyrena Van Gordon, Exclusive Columbia Artist, Receives Ovation in Role of "Brunhilde"—Newspapers Give Enthusiastic Praise

Miss Cyrena Van Gordon, exclusive Columbia artist and prominent dramatic soprano, attained phenomenal success in the role of "Brunhilde" in the production of one of Wagner's famous operas given recently by the Chicago Opera Co. in Chicago. The performance given by this renowned dramatic soprano was the subject of general praise by all the Chicago newspapers, and Columbia dealers took advantage of her success to feature her records prominently in their advertising.

In the Chicago Herald- Examiner Miss Van Gordon's superlative rendition of this difficult role was accorded enthusiastic praise, the musical critic of the paper stating in part as follows: "A wonderful performance! A great triumph for a young American artist; a victory for opera in English! This was the consensus of opinion after the 'Valkyrie' last evening. It was one of the most brilliant successes of the season, an occasion marked by breathless attention on the part of the huge audience, which filled the Auditorium to its utmost capacity and then broke loose after every act to express in no uncertain terms of approval how it was affected by this splendid achievement.

"Miss Van Gordon met the test easily and triumphantly. She was dramatically powerful and vocally superb. Even her English was all one could ask, and the picture she made as the maid in shining armor, with her silver shield and scarlet cloak, will not soon be forgotten, especially when she came on the stage leading her milk-white steed.

"By what she accomplished last evening, Miss Van Gordon takes her place among the foremost singers of the day. She is fulfilling the late Maestro Campanini's prediction: 'You will one day be one of the greatest dramatic sopranos of the age.'"

DINNER TO F. C. HOWARD

Head of Company of That Name and Members of Staff Guests at Testimonial Dinner

SYRACUSE, N. Y., January 31.—The testimonial dinner to F. C. Howard, head of the F. C. Howard Piano Co., and members of his staff, by A. D. Ogden, the company's race man handling the Howard account, was a great success in every particular. The guests included Mrs. Howard, wife of the proprietor; Mrs. Ogden, R. G. Ainslie, assistant treasurer of the Hallet & Davis Co., who devotes his attention to the Pathé line, and who came over from Boston for the occasion; E. B. Dryden, traveling representative of the Pathé; E. C. Adams, the Pathé dealer at Cato, N. Y., who started in October and who has built up a most creditable business; William Goff, of the Howard staff, and Mrs. Goff; Miss Louise Howard, Mr. and Mrs. Howard's daughter, and J. H. Persee, S. J. Seckner, E. N. LaRose, Florence Souders and Morris Souders, all members of Mr. Howard's staff.

Mr. Ogden was toastmaster, and there were interesting talks by Mr. Howard, Mr. Dryden, Mr. Adams and Mr. Ainslie. The latter, in recognition of the excellent upbuilding of the Pathé business in this territory, presented Mr. Ogden with a Pathé Actuelle, the gift coming from the Hallet & Davis Co.

W. S. GRAY CO. ANNUAL MEETING

John L. McNab, Prominent Attorney, Now One of Directors of San Francisco House

SAN FRANCISCO, Calif., January 27.—The stockholders of the Walter S. Gray Co. held their first annual meeting at the offices of the company, 942 Market street, January 25, at which time the first dividend checks were distributed, the corporation having been in existence just one year. The president submitted a statement of condition and report on business for the year and stated that, while he was fairly well satisfied with the volume of business and profits for 1920, he was of the belief that 1921 would see both largely increased.

Only one change was made in the Board of Directors and Mr. Gray, the president, believes he has greatly strengthened the board by the addition of John L. McNab, a prominent attorney of San Francisco, as he is a man of large affairs and very well and favorably known throughout the Pacific Coast. The new Board of Directors consists of Walter S. Gray, John L. McNab, Robert G. Gray, Victor Strain and A. M. Gray.

The officers elected are: Walter S. Gray, president; Robert G. Gray, vice-president; M. F. Olson, secretary, and A. M. Gray, treasurer.

BUY MINNEAPOLIS DRY GOODS CO.

W. C. Whitney and W. S. MacGregor Now in Complete Control of Large Concern

MINNEAPOLIS, Minn., February 5.—W. C. Whitney and W. S. MacGregor, who have for some time managed the affairs of the Minneapolis Dry Goods Co., have purchased the company and will change the name to the Whitney-MacGregor Co. The new owners have announced that there will be no change in the established merchandising policies of the company. Plans for bigger business, however, are under way and improvements to the store arrangement and equipment are now being carried out.

The man who can do things, and do them right without being continually instructed, is the man who is appreciated in business.

"By what she accomplished last evening, Miss Van Gordon takes her place among the foremost singers of the day. She is fulfilling the late Maestro Campanini's prediction: 'You will one day be one of the greatest dramatic sopranos of the age.'"
BUFFALO SEEKS LAW AGAINST MISLEADING ADVERTISING

BUFFALO, N. Y., February 2.—Legislation which would make it an actionable offense for a concern dealing in musical instruments to publish misleading advertising, which gives the customer an enlarged impression of what he is getting for his money, is now being sought by the music trades group of the Buffalo Chamber of Commerce. The group is now working on a campaign for such a law, and is seeking to enlist the aid of the whole Chamber.

This comes as the result of certain advertisements of talking machines which have come to the notice of the group. Samples of the advertisements were displayed at a recent meeting of the music men, and after giving them careful consideration it was decided that some of them were misleading and deceptive. In these alleged deceptive ads, it was held, the customer was given the impression that he was getting more equipment at the price named than was really the case. And so the music trades group is now working for a law which will make misleading advertising a punishable offense.

Announcement that he had purchased the interest of W. D. Andrews, his senior partner, was made February 2 by Curtis N. Andrews, of the firm of W. D. & C. N. Andrews, the prominent Victor wholesalers. W. D. Andrews will look after interests which he has in Syracuse.

The importation of non-essentials, such as motor cars, high-priced millinery, jewelry, confectionery, etc., and would not finance such importations unless exceptionally good reasons existed for them at the time. Though this policy was exceedingly embarrassing for both bankers and importers, its adoption seemed essential, in view of the necessity of allaying possible panic as a result of the prohibition on the exportation of gold, that American business houses take in payment, or as security for payment of imports, bonds and Government debentures.

America's foreign trade is at present at a standstill, meantime, Congressmen are working on a law designed to encourage the importation of non-essentials in order to prevent a possible panic resulting from the prohibition on the exportation of gold. The new foreign trade law, if enacted, would make it possible for American business houses to take in payment, or as security for payment of imports, bonds and Government debentures.

Money is plentiful in the dominion, the banks really holding more than can be put to good use, but there is difficulty in establishing credits in London and New York, because gold cannot be exported. The trade balance has steadily gone against the country since the beginning of 1920, and toward the end of the year the banks announced that they would discourage the importation of non-essentials, such as motor cars, high-priced millinery, jewelry, confectionery, etc., and would not finance such importations unless exceptionally good reasons existed for them at the time. Though this policy was exceedingly embarrassing for both bankers and importers, its adoption seemed essential, in view of the necessity of allaying possible panic as a result of the greatest trying period experienced in the dominion since the beginning of the war.

Robert E. Schwalb, of 285 Genesee street, and Gerald Arndt, of Town Line.

Charles Markham, local manager for the Brunswick phonograph, has just returned from a trip through his territory, and reports that he finds business is good. Among the cities visited by Mr. Markham in the course of his trip were Syracuse and Utica.

ODD SITUATION IN NEW ZEALAND

Country Has Plenty of Money but Needs Credit—Condition Arises Because of Hold-up in Gold Exportation—Bonds for Imports

American exporters to New Zealand are advised by Consul-General Winslow, at Auckland, to meet in a generous way the economic situation which has developed there. He explains that there are plenty of good, conservative, reliable business houses to whom, it would seem, a reasonable amount of credit can be safely extended, and with profit. It is suggested, in view of the prohibition on the exportation of gold, that American business houses take in payment, or as security for payment of imports, bonds and Government debentures.

The Brooks Automatic Repeating Phonograph

is justly termed The Wonder Instrument. It has all the good qualities of other high grade makes, but is completely put in a class by itself by virtue of the inbuilt Repeating Device, which enables the operator to play any make of record, any desired number of times.

Shown are three Brooks models of different sizes, all beautifully carved and finished. Each style is identically equipped with the repeating and stop device.

The Brooks Automatic Repeating Phonographs

BROOKS MANUFACTURING COMPANY, SAGINAW, MICH.

Brooks

The Wonder Instruments

Automatic Repeating Phonographs

THE TALKING MACHINE WORLD

February 15, 1921
QUALITY plays an important role today in successfully marketing a phonograph—whether building up a clientele for a new product, or extending distribution on one well established. The first requisite quality feature of any good instrument is its motor.

THE Sphinx Motor possesses advantages that can instantly be appreciated on sight and demonstration. It concentrates on quality. It instills confidence, tears down sales resistance and makes the entire phonograph more quickly salable—by offering an effective sales “approach.”

BACKED by the resources and reputation of an organization responsible for many institutional developments in the phonograph field, the Sphinx Motor should receive a prominent place in your phonograph sales efforts for the ensuing year.

SPHINX GRAMOPHONE MOTORS, Inc.
512 FIFTH AVENUE, NEW YORK
WALTER SCANLAN SCORES A HIT

Popular Irish Tenor Attains Success in "Hearts of Erin"—Emerson Records in Active Demand

The Emerson Phonograph Co., New York, has received interesting reports from Pittsburgh in connection with the appearance of Walter Scanlan, the popular Irish tenor, in the musical comedy "Hearts of Erin." Mr. Scanlan has scored a phenomenal success in this musical comedy, particularly as these records reflect to excellent advantage.

"Hearts of Erin" will probably open in New York during April.

Popular Irish Tenor

BYRON DAVEGA FORSTER ARRIVES

Almost simultaneously with the advent of the new year arrived Byron Davega Forster, B. R. Forster, president of the Brilliantone Steel Needle Co., is the proud father and is enthusiastically telling his many friends in the trade of the Brilliantone of the youngest's cries. Mrs. B. R. Forster, it will be remembered, is the daughter of I. Davega and sister of Abram Davega, president and vice-president, respectively, of the Knickerbocker Talking Machine Co. B. D. Forster is the first male arrival in the Forster family and has two older sisters.

Dave Roth, proprietor of Roth's Music Store, 186 South High street, Columbus, O., has taken on the Okeh line of records. He is also adding six demonstration booths for the hearing of these records.

NEW BUILDING FOR LANDAU'S

Victor Dealers for Wilkes-Barre, Pa., Purchase $130,000 Property to House Business

Wilkes-Barre, Pa., February 3.—Landau's, Victor retailers of this city and Hazelton, Pa., have recently purchased the large Hurwitz Building at 34 South Main street. This deal is said to be one of the most important real estate transactions in this city of recent years, the consideration being quoted at $130,000. After extensive alterations and improvements have been made, Landau's will take possession of the building and will have one of the largest and best equipped music houses in this section of the State.

The new building runs 225 feet deep and has three floors with large display windows facing on Main street. In the rear of the building is an alley which will provide excellent facilities for the expeditious receiving and shipping of merchandise. It is planned to have thirty demonstration rooms installed in the Victor department, which will place this department among the largest in the Keystone State. With the acquisition of the new building it is planned to open a piano department. Five well-known makes will be carried. Ample space will also be devoted to player roll and sheet music departments.

Landau's is one of the oldest music houses in the city. Under the able direction of Hyman Landau and Harry Mclnally, the affairs of this firm have met with continued success and the business has grown to the point where the foregoing change has been made an absolute necessity. The new location is but a half block distant from the present location at 70 South Main street, which this firm has occupied for years.
BELIEVES IN HIGH-GRADE BUSINESS

S. B. McLaughlin, Manager of Baldwin Piano Co. Department, tells why that class of trade is the best for the dealer.

CANTON TRADE SHOWS BETTERMENT

Resumption of Big Industrial Plants Has Beneficial Effect on Business—Klein-Heffelman Co. to Move Into New Building—Other News

CANTON, O., February 3.—With partial resumption of two of Canton's largest steel plants music dealers declare there has been a slight improvement in business. The majority of the dealers report a good January, especially the Alford & Fryar Co. Sales of this company for the month of January were in excess of the December business, according to A. M. Alford. W. H. Woomer, proprietor of the Canton Phonograph Co., told the World representative that business with his concern during the month of January was better than past months and that indications were that February would be still better. S. B. Van Fossen, new manager of the J. W. Brown Piano Co., says there is a noticeable improvement in business at this store and that he believes, with more plants resuming, that business for Spring will be nearer normal than for a year.

All downtown stores, including the Klein-Heffelman Co., George Wille and the Alford & Fryar Co., declare record sales the past month better than the average. The engagement of "Irene," the popular musical show, here helped music dealers and stimulated record sales, according to W. H. Woomer.

Preparations are being made by the Klein-Heffelman Co. to vacate its present quarters for the new and spacious $40,000 building, just across the street. It is hoped that this will be ready for occupancy early next month. Special attention is to be given the musical department, according to E. J. Heffelman, president of the company.

Music dealers at Alliance report much improvement in sales of talking machines and musical goods generally. Many of the factories, which have been idle for several weeks, are resuming and dealers anticipate a business revival in the Spring. It is understood that the Alford & Fryar Co. will establish a branch in that city in the Spring.

The Ideal Co. at Massillon, which is to move into the newly completed $1,000,000 Snyder-Hess building, will maintain a music department in its big department store, according to Charles Wagoner, of the firm. The Ideal Co. will occupy, besides the basement, five of the eight floors.

The D. W. Lerch Music Co., of Canton, recently opened an attractive new store on Main street in Massillon.

REMODELING WORCESTER STORE

The Steeles Music Store, Worcester, Mass., which handles Sterling and Mathushek pianos, Sterling players, Columbia Grafonolas, Melodee rolls, etc., is now being remodeled, and when the operation is completed the store will be one of the most attractive in the city.

THE PHONOSTOP


Give us your trade—we will hold it by MERIT

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

Western Representatives: Chicago

Harry Engel, McClurg Building, and Jewel Phonoparts Co., 630 W. Washington Street

What More Can You Ask

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

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

ROCHESTER, N. Y.

General Offices: 711 MILWAUKEE AVENUE
Southern Wholesale Branch: 133 CAROLINA AVENUE
ATLANTA, GA.

MELODEE ROLL WINDOW DISPLAYS

First of Attractive Series of Window Cards to Be Shown in February

The new monthly window display service to stimulate interest in, and sales of, Melodee music rolls is now in operation, and the Melodee Music Co. has already distributed the first of the displays which will be seen in dealers' windows in February. Two cards are included in the first showing, one featuring "Mother's Song," played by Florence Beebe and Cliff Hess, and the other four popular numbers, including "Bright Eyes," "Down by the Ohio," "My Mammy" and "Rose." The signs are most attractive in design, and are of the sort calculated to attract attention.

IMPROVED PACKING FOR BENCHES

Bosor, Mass., February 5—The Lansing Sales Co., of this city, has inaugurated a progressive innovation in the shipping of piano benches which, in the future, are to be shipped in veneer packing cases similar to those used for Victrolas. This will be a marked improvement over the former crates. A. J. Cullen, president of the company, expects to leave in the very near future for a trip covering New York, Philadelphia and the Middle West.

Order early—we will ship promptly.
INVESTMENT vs. SPECULATION

Do you know the difference between Investment and Speculation? Have you had any experience in the stock market in the last few years? If so, you ought to know the difference. If not, ask a few friends who have had experience.

You will find Investment much safer and more profitable in the end than Speculation.

Victor Talking Machine Co.'s products represent the highest class type of Investment for Victor dealers who require safety of principal combined with dependable income.

Ask your banker or your broker what tests are applied to determine whether a security is an Investment or a Speculation. Apply these tests to the Victor Talking Machine Co. and its products.

You may only need to review your own experience or that of dealers who have speculated with other lines.

If you must be assured of the best supply and service as a Victor Dealer then you should choose as your Victor Distributor one to whom you can apply the same Investment tests.

The greatly increased supply of Victor Victrolas and records will enable dealers to be more discriminating.

As Victor Distributors we strive to reflect Victor Supremacy.

Avoid Speculation, Mr. Victor Dealer, if you value the good-will of your trade.

The Victor line, in combination with Blackman as your source of supply, will prove to be a most profitable Investment for Victor Dealers.

J. NEWCOMB BLACKMAN.
Having proven to be one of the greatest educational factors the world has ever known, the Victor Talking Machine is destined to be a necessary requisite in every school and home. Consider, Mr. Victor Dealer, what this means to you.

BRUNO

PLAN STRONG DRIVE ON NEEDLES
Brilliantone Steel Needle Co. to Carry on Intensive Campaign During Current Year

An intensive sales campaign is being conducted under the direction of Byron R. Forster, president of the Brilliantone Steel Needle Co., New York, and H. W. Acton, secretary of the company. Despite the fact that both Brilliantone steel needles and Reflexo needles of the Reflexo Products Co., Inc., have already attained a tremendous sales volume, it is planned to make a special drive during 1921 that will eclipse all former campaigns.

The Brilliantone Steel Needle Co. is the sales agent for the old-established firm of W. H. Bagshaw Co., of Lowell, Mass. The product of this company has been well known to the trade for many years through its uniform high quality. In describing their plans for the coming year, B. R. Forster, president of the Brilliantone Steel Needle Co., stated in part: “The Brilliantone Steel Needle Co. for more than fifty years has centered its activities upon the production of needles and is the greatest single producer of steel needles in the world. C. H. Bagshaw and his associates have decided to center their activities entirely upon the manufacturing of talking machine needles. The Brilliantone Steel Needle Co. is sales agent and our prices are exactly the same as the factory prices. No commission or brokerage is added.

“The Brilliantone Steel Needle Co. has achieved exceptional success and with the announced increase of manufacturing facilities at the Bagshaw factory at Lowell, combined with the intensive campaign to be carried on, it expected that even greater heights will be attained in the year that is to come.”

WILL ENTER RED SEAL SCHOOL

PORTLAND, ME., February 7—Miss Gertrude Longley, of F. E. Tainter & Co., Lewiston, Me., well-known Victor dealers, will be a member of the Red Seal school at the factory of the Victor Talking Machine Co., Camden, N. J., starting the course on February 14. Miss Longley is well known in the New England Victor trade and is most enthusiastic regarding the value of the Red Seal course.

NEW YORK RETAILER IN TROUBLE

A petition in bankruptcy has been filed against Sam Zitterer, trading as Lenox Phonograph Shop, at 113 West 116th street, by Samuel Spiro, a creditor. Judge Hand has appointed John L. Lyttle receiver in $1,000 bond. Liabilities are said to be about $10,000.
The Phonograph Situation Today

The phonograph business is today approaching the normal—is steadying into a sound and permanent industry. Like the bicycle of many years ago and the automobile of later days, it has passed through its period of hectic and unnatural stimulation. The maelstrom concerns, brought into existence by the inability of established manufacturers to supply an abnormal demand, are passing. The present year will see their end. Phonograph dealers have already seen the handwriting on the wall. They are also beginning to feel the "sales resistance" of a more careful public—the public that is being gradually educated—not alone from the performance of unknown phonographs, but also from their comparative value after a year or so of use.

Now is the time for shrewd phonograph dealers to found their business upon the rock of genuine merit. Tie up to a line which is already established, one which is selling because of inherent qualities, which enables it to overcome all competition—one whose musical and artistic qualifications are above all criticism.

The Aeolian Company is the largest manufacturer of musical instruments in the world. The Vocolion is more than a phonograph—it is a supreme musical instrument, and the Vocalion (red) records have achieved the highest place of honor with the music-loving public.

THE AEOLIAN COMPANY

Aeolian Hall

New York
Urge Enactment of New Law—Talking Machine Men Meet—New Brunswick Representatives—Edison Dealers to Assemble—Business Steadily Bettering—Drake Tells How Business Can Be Had

PITTSBURGH, PA., February 7.—Talking machine dealers of Pittsburgh and vicinity are keenly interested in the proposed law for the protection of phonographs and musical instruments, which will be presented to the Pennsylvania Legislature for enactment at the present session. The attention of the talking machine and music dealers’ fraternity here was called to the proposed law by Charles L. Hamilton, of the S. Hamilton Co., Victor and Columbia Grafonola dealer, who is an active member of the Talking Machine Dealers’ Association of Pittsburgh and a former president of the organization.

Ask Dealers to Interest Themselves

Mr. Hamilton had letters sent to all of the trade and others interested in talking machines, in which he urged that the members of the Legislature from Pittsburgh and vicinity be petitioned to see that the bill is enacted into a law. In part his letter reads as follows:

“How many pianos have you lost because your customers failed to pay rent for their houses and the landlords seized and sold your pianos to satisfy rent claims? The answer to that question should be ‘None,’ for there is now no law protecting pianos in Pittsburgh. How many pianos have you lost because there is now no law protecting pianos here? How many pianos have you lost because there is no law protecting pianos here? The answer to that question should be ‘None,’ for there is now no law protecting pianos. How many pianos have you lost because there is no law protecting pianos? The answer to that question should be ‘None,’ for there is now no law protecting pianos.

George W. Pound, the energetic and capable general counsel for the Music Industries Chamber of Commerce, has been instrumental in having introduced in the State Legislature “An Amendment to the Laws of Pennsylvania,” which, if passed, will make it possible for each and every one of us to put our phonographs out on monthly payments without having the constantly pressing fear and possibility of the landlords seizing and selling our phonographs to satisfy their rental claims. This amendment is thus worded:

“An act to exempt talking machines, phonographs and musical instruments of every description, leased or conditionally sold to, or hired by, any person or persons residing in or having a place of business in this Commonwealth, from the foreclosure or sale on execution or distress for rent.”

In closing the letter Mr. Hamilton makes the following timely and pertinent admonition:

“…we merchants in talking machines, phonographs and musical instruments of every description, are called upon to impress upon the importance of securing protection as this act will afford, but the State legislators are not. It is up to us to impress upon the importance of making this suggestion across the State.

“Do not forget that the landowners of the State and some of the real estate agents are going to be busy against this amendment, as some of them rest easy when they know they have a talking machine belonging to you or to me in the house of one of their tenants, for, if the tenant does not pay up, the talking machine will pay all or a large part of the back rent.”

It is expected that when the bill is reported in committee a delegation of talking machine dealers and other musical merchandise dealers will visit the State Capitol at Harrisburg in favor of the proposed amendment.

Talking Machine Dealers’ Association Meets

The January meeting of the Talking Machine Dealers’ Association of Pittsburgh was held at the Hotel Chatham, Tuesday evening, January 25. The usual dinner preceded the business meeting. The time allotted to the assembly was marked by a full and free interchange of opinion as to the outlook of the talking machine trade in this section. There were many more favorable predictions reflected in the various statements made by representative talking machine dealers from different parts of the city and county. Among those who spoke was very strongly in favor of the legislation a law by the State legislators to protect the dealers and other musical merchandise dealers will visit the State Capitol at Harrisburg in favor of the proposed amendment.

Edison Dealers to Meet in Pittsburgh

The Bush New Brunswick representatives, have made an advance announcement of the convention of Edison dealers in the Pittsburgh territory, to be held at the Hotel Chatham, Tuesday, February 26. Among the speakers will be William Maxwell, vice-president of Thomas A. Edison, Inc. There will also be a number of manufacturers and distributors of phonographs and phonograph records, followed by discussions. The two days of profitable confering will be wound up by an elaborate dinner and dance. All of the dealers have been urged to bring their wives and employees with them. A. A. Buehn, treasurer of the company, stated to The World representative that the convention will be one of the largest and most important ever held under the auspices of the Buehn organization.

Miss Lillian A. Wood a Busy Woman

Miss Lillian A. Wood, manager of the Victor department of the Homestead Art and Furniture Co., will spend two weeks during this month at the Victor School of Salesmanship, at Camden, N. J. Miss Wood has been a very busy person, but she has a few weeks of Pioneer sales work by appearing before various teachers’ institutes in western Pennsylvania demonstrating the practicability of a Victoria in the schoolroom. In addition to this Miss Wood conducts a series of “selling” talks to groups of saleswomen in talking machine shops. On her way to Camden Miss Wood will stop at Harrisburg to attend the State School Directors’ Convention. In her very admirable work Miss Wood has the capable and efficient assistance of Miss H. H. Tilson of the Columbia Phonograph Co., who is now a member of the Pennsylvania Phonograph Co. organization.

F. J. Drake Says “Business Can Be Had”

Fred J. Drake, manager of the C. C. Mellor Co.’s retail Victor department, is positive that there will be plenty of business in his department due to his system of promoting sales with the aid of his staff of salespersons. Mr. Drake is inclined to view the talking machine situation from a practical standpoint, and feels that the business can be secured by “going after it.”

Elated Over Sonora Outlook

H. Milton Miller, manager of the Sonora Phonograph Co., of this city, is elated over the outlook for business and feels that sales of this spring will show a marked increase over the same period a year back. He has two meetings on the road this week, and at each of these meetings he is expected, is highly gratifying from a sales standpoint.

Receives Modernica Co.

J. F. Andres, formerly with the Brunswick sales organization, is now the Pittsburgh representative of the Modernica Co., of Johnstown, Pa. He has offices and showrooms in the Fort Pitt Hotel.

Returns From Extended Trip

H. J. Brennan, manager of the Pittsburgh Talking Machine Co., Pathé distributor, returned from a trip to the Eastern Pennsylvania, eastern Ohio and West Virginia. Mr. Brennan stated that the outlook for increased Pathé business was very encouraging in the Pittsburgh territory.

New Brunswick Representatives

J. A. Scanlan, sales manager of the phonograph division of the Bush Collender Co., stated to The World representative that the advance sales for Spring delivery of Brunswick phonographs and Brunswick records were much stronger this year. He believes that the Talking Machine dealers have taken his suggestions and are “pushing” the line with gratifying results. Among the new Brunswick dealers in Mr. Scanlan’s territory are: W. S. Morrison, Somerset.

(Continued on page 90)
Precision

This word, Precision, was not connected carelessly with the Stephenson Phonograph Motor, nor was it chosen as are many trade names, simply as a distinguishing mark. But, rather, it grew with the product, naturally, slowly, even as character develops in a man.

And Precision . . . Exactness . . . Accuracy . . . these mean much in any mechanical appliance—less wear, quiet running, longer life. And these in turn mean greater service and greater satisfaction.

The Stephenson Precision-Made Motor through service rendered and satisfaction given has earned this word, Precision, even as character must be earned. And always will it be guarded carefully—always will the Stephenson Motor be a Precision-Made Motor.

STEPPHENSEON
DIVISION
DE KAMP & SLOAN INC.
One Hundred and Seventy Pennington Street
Newark, New Jersey.

MANUFACTURERS OF THE STEPHENSON PRECISION-MADE MOTORS AND TONE ARM AND SOUND BOX.
DOINGS IN THE PITTSBURGH TRADE
(Continued from page 80)


W. C. Hamilton Honored
At the request of Alfred L. Smith, general manager of the Music Industries Chamber of Commerce, W. C. Hamilton, president of the S. Hamilton Co., and also president of the Piano Merchants' Association of Pittsburgh, named a legislative committee, Mr. Smith having requested Mr. Hamilton to be the chairman. His associates are as follows: W. C. Dieckman, of the C. C. Mellor Co.; E. B. Heyser, of the W. F. Frederick Co.; both Victor distributors; E. G. Hays, of E. G. Hays & Co.; Brunswick and Moderna dealers, and Theodore Hoffmann, of the J. M. Hoffmann Co., Brunswick dealers.

January Business Flattering
"Our January business was most flattering and we are positive that February will make as good, if not a better showing in the sale of Columbia Grafonolas and Columbia records," said S. H. Nichols, the well-known manager of the Pittsburgh office of the Columbia Graphophone Co. Mr. Nichols is very optimistic relative to Columbia business this Spring and is of the opinion that with the coming of April there will have been reached a readjustment in business opportunities.

A recent visitor to the Pittsburgh offices was J. C. Roush, the well-known president of the Standard Talking Machine Co., Paramount phonograph distributor, stated that the sales of Paramount phonographs and Paramount records for January were much greater than had been anticipated. A four-day service for records has been inaugurated between the factory in Port Washington, Wis., and Pittsburgh. Mr. Cross is confident that the Paramount line will be a winner in 1921 in his territory.

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J. C. Roush in Florida
J. C. Roush, the well-known president of the Standard Talking Machine Co., Victor distributor, with his family, is spending the Winter season at Palm Beach, Fla.

Reports an Increasing Demand
J. A. Pentz, manager of the Pittsburgh office of the Philadelphia Show Case Co., Aeolian-Vocalion distributor, reported a very brisk season in January and stated that orders were coming in with marked regularity from the three roadmen that the Pittsburgh office has in the field. "The outlook for the sale of the Vocalion and the Aeolian-Vocalion records in this section is very bright," said Mr. Pentz. The Vocalion-Mel-O-Dee Shop, where the retail end of the trade is handled, is also doing a very satisfactory business according to Manager Doel. Sales of Aeolian-Vocalion records and the Bubble Books have been a feature.

MONTHLY KNICKERBOCKER RECITAL
Abram Davega Discusses Value of Various Accessories—March Victor Records Played

The Knickerbocker Talking Machine Co., Victor wholesaler, held a monthly recital of advance records on Wednesday morning, February 2, in the auditorium of Knickerbocker headquarters, New York City. In spite of the inclement weather a representative number of Knickerbocker Victor dealers were present. The entire advance list of March Victor records was played. The stage was attractively set with the period model Victrola which also served to demonstrate the new records. In the forefront of the stage were two of the new copper electric signs produced by the advertising department of the Victor Co. and which were verbally called to the attention of the visiting dealers. These signs are equipped with changeable slides and a permanent display of the Victor trade-mark. At the present time four changes of slides are available.

During the course of the recital Abram Davega, vice-president of the company, followed his usual custom of giving helpful ideas to the assembled dealers. Besides calling attention to the new copper Victor signs, Mr. Davega spoke enthusiastically on the Victor record stock book. Mr. Davega urged the use of this book by the dealer and outlined its many advantages. In concluding his address, Mr. Davega reviewed present business conditions and prophesied that the retailer who used every facility offered him and energetically stimulated his sales would find 1921 a very profitable year. J. J. Davin, of the Reincke-Ellis Co., was present and had set up two advance displays that the Binger Co. will shortly produce, in the model windows adjoining the Knickerbocker auditorium. One display realistically depicted the interior of the Metropolitan Opera House and the other was a patriotic display covering Lincoln's and Washington's birthdays.

Following the recital, all repaired to the Hotel Theresa, where the Knickerbocker Talking Machine Co. again played host to the dealers in the serving of a sumptuous luncheon. The Reincke-Ellis Co. distributed, through the Knickerbocker Talking Machine Co., an attractive novelty to all present, consisting of a pocket mirror, the reverse side of which simulated a Victor record. The appropriate title of this record was, "Her Bright Smile Haunts Me Still."

THE FINEST OF
CORE STOCKS
For Phonographs and Record Cabinets

Are supplied by the

GERMAIN BROS. CO.

Makers of the Famous
"German Piano Backs"

SAGINAW MICHIGAN

BUSINESS BLANKS
The Wax and Novelty Company
67-69 Paris Street, Newark, N. J.

Will continue the business hitherto carried on by me at 16 West 39th Street, New York. All work will be done under my personal supervision.

I will be able also to work out special problems in connection with record making for anyone needing experienced advice or assistance.

F. W. MATTHEWS
Kerekjarto's playing of Sarasate's "Jota de Pablo" is the most phenomenal violin record ever made. It will have steady sales for years. Columbia 49903.

**Columbia Graphophone Co.**
**NEW YORK**

**SUIT AGAINST PULLMAN COMPANY**
Failure to Deliver $300,000 Worth of Edison Period Cabinets Starts Action

On February 2 the Edison Phonograph Works brought suit against the Pullman Co. in the Federal District Court, at Chicago, Ill., to recover $300,000 damages, for the Pullman Co.'s failure to deliver a large quantity of Chippen-dale and Inlaid Sheraton cabinets, which it had contracted to deliver within a specified time.

**NEW REMINGTON CORP. TREASURER**
Harry F. Sieber, Well-Known Banker, Elected to That Office—Everett H. Holmes, Secretary

At a recent meeting of the directors of the Remington Phonograph Corp., Harry F. Sieber, late president of the Parkway Trust Co., Philadelphia, Pa., and at present president of the United States Acceptance Corp., was elected treasurer of the corporation. Everett H. Holmes was elected to fill the office of secretary.

**SITUATION IN THE NORTHWEST**
C. R. Stone, of the Stone Piano Co., Minneap'ol's and Fargo, Tells of Manner in Which the Wheat Crisis Has Affected Trade

C. R. Stone, of the Stone Piano Co., Minneapolis, Minn., and Fargo, N. D., was a visitor to Aeolian Hall this week and brought with him an interesting report regarding the general business situation in the Northwest, and particularly in the wheat belt.

Business is practically at a standstill in that section, declared Mr. Stone, owing to the fact that the wheat growers are refusing to release their crops except at high prices. This means that the farmer's credit has been utilized to the limit, and he has no free money either to invest in new goods, or to meet payments upon goods already bought in anticipation of the income from the last harvest. The situation is beginning to adjust itself slowly, however, but unless these prices advance materially there is little hope for any rapid improvement.

Meanwhile, the music men in the Northwest are going after business with renewed vigor, finding customers among those who are not directly affected by the tying up of wheat.

**MARKET NEW MODEL SOUND BOX**
The Mutual Phono Parts Mfg. Corp., New York City, which was recently formed to take over the assets and production of the former Mutual Talking Machine Co., has recently placed on the market a new sound box known as No. 5. The men identified with this new company are Herman Segal, president, and N. Garfinkel, secretary. The firm has had eighteen years' experience in the talking machine industry and will devote his particular attention to the production activities of the new company.

**GRANBY MANAGER IN NEW YORK**
E. C. Howard Brings Encouraging Report From Norfolk Headquarters

E. C. Howard, general sales manager of the Granby Phonograph Corp., was among the recent visitors to the metropolis and stayed in New York for a week looking after Granby interests. A number of new dealers have been appointed in Greater New York who are featuring the Granby phonographs with much enthusiasm. Mr. Howard reports that the distribution of the Granby phonograph throughout the entire country has progressed at a rapid pace and that a steady volume of recorders is being received at the headquarters in Norfolk. Mr. Howard is devoting his time both night and day to the Granby proposition and has brought Mrs. Howard and his young daughter to Norfolk, Va., where they are making their residence.

**JOINS CRESSEY & ALLEN STAFF**
E. P. Johnston Now Connected With Prominent Victor Wholesaler—Well Known in Trade

E. P. Johnston, who has had extensive experience in the talking machine business, has recently joined the traveling staff of Cressey & Allen, Victor distributors, Portland, Me. Mr. Johnston has a host of friends in the trade who wish him success in his new post, and his thorough knowledge of the industry will enable him to co-operate efficiently with the dealers.

C. R. Cressey, of the firm of Cressey & Allen, and C. B. Snow, manager of the company's wholesale Victor department, have just returned from a visit to the Victor factory at Camden, N. J., imbued with renewed optimism and enthusiasm for the coming year. En route to Portland, Me., they spent a few days in New York, visiting their many friends in the talking machine trade.

**Auxiliary Cabinet**
You doubtless have many customers who have bought floor types of Talking Machines but they have an overflow of records that they do not know what to do with. We accordingly have made pattern No. 1422 to fill this demand. The design is such that it will harmonize in any surroundings. It can be used with any floor type Talking Machine to splendid advantage. Write today for our new Blue Book of Record Cabinets.

**The UDELLWORKS**
Indianapolis—1250 West 28th St.
REPAIRS
TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM
Conducted by Andrew H. Dodin

FACTS THAT SAVE TIME AND MONEY

The repairman should be very careful in his handling of machines in the homes of the customers. Very often the complaint will be over some trivial matter—such as a brake leather squeaking, automatic stop not working or speed adjusting screw not going down far enough. Rather than go ahead and take the motor apart to find the trouble, always make it a point to first ask the customer what the complaint is, and then be guided accordingly. You will find, in the course of a month, that this one little question will save you hours of work. Another point—don’t be too quick to tell the customer what the actual trouble is—that this part is broken or that this part is worn out, or you will give the impression that the machine is not a good one, and consequently will soon wear out. This idea often leads the customer to demand an exchange of motors, and once you do that, whenever anything happens to the machine they look to you to make another exchange. Soss Hinges are inconspicuous as possible. Soss Hinges are invisible.

Write for Catalogue T.

SOSS MANUFACTURING COMPANY
Grand Avenue and Bergen Street, Brooklyn, N. Y.

EIGHT VICTOR ARTISTS ON TOUR
Covering Leading Cities in the West and South During February and March

The Eight Famous Victor Artists are continuing their tour of the United States, meeting with success at every turn. Despite the so-called slump in attendance at theatres generally, the “Eight Famous” seem to be enjoying even better success at this time. Their tour in February will be through Arkansas, Louisiana and Texas, covering the following points on these particular dates: February 16, Texarkana, Ark.; 17, Shreveport, La.; 18, Beaumont, Tex.; 19, Port Arthur, Tex.; 21, Houston, Tex.; 22, Austin, Tex.; 23, Waco, Tex.; 24, Brownwood, Tex.; 25, San Angelo, Tex.; 26, Abilene, Tex.; 28, Fort Worth, Tex.; March 1, Wichita Falls, Tex.; 2, Dallas, Tex.; 3, McAllen, Okla.; 4, Muskogee, Okla. These data will aid in dealers’ co-operation.

“Thrift,” “Prosperity” and Einson Lithography

It is more than a coincidence that “Einson” Service and “Einson” Lithography should be playing an important part in the two great public-spirited campaigns now under way—the National Thrift Drive and the National Prosperity Campaign.

For “Thrift” the Einson Organization was called upon to lithograph the posters used in the campaign. Execution was the test, and Einson performance won.

For “Prosperity” the Einson Organization was commissioned to create, design and lithograph all the units in the campaign—from outdoor posters, window displays to poster stamps. Vision, ideas, originality and execution were the tests, and again the Einson Organization proved itself in actual performance.

The same initiative, fertility of ideas, clearness of vision and quality of lithography production are at the service of national advertisers who want to help their dealers sell more merchandise.
We Will Do for You What We Have Done for Others

“I consider your Service and your policy the finest thing I have ever run into in all the years I have been in business. I consider the Service you give worth many, many times its cost, and would not give it up for anything. We find that our phonograph and piano business has grown to nearly three times what it was last year, since using your Service.

“We desire to say right now that the sympathetic penetration of your Service into our individual needs has brought a sustaining element of originality and power of inestimable value to our organization, especially at this time of expansion. We received a great many favorable comments on our advertising. It sure brings the best customers into our store.

“Hats off to the Talking Machine World Service that makes the cash register work overtime!”

ABSOLUTE control of every situation comes from knowledge of the FACTS—not from guesswork or theory.

WHEN YOU SIGN UP for the TALKING MACHINE WORLD SERVICE exclusively in your city, you secure the best that money can buy in the way of SERVICE from highly trained retail music experts.

THE COST? NOTHING—when you notice the results obtained for the money invested.

WE WILL GLADLY forward complete information regarding the TALKING MACHINE WORLD SERVICE upon receipt of the attached coupon.

Talking Machine World Service,
373 Fourth Avenue, New York City.

If other dealers in big cities as well as small towns are getting results and making a big profit on the Talking Machine World Service, I'd like to know all about it. Without obligation, send me sample copies of ads, form letters, ideas, etc. Tell me what it will cost per month for exclusive use in my territory.

The population of my city is

I handle these machines.

My firm name is

By

My address


Mail the above coupon today.

TALKING MACHINE WORLD SERVICE
373 FOURTH AVENUE
NEW YORK CITY
NOVEL FIRE OR BURGLAR ALARM

New York Fireman Perfects Device Utilizing Talking Machine and Telephone

Some time ago The World told of an invention patented by William J. Lush, a New York City fireman, which provided for a means of giving an automatic alarm over the telephone. The idea embodied seemed a practicable one and the device promised early completion. Mr. Lush has now placed his finished contrivance on exhibition in Grand Central Palace.

The alarm system may be applied to both burglary and fire. A telephone instrument is placed before a small talking machine, which is connected with wiring throughout a building. For fire alarm small devices very highly sensitive to heat are distributed. Upon any increase of temperature, such as might be caused by a fire, a current is transmitted to the alarm box. This releases the weight. The falling weight lifts the receiver of the telephone. Simultaneously the talking machine is set going, and repeats again and again into the telephone mouthpiece:

"A fire has broken out (in such and such a place)."

The Central operator relays the call on to the fire station.

For burglary, any disturbance to wiring such as might be caused by a robber, or a cashier's pressing a button with his foot, starts the machinery. Instead of the fire alarm record a burglar alarm record has been placed on the instrument. The telephone operator is told:

"A robbery is occurring (at such and such a place)."

An ordinary telephone instrument suffices for the device. It may be used for conventional purposes and placed in the alarm box when desired.

The opening of the new Columbia branch in Baltimore has been set for April 1, according to a recent announcement.

HANDSOME VEST-POCKET CATALOG

Sonora Period Models Illustrated in New Catalog—Hand-colored Illustrations Are Unique and Attractive—Convenient Little Volume

A leather-bound, vest-pocket size catalog of Sonora period models has just been issued by the advertising division of the Sonora Phonograph Co. This catalog, which is unique in many respects, will be a welcome addition to the mahogany; width, fifty-three inches; height, thirty-eight inches; depth, twenty-three inches; antique gold trimmings; carved wooden tone arm; motor meter; capacity of 100 records.

Among the instruments presented in this handsome catalog are the following Sonora period models: Jacobean, Jr.-Lancaster; Sheraton-Juilluat, South; Hepplewhite-Canterbury; Louis XVI-Royale; Louis XVI-Richelieu; English Renaissance-Edgemoor; Colonial Mt. Vernon; Chippendale-Windermere; Queen Anne.

RAISING THE LID WINDS MOTOR

Unknown Efficiency Fan Offers Suggestion to Do Away With Batter of Winding Spring

A musical efficiency expert has suggested something new for inventors to puzzle over. In order to do away with the usual winding of the motor after every few selections have been played, he suggests some sort of device which will rewind the motor by the simple action of raising the lid. The motion of raising the lid to insert a record will wind the motor half way and the closing of the lid will complete the job. In this way he claims that it is entirely possible to wind the motor to a tension sufficient to play one record. Why all this "efficiency"? If he really wants to save himself trouble, why not get an electric motor? He wouldn't even have to lower the lid then! That ought to appeal to him!

WILL MARKET AUTOMATIC STOP

The Sterling Devices Co., Chicago, Ill., will soon announce a new non-set automatic stop adapted to all makes of talking machines, and preparations for an intensive advertising campaign are now under way. The unique feature of the Sterling non-set automatic stop is the fact that it forms an integral part of the tone arm and is not a part of the motor, thereby giving it a universal application. The executives of the company are enthusiastic regarding this new addition to their line, and full details will be offered to the trade at an early date.

Fred Wenzel was recently elected treasurer of the Sterling Devices Co., assuming his new duties several weeks ago.

PEERLESS ALBUM CO. MOVES

The Peerless Album Co. moved early this month to its new home, 636-638 Broadway, New York. As announced in the January number of The World the new quarters are centrally located and visiting buyers will find the new address a most convenient one.

To Phonograph Engineers

Today the average citizen, not alone the technical expert, knows that the Reproducer makes or mars the phonograph. Practice, not theory, has long demonstrated that the reproducer is the fundamental which governs the musical value of the instrument.

Quality in the Reproducer is the foundation on which quality performance must be based.

Combined with scientific amplifier construction

The Newton Reproducer stands unrivalled; the high light of achievement in sound reproduction and a worthy foundation for the phonograph par excellence.

Sample for inspection and test forwarded promptly (Standard hub 11/16" opening)

Price—G. P. $5.00—N. P. $4.00

W. L. NEWTON & CO., INC.
SCRIBNER BUILDING
297 FIFTH AVENUE, NEW YORK CITY
DIG!!

COMMERCIALY, Mr. Victor Dealer, you enjoy a distinct and enviable position, one that will be maintained only just so long as you keep your "shoulder to the wheel." Keeping your shoulder to the wheel means that you have a definite objective, without which you are maneuvering poorly, and are destined to defeat. Having a set purpose, you, as a conscientious and worthy Victor Dealer, have an unobstructed and direct road to still greater success.

Put into practical use Victor "equipment," such as Ready Reference Labels, Stock Record Books, Electrical Signs, Advertising Copy, Window Displays, Operatic Figures and other Victor Business Builders; utilize the helps that assure a prosperous future, and which must eventually be in the scheme of all successful Victor Dealers.

It has been "easy picking" for the Victor Dealer during the last six years, a veritable joy-ride, so to speak—and now, well—let's get down to real work.

Thousands of talking machines of questionable quality and dubious origin are now being urged upon the public—a public that has not been educated as you have been—and it now becomes your moral duty to impress upon the people in your community the reasons for VICTOR SUPREMACY.

Determination, courage, originality and resourcefulness are elements that will decide whether you are to be or not to be successful in a big way.

All we have said in the foregoing is expressed or implied in just one little word, a word of but three letters, "DIG." Let this be your pass word.

C. BRUNO & SON, Inc.
351-353 Fourth Avenue
New York

Victor Distributors to the Dealer Only
J. J. REILLY MADE SALES MANAGER

Advanced to Important Post in Melodee Roll Department of Vocalion Co. of Pennsylvania

Philadelphia, Pa., February 5.—John J. Reilly has been made sales manager of the Melodee roll department of the Vocalion Co. of Pennsylvania, located in this city, formerly the Philadelphia Show Case Co., wholesale distributor of phonographs and phonograph instruments, Red records and Melodee music rolls.

"Jack" Reilly, as he is familiarly known to the trade, has been closely associated with the music roll and phonograph industries for many years and, being thoroughly familiar with every phase of music roll merchandising and conversant with all the details of this industry, is particularly well qualified to fill the new post.

He started his music roll experience at Lyon & Healy's, Chicago, and shortly after was placed in charge of the music roll department of the George P. Bent Co., Chicago, and was also placed in charge of the Victor department of that company when it was opened. Next he went with Grinnell Bros., in Detroit, and then with John Wanamaker, in Philadelphia, as music roll department manager.

The wholesale field offering opportunities for wider activities, Mr. Reilly joined the traveling staff of the Universal Music Co., and for the past two and one-half years has represented this company, and later on the Melodee Co., in all the large cities in the Eastern territory, also visiting the Vocalion phonograph dealers.

NEWS OF EMERSON TRAVELERS

Sales Manager Morrison Now on Pacific Coast Co-operating With Jobbers

H. E. Morrison, sales manager of the Emerson Phonograph Co., is now on the Pacific Coast, and during the past ten days has spent considerable time in Seattle and Spokane. At the latter city Mr. Morrison co-operated with the Northwest Phonograph Jobbers, Inc., Emerson jobbers, in connection with their sales plans for the coming year.

C. F. Usher, field representative for the company, has been calling on the trade in Ohio, working in conjunction with the Emerson Ohio Co., Cleveland, O., in the development of 1921 business. His reports indicate that dealers in this territory are preparing for an active Emerson trade.

Morton Lucas, field representative of the company, is now in Chicago, co-operating with the sales staff of the Emerson branch in that city in stimulating the demand for foreign language records.

Owen Logan, field representative, is working with the sales staff of the Emerson Products Co., Syracuse, N. Y., Emerson jobbers, and the outlook in this territory is very gratifying.

EDMUND BRANDTS TO EUROPE

Prominent Manufacturer to Make Extensive European Trip and Desires to Be of Assistance to Those Desiring European Connections—Wide Acquaintance in Foreign Lands

Céline, O., February 3.—Edmund Brandts, who is well known in the talking machine trade and furniture circles as sales manager and partner in the Mersman Bros., Brandts Co. of this city, plans to embark on an extended European tour the latter part of April. His itinerary includes a large portion of the European continent.

Mr. Brandts came to this country from Gladbach, Germany, about seventeen years ago and is identified with several very successful manufacturing enterprises in this city. While Mr. Brandts was first prompted to make this trip because of his European family ties and his inability to visit the land of his nativity during the war, he plans to combine business with pleasure by taking care of special trade assignments on the other side for a number of American manufacturers. Mr. Brandts is well acquainted with many influential business and professional men in France, Germany, Holland, Belgium, Spain and Italy and plans to use this acquaintance to form advantageous European connections.

ENTER THE FIELD AS WHOLESALER

The Argus Phonograph & Supply Co., New York, has recently been formed to wholesale talking machine specialties, and it will particularly concentrate on the sale of main springs for motors and sapphires and diamonds for reproducers. The company will be incorporated very shortly with Charles A. Wales as president and Alfred Sondheim as secretary and treasurer. Both of these men are well-known in the talking machine trade, and the new company has already established a number of excellent accounts in the industry.

THE VICTOR TALKING MACHINE COMPANY

Has acquired control of

THE GRAMOPHONE COMPANY, Ltd.

of Great Britain

We believe The Gramophone Company will be a tremendous success, and have procured a limited amount of Gramophone Company Limited Ordinary Stock, which we offer subject to prior sale or change in price at $7.50 per share

Write for further information

BOENNING, GARRISON & CO.
BANKERS & BROKERS
MEMBERS PHILADELPHIA STOCK EXCHANGE
904-9 Stock Exchange Building
LET'S GET BACK TO MUSIC

Dealers in all parts of the country are finding it necessary to devise new and more effective methods of selling. Nobody claims that the people of the United States are short of cash, or that they have lost the interest they were showing a year ago in music and musical instruments. Dealers who understand the truth about the situation know that the present reluctance is relative. It looks very big when compared with the easy extravagance of a year ago; but it is not at all big compared with the sort of coyness that had to be overcome five years ago. In other words, salesmen have lost their keenness after a period of two years of sellers' market; and now they are finding it hard to get back the old "pop."

But some things have changed meanwhile. For one thing, since 1914 the number of dealers who sell talking machines has enormously increased. Hundreds of piano merchants have taken on talking machines, and they above all men is one of great interest and we commend these articles to the consideration of all who are devoting attention to the teaching and developing of the musical possibilities of the talking machine.

Work of this kind must begin, of course, with the canvasser who first digs up the prospect, and must be simultaneously developed in newspaper advertising. That which is vital just now is to surround the idea of the talking machine with the atmosphere of musical entertainment. There is nothing so important as this, and unless it is persistently carried out the merchant may wonder in vain what is the matter with business. In fact, he will never find out.

The Most Interesting Thing

Now, what is the most interesting thing which can be said about the talking machine, from the musical standpoint? The answer should scarcely be needed at all, but one notices that merchants have been getting out of the habit of thinking of music lately and have manifested a deplorable tendency to think only in terms of furniture and installments. Therefore let every one remember now that the most interesting statement you can make about the talking machine is that it comprises all musical instruments and all music, that it is "all music" brought to the purchaser's home and fireside, that it is all that you can ask for in a musical way, and that it has the power to satisfy every musical desire, from the desire for a dance to the desire for the classics of violin literature.

That is the most interesting thing one can say and some snappy presentation of the statement should stand somewhere in every newspaper advertisement and be repeated in every canvasser's talk as well as in the closing talk in the store.

"Music All the Time"

If I were writing newspaper copy for the re-

(Continued on page 58)
The Talking Machine World

Mrs. Retailer:

Do you know that one card of

 Plays all Records

Saves all Records

will play 500 to 800 RECORDS

Think what it means to be able to tell a customer that.

Retail 25c. per card.

LOUD MEDIUM SOFT

SEND FOR SAMPLES AND DISCOUNTS

Mellowtone Needle Co., Inc. Manufacturers Ansonia, Conn.

MR. RETAILER:

Do you know that one card of

FEATUREING THE MUSICAL POSSIBILITIES OF THE "TALKER"

(Continued from page 98)

tail talking machine trade just now, I should talk music all the time. That does not mean classical music, or operatic music, or vocal music, or dance music, or jazz music, exclusively or specially. It means just music in general. And I should talk the universality of the talking machine and the universal appeal of music, figuratively, the cows came home. Then I should take very good care that the canvassers talked everything or anything else save prices and terms. I should make them, in fact, talk music all the time, pointing out to every one that, indeed, a good talking machine is neither very expensive nor hard to buy; but not claim ing for a moment that a good talking machine can in any circumstances be a "bargain," in the ordinary sense of that abused term.

Letting Them Listen

And I should go further. I should insist that the sales talk in the store be a musical talk and terms are necessary enough, of course, but they do not belong in the forefront of the argument. And in fact they belong very much in the background just now.

"Getting Them In"

It will be said that the main difficulty now is to get the people into the store. That may be true, but it is also true that the people will come wherever there is an attraction. During the present peculiar period through which we are rapidly and most successfully passing some of our largest retailers of talking machines have kept themselves busy without any let-down by the expedient of running some continuous attraction of a musical sort calculated to keep the people on the alert and to "bring them in." The great house of Lyon & Healy in Chicago has been running daily concerts for a long time past in its recital hall, with splendid results. Men and women drop in, hear the talking machine under the most perfect conditions, find that they are not solicited or bothered, go away and think about it, wonder if the possession of such a machine could be managed in some way, and then, ten to one, the lady of the home is visited by a clever young Outside salesman from the same great house. The result can be foreseen, can it not?

There are plenty of variants to be worked out by the wise and active salesman or merchant. There are some general thoughts calculated to impress upon all concerned the great text "If you want to sell just now sell that the love for music is by all odds the nearest to being universal of any passion not utterly animal. At the present time, those who are merchandising the means for satisfying this love are making the mistake of their lives in not uniting upon a general preaching of the gospel of music in their advertising and in their selling. Prices and terms are necessary enough, of course, but they do not belong in the forefront of the argument. And in fact they belong very much in the background just now.

The Universal Love

It is the unanimous opinion of all who have to do with the teaching of music in the schools or with community music in any form that the love for music is by all odds the nearest to being universal of any passion not utterly animal. At the present time, those who are merchandising the means for satisfying this love are making the mistake of their lives in not uniting upon a general preaching of the gospel of music in their advertising and in their selling. Prices and terms are necessary enough, of course, but they do not belong in the forefront of the argument. And in fact they belong very much in the background just now.

TAKES ON NEW LINES

The Cabinet & Accessories Co., New York City, has added to the large list of accessories which this firm carries the Tonofone needle, manufactured by the R. C. Wade Co., of Chicago. Otto Goldsmith, president of the company, has experienced a decided demand in the territory which he covers for a semi-permanent needle of high quality and has already found that the Tonofone needle is meeting with much success among the dealers he supplies. The Cabinet & Accessories Co. has also been appointed exclusive metropolitan distributor for the Cirola phonograph. Mr. Goldsmith plans to feature this portable phonograph extensively in the months to come. The exclusive territory extends within a radius of twenty-five miles in each direction from the Grand Central Station.

STRATFORD PHONO. CO. AFFAIRS

In the matter of the Stratford Phonograph Co., bankrupt, the trustee has filed a petition for authority to sell the present property of the bankrupt located at Ashland, O., at public auction, and this petition was scheduled to come up for hearing before the Referee in Bankruptcy on February 14, and it is announced that if not then otherwise ordered this sale will be ordered and held on February 19, 1921, as advertised.

Miss Ruth Howard, who was until recently manager of the phonograph department at Byron Mauzy, of Oakland, Cal., has been given charge of the record department of Long's Music House, Pasadena.
The Talking Machine World, New York, February 15, 1921

MARCH RELEASE

<table>
<thead>
<tr>
<th>Record Number</th>
<th>Title</th>
<th>Artist/Group</th>
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<tbody>
<tr>
<td>4228</td>
<td>MEM'RIES OF YOU MAMMY (Popular Blues) (Vocal)</td>
<td>Mamie Smith and Her Jazz Hounds</td>
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<tr>
<td>4229</td>
<td>LITTLE CRUMBS OF HAPPINESS (Tenor with Orch.)</td>
<td>Lewis James</td>
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<tr>
<td>4230</td>
<td>JUNE (I Love No One But You) (Fox-trot)</td>
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<tr>
<td>4231</td>
<td>CARESSES (Fox-trot)</td>
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<td>4232</td>
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<td>NO WONDER I'M BLUE (Fox-trot)</td>
<td>Joseph Samuels' Jazz Band</td>
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<td>HUMMING (Fox-trot)</td>
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<td>SHOW ME HOW (Fox-trot)</td>
<td>Vernon Trio</td>
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<tr>
<td>4237</td>
<td>NOW AND THEN (Fox-trot)</td>
<td>Harry Raderman's Jazz Orchestra</td>
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<td>4238</td>
<td>LOTUS FLOWER (Waltz)</td>
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<tr>
<td>4239</td>
<td>NIGHTINGALE (Fox-trot)</td>
<td>Rega Dance Orchestra</td>
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<tr>
<td>4240</td>
<td>IT ISN'T WHAT SHE DOES THAT MAKES ME LOVE HER (Introucing, &quot;I Told You So&quot;) (Fox-trot) (Accordion)</td>
<td>Perry</td>
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<tr>
<td>4241</td>
<td>ELC CAPITAN (March)</td>
<td>Conway's Band</td>
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<td>4222</td>
<td>IF YOU DON'T WANT ME BLUES (Popular Blues) (Vocal)</td>
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<td>4223</td>
<td>BROADWAY ROSE (Tenor with Orch.)</td>
<td>Billy Jones</td>
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<tr>
<td>4224</td>
<td>COUNTY KERRY MARY (Tenor and Quartet with Orch.)</td>
<td>Sam Ash &amp; Shannon Four</td>
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<td>4225</td>
<td>THERE IS ONE GIRL (Will She Ever Be Mine)</td>
<td>Elliott Shaw</td>
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<td>4226</td>
<td>ONE SWEET DAY (Tenor with Orch.)</td>
<td>Lewis James</td>
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<td>PICKANINNY ROSE (Baritone with Orch.)</td>
<td>Ernest Hare</td>
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<td>4228</td>
<td>LINDY (Vocal with Orch.)</td>
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<td>4229</td>
<td>ANNIE LAURIE (Scotch Ballad)</td>
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<tr>
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<td>CARRY ME BACK TO OLD VIRGINNY (Vocal with Orch.)</td>
<td>The Three Virginians</td>
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<td>TURKEY IN THE STRAW (Comic Vocal)</td>
<td>Billy Golden</td>
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<td>RABBIT HASH (Monologue)</td>
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<td>YOU'RE JUST LIKE A ROSE (Introducing, &quot;Hello Imagination&quot;) (From Hippodrome Show, &quot;Good Times&quot;) (One-step) (Accordion)</td>
<td>Perry</td>
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<td>4243</td>
<td>ONE, TWO, THREE, FOUR (Vocal Trio with Hawaiian Guitar)</td>
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<td>4244</td>
<td>MAUI ALOHA (Hawaiian Guitar Duet)</td>
<td>Ferera-Franchini</td>
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<tr>
<td>4245</td>
<td>LIKE WE USED TO BE (Baritone with Orch.)</td>
<td>Charles Hart &amp; Shannon Four</td>
</tr>
<tr>
<td>4246</td>
<td>ONE SWEET DAY (Tenor with Orch.)</td>
<td>Lewis James</td>
</tr>
<tr>
<td>4247</td>
<td>IN THE HEART OF DEAR OLD ITALY (Vocal with Orch.)</td>
<td>Crescent Trio</td>
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<tr>
<td>4248</td>
<td>CARRY ME BACK TO OLD VIRGINNY (Vocal with Orch.)</td>
<td>The Three Virginians</td>
</tr>
<tr>
<td>4249</td>
<td>TURKEY IN THE STRAW (Comic Vocal)</td>
<td>Billy Golden</td>
</tr>
<tr>
<td>4250</td>
<td>RABBIT HASH (Monologue)</td>
<td>Billy Golden</td>
</tr>
<tr>
<td>4251</td>
<td>JUNE (I Love No One But You)</td>
<td>Orlando's Orchestra</td>
</tr>
</tbody>
</table>

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street New York City, N.Y.


The Trade in

THE TALKING MACHINE WORLD

JOHN H. WILSON, Manager
324 Washington St., Boston, Mass.

BOSTON and NEW ENGLAND

FEBRUARY 15, 1921

Optimism, Confidence and Steinert Service

Overcome and surmount any and all obstacles or difficulties and help make

LOYAL DEALERS

VICTORIOUS

M. STEINERT & SONS CO.
VICTOR WHOLESALERS

35 Arch Street
Boston

STEINERT SERVICE SERVES

Eastern Talking Machine Co.
85 Essex Street
Boston, Mass.

TODAY'S successful Victor dealer is careful, determined and persistent. He believes that satisfactory service helps progress. He knows that Eastern Service specializes for his best interests by using every power to maintain and improve his profits.

Several days in the laboratories of the company. His house is the largest Columbia jobber in the Province, and it operates eight stores. Mr. Mann speaks of Colonel Phinney as a real live wire.

Two other callers at the Columbia headquarters here have been H. S. Root, of the H. S. Root Co., of Newport, Vt., where he is an exclusive Columbia dealer; and J. P. Middleton, who also conducts an exclusively Columbia shop at Pittsfield.

Toward the latter part of January the local headquarters of the Columbia had with it two of the company's auditors from New York, here to pay their regular semi-annual visits—W. G. Westenfeld and H. L. Brewster.

Leaves the Hub for Mineola

H. L. Pratt, who has been with the executive office sales department of the Columbia Co. in New York, has finally got his family moved over to the metropolis, having found a home at Mineola, Long Island. The family has been in Newton Centre, which is a suburb bordering on Boston.

New Puritan Agents

Manager Ellsworth, local manager for the Puritan, made by the United Phonograph Corp., says that he finds business decidedly picking up. He has lately taken on several new dealers in New England, among them Ordway & Dalton, at White River Junction, Vt.; the Farrar Furniture Co., at Bangor, Me., and the Cornell Music Store, at Middleton.

New Store in Roxbury Section

A new shop just opened in the Roxbury district to be devoted exclusively to the Puritan is the Harmony Shop, 2413 Washington street. The store has a good frontage, is 110 feet deep, and is in charge of J. H. Duffy, an enterprising young man.

To Represent the O. K. Records

A. J. Delaurie, formerly with the Emerson Co. and well known around Boston, has associated himself with the E. B. Shiddell Co., jobbers for the Okeh records, and will devote his time to the Massachusetts territory. Mr. Townsend, who has been handling the Greater Boston territory for some time, is meeting with (Continued on page 101)
The Triumph of the Talking Machine Needle Industry

Since the founding of the company in 1870 Bagshaw has taken a most active and prominent part in the upbuilding of the Talking Machine Needle industry.

The progress of the company from the beginning has been markedly influenced by the firm belief of every member of the institution in its plans, purposes and products. Harmony of effort, intelligent work, confidence in the company and in one another—these influences have combined to build Bagshaw to its present great proportions.

The rounding out of its first half century finds the organization full of youth and determination, alive to the promises of the future and strengthened by the good will and good faith of customers whose patronage has been earned and held through merit.

W. H. Bagshaw Co.
Lowell, Mass.
Oldest and Largest Makers of Talking Machine Needles in the World
Established 1870

Selling Agents
Brilliantone Steel Needle Co. of America
347 Fifth Avenue
New York City
marked success. Mr. Shidell reports an unusually prosperous season and adds that he is well pleased at the way the New Year has started. His quarters, at 142 Berkeley street, are getting big supplies of records, but they are taken by the trade almost as fast as received, he says.

F. C. Howard a Victor

F. C. Howard, the talking machine dealer of Syrcause, N. Y., who was honored by a big testimonial dinner early part of January, was a welcome visitor to Boston later in the month, coming here with R. O. Ainslie, the wholesale manager of the Pathé, who was one of the guests at the Syracuse banquet. Mr. Howard was pleasantly entertained while in Boston.

West End Phonograph Co. Opens New Store

The West End Phonograph Co., located in Leverett street, has opened a new store in Causeway street, opposite the North station. It will be devoted exclusively to the Victor product. At the Leverett street store only the Columbia line will be carried.

Unit Construction Men Visitors

Three of the Unit Construction Co. staff visited the Boston trade during January. First came Rayburn Clark Smith, the president, who was accompanied by Gus Mayer, the sales manager, and they remained in town several days. The following week Arthur W. Deas Jr., the company’s Eastern manager at the New York office, came to Boston and he got the same cordial handshake that is always accorded popular members of the trade. Mr. Deas, on leaving Boston, went on to Portland, Me., for a visit among the trade.

Plan to Visit Bermuda

President Charles H. Farnsworth, of the Eastern Talking Machine Co., is planning a trip to Bermuda, and if he can make the proper arrangements, he will start in a short time.

Prepare for Concert of Eight Victor Artists

Kenneth Reed, wholesale manager of the Steiner’s Victor headquarters, will soon be busy on the plans for the Spring tour in New England of the Eight Famous Victor artists. These concerts will be limited to six or less and will take place the first week in April. Those places where arrangements have already been definitely made are: Worcester, Lawrence, Providence, R. I., and Bangor, Me. The latter part of January Manager Reed made a trip into the Western Massachusetts territory and New York; and later he took a trip over to the Camden factory.

Vocalion Artist Attracts Big Crowd

John Charles Thomas, the baritone of “Apple Blossoms,” lately given at the Colonial Theatre, and who is one of the artists featured by the Vocalion, gave a largely attended concert in Jordan Hall on the afternoon of January 20, and his voice was described by one daily newspaper as having fluency, richness and warmth and “one of the most beautiful baritones heard here in years.” Such praise should make for great popularity with his Vocalion records.

Hammond Buys a Puritan

A recent purchaser of a Puritan talking machine from the warehous at 429 Boylston street was John Hays Hammond, Jr., the famous inventor, whose royalties on inventions controlled by the United States Government brings him a small fortune annually. Mr. Hammond had examined the mechanics of the Puritan but a short time when he pronounced the system on which this talking machine was built as nearly perfect. The features that made its special appeal were the long wooden horn and the resonant sound board, a combination that he believed was capable of giving the purest tone.

Mr. Shidell reports an unusually prosperous season and adds that he is well pleased at the way the New Year has started. His quarters, at 142 Berkeley street, are getting big supplies of records, but they are taken by the trade almost as fast as received, he says.

Visiting the Trade in the West

Mr. Cullen, of the Lansing Sales Co., is in the West on a business trip. He has been in Portland, Me., planning a visit to Bermuda, and if he can make the proper arrangements, he will start in a short time.

Every way, thanks to a pleasing personality, an intimate knowledge of the business and a convincing way of presenting his Victor line.

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Sympathy for Herbert F. La Roe

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The local trade learns with regret of the bereavement which has come to Herbert F. La Roe, of La Roe’s Music Store, at Woonsocket, R. I., in the loss of his wife, who died about the middle of January.

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THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 101)

Chicago and, according to his original itinerary, he was to have gone as far as Kansas City. During his absence the business is being efficiently cared for by R. G. Lipp, a new acquisition to the company, who came East a few weeks ago from Chicago, where he was president of the All-in-One Corporation. Mr. Lipp says business through January was very good.

Burke in Optimistic Mood

Joe Burke was over in New York a while ago attending a directors' meeting of the Mutual Supply & Equipment Co. Since then President Morris, of the company, has been here in town. Manager Burke reports the So-nora and Magnavox business has shown a marked improvement during January, and the latter is finding special favor among the man-agers of halls.

A Beautiful Steinert Window

The accompanying picture was taken during the Christmas holidays and shows the large win-
dow in the Boylston street warerooms of the M. Steinert & Sons Co. It was one of the most attractive windows on this thoroughfare, in fact, it was one of the most artistic creations seen anywhere in the city during the holidays. Scattered about in the foreground were the beauti-
ful operatic figures which are recognized as the output of the Penn Phonograph Co., of Phila-delphia. Stopping to enjoy the window, in one corner of which was a tall and beautifully deco-
rated and illuminated tree, one saw that the

An Artistic Steinert Window, Showing Use of Grand Opera Figures

whole idea was to feature the Real Seal Victor records which, through this clever display, en-
joyed an enormous sale through the medium of the Steinert house.

R. G. Clarke With Cluett

Raymond G. Clarke, who was one of Man-
ger Wheatley's staff at the Vocalion head-
quaters, is now located at Albany, N. Y., where he has associated himself with Cluett & Co., which house handles the Vocalion.

Could You Become a Brunswick Dealer?

JUST as Brunswick factory, materials and methods must conform to absolutely rigid stand-
dards, so, too, Brunswick dealers must prove their desirability. They must show that they appreciate the fact that The Brunswick is a high-class specialty, and that they will always present it to the public as such.

There is no mystery about the astounding success of The Brunswick—built up in four years' time against keen competition. The Brunswick Method of Reproduction has several basic improvements which no other phonograph has or ever can have. The Brunswick Ultona, for instance, is the only reproducer ever invented which actually plays all makes of records just exactly as they should be played, and without using attachments.

The Brunswick offers the most profitable phonograph franchise obtainable, not only because of the excellence of The Brunswick itself from the buyer's viewpoint, but also be-
cause of the faster turnover for the dealer.

Four: The Brunswick has not been and will not be cheapened by cut-price and easy-term devices which tie up the dealer's money in long-time payments.

MANY COMPLIMENTARY OPINIONS

WARREN, MASS., February 1.—B. D. Perkins, manager of the U-Sav-Your Mfg. Co., manufac-
turers of U-Sav-Your dressing for Victrolas, has received many highly complimentary re-
ports from distributors of U-Sav-Your polish. The Horton-Gallo-Creamer Co., of New Haven, Conn., has had exceptional results in the dis-
tribution of this line and states that repeat orders are coming in very satisfactory.

The Schmeler Co., of Kansas City, Mo., made an equally encouraging report and both these firms expect that by the Spring a large business will be developed with this line. Collings & Co., Newark, N. J., were among the first distributors

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

BRUNSWICK

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The Schmeler Co., of Kansas City, Mo., made an equally encouraging report and both these firms expect that by the Spring a large business will be developed with this line. Collings & Co., Newark, N. J., were among the first distributors
of the U-Say-Your cleanser and dressing and have therefore already developed very satisfactory business with this product. During the month of January every dealer in New Jersey was called upon in reference to the U-Say-Your polish. The result of this canvass is reported entirely satisfactory.

NEW MUSIC SHOP OPENED IN BOSTON
Copley Square Music Shop, on Huntington Ave., to Handle Columbia Exclusively

Boston, Mass., February 1.—The accompanying picture shows the interior of the Copley Square Music Shop, located at 40 Huntington avenue, this city. The interior is finished in French gray and between the windows down one side are French plate mirrors. It is an exclusively Columbia shop and from the first it has handled a large amount of goods, its machines and records constantly finding a ready sale. E. A. Carr is the president of the company operating the store and E. B. Sewall is the treasurer. Mrs. A. M. Graves is in charge of the sales work. Mr. Carr is a newcomer in the talking machine field, having heretofore been identified with other lines of business.

Mr. Carr is a newcomer in the talking machine business with this product. A. W. Graves is in charge of the sales work. E. A. Carr is the president of the company operating the store and E. B. Sewall is the treasurer. Mrs. A. M. Graves is in charge of the sales work. Mr. Carr is a newcomer in the talking machine field, having heretofore been identified with other lines of business. In his home city of Gloucester he is associated intimately with its musical life and is the leader of the local orchestra.

Mrs. Oberndorfer Points Out Advantages of Music Memory Contests in Address Recently Delivered at Meeting in Boston

Boston, Mass., February 4.—That music memory contests should be started in every community of America by women's clubs was one of the declarations made at a meeting in the Museum of Fine Arts a few days ago by Mrs. Anne Faulkner Oberndorfer, of Chicago. Mrs. Oberndorfer is chairman of the music department of the General Federation of Women's Clubs, and wife of Max Oberndorfer, member of the Chicago Symphony Orchestra, and through her efforts the school children of that city hear the best compositions through the frequent visits of players to the classrooms. In the course of her talk Mrs. Oberndorfer said: "Briehly, the plan is to enlist the support of the clubs, board of education, superintendent of schools, supervisor of music, newspapers and music dealers. A list of fifty good instrumental compositions is made. These selections should be available on records, player-piano rolls, and in simple piano sheet music, which the children can play themselves. Newspapers should be asked to publish the lists, and possibly a short analysis of each number. At the end of six weeks, or two months, these fifty good compositions will be known by every child and in every home in your community. Then the contest should be held, with preliminary contests in each school. Eight or ten of the compositions should be played, without programs, the children writing down the name of the composition, composer, and possibly when and where he lived, and the meaning of the selection. The twenty-five best papers should constitute the school team, and then the final contest of teams should be held in a big hall, under the auspices of the community musical interests.

The "Perfection" Universal Ball-Bearing Tone Arm No. 6 With New Pur-i-tone Reproducer (attached)

The "Perfection" Universal Ball-Bearing Tone Arm No. 6 with New Pur-i-tone Reproducer attached plays Victor, Columbia and all other makes of disc records on all types of Edison Disc Machines, producing with clarity and volume of tone excelled by no other attachment. This attachment is manufactured in Gold, Nickel and Oxidized finish (William & Mary) with the best of India Mica Discs.

WRITE FOR DESCRIPTIVE CATALOG AND PRICES

Manufactured by
16-18 BEACH STREET
BOSTON, 11, MASS.

DISTRIBUTORS:

MISSOURI
St. Louis—Silverstone Music Co.

NEBRASKA
Omaha—Glendy Bros.

NEW YORK
Albany—American Phonograph Co.

OHIO
Cleveland—The Phonograph Co.

PENNSYLVANIA

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—C. B. Haynes Co., Inc.

DISTRIBUTORS:

ALL GOOD DISTRIBUTORS

Eliot and Warrenton Sts.
BOSTON, 11, MASS.

"Americans have had the wrong attitude regarding music for so many years that it is difficult for us to grasp quickly the full realization of its power. As a nation we have treated music as a thing apart from, instead of a part of, our daily life. The General Federation has pledged its support to all good American music. What are we to do about it? First, we must familiarize ourselves with the music that is being used in our homes, clubs, schools, churches, Sunday schools, theaters, moving picture houses, and the music that is being advertised in our shops, magazines and newspapers. We shall be surprised; we may even be horrified with what we find, but it is time we knew."

"Nameplates With a Personality" For Manufacturers and Dealers of Talking Machines, Phonographs, Musical Instruments, etc.

E. V. YUELL CO., Maiden, Mass.
When You'll Think of Nameplates You'll Think of Yeuell.
Bright Eyes, Rosie, Margie, Palestena, Feather Your Nest, Rose, Why Don’t You, Grieving For You, Broadway Rose, Oh Gee! Say Gee!, and all the other latest dance and song hits ready for immediate delivery on

**Grey Gull Records at 85c. Retail**

Price COUNTS nowadays, as Grey Gull Dealers can testify. A dollar for records is too high—-it’s a War Price. 85 cents is Normal—and the Public BUYS. Try it and see.

Grey Gull Records are recorded and manufactured complete in one plant by a conservative, strongly financed concern. They are not tied to any phonograph.

Send in a trial order to nearest distributor.

---

**Distributors**

American Phonograph Co.  
17 N. Ionas Ave.,  
Grand Rapids, Mich.

Associated Furniture Manufacturers  
1209 Washington Ave.,  
St. Louis, Mo.

Joseph Barnett & Co.  
218 Fourth Ave., East,  
Cedar Rapids, Iowa

Capital Paper Company  
South St.,  
Indianapolis, Ind.

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.

National Phonograph Co.  
518 Penn Avenue,  

Scott Weighing Machine Co.  
Topeka, Kan.

Indianapolis, Ind.

Smith & Phillips Music Co.  
409 Washington St.,  
E. Liverpool, Ohio

Charleston, W. Va.

United Music Stores  
619 Cherry Street,  

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**Dance Hits**

<table>
<thead>
<tr>
<th>Song</th>
<th>Record No.</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRIGHT EYES—Fox Trot</td>
<td>L-1045</td>
<td>85c.</td>
</tr>
<tr>
<td>FEATHER YOUR NEST—Fox Trot</td>
<td>L-1037</td>
<td>85c.</td>
</tr>
<tr>
<td>MARGIE—Fox Trot</td>
<td>L-1038</td>
<td>85c.</td>
</tr>
<tr>
<td>CRIEING FOR YOU—Fox Trot</td>
<td>L-1039</td>
<td>85c.</td>
</tr>
<tr>
<td>ROSIE—Fox Trot</td>
<td>L-1040</td>
<td>85c.</td>
</tr>
<tr>
<td>YOU DUNTA SEE MY BABY—Fox Trot</td>
<td>L-1041</td>
<td>85c.</td>
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<tr>
<td>WHY DON'T YOU—Fox Trot</td>
<td>L-1042</td>
<td>85c.</td>
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<tr>
<td>PALESTENA—Fox Trot</td>
<td>L-1043</td>
<td>85c.</td>
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<tr>
<td>WHISPERING—Fox Trot</td>
<td>L-1044</td>
<td>85c.</td>
</tr>
<tr>
<td>ROSE—Fox Trot</td>
<td>L-1045</td>
<td>85c.</td>
</tr>
<tr>
<td>I NEVER KNEW—Fox Trot</td>
<td>L-1046</td>
<td>85c.</td>
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<tr>
<td>JUke LIKE A ROSE—Fox Trot</td>
<td>L-1047</td>
<td>85c.</td>
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<tr>
<td>AVALON—Fox Trot</td>
<td>L-1048</td>
<td>85c.</td>
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<tr>
<td>CUBAN MOON—Trios</td>
<td>L-1049</td>
<td>85c.</td>
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<td>JAPANESE SANDMAN—Fox Trot</td>
<td>L-1050</td>
<td>85c.</td>
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<tr>
<td>LOUISIANA—Waltz</td>
<td>L-1051</td>
<td>85c.</td>
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**Song Hits**

<table>
<thead>
<tr>
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<th>Record No.</th>
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</tr>
</thead>
<tbody>
<tr>
<td>BROADWAY ROSE—Song</td>
<td>L-2043</td>
<td>10c.</td>
</tr>
<tr>
<td>BLUE DIAMONDS—Song</td>
<td>L-2044</td>
<td>10c.</td>
</tr>
<tr>
<td>TRIPOLI—Song</td>
<td>L-2045</td>
<td>10c.</td>
</tr>
<tr>
<td>MIWATRA'S MELODY OF LOVE—Song</td>
<td>L-2046</td>
<td>10c.</td>
</tr>
<tr>
<td>FEAR YOUR NEST—Song</td>
<td>L-2047</td>
<td>10c.</td>
</tr>
<tr>
<td>WHEN HE GAVE ME YOU—Song</td>
<td>L-2048</td>
<td>10c.</td>
</tr>
<tr>
<td>MY LITTLE BIMBO, DOWN ON THE BANANA ISLE—Song</td>
<td>L-2049</td>
<td>10c.</td>
</tr>
<tr>
<td>TIDOLI DEE WINKS—Song</td>
<td>L-2050</td>
<td>10c.</td>
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<tr>
<td>LET YOURSELF GO—Song</td>
<td>L-2051</td>
<td>10c.</td>
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<tr>
<td>CON CAPRI—Song</td>
<td>L-2052</td>
<td>10c.</td>
</tr>
<tr>
<td>I'LL BE WITH YOU—Song</td>
<td>L-2053</td>
<td>10c.</td>
</tr>
<tr>
<td>LITTLE TOWN IN THE OLD COUNTY—Song</td>
<td>L-2054</td>
<td>10c.</td>
</tr>
<tr>
<td>SYMPHONY DEE WINKS—Song</td>
<td>L-2055</td>
<td>10c.</td>
</tr>
<tr>
<td>AVALON—Song</td>
<td>L-2056</td>
<td>10c.</td>
</tr>
<tr>
<td>FEATHER YOUR NEST—Song</td>
<td>L-2057</td>
<td>10c.</td>
</tr>
<tr>
<td>I'M GONNA MAKE YOU REGRET—Song</td>
<td>L-2058</td>
<td>10c.</td>
</tr>
<tr>
<td>I NEVER KNEW—Song</td>
<td>L-2059</td>
<td>10c.</td>
</tr>
<tr>
<td>I LOVE TO FALL ASLEEP—Song</td>
<td>L-2060</td>
<td>10c.</td>
</tr>
<tr>
<td>WHEN HE GAVE ME YOU—Song</td>
<td>L-2061</td>
<td>10c.</td>
</tr>
<tr>
<td>JUST LIKE A GYPSY—Song</td>
<td>L-2062</td>
<td>10c.</td>
</tr>
<tr>
<td>DON'T TAKE AWAY THOSE BLUES—Song</td>
<td>L-2063</td>
<td>10c.</td>
</tr>
<tr>
<td>BEGIN AT THE BEGINNING—Song</td>
<td>L-2064</td>
<td>10c.</td>
</tr>
<tr>
<td>LOW IN YOUR WONDERFUL EYES—Song</td>
<td>L-2065</td>
<td>10c.</td>
</tr>
<tr>
<td>FULLER PHONOGRAPH CO.</td>
<td>L-2066</td>
<td>10c.</td>
</tr>
</tbody>
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Grey Gull Records

INcorporated

295 Huntington Avenue, Boston, Mass.
Like a new broom, Victor Ready Reference Labels sweep clean. Cobwebs never form where these little trojans are. Let them work for you, too, Mr. Victor Dealer.

BRUNO

UNIQUE RETAIL ESTABLISHMENT

Sonora Dealer Purchases Church as Retail Headquarters—Unusual Means for Display

In these days of "blue laws" it is interesting to learn that someone is actively engaged in an opposite direction. In the city of Franklin, known business men, came to this country from Canada in 1890, and three years later began work for C. C. Paige, continuing with Mr. Paige for sixteen years. Eight years ago Mr. Rainville bought out Mr. Paige, and the business under his management has grown to be one of the leading concerns of its kind in this territory.

ANNOUNCE COLUMBIA RECORD SALE

Selected List of Retired Columbia Records to Be Offered to Public at Fifty-nine Cents Each in Order to Reduce Size of Catalog

The Columbia Graphophone Co. announced this week that, effective March 1, Columbia dealers may offer their trade a list of 130 records (260 selections) which will retail at fifty-nine cents.

In making this important announcement the company stated as follows: "To keep the Columbia record catalog in a reasonable size we must retire certain records. Many of these are still popular enough to sell quickly at a popular price. Within a few days you will receive our retired record list which will give you the full list of records to be sold at fifty-nine cents. If you need more of these 130 numbers you can get them from Columbia branches at fifty-nine cents, less your regular discount. We have discontinued the manufacture of these records, so the supply is limited.

The majority of these records have been released within the last eighteen months. You will find on the list selections by such artists as Al Johnson, Art Hickman's Orchestra, Van and Schenck, Harry Fox, Guido Deiro, the Paul Biese Trio, Ted Lewis' Jazz Band, Henry Burr, Campbell and Burr, the Peerless Quartet, Sterling Trio, etc.

"We are going to advertise this sale in all parts of the country in the daily papers. The publicity value of this sale to your store will depend upon the degree of energy and enthusiasm with which you back it up. We will supply you with advertisements that will pull if you want to advertise it on your own account."

The 130 records on the retired record list included in this fifty-nine-cent sale are all ten-inch double-disc Columbia records, and these records will be eliminated from all future editions of the Columbia record catalog, and will not be pressed at the Columbia record plant in the future. The sale applies only to these 130 records, each one of which will carry a suitable label advising the public that the record is on the special retired list, retailing at fifty-nine cents.

PROSPECTS BRIGHT IN CHICAGO

H. B. Levy, Aeolian Co. Manager, Brings Encouraging Report From the West

H. B. Levy, manager of the Chicago branch of the Aeolian Co., who was at headquarters at Aeolian Hall, New York, last month, had the following to say regarding the business situation in the West:

"Retail Vocalion business in Chicago over and since the holidays was very satisfactory. The Christmas Club carried on by Mattel Brothers, who retail the Vocalion in Chicago, pulled tremendous results, and although the advertising was on our two cheaper instruments, the average sale actually brought in by this advertising was very much in excess of the retail prices on the instruments featured.

"Possibly the most interesting development of our Chicago business is the merchandising of the new Red Record. These recordings are going through in such excellent shape and the product itself is of such distinctiveness that 1921 will undoubtedly be a great year so far as the sale of these records is concerned, not only in Chicago, but in the entire territory surrounding. This fact, coupled with the increased production program, enhances our agency terms tremendously. This is reflected by the many inquiries we are receiving, not only in Chicago, but elsewhere from our national advertising in the Saturday Evening Post, etc."

ESTABLISH FACTORY IN SHANGHAI

The Franco-Chinese Co., Ltd., has opened a factory in Shanghai to manufacture talking machines and records.

FORM NEW MOTOR CORPORATION

The Haidel Spring Motor Mfg. Corp. was recently incorporated in Delaware with an authorized capital of $1,000,000. The incorporators are: C. T. Cobee, C. R. Outen and S. L. Mackey of Wilmington.

NOW WITH BALDWIN PIANO CO.

W. H. Youse and E. P. McDonald have resigned from the Period Cabinet Sales Co., at New Albany, and are now associated with the Baldwin Piano Co., in Louisville, Ky.

To be a good listener is sometimes as important with the salesman as to be a good talker. If possible, he should be both.

The No. 106 Shattuck Fibre Stand after it’s owner had traded the No. 6, Victrola

Has Your Distributor Approached You on These Beautiful Victrola Stands?

The demand for Fibre furniture is growing very rapidly. That is only one of the many reasons why the Shattuck hand-woven Fibre Stand sells.

Finished in Oak or Mahogany, or special finishes to match any settings, nothing is more beautiful, more practical, more economical.

Everybody likes these "Shattucks" and everyone can afford to have one. They’ll sell your small machines.

The Shattuck Fibre Furniture Company
Makers of Quality Furniture
Cleveland: OHIO

Ask your distributor how we furnish your booths and reception room
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
JONES ORCHESTRA IN NEW YORK

Celebrated Brunswick Record Makers Appear at Ziegfeld "Midnight Frolic" in Special Three-day Engagement on February 1, 2 and 3

On February 1, 2 and 3 the special feature at the Ziegfeld "Midnight Frolic" on the Amsterdam Roof in New York was the celebrated Isham Jones Orchestra of Chicago, which has won wide popularity through the dance records which it has made exclusively for the Brunswick-Balke-Collender Co. During the three nights' engagement the crowds on the roof were treated to a real musical dance festival.

Prior to the opening night and during the three days of the engagement the newspapers carried advertisements telling of the event and announcing the fact that this orchestra recorded exclusively for the Brunswick-Balke-Collender Co., and the selections which were heard at the "Midnight Frolic" could be had on Brunswick records from any Brunswick dealer. The appearance of these artists in New York afforded good publicity for the dance records.

COLUMBIA RECORD PRICES REDUCED

Records by Non-exclusive Artists Reduced From One Dollar to Eighty-five Cents

Columbia dealers were advised this week by Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., that, effective February 1, all records by non-exclusive Columbia artists in the ten-inch double-disc blue label A series, ten-inch double-disc green label E series and ten-inch double-disc C series will retail at eighty-five cents, instead of the former price of one dollar. Records by exclusive Columbia artists, consisting of the theatrical favorites, dance orchestras, etc., will continue to be sold at one dollar.

In his letter to the trade Mr. Hopkins stated that the records listed at this reduced price would be advertised generally, and that every form of co-operation would be offered to the dealers to enable them to take advantage of this important announcement. Attached to Mr. Hopkins' letter was a list of the Columbia non-exclusive artists whose records will hereafter retail at eighty-five cents.

40 SONORA DEALERS IN KENTUCKY

The Robinson-Pettit Co., distributor of the Sonora in the State of Kentucky, recently carried an ad in the Louisville papers calling attention to the increased growth of Sonora demand in that State and pointed out that forty dealers are now handling the Sonora in Kentucky.

NO ILL EFFECTS FROM FIRE

The retail establishment of J. S. Case, located in Logan, Ohio, which was recently damaged by fire, is now in good shape again inasmuch as all the talking machine and record stock was removed in time so that the stock was but slightly disfigured.

F. C. KENT CO. :: Specialty Manufacturers IRVINGTON, N. J.
whose phonograph accessories "win their way by their play"

The KENT MASTER ADAPTER
plays ALL RECORDS at their best on the EDISON DISC PHONOGRAPH

Write for particulars concerning this, the best known and largest seller of its kind in the market. Attractive prices and terms will be quoted you.

WE specialize in attachments for Edison and Victor machines: also soundboxes, diamond, sapphire and steel needles. Drawn brass tone arms made to order. Tube and pipe bends of all kinds successfully executed.

PAUL BIESE JOINS COLUMBIA CO.

Prominent Orchestra Director of Chicago Takes Similar Post With the Columbia

C. C. Jell, general manager of the Columbia recording laboratory, announced this week that Paul Biese, director of the orchestra at the Pantheon Theatre, Chicago, Ill., and one of the best-known exponents of modern dance and popular music, will become associated with the Columbia Graphophone Co. on May 1 as an orchestra conductor.

Mr. Biese has won countrywide renown as one of the leading musical conductors in the popular field, and the Columbia records made by the Paul Biese Trio and the Paul Biese College Orchestra have been enthusiastically received by Columbia dealers and the public.

Robert Hood Bowers, formerly one of the orchestra conductors at the Columbia record laboratory, resigned on February 1.

Riccardo Stracciari sings "La Paloma" with its imperishable charm just as they sing it in Madrid and all over South America. Stock up! Columbia 49758.

Columbia Graphophone Co. NEW YORK

The Isham Jones Orchestra
Isham Jones Orchestra of Chicago, which has won wide popularity through the dance records which it has made exclusively for the Brunswick-Balke-Collender Co. During the three nights' engagement the crowds on the roof were treated to a real musical dance festival.

The retail establishment of J. S. Case, located in Logan, Ohio, which was recently damaged by fire, is now in good shape again inasmuch as all the talking machine and record stock was removed in time so that the stock was but slightly disfigured.

Send for Illustrated Price List and Free Sample

"GLOBE" TRANSFER NAME PLATES
DEALERS EVERYWHERE APPLY THEM ON PHONOGRAPH, PIANOS, ETC.
GLOBE DECALCOMANIE CO.
263 SUSSEX ST., NEWARK, N. J.
The Console

This type of talking machine cannot be bought today except at a very high price—a price beyond the means of many people who want that type machine.

We have solved the problem by designing the five period models shown. These designs faithfully represent the periods. The cabinet work and finish are up to the usual LONG QUALITY standard.

These five “CONSOLES” are intended to be used in connection with the popular Victrola VI, producing a combination outfit that looks like a complete unit costing $250.00, but which you can sell at a very moderate price—a price within the reach of all.

Orders received for them indicate that these cabinets have caught the popular fancy, and they are bound to be big sellers.

Place your orders NOW.

Write for copy of catalogue.

The Geo. A. Long Cabinet Company
HANOVER, PA.
The Trade in PHILADELPHIA and Locality

PHILADELPHIA, PA., February 8.—The talking machine business in Philadelphia during the month of January was very much better than was anticipated. For some reason unexplained by the dealers, the month was going to be a bad one, so there was no reason for the dealers to have been expecting a very much better January than the same month in 1920 and the dealers are entering the second month of the year with a firm hold on things, which looks most encouraging for the future. All the stores are very well stocked with goods and the machine business has gotten into their heads the month was going to be a bad one, so there was nothing else to do but let "nature take its course." They acted in a sort of attitude "Ye who enter here leave all hope behind," and seemed almost determined to make it a bad month in order that they should not have to undergo the humiliation of being mistaken if it should turn out to be a good month. Fortunately it turned out to be a good month, and it got better every day from the start. It was a much better January than the same month in 1920 and the dealers are entering the second month of the year with a firm hold on things, which looks most encouraging for the future. All the stores are very well stocked with goods and even the Victor jobbers are beginning to be able to give them some strong points on selling. The dealers are entering the second month of the year with a firm hold on things, which looks most encouraging for the future. All the stores are very well stocked with goods and even the Victor jobbers are beginning to be able to give them some strong points on selling, something they have not been able to do for at least five years.

Dealers Hear Victor Officials Speak

All that remains to be done now is for the dealers to "go to it" and keep a level head. The jobbers have been getting busy in this regard and have been calling their dealers together and arranging special talks for them by men who are keenly alive to the situation and who will be able to give them some strong points on selling, especially under present conditions. One of these firms is the Louis Buehn Co., which held meetings on February 3 and February 7 which were attended by dealers throughout this territory. Prominent members of the Victor Co. spoke. The story of these meetings, speakers, etc., is referred to in a special article in another section of the paper.

Columbia Co. Also Holds Meetings

The Columbia Graphophone Co. has also been having profitable meetings of its sales force and dealers throughout the territory. The first of these meetings was held on January 19 at the Bellevue Stratford and was attended by a complete representation from the sales department of the Philadelphia branch, which was addressed by George W. Hopkins, the general sales manager from the New York office. He went over the details of the policy of the company for 1921, the goal to be reached and the plan of action to be followed.

New Columbia Band Accompaniment Records

Another interesting meeting was held at the Columbia offices on the Tuesday following, January 25, which was addressed by W. A. Wilson, the head of the educational department of the Columbia. It was held in the Model Shop at Sixth and Filbert streets. Among other things, and the most important, and which really brought him to Philadelphia, was the representation to the sales force of the new Columbia band accompaniment records, for singing patriotic, sacred and old familiar songs in homes, schools and clubs. This new system, in which a uniform key will be used, will be brought out in ten records, each presenting four songs, which will be ready for distribution in March. The Columbia Co. believes that in this system it has struck an idea that is going to be very popular. As Mr. Wilson explained, by adjusting the Grafonola to make the records sound softer or louder the accompaniment will serve for a small group or a large assemblage. With the possession of these records a piano, an accompanist or a leader will no longer be necessary. All that is necessary is to possess the records and immediately there is available a well-modulated accompaniment played by skilled musicians personally supervised by an authority on music, home, school and community singing. Peter W. Dykema, who has made the records in a uniform key.

Some Visitors at Columbia Offices

Manager Cummins, of the Columbia, has just returned home from a trip during which he visited the firm's dealers in Wilkes-Barre, Scranton, York and Lancaster. Among the recent visitors to the Columbia were: H. A. Yerkes, assistant general manager of the Columbia Co., accompanied by Joseph Baylis.

Territorial Dealers' Meetings Planned

Very shortly there will be held at the Philadelphia office what they call territory dealers' meetings, the object of which is to enlighten all the dealers on the company's plans for 1921. Dealers from the different territories will attend. These meetings in the past have been very well attended and have been very helpful to the dealers. M. J. Shiden, who has been added to the Columbia sales force, replacing W. S. Schreiner, has started to cover his territory in the western part of Pennsylvania.

Buehn Shows Victor Period Designs

The Louis Buehn Co. has finally succeeded in getting at least a sample of the Period Model Victoros and have them now arranged to good advantage in the room it has given over to this purpose in its remodeled building.

We Are Prepared

To aid Our Dealers in making this their biggest year in Victor Merchandising. Increased Victor Production will call for more intelligent and concentrated application in sales methods. Constructive counsel will be given, when desired, on Business Problems.

We place at your command careful, fair and dependable methods of distribution. Also the use of our Victor Period Model Salon.

The Louis Buehn Company

OF PHILADELPHIA

(Continued on page 110)
THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 109)

present a very attractive appearance with the handsome new furnishings which have been added to the room. There are eight different period models in all, the last one to be received being the Louis XVI.

Change in Talking Machine Co. Branch

The Talking Machine Co.'s West Philadelphia branch, which has been located at Fifty-second and Chestnut streets for a number of years, is about to be removed to the second floor from the corner, 103 South Fifty-second street in a new building just completed.

Aeolian Line for Philadelphia Show Case Co.

Several important changes were made by the Philadelphia Show Case Co. in January. It has given up the representation here of the Sonora and the Okeh records, and their place has taken on the full Vocation line of the Aeolian Co., both machines and records. Mr. Burkart, formerly of the firm of Blake & Burkart, has been given charge of the department. The Sonora Co., of Philadelphia, has been appointed distributor for the Sonora, as well as for the Okeh records, and has opened an establishment at 1214 Arch street on the sixth floor.

The Philadelphia Show Case Co. has made considerable change in its department, having moved the salesrooms and offices to the second floor and fitted up the third floor of the establishment as a showroom for the Aeolian-Vocation machines and records. These are displayed in an attractive way and there is a piano in the room, so that the firm's customers can come in and make themselves at home, demonstrating anything the firm carries in the talking machine line and the Melodee music rolls.

Publish Interesting House Organ

The United Music Stores, of this city, are publishing an interesting house organ entitled "United Music Trades." This publication has already reached its third issue and has made for itself an important place among the dealers who secure their merchandise from the United Music Stores. Besides carrying a collection of news briefs of the dealers of the Quaker City and adjacent territory, space is devoted to a summary of the latest sheet music numbers which they job-together with an itemized list of the releases of the Pianostyle and Connorized rolls. This company also distributes Brilliastone and Reflexo needles, Kleernote player pumps, Satin-O polish, record albums, record covers and Grey Seal records.

Talking Machine Men Hear Address

At the dinner of the sales department of Stern & Co., dealers in talking machines and furniture at 712 Market street, which was held at the Bellevue-Stratford last month, Edwin O. Lewis delivered an interesting address.

Robinson to Travel in Interest of Vocation

James Robinson, formerly a traveling man for the Girard Phonograph Co., has become a traveling representative of the Philadelphia Show Case Co. and will cover for that firm the States of South Jersey, Delaware and Maryland in the interests of the Vocation line and the Melodee music rolls. Mr. Robinson has long been connected with the industry. A recent visitor to the Philadelphia company's offices was C. H. Tracey, of the Aeolian Co., New York.

Select Best-dressed Windows

The Emerson Philadelphia Co., distributor of Emerson records and phonographs, recently held a contest among dealers for the best-dressed window. The contest was held with the purpose of stimulating popular sales and providing increased incentive for attractive windows during the holiday season. The dealers photographed their windows and a great many photographs were submitted. The selection of the best photograph was very difficult due to the general attractiveness of all photographs submitted. In fact, it was impossible to select one best and the honor of first place was therefore divided between two, the Hopkins Piano & Phonograph Co. of Chester, Pa., and the Blue Bird Music Shop, of 6020 Lansdowne avenue, Philadelphia, Pa. We present an illustration of the first-named, but we may say that the Blue Bird window was also admirably arranged and of such merit that the judges had to divide honors for first place.

C. E. Gabriel Returns to the Fold

Charles E. Gabriel, after an absence of twelve (Continued on page 112)
What sort of phonograph line do you, Mr. Dealer, want to sell? We believe the following are prime requisites:

**Vocalion**

Made by **The Aeolian Company**

1st, A quality line.

2nd, A complete line—both machines and records.

3rd, A line backed by a strong house—One that has proven it is in the phonograph business to stay.

4th, A line on which you can get service: That is, get goods when you want them and not have the goods crammed down your throat when you don't want them.

5th, A line on which you are protected; on which you know you will not have to divide the business with innumerable competitors handling the same line.

6th, A line where no attempt is made to coerce you into following the dictatorial policy of the distributor or manufacturer.

The Vocalion Line, made by the Aeolian Company, fulfills each and every one of these conditions. We believe the Vocalion Line, made by the Aeolian Company, to be so much the best line for the retailer that we gave up an established business of well over a Million Dollars a Year to become an Aeolian-Vocalion distributor.
years, returns to the talking machine business as vice-president of the National Music Stores, Inc., a new concern which plans to open a chain of talking machine stores throughout the country.

Mr. Gabriel years ago was connected with the Western Electric Co. when that company was a Victor and Edison distributor, later entering the employ of the Columbia Co. when they were located at 1009 Market street, Philadelphia, and with that company rose in the ranks to branch office manager, having been placed in charge of their Camden office, which was then located at 200 Broadway. However, Mr. Gabriel during the time he was not connected with the talking machine trade was closely associated with it, having been in charge of the club plan department of N. Snellenburg & Co., where he handled talking machine credit.

To Act as Regina Distributors

The Regina phonograph will receive excellent representation throughout the State of Pennsylvania and adjacent territory through the formation of the Dutton Corp., with headquarters in Philadelphia, Pa. This new corporation will distribute the Regina phonograph in conjunction with its wholesale furniture and will also distribute Gennett and Paramount records, Tonophone and Brillaintone.

Weymann Finds Victor Output Increasing

H. W. Weymann, of H. A. Weymann & Son, who has the desire for a Victrola; who has not a Victrola; is not on your mailing list for the monthly supplement, but wants it there.

FIRST—Because the Penn-Victor Dog advertises the Victor Talking Machine and Victor Records, the best talking machine and records on the market.

SECOND—Because the Penn-Victor Dog is recognized as the dog in the trade-mark “His Master’s Voice.” Everybody admires the dog and wants it if it can be had.

THIRD—Because the Penn-Victor Dog establishes a personal relation between the dealer who gives it away, his name being cast in the pedestal, and the person receiving it.

Fourth—Because dealers in all parts of the United States, England, Canada, Bermuda, Australia, Hawaii, Brazil, Argentina and Central America have used the Penn-Victor Dog and many have written us telling of its successful use as an advertising feature.

FIFTH—Because the Penn-Victor Dog offers the dealer the opportunity to make a complete survey of his territory through the use of the questionaire illustrated, a dog being given to those persons filling out the questionaire.

VICTROLA DEPARTMENT

R. L. FOORD FURNITURE CO., Wilmington, Delaware

Do you own a Talking Machine (yes or no) .................................................................

What Make .........................................................

Is it in good playing condition (yes or no) ...............................................................

Have you ever thought of exchanging it for a newer or larger model (yes or no) ........

Do you receive the Victor Record Supplement each month (yes or no) ..............

Have you ever thought of buying a Victrola (yes or no) ........................................

Name .................................................................

Address .............................................................

City ................................................................

The questionnaire shows you who has a Victrola; who has not a Victrola; who has the desire for a Victrola; who has a machine of another make and wishes to exchange it in part payment for a Victrola; whose name is not on your mailing list for the monthly supplement, but wants it there.
and another that winds the center of the spring.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 112)

A number of new accessories to a talking machine shop and have been selling in large numbers. Philip Grabaski, of the Everybody's sales force, has just returned from a trip down in New Jersey, bringing with him some very substantial orders, and after remaining at home a few days he started on a trip to the South, covering every section as far down as Florida. Paul Baerwald, the general manager of the General Phonograph Corp., was a visitor to the office of Everybody's this week.

Consolidate Two Buildings

The United Music Store Co., located for some months at 619 Cherry street, has purchased the building adjoining, 617 Cherry street, and as soon as the leases of the tenants expire will convert the two buildings into one. The first floor of the present establishment is occupied by the offices and an extensive sheet music department. The second floor is the Pianostyle floor, where there is carried a line of more than 15,000 music rolls and large quantities of needles and pumps. The third floor is devoted to the Consolidated roll department, where there is a stock of upwards of 30,000 rolls. The fourth floor is entirely given over to the foreign goods. The stock is said to be the largest carried by any one in this city consisting of about 30,000 picked numbers. A. J. Heath Beleves in Spirit of Optimism

A. J. Heath says: "There seems to be a little optimism in the trade at the present time and even if business generally is not very much better I feel that as long as the dealers are showing a little optimism we do not need to wait long before things will reach a normal and satisfactory state." W. C. Fuhr, general sales manager of the General Phonograph Corp., was a visitor in Philadelphia the past week.

RECENT VICTOR LITERATURE

The Victor Co. has just sent out to its dealers a goodly budget of sales literature which, in the hands of enterprising dealers, should be productive of excellent results in a business way. In addition to the regular Victor record supplements there are attractive supplements in the following languages: Bohemian, Finnish, Greek, Hebrew (Yiddish), Hungarian, Italian, Mexican, Norwegian, Slovak, Swedish and Turkish.

SEEK CHANGE IN PENNSYLVANIA LAW

Efforts Being Made to Have Amended the Law Permitting of Seizure of Talking Machines in Cases of Execution Sales for Rent

An effort is to be made at the present session of the Pennsylvania State Legislature in Harrisburg to have amended the law which at present permits of the seizing of pianos, talking machines and other musical instruments for rent. The amendment, which reads as follows, has been introduced through the efforts of the Music Industries Chamber of Commerce:

"An act to exempt talking machines, phonographs and musical instruments of every description, leased or conditionally sold or hired by any person or persons residing in or having a place of business in this Commonwealth, from levy or sale on execution or distress for rent."

"Section 1. Be it enacted, etc., that all talking machines, phonographs and musical instruments of every description leased, conditionally sold to or hired by any person or persons residing in or having a place of business in this Commonwealth under a lease or contract of sale reserving title in the owner, lessee or vendor until paid for, shall be exempt from levy and sale on execution or distress for rent due by such person or persons so leasing or conditionally purchasing or hiring any such talking machines, phonographs and musical instruments of every description, in addition to any articles or money now exempt by law, so long as the title thereto remains in the owner, lessor or vendor; provided, that the owner, lessee or vendor of such talking machines, phonographs and musical instruments of every description, or his or their agent or agents or the person or persons so leasing or conditionally purchasing or hiring the same shall give notice to the landlord or his agent that the said talking machines, phonographs and musical instruments of every description are leased, conditionally sold or hired."

Dealers throughout Pennsylvania are urged to support the measure by writing to their State senators and assemblymen in its favor. "In my judgment every help should be given to have the bill passed," said George W. Pound, general counsel for the National Association of concert players, "it is a discrimination against the talking machine and against music, and the moral effect is bad. Every music merchant should write to his legislative representatives in favor of the act."

Now, altogether, for a Spring drive for retail trade!

MAIN SPRINGS

Send for Price List

EVERYBODY'S TALKING MACH. CO.
Authorised Distributors
Heineman & Meiselbach Motors
38 N. 8th Street, Philadelphia

HUVER HEADS PHILA. ASSOCIATION

Officers of Victor Dealers' Association Chosen at Annual Meeting Last Month

PHILADELPHIA, Pa., February 4.—The annual meeting of the Philadelphia Victor Dealers' Association was held on January 13 at the Belle-vue-Stratford Hotel at 12.30, and the following officers were unanimously elected to serve for the year 1921: G. W. Huver, president; W. G. Listoon, vice-president; H. Royer Smith, secretary, and A. C. Weymann, treasurer.

J. Ralph Wilson, the retiring president, declined a renomination for this office in a brief speech stating that while he felt that he did not wish to take the responsibility of the leadership of the association for another year, he wanted the new officers and members to feel that he was vitally interested in the success of the association and that he was anxious and willing when called upon to render any service at any time and in any way possible.

G. W. Whitney, general manager of C. J. Hepe & Son, in a very fitting speech, called the members' attention to the splendid work that Mr. Wilson had done in organizing and bringing the association to its prosperous condition at the present time.

The new president appointed the following executive committee to serve for the year 1921: G. W. Whitney, of C. J. Hepe & Son; J. R. Wilson, of J. R. Wilson Co.; Herman Cole; Manager McCarthy, of Gimbel Brothers, and General Manager Ellis, of the Talking Machine Co.

LOUISVILLE SONORA SHOP BUSY

The Sonora Shop, of Louisville, Ky., is now occupying permanent and attractive quarters at 659 South Fourth street. M. D. May, who is the proprietor of this shop, reports an increasing demand for the Sonora. A number of new booths have recently been installed, making five in all which this shop operates. All stores report increasingly good business.

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"Section 1. Be it enacted, etc., that all talking machines, phonographs and musical instruments of every description, leased, conditionally sold to or hired by any person or persons residing in or having a place of business in this Commonwealth, from levy or sale on execution or distress for rent due by such person or persons so leasing or conditionally purchasing or hiring any such talking machines, phonographs and musical instruments of every description, in addition to any articles or money now exempt by law, so long as the title thereto remains in the owner, lessee or vendor; provided, that the owner, lessee or vendor of such talking machines, phonographs and musical instruments of every description, or his or their agent or agents or the person or persons so leasing or conditionally purchasing or hiring the same shall give notice to the landlord or his agent that the said talking machines, phonographs and musical instruments of every description are leased, conditionally sold or hired."

Dealers throughout Pennsylvania are urged to support the measure by writing to their State senators and assemblymen in its favor. "In my judgment every help should be given to have the bill passed," said George W. Pound, general counsel for the National Association of concert players, "it is a discrimination against the talking machine and against music, and the moral effect is bad. Every music merchant should write to his legislative representatives in favor of the act."

Now, altogether, for a Spring drive for retail trade!

PLAYS ALL RECORDS

Six Beautiful Models

We offer attractive proposition to DEALERS and DISTRIBUTORS

We can make immediate shipment on all models.

Distributors Wanted in Several States

AMERICAN TALKING MACHINE CO., Inc.

GENERAL OFFICES AND FACTORY

BLOOMSBURG, PA.

LYRIC LATERAL RECORDS

Dealers Supplied on Short Notice

Supplying you with Bulletins, Hangers, Cut-outs and Advertising Matter is one feature of

LYRIC SERVICE
TO RECORD ON PACIFIC COAST

E. N. Burns, vice-president of the Columbia Graphophone Co., is devoting practically all of his time to the recording division, left for the Pacific Coast on Sunday with a recording outfit for the purpose of making an additional string of records for the Columbia orchestra. His firm is now playing at the St. Francis Hotel, San Francisco, where they are steadily increasing their tremendous popularity and prestige.

It is possible that Mr. Burns will also make a series of records by Ted Lewis and his band, as this well-known orchestra and exclusive Columbia artist are at present also sojourning on the Pacific Coast.

CO-OPERATING WITH DEALERS

The Griffith Piano Co., Newark, N. J., Sonora jobber, which has been notably successful in developing sales in its territory, has devoted practically all of his time to the recording division, and called upon the leading members of the trade in this city in the interest of the electric talking machine motor and automatic stop which his firm manufactures. Regarding trade conditions Mr. Hitchcock was optimistic and reported a steady improvement not only in the ordinary 'wireless head receivers' used at South Akron station so strong with the ordinary receiving outfit the musical waves can be picked up, Hoffman says. The concerts have been broadcast twice daily with song hits.

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 Pathé records

VICSONIA MFG. CO., Inc.

313 E. 134th STREET
NEW YORK, N. Y.
BUYING PUBLIC IN TWIN CITIES AGAIN IN THE MARKET

Trade Somewhat Slow, but Optimism Prevails as to a Good Volume of Trade Later in Year—Jobbers and Dealers Tell of Conditions and All Plan Vigorous Campaign for Trade

MINNEAPOLIS and ST. PAUL, Minn., February 3.—Although the trade situation in the Twin Cities and tributary territory appears to be somewhat easier, it cannot truthfully be said that conditions have settled down to a normal basis. Retail merchants think that the general public is much better disposed and better tempered than it has been for some months past and is not tugging so hard on the purse strings as it was. They may be right, but if so there is hardly any noticeable improvement in the results obtained by the music merchants unless among those dealing mainly in talking machines.

Local dealers who loaded up rather heavily last Fall in expectation of a great holiday trade are still carrying larger stocks than they like to have at this season of the year. Quite a number of dealers escaped this predicament by canceling orders that had not been shipped. Between the dealers who are unable to settle for their orders and those who sent in cancellations the lot of the distributing houses hardly is an enviable one.

And still one will find no gloom in the music marts of Minneapolis and St. Paul. There is an air of optimism and confidence in the future that is very gratifying to all. The Winter al-
marts of Minneapolis and St. Paul.

There is no reason to doubt that 1921 will be other than an excellent year when once normalcy has been attained, which probably will be by early Spring.

The Stone Piano Co. has been conducting a systematic and well-arranged advertising campaign for the Aeolian-Vocalions and this instrument now is regarded in the Twin Cities as one of the standard machines of the day.

FORT WAYNE HOUSE TAKES LEASE

Fort Wayne, Ind., January 31.—The Ulrey Music Shop, 1520 South Calhoun street, has taken a long-time lease on the two floors just above the Windsor jewelry store, 1504 South Calhoun street. Mr. Ulrey says an upstairs location with cheaper rent will enable him to give better values. He will carry all makes of records.

Mr. Laurence A. Lucker, distributor of the Edison machines and records, states that he reviews the past year with entire satisfaction. Business success, he figures, should not be measured by weekly or monthly results, but by the year, and the year 1920, taken as a whole, was a joy and a pride. There is no reason to doubt that 1921 will be better than an excellent year when once normalcy has been attained, which probably will be by early Spring.

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THE SCOTFORD TONEARM AND
SUPERIOR REPRODUCER

Manufactured under the Patents of LOUIS K. SCOTFORD

NO. 1 FINISH TONEARM
Plated Base, Black Main Elbow and Tube, Plain Connection
with No. 1 or No. 2 Finish Reproducer

NO. 2 FINISH TONEARM
Black Base, Plated Main Elbow and Tube, Plated Connection
with No. 1 or No. 2 Finish Reproducer

NO. 3 FINISH TONEARM
with No. 3 Finish Reproducer
No. 1 Finish is recommended as most practical, most durable, best looking and lowest priced

Sample on Approval to Responsible Rated Firms

Order should Specify (1) Style Number of Finish, (2) Kind of Plating, (3) Kind of Diaphragm and (4) whether "Superior" Nameplate or Plain

No. 1 Finish is recommended as a pleasing combination of japanned and plated parts which is very practical and durable. In this style, the most handled parts of the Tonearm and Reproducer are given several coats of black rubber japan baked on at high temperature. The effect is a rich gloss which retains its lustre and will outwear any kind of electroplating. The contrast of the black parts with the plated parts of Platinoid, Nickel or Gold is very effective. The black face ring of the reproducer in this finish is not recommended in connection with the Black Composition Diaphragm covering, but would be appropriate with a name plate design in which the background is black. But it is highly attractive with the Black Diaphragm Gilded or with a name plate design against a gold background. For the Black Diaphragm or black name plate, No. 2 finish Reproducer is recommended, which may be used with No. 1 or No. 2 Tonearm

Platinoid is a new electro-plate which will not tarnish. It looks like Platinum or Silver but costs no more than Nickel plating.

The Tonearm is regularly made with 5-inch tube, which is mounted and combined with the Superior Reproducer, so that the needle centers to the tonearm spindle, which is longer than the standard base, making the height from bottom of base to top of main elbow 3½ inches. Special lengths to order at these prices:

Extras 10% Extra Charge for Special Length
No. 1 Finish is recommended as most practical, most durable, best looking and lowest priced

BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets CHICAGO
The SUPERIOR LID SUPPORT

The Spring Balance that Does Not Warp the Lid

A mere touch of the finger lifts or closes the lid, which stops at any point desired. The simplest support made. Easiest to install. Positive and noiseless in operation.

The material used in the manufacture of this support is the best cold rolled steel, and takes a high finish. The plating is of fine quality. Black Rubber Japan is recommended, a durable and economical finish suited to any style of cabinet finish.

When lid is all the way up the spring is without tension, entirely released.

When lid is closed the steel roller fits into the notch of truck-arm, preventing spring from exerting any pull on the lid while down.

The SUPERIOR UNIVERSAL REPRODUCER

Connections are provided for applying the Superior Reproducer to several standard machines, thus equipping these machines for playing, all makes of records. Jobbers and Dealers in phonographs and records may with this line make it easier to sell their machines, and greatly extend the demand for records. Owners of old machines, when supplied with this new and improved means of playing, renew interest, and again become buyers of records.

The SCOTFORD MODEL I REPRODUCER

This is the original Scotford Reproducer, designed to equip Victor and Columbia machines for playing, vertical cut (hill and dale) records. It plays only vertical cut records, such as Edison and Pathe, but plays them at their best.

QUANTITY PRICES on Application

<table>
<thead>
<tr>
<th>ORDER BY NUMBER</th>
<th>RETAIL PRICE</th>
<th>Nickel Gold and Japan</th>
<th>Japan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superior Reproducer with 21-VG Gooseneck</td>
<td>$15.00</td>
<td>$6.50</td>
<td>$10.00</td>
</tr>
<tr>
<td>Superior Reproducer with 21 VG Gooseneck for O. S. Victor</td>
<td>$11.00</td>
<td>$6.00</td>
<td>$7.50</td>
</tr>
<tr>
<td>Superior Reproducer with 21-VE Connection for O. S. Pathe</td>
<td>$10.00</td>
<td>$5.00</td>
<td>$7.00</td>
</tr>
<tr>
<td>Superior Reproducer with 21-IE Connection for Edison</td>
<td>$9.00</td>
<td>$5.00</td>
<td>$7.00</td>
</tr>
</tbody>
</table>

Many owners of Victor and Columbia machines prefer to use their regular reproducer for playing Victor and Columbia records. For all these, the Scotford Model I Reproducer affords the ideal means of playing records of the vertical cut. It does not move the reproducer from its position on the record, but plays the record at the full opening from gooseneck into the tonearm. The 21-VE Gooseneck is correct for newer Victors having the enlarged cone arm; it may be used for older type small tonearms, but the volume of tone is not quite full, as the elevated position of the Victor gooseneck causes partial closing of the opening from gooseneck into the tonearm.

Samples sent Prepaid at the Retail List Price

BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets, CHICAGO
Sell your customers who ask for waltzes "Baby Dreams" and "I'll Be With You In Apple Blossom Time," played by Prince's Orchestra, and they'll be back the following morning for more. A-6177.

Columbia Graphophone Co.
NEW YORK

REAWAKENING OF TRADE IN THE ST. LOUIS TERRITORY

Higher Priced Machines Have Call—Collections in Excellent Shape—Ennis and Castleman Welcomed—Jackson Tells of Brunswick Activities—How Co-operation Helps—News of Month

St. Louis, Mo., February 7.—The talking machine business in St. Louis is still slumbering, but retailers and distributors think that they can discern stirrings which portend a reawakening. The most sanguine do not expect the awakening to be boisterous, but they believe that with the coming of Spring the awakening will be followed by a fairly active movement. In a retail way there appears to be a tendency to drop down from the highest priced machines to what might be called the second rank, machines that retail for $150 to $250. The only explanation suggested is that it is an expression of the general conservatism which prevails. On the other hand there is practically no demand for the cheaper machines. Most of the dealers in St. Louis and the St. Louis jobbing territory carried pretty full stocks over the holidays and they have been exerting themselves since to work this stock off in the expectation of reduced factory prices or the putting out of new models at lower prices. During this operation, naturally, they have not been buying. Reports are that they have been fairly successful and that they will shortly be in a position to begin buying. The overstocked condition after the holidays, it seems, was not so much in standard makes as in the other makes, but the effect is the same as if the dealers had been overloaded with standard machines, so far as their capacity for buying is concerned.

One encouraging fact is the improvement in collections. Distributors say that, whereas a short time ago dealers had to confess themselves unable to make any payments at all, now there are few who are failing to make substantial payments. A better feeling is reported among the dealers than prevailed shortly after the holidays. The realization is general that they all have to get back to a selling basis. The sales of records have been but little affected by the general business stagnation. All retailers say that the demand for new releases as keen as it ever was and that there is a steady call for the old favorites.

Conditions Show Betterment

The monthly report of William McC. Martin, Federal Reserve agent for the Eighth District, notes a decrease of general business pessimism and some improvement in conditions throughout the district. This explanation is given:

"This reverse psychology is based on the opening up of scattered buying, not particularly noteworthy in volume, but of a character indicating that stocks of merchandise have reached a point where they may be replenished and that a good part of the war inflation has been absorbed by the leveling of prices. In lines where the readjustment has made greatest progress, buying is heaviest. The public, it is true, is already tired of waltzes and is more disposed to fill its requirements than was the case during the closing months of last year. In a number of important lines there seems to be a greater degree of stability, deflation having gone sufficiently far to restore confidence in future values. This has resulted in the placing of some fair orders by retail merchants, and wholesalers have also begun to build up their stocks. Most of the buying, however, is for immediate delivery, there being relatively little done in the way of future commitment. Ultra caution is still the dominating feature among distributors of merchandise, and ultimate consumers have relaxed their recent regime of economy only to the extent of taking what they are obliged to have, or what they may require at very evidently reduced prices. Generally the holiday trade was moderately satisfactory only. Great quantities of goods were moved, however, and the opening of the new year found stocks in much better shape than was thought possible two months ago."

Welcome for Mr. Castleman

St. Louis Victor dealers have been making the acquaintance of the factory representative recently appointed to the Missouri territory, Mr. Castleman. Missouri has been without a representative for the past six months and welcomes Mr. Castleman, as well as Morris de C. Freeman, who has returned to the western Illinois territory. Mr. R. J. Coleman, of the educational department of the Victor Co., was also a St. Louis visitor recently, and is working in the schools of southwest Missouri at present.

F. E. Ennis Takes Charge

F. E. Ennis, formerly manager of the phonograph department of the Bloomingdale Store in New York, arrived in St. Louis late in January and took charge of the phonograph department of the Stix, Baer & Fuller Co., succeeding John Mauder, who had been temporarily in charge, following the departure of W. J. Medairy, who resigned to take charge of a department at Atlanta, Ga. Mr. Ennis has taken hold with energy, assisted by Mr. Mauder, who
FEBRUARY 15, 1921

THE TALKING MACHINE WORLD

will remain with the department, and is working out plans for giving the department new im-

petus.

Mr. Medairy has given up his Atlanta connec-
tion on account of ill health, and has returned to St. Louis. He is reported to be rather seri-

ously ill at his home.

Re-elected President
Joseph B. Hellrung, assistant manager of the
Hellrung & Grimm Housefurnishing Co., has
been re-elected president of the Retail Furni-
ture Dealers' Association.

Changes Name of Company
J. H. Kirkland has purchased the piano and
talking machine business of the Horras Piano
Co., on Twelfth street, and has changed the name
to the Kirkland Piano Co. The Brunswick talk-
ing machine is handled.

Brunswick Sales Stimulated
Manager Jackson, of the Brunswick-Balke-
Colleider Co., says the increase in the sales of
Brunswick records is very gratifying and that
the movement of machines is improving "The
tendency," he said, "is for dealers who bought
up makeshifts during the period of shortage to
clean them out and the standard lines are handi-
capped by that liquidation. They all realize that
they have got to get back to the selling basis.
The potential market has not changed. The de-
mand is best for the $250 Brunswick. It has
a wider field than the more expensive models and
its sales are steadily increasing."

Theodore Karls, tenor, made his first appear-
ance in St. Louis early in February since he be-
came a Brunswick artist, and the sale of his
Brunswick records was greatly stimulated.
A. J. Kendricks, sales manager of the phono-
ograph department of the Brunswick-Balke-Col-
leider Co., was in St. Louis in the early part
of the month on his way to Chicago.

Miss Rosebrugh Makes Address
Miss Blanche Rosebrugh, of the Victor edu-
cational department of Scruggs-Vandervoort &
Barney, was invited recently to speak before the
C. P. Curry, treasurer of the Texas-Oklahoma
Phonograph Co., Dallas, Tex., passed through
St. Louis on his way to the Edison jobbers' con-
vention at Montreal.

A. F. Odell, an Edison dealer of Quincy, Ill.,
accompanied by his wife, has gone on a pleasure
trip to San Antonio and Los Angeles.

Value of Co-operation
That Fritz Kreisler is a favorite with St. Louis
concertgoers was proved again when the S. R. O.
does was in evidence days before his recent con-
cert in this city. The same thing happened last
Spring at his fourth appearance during the sea-
son. Three exclusive Victor dealers used the
medium of the program with full-page reminders
of his Victor records, and Victor stores over
the city kept the public informed as to where
his records might be heard.

Columbia News Briefs
Manager Edwin M. Morgan, of the Columbia
Phonograph Co., has returned from a business
trip to Memphis, Tenn., and Little Rock, Ark.
A. W. Roos, assistant manager of the Colum-
bia Phonograph Co., reports that collections
have improved greatly and all but a few of the
dealers are making substantial payments and
are in a fair way toward cleaning up.

O. F. Benz, record sales manager of the Co-
olumbia Phonograph Co., was in St. Louis early
in February in the interest of the new records
from St. Louis he went to Texas.

Artophone Activities
The Artophone Co. has added two console
models to its line of Artophones. Manager Sal-
mon, of the Okeh record jobbing department,
in announcing a reduction in prices on Febru-
ary 1 from $1 to 85 cents on all except Mamie
Smith records, said that the January business
was greater than that of December and that
in the past three months over 300 accounts have
been opened through the South. The entire
South is covered from the St. Louis jobbing
center. The company has decided not to move
from its present location on Olive street.

The Ardian Co. has discontinued handling the
Columbia machines and records at its St. Louis
store.

The Thomas Phonograph Co. has been incor-
porated by the Secretary of State of Missouri
with a capital stock of $80,000.

NEW SOLOTONE CO. ORGANIZED

With Authorized Capital of $100,000—Take Over
Present Solotone Business

PHILADELPHIA, PA., February 1.—Announcement
appeared in the financial section of the Phila-
delphia Public Ledger of the taking over of the
Solotone Mfg. Co., maker of Solotone phono-
graphs, by the Solotone Phonograph Co. The
new company has an authorized capital of $100,-
000 preferred stock and $100,000 common stock
and has recently issued a prospectus covering
its future plans and offering both preferred and
common stock to the general public.

A. E. Landon, Canadian branch manager of
Columbia Graphophone Co., was recently a
visitor to the executive offices, New York City.

85c NEW CARDINAL RECORDS
NOW READY FOR DELIVERY

6—NEW CARDINAL RECORDS—6

ALL 85c

No. 2015 COUNTY KERRY MARY
Orch. Accomp. sung by Chas. Harrison
It's All Over Now
Orch. Accomp. sung by Helen Bell Rush
Oh Gee, Say Gee, You Ought
To See My Gee Gee From The Fiji Isle
Orch. Accomp. sung by Fred Whitehouse
Get Up
Orch. Accomp. sung by Ernest Hare
Rose
Fox Trot
Show Me How
Fox Trot

No. 2016 MY MAMMY
Fox Trot, Vocal Chor.
Why Don't You
Fox Trot

No. 2017 I NEVER KNEW
Fox Trot
Now And Then
Fox Trot

No. 2018 HONEY DEW
Fox Trot
Lotus Flower
Waltz

Played by Ben Selvin's Dance Orch.

Played by Ben Selvin's Dance Orch.

Played by Jordan's Waldorf Astoria Orch.

Jobbers and Dealers: Write for Information

CARDINAL PHONOGRAPH CO.
106 EAST 19th ST., NEW YORK CITY

FACTORIES: NEWARK, OHIO — ZANESVILLE, OHIO
PT. PLEASANT, N. J.
Edison Amberola Message No. 14

Mr. Phonograph Dealer:

Has it ever occurred to you that you do not have to create a demand for the New Edison Diamond Amberola? Hundreds of satisfied Amberola owners in your vicinity are doing that for you. Amberol Record sales to these owners alone make the line a profitable one. The Instruments and Records are in the class of merchandise now demanded by the public because—the price and quality are right.

THOMAS A. EDISON, Inc.
AMBEROLA DEPARTMENT
ORANGE, N. J.
BERLINER GRAMPHONE CO., LTD., STAFF MEET AT THE HOME OF H. S. BERLIER-LESLIE CO.

**Expansion—Pequegnat With McIlrernan Corp.—Muzio and the Edison Score—Other News**

BERLINER GRAMPHONE CO., LTD., STAFF MEET AT THE HOME OF H. S. BERLIER-LESLIE CO.

**Expansion—Pequegnat With McIlrernan Corp.—Muzio and the Edison Score—Other News**

Montreal, Que., February 5.—On a recent eve-

seen many musical instrument business so successfully operated for some time past by J. H. Leslie,

H. H. Leslie, in Liverpool, N.Y., is president of Muzio and Socio Co. Limited, since 1912, which

An appeal for funds raised here could have heard the same music and messages transmitted at Lon-

It is almost unaimous to think of sitting in one's own home and by means of a simple little piece of

France. He is filling an engagement in Liverpool, England, spending a few days in New York, and is most

They have achieved notable effects with an apparatus of three times the

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.

MONTEVALE, NEW JERSEY
Emerson Needles are of Supreme Quality

EMERSON DANCE HITS

“HITS”

Toe-teasing dance hits of the “encore” kind.
Song hits of the “hum-along” type

Hits orchestrated and recorded with an attention to
detail and “atmosphere” which place them in a class
apart. Hits which an Emerson dealer can always
count upon having FIRST, before his competitor is
even aware that they are hits.

Here are some of the latest:

SONG

10321—You Oughta See My Baby. Comedy Song
      EDDIE CANTOR

      Give Me a Million Beautiful Girls. Character Song
      Irving Kaufman

10324—Mr. Mammy. Novelty Song
      Arthur Fields

      O-H-I-O. Novelty Song
      Irving Kaufman

10336—Crazy Blues. “Blues” Character Song
      Stirling & Blake

      Meltinda Lee. Comedy Song
      Renowned & Rare

10339—Bright Eyes. Tenor Solo
      Irving Kaufman

      My Home Town Is a One-Horse Town.
      Comedy Song
      Irving & Jack Kaufman

10346—I’m Saving Up My Dough for Rae and Me.
      Novelty Song
      Irving & Jack Kaufman

10325—There Is One Girl. Will She Ever Be Mine?
      Tenor Solo
      Walter Seabrook

      Grieving For You. Baritone Solo
      Arthur Fields

10320—I’m Saving Up My Dough for Rae and Me.
      Novelty Song
      Arthur Fields

      He Always Goes Farther Than Father.
      Comedy Song
      Fred Hillebrand

DANCE

10317—Rosie, Make It Rosy for Me. Fox-trot
      Plantation Dance Orchestra

      Kentucky Blues. Fox-trot
      Merry Melody Men

10328—Home Again Blues. Fox-trot
      Toddle
      Plantation Dance Orchestra

      Palestrina, Fox-trot
      Plantation Dance Orchestra

10315—Broadway Blues. Fox-trot
      Merry Melody Men

      Now and Then. Fox-trot
      Selvins’ Novelty Orchestra

10329—Margie. Fox-trot
      Plantation Dance Orchestra

      Feather Your Nest. Fox-trot
      Plantation Dance Orchestra

10330—I Never Knew. Fox-trot
      Orlando’s Society Orchestra

      Honolulu Eyes. Waltz
      Orlando’s Society Orchestra

10331—No Wonder I’m Blue. Fox-trot
      Lanin’s Roseland Orchestra

      Humming. Fox-trot
      Lanin’s Roseland Orchestra

10318—Honeymoon Medley. Fox-trot
      Joseph Knecht’s Waldorf-Astoria Dance Orchestra

      Pitter Patter. Medley
      Joseph Knecht’s Waldorf-Astoria Dance Orchestra

10319—Rose. Fox-trot
      Joseph Knecht’s Waldorf-Astoria Dance Orchestra

      Shekoo’s Most Mirth Orchestra

      Old Fashioned Garden. One-step
      Joseph Knecht’s Waldorf-Astoria Dance Orchestra

10320—Kiss-A-Miss. Waltz
      Selvins’ Novelty Orchestra

      I Told You So, Medley
      Joseph Samuels’ Music Masters

      “The Phonograph with the
      Emerson Music Master Horn”

Play Emerson Records on the
Emerson Phonograph

Emerson Phonograph Company, Inc.

NEW YORK
306 Fifth Avenue

CHICAGO
315 South Wabash Avenue
TESTIMONY IN TONE-ARM CASES

Taking of Testimony in Actions Brought by Victor Co. Against Brunswick-Balke-Collender Co. and General Phonograph Corp.—Arguments to Be Heard on March 7

GRAND RAPIDS, MICH., February 5.—The presenting of testimony in the action brought by the Victor Talking Machine Co., Camden, N. J., against the Brunswick-Balke-Collender Co., Chicago, for alleged infringement of the Johnson Tone-Arm Patents Nos. 814,786 and 814,848, consumed all of last week in the U. S. District Court for the Northern District of Michigan, with Judge Sessions presiding. The taking of testimony started on Monday, January 24, and ended on Saturday afternoon.

Arguments on the case will be heard before Judge Sessions on March 7, and briefs will be filed by opposing counsel late in February.

At the same time, and in the same court, testimony was taken in the action brought by the Victor Co. against the General Phonograph Corp. for alleged violation of the same Johnson patents. Arguments on this case will also be heard on March 7 before Judge Sessions and briefs will be filed about a week before that date.

APPROPRIATE MUSIC AT FUNERAL

Talking Machine Used to Furnish Sacred Music at Funeral Services in Macon

MACON, Ga., February 4.—A talking machine was used to furnish the music at the funeral of Mrs. Mary Stiles at the home of her daughter, Mrs. A. B. Thompson, in Clayton. The services were conducted by the Rev. Ward M. Baker, pastor of the M. E. Church, South. The selections played by the talking machine were: "The Mother's Prayer," "Rock of Ages" and "Jesus, Lover of My Soul." This was the first time a talking machine has been used on such an occasion in this part of the country.

USING VICTOR REFERENCE LABELS

Increasing Number of Dealers Realizing the Value of These Record Selling Helps

An increasing number of Victor dealers are adopting with success the use of Victor Ready Reference Labels for records, and are particularly enthusiastic over the revised issue of labels prepared for the current year, which embodies several new features.

One of the features of the system is the cross indexing whereby it is possible at a glance to note other records of the same selections as recorded by different individuals or organizations, which not only saves time, but in cases where the desired record is out of stock, or does not measure up to the customer's requirements, saves the sale because the selection in another form is available immediately.

Other features of the Ready Reference Labels include the phonetic spelling of the title, especially valuable in handling records of foreign selections or by foreign artists; the English equivalent of foreign titles; reference to the monthly record supplement in which the original description of the record appeared, which saves time in searching; classification of the record according to the nature of the selection, which makes easy the bringing out of other records in keeping with the customer's taste; and the catalog numbers of several other records of similar appeal. With all this information instantly available, the efficiency of even the best informed salesman is greatly increased. For the new salesman the labels offer an inexhaustible mine of record information of the sort that makes sales.

NEW DEALERS IN PENNSYLVANIA

P. G. Scallsmith, of Gettysburg, Pa., and C. G. Martin, 641 Main street, Darby, Pa., have recently been added to the ranks of talking machine dealers handling the Victor line.

CLAUDE BUCKPITT BUYS BUILDING

Piano and Talking Machine Dealer of Elmira, N. Y., Will in Future Be Housed in His Own Business Property in That City

ELMIRA, N. Y., February 5.—Claude Buckpitt, dealer in pianos and talking machines, of 113 North Main street, practically has completed details whereby he acquires title from Adam Mander to the Mander or Lyceum Block at 156 and 158 Lake street, the first floors of which are occupied by W. H. Miller and James Falsey, respectively. It is expected that the deal will be completed within a day or so and Mr. Buckpitt will take possession at once. The price to be paid is approximately $40,000.

Mr. Buckpitt will remove his business from Main street to the store occupied by Mr. Miller, using the second and third floors as well. Later he also may occupy the other store. Mr. Buckpitt plans extensive improvements to the property. He will tear out the north wall of the Lyceum Theatre entrance on Lake street and construct a handsome show window. Later he will install a passenger and freight elevator, and it is likely that new fronts will be added to both stores.

Mr. Buckpitt came to Elmira in 1907 from Schenectady, where he conducted a music store. He maintained a store in the Merchants' National Bank Building for two years, removing to the Snyder Building in 1909. His rapidly increasing business now necessitates a further expansion.

NEW QUARTERS IN MONTICELLO

The Ackerman Music Shop has just opened handsome new quarters on Main street, Monticello, Inc. The new store comprises two stories and a balcony, all used for the display and sale of musical instruments, and a number of soundproof booths have been installed. Mr. Ackerman has conducted a music business in Monticello for a number of years.

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 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.

Our Latest Success

The L. S. Compound Rocker Action

ORO-TONE

The highest grade Reproducer made

SEND FOR SAMPLE

L-S STANDARD

The Oro-Tone Co. 1000 to 1010 George St.
CHICAGO, ILLINOIS
MELODEE

The World's Finest Music Roll

Produces Musical Effects Possible
With No Other Roll

MELODEE WHOLESALERS

M. STEINERT & SONS
35 Arch St. - - - - - Boston, Mass.

MELODEE MUSIC CO., INC.
29 West 42nd St. - - - - - New York

PHILADELPHIA SHOWCASE CO.
123 N. 13th St. - - - - - Philadelphia, Pa.

PHILADELPHIA SHOWCASE CO.
1001 Jenkins Arcade - - - Pittsburgh, Pa.

CHAS. M. STIEFF, INC.
315 North Howard St. - - - Baltimore, Md.

O. J. DE MOLL
12th and G Sts., N.W. - - - Washington, D.C.

SOUTHERN VOCALION DISTRIBUTORS, INC.
226 N. 20th St. - - - Birmingham, Ala.

GRINNELL BROS.
First and State Sts. - - - Detroit, Mich.

LYON & HEALY
Wabash Ave. and Jackson Blvd. - - Chicago, Ill.

MELODEE MUSIC CO.
529 So. Wabash Ave. - - - Chicago, Ill.

STONE PIANO CO.
826 Nicollet Ave. - - - Minneapolis, Minn.

J. W. JENKINS' SONS MUSIC CO.
1013 Walnut St. - - - Kansas City, Mo.

W. J. DYER & BRO.
21 W. 5th St. - - - St. Paul, Minn.

MELODEE MUSIC CO.
455 Mission St. - - - San Francisco, Cal.

Melodee is not only out first with the Hits but has the finest
Catalogue of Standard, Classical, Opera and Sacred Selections
No Roll Department complete without Melodee

Melodee Music Co., Inc.

New York Chicago San Francisco
LOUIS BUEHN ENTERTAINS DEALERS

Louis Buehn Co. Entertains Great Assemblage of Dealers Who Hear Addresses by Prominent Victor Officials—Notable Event

PHILADELPHIA, PA., February 8.—In two meetings held this month, one on Thursday, February 3, and the other on Monday, February 7, the Louis Buehn Co. has had almost every firm with which it does business represented. These gatherings were addressed by prominent men from the Victor factory who were able to give the dealers a great amount of advice first hand.

The first meeting, on February 3, was attended by eighty-five Victor dealers from this city and immediate vicinity with whom the Buehn firm does business. The meeting was held in the new Victor Period Model Salon, beginning at 3 p. m. Mr. Buehn made the address of welcome to the guests, and then introduced the speakers, who were John G. Paine, of the Victor Co., whose subject was, "Selling Victor Goods 1 More Than Merchandising"; John S. Mac- Donald, salesman manager of the Victor factory, who made an address on "The Present Situation"; Ernest John, advertising manager of the Victor Co., who spoke on advertising; and John J. Davin, of the Reincke-Ellis Co., of New York City.

The meeting was over at 5:30, when the speakers and guests were taken to the Arcadia, where a supper was served, after which the entire body in the outlying districts, reaching as far as Altoona. This meeting was also held in the Period room and was followed by a supper at the Arcadia, and in the evening the guests were taken to the Shubert Theatre to witness a performance of "Kissing Time." The following day they were taken on a tour of inspection of the Victor factory. The Victor Co. was heartily in sympathy with these meetings, and assisted in every way.

LOUIS BUEHN ENTERTAINS DEALERS

OKEH RECORD PRICES REDUCED

All Popular Recordings, Except Those by Mamie Smith, Now Eighty-five Cents

The General Phonograph Corp. sent out an important announcement to the trade recently to the effect that beginning February 1 all Okeh records will be listed at 85 cents instead of $1, with the exception of records made by Mamie Smith, which will continue to be listed at $1.

This announcement was accorded a popular reception by Okeh dealers generally, especially as the Okeh record division of the General Phonograph Corp. is planning to give enhanced service and co-operation to the dealers in merchandising this well-known record line.

THEO. FLETCHER GOING TO TEXAS

President of Fletcher Alttones Needle Co. to Visit Headquartes in San Antonio

Theo. Fletcher, of the Fletcher Alttones Needle Co., who has been spending some time in New York in connection with the marketing of that product, left recently for his home in San Antonio, Tex., where are also located the main offices of the company. While in Texas Mr. Fletcher will give considerable time to perfecting a new type of talking machine, of which he is the inventor, designed to play records that run from ten to twenty minutes or more, the records being recorded by a special process, also of Mr. Fletcher's invention. Before returning to New York Mr. Fletcher plans to spend several weeks in Chicago superintending the building of model machines.

He stated to The World that there was a steady increase in the demand for Alttones needles from dealers in the metropolitan district, where Andrew J. Dodin, Inc., is the local jobber, and elsewhere about the country. Advertising in The Talking Machine World has even brought inquiries from several foreign countries. At the recent Marine Exposition in New York, where there was a demonstration of the practicality of transmitting music by wireless, Alttones needles were used to secure the desired results.

At the present time the special display cards bearing the Fletcher Alttones needles, which were issued some time ago by the company, are to be seen in the show windows of many talking machine stores, and the attention they attract has resulted in a fair run of sales, according to the dealers.
TRADE VOLUME EXCEEDS EXPECTATIONS IN CINCINNATI

Enormous Record Demand With Machine Sales Growing—Edison Jobbers to Attend Convention in Montreal—Increase of Publicity—Ohio Talking Machine Co. and Columbia Co. Report Progress

CINCINNATI, O., February 3—Considering the fact that January is always supposed to be a very dull month and also the general inactivity in nearly all lines of business the talking machine business in Cincinnati held up remarkably well last month and in some cases far exceeded the expectations of the most optimistic. While there was a very fair demand for machines the demand for records was exceptionally good and, many houses say, far in excess of the December demand for records was exceptionally good and, nearly all lines of business the talking machine industry is looking forward to a very satisfactory year’s business. Many of the out-of-town dealers from Kentucky, Indiana, West Virginia and Ohio were in the city during the month and, basing their views on reports by these men, the local jobbers feel they are justified in predicting a prosperous year for the trade.

R. W. Mock, who formerly was city salesman for the Columbia Co., has become city sales manager for the Sterling Roll & Record Co., and is planning to make a record showing for the company’s goods this year. Manager Dawson is highly elated over prospects.

Alfred Ray, of the Ray Music Shop, of Hamilton, was down from that city the last of the month to make purchases for a new shop that he is opening up at Middletown. This is a very good field, and Mr. Ray expects to do a big business with talking machines and records there. He has just returned from a trip to Portsmouth and he states there are goodly signs around these various Ohio towns of business picking up.

P. H. Oelman, manager of The Phonograph Co. (Edison), left the first of February for New York, where he discussed requirements for the coming year, and from there he went on to Montreal to attend the Edison Jobbers’ Convention. He was joined at Montreal by R. T. Carroll, sales manager of the company, who expects to bring back some very interesting news for the dealers. Mr. Carroll states there is a great deal of interest being shown in the local territory in the Mood Change chart which is being introduced to the dealers by William Maxwell, vice-president of Thomas A. Edison, Inc. Mr. Maxwell has written dealers at considerable length concerning this feature, and all indications point to his securing the heartiest cooperation in assisting Mr. Edison in his research work as to the effect of music on the human emotions. Very satisfactory results are obtained by following up this feature by dealers, he says.

Mr. Carroll has just been over some of the Kentucky territory, and he declares the tobacco situation there is not nearly as bad as the papers would lead one to believe. This is very important to the talking machine business, for tobacco is the big crop in many of the sections and the sales of machines and records depend largely on the outcome of this crop. Edward Burkhardt, in charge of the Covington and Newport stores, takes the same view and expects to do a big business on the Kentucky side during the year. E. A. Searles, the Edison dealer of Huntington, W. Va., was down during the month and declared conditions in that State were improving steadily, and he expects an unusually good year. He predicts that the demand from his territory will exceed that of last year.

Through the co-operation of L. Oederfer, Edison dealer of Paris, Ky., two Chippendales were used to aid the Bourbon County drive for the Herbert Hoover Relief Fund, held in that city last month. Mr. and Mrs. A. E. Simpson are locating a new store at Fiqus, Ohio, where they will handle the Edison. They formerly had an Edison branch at Hillisboro, O., but are embarking on their new venture on a larger scale than heretofore. The Edison dealers are advertising extensively following the Edison man of the Outlook advertising using the newspapers and the direct mail advertising, believing now is an excellent time to build up a prestige that will lead to much future business.

The Ohio Talking Machine Co. report good business in records exceptionally good, but states it is unable to get enough records to supply the big demand. The sale of machines has been very fair for this time of year. West Virginia was declared to be the best field at present. Kentucky and Indiana are handicapped by the tobacco and agriculture situation, but these conditions are expected to eventually right themselves and business to pick up. Among the dealers in during the month were Searles, of Huntington; Hoge, of Clarksburg, W. Va., and Murphy, of Maysville, Ky.

E. M. Shute, assistant manager of the Columbia Graphophone Co., is looking forward to a very big demand for records as a result of an announcement made February 1 to the effect that all 10-inch double-sided records, either A, B or C series, of non-exclusive artists, were reduced from a dollar to 85 cents. This, he states, will do much to stimulate business.

Mr. Shute takes a very optimistic view of the business outlook. He expects the Columbia to have an excellent year. The local branch has a complete stock of all types and finishes of machines and is able to meet the big demand for records. Manager R. H. Woodford left the last of the month for a business trip East. Among the dealers in during the month were: W. L. Hall, of Pineville, Ky.; C. S. Sampson, Huntington, W. Va.; C. S. Boyer, Lancaster; Dr. Freeman, of Osogood, Ind.; the Hassner brothers, of Lawrenceburg, Ind.; S. R. Polis, of...
Alfred Ray, of Hamilton; Frank Horning, of a very fair business in the talking machine business. The middle of March there will be a general picking up in the talking machine business. The outlook for the year is encouraging, he thinks.

Otto Grau Co. and the Baldwin Co. report a very fair business in the talking machine business. Of March there will be a general picking up in the talking machine business. The outlook for the year is encouraging, he thinks.

January was ahead of L. M. Kusworn, of Dayton. Brookville, Ind.; Henthorne, of Columbus, and up and do their part in extending needed credit to farmers business would boom within twenty-four hours.

HAS DESIGNS ON THE PREACHER

Jazz Enthusiast Writes General Phonograph Corp. Asking for Mamie Smith Records That Will Make the Preacher Forget His Dignity

The advertising department of the General Phonograph Corp., New York, received recently an interesting letter from a Mamie Smith enthusiast in North Carolina. Evidently this admirer of the Mamie Smith records has studied jazz music more carefully than the English language, but the letter in itself is an indication of the popularity that Mamie Smith Okeh records have attained in all sections of the country. In fact, this letter is only one of many of similar tenor that the General Phonograph Corp. has received during the past few months. It reads: "I rite you to please send me one of your latest catalog of latest popular songs and musical comedy hits popular dacing numbers I got the Crazy Blues all ready and if you have any other latest Blues sung by Mamie Smith and her jazz hounds send along 2 or 3 C. 0. D. with the catalog I want something that will allmost make a preacher come down out of the pulpit and go to dancing and hang his head and cry I want all you send to be Blues."

The Mamie Smith Okeh library is being steadily augmented by new records made by this popular artist, and the phenomenal success of these records is reflected in the enthusiastic reports of Okeh jobbers and dealers throughout the country who state that the demand for Mamie Smith recordings has far exceeded all expectations.

RECORDING ARTISTS IN CONCERT

Laura Littlefield, Victor Artist, and Alice McDowell, Ampico Artist, Appear Before Enthusiastic Audience in East Liverpool, O.

East Liverpool, O., January 21.—An appreciative audience heard Laura Littlefield, Victor artist, and Alice McDowell, pianist, at the Ceramic Theatre Friday night, January 21. The concert was staged under the auspices of the Victor department of the Lewis Bros. Music Co. Miss Littlefield, a soprano, pleased the audience with a number of solo numbers, while Miss McDowell thrilled her listeners with her performance at the piano. Miss Littlefield records songs for the Victor Co., while Miss McDowell makes Ampico piano records.

FIRE DAMAGES STOCK

The stock of the C. A. Brawn Music Co., in Bangor, Me., was badly damaged by fire and water in a blaze which destroyed an adjoining building recently.

NEW MELODEE ROLL DISTRIBUTOR

Southern Vocalion Distributors, Inc., Birmingham, Ala., also Act as Wholesale Representatives for Melodee Rolls in That State

The Melodee Music Co., Inc., recently organized in Birmingham, Ala., have been appointed Southern distributors for Melodee rolls. Oscar Willard Ray, general sales manager of the Melodee Music Co., is particularly gratified over the new connection, in that it will take care of the growing demand for Melodee rolls in that section of the country and will provide for the prompt filling of orders from local stock.

The shipment of the stock order for the Southern Vocalion Distributors, Inc., has already gone forward and Win. H. Shire, the president and general manager of the company, looks for a very large immediate business on the numbers in the very attractive Blue catalog which the Melodee Music Co. has just issued. He reports that the rolls played by Eubie Blake, the famous "Blues" player, are meeting with great demand in the territory that he has already covered. A special shipment is being rushed on "Boll Weevil Blues," played by Eubie Blake Mr. Shire also plans to feature the standard and sacred catalog, which is picked from the best-selling numbers of the large and complete Melodee catalog.

SUPERIORITY OF CELINA BUILT CABINETS

has steadily increased the number of our customer friends.

The Console Model Chippendale—only one model of four new designs—will add still more to the prestige of our line, for it will create more business for you.

The Celina Specialty Co.

CELINA, OHIO
EVERYBODY tells us that record business is remarkably good, both in men, please don't overlook this, even if it be old stuff. and they never fail to take advantage of the fact. on or about the period between April 5 and May 1. and all that sort of thing.

For one thing, the talking machine is the home promoter of dancing, and all that sort of thing. flats (beg pardon, "apartments") and bungalows change hands with consid-erable frequency. Now, a good many of those who move do a cer-tain amount of shopping beforehand in the way of new furniture, and all that sort of thing, flats (beg pardon, "apart-ments") and bungalows change hands with consid-erable frequency. Now, a good many of those who move do a cer-tain amount of shopping beforehand in the way of new furniture, and all that sort of thing. The gentlemen who sell talking machines will forgive us if we say that their music experiments may, for the moment and purely as a matter of argument, be included for present purposes with furniture. Then, if that be so, it is plain that the "furniture" business of the great cities ought to be very much alive on or about the period between April 5 and May 1. Whereby, unless we miss our guess, the talking machine trade ought to perk up and get busy along about the same date. Why not? Why should not the talking machine merchant get busy and begin talking actively about how nice it would be to have a nice new talking ma-chine in that nice new home when Mr. and Mrs. move next May 1? This is a stunt that the furniture men never neglect. They always realize that the moving householders will look with less and less favor on their old stuff in comparison with the nice newly directed rooms of the new place as the day of actual moving approaches: and they never fail to take advantage of the fact. Talking machine men, please don't overlook this, even if it be old stuff.

Everyboyd tells us that record business is remarkably good, both in wholesale and in retail. This is pleasant news, but it was to have been expected. Dance records are leading in all editions, and this, too, is in accord with anticipa-tion. The fact is, of course, that the people of this country are just as much dance-mad as ever they were. And why not? One may object to some of the noises that are called music and one may equally well object to some of the dances which some misguided young folks seem to like. But to object to the fact that the nation is dance-crazy would be nonsense. For one thing, the talking machine is the home promoter of dancing, par excellence, and the more talking machines there are in the homes the fewer excuses there will be for rushing out every night to dance in a public place. Incidentally, the talking machine men might capitalize this suggestion in their advertising. Does any one forget how for several years the famous house of Brunswick has capitalized the suggestion of home in their successful billiard table advertising? Now, this same house is in the talking machine business, too, and its advertising department certainly has not forgotten the home sugges-tion. Not much! Well, what they have not forgotten the talking machine merchant anywhere need not forget. The talking machine is the universal instrument. No matter what be the intellectual level of the individual, that individual can be touched somewhere by the lure of music and is consequently fair game for the seller of talking machines. For the talking machine alone supplies every want in music. Dancing is one of the branches of music. Dancing is the music of the body, and needs the music of tone to frame it and set it to work. The dance craze of the nation is therefore a very real part of the talking machine business and the craze for dance records is one of the healthiest signs we have seen for a long time in respect of our industry. For the line of musical progress is straight. From the lower to the higher it goes unvaryingly. If the purchaser of records starts on dance music, he or she will end on the highest priced and most artistic numbers. It always works the same way. Wherefore, we have every reason to rejoice, for when dance records are selling like hot cakes the infection will surely spread to the other branches of the record trade in a very short time.

From all we hear, likewise, supplies and equipment of all kinds are selling very well indeed. The remark applies to automatic stops, repeaters, record lights, record-cleaners, spring-motor, players, permanent and semi-permanent needles, and, in fact, every sort of accessory to the talking machine. This industry of ours getting to look like the motor car business. Accessory equipment is more and more considered indispensable as the talking machine takes a more and more surely established place in the affections of the peo-ple. Nor should anyone overlook the fact that whenever the sale of these accessories is on the increase then the general trade is also certainly in a favorable condition. For when the people begin to take enough interest in their talking machines to buy all sorts of accessories they prove to them that they are taking an interest which cannot be brushed aside as trivial. The talking machine, plainly, is beginning to settle itself firmly in the affections of the people. It is becoming a staple, just as the motor car has become a staple. Twenty years ago it was very much a question whether the motor car would ever amount to anything. Thirteen years ago another wise, intelli-gent man told the writer that the flying machine was against the laws of Nature and of God; yet within that very year the Wright Brothers had done the trick. The talking machine twenty years from now will be—what? Wherefore let us not forget that we are only at the beginning and that this activity in the accessory field is one of our growing pains.

A very good salesman—not of talking machines but of pianos—said to the writer this very day, "About six months ago the gang up and down Wabash avenue" (which for the benefit of those readers who are not fortunate enough to reside in Chicago we shall say is a principal street and the Piano Row of our metropolitan burg.—Ed.) "made up their minds that it was going to be a bad year for busi-ness. They won. But about one-tenth of the number, including myself, made up our minds that it was going to be a good year. And we won, too. We have been doing business right along every day, but doing it only by hard, stiff work, by going out after prospects and digging them up, and then by selling. The truth is," continued our friend, who was in a meditative mood, "that salesmanship had been a lost art during the past few years. It was not necessary to do any real selling when the people were falling over themselves to buy any sort of a thing that looked like a piano or, for that matter, a talking machine. Now to-day two things are plain. One is that under
Speaking of accessories, as we were just now, and the demand for them, Mr. Hartenstein, of the Repeaterstop Co., told us the other day that January was the best month his company had had so far in its career. Now this is mainly interesting as a statement in connection with the rapidly growing interest in what may be called "accessory equipment" of all kinds. In a previous paragraph we noted that when the people take a large interest in accessories it means that they are ready to go on the general idea behind the idea. In this case on the general idea of the talking machine. But there is another side to the question. There is what we may call the trade or professional side. The rapid growth in the number and variety of accessories furnishes proof that a great many persons are actively engaged in making out improvements to the talking machine. And this is of itself a very important matter also. For it shows in another and most notable manner how the talking machine has taken hold of the national imagination and how much interest is being focused on it. The talking machine, in reality, is one of the most fascinating and significant productions of the age and the possibility of perfecting it to the limit in every direction has taken a strong hold on the thoughts of men and women everywhere. It not only has not reached a condition of stagnation, it actually has not yet reached one of equilibrium. That is one of the most hopeful signs about it. Indeed, it business had actually come to a complete stop we should still feel obliged to rejoice from the mere fact that so much that is valuable and practical is being thought out merely in matters of accessory improvement. This is a viewpoint often overlooked.

Readers of the various feature articles which appear in this magazine each month are aware that under the general title, "Featuring the Musical Possibilities of the Talking Machine," a great deal has been said about the educational side of the talking machine and about the work which is being done by different manufacturers to promote this work. It would be as unfair as it would be untrue to pretend that the vastly greater part of this educational work has been confined to the company's own advertising. Indeed, if business had actually come to a complete stop we should still feel obliged to rejoice from the mere fact that so much that is valuable and practical is being thought out merely in matters of accessory improvement. This is a viewpoint often overlooked.

Brains at Work

A Great Company's Great Work

A great deal has been said about the educational side of the talking machine and about the work which is being done by different manufacturers to promote this work. It would be as unfair as it would be untrue to pretend that the vastly greater part of this educational work has been confined to the company's own advertising. Indeed, if business had actually come to a complete stop we should still feel obliged to rejoice from the mere fact that so much that is valuable and practical is being thought out merely in matters of accessory improvement. This is a viewpoint often overlooked.

Speaking of records, by the way, the Western Division of The World received the other day a very interesting letter from John A. Danko, who makes photographs and sells them, with records of various makes, out on Milwaukee avenue in the Irving Park district of Chicago. This gentleman tells us that he has many calls for records in the Slovak language, but that the supply of these and of other records in Slavonic dialects is not by any means satisfactory to him. He says that these records have various defects. They are, to quote his own words, "either not sung or played by our people, or they have too many mistakes in music and in grammar; and above all, there are not enough new records, but too much of the same old thing over and over again." Mr. Danko wonders why this should be so and wonders further whether there is any way of remedying the defects he alleges. Of course, it is not possible for us to speak with any authority on the subject, for we are not experts in the Slavonic languages, but it can readily be understood that the task of providing adequate lists of suitable numbers in dialects which are not of the first importance must be considerable. The Slovaks are the inhabitants of the eastern end of what is now the Czecho-Slovak Republic, and are an agricultural people, less urban than the highly developed Czechs of Bohemia. The Slovak language is not so important as Czech, Polish or Russian; and probably that accounts for the condition to which Mr. Danko refers, so far as it may be found, upon investigation, actually to exist. We make no doubt that Mr. Danko is sincere and he may very likely be right. The point of immediate interest to our readers is that Chicago is only one of many communities which have a large, useful, civically desirable and prosperous population who have come from parts of Central and Eastern Europe which are hardly known even by name to the average native citizen. These peoples are music-lovers to the last one, and are buyers of talking machines and records in generous quantities. A little more attention might well be given to their wants. Merchants who would take the trouble to investigate the foreign record field would soon find their trouble rewarded. The valuable articles on this subject by Mr. Sebak in recent issues of this magazine put the issue quite clearly. More attention to genuine music, like this and less competition in a field already highly competitive, for the patronage of the jazz-fiends, would be a good thing all the way round.
The TUNGSTONE STYLUS — exclusively VICTOR

NEW YORK
Talking Machine Co.
119 West 40th St

CHICAGO
Talking Machine Co.
12 N. Michigan Av

Victor Wholesalers Exclusively
CHICAGO, ILL., February 5.—One encouraging phase of the recent period through which the wholesale trade is passing is found in the information now being given out by the supplying and accessory houses to the effect that buying of both supplies and of accessories is actually improving. These industries, like other branches of the trade, have been more or less at a standstill for the past few weeks, and the present recovery seems to point the way to a gradual building up throughout the entire trade. The manufacturers of talking machines have been moving very slowly, conserving their resources and at the same time getting rid of what material they had on hand. They have done this to protect both themselves and their dealers by waiting until a reduction in supply prices should come along. These reductions have come, although they have not been as great as anticipated.

One thing distinctly noticeable is that the manufacturers are giving more for the money than has ever been the case before. In doing this they are upholding their old prices to some extent. Instead of turning out machines of the same quality as heretofore, they are turning out instruments embodying better workmanship throughout as well as a finer quality of woods, finishes, etc. Another thing noticeable is a tendency on the part of the manufacturer to install new looks. It is next to impossible to get freight shipments through all the industrial centers that the month of April will see everything going along at a faster work, and this is being taken advantage of by manufacturers of talking machines. It is true that the orders they are sending out are not large, but the number of small ones they are taking care of is keeping them fairly busy.

Lakeside Active

The Lakeside Supply Co. held its annual sales conference in Chicago last week, and the entire sales force, consisting of eleven road men and several local salesmen, had a wonderful time at a banquet given by the company in one of the local hotels. The banquet followed an interesting day which was given over to sales talks and a visit through their wood-working plant. The Lakeside Supply Co., by the way, is putting out a good line of electrically operated phonographs, which are known as the "Electrophone," as well as the "Chorister," a spring machine. Each line includes several models. This company recently took over the Chicago agency for the Lyric lateral-cut records and at present it is carrying a very large stock of these records, which are being distributed rapidly among the Chicago trade.

Credit Conditions Show Improvement

We are told by the various credit departments that collections are very good, all things considered, and they are not having as much trouble along this line as might be expected. While it is true that the manufacturing industries have laid off great numbers of men, this has been only temporary, the purpose being, of course, to rehire at lower wages. Certainly full forces are not yet working again, but they are gradually coming back to normal, and it is expected throughout the industrial centers that the month of April will see everything going along at a good clip.

At this season, in years gone by, one of the big bugbears not only of this industry but others as well was the freight situation. It was next to impossible to get freight shipments through because of the vast amount of freight being moved throughout the country. Now that the manufacturing in all lines has asserted itself and that hardly a concern in the country now is going big and that the sales of dance music make of records.

Records for Advertising

About a year or so ago the Chicago office of the Talking Machine World made a suggestion to the trade that it would be a good idea for those having recording plants to look up the possibility of using records for advertising purposes. We pointed out how many companies made a practice of large quantities of literature each month and how the recipients of this mail threw large quantities of it away without even taking the trouble to open it. We suggested that the recording men should point out that if an advertising sales talk were recorded on a record and sent to the people, those owning talking machines, of course, more attention would be paid to what the advertiser had to say and greater advertising benefits would result. It seems that this proposition was actually taken up in a small way, but nothing definite ever came of it. The matter was brought to our attention again this week by inquiries sent in from two electric companies asking where information could be obtained regarding the manufacturing of "sales talk" records. We believe there is a very big field to be covered in this sort of work and that hardly a concern in the country now sending out large quantities of mail each month which would not listen to this proposition.

To Introduce New Reproducer

Barnhardt Bros. & Spindler have brought out a new reproducer which they expect to introduce to the trade in about three months. This reproducer was invented by Gregg K. Mills, an engineer connected with the Chicago Telephone Co. The working models have already been completed and it is expected that the dies will be finished in a short time. One of the many features claimed for this new sound box is perfect insulation. The material will be a new alloy devised by their casting department. The new metal is known as "Tenos." Tenso, by the way, is an electrically operated phonograph which is known as the "Electrophone," as well as the "Chorister," a spring machine. Each line includes several models. This company recently took over the Chicago agency for the Lyric lateral-cut records and at present it is carrying a very large stock of these records, which are being distributed rapidly among the Chicago trade.

When in the market for Fibre Needle Cutters

Always get our prices

Do not be put off with any other cutter

Efficiency is our first object

& we want your valued orders

Will we hear from you soon?

Allow us to quote you on a quantity

Do not wait until the other fellow outbids you

Enter your order at once. (Today.)

WADE & WADE

3807 LAKE PARK AVE.

CHICAGO, ILL.
The Second
Example of the Dealers’ Helps
prepared by Lyon & Healy

A six-page Art Folder, issued each month, which serves both as an envelope for the monthly supplement and a very distinctive advertisement as well. It is handsomely lithographed in several colors. The best records of the current month are featured and one page is devoted to a strong sales letter. Your name and address are imprinted. This folder will boost your record business.

Lyon & Healy Dealers’ Helps Increase Your Sales
All of the Lyon & Healy services are well tested and tried. We use them for our own retail trade—one of the largest in the country.
They are sold exclusively to the most progressive Victor dealer in each city.
If you are that man, write for full information, samples, and a complete list of our helps.

LYON & HEALY
Victrola Distributors
CHICAGO
is an alloy that is much lighter and has greater tensile strength than brass and is from three to four times stronger than white metal. The use of this new alloy will permit the various parts of reproducers and tone arms to be much thicker and will lessen the probability of threaded parts pulling out.

The casting department of this company has also brought out a new finish, which is known as "platinoid plate." This is an electro-plate finish which closely resembles silver, but, unlike silver, will not tarnish. The cost of finishing with platinoid is practically the same as that of nickelling. The platinoid is an exclusive feature with Barnhardt Bros. & Spindler and will be controlled by them exclusively. Another new finish on which they claim exclusive rights is a rubberized japan which is said to be more durable than old japan finishes and to have more of a rubber consistency, which eliminates any possibility of cracking or chipping. A combination of the Japan with the platinoid offers many new possibilities for artistic designs in both tone arms and reproducers.

Pleased Over Okeh Record Popularity

H. S. Schiele, vice-president and treasurer of the Artophone Corp., St. Louis, paid the Chicago office of The World a visit while here on a buying trip a few days ago. Mr. Schiele was enthusiastic over the way the Okeh records were going in St. Louis and said that they expect to make a clean-up before very long. Since his connection with the record sales department of the Okeh family is steady growing.

There is an increased demand for console machines and the local branch of the Columbia Co., has become manager of the Imperial Talking Machine Co., an exclusive Columbia store, at 2308 West Madison street, Chicago. Mr. Bell succeeds Harry Passavay, who has retired from the talking machine business because of other interests. Mr. Bell was very popular with the Columbia dealers and since he has taken up these new connections many of his old dealer friends have called on him and wished him success.

Mr. Schiele stated that the general opinion in St. Louis is that business will be better consistent, which eliminates any possibility of cracking or chipping. A combination of the Japan with the platinoid offers many new possibilities for artistic designs in both tone arms and reproducers.

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Mr. Schiele said: 'The business conditions of this nation are fundamentally sound.' Confidence, courage and hard work is what is required of us all.

"Mr. Sissoo also said: 'The business conditions of this nation are fundamentally sound.' The buying power of the American people was never greater than to-day, but never before were people as keen about getting full value for their money.

"We are doing our part. We honestly believe we are giving the biggest needle value ever offered and we are carrying on an intensive campaign of co-operation with our wholesale distributors to make every retail dealer in the country know this. To finance this campaign we are anticipating our profits months ahead and doing it without a whimper.

"In keeping with this policy we offered you an extra 5 per cent on our new, bigger value, bigger profit, 12 for 25c. package—to apply on all orders placed during the month of January. Don't throw away this 5 per cent—we offered it in all sincerity and want you to take full advantage of it.

"The business is there and those who go after it hard and give good value will get it. The handwriting is on the wall and easy to read. Don't ignore it. Orders dated and mailed not later than February 1 will be subject to the extra 5 per cent. Why not order now—to-day—on the basis of our letter of January 3?"
The FONOLIER

FOR ANY

Talking Machine or Phonograph

The Only Portable Phonograph Light

Has Already Met With the Enthusiastic Approval of the Chicago Trade

Place a Fonolier near the turntable and by turning the button it will illuminate the RECORD and REPRODUCER.

No screws or tacks to mar the woodwork.

"KEEP A FONOLIER ON YOUR PHONOGRAPH"

PAT. PEND.

RETAIL PRICE COMPLETE

$2.00

SIMPLE, EFFICIENT, ATTRACTIVE AND A SELF SELLER

Regular Trade Discount. Six (6) Fonoliers Are Packed to a Carton for the Dealer

Order a Carton From Your Wholesale Distributor

OR WRITE US GIVING HIS NAME

EXTRA BATTERIES RETAIL .75 EACH

We Sell Through Wholesale Distributors Only

Batteries Guaranteed Against Shelf Depreciation for Six Months

Manufactured by Fonolier Division

STUART PRODUCTS CORPORATION, 663 West Washington Street, Chicago, Illinois

SOLE SALES AGENT

W. A. CARTER

57 East Jackson Boulevard

Chicago, Illinois

NOTE—Send All Inquiries to W. A. Carter
FROM OUR CHICAGO HEADQUARTERS
(Continued from page 133)

tion by means of intensified consumer advertising during this period of readjustment. It has been said that the public likes to go from one extreme to another, but it would be dangerous for leaders of industry to do likewise.

"Well-planned advertising is conservative and continuous. Some business men believe in "splurging" when conditions are highly prosperous and in stopping all advertising when times become rather critical. Publicity that is constructive and consistently maintained throughout good times and bad is certain to prove most profitable in the long run.

"When the buying demand of the public slows up, it is imperative that the manufacturer and merchant should put on the accelerator in getting after sales by making use of intensified consumer advertising. The Steger institution intends to drive all the harder, from the standpoint of advertising and salesmanship, in campaigning for sales of Steger pianos, player pianos and phonographs."

Good Emerson Display

The photograph shows the display of E. J. Hallett & Son, of Pontiac, Mich. The sign featuring Emerson records is eight feet long and four feet high, the field being painted in a brilliant red with white letters. The sign rests on a platform covered with bright green crepe paper forming a decided contrast to the red sign. The ledge of the window, arranged so that along the top of the sign, is a board also covered with green paper on which are hung records at regular intervals.

Piano Club Gives Prizes

Pursuing its policy of doing its utmost to advance the cause of music, both trade and professional, in Chicago and the mid-West, the Chicago Piano Club, which is made up of piano and talking machine men of the city, has decided to give four prizes of $50 each to the National Federation of Music Clubs for distribution in their fourth biennial national contest for young professional musicians. These contests, which are sponsored by the above organization, have succeeded in creating a nation-wide interest because of their work in developing the talent of professional musicians. The Piano Club is to be congratulated upon the altruistic spirit with which it has engaged in this work.

The purpose of the contests is to recognize the superior ability of American music teachers by bringing their artist-pupils into prominence, and to encourage and inspire music students to greater efforts in artistic achievement. Incidentally, it will give opportunity and publicity to the most talented young musicians of America, and perhaps be the means of launching them on a professional career. This knowledge will be of value to dealers throughout the country, inasmuch as they may be able to serve their clients by telling the latter about the contests.

Mrs. Louis Yeager, 300 Forest avenue, Oak Park, is chairman of the national contest and can be communicated with by interested parties.

Columbia Salesman School

Over at the Chicago office of the Columbia Co. they have a large demonstration booth fitted up so as to represent a dealer's store. The room is very large, and where its front wall used to be they have set up some plateglass windows and a doorway, so that it looks exactly like the front of a regular talking machine store. This "store" is used for very many purposes, but perhaps the most important purpose for which it is used is the "dealers' salesmanship school," which holds sessions every Wednesday morning. This school is presided over by our old friend, "Professor" Kapp, of the "See What My Boy Got in France" fame. In order to become a regular professor, it was necessary for Kapp to do a pair of horn-rimmed spectacles of the Harold Lloyd type, and purchase a regular teacher's ruler. Now as to the dealers, they are divided up into four sections, North Side, West Side, South Side and Loop, and they alternate every Wednesday for their lesson. When the dealers get together, Kapp enounces himself behind a mahogany desk and the lessons begin. He begins by explaining minutely to the students just what the Columbia Co. is doing that particular week in the way of sales helps, such as literature, advertising propaganda, etc. Every piece of literature is gone over very carefully and explained and criticized by both Mr. Kapp and the class.

When the school began its first course, about a month ago, it was questioned whether the dealers would take it, but after the first day of school the news spread around among the Columbia dealers and when the second class met it seemed that every dealer of that particular section was not only on hand, but had brought his relatives with him.

Big New Loop Store

Jerome H. Remick Co., music publishers, will open a ground floor store at Jackson boulevard and State street next May in which they will handle sheet music, talking machine records, player rolls and small musical merchandise. The store now occupied by the Johnston Candy Co. has been rented for a ten-year period at a sum of $225,000.

When it is realized that this will be the only first floor music establishment in the Loop on (Continued on page 136)

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
DECALCOMANIA

Transfer Name-Plates
State street the magnitude of the venture will be appreciated. When an old established concern like Jerome H. Remick takes a ten-year lease on State street for the purpose of selling music. It demonstrates the fact that the best known prophets of musicdom are ready to stake their cash on an optimistic belief in the future of music in this country.

Chicken vs. Worms

Once in a while in the midst of all his worries the tired business man gets a little literature which makes such a hit with him that he pastes it up over his desk where everyone may read it, and then he heaves a sigh of relief and agrees with himself that this little old window is not such a bad place to live in after all. At this time particularly, when everything is topsy-turvy, letters of this kind are the best stimulant a business man can get. The latter is too much inclined to worry over the "falling off" in business; however, we know of one man in Chicago who is inclined to worry over the "falling off" in business. His most recent letter is as follows. He and see if you agree that it is hitting the nail on the head:

"Would a Hen Stop Scratching If the Worms Got Scarce?"

"That little question seems to say more in a few words than anything we have read about the 'good old days.' True, but the hen hasn't stopped scratching. However, the hen hasn't stopped scratching and she isn't going to. She must have worms—such a bad place to live in after all. It's easy picking. "That's the way business has been for the last three years. Now it is a little more like the problem the hen has when in the midst of a long dry spell—worms are scarcer and deeper down. Business is about the same. We are getting back to the 'good old days.'"

"However, the hen hasn't stopped scratching and she isn't going to. She must have worms—such a bad place to live in after all. It's easy picking. "That's the way business has been for the last three years. Now it is a little more like the problem the hen has when in the midst of a long dry spell—worms are scarcer and deeper down. Business is about the same. We are getting back to the 'good old days.'"

"After a rain a hen has an easy time. Worms are numerous—there are a lot of them on top of the ground. It's easy picking. "That's the way business has been for the last three years. Now it is a little more like the problem the hen has when in the midst of a long dry spell—worms are scarcer and deeper down. Business is about the same. We are getting back to the 'good old days.'"

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machine field is the Stuart Products Corp., whose headquarters are located at 663 West Washington street. The Stuart people have come out with a new battery lamp, to be used on talking machines. Selling arrangements have been made for the talking machine trade, and W. A. Carter, whose office is located at 57 East Jackson boulevard, has been appointed general sales representative. Mr. Carter is well known to the trade, and for a long time has been representing the Jones Motrola, as well as the Peerless Album Co. The Stuart Corp., manufacturer of Fonolier, anticipates that it will be used not only on the talking machine, but in "parlor, bedroom and cellar" as well. Fonolier is put up in a small imitation leather case, measuring 4\(\times\)3\(\times\)1\(\frac{1}{2}\)" and the electric light bulb is counter-sunk into the side of the case. This permits its use on the talking machine without attaching it. All that is necessary for the owner to do is to press a little button on the back and the light illuminates the record or whatever else is necessary. By reason of its having no attachments it can be readily used in any part of the house that the owner may desire.

Out for Jobbers

The Nupoint Mfg. Co., of this city, has lately developed its business to such an extent that it is now able to take on more jobbers and for this purpose it has launched an extensive campaign. This company manufactures a talking machine needle which it has christened the "Nupoint." It claims for the Nupoint needle that "it is made of an especially high-grade tempered steel, having three coatings of a secret chemical solution, which guarantees ability to play ten records without changing the needle, and that it is covered with a patented permanent gold finish, which minimizes the scraping and purifies the tone of the record." The sales of this needle are being looked after by M. Cole, who has established his headquarters at 126 North Wells street. Mr. Cole says that with each original order the company is offering a highly colored display stand as well as a quantity of sample packages.

In New Headquarters

The Chicago Musical Sales Co., wholesale distributor of talking machines and accessories, announces this month that it has moved to larger quarters and is now located at 56 East Randolph street, where it is in position to give immediate service to the trade. The manager of this company is our old friend, J. A. Tidmarsh, who was at one time connected with the Chicago branch of Hallet & Davis, Pathé division. Besides small portable talking machines this company features accessories such as needles, record brushes, albums, needle cutters, etc. According to Manager Tidmarsh it looks as though the dealers all over town were making a clean-up on the accessory end of the game. And this is just as true of conditions out of town.

Timely Brunswick Letter

A. J. Kendrick, general sales manager for (Continued on page 138)
the Phonograph division of the Brunswick-Balke-Collender Co., recently sent out a letter to the Brunswick trade which was of a very encouraging nature. Instead of commenting on this letter, we are presenting it herewith, as we believe that the meat contained therein will be of value to many dealers. It reads:

"The steadiness of the Brunswick dealer throughout the period of readjustment, from which the country is now emerging, has been an impressive demonstration of

(1) The confidence of the dealers in the fundamental soundness of the country.

(2) The dealers' knowledge that the Brunswick line and its pricing are right.

(3) The dealers' faith in The Brunswick-Balke-Collender Co., recently sent out a letter to enter into the opportunity of a better day."

There will be no sharp transition, and, consequently, Brunswick inventories will not deprecate. "Some, in the past, have been inclined to doubt the policy of standardized values. The correctness of the standard value is now proven beyond the question of doubt. The dissenters have paid heavily—some with their business lives. Those who stood fast are now prepared to enter into the opportunity of a better day."

Reploge Visits

One of the recent visitors to the Chicago trade was G. L. Replogle, vice-president and general manager of the Aladdin Phonograph Co., Kansas City, Mo. He is on his way back to Kansas City after paying a visit to the Aladdin plant at Eau Claire, Wis. In a talk with a representative of The World, he stated that the company's headquarters are now located at 2305 to 2307 Pesu street, Kansas City, and a space of 18,000 square feet is occupied. This company was incorporated some time ago for $50,000, and the amount is fully paid in. "It looks to me," said Mr. Reploge, "as though business is going to be exceptionally good this Spring, and I am sure there is a tremendous amount of business to be had in the way of selling talking machines. All that is necessary is to point out to the dealer the good old ways of going after and show him that it isn't necessary to sit down and wait for new selling methods to develop."

Hear "Louisiana Five"

Antonio Lada and his syncopation artists entertained members of the Chicago Piano Club at their regular weekly meeting Monday, January 24, at the Illinois Athletic Club. The boys received much applause from the piano men, a couple of whom were guilty of swaying their shoulders à la shimmy during the performance. The Louisiana Five are Columbia artists and well known to lovers of dance music throughout the country.

Lyon & Healy Dealer Helps

The advertising department of Lyon & Healy has been very busily engaged recently in bringing out new ideas that will help increase sales for the dealers. Before these helps are offered to the dealer they are given a thorough try-out and test in the retail department of Lyon & Healy's big store on Wabash avenue. This department, by the way, is one of the largest in the country and should serve as a barometer for trade conditions. The service that it is getting out is for the exclusive use of Victor dealers and each month these dealers receive samples of the helps gotten out by the advertising department. The latest helps recently trated out, which, by the way, have proved very successful, are the six-page art' folders which will be issued each month. These folders are very artistic and colorful, and serve both as an envelope for the dealers' regular monthly supplements and as a distinctive advertisement. The drawings are all lithographed in several colors and the best records for the current month are featured. One of these pages is devoted exclusively to a strong sales letter, and a space is left for the imprint of the dealer's name.

West Sider Moves

The Schultz Piano Co., located at Madison and Ogden streets, has erected a new store at Oakley boulevard and Madison street. This is a structure forty-four by one hundred and twenty feet in the midst of one of the busiest business sections of the outlying districts. The Schultz Piano Co. plans to move into its new quarters around the first of the month.

What E. H. Gary Thinks of Music

It is most interesting to know that the movement for music in industry receives the increasing approval of big business. Here's what E. H. Gary writes in a letter to the Chicago Piano & Organ Association:

"I believe that music conservatively and consistently applied to industry should be a material benefit to both the workers and the employers. If 'music hath charms to soothe the savage breast,' it certainly will have a good influence upon people as intelligent and well informed as the employees generally of this country."

Tone Shop Bankrupt

The Tone Shop, formerly located in the North American building, and before that in the Republic building, was declared bankrupt by an order in Judge Carpenter's court last month. The petition was filed against Walter A. Pushoe, trading as Walter A. Pushoe & Co., and the Tone Shop, by the Phonograph Manufacturers Credit Bureau, of which Alfred S. Bruno is president. To the latter gentleman goes the

(Continued on page 140)
**No Better Record Made!**

Grey Gull records are made in a large, amply financed factory—under one roof—of the best materials obtainable, and by the best artists available. The Grey Gull executives have been making records for years. They comprise America's most successful record experts. Grey Gull records are 10 inch, lateral cut records and are guaranteed to play at least 100 times. They have a silk smooth surface and brilliant volume. There can be no better records made at any price.

**No Agency Strings—Order When and What You Want**

Every hit appears on Grey Gull records first, "Margie," "Broadway Rose," "Beautiful Annabelle Lee," and every other hit of the day are yours without agency strings. There is no red tape. You are not obligated to sell any particular phonograph or assume any binding contracts. Order when and what you want. On-time deliveries are guaranteed.

**One of the Special Bargains Listed in Our New Bulletin**

Here is an example of the record-breaking values now offered in our March, 1921, bulletin. This book shows a complete line of phonographs, musical instruments, supplies and accessories at rock bottom prices.

**Write for your copy today**

Grey Gull records at 85c. offer the biggest record values in America. The price insures two sales at 85c. to each buyer, instead of one sale at $1.00. You can afford to stock 85c. records, because you know the price is rock bottom. It takes away the nervous feeling that you have when you stock records retailing at $1.00 or more.

**Olympian Model 60—The Big Trade Winner**

Model 60 is just another example of Olympian guaranteed quality at a special low price. At $50.00 to $60.00 you can offer more real value than can be had in another instrument, and you will make more than 100 per cent. Act quick, as we are offering but a limited stock at these special prices.

**Order from this Ad**

Plays as loud and clear as the large cabinet phonographs. Has an all-wood two-chamber universal tone-arm, cast-iron frame, double spring bellcrank motor. Plays all makes of records. Nine 13 inches high, 1916 inches deep, 17 inches wide. Finished in genuine mahogany. Limit of 6 of Model No. 60 to any one dealer.

*No. 60-AJ Wholesale Price, each . . . . $24.50*

**An Order for These Hits Will Convince You**

In all, Grey Gull records offer you a quality product—hits when you want them—service without red tape—the lowest price in America. Place an initial order for these twenty best sellers, or for any selections that you desire. Convince yourself.

**Order Today at Our Risk**

If you are not satisfied with Grey Gull records, return them at our expense.

**Cole & Dunas Music Co.**

Wholesale Headquarters for Phonographs, Musical Instruments and Supplies

50 to 56 West Lake St.

Chicago
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

bulk of the credit for bringing about a settle-
ment in the Tone Shop's affairs. The petitioner
alleged that Pushee, in his store on West Mad-
ison street, had sold fixtures to his brother for
$100 which in reality were worth much more
than this amount. He is also said to have
secured goods on consignment with the under-
standing that he would turn over collections to
the consignee, but failed in doing this. He is
also said to have borrowed money from various
discount companies, turning over leases as col-
lateral security.

New Automatic Stop
The Sterling Devices Co., 536 Lake Shore
Drive, is preparing to place on the market a
new non-set automatic stop, which it has per-
fected, and is said to be adaptable to all makes
of talking machines. One of the unique features
of this new Sterling stop is that it forms an
integral part of the tone arm proper and is not a
part of the motor. This, they claim, gives it
an universal application. The Sterling people
report that there was a slight pick-up in busi-
ness towards the latter part of January and that
from present indications the trade is awaken-
ing. At a recent election of officers of this
company Fred Wenzel was elected treasurer.

Tell of Business Expansion
The Jewel Phonoparts Co. has shown a phe-
nomenal growth since its organization two years
ago and its sound boxes, equipped with a
Nomika diaphragm and Jewel mute, have had
an exceedingly favorable reception by talking
machine manufacturers. The business in the
past year has grown to a point where the sales
receipts amount to $200,000. This company has
an authorized capital of $100,000, $60,000 of
which has been paid in, all except $2,500, in cash.
Plans are being worked on at present for the
enlargement of the mechanical department and
the company expects, within a short time, to
bring out many new articles which fill a long-
felt want in the trade. One of these new fea-
tures is the non-taper Jewel tone arm. The
various phonograph accessories to be placed by
the company will hereafter be known as "Jewel"
instead of "Blood."
The men most strongly interested financially
in the company are men of large business ex-
perience able to stand behind the company in
any financial way needed. These men are also
taking an active part in the business thereof
and giving it the benefit of their past business
experience in other lines. The sales for the
Jewel Phonoparts Co. are now being handled
by A. B. Cornell, who is known to every manu-
facterer of talking machines in the business, as
well as to a great number of retail dealers.
It is announced that "O. J. Kloer and B. B.
Bloom, who were formerly connected with said
company, are no longer interested in same or in
its employ in any way."

Black and White Melody Boys Entertain
The W. W. Kimball Co., Pathé distributor of
this city, capitalized the appearance at a local
theatre of Ray Miller's Black and White Melody
Boys whose delightful and catchy renditions on Pathe records are popular throughout the entire country. During their recent engagement at the Illinois Theatre, these musical monarchs of jazzland proved the big feature in the show of striking hits and, following the regular performance at the theatre, the Miller Melody Boys gave popular recitals at the W. W. Kimball Co.'s music store, where they entertained the patrons.

Payment of First Dividend

On January 20 a meeting of creditors of the World Phonograph Co. was held before Sidney Eastman, referee in bankruptcy, and at that time payment of the first dividend to creditors whose claims have been proved and allowed was considered. A report was also submitted asking for $750 for final receivership fees and $3,000 for receiver's attorneys.

Lyons & Healy Elect Officers

The annual meeting and election of officers of Lyons & Healy, manufacturers and dealers, was held on February 1 and resulted in the election of Marquette Healy, president; Columbus Healy, vice-president; C. R. Fuller, secretary and treasurer, and J. F. Bowers, chairman of the Board of Directors.

Mandel Co. Stockholders' Meeting

The following notice was sent out early in the month by John H. Hupp, secretary of the Mandel Mfg. Co., Chicago, Ill.:

"Notice is hereby given that pursuant to the by-laws of Mandel Manufacturing Co., the regular annual meeting of the stockholders of this company will be held at its office, 1455 West Congress street, in the City of Chicago, County of Cook, State of Illinois, on Tuesday, February 15, 1921, at the hour of 2 o'clock p. m., for the purpose of electing Directors for the ensuing year, and for the transaction of such other business as may properly come before the meeting."

GREY GULL RECORDS IN THE WEST

Cole & Dunas Music Co. Take on Western Sales for Grey Gull Records—George Bradford Associated With Concern

CHICAGO, ILL., February 5.—Cole & Dunas Music Co., jobbers of talking machines, supplies and accessories, have acquired the Western agency for distribution of Grey Gull records. A complete line of these records will be carried in stock at their warerooms and offices located at 404 West Erie street.

George Bradford, formerly with the Q R S Music Co., the Imperial Player Roll Co., and the Starr Piano Co., has associated himself with Cole & Dunas and will devote most of his time to the sale of Grey Gull records. A number of dealers have already been established in Chicago and a number of window displays have been prepared featuring the line. One of these is shown in the accompanying photograph. It is in a store located at 617 South State street and shows the window display cards furnished by the Grey Gull advertising department to dealers, also smaller posters listing the monthly releases and featuring the Grey Gull retail price of 83 cents.

TALKING MACHINE BUSINESS CAN BE HAD—GO GET IT!

The Industry Needs a Stimulating Dose of Salesmanship—Dealers Have Neglected Canvassing and Prospect Lists—Proof of This Demonstrated by a Canvass Made by The World

"Let the dead past bury its dead." The business slump is passing. It is not a time for mourning and discussing the past or the reasons or causes for the recent business slump—it is the time to be up and doing—to create business and to work along sales lines that will mark new achievements.

Manufacturers and dealers everywhere have, with a few exceptions, plenty of goods on hand, but instead of getting out and selling, which, by the way, seems to have become a lost art, many of them are sitting by the wayside bemoaning their fate, with the result that sooner or later we will see some of them going out of business. This is inevitable. What this industry needs at the present time is a good stimulating dose of salesmanship. No one need sit down and worry his head off thinking up new ideas that will increase sales. Everyone has the necessary material under his thumb, and it is merely a question of application. What the manufacturer needs to do is to send his salesmen out on the road with instructions not to cut prices or offer ridiculous propositions in an effort to get business, but to teach the retailer he calls on to make use of the material he has on hand. This material is his prospect list and should be fully utilized.

It is a well-known fact that for the past couple of years every dealer in this country has neglected his prospect lists and his canvassing. The reason he did it was because they were not necessary, and the reason he is continuing to neglect them is because he imagines that at the present time the buying public is broke.

(Continued on page 142)
WHERE CAN THE REPEATER-STOP BE SECURED?

DEALERS! Start the new year right and put in a stock of Repeater-Stops, the fastest seller on the market.

The following is a partial list of our distributors:

- Atlanta, Ga.—Southern Bourse Company
- Buffalo, N. Y.—Buffalo Merchants Co.
- Baltimore, Md.—Baltimor Co.
- Chicago, Ill.—Chicago Telephone Machine Co.
- Detroit, Mich.—Detroit Telephone Machine Co.
- Galveston, Tex.—Whitney Supply Co.
- Houston, Tex.—Whitney Supply Co.
- Kansas City, Mo.—Kansas City Telephone Machine Co.
- Memphis, Tenn.—Memphis Telephone Machine Co.
- Indianapolis, Ind.—Indianapolis Telephone Machine Co.
- Indianapolis, Ind.—Indianapolis Telephone Machine Co.
- Los Angeles, Cal.—Los Angeles Telephone & Telegraph Co.
- Memphis, Tenn.—Memphis Telephone Machine Co.
- Memphis, Tenn.—Memphis Telephone Machine Co.
- Pittsburgh, Pa.—Pittsburgh Telephone Machine Co.
- Providence, R. I.—Providence Telephone Machine Co.
- St. Paul, Minn.—St. Paul Telephone Machine Co.
- Toronto, Canada—Toronto Telephone Machine Co.

WHY MUST WE ALL NOW GET TO WORK?—THIS MEANS YOU!


If we could read what is perplexing the minds of business men to-day, we would probably find them asking the same questions: "How can I survive present business conditions?" And while there might be much difference of opinion among them as to the best methods of adjusting themselves to present circumstances, there would be found a remarkable unanimity as to the slogan of the hour. All would agree—and agree heartily—that the wisdom of the ages as applied to the present needs is summed up in one word—work!

Salesmanship up to a few months ago had become a lost art; the high-grade salesman had become a pacifier and a diplomat. It was a question of finding the right salesman to take the wrong kind of proposition and be able to pass the buck to the plant. But now it is different. Intensive buying has given way to intensive selling. The salesman of former days must "come back." His past record will not help him. Younger men imbued with native pep will pass him by unless he keeps to his laurels. He will have to inventory his selling qualifications, and if he is wise he will set about to rehabilitate his salesmanship and learn the art over again if that be necessary.

The man who cannot adjust himself to the needs of the present cannot take an effective part in the readjustment going on about him. Employers are appraising their selling forces, for self-preservation compels them to do it. The man who can produce results is the man of the hour, and the field was never clearer for the man of ability. Have you read the story of Mr. Hastings? We believe it is worth repeating.

Mr. Hastings, a real estate salesman, learned that a large Eastern manufacturing company had decided to open an extensive plant in Indianapolis. He boarded the next train for the company's headquarters in Camden, N. J., won a hearing from the firm's president, put over his proposition, and eventually closed the deal for $300,000 to the satisfaction of the buyer, the seller, the city of Hammond, himself, and his firm.

Needless to say, the present general business depression has not depressed Mr. Hastings. Such efforts overcome the handicaps of temporary business depression. When enough of these handicaps are overcome the depression ceases to exist.

That is a task which now confronts the business man. Mr. Hastings set an example of overcoming handicaps by his individual effort, which proves it can be done. If it can be done by one man in one line of business, why cannot it be done by another man in another line of business? This is the battle in which the individual effort is needed. It will bring not only individual reward, but a betterment of conditions throughout the country that will help to preserve the greatness and the soundness of our country. When a country like ours concentrates on one thing, what is the result? We have but to remember the great war and the part we played in it. We made many mistakes, but the fact remains that there was only one result to look for with such concentration of effort. Instead of fighting, we must now all get to work, and if everyone of us does his share and with the same undivided spirit that ruled us two and three years ago, there is no question about the outcome. Resourceful, tireless brains and sturdy, ambidextrous brawn will drive forward and bring about a condition in this country that will cause the writers of history to gasp in astonishment as they make this record: "This was the
A Dealer's Proposition of Unusual Merit

We have developed a plan to stimulate dealers' sales—a plan that may solve YOUR selling and financial problems.

The plan is a liberal one, enabling aggressive dealers to build their phonograph business to an unlimited degree.

The large resources of the MANDEL MANUFACTURING COMPANY will be used to advertise and finance dealers in MANDEL Phonographs and Records.

We consider this the greatest opportunity ever offered to dealers. It comes just in time to solve the selling problems that every dealer is facing today.

Mandel Phonographs and Mandel Records

Good products, coupled with a good selling plan, assure success. MANDEL Phonographs are built to give lasting satisfaction to every purchaser. We consider the MANDEL line one of Quality throughout,—second to none in musical performance, mechanical equipment and appearance. It is a commercially successful line because of the moderate price of each model. Five distinctive models, ranging in retail price from $110.00 to $200.00, give MANDEL dealers a line that has no competition. Place the MANDEL beside any other phonograph for a test in musical quality. Compare its mechanical equipment; the finish and appearance of the cabinet; then compare it in price—your verdict will be for the MANDEL. The MANDEL is not merely assembled, but built by us from start to finish. Our guarantee extends to the ultimate owner.

MANDEL records are just out. This new lateral-cut record embodies volume and sweetness of tone that are remarkable. MANDEL records will be favorably received and will help dealers sell more MANDEL Phonographs.

Write to-day for complete details of our co-operative financing and advertising proposition.

Mandel Manufacturing Company
1455 W. Congress Street
Chicago, Ill.
LYON & HEALY ADOPT PENSION PLAN

Great Chicago House Announces Liberal Pension and Sick Benefit for Their Employees

CHICAGO, ILL., February 7.—After months of study the board of directors of Lyon & Healy have worked out a comprehensive plan to reward their employees in case of illness or retirement, according to the following schedule:

"With a view to providing a certain protection for older members of this organization, and in recognition of lengthy and valuable service, the board of directors have adopted the following pension plan, effective as of February 1, 1921:

A.—An employee shall be entitled to retirement and to a pension when he shall have reached the age of sixty and shall have completed twenty years' continuous service with the company.

B.—Such retirement may be effected at the request of the employee or by action of the board of directors.

C.—Any employee of any age who shall have completed twenty years' service, and shall, through sickness or accident, be incapacitated for further service, shall also be entitled to retirement and pension. The question of incapacity is to be determined by a committee composed of the president, the secretary and the company physician.

WALNUT MANUFACTURERS MEET

American Walnut Manufacturers' Association Holds Annual Meeting in Chicago and Discusses Conditions in Veneer Field

CHICAGO, ILL., February 5.—On January 20 and 21 twenty members of the American Walnut Manufacturers' Association met in Chicago to hold the annual meeting, elect officers and discuss ways and means for further popularizing walnut veneers for use in furniture and musical instrument manufacture. The association has been carrying on a national publicity campaign in the interest of its products, and reports for the year show that the results have been most satisfactory. The efforts of the association to make it known that there is plenty of walnut available have not only greatly increased the demand for this wood for furniture uses, but have led to its extensive use for interior woodwork in a large number of the finer hotels, office buildings, churches and public buildings.

Reports from the Furniture Shows at Grand Rapids and Chicago indicate largely increased use of American walnut in all the better grades of dining-room, bed-room and living-room furniture. A canvass of the mills, however, shows that most of them are shut down or only running long enough to cut up the logs on hand. Buying of logs has entirely ceased and most of the country lumber has been bought in and sawed. Stocks of walnut lumber are reported to be approximately normal, but logs are far below normal, many of the mills having cut out. Since it takes from six to eight months' time to increase the flow of logs to operate mills at full capacity, a strong demand for walnut in the Spring will find lumber stocks developing shortages that cannot be overcome for six months or more. The association announces that it is planning to

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extend its service features on American walnut to the general public whether they may be interested in walnut for furniture or for interior woodwork.

The officers elected at the annual meeting were as follows: President, L. C. Moschel, Langton Lumber Company, Pekin, Illinois; vice-president, V. L. Clark, Des Moines Saw Mill Company, Des Moines, Iowa; treasurer, H. B. Sale, Hoffman Brothers Company, Fort Wayne, Indiana; secretary-manager, George N. Lamb, Chicago, Illinois.

FEDERAL TRADE COMMISSION STOPS "GYP" DEALING

Government Authorities Proceed Against Chicago Concern on Complaint of Better Business Bureau, and Issue Order Restraining It From Continuing Questionable Selling Practices

In response to complaints from a number of talking machine dealers, particularly in the Middle West, the Better Business Bureau of the Music Industries Chamber of Commerce some time ago began to gather data regarding the publication of classified advertising in various newspapers offering "$5.00-size" phonographs for $9.50 and thereabouts, giving the addresses of "storage" companies and individuals at private addresses in Chicago and thereabouts.

As a result of the information gained by the Better Business Bureau through its investigations, a complaint was made before the Federal Trade Commission against Waverly Brown, Mrs. Waverly Brown and John T. Conley, trading as the Illinois Storage Co., Chicago Storage Co., Chicago Storage Sales Co. and the Tyrolia Talking Machine Co. At a hearing on the case held at Washington recently before Huston Thompson, chairman, and Nelson B. Gaskill, J. Garland Pollard and Victor Murdock, Federal Trade Commissioners, the following findings were reported:

The Findings of the Commissioners

1. That the respondents, Waverly Brown and John T. Conley, in the period from March, 1919, to and until August, 1919, were engaged as partners at Wilmette, Ill., in the business of manufacturing phonographs, resembling in appearance those made by well-known manufacturers and in selling the same in commerce among the several States and Territories of the United States and the District of Columbia in competition with other persons, firms and corporations similarly engaged.

2. The phonographs sold by the respondents, Waverly Brown and John T. Conley, were offered for sale by means of newspaper advertisements, catalogs, correspondence and such other ways peculiar to what is known commonly as the mail order business. The newspaper advertising done by the respondents was of the following two classes, viz.: (a) Advertisements in the classified advertising columns of newspapers, circulating in Illinois and Wisconsin, in which the names of the advertisers were given as Mrs. Waverly Brown or Waverly Brown, which advertisements were for sale slightly used phonographs of standard makes of great value, at abnormal and unusual reductions from full standard resale prices. These advertisements did not disclose that the advertiser was engaged in the business of selling phonographs or was selling phonographs for the manufacturers, but conveyed the impression that the advertiser was a householder and was offering for sale a phonograph which had been used by such householder only a short time; (b) Advertisements in which the respondents, Waverly Brown and John T. Conley, used the following trade names, Illinois Storage Co., Chicago Storage Co. and Chicago Storage Sales Co., which newspaper advertisements, together with the catalogs and letters used by said respondents, contained certain false and misleading statements as follows:

1. That the phonographs so advertised had been stored for salekeeping with one or another of the storage concerns intended to be indicated by the title used, and that such phonographs were offered for sale for the purpose of reimbursing such storage concern for unpaid storage charges.

2. That said respondents were regularly engaged in the storage and warehouse business, and by reason of conducting such business came into possession of a single phonograph, or single lots of phonographs, which had never been removed from the cases in which they were created when they left the factory and were being offered for sale by said respondents for the purpose of reimbursing them for unpaid storage charges.

3. The phonographs advertised for sale by respondents, Waverly Brown and John T. Conley, which advertisements were in the name of Waverly Brown and Mrs. Waverly Brown, were new and unused phonographs and the supply was limited only by the capacity of Waverly Brown and John T. Conley, respondents, to re
THE $1.00 CUTTER—HERE IT IS

Retail Price $1.00

A better Fibre Needle Cutter for less money

ALTO MFG. CO.

3801 Rokeby Street, Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 145)

... pleuris through manufacture such needs as the said Waverly Brown, respondent, and Mrs. Waverly Brown, respondent, might have through answers to such advertisements.

4. That the respondents, Waverly Brown and John T. Conley, from March, 1919, to and until the month of August, 1919, during which period they were engaged in the business of manufacturing and selling phonographs of a grade and quality which were manufactured to sell at resale and were customarily sold by respondents in the regular course of their business at less than one-third of the stamped resale price ($250) at which such phonographs were listed in the advertising matter of the catalogs of said respondents; that the phonographs dealt in by respondents were not manufactured by Waverly Brown and John T. Conley, do cease and desist from selling in interstate commerce, new and unused phonographs, manufactured by them or any of them, or dealt in by them or by any of them as a business, by means of advertising matter, circulated throughout the States and Territories of the United States, having a tendency to mislead the public into believing that slightly used phonographs of standard make of highest values are being offered for sale by private owners at abnormal and unusual reductions from full standard resale prices, when in truth and in fact said phonographs are new and unused and are manufactured by Waverly Brown and John T. Conley, respondents, to sell to purchasers and users thereof and are sold by such respondents to purchasers and users thereof for less than one-third of the stamped resale price at which they are listed in the catalogs of said respondents.

"Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments. It is an entirely different machine, a most important one, in the thoroughly up-to-date equipment of the MARVELOUS MAGNOLA.

MAGNOLA "Built by Tone Specialists"

"The result is believed, will prove effective in putting a stop to the practices complained of and in discouraging others from adopting similar methods." 

This proceeding having been heard by the Federal Trade Commission upon the complaint of the Commission, and the entry of findings of fact, conclusions of law, and order, the Commission having made its findings as to the facts with the conclusion that the respondents have violated the provisions of Section 5 of an Act of Congress, approved September 26, 1914, entitled "An Act to Create a Federal Trade Commission, to define its powers and duties, and for other purposes;"

The Restraining Order

"It is now ordered that the respondents, Waverly Brown, Mrs. Waverly Brown and John T. Conley, do cease and desist from selling in interstate commerce, new and unused phonographs, manufactured by them or any of them, or dealt in by them or by any of them as a business, by means of advertising matter, circulated throughout the States and Territories of the United States, having a tendency to mislead the public into believing that slightly used phonographs of standard make of highest values are being offered for sale by private owners at abnormal and unusual reductions from full standard resale prices, when in truth and in fact said phonographs are new and unused and are manufactured by Waverly Brown and John T. Conley, respondents, to sell to purchasers and users thereof and are sold by such respondents to purchasers and users thereof for less than one-third of the stamped resale price at which they are listed in the catalogs of said respondents."

"It is further ordered that the respondents, Waverly Brown and John T. Conley, do cease and desist from using in their advertising matter, circulated throughout the States and Territories of the United States, and in the sale in interstate commerce of phonographs, any of the following trade names, to wit: Illinois Storage Company, Chicago Storage Company, Chicago Storage Sales Company, or any other trade name which might have a tendency to lead the public into believing that the business conducted by the said Waverly Brown and John T. Conley is that of storing household goods."

"It is further ordered that the said Waverly Brown, Mrs. Waverly Brown and John T. Conley shall within sixty days after the service of a copy of this order upon them file with the Commission a report in writing stating in detail the manner in which this order has been complied with and conforms to."

"By order of the Commission,"

"(Signed) J. P. Yoex, Secretary."
There is a certain satisfaction and pride in the possession of the best, aside from its intrinsic value. The difference between Van Veen equipment and the common-place product is narrow when measured in dollars, but is broad in painstaking effort and ultimate result; it is the best and within your reach.

Plans and estimates promptly submitted.

Van Veen & Company Inc.
12 YEARS OF STUDY AND EXPERIENCE IN BUILDING AND PLANNING MUSIC STORES

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

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA

EDMUND BRANDTS
Celina, Ohio

Address

European Trade

I am at present in position to build up a permanent connection or sales organization for you, if desired.

Address

EDMUND BRANDTS
Celina, Ohio

Photo intended to identify me with business engagements who may desire reliable "sales men" thermo.
WORK OF THE EDUCATIONAL DEPARTMENT
A Section of The World Devoted to the Admirable Work Being Carried on by the Various Educational Departments Conducted by Manufacturers, Jobbers and Dealers

L. W. Iman, educational director, of Sanger Bros, Dallas, Texas, has devised an ingenious plan for country-wide drives among the dealers of Texas and Oklahoma. A series of form-letters with definite campaign plans are sent to all dealers conducting educational work. Results are proving beyond Mr. Iman's most sanguine expectations.

New York City teachers are being prepared to teach the subject of music appreciation in the schools by a course being conducted Tuesdays and Thursdays at 4 p.m., Washington Irving High School, by Edith M. Rhettes, educational staff, Victor Talking Machine Co. Over 1,000 teachers have enrolled for the course which lasts six weeks, ending in March. These lectures are under the supervision of F. O. Dunham, national representative, Victor educational department, and are being given with the full support and approval of George H. Garrett, Director of Music, New York City public schools.

The Cleveland Talking Machine Co., Cleveland, O., Miss Grazella Pulver, educational director, is constantly making things move in its territory. Miss Pulver's scheme of the hanger of educational numbers most in demand has proved so popular as to solicit response from the far corners of San Francisco and Portland, Me.

Peter W. Dykema, professor of music at the University of Wisconsin, has compiled a special collection of music, which has recently been issued by the Educational Department of the Columbia Graphophone Co. of New York and which is regarded as an entirely new species of band accompaniment recordings.

The new records are especially designed for use in homes, schools, clubs, churches, hotels and wherever people dance or engage in group or community singing. The great impetus for community singing which followed as an after-effect of the war is largely responsible for this new type of record. During the war there were song leaders in every military camp, in shipyards and munition works, arsenals, etc., and it was found that community singing could accomplish a great deal in so far as increasing morale and effort was concerned. Since the war community singing has been utilized to a very large degree by industrial organizations, by churches, by civic bodies, by schools, by clubs and by many other types of organization, to accomplish the same results, viz., increased working effort or increased morale and esprit de corps.

The new Columbia collection is a set of band accompaniment records for singing patriotic, sacred and old familiar songs, which means that they fit in with all the classes of organizations mentioned above. They aim, in practice, to take the place of the song leader, and in preparing this collection every endeavor has been made to capitalize the knowledge and experience accumulated by song leaders during the war.

Professor Dykema compiled the collection and personally supervised the making of all the records. He is recognized as one of the foremost song leaders in America and as a pioneer in the movement for greater participation by all the people in the producing of music. During the war he left his post with the university to become an army song leader and director of music in Washington for the War Camp Community Service.

These new records differ from the ordinary run of dance and vocal pieces in that they are recordings of a special sort of accompaniment, are keyed for the particular purpose for which they are to be utilized, and contain the right rhythm and accelerations which crowd singing demands. Each record has a short introduction which leads up to the singing.

The full list of songs is included in a collection entitled "Twelve 55 Community Songs," published by C. C. Birchard & Co. The band accompaniment recordings have four selections on each record. There are ten records in all, and their keys, tempo and arrangement are the same as those adopted by the Committee of the Music Supervisors' National Conference. The selections include patriotic numbers, songs of the home, songs of love and friendship, harmony or part songs, songs of humor and hymns.

Vassar College, Poughkeepsie, N. Y., has just purchased for its new Song Appreciation Course a complete working library of songs of Victor Red Seal artists.

The R. Wurlitzer Co., Cincinnati, O., has published a very inexpensive but compelling booklet, "The Victrola in the Nursery," featuring the M-IV and VI Victrolas, with educational records for little children. This booklet is an envelope "stuffer" to the supplement mailing list, and has already resulted in the sale of many instruments. Combined with the new book, "Music Appropriate for Little Children" (Victor Talking Machine Co.), the installation of such nursery equipment insures a love for music in the hearts of the little tots.

The Reische-Ellis Co., New York and Chicago, sole distributor for the Binger dealers' window service, has devised as its August 29th release the most complete school-room display yet conceived. A M-XXV Victrola is featured with blackboard, desks, etc.

The Schneieler Co., Kansas City, Mo., has been making fast progress in its educational department under the direction of David Walsh, formerly of the educational staff of the Victor Co. One of the treats planned by the Schneieler Co. for dealers this year is the coming of Princess Watahwaso, Indian mezzo-soprano, in school concerts for April.

Collings & Co., Victor jobbers, Newark, N. J., makes a record in the sale of Victor XXVs in a recent campaign conducted under the direction of the Metropolitan District representative of the Victor educational department.

Miss Lillian Wood, educational director, Mel- lor's, Pittsburgh, Pa., has been doing splendid work in institutes of teachers held in nearby counties.

Columbia Graphophone Co.'s educational department will remove in the near future to the Gotham National Bank Building, Columbus Circle, New York City.

Louis Mohler, author of "Music Moods" and formerly a teacher in the New York City school system, is now a member of the educational staff, Columbia Graphophone Co.

The singing of Muratore in the Chicago Opera Co. season, New York City, has developed an extraordinary demand for his Pathé records.

MOVES OFFICES TO BOSTON
Atlas Sales Corp. Now Located at 10 High Street, That City

The Atlas Sales Corp., whose executive offices were formerly located in Richford, Vt., has announced its removal to 10 High street, Boston. This company specializes in packing cases for talking machine manufacturers and is sales agent for the Nelson & Hall Co., Richford Mfg. Co., Hall Veneer Products Co. and the Veneer Products Co.

FANCY DRESS BALL FOR APRIL 2
San Francisco Talking Machine Dealers Set That Date for Big Celebration

San Francisco, Feb. 5.—"Billy" Morton, manager of the Sherman, Clay & Co. talking machine department, has been selected by the talking machine dealers of San Francisco to make arrangements for a fancy dress and mask ball at the St. Francis Hotel, April 2. Complete harmony now prevails among the local dealers and methods and policies of advertising are slated for discussion at the next meeting of the association.

SOUTHERN DISTRIBUTORS

Pathe PHONOGRAPHS and RECORDS

GRAY & DUDLEY CO.

Write Today for Agency Proposition

NASHVILLE  TENNESSEE
Don’t make your phonograph and record customers go elsewhere for their other musical requirements.

It means extra exertion on the part of the customer and loss of profit for you.

Open up a musical instrument department. It will be a source of extra profits and make your warerooms headquarters for *everything* musical.

In selecting a line of musical merchandise there are two important things to consider.

**FIRST**—The quality and reputation of the line.

**SECOND**—The experience of the house you deal with and the service that they can offer you.

The House of Gretsch is known from coast to coast. The line is complete. We can serve you with the best in every instrument made and our success has been built upon the service and co-operation we have always extended to our dealers.

Write us for our advice and general information regarding the installation of a money-making musical merchandise department.

We have special assortments running from $500 to $1,000 and up. Each assortment will give you a complete line of musical merchandise.

**THE FRED. GRETSCH MFG. CO.**

**MUSICAL INSTRUMENT MAKERS**

*Since 1883*

54-82 BROADWAY BROOKLYN, N. Y.
NICE NEWS

THE COMING WALTZ HIT OF THE COUNTRY

ROMANCE

THE NEW MELODY FOX-TROT

SWEET LAVENDER

For these numbers we have just contracted for daily newspaper advertising in 125 principal cities.

The follow-up will cover every section of the country.

The professional and orchestral work will be characterized by that thoroughness and stick-to-it-iveness that has given B. D. NICE its wonderful reputation.

We made this number one of the biggest Oriental sellers. A standard selection.

TENTS OF ARABS

ALL LEE DAVID NUMBERS

WOND’RING

Make Immediate Inquiry

B. D. NICE & CO., Inc., Music Publishers

1544 Broadway

New York City
"MELODY SONG" SEEMS TO HAVE CAUGHT PUBLIC FAVOR

So-called Successor of Jazz Is Making Excellent Progress With the Trade and Public—Standard and Quality of Songs Show Steady Improvement

Popular songs, as recognized by the majority of those in the trade, run in cycles. At least, so say the song writers and publishers. We have our one-steps, fox-trots, jazz, Hawaiian and other such works, all of which have their spells of popularity. Some of them have periods of revival, but in every season there is a type of number that appears to stand out prominently. Following the war we had jazz and more jazz, until we were surfeited with jazz, so much so that there were even organizations which took up the cudgels to eliminate it altogether, but, like all other kinds of songs that have won their popularity, they must have their day, and all the propaganda to destroy them had little or no effect.

Now, however, it would appear that jazz has really passed into oblivion. All indications have pointed in that direction for some months, and there has arisen to take its place the "melody song," and, after all, there is only one method of eliminating any type of number, and that is to produce a successor.

With the "melody song" we have a distinctive style of song which appears to please the most fastidious music lover, a work whose popularity does not quickly wane, but, once acknowledged, the average music lover, too, is better pleased.

The song writer, too, feels better about this new situation inasmuch as, once his work attains a measure of success, he is assured of a sale and, of course, royalties, for a period of several months, whereas in writing the jazz sort of work, or even any ordinary novelty, he had no such assurance.

From a business standpoint all interests connected with songs are in a much better position to-day than in some seasons past, and the average music lover, too, is better pleased. The "melody song" will be with us for some time, and now that everyone recognizes such numbers as an improvement over songs that had great popularity in late seasons, it is a prevalent hope that there will be no return of jazz and there are some indications that we are to even greater popularitly.

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With the "melody song" we have a distinctive style of song which appears to please the most fastidious music lover, a work whose popularity does not quickly wane, but, once acknowledged, is with us for a period of several months. This was never true of "jazzy" numbers, whose popularity was short-lived, and with the entry of this new type the dealer in sheet music, records and player rolls can stock goods with a better knowledge of their salability.

That the "melody song" is an improvement over the compositions that have won great popularity during the past two seasons is something that cannot be very well disputed. In fact, all sides acknowledge its power to win adherents.

The song writer, too, feels better about this new situation inasmuch as, once his work attains a measure of success, he is assured of a sale and, of course, royalties, for a period of several months, whereas in writing the jazz sort of work, or even any ordinary novelty, he had no such assurance.

From a business standpoint all interests connected with songs are in a much better position to-day than in some seasons past, and the average music lover, too, is better pleased. The "melody song" will be with us for some time, and now that everyone recognizes such numbers as an improvement over songs that had great popularity in late seasons, it is a prevalent hope that there will be no return of jazz and there are some indications that we are to even greater popularitly.

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Biggest selling Record and Roll successes. The most played numbers in the country. Every dealer should get in quick.

"CARESSES"
The sensational society fox-trot of America

"PALESTEENA"
The tremendous big musical comedy fox-trot song hit

"LOVE, HONOR and O-BABY"
The prevailing comedy song

"LOVE BIRD"
An overnight fox-trot success—and an acknowledged hit

"ROYAL GARDEN BLUES"
Chicago's big "Blue" hit

"YOKOHAMA LULLABY"
Breezy Jap-a-nee-zee fox-trot novelty

ALL FROM THE GREAT MUSIC HOUSE OF
SHAPIRO BERNSTEIN & CO. INC.
BROADWAY AT 47th ST. NEW YORK
STOCKING POPULAR SHEET MUSIC

Plan by Which the Hits Can BeHandled Without Big Outlay of Capital

In this department of the January issue a plan was outlined of a system of stock- ing the active sellers in popular music without carrying large quantities of goods. The method suggested was one so often found in song shops where a self-service rack, carrying from twenty to sixty numbers and occupying little wall space, is invariably used. By this method it was shown that dealers could carry "fast sellers" without either involving themselves in heavy investments or in adding to the detailsof their business. The method being so simple, the stock being so easily watched and kept, the numbers selected being those that are current record hits, there is little or no business judgment involved.

Supplementing the suggestion in the article mentioned, we are here with reproducing a "revolving hexagonal floor roller music displayer," manufactured by the Universal Fixture Corp., whose offices are located at 133 West Twenty-third street, New York City. Here, also, is a method of carrying the popular hits, and, if desired, other works, without requiring large quantities of stock.

Universal Fixture for Displaying

Universal Fixture for Displaying

titles of stock. The fixture has a height of six feet, a base diameter of twenty-two inches, has forty-eight pockets, eight to a side, and will hold a total of 720 sheets of music, or fifteen in each pocket.

A rack of this kind, for those who wish to supply the wants of their trade in sheet music, provides an attractive piece of store furniture and at the same time does much to create sales.

To the talking machine dealer who wishes to try out such a plan the best method of arranging his stock would be through a central jobbing organization. In that manner he would be able to obtain the hits of twenty or thirty publishers from one source and in limited quantities.

While it is the custom under the rules of the Music Publishers' Protective Association, to discourage the return of goods, any jobber would be willing to assist in the selection of active sellers in a manner that would eliminate any necessity for returns. In New York City there are two such distributors, the Crown Music Co.

(Continued on page 154)
and the Plaza Music Co. In Chicago there are also two, the McKinley Music Co. and F. J. A. Forster. In Kansas City, the J. W. Jenkins’ Sons Music Co., and in San Francisco, Sherman, Clay & Co., make it possible to have accessible business arrangements with sheet music jobbers from central locations.

PAY DESERVED TRIBUTE

Newspaper Article Discusses Phenomenal Success Attained by Mrs. I. V. Brewster—Capable Manager of Sonora Fifth Avenue Salons Is Well Known in Trade

In one of last Sunday’s newspapers there appeared a two-page symposium giving a series of brief articles relative to the important positions held by women in the business world. These articles included practically every phase of commercial life and one of the most interesting in the series gave an account of the phenomenal rise of Mrs. I. V. Brewster, manager of the handsome Sonora Fifth Avenue salons at 660 Fifth avenue, New York.

This article, which constituted a well-deserved tribute to Mrs. Brewster’s exceptional sales ability, read as follows:

“Four years ago Mrs. I. V. Brewster took a position with a talking machine company as a sales clerk at $12 a week. Last year her income reached the $10,000 mark and this year she expects a considerably larger amount. Personality and service account for her achievement.

“In addition to the importance she attaches to a pleasing personality Mrs. Brewster stresses the idea of service not only by giving it herself, but by instilling the thought in her sales force. For she is now the manager, with a very unusual personnel, selected primarily because of individual intelligence and culture. She picks girls of good home training for her staff.

“That any success worth having is based on service, Mrs. Brewster firmly believes. She also is of the opinion that the maximum of service can only be attained by a sales force thoroughly imbued with this fundamental principle.

“In measuring up a woman’s financial success in the business world it is quite necessary to take into account the why and the how of it. Not many men are handing out salaries in five figures to executives unless they are worth it, and when it is known that Mrs. Brewster had sales amounting to $300,000 on the books at the close of 1920 it can readily be seen there is no discrepancy between her munificent salary and her value to her company.”

The Baltimore headquarters of the Columbia Co. is now the proud possessor of a handsome clock which was won by that organization in the sales contest conducted last year.

STOCKING POPULAR SHEET MUSIC

(Continued from page 153)

JAZZ ARTIST FOR ARTO RECORDS

Lucille Hagamin to Make Arto Records Exclusively—Price Reduced to Eighty-five Cents

The Arto Co., Inc., Orange, N. J., manufacturer of Arto records, has just closed negotiations with Lucille Hagamin, the well-known colored singer and exponent of modern jazz, to sing exclusively for Arto records. Miss Hagamin will be accompanied by the “Harris Blues and Jazz Seven.” In the March list of Arto records there are two numbers both of which are renditions by this artist. They are “The Jazz Me Blues” and “Everybody’s Blues.”

The Arto Co. has issued a special hanger for the trade in which are featured these two new offerings and an advertising campaign is under way.

The Arto Co. has also announced that, commencing February 1, Arto double-faced records have been reduced to eighty-five cents retail.

ADD TO ACCESSORY LIST

L. A. Schwarz Now Handles Valances, Victorlene Polish and Other Specialties

L. A. Schwarz, New York, manufacturers’ representative, recently completed a trip through New England in the interests of the various well-known accessories on his list. He has recently added several new lines, among them being Kichler valances, Victorlene polish and the Portable Phonograph Light. This list has grown to such proportions that he is now representing fifty different accessory manufacturers.

The valances, for the windows of talking machine stores, are made by L. A. Kichler, of Cleveland, and have been placed on display at the office of Mr. Schwarz in New York City. These valances prove a forward step in the treatment of the dealer’s window and enable him to secure, at a reasonable cost, valances featuring the line of talking machines which he may carry. These valances come in various widths and are being prepared for all makes of machines.

They will also be made on special order. Mr. Schwarz has lately broadened his activities to include player-piano accessories, among them being Lansing benches and Kleeporte player pumps. Mr. Schwarz left the early part of the week for an extended trip through the South and West. He planned to take in the principal centers of business during the course of his trip and expects to make a good showing for his newly added specialties.

$10,000 A YEAR—Not One Penny Investment

Selling the Lydiphone

The Only Life-Time-Guaranteed Phonograph

No Collecting No Repairing No Delivery No Risk

Write for particulars

LYDIFONE CO.—DEUTSCH BROS., Sales Distributors
2265 THIRD AVENUE, NEW YORK

Published by Leo Feist Inc.

THE TALKING MACHINE WORLD

February 15, 1921
THE SILENT SALES MAN

Increase your sales and cut out your overhead
Make every bit of your store produce business

The day of "allotment" has passed. The problem now is to sell records and dispose of slow-moving numbers. Dealers who find they have on hand a slow-moving stock of records will find UNIVERSAL DISPLAYORS the means of boosting sales of all numbers of this kind. Every title is visible at a glance. Records can be removed and replaced in an instant.

UNIVERSAL DISPLAYORS SUBSTITUTE SIGHT FOR SEARCH.

Secure your displayors at once. Your jobber handles them.

BETTER HAVE SOME OF THESE SALES MEN WORKING FOR YOU

We manufacture over fifty different models for the display of records, music rolls and sheet music. Send for our complete catalogue. Your jobber who handles our line will be more than pleased to send you a copy.

Universal Fixture Corporation 133 WEST 23rd STREET NEW YORK, N. Y.
The Valens Co. has recently been formed in Yonkers, N. Y., for the purpose of manufacturing a talking machine bearing that name. G. A. Valentine is president; Phillip Loff, vice-president; R. E. Belknap, secretary and treasurer, and William D. Mitchell, factory superintendent.

This machine is a combination of wood and metal with resonators and embodies entirely new principles of reproducing sound. The company has established a fully equipped factory at Yonkers, N. Y., for the purpose of manufacturing the Valens Talking Machine, Containing New Principles of Reproducing Sound.

R. R. Karch, assistant secretary of Thos. A. Wills & Sons Co., Ltd., Toronto headquarters.
Jeanne Gordon, contralto star of the New York Metropolitan Opera Company, sings that weird, dramatic song, "Re Dell' Abisso" (King of the Shades), from Un Ballo in Maschera, in a manner to thrill you to the core. Columbia 49747.

Columbia Graphophone Co.
NEW YORK

JOINS W. H. REYNALDS' STAFF

M. H. Wheat Now Associated With Prominent Victor Jobber—Thoroughly Familiar With Retail Merchandising and Methods

MOBILE, Ala., February 9.—M. H. Wheat, who has become associated with the wholesale division of W. H. Reynolds, Victor jobber in this city, is attaining signal success in his new post, and Victor retailers in this territory are taking advantage of Mr. Wheat's many years of experience in the industry.

When he first joined the talking machine trade Mr. Wheat occupied the post of South-

M. H. Wheat eastern distributing representative for the Paramount Talking Machine Co., resigning this position to join the organization of the Atlanta branch of the Brunswick-Balke-Collender Co. Mr. Wheat is thoroughly familiar with the problems confronting Victor retailers in this section of the country, and his association with one of the largest Victor jobbers in the South insures his continued success.

INTRODUCES ELECTRIC MODEL

TITUSVILLE, Pa., February 8.—The Deterling Mfg. Co., of this city, manufacturer of the Deterling talking machine, has increased its capital and facilities considerably. Two new models will be added to the line, together with a new electric model. The company has arranged for the use of a distinctive type of electric motor, which has only one movable part. Deterling dealers have already placed orders for the new electric model, which will be on the market within the next six weeks.

A NEW YORK INCORPORATION

The Pace Phonograph Corp. has just been incorporated at Albany, N. Y., with a capital stock of $100,000. The incorporators are Arthur W. Britton, Samuel B. Howard and Robert K. Thistle, of New York.

DETROIT DEALERS LOOK FOR GOOD BUSINESS IN 1921


Detroit, Mich., February 7.—The viewpoint of leaders in the talking machine industry in this city is that if they don't get big business the first six months they are sure to get it the last half of the year. Experience of the past has proven that each year shows up well over the preceding year, and while January was a comparatively dull month indications are that the months to come will be a great deal better. Anyway, they argue—should it take another few months to recover from the present depression people will want to spend and buy when they do get money, and talking machines will be among the first articles to get patronage. It is a positive fact that the talking machine industry is suffering less from the depressions than almost any other industry. While the dealers are not doing their usual business for this time of the year we don't hear anybody report that he is losing money—dealers are not sacrificing their product and taking a loss as you will find in other retail lines. So really, after all, the talking machine dealer can congratulate himself that his business is holding up as well as it does.

Grinnell Bros. at their eighteenth annual convention of branch managers held the week of January 25 gave considerable time to a discussion of ways and means of increasing their business in records. The various dealers participating in the discussion gave many novel methods which they have used to good advantage. Reports of the dealers on their business for 1920 showed that, while the talking machine business in every instance was more than satisfactory. Some dealers reported that while their small goods and piano departments may have suffered, the talking machine business more than held its own and that record business was unusually good during the year. Grinnell Bros. not only handle the Victor line in all of their twenty-six branch stores, but they also are Michigan jobbers.

The convention was a big success not only from a business, but from a social standpoint. The big events were the annual banquet and the annual for Sea Breeze, Fla., to remain all Winter. At the annual stockholders' meeting of Grinnell Bros. directors were re-elected as follows: I. L. Grinnell, C. A. Grinnell, A. A. Grinnell, E. W. Grinnell and S. E. Clark. C. A. Grinnell, vice-president of the company, left January 31 for Sea Breeze, where he will remain the balance of the Winter.

A. A. Fair, sales manager of the Jewett Phonograph Co., with offices in the Penobscot Building and factory at Allegan, Mich., is very enthusiastic about the coming year and says that, judging from the way dealers are selling the new product and re-ordering, the total sales the first year are sure to exceed expectations. The company is completing its plans for a big production this year and is appointing new dealers as fast as its special representatives can get around to it.

George D. Phillips is now special representative in Michigan for the Jewett Phonograph Co. He was formerly with the Aeolian-Vocalion Co. in Michigan. He has a large following in Michigan and has expressed himself as being exceedingly enthusiastic over the Jewett models he has already seen.

A. A. Grinnell, treasurer of Grinnell Bros., having complete supervision over the talking machine end of the company's business, both wholesale and retail, states that there is still a shortage on some of the larger Victrola sizes and on some records. "Business is none too good just now, but we are hoping to make up for it later in the year," he said to The World correspondent.

Dealers all over the State do not look for any noticeable resumption in business before another sixty or, maybe, ninety days. The motor car factories are now adding a few men, but they are far from their normal employment basis. Manufacturers do not look for big orders to be placed until after all the motor car shows are over, and then it will take some time again to get into quantity production.

Paul Hayden, connected with the Columbia Graphophone Co.'s advertising department for the past eight years, resigned from this position the first of the month and will devote his time to his many musical and literary activities. Mr. Hayden will direct the publicity campaign for Kerekjarto, well-known violinist, who recently became an exclusive Columbia artist.

To be in the front of the procession, every merchant must advertise. Advertising, Mr. Victor Dealer, puts a stimulus to your business that means big round dollars in the bank for you.
THE TALKING MACHINE WORLD

COLUMBIA NEWS AT NEW HAVEN
Manager Haring Gives Interesting Business Report—Bert Williams Featured in Columbia Advertising in Conjunction With His Stage Appearance—Mrs. Drysdale Makes Address

NEW HAVEN, CONN., February 7—H. B. Haring, manager of the local branch of the Columbia Graphophone Co., held a sales meeting a few days ago and during the course of the meeting gave a gratifying report of the business closed by the branch for the month of January. According to Mr. Haring's report, business has started up very well for the new year, quite a number of desirable accounts having been opened in the month of January to handle the Columbia line exclusively.

Bert Williams, exclusive Columbia artist, appeared in this city recently in “Broadway Brevities” and all local Columbia dealers “tied up” to his appearance in their newspaper advertising. A few days ago this popular artist gave a song recital in the warerooms of Edw. Wittstein’s Music Shop, exclusive Columbia dealer. Bert Williams, accompanied by F. C. Collins, of the local wholesale staff, visited all Columbia dealers and also spent quite some time at the local branch.

Columbia dealers in this territory have organized the Columbia Dealers’ Association and interesting meetings are held every Tuesday morning.

Mrs. Drysdale, of the educational department at the Columbia executive offices in New York, visited this branch recently and also addressed a meeting of the Connecticut Teachers’ Federation at New Haven.

Makes Optimistic Comment
In a recent issue of Advertising & Selling, a well-known advertising magazine, there appeared a symposium giving the views of well-known advertising managers as to their plans for 1921.

One of the interesting articles in this symposium was written by L. C. Lincoln, advertising manager of the Sonora Phonograph Co., Inc., who stated as follows: "The growth of our business has been phenomenal and our advertising appropriation has naturally grown in proportion with the sales. Our 1920 campaign cost twice as much as in 1919 and our appropriation for 1921 will be limited only by the buying power of the country. We do not expect it in any case to be less than the 1920 appropriation.

"Based on the viewpoint of manufacturers of various lines, the outlook for 1921 is not so good as was anticipated several months ago, but a recent visit among several of our retail dealers outside of New York City has disclosed the fact that they are very optimistic and are not at all apprehensive of the future. "Since they are the ones that have their fingers continually on the public pulse, it would seem that the outlook is anything but bad."

ISSUES NEW CATALOG OF PARTS
Everybody's Talking Machine Co., 38 North Eighth street, Philadelphia, Pa., has just issued a new catalog in which prices on its motors, tone-arms, sound boxes and other talking machine accessories are given space. There are over a hundred illustrations of the various products handled by this firm, accompanied by elaborate descriptive material. Copies are now being forwarded to the trade, and the company feels the new price quotations particularly and the other up-to-date material will be a source of reference and information for manufacturers throughout the country.

OCCUPY NEW QUARTERS IN TORONTO
The Columbia Graphophone Co. has recently moved to new and more attractive quarters at 347 Adelaide street, West, Toronto, Can.
THAT we are face to face with new conditions to-day seems to be the idea that is prevalent in the minds of the retail talking machine dealers. For some months past there has been a very fair number of them who have found it necessary to face new conditions. We are merely reentering a period when talking machines must be sold, and when dealers must devote their energies to making progress through those channels which will serve to stimulate sales. As a progressive merchant I advise that you employ the fundamental principles of business success in order to stimulate your sales. These are not new—they are those fostered and pushed back in the days when the horn machine was the prevalent type. With due acknowledgment to The Talking Machine World I quote extracts from the editorial of Issue No. 1, Vol. I, of that periodical, published on January 15, 1905:

"Intelligent exploitation is the keynote of success with talking machines. Your window should be made attractive, as the outside appearance of your store is a great factor to prospective customers. Great care should be exercised in handling your customers when entering your establishment. Don't let them get into the hands of a $1.00 a week clerk. Make your customer feel at home, and handle him so that he will have your confidence. Give him what he wants. . . . Many dealers in business to-day are too close with themselves, and as the old saying goes: 'If you hold a twenty-five-cent piece before your eyes, you could not see a fifty-cent piece in the back of it.' The talking machine must be treated separately and departmentalized. The dealers who have fitted up attractive rooms for the exhibition and sale of talking machines are the ones who score a tremendous business success. There is no reason why you should not gain publicity by giving fine entertainments, to which can be invited the best class of people. Advertising is another big feature in intelligent exploitation. Newspaper and direct mail solicitation of your prospective customers should be established, so that you may keep in touch with them and be on hand at the psychological moment when they are ready to buy. The larger manufacturers have kept the talking machine before the public, through the columns of the leading magazine and through the columns of the leading magazines, and as 'printers ink.' But dealers should do their part locally, as the manufacturer cannot be expected to do it all."

These are short extracts from the editorial pages of The Talking Machine World in 1905. They were timely then and they are just as timely now. Those avenues which brought patrons to your stores in the old days still remain the leading avenues to-day. Make your window a magnet, fit out your store with the latest models, and see what attracts your eye.

In this way you will not only sell the public on the advantages of the make of machine which you handle, but you will also educate the people to the fact that your store is the logical place to buy this merchandise.

**Editors' Note—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 page reports show that in a great many instances retail dealers encountered a severe falling off in their sales volume. These same reports show that a very fair number of them, with the assistance of a competent salesman, but, on the contrary, throughout this period continued their business on a very profitable basis and one which involved a volume commensurate with that done in the earlier months of 1920.

You may ask why this discrepancy exists between the reports of certain merchants and those of others. The answer is very clear. In the cases where a material slump of lengthy duration was experienced those merchants, without exception, failed to utilize, in full, the direct mail effort and merchandising ideas which produce new names and bring new people into the store or in contact with the representatives of the store.
records on the way and the small sample stock has already large shipments of the Homochord in thirty-three different languages. Their record catalog embraces song and speech for the largest of European record manufacturers. Homochord records, made by the Homophone at a store on Grand avenue in Milwaukee, has relinquished the jobbing for this move is that Mr. Kunde has -acquired for the past ten years exclusive Columbia jobbing rights for United States of Records Made by the Homophone Co. of Berlin.

The reason

Mr. Kunde has acquired the sole rights for the United States of the Homochord records, made by the Homophone Co. of Berlin, which has the reputation of being the largest of European record manufacturers. Their record catalog embraces song and speech in thirty-three different languages. Mr. Kunde has already large shipments of the Homochord records on the way and the small sample stock he has on hand has excited the keenest interest of dealers who specialize in foreign records. He will lease in a few days new quarters which will be of ample dimensions and sufficient to carry a large stock for American distribution.

Mr. Kunde made a pleasure trip to Europe last Summer and though he had no business intent at the time naturally dropped into talking machine stores. He soon heard many favorable things said of the Homochord line and finally decided to go to Berlin and investigate it, with the result above stated.

NEW VOCALION DAMBOIS RECORDS

Noted Cellist Adds Two Contrasting Numbers to the Vocalion Record Catalog

The Vocalion record bulletin for March contains two more 'cello records by Maurice Dambois. This talented artist is equally as skillful as a pianist as he is a 'cellist. He has recorded in his last records "Love's Old Sweet Song" and one of Ernest Ball's recent numbers, "Let the Rest of the World Roll By," His own song, "Le Cygne," by Saint-Saëns, which appeared in February, has proved so popular that the majority of dealers have had to reorder on this number; in fact, all the selections of Dambois are meeting with a very favorable reception from buyers of high-class records.

VICTOR DEALERS OPTIMISTIC

Visitors to New York Talking Machine Co.'s Office Give Gratifying Reports of Business in Many Sections—News of Month

During the past fortnight quite a number of out-of-town Victor dealers visited the headquarters of the New York Talking Machine Co., New York, Victor wholesalers. All of these dealers were optimistic to a marked degree in discussing business conditions in their respective localities, emphasizing the fact that their sales for January compared very favorably with January, 1920, and that there was an undercurrent of confidence throughout their trade which indicated a healthy Spring business.

Among these callers were Hyman Landau, Wilkes-Barre, Pa.; D. S. Stoehr, Scranton, Pa.; A. C. Huff, Bethlehem, Pa., and Wilson Clinton, New Haven, Conn.


PLANNING A REORGANIZATION

The Supertone Talking Machine Co. will, according to the present plans of interested creditors, undergo a reorganization. It is also understood that an effort will be made to acquire the assets of the Triangle Phono Parts Co. and combine the two organizations for the purpose of greater efficiency and the carrying out of several new ideas that have been proposed for the further development of the company.

CABINETS AT A PRICE

4 SIZES

Genuine Mahogany, American Walnut and Golden Quartered Oak

Write us today

No order too small or too large

Let us submit you our price that is right, and can make prompt shipments

Player-Tone Talking Machine Co.

967 Liberty Avenue

Pittsburgh, Pa.

HERE AT LAST—A Phonograph of Supreme Quality

Mahogany, 16x16x10 in., double spring motor, universal tone arm. Back casting and metal horn.

Price for Sample NOW $15.75

Write for discounts in quantity lots.

We are also Wholesale Dealers and Jobbers of—

Phonographs, Records, Cabinets, Motors, Tone Arms, Needles and Accessories, Repair parts for all makers. Distributors of the Arto Phonograph Records and Arto Music Rolls. Write for details.

Cash with order

FULTON TALKING MACHINE CO.

253-255 Third Avenue

New York City

Between 20th and 21st Streets

W. J. STEVENS WITH PATHE

Now Connected with the Traveling Staff of This Prominent Organization

W. J. Stevens, formerly manager of the Emerson Record Sales Co. and prior to that connected with the city sales department of the Pathe Frères Phonograph Co., has returned to the Pathe organization and is now connected with its traveling staff. Mr. Stevens has had many years' experience in the talking machine trade and has studied intensely the needs of the dealer. His former connection with the Pathe organization and his thorough knowledge of and enthusiasm over Pathe products have enabled him to take up his new duties with much success.

INTRODUCE "DANCE" NEEDLE

General Phonograph Corp. Adds New Needle to Line—Specially Adapted for Dance Music

The General Phonograph Corp. has just placed on the market a new needle which will be known as the "Dance" needle, and, as the name implies, this needle is manufactured especially for use on dance records. The needle embodies certain distinctive features which make it particularly adaptable for reproducing dance records, and as this type of record represents approximately seventy-five per cent of the total record sales, the needle division of the General Phonograph Corp. is preparing an extensive campaign to feature this new product.

Paul L. Baerwald, of the Eastern sales division, is concentrating a considerable part of his activities on developing the demand for the "Dance" needle, and the results to date have been very gratifying. The package itself is distinctive and the individuality of the name allows the dealer to feature the new needle to advantage.

INCORPORATED IN LINTON, IND.

The Columbia Music Store, Linton, Ind., has recently been incorporated with a capital of $25,000. The directors are E. G. Patterson, H. D. Gibbreath and M. W. Gibbreath.

FEBRUARY 15, 1921
Some believe in making a success by copying others who have been successful. Some realize that the copy must always be less successful than the original. The large majority of intelligent buyers purchase the thing that has its own character and stands on its own feet—the more readily when it offers real beauty and utility. Modernola offers both and in addition a tone of exceptional truth and richness.

THE MODERNOLA COMPANY
JOHNSTOWN, PA.

Eastern Distributors
EASTERN PHONOGRAPH CORPORATION
100 WEST 21st STREET, NEW YORK
ANNOUNCES NEW SALES PLANS
Columbia Foreign Language Department Will Introduce Important Plans—R. F. Bolton Familiar With Dealers' Problems

During the past few months the foreign language record division of the Columbia Graphophone Co. has completed important plans whereby the languages to which the languages have been divided into approximately five groups, or a group of languages. The languages to which he is familiar, and he and his associates have left nothing undone to solve these problems efficiently and practically.

A plan was recently introduced in the Columbia foreign language record department whereby one particular man is responsible for a language or a group of languages. The languages have been divided into approximately five groups, and each man has been assigned to the group of languages with which he is familiar. This plan has proven a signal success, as it places the responsibility for the different languages in the hands of experienced and competent men who know every detail of the languages to which they have been assigned.

The Columbia foreign language record department recently revived the German list and is building it up along lines that will appeal to German record buyers. The list will be composed of the best known German folk songs, concert numbers, sacred selections and a representative group of standard music.

Mr. Bolton announced recently that arrangements have been completed whereby Scio's Hungarian Gypsy Orchestra will make Columbia records exclusively. The first records of this orchestra will be ready very shortly, and the popularity of this orchestra among the Hungarian populace insures the success of these records.

PURCHASE ASSETS FROM RECEIVER

Phonograph Recording Laboratories to Operate Business of American Recording Laboratories

The assets of the American Recording Laboratories, which recently went into the hands of a receiver, have been purchased by a newly organized company which will operate at the old address, 49 West Forty-fifth street, New York, under the firm name of the Phonograph Recording Laboratories. Hartwell W. Webb, who is well known in recording circles and who has been associated with several record companies in official capacity, will direct the affairs of the new company.

ARTISTIC CHENEY WINDOW DISPLAY

That it is possible to put life, character and originality into a window display of talking machines is proven by the accompanying reproduction of the show window of Dives, Pomeroy & Stewart, of Harrisburg, Pa., in which Cheney phonographs are featured to excellent advantage. The display attracted wide attention and the department manager declares that a substantial number of sales resulted directly therefrom.

It would not be convenient for the average talking machine dealer to secure and keep on hand wax figures of full size to lend attractiveness to his displays, but the use of such figures is an easy matter for department stores, and even the small dealer can either rent or borrow one or two figures to individualize his window.

LYDIFONE SALES PLAN A SUCCESS

The Lydifone Co., of which Deutsch Bros. are sole distributors at 2265 Third Avenue, New York, has recently established many agencies for the Lydifone and, according to D. A. Newman, of the company, offers a most attractive proposition to the dealer. This sales plan is meeting with pleasing success, more than fifty dealers handling the line.

Deutsch Bros. operate three large stores in New York and are among the city's large merchandisers of furniture, pianos and phonographs. For more than eight years they have featured the Lydifone.

General Manager Nolder, of the Starr Piano Co., Los Angeles, Cal., reports exceptionally good sales for January after a bumper December business. F. C. Valentine, manager of the talking machine department, was formerly with the Hauschildt Music Co., of San Francisco.

LATEST POPULAR HITS

ARTo Phonograph Records

Now 86c

ARTo Word Rolls

Now $1.00

Roll Numbers Record Numbers
1324—My Mammy 9040
1319—Bright Eyes 9040
1318—O, Gee, Say, Gee 9039
1295—Rosie, Make It Rosy for Me 9037
1317—You Ought to See My Baby 9037
1295—Just Snap Your Fingers 9037
1292—Margie 9030
1226—Honolulu Eyes 9030
1279—Broadway Rose 9026
1271—Feather Your Nest 9026
1240—Whispering 9019
1209—In Old Manila 9019

Samples sent upon request at regular 40% dealers' discount.

Distributors

FULTON TALKING MACHINE CO.
253-255 Third Ave., New York City

Between 26th and 21st Streets

ASSOCIATED No. 70

UNIVERSAL TONE ARM

Quality Construction
Unusually Good Tone No Blasting
For use in Phonographs retailing up to $100.
Price for sample—$2.00.
Quantity price on application.

Associated Phonograph Supply Co.
Dept. 71
Cincinnati, Ohio
makes timely business analysis

Mr. Heany, of General Sales Corp., says that dealers who are hustling are making good sales—optimistic over outlook

Milwaukee, Wis., February 7.—The General Sales Corp., of 1520 Buffum street, this city, is a quite an important institution. Owning and operating as it does the General Manufacturing Corp. and the Recordone Phonograph Co., both large productive institutions in this city, and also the Heaney-Schaad Mfg. Co., which, in another large factory, make fine billiard and pool tables, is truly some achievement since 1882. Mr. Heaney, in a chat with the World, stated that they are not at all displeased with the present outlook.

"Of course, we have passed through a period, like other manufacturers, of temporary quiescence, but from every news channel, and we have control of many, comes indications of a revived activity in the near future. There has been a large amount of retail business done, but this has not registered directly at the desks of manufacturers, simply because the dealers had such large stocks. We know, however, despite the comparative smallness of orders, that these stocks are being very rapidly depleted. Dealers, especially in the country, are doing a very fair business, perhaps not as large as during the period of wild prosperity, but at the same time a good, steady business. Especially is this true of men who have kept themselves and their employees hustling on the sales end.

"There is a general feeling that business will open up in a very notable way about March 1. We are ready to take up some slack in our present jobbing alignment by way of making arrangements with a very few good jobbers."

The General Sales Co. issues one of the handsomest catalogs which the writer remembers to have come before his notice in the many years of his experience in this trade. In a distinctly non-hot air, but very dignified manner, it sets forth the merits and the selling points of the company's talking machines. It is very artistic, with a most attractive cover and a very delectable typographic and artistic makeup throughout.

Exhibiting at toy fair


The General Phonograph Mfg. Co., Elyria, O., manufacturer of Garford phonographs, has a very interesting exhibit at the Toy Fair which opened February 7 at the Hotel Imperial, New York, and which will continue until March 12. Homer Stephens is in charge of this exhibit and the dealers are evincing keen interest in the company's line of phonographs.

Among the models exhibited are the well-known "Baby" types retailing at $6 and $12, which have attained tremendous success throughout the country. Mr. Stephens is also introducing two new models retailing at $25 and $35, and these instruments are attracting the attention of all visitors. The well-known model "FT" Garford phonograph continues to be a prime favorite with the trade and Mr. Stephens has received large orders from visitors to the fair.

Prepares an attractive folder

The Fred Gretsch Mfg. Co., Brooklyn, N. Y., has prepared an attractive folder on banjos for the trade. This folder, entitled "Better Banjos for Better Banjo Players," attractively sets forth the merits of the Rex line of banjos, tenor banjos and banjo mandolins of this company. Three styles are described—the Professional, the Artist and the Presentation styles. All three styles are of the highest grade and have a distinct appeal to those who appreciate the better make of banjos. A. Preveit, of this company, is now working upon a new price list which will be shortly ready for the trade.

The Electric Tone-A-Phone

New Product, Marketed by Vitalis Himmer, Amplifies and Transmits Record Music by Electricity—An Interesting Development

Vitalis Himmer, who for many years manufactured the well-known "Audion" line of tone arms and reproducers, but who during the past year has been experimenting on electrical devices for tone transmission, has just announced the completion of such a product and is marketing it under the trade name, the "Electric Tone-A-Phone," which reproduces, amplifies and transmits by electricity the tones from talking machine records.

In announcing his new product as ready for the market Mr. Himmer says: 'There is no doubt that the electrical methods will find many uses in developing additional phonographic amplification. It is a well-known fact that phonograph music is being sent out by wireless in various parts of the country and for the acquisition of sailors and officers aboard ships, and it is quite certain that within a very short time the electric transmission of music on a more elaborate scale will be the feature of many homes.'

Mr. Himmer has a wireless station upon which he receives wireless communications and the electrical devices which he is manufacturing are being developed for the production of wireless music so amplified that it can be distinctly heard over reasonably large areas. Mr. Himmer's devices have aroused much interest.

New distributors appointed

Philadelphia, Pa., February 8.—The Penn Phonograph Co., Inc. of this city, producers of the well-known Penn-Victor miniature dogs, announce the appointment of three additional well-known distributors for this trade-mark novelty—the American Talking Machine Co., the G. T. Williams Co., of Brooklyn, N. Y., and Chas. H. Ditton & Co., New York City.

Serve You Best is the definite, unswerving aim of Grinnell service

The great and constantly growing prestige and popularity of Victor products makes this the line through which the merchant wins highest standing for his establishment in his community and achieves greatest business success. Through it he best serves his buying public.

He builds for permanency and ever greater business.

We Can Be a Real Aid to You in Your Victrola and Record Business.

With a half-century of merchandising experience we've a full appreciation of what service really means.

It is on the basis of this knowledge that we ask the opportunity of serving you.

We know that the ability to supply the Victrolas and Records wanted is essential.

That accuracy in filling orders is absolutely necessary.

That there must be no delay in shipment.

That all we can do to serve your interests serves our own. We ask the privilege of demonstrating how perfectly we can care for your Victrola and record needs.
Edison Message No. 91

We shall be compelled to advance Edison phonograph prices if the Excise Tax on phonographs is increased.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY
CONVENTION OF EDISON JOBBERS OPENS IN MONTREAL

Two-day Conference Started on February 10 With a Large Attendance—Preliminary Conference Held at Edison Laboratories at Orange—Some of Those Who Were There

MONTREAL, Canada, February II.—Instead of New York City, as heretofore, the scene for the Edison Jobbers' Convention of 1921 is in Montreal, where, at the Windsor Hotel, a two-day business session opened yesterday, February 10, and continuing to-day, will wind up with a banquet and spree to-night—an event in social and musical circles.

As a preliminary to this event there was held a two-day conference by the Edison Jobbers' Committee of Standards of Forms and Practices at the Edison Laboratories, in Orange, N. J., on February 4 and 5, whereat the committee, the chairman of which is A. H. Curry, discussed with Mr. Maxwell and other officials of the company the famous fourteen sales propositions. New and valuable ideas resulted from their exchange of ideas. Besides Chairman Curry, of the Texas-Oklahoma Phonograph Co., Dallas, Tex., the committee of standards comprises Albert B. Buehn, Buehn Phonograph Co., Pittsburgh, Pa.; F. H. Oszman, the Phonograph Co., Cincinnati, O.; M. M. Blackman, the Phonograph Co., of Kansas City, Mo.; Frank E. Boulton, C. B. Haynes and E. Bowman, the C. B. Haynes Co., Inc., Richmond, Va.; J. Unger, of Laurence H. Lackner, Minneapolis, Minn.; H. H. Bliah, Jr., Harger & Blish, Des Moines, Ia.; L. T. Donnelly, Diamond Music Co., Inc., New Orleans, La., and John Lee Mahin, of the Federal Advertising Agency, New York City. The party received a hearty welcome from their Canadian confreres.

SMITH ADDRESSES EDISON JOBBERS

General Manager of Music Industries Chamber of Commerce at Montreal Convention

Alfred L. Smith, general manager of the Music Industries Chamber of Commerce, upon his return to New York on Thursday, after having appeared before the Ways and Means Committee in Washington to urge higher tariffs on musical instruments and parts, left for Montreal, Canada, to speak before the convention of the Edison Diamond Disc Jobbers' Association, his address being confined chiefly to a report of what the Chamber is doing in connection with the Federal tax situation.

COMPLETE FILES OF WORLD DESIRED

An advertiser is anxious to secure complete files of The Talking Machine World for a number of years past. Readers having such files and are willing to dispose of them are requested to communicate with this office.

Amelita Galli-Curci, the famous soprano and Victor artist, has signed a contract to sing for the Metropolitan Opera Co. next season in New York.

CREDIT MEN OPPOSE FREAK LAWS


Stating that there are too many laws in this country, J. H. Tregoe, executive secretary of the National Association of Credit Men, in his February letter to the members of that organization, declares that the time has come to emphasize the need of economy in legislation.

The country has grown ripe for legislation of the freak type," writes Mr. Tregoe. "Without disparaging the entrance of women into governmental affairs and endeavoring her with the right of suffrage, yet this experiment, of tremendous significance to the nation, may develop sentiment. Wherever it is within the powers of man to accomplish something its accomplishment should be left to him and his effort not supplemented by legislation enactors. The laws shouldn't be used as a method of obliterating the reasonable powers of man. We have had bills introduced for the curing of all sorts of ailments, for all manner of welfare projects and we should remember in this connection that whoever an enactment requires an expenditure the cost of it must fall upon the tax-paying public and were we to undertake everything that is suggested by legislators, Federal and State, the country would go bankrupt. Economy must be emphasized in legislation. Freak measures must be avoided. We must not depart from the traditions of Government nor feel that an act may prove a cure for every public ill."

CARUSO ON ROAD TO RECOVERY

Noted Tenor to Go to Atlantic City Soon and Will Later Sail for Italy

Enrico Caruso, the famous Victor artist, is now convalescing rapidly and satisfactorily from his recent attack of pleurisy. While it is true that at one time his condition was extremely critical, still, despite the report which appeared in many newspapers, he did not have a hemorrhage in his throat. The accident which was reported as a hemorrhage was due entirely to the pleurisy from which he was at that time already suffering.

At the present time he is still in New York and is making very rapid progress on account of his tremendous natural vigor. He plans to leave with his family for Atlantic City the latter part of February, and after a sojourn there will sail in the early Summer for Italy. He plans to spend the Summer at his home in that country. There is, in the opinion of those best qualified to know the facts, no reason to doubt that he will soon be singing in opera with the same masterly vigor that previously characterized his art.

PROMOTION FOR F. W. SCHWOEBEL

JACKSONVILLE, FLA., February 9.—The Florida Talking Machine Co., Victor wholesalers of this city, have found it necessary, as a result of business demands, to expand the business materially. F. W. Schwoebel, formerly with the Victor traveling department, who has been with the company for the past year, has been appointed sales manager and will have complete charge of the sales department.

Columbia dealers from various centers in Indiana held a gathering at the Hotel Anthony, in Ft. Wayne, on February 8. John McKenna and J. Kapps attended from Chicago, and the affair was under the management of F. S. Binger, the Indiana representative.

WALL-KANE NEEDLES

One of the important reasons why you should sell Wall-Kane Needles is:

They have made good. On the market for many years and the demand for them is greater than ever before.

Attractive display containers, each holding 100 packages of a tone of WALL-KANE Needles, cost the dealer $7.50; $8 in the Far West

Some Jobbing Territory Still Open

This handsome metal enamel display stand holds 96 packages, 3 each; extra stand, $1.50. Containing 96 packages of WALL-KANE Needles 15c., $6.40; $7.00 Far West. Single packages, 75c. In the Far West.

PROGRESSIVE PHONOGRAPHIC SUPPLY CO.

145 WEST 45TH STREET
NEW YORK CITY

G U A R A N T E E D TO P L A Y 1 0 R E C O R D S O R M A N Y P H O N O G R A P H
DYNAMIC FORCE OF JAZZ MUSIC NOW BEING RECOGNIZED!

R. L. Goldberg, the Clever Cartoonist of the Evening Mail, Conceives a Brilliant Idea Which May Interest Talking Machine Men Who at Times Face the Problem of Flat Tires and No Pump

Marvelous what the inventive mind can do when it applies itself to a problem. For instance, the following process through the maze of its wanderings and if at the end you know what it is all about you will immediately trot your talking machine out in the garage and try it out. Picture yourself stranded on some lovely but garageless country road with a flat tire and no pump. Enough to take out of life the little joy the law still allows. If it had not been for the talking machine you would never have overcome such an obstacle as that! But fate has smiled upon you and with your portable instrument you can set about righting all your troubles.

First study the picture carefully and save your laughs for the last chapter after the curtain falls. Here you are on the road with a flat tire—how you start with is a windmill. The wind which whistles inside your coat collar will all you need to start with is a windmill.

How the Problem of the Flat Tire and the Tired Business Man Is Solved

Here is where music gets in its dirty work. When the starting lever is released the instrument begins to play some weird jazz. This dynamic music—which is not yet prohibited by law—will never be there until you have provided the bellows you have provided. The bellows is connected to the tire valve. Now as the jazz-bird dances the air is forced into your tire, and there you are. You are now ready to proceed

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PHONOGRAPH MUSIC, OVER A WIRE
Reproduced, Amplified, Transmitted Electrically

Big, Round, full tone.
Electric arm attaches to any phonograph without tools (see cut).
Playing Unit, with 12-inch all aluminum horn, may be located at distant point, or with straight, upright horn, concealed in beautiful Lamp or Electric light fixture (see top cut).
Needle surface noise inaudible.
Volume control from a whisper to full power of Band.
Quality of Tone superb, rich, sounds like the real thing, can not be compared with commercial phonographs.
Operates on small storage battery.
Can be heard a mile away in the open, quiet country at full power.
Reproduces all there is on the record.
Wonderful for Homes, Churches, Schools, Clubs, Restaurants, Dance Halls, Gardens, Tennis Court, Sea Shore, Summer Resorts, Porches, etc.
New possibilities for the Phonograph.
Manufacturers adopt it for your cabinets.
Live dealers secure exclusive territorial agencies.
Will sell to only one dealer in a town.

Fully guaranteed—Retail price only $150.
In Hand-Carved finest quality polychrome lamp $220.
TO-DAY

You Must Sell "QUALITY" and "SERVICE"

Your customer demands it. Price is a secondary consideration. When you are ordering your table instrument requirements remember there is nothing quite so good as the Piknik.

Made Portable in 30 seconds

Built to win friends and repeat business. Spend two cents and get acquainted. It will pay you to handle the best.

The Piknik is the best portable phonograph on the market.

THE PIKNIK PORTABLE PHONOGRAPH, Inc.

Lakewood, New Jersey

EDISON KEEN AND ACTIVE AT 74

Famous Figure in World of Science Celebrates Birthday in Usual Way—Tells of World Problems to Solve—Flooded With Messages

The event of Thomas A. Edison’s seventy-fourth birthday on February 11 was widely commented upon by the press all over the country. Breaking his usual custom of silence, he gave a lengthy interview to the public and showed that,

both in mind and body, he is still more active than many a younger man. His interest in the affairs of the world is keen and his judgment sure. He believes in a tax on all sales and de-

ments upon by the press all over the country.

fourth birthday on February 11 was widely com-

creations.

permanent through the New Edison and the Re-

artists whose musical genius has been made per-

from the famous

library will be all of the exclusive Emerson ar-

The Superior Die Casting Co.

Cleveland, O.

EMERSON RECORDS NOW 85 CENTS

The Emerson Phonograph Co. announced on Monday, February 14, that, effective immediately, all Emerson records will be listed at eighty-five cents with the exception of records made by Eddie Cantor, famous musical comedy star and exclusive Emerson artist, which will continue to retail at $1.00. Included in the eighty-five-cent library will be all of the exclusive Emerson artists with the exception of Eddie Cantor.

EMPIERING CONDITIONS IN SOUTH

R. L. Freeman and J. S. Macdonald Make Extended Trip and Give Interesting and Encouraging Views of the Business Situation

Mr. R. L. Freeman, director of distribution of the Victor Talking Machine Co., Camden, N. J., and J. S. Macdonald, sales manager of the same company, recently returned from an extended trip through the Southern section of the country, including such important centers as Rich-

mond, Jacksonville, Atlanta, Birmingham, Mo-

bile, New Orleans, Houston, Dallas, Memphis and Cincinnati.

In a chat with The World they reported that although the market for the various crops and livestock produced in the region they covered had fallen off very much in price, the funda-

mental conditions are satisfactory. Most of the business men in this part of the country have prospered to a large extent during the last three or four years, and it is not compulsory that they move their present crops, etc., on an immediate basis.

The potential and actual market for Victrolas they found to be excellent. The holiday busi-

ness was good even in those centers where gen-

eral business depression existed in the largest degree, and despite the lull in the sale of crops the sale of Victrolas and Victor records has kept up very well since the first of the year.

VAN HORN ELY AT PALM BEACH

Van Horn Ely, president of the Columbia Graphophone Co., is spending a few weeks at Palm Beach, Fla. H. L. Willson, vice-president and general manager of the Columbia Grapho-

phone Co., returned recently to New York after an important trip through the West, where he visited the various Columbia factories.

Charles Gorsch, Margateville, N. Y., has taken the agency for the Remington.

CRYSTOLA CO. PLANS EXTENSION

R. C. Swing Assumes Entire Managership of Company, succeeding W. R. Thomas

CINCINNATI, O., February 10.—Plans for the re-

organization and extension of the Crystola Co., of this city, are now under way. R. C. Swing, treasurer and general manager of the company, has assumed entire managership of the company following the resignation of W. R. Thomas, in December.

“Business is fine with us,” said Mr. Swing. “We did better in January than in November or De-

ember. Our dealers and the public are gradu-

ally learning the genuine merits of our non-

vibrating glass amplifier and also the easily demonstrated advantages of our diaphragm, which is of special composition and of graduated thickness.” An active selling campaign on behalf of the Crystola agents is assured by Mr. Swing, beginning in the course of the next two or three months.

TO JOB WALL-KANE NEEDLES

Appointment of Distributors in New York, Chi-

cago and Syracuse Announced

The distribution of Wall-Kane needles has been augmented through the appointment of three progressive distributing houses by the Progressive Phonographic Supply Co., manufactur-

ers of this product. The three new distribu-

tors are the Maurice Richmond Music Co., New York City; H. Engel, Chicago, Ill., and B. Cohen, Syracuse, N. Y. The affairs of the Pro-

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The Superior Die Casting Co.
PROGRESS OF THE TRIAL OF THE MACY-VICTOR CASE

Action Which Began Before Judge Mack and Jury in the United States District Court, New York, on January 17 Enters Fifth Week, With Plaintiff's Side Still Unfinished—Some Interesting Testimony Offered—It Is Now Estimated That The Trial Will Last Another Month

For the past month the interest of the trade has been centered in the proceedings of the United States District Court for the Southern District of New York, where the action brought by R. H. Macy & Co., the New York department store, against the Victor Talking Machine Co., Camden, N. J., and a number of Victor wholesalers located in and about New York, in an effort to secure $570,000 triple damages for alleged violation of the Sherman Act, has been on trial before Judge Mack and a jury. The suit is regarded as the most important ever brought in the trade from many angles and both sides in the litigation had prepared for a long and bitter fight. The trial was started before Judge Mack on January 17 and as The World goes to press the presentation of arguments and testimony by the plaintiff has just about been finished. With the defense still to be heard it is believed that at least three weeks will be required to bring the case to a conclusion.


Plaintiff's Attorney Opens Case

The case was opened by Mr. Wise, who, in behalf of the plaintiff, made the claim that the right of the Victor Co. to fix resale prices was not recognized, and cited the decision of the Supreme Court in the Sanatogen case in support of his argument. He also called attention to the fact that the U. S. Supreme Court had sustained the demurrer filed by Macy & Co. through an action brought by the Victor Co. in 1914 seeking to restrain Macy & Co. from cutting prices on Victor goods. In presenting his case Mr. Wise paid tribute to the-effectiveness of the tremendous advertising campaign carried on by the Victor Co., which had resulted, he said, in "Victor" or "Victrola" being accepted as a generic term for all talking machines by a goodly proportion of the public. In support of the plaintiff's case much was made of the fact that Macy & Co. had been unable to purchase Victor goods direct from the Victor Co. or the various jobbers included in the action about 1913, and had suffered a material loss in potential profits as a result.

Opening Argument for Defense

Mr. Schurman, for the Victor Co., declared that his clients had, in every instance, complied with the law and that the present action grew out of the alleged violation by Macy & Co. of a contract they had entered into with the Victor Co. He called attention to the fact that the earlier contracts between the Victor Co. jobbers and dealers had been passed upon favorably by the United States courts up to and including the Court of Appeals, and that it was not until after Macy had proceeded with the alleged violation of the Victor contract that the United States Supreme Court had declared the instrument ineffective. In short, it was maintained by the defense that at the time the dispute arose with Macy & Co. the Victor contract had been upheld by all the courts before it had become the basis of an instrument claimed by the defense that Macy & Co. had sought to secure jobbers' discounts upon purchases and had been refused by the Victor Co. as a matter of trade policy.

The Cause of the Jobbers

Mr. Montague, for the defendant jobbers, denied the existence of any conspiracy among his clients in refusing to supply Macy & Co. with goods, declaring that at the time the plaintiff had attempted to secure goods from the jobbers and, in fact, practically up to date, there was, and has been, a distinct shortage of Victor products; that with limited supplies wholesalers naturally preferred to do business with friends and that the right of a merchant to refuse to sell for cause, or for no cause, has been upheld at least twice by the Supreme Court during the past couple of years. Mr. Montague also emphasized the fact that at about the time the various contracts were in force they had been upheld as legal by the courts and that even since the adverse decision of the United States Supreme Court on the question the sound economic principles back of a system of price maintenance had been supported by many important authorities and interests and that legislation to permit of the establishment of standard prices had been, and was, before Congress.

Herbert N. Straus, the First Witness

Herbert N. Straus, of R. H. Macy & Co., was the first witness called by the plaintiff, who remained on the stand for practically two days answering direct questions and replying to cross-examination by counsel on both sides relative to the relationship between Macy & Co. and the Victor Co. from 1908 to 1913, when the disagreement started, and then to date. Mr. Straus told chiefly of happenings since 1913, when Macy & Co. refused to sign a new dealers' contract with the Victor Co. Jobbers. He outlined the efforts that had been made to reach an understanding, and particularly the efforts that had been made, largely under his personal direction, to secure the goods directly from jobbers, or indirectly through other channels.

The testimony of Mr. Straus was at times distinctly interesting and illuminating and the character of the questions and answers resulted in frequent clashes between opposing counsel.

The next witness was C. H. Williams, described as a buyer for the Macy store, whose special duty, it appeared, was to secure Victor merchandise wherever possible and who devoted an average of half his time to that work. Williams declared that he had called personally upon various jobbers in New York and other cities in the East, particularly after the Supreme Court had sustained the demurrer to the Victor Co.'s complaint in 1917. His testimony regarding alleged conversations between himself and the various jobbers and their representatives seemed particularly interesting to the defense, several of whom he named in person. It appeared that much work and trouble was involved in getting the desired goods.

Later on Percy Straus, a brother of Herbert N. Straus, and also a member of the Macy firm, was called to the witness stand and added some testimony to that given by his brother. Herbert N. Straus was recalled to the stand for re-cross-examination a week or so after his first direct testimony in order to verify the statement that Macy & Co. upheld prices on the toilet preparations of Colgate & Co. and spent an unpleasant few minutes with the Victor Co.'s attorney as a result.

Another witness for the plaintiff was Julian Florian, who in 1914 was manager of what was then the wholesale Victor department of I. Davega, Jr., Inc., and who brought to light some alleged dealings using the name Macy after the company had ceased to be a licensed Victor dealer.

Mr. Schurman testified in the course of his direct examination to the existence of a special arrangement he had made with Macy & Co. running from May 4, 1914, to the Fall of that year, whereby various Victor goods were purchased by the plaintiff at regular retail prices and that subsequently a cash refund was made, such refund being placed in sealed envelopes and carried personally by Florian to Mr. Strauss. The deal, it was brought out, followed the introduction of Florian to the Macy storeroom where he was shown a considerable stock of Victor goods and information as to where they had been obtained from other sources. Florian admitted that he had been discharged from the Davega employ in December, 1914. The attorney for the defense secured the admission from Florian that he was "sore" at Mr. Davega and also at the Victor Co., and had sued I. Davega, Jr., Inc., for the loss of his position, finally settling the case out of court.

An Interesting Witness

A particularly interesting witness for the plaintiff was Harry E. Oliver, who shed some interesting light upon the methods adopted by the Macy house for securing Victor goods after May, 1914. Oliver stated that he went to various recognized sources of supply in an effort (Continued on page 120)
PROGRESS OF VICTOR-MAGY TRIAL

(Continued from page 169)

to secure Victor goods, and had taken from the classified telephone directory a list of dealers in talking machines and called on a number of them, citing names, addresses and, in some cases, dates. He stated that he had a fund of money belonging to Macy & Co. standing under his own name in a bank and had drawn on that fund to pay for Victor machines and records which were billed to him personally and delivered to his office at 215 Fourth Avenue. The goods were in turn billed to Macy & Co. by Oliver. The witness testified to some of his experiences in traveling to various cities and towns seeking Victor merchandise, and the course of a lengthy cross-examination gave other information that was interesting, and in some cases important.
The testimony also included the presenting of depositions from Edward Briggs, secretary and treasurer of the Oliver Ditson Co., Boston, and H. A. Winkelman, manager of the wholesale Victor talking machine department of that company.
Russell C. Downs, who stated that he was employed by the New York Talking Machine Co. from December, 1913, to the Spring of 1916, was also called as a witness and gave some testimony of value. He stated, for instance, that Victor records had been marked for identification and that he could tell the name of the dealer from such markings. The defense was interested particularly in Downs' admission that a special premium was paid upon sales of the Ro-Steel machine offered by Macy & Co. as their own product.
Benj. Switky, who for some years operated as a Victor jobber, was one of the witnesses called by the plaintiff and cross-examined of Mr. Switky in order to bring out various points of relationship as a Victor distributor with the Victor Co. and its representatives. Two days were devoted to the direct examination and cross-examination of Mr. Switky in order to bring out various points in his relationship as a distributor with the Victor Co. and its representatives, and with the members of the retail trade.

Former Dealers Called

Another witness for the plaintiff was Ellen Byrne DeVitt, formerly a licensed Victor dealer, who answered the questions put to her in a manner that frequently arousedsurprise in the courtroom. Max A. Fischer, also a former Victor dealer, who apparently had many business dealings with Macy & Co., was likewise called to the stand and testified at length. Marie B. Kaplan, another erstwhile Victor dealer, also spent some hours in the witness chair, her testimony being followed by that of her attorney, D. W. Steele, who recited the results of several alleged visits to Camden.
The plaintiff also called to the stand a number of past and present employees of Macy & Co., who were connected with, or had knowledge in some way of, the methods adopted by the Macy concern for securing supplies of Victor goods after they had been cut off the dealers' list. Among these were Rita A. Smith, a former stenographer; Barbara Sowa, Mrs. Wil-
**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.

We Back the Dealer Who Backs the Victor

**Knight-Campbell Music Co., 1608 Wynkoop Street, Denver, Colo.**

**TO DISTRIBUTE WALL-KANE NEEDLES**

Maurice Richmond, Inc., New York, Organized for That Purpose

Maurice Richmond, head of the Maurice Richmond Music Pub. Co., Inc., and for over twenty-three years general manager of the Enterprise Music Supply Co., has organized a company for the purpose of taking over the distribution of the well-known "Wall-Kane" steel needles. The company will operate under the firm name of Maurice Richmond, Inc.

Associated with Mr. Richmond, who will act as general manager of the concern, is F. H. Burt. Mr. Burt has been in the music business in various capacities for a period of years and more recently has given particular attention to the needle business and its market. Under his direction the new organization will endeavor to place its needle business and its market. Under his direction the new organization will endeavor to place its needle business

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Maurice Richmond and F. H. Burt

HOLD BUBBLE BOOK PARTIES

Bubble Book Sales Service Introduces Novel Publicity Idea—Parties Attended by Dealers

The Bubble Book Sales Service, New York, distributor of Bubble Books, has instituted an unusual campaign featuring these books. Incidental to the Toy Fair, which opened last week in New York, and which will continue until March 12, this company is giving a series of Bubble Book parties in the auditorium of the Bush Terminal Building, 130 West Forty-second street, New York, where the company has its executive offices.

The parties, which are given daily, were inaugurated on February 7 and have proved very successful. A talking machine is used to play the Bubble Book nursery rhymes, while twenty-five child actors pantomime the story on the stage in conjunction with the reproduction of the record.

According to present plans the Bubble Book Sales Service will co-operate with talking machine dealers throughout the country in giving similar Bubble Book parties. To date more than forty of these Bubble Book parties have been arranged in the leading trade centers and the dealers are enthusiastic regarding the results obtained from this unique publicity idea. These parties have not only resulted in substantial sales of Bubble Books, but have served to interest the children and their parents in the musical value of the talking machine.

Invitations were sent to talking machine dealers everywhere by the Bubble Book Sales Service to attend the unique series of parties now being given in the auditorium of the Bush Terminal Building, and many successful dealers have advised the company that they will attend.

Paul Zerrahn, formerly field representative of the Emerson Phonograph Co., New York, resigned from this position the first of February.

**KICHLER VALANCES**

especially designed for the windows of the Talking Machine Dealer. We can reproduce and embroider any trade-mark and any type of lettering.

KICHLER VALANCES will improve the appearance and increase the sales value of your show windows. Write us for our descriptive literature.

**THE L. A. KICHLER CO.**

717 Lakeside Ave. N. W. (Dept. W) CLEVELAND
Eastern Representative—Louis A. Schwarz, 1265 Broadway, New York City
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 geared 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
NEW BRUNSWICK FLANGE SIGN

Brunswick-Balke-Collender Co. Introduces Sign for Dealers Which Can Be Attached to the Side of a Building—Artistically Prepared

The advertising department of the Brunswick-Balke-Collender Co., after many requests from dealers, has brought out a new flange sign which can be fastened against the side of a building. The sign is lithographed in baked-on colors. The sign is of twenty-four gauge steel and one end is turned at right angles, so that it can be fastened to a building. The printed matter, in turn, is covered with a weather-resistant varnish and this gives the sign that which can be fastened against the side of a building. The sign is lithographed in baked-on colors. The sign is of twenty-four gauge steel and one end is turned at right angles, so that it can be fastened to a building.

STONE CO. HOLDS RAILROAD WORLD

Employees of Vocalion Distributor in Fargo, N. D., Enjoyed a New and Original Form of Terpsichorean Entertainment Recently

Fargo, N. D., February 8.—The employes of the Stone Piano Co., distributor of Aeolian-Vocalon and records, as well as Melodee music rolls, in this city, held a "railroad dance" recently, a novelty that proved very popular with the members of the staff. The order of dance was made out like a railroad time-table, with the dances at fifteen-minute intervals, named according to the cities and towns in which the Stone Co. has established dealers.

The dancers traveled as far West as Billings, Mont., over the Aeolian Line, with A. G. Stan- ton as "general manager" and George H. Dower as "passenger agent." The party left Stone's Auditorium at 9 p. m. to the accompaniment of a one-step, which took them as far as Casel- ton, which is just about one step from Fargo. Other stops, each of them Vocalon strongholds, included Valley City, Jintown, Steele, Bismarck, Minot, Mandan, Dickinson, Belfield and Miles City. The party arrived at Billings at 12 o'clock, promptly on time. Music was furnished by Bill Becker's Track Walkers, and the following Stone employes served in the capacity mentioned: Gene Howell, conductor; Bill Becker, engineer; Bill Shaw, brakeman; Anne Hagen, newsboy; Wes. Simille, auditor; Maggie Lien, dining car conductor; Edward Stalheim, road master, and Bert Schumacher, ticket agent.

The Stone Piano Co. reports that it did a big phonograph business during January, 1921, than it did in January of either 1919 or 1920. This firm is the North Dakota distributor of the Aeolian-Vocalon phonograph, as well as the Vocalon records.

MICKEL MUSIC CO. OPENS

The Mickel Music Co., of Marshalltown, Ia., opened its exclusive Victor store on February 3. It is located in the heart of the business section, and has six exceptionally large booths finished in ivory and blue and the whole store is carpeted with light blue Wilton carpet. Mickel's efficiency expert, Miss Jardine, officiated, and little celluloid Victor dogs were given away as souvenirs. The manager of the new store is Warren Stevens.

TO CONVENE IN CHICAGO

An educational convention will be held in Chicago, the third week in March, under the auspices of the Victor Talking Machine Co. According to present plans the affair will be attended by a very large number, representing every section of the country, and the program itself will be of a most instructive and construc- tive sort.

The Pease Music Store, Tuckahoe, N. Y., is now located in the Plaza Theatre Building. W. J. Snow is manager. The Pathé line is handled.

It's a Difficult Thing

to trim a window with real records. Tin records also present difficul- ties, as they cannot be pinned up. The best way out is to use THE USOSKIN Imitation Record, made of a special card-board stock and looking so like an original record that even the Victor Dog himself gets puzzled as to which is which.

Your jobber will gladly supply you. Ask him for details and prices.

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

NEW VAN VEEN INSTALLATIONS

Model Shop and Wholesale Display at Ditson's New Equipment at Bloomingdale's

Van Veen & Co., Inc., manufacturers of Van Veen hearing rooms, record racks and counters, have installed a model shop and wholesale dis- play department in the headquarters of Chas. H. Ditson & Co., on Thirty-fourth street, New York City. This company has also lately com- pleted a large and handsome talking machine department in Bloomingdale Bros.' New York store. This installation consists of twenty demonstration rooms and occupies a large por- tion of the third floor of this big store. Leon Tobias, of the Van Veen sales staff, is at present out of town on an extensive trip. Van Veen & Co., Inc., state that Mr. Tobias is sending in a great number of inquiries and is laying out a large number of installations for the dealers. In the majority of the cases these are for dealers who have long planned improvements in their warerooms and have held off the actual work awaiting the signs of an improvement in general business conditions. Many of these deal- ers feel that business is decidedly on the up- ward trend and have made plans to have work on installations commenced within the next two or three weeks.

NEW VICTOR STORE IN CRESTON, IA.

McGregor Bros. & Coens, of Creston, Ia., have opened their music department. The de- partment occupies a space fifteen feet by thirty- six feet in the front of the store, with five French booths finished in gray, and the whole department is covered with gray carpet to match. The booths and lobby are equipped with wicker and overstuffed furniture, which adds greatly to the appearance.

John McCormack, the celebrated Victor artist, is due to sail for home on April 19 on the "Aquitania." He will finish up his grand opera engagement at Monte Carlo shortly.

You have probably tried many reproducers hoping to find one which will overcome and eliminate thin, metallic, sharp tones. The STEURER REPRODUCER will satisfy you that we have succeeded in producing round- ness of tone, volume, detail and a quality of tone entirely free from nasal or metallic characteristics. We guarantee satisfaction. Samples to the trade, $7.00 each. Fully covered by patents.

Steurer Reproducer Company, Inc.
158 West 21st Street
New York City
THE TALKING MACHINE WORLD

APPOINT NEW OKEH JOBBERS

Sonora Phonograph Co. of Philadelphia New Okeh Jobber—Well Equipped to Serve Dealers

W. C. Fuhr, general sales manager of the Okeh record division of the General Phonograph Corp., New York, announced this week that the Sonora Co. of Philadelphia had been appointed distributor for Okeh records in that territory. This company, which was recently formed to distribute Sonora products, has already attained signal success, and the dealers in Philadelphia territory will receive maximum co-operation from the company's sales staff in handling Okeh records.

The Philadelphia Show Case Co., Philadelphia, is no longer a jobber of Okeh records.

NEW BORI RECORDS SOON

Lucrezia Bori is soon to return to the active world of Victor recording artists. Several years ago an operation was performed on her throat which was not immediately successful. She has since, however, recovered entirely and recently made her return debut in "La Boheme" at the Metropolitan Opera House, New York City. Her return to opera is generally felt to be one of the most important events of the current opera season. In the very near future she will make some new Victor records, which will be released probably in the early Fall.

EDISON ARTISTS GIVE CONCERTS

No less than three Edison tone tests were given by Glen Ellison, well-known Edison artist, under the auspices of the Fitzgerald Music Co., Los Angeles, Cal., during the month of January. Zac Hargy, manager of the Edison department, reports excellent results in business from these demonstrations. On Wednesday, February 2, another Edison tone test was arranged for by the Fitzgerald Music Co., in which the inimitable Collins and Harlan appeared.

F. D. HALL TO VISIT JAPAN

CHICAGO, ILL., February 10.—F. D. Hall, of the Hall Mfg. Co., and inventor of the well-known fibre needle bearing his name, leaves for Japan March 10 to close contracts for personally signing some new Victor records, which will be released probably in the early Fall. The accompanying illustration shows how prominently the word Sonora stands out on the

THE AEOLIAN SYMPHONY ORCHESTRA

Among the Vocalion records announced by the Aeolian Co. to be released in March are the first records of the Aeolian Symphony Orchestra. These records are destined to meet with a popular reception. The March numbers include "Ballet Egypten" and "Prædubium."

VICTOR CO. HONORS WASHINGTON

The advertising department of the Victor Talking Machine Co., Camden, has recently designed a very effective window display for the use of Victor dealers around Washington's birthday. In the center, on a flag-draped mount, is a bust of Washington; at the right, a floor model Victrola; at the left, with a sprig of a cherry tree placed over it, is a card which reads, "Mr. Perkins reports that the "Phonomotor" reproduces the music of the World's Greatest Artists Truthfully." On either side of the bust two records are mounted about four inches from the floor, with the face of the record toward the street. On the top of each is pasted a colored cardboard hatchet.

SONORA PUBLICITY ON LONDON BUS

The Sonora phonograph is advertised to excellent advantage in London, and travelers around this famous metropolis cannot fail to be favorably impressed with this publicity. Not only does this advertising appear on billboards

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WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement in which is stated the position to be occupied, the qualifications and the name of the company. Subject to approval, replies will be forwarded free. Additional space will be charged 25c. per line. Replies will be forwarded, if desired, at 25c. per line. All other classes of advertising will be charged at the rates in effect elsewhere in this paper.

SALESMAN WANTED to handle popular-priced talking machines on commission basis as a side line. See our advertisement in this issue. The Charmaphone Co., 39 West 22nd St., New York City.

WANTED—Position as sales manager for large well-known concern manufacturing or distributing phonographs or phonograph products. I have been a sales manager of one machine concern doing a million-dollar business a year and because of illness gave up position. I am 31 years of age, Canadian, with six years' phonograph experience. Only offers of high-grade positions with assured future will be considered. "Box 901," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Experienced phonograph and cabinet salesman. One who has had experience and is in a position to take over and immediately start a new line of phonographs and 20 or more cabinets, in addition to the present stock of phonographs. Address "Box 905," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Young man of excellent manufacturing and executive experience and ability, with A-1 record, wishes to connect with machinery manufacturer. Address "Box 906," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Sales manager and executive, now employed, desires to make change; 15 years' experience in United States, Canada and Europe with two of the largest phonograph companies. Successful record in selling, advertising, factory supervision, sales organization and the handling of men. "Box 907," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMEN WANTED—If you have at least four years' retail experience in the talking machine and piano business we can use you. The positions we have open are for the type of man who can present a high-class proposition in a strictly high-class manner. We do not want amateurs. You will have to travel. Drawing account against commission will be allowed you after you have proved to us that you are the man capable of presenting our proposition. This position is good for $5,000 the first year, provided you lend us your entire time. The concern for which you will work has been in business over 40 years and enjoys an unquestioned reputation throughout the music industry. Please outline to us your qualifications for fulfilling this position in first letter. Address your reply to "Box 908," care The Talking Machine World, 373 Fourth Ave., New York City.

CABINET FACTORY

For sale—Cabinet factory, fully equipped in all parts, Located outside of city. Any member of the trade may forward to this office a "Situation" advertisement in which is stated the position to be occupied, the qualifications and the name of the company. Subject to approval, replies will be forwarded free. Additional space will be charged 25c. per line. Replies will be forwarded, if desired, at 25c. per line. All other classes of advertising will be charged at the rates in effect elsewhere in this paper.

FOR SALE

1,350 Gramophone imported lacquered records, 12 in. and 12 1/2 in. All records imported and in perfect condition. Will sell the lot or as fractional. Write for particulars on application. "Box 909," care The Talking Machine World, 373 Fourth Ave., New York City.

EXCEPTIONAL OFFER


CABINETS


SOME REPORTS FOR SALE

The Charmaphone Co., 39 West 32nd St., New York City.

FOR SALE

11.4 x 175" record player. Made by a reliable firm, in excellent order, complete with all accessories. "Box 910," care The Talking Machine World, 373 Fourth Ave., New York City.

CABINET FACTORY

400 Edison cylinder, two-minute records. Will offer all or part at a very low price. All in good condition. M. Johnson Co., Valley, Neb.

FOR SALE

Established New York laboratory prepared to take limited amount of studio and recording work. Full particulars on application. Write Box "999," care The Talking Machine World, 373 Fourth Ave., New York City.

OPPORTUNITY FOR EXTRA COMMISSION

Men now selling phonographs or business 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.


For Sale:

1,350 Gramophone imported lacquered records, 12 in. and 12 1/2 in. All records imported and in perfect condition. Will sell the lot or as fractional. Write for particulars on application. "Box 909," care The Talking Machine World, 373 Fourth Ave., New York City.

RECORDING

FOR SALE

1,350 Gramophone imported lacquered records, 12 in. and 12 1/2 in. All records imported and in perfect condition. Will sell the lot or as fractional. Write for particulars on application. "Box 909," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Model and accessory houses to handle our line of record envelopes and pocketbook machines. Some very desirable territory still open. We are the largest producers of this line to-day and have most attractive prices and prompt delivery. Address James L. Hornbeck Co., 237 Fifth Ave., Pittsburgh, Pa.

WE WILL BUY

Records for sale. I,500 standard black cloth records, not over five of a number and no war numbers. Will sell from 200 to 230 record each lot. 200 or over at $2.50 each cash net. Cash. Player-Tone Talking Machine Co., 967 Liberty Ave., Pittsburgh, Pa.

FOR SALE


FOR SALE

Mr. Plato Merchant. Are you looking for a new location? A captive store in town of five thou- sand, situated in the wealthiest territory in the State of Wisconsin. Practically without competition and doing a first business in pianos, phonographs and small goods. This store is in a cash territory. The building is attractively modern with fine show windows and the best location in town. Present owner, who has for several years been a successful pianist, phonograph and small goods man. Will pay all overhead expenses and show a profit. Any reasonable offer will be considered. "Box 899," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

FOR SALE


WANTED—Specialty men and accessory houses to handle our line of record envelopes and pocketbook machines. Some very desirable territory still open. We are the largest producers of this line to-day and have most attractive prices and prompt delivery. Address James L. Hornbeck Co., 237 Fifth Ave., Pittsburgh, Pa.

FOR SALE

WANTED—Sales representative, located permanently in either Baltimore or Washington, to handle a real quick moving line of phonograph records in the State of Maryland and the Distric of Columbia. To the man with real selling ability and experience an opportunity is offered to make real money and a big future. Write us at once, giving full particulars and an appointment will be made promptly. Newton-Elling, Inc., Trentron, N. J.
STEEL NEEDLES

At the following prices, subjects to change without notice:

- 10 thousand lots... .40c. per thousand
- 100 thousand lots... .35c. per thousand
- 1 thousand lots... .25c. per thousand
- 1 million lots... .20c. per thousand

Packages of 100 needles each, samples on application.

RICHARD EULER
Alston St. and L. R. B.
ELEKTRON, U. S.
Telephone New York 2061.

Quality and Prices

Main Springs (best quality)

No. 5, 1 lb. by 25 ft. for Columbus... 14.5b per dozen
No. 1 lb. by 25 ft. for other localities... 1.00 per dozen
No. 5, 50 lb. per 10 lb. carton... 1.35 per dozen
No. 14, 1.50 per dozen

For other sizes of recording machines:

Motors

Revere P. V. D. No. 5, $24.90. This Motor plays four 10-inch records with one winding: 15 cards marketable key regulators, soundproof running, silent and durable, with all attachments complete at...

Tone Arms with Reproducers

No. 1, Thomas, 200 lb. tone arm, standard, D. & J. Price... 50.00
No. 4, Universal, loud and clear, nickelized: suitable for phonograph... 40.00

Governor Springs

For Victor: High Grade Steel... $200.00

Needles

MAGNOLIA Tone shaped, two trees in one. Can produce a very loud tone...

We Also Have in Stock

- Muscle, sanding, tone arm... 90.75
- Reproducers only, St. Victor; fine and clear sounding, each... 3.50
- Needle racks, per 100... 1.50
- Needle couplings, per 100... 2.00
- Turntables, assorted, 12 inches; per dozen... 6.00
- Handles with boxes, assorted, per dozen... 2.75
- Needles, nickel-plated, per dozen... 2.00
- Needles, large size, per dozen... 85

Repair Parts for All Makes of Machines

Can we send you our latest price list of accessories? We manufacture a line of Low-priced parts to fit your phonographs.

The "Wollman Silvertone"

Send for illustrations.

Our model 82, 45x45 inches high by 15 inches by 15 inches; Mahogany finish, adjustable table and tray, complete...


"Reliable Merchants for 25 Years"

560-562 Grand St. Brooklyn, N. Y.

NAME OF COMPANY CHANGED

B & H Fibre Mfg. Co., of Chicago, will hereafter be known as the Hall Mfg. Co.—Name of Inventor to Be Allied to Product

CHICAGO, Ill., February 9.—Announcement is made by the B & H Fibre Mfg. Co. that at a recent meeting of the officers of the company it was decided to change the firm name and that this company will henceforth be known as the Hall Mfg. Co. This was decided upon with a view to period of standardizing the name of Hall, so that in the future the name Hall would be mentioned fibre needles would immediately be thought of.

This company is one of the oldest concerns in the West connected with the talking machine industry. Many years ago, when it first came into being, it got its name, B & H, from the partnership then existing between Barrett and Hall, who founded the business. The fibre needle was originated by Frederick D. Hall, who had in mind something that would tend to bring out all the qualities in a high-class record, but at the same time eliminate surface noise entirely. When he began experimenting Mr. Hall at first used an ordinary toothpick and by means of this, he says, the possibilities offered by a needle made of some material other than metal which would bring out all the qualities of a record and at the same time make the volume and reduce scratch became apparent. Later he hit on the idea of using bamboo fibre, but one of the early difficulties that arose was due to the fact that when it was used on a record with a lot of volume, such as, for example, the "Sixtet From Lucia," the terrific vibration would shatter the needle.

Mr. Hall then set out to develop a needle that would withstand the strain imposed upon it by such a record and within a short time he hit upon the idea of running the bamboo fibre through a series of chemicals which would cause the fibre to hold up. In putting the needle through this chemical process it was discovered that when in use the needle not only held up under any strain, but that it also oiled the surface of the record and this in turn helped in the preservation of the record. From that day to this the sales of the Hall fibre needle have been steadily growing and in all the time it has been on the market it has made friends. It has never been the claim of this company that the Hall fibre needle was adaptable to all kinds of music. They have always maintained that where lots of volume was wanted in a record, such as one used for dancing purposes, the fibre needle is not the ideal, but they have maintained that whatever volume is wanted, the plus quality of music and minus surface noise is. For example, in the rendition of high-priced or classical music, nothing can give better satisfaction.

The business has grown to such proportions that at a recent meeting of the officers of that company Mr. Hall was elected vice-president of the East Coast Talking Machine Co., with offices in New York City. The B & H Fibre Mfg. Co. is the East Coast Talking Machine Co. and Mr. Hall is the general manager of the company. The present management of the B & H Fibre Mfg. Co. has decided to secure a larger amount of raw materials and to use them to best advantage. The Hall Mfg. Co. is the East Coast Talking Machine Co., which has always been recognized as one of the leading concerns in the manufacture of talking machines. In order to better control the raw material and to secure all profits, this company has decided to change its name and will henceforth be known as the Hall Mfg. Co.

Effective Emerson Publicity

Emerson Phonograph Co. has resumed its effective advertising campaign in some of the leading cities throughout the country, using greatly spaced in important centers where Emerson distributors are located.

The campaign is meeting with pleasing success and the distributors and dealers are enthusiastic over the results received from this publicity. This copy features some of the hits on the current Emerson releases and there is a distinctive and unique character to the text which gives the Emerson advertising individuality. In a recent advertisement, in which the accompanying illustration is used, the following Emerson artists were featured: Eddie Cantor, Irving Kaufman, Arthur Fields, Plantation Dance Orchestra and the Merry Melody Men.

NOW WITH OPPENHEIMER-ALSPOR CO.

The Baldauf-Rosenblatt Co., of Oskaloosa, Ia., has consolidated with two other stores in its town and in the future will be known as the Oppenheimer-Alspor Co. Plans are being prepared for a five-room department. H. Graves is manager of the department.

"The Music Without the Blur!"

The ideal of talking machine manufacture is attained properly only when every detail is in its proper place. In the construction of the MARVELOUS MAGNOLIA "Built by Tone Specialists"

"Magnolia's Tone Deflector eliminates the scratch"
FEBRUARY 15, 1921


—Interesting Budget of News of the Month

LONDON, E. C., February 3.—In these days, when the elements of business progress are over-clouded and set back by causes more or less beyond control, there's need in the thought that manufacturing and wholesale traders at least realize the urgent necessity of making special effort to enliven sales.

The school of publicit¬ies tells us that the best, indeed the only, tonic is advertising along certain approved lines. Very true, up to a point. But undoubtedly supplemental assistance is needed to encourage purchases of musical instruments. This is so far recognized that many British musical houses have arranged so-called "sales," meaning that by wholesale price reduction they hope to awaken the public from the lethargy into which they have fallen.

This preamble brings one to the fact that there's useless to deny U. K. trade conditions are somewhat unhealthy. In many piano and other factories short time only is being worked and in the gramophone industry many hundreds of workpeople find themselves with nothing to do. There is much distress in labor circles and not a little anxiety among employers who, I am glad to say, are doing everything possible to mitigate hardship.

In general industrial circles the position is exceedingly bad. Apart from hundreds of thousands on short-time work, about 1,000,000 people have registered at the labor exchanges as being unemployed. Its bad effect on industry, and the musical instrument trade in particular, is too obvious to mention.

One other aspect of the situation cannot, however, be overlooked. It is that the public is undoubtedly withholding its money pending a general reduction of prices. This expectation is fully justified by a pretty big move in that direction already. "Sales" are the order of the day. There have been one or two in the gramophone trade and many price reductions were made during the Autumn. Further reductions may be in sight, but I do not think the trade can bank upon anything very material in this way, though I write information reaches me of a reduction to 2 shillings 6 pence in the price of Columbia records.

The record trade, comparatively, is in better shape than the instrument side, notwithstanding the record trade gains in machines.

This is so far recognized that many British dealers are offering some rare bargains in machines. Trade is likely to receive a nice fillip by the opening of the British Industries Fair, February 21 to March 4, at the White City, London. In the musical instrument section there are about fifty exhibitors, fairly representative of every side of the industry. Some firms could not be accommodated with space, they having ignored the advice to make early application. The Board of Trade has worked splendidly towards making known the business attractions of the exhibition and continuous press publicity throughout the Empire will result in a really big attendance of buyers from all parts. The value of the fair may be gauged by the fact that at least one gramophone manufacturer is still busy following up prospects and executing orders placed by trade visitors to last year's exhibition.

The Gramophone Association

In a twelve-page news letter—an occasional private communication to members of the Association—the recent work of this really active trade organization is chronicled.

The subjects dealt with comprise statistics of imports, exports and re-exports, general trade information, railway rates and conditions, the British Empire Exhibition proposed to be held in London in 1923, trade conditions in Germany, detailed particulars re trade openings abroad, etc., etc. The work of the Federation of B. M. I. on behalf of the gramophone and small goods trade is also duly emphasized. Full and official information on the intricate customs procedure to secure drawback on re-exports has been carefully collated and placed at the disposal of members.

The annual dinner will be held at Prasati's Restaurant, Oxford street, on Wednesday, February 23. This date has been arranged to coincide with the period of the British Industries Fair to give all Provincial members an opportunity of attending.

Gramophone Trade in the Emerald Isle

Advertisements of gramophone wares figure

(Continued on page 178)

The Talking Machine World

February 15, 1921

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THE TALKING MACHINE WORLD

W. LIONEL STURDY, MANAGER

2 GRESHAM BLDG., BASINGSTOKE, ST. E. C. LONDON

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

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Copyright

ARDENMARK: Skandinavisk Grammophon-Aktie
eselskab, Frithaven, Copenhagen.

FRANCE: Cie. Francaise du Gramophone, 135
Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañia del Gramofono, 50-56 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktie
bolaget, Bredherrgataven 41, Stockholm.


EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.


NEW ZEALAND: Gramaphonium, Ltd., 115-120 Victoria Street, Wellington.


DENMARK: Skandinavisk Grammophon-Aktie
eselskab, Frithaven, Copenhagen.

FRANCE: Cie. Francaise du Gramophone, 135
Boulevard Richard Lenoir, Place de la République, Paris.

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FROM OUR LONDON HEADQUARTERS—(Continued from page 177)

well in the Irish newspapers of late. Dublin and Belfast are particularly active and traders in those towns have shown considerable enterprise in bringing before the public the varied "accomplishments" of the gramophone. Sales have been quite up to normal and remain steady. During last month (Jan.) the Belfast City Council elections took place. Among the candidates for seats were well-known musical people.

Belfast continues to be interested, as, of course, intended, in the readable advertisements of Thos. Edens Osborne, whose new premises dates for seats were well-known musical people.

Council elections took place. Among the candidates for seats were well-known musical people. Belfast continues to be interested, as, of course, intended, in the readable advertisements of Thos. Edens Osborne, whose new premises.

By all reports it would seem that China has really awakened to the very excellent idea that to properly look up-to-date machinery and plant by skilled craftsmen only.

A Most Efficient Automatic Stop

Among the many useful accessories marketed by the Limit Engineering Co., this city, may be mentioned sound boxes, tone arms, case fittings, interior metal horns, and the "Limit" automatic brake stop. I refer particularly to the latter because it is of an entirely different pattern than the many auto-stops with which the trade here is familiar. The "Limit" eliminates the ordinary brake stop, its function being of threefold value, i.e., start, stop and cure-all, all in one device. It is brought into operation by the use of three typewriter keys. The auto key-arm is wonderfully sensitive, responding to the least touch when set to release the brake gear at the finish of the record. Easily fitted to any gramophone, the "Limit" is of compact and nice appearance, thoroughly reliable in action, and, to me, is a very necessary and convenient equipment of any gramophone. This auto-stop is fathered by many wholesalers, and machines so equipped are very popular with the public.

Expert Mechanics an Asset to Retailer

"The Voice" gives publicity for the first time to the very excellent idea that to properly look after repairs someone connected with each retail establishment should undergo a course of training at the "His Master's Voice" factories. The company very rightly suggests that its instruments are far too good to be handled by inefficient or amateur workmen. Bad repairs are bad for business, the dealer's client naturally resents faulty work, and realizing the importance of this, the Gramophone Co. is prepared to offer training facilities in the adjustment and repair of its instrumental products. H. M. V. dealers are invited to send an employe to Hayes for that purpose.

Continental Money Values

The extremely low value of continental money in the U. K. is causing much anxiety to our manufacturers. For instance, the importation here of big consignments of musical instruments, parts and accessories, represents a serious menace to British trade, particularly as the German mark is worth but one penny at present exchange rates. Notwithstanding the 33% per cent tariff, German musical products are delivered right to the buyer's door at prices which, in many instances, approximate closely to the actual British factory prices. This gives an idea how difficult conditions of British trading are to-day. Something must be done to meet the situation, and on behalf of the trade the Federation of British Music Industries is laying a scheme before the Government.

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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
Winners at the Fair

Messrs. J. E. Hough, Ltd., announce that they will exhibit a full range of Edison Bell "Discophones" and Winner records at the British Industries Fair, White City. Invitations have been sent to all their dealers to visit the company's spacious stand, P-32, and as admission is by ticket only, it will be necessary to make arrangements accordingly. This matter has been well looked after by Messrs. J. E. Hough, who are out to ensure a big attendance of dealers at their booth.

"Pirates of Penzance" on "His Master's Voice" Gramophonic art is progressive; it has yet to reach its zenith. Towards that desideratum we are their booth.

Music Trades Diary Yearbook and Directory

Under the above title, a very ambitious work has been published by G. D. Ernest & Co., 5 and 6 Duke street, Adelphi, London. As the name implies, it is a book of some trade importance, combining as it does a yearbook of useful commercial information with special reference to the music trades; a three-days-to-the-page diary on good paper with blotter-marker; and more useful still—a directory (officially compiled) of all the U. K. music trade associations and musical societies. Certainly, the Music Trades Diary, Yearbook and Directory, 1921, is the most valuable and useful publication yet offered to the British trade. No merchant's desk is complete without it.

Registration of the British Music Trades

Apart from the Music Trades Diary, Yearbook and Directory, there are two book publications claiming to contain a fairly accurate registration of the British music trades. Notwithstanding, I am informed that the Federation of British Music Industries is compiling a new trade directory. Quite frankly, it seems to me

that the funds of the Federation might be more usefully employed than upon the duplication of a work already in existence. On the other hand, if present directories are considered incomplete, the publishers would doubtless be quite prepared to place their existing organization in co-operation with the Federation and thus save funds for other purposes.

New Records by the British Zonophone Co.

Well on time is the issue of the No. 2 February program of records by Zonophone. A wide variety of instrumental and vocal numbers, of which there are twenty-eight all told (fourteen records), will serve to please the dealer and his customers. It might truly be said that there is a record for everyone, so carefully has the list been compiled to cover every musical taste. If variety is charming, it is no secret to the Zonophone people, and that is a characteristic of their record programs which the trade has come to welcome and expect. Of the many interesting records I would mention particularly "On the Quarter Deck" and "Voice of the Guns" (marches), and "Bo la Bo" (fox-trot), and "When That Harvest Moon Is Shining," all by the famous Black Diamond Band. The Picture Palace Orchestra gives a most acceptable rendering of "La Reine de Saba," selection and vocals. Among the vocals, a good seller will be "Reet oop 'Mark" and "Mary Ann," by Jack Pleasants, whose North Country vernacular and yokel comicalities have made for his great popularity. A favorite is "The Song of My Heart" and "Twas an Old Fashioned Love Song," by Miss Jessie Broughton, and a goodly record is Harold Wilde's "God Gave Me Wonderful Dreams" and "There's Another Little Girl I'm Fond Of."

A New Gramophone Introduced

Under the name "Algraphone," Alfred Graham & Co., of Crofton Park, are offering a new gramophone worthy of special notice. It is of the cabinet type, of pleasing proportions and design, equipped with the new "Graham" spring motor, playing five twelve-inch or eight ten-inch records per wind. The cabinet is fitted with a (Continued from page 178)

FROM OUR LONDON HEADQUARTERS—(Continued from page 178)
Washingon, D. c., February 8.—Sound Box. Max Krooss, Philadelphia, Pa., assignor to Franklin E. Barr, same place. Patent No. 1,359,713.

This invention relates in general to sound boxes for talking machines but is applicable with great advantage to boxes which comprise a dished or bulged diaphragm; that is to say a diaphragm having a concave-convex form with the convexity facing outward.

The object of the invention is to employ a preferably but not necessarily dished diaphragm with a sound box of special and novel construction, the casing of which embodies, and may be said to be essentially composed of, a vibratory back made of mica or equivalent vibratory substance, so that between the inner face of the diaphragm and the fronting face of said back there exists a sound chamber, essentially and, so to speak, entirely composed of vibratory material, within which the entering sound waves occasion the vibration not only of the diaphragm, but also of the back or rear face of the sound box itself, with the result that the acoustic properties of the sound box as an entity are greatly improved.

Referring to the drawings, Figure 1 represents a front elevational view of a sound box embodying the invention; Fig. 2 represents a transverse, sectional detail of a modified form of the sound box represented in Fig. 1, the dimensions, for clearer illustration, being enlarged, and the section taken on line 2-2 of Fig. 1; Fig. 3 represents in transverse, sectional detail a modified form of the separating ring represented in Fig. 2; Fig. 4 is a cross section of the line 3-3 of Fig. 2 revealing the attaching means of the lid supporter showing the friction-producing surface; Fig. 5 is an enlarged detail sectional view with parts omitted on one end of the base member; Fig. 6 is a side elevation of Fig. 3; Fig. 7 is an end elevation of the parts shown in Fig. 2; Fig. 8 is a modification of the form shown in Fig. 7; Fig. 9 is an enlarged detail view of one of the joints of the lid supporter showing the friction-producing means; Fig. 10 is an end elevation of Fig. 8.


This invention relates generally to phonographs and particularly to memorandum attachments for dictating machines. Attachments of this general character are well known in the art. They enable the dictator to indicate on a prepared memorandum slip instructions for any part of the record, so that the operator or typist upon taking up a record for transcription, by referring to the corresponding slip, can have, in advance, full information as to the manner, order etc., the different matters recorded are to be transcribed.

The object of the invention is to provide an attachment which will not interfere with or retard the free movement of the recorder carriage or obscure the memorandum while the machine is being used.

In the drawing which forms a part of this specification—

Figure 1 is a side elevation of a portion of a well- known type of phonograph, showing the improved attachment applied thereto: Fig. 2 is a front elevation of the same; and Fig. 3 is a view showing a modification.


This invention relates to devices for modulating the tone emitted by sound reproducing devices of the phonograph or gramophone type, wherein the desired sounds are produced by the vibration of a resiliently held diaphragm. It will be clearly understood from the following description thereof, illustrated by the accompanying drawings, in which—

Figure 1 is a side elevation of a phonograph tone arm provided with a sound box containing a vibrating diaphragm as well as with a modu-
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 180)

Patent No. 1,361,620.

This invention relates to phonographs, and particularly to horns or amplifying passages therefor, and has for its object to provide a horn and tone arm which will produce a louder, purer and clearer tone than previous constructions, and at the same time to reduce the cost of manufacture of such parts so that the phonograph may be sold to the public for less money than those now on the market.

Figure 1 is a front elevation of a phonograph constructed in a preferred manner and containing a horn and tone arm made substantially in accordance with this invention. Fig. 2 is a central vertical section taken on the line 11—11 of Fig. 1; Fig. 3 is a horizontal section on the line III—III of Fig. 2; Fig. 4 is a horizontal section taken on the line IV—IV of Fig. 2; Fig. 5 is a detailed vertical section of the combined horn and tone arm drawn to a larger scale; and Fig. 6 is a section on the line V—VI of Fig. 4, showing the connection of the sound box to the tone arm.


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Schumann-Heink to Far East

Schumann-Heink, exclusive Victor artist, will sail, the last of the month, for the Orient, where she will make her initial tour-through Java, East India, China, Japan and India. The Victor records which have been sold in the Far East have already created a tremendous prestige there for this famous artist.
The oldest and leading music trade weekly, which covers every branch of the industry

It Contains

Instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States

“Review the Music Trade With Us”

Send your $2 now for a full year’s subscription to

THE MUSIC TRADE REVIEW

373 FOURTH AVENUE

NEW YORK
Some Leading Jobbers of Talking Machines in America

Where Dealers May Secure COLUMBIA Product

Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

Distributors:
- Atlantic, N. J., Columbia Graphophone Co., 63 N. Pryer St.
- Baltimore, Md., Columbia Graphophone Co., 1000 Washington St.
- Boston, Columbia Graphophone Co., 16 South Howard St.
- Birmingham, Ala., Columbia Graphophone Co., 1000 Washington St.
- Buffalo, N. Y., Columbia Graphophone Co., 727 Main St.
- Chicago, Ill., Columbia Graphophone Co., 225 W. Jackson Blvd.
- Cleveland, Ohio, Columbia Graphophone Co., 317-321 East 8th Street.
- Des Moines, Iowa, Columbia Graphophone Co., 1012 East 50th St.
- Denver, Colo., Columbia Graphophone Co., 1010 North Preston St.
- Detroit, Mich., Columbia Graphophone Co., 151 Little St.
- Indianapolis, Ind., Columbia Graphophone Co., 309 W. Washington St.
- Kansas City, Mo., Columbia Graphophone Co., 205 Wyandotte St.
- Los Angeles, Calif., Columbia Graphophone Co., 809 S. Los Angeles St.
- Minneapolis, Minn., Columbia Graphophone Co., 18 N. 7th St.
- New Haven, Conn., Columbia Graphophone Co., 200 New Haven St.
- New Orleans, La., Columbia Graphophone Co., 517-537 Chart St.
- New York City, Columbia Graphophone Co., 121 Jackson Ave.
- Omaha, Neb., Columbia Graphophone Co., 671-673 S. 24th St.
- Philadelphia, Pa., Columbia Graphophone Co., 48 N. 6th St.
- Pittsburgh, Columbia Graphophone Co., 432-440 Dunlap St.
- Salt Lake City, Utah, Columbia Stores Co., 222 South West Temple.
- Seattle, Wash., Columbia Graphophone Co., 911 Western Ave.
- Spokane, Wash., Columbia Stores Co., 161 South Post St.
- St. Louis, Mo., Columbia Graphophone Co., 1327 Pike St.
- Tampa, Fla., Tampa Hardware Co., 313 N. Howard St.
- Washington, D.C., Columbia Graphophone Co., 517-525 Canal St.
- Walnut Creek, Calif., Columbia Graphophone Co., 206 Meadow St.
- Walla Walla, Wash., Columbia Stores Co., 1217 Pike St.

Executive Office
COLUMBIA GRAPHOPHONE CO.
Woodworth Building New York

TEST IT. OUR VICTOR Record Service has a reputation for efficiency. Suppose you try it.

E. F. DROOP & SONS CO.
1300 G. STREET, WASHINGTON, D. C.
231 N. HOWARD STREET, BALTIMORE, MD.

Wholesale Exclusively EASTERN TALKING MACHINE CO.
85 Essex Street, Boston

W. J. DYER & BRO.
DYER BLDG., ST. PAUL, MINN.
NORTHWESTERN DISTRIBUTORS OF THE VICTOR Machines, Records and Supplies Shipped Promptly to all Points in the Northwest

Mickel Bros. Co.
Omaha, Nebraska
Des Moines, Iowa
Victor Distributors

ARTICLES OF INTEREST IN THIS ISSUE OF THE WORLD

The Growth of Talking Machine Exports
Industry Facing a Period of Genuine Development
Ideas That Increase Interest in the Sales of Talking Machine Records
The Dealer Who Works in 1921 Will Win
Business Situation Steadily Bettering
Why People Buy by Mail, With Suggestions
How Readjustment Must Begin With the Dealer
Foreign Countries Which Buy American Talking Machines
Fraudulent Sales Practices Stopped by Federal Commission
Money Spent for Musical Instruction in America
Why Depression Is Due to Pessimism
Is Your Sales Service Taken for Granted, Or Do You Know It's Right
How the Show Window Can Help Develop Prosperity
Shakespeare Recorded for Posterity
How Record Makers Are Immortalized
Why Talking Machine Trade Should Support Movement to Encourage Buying Now
Successful Selling Essentials
The Important Part Salesmen Can Play in Bringing About Better Conditions
Various Methods of Increasing Talking Machine Sales
"No Purchase Hour" A New Sales Development
Changes in Regulations Affecting War Excise Taxes
Electric Signs as an Aid to Business
Why Readjustment Must Begin With the Farmer
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