

The **TALKING**
For the makers & sellers of talking machines
MACHINE
WORLD

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, March 15, 1922

Victrola

REG. U. S. PAT. OFF.

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"HIS MASTER'S VOICE"

REG. U. S. PAT. OFF.

Victor Talking Machine Company, Camden, N. J.



Pembroke (Improved)



Queen Anne (Improved)

Two Beautiful New Sonora Models

Merit—Backed by Multitudes

The Sonora wins on merit. It is built to gain favor by comparison. In every detail every Sonora will substantiate your highest claims side by side with any other phonograph.

But more than merit is needed to make volume sales. The recognition of multitudes, fostered by distinctive bull's eye advertising, has made



The Highest Class Talking Machine in the World

From the smallest hamlet to the greatest metropolis, Sonora needs no introduction. It is known to be the instrument that makes its owner proud—supreme in tone—superb in appearance—faultless in construction.

SONORA PHONOGRAPH COMPANY, Inc.

GEORGE E. BRIGHTSON, President

Canadian Distributors: I. MONTAGNES & CO., TORONTO

New York: 279 Broadway

The Talking Machine World

Vol. 18. No. 3

New York, March 15, 1922

Price Twenty-five Cents

USES BUNGALOW AS SALES QUARTERS

How the Cottage Music Shop of Cincinnati Enables Customers to Hear the Talking Machine Play Exactly as in Their Own Home

Store arrangement and attractiveness are essentials of importance to dealers who are really catering to the public and who desire not only to hold but to augment their trade. One of the most popular and live talking machine houses of Cincinnati—the Cottage Music Shop, of Twelfth and Vine streets—has, as will be noticed in the picture appearing herewith, built a bungalow within the store in order to demonstrate to the music-loving public the pleasure to be derived from having a talking machine in the home. The cottage is completely furnished like an ordinary home and all tests are made directly within the cottage, thus demonstrating how the talking machine would brighten up the home of the customer. This plan of being able to hear a talking machine and records just as they would be



Novel Salesroom Arrangement

heard in their own home is a very important means of closing sales, but better than all that it gives an idea to prospective purchasers of the enterprise and go-aheadedness of the institution that inaugurates such up-to-date merchandising methods.

CAPITALIZE THE RIDICULED PHRASE

Pointer for the Salesmen When "Canned Music" Is Referred to Sneeringly—Make Capital of It

It has been the practice of a great many writers and talkers to refer sneeringly to "canned music" when discussing the reproduction of music on the talking machine. Recently a salesman in an address before the Kiwanis Club, of New York dwelt on this much-used phrase and made a suggestion which salesmen may apply when handling a customer or others who talk sarcastically of "canned music." To the customer, the salesman says in effect: Yes, call it canned music if you will, but it is canned only as someone might say that the telephone, telegraph and wireless can human thought and expression, or as you would say that important documents are canned when you put them in the cornerstone of a great public building. You can ridicule anything by giving it a sneering nickname, but it is often possible for the shrewd man to adopt the term and make capital out of it. If your customer talks about canning music tell him how the wisdom of the ages is canned in the printed word, how beauty is canned in sculpture or fine architecture.

ANTAGONIZING CUSTOMERS RUINOUS

One of the impossibilities of selling is to antagonize and influence at the same time. Antagonizing a customer or a prospect means not only the loss of one sale but also of future patronage. A few of the things that antagonize and which the salesman should steer clear of are lack of knowledge of the product, inattention to the customer, servility and slovenliness. A few of the qualities which help to close sales are the reverse of those that antagonize.

HE WHO READS MAY WIN IDEAS

The Man Who Keeps in Touch With the Mail Literature Reaching His Desk Will Often Strike a Vein of Gold—Don't Discard It

Quantities of direct mail literature are received by business men—manufacturers, dealers, jobbers—every day. A great many people have made it a practice of throwing practically all circular matter into the waste basket without investigation. The other day the general manager of a company, who was receiving a lot of this literature, conceived the idea of literally putting the waste paper basket on a pedestal. He read and digested the business literature thrown away, not only by himself, but by other people in the same firm, and as a result was able to give the "Boss" a suggestion which got him his first raise in salary.

The cost of labor turnover shrivels into nothingness compared to the cost of preparing sales literature which is consigned to the waste basket unread and unwept. Even trade periodicals are slighted—but not by the successful business man! The business man who is always too tired to be interested in new developments in his own line of business is on the toboggan slide for the sanitarium.

There is a great deal of excellent direct literature being sent out by manufacturers and jobbers of the talking machine industry, and it behooves every enterprising member of the industry who is on the mailing list to receive this literature to look it over for new and valuable ideas.

AN AID TO MUSIC MEMORY CONTESTS

Valuable Booklet Regarding the Victrola in Music Memory Contests Just Issued by the Victor Co.—Rich in Pertinent Information

The Victor Talking Machine Co., through its educational department, has just issued a most interesting and practical new booklet on "The Victrola in Music Memory Contests," with descriptive and informative notes on two hundred standard selections compiled by Robert J. Coleman, A.B., Mus.B., of DePauw University, with an introduction and some practical suggestions for organizing and conducting a Music Memory Contest by Mrs. Frances E. Clark, director of the educational department of the Victor Co. For further particulars on the conducting of contests readers are referred to C. M. Tremaine, director of the National Bureau for the Advancement of Music, New York.

The new booklet should be of particular value from many angles, for it serves to identify the dominant features of the many selections offered and also to impress them on the mind in order to make simpler the rendition of that particular selection.

Owing to the growing popularity of the music memory contest, and the fact that such contests are now being held annually in many cities and towns of the country, the new Victor Co. booklet represents a particularly timely and stimulating piece of literature.

INCREASE CAPITAL STOCK

The United Phonograph Stores, Inc., of New York City, have filed a certificate at the office of the Secretary of State of Delaware, increasing the capital stock of the corporation from \$5,000,000 to \$25,000,000.

The Smith-Woodward Piano Co., 1017 Capitol avenue, Houston, Tex., distributor of the Brunswick phonograph and records in Houston, Tex., removed on March 10 to 908 Capitol avenue, the building formerly occupied by the Haverty Furniture Co.

VALUE OF THE ARTISTIC WINDOW

Demonstrated by Interest Created in Display of a Miniature Theatre Made by the F. L. Steers Co., Inc.—It Is Most Ingeniously Arranged

A miniature theatre installed in one of the display windows of the F. L. Steers Co., Inc., at 145th street and Broadway, New York, drew the attention of numbers of shoppers of Washington Heights for the past few weeks. Designed by Bradley Barker, the well-known motion picture actor, as a toy for his own use, the theatre is a perfect miniature of the interior of the average American theatre. No trivial detail is missing. An ornate plaster proscenium arch frames a small stage for which Mr. Barker has designed several charming settings. There is a lifelike orchestra of twenty-two men, all made of plaster



Miniature Theatre Interests

and the crowds that viewed the window marveled at the fidelity with which the musicians and their various orchestral instruments were designed. As a matter of fact, it took Mr. Barker six months of painstaking labor to create the little plaster orchestra.

The principal idea of the theatre, however, was the use of the stage-settings to feature records, and during the first week the Steers Co. featured Victor record 35710, "In a Monastery Garden." The setting caught the eye at once. It depicted a garden of one of the old California missions, with its red-tiled adobe buildings, a cool-looking fountain, pigeons, flowers and stately palm trees. Soft-colored lights thrown on the scene gave the impression of a delightful California twilight. During the second week the stage-setting was changed to a view of a street in Bagdad. Here were Oriental shops with merchandise, beggars asking alms, minarets, ox-carts and other details that conveyed at once the atmosphere of the ancient Arabian city.

The records featured in connection with the Arabian setting were the two Victor numbers from the popular Scheherazade suite of Rimsky-Korsakow, played by the Philadelphia Symphony Orchestra, 74593, "Festival at Bagdad," and 74691, "The Young Prince and the Princess." All in all the window proved to be one of the most attractive ever seen on the Heights and demonstrated the progressive spirit of the Steers organization under the guiding hand of its snappy president, Stuart J. Steers.

NEW STORE IN SANTA MONICA, CAL.

SANTA MONICA, CAL., March 3.—A new music establishment has been opened at Wavecrest and Ocean Front Walk here by Ed. Young and Ray Seward. The concern handles Brunswick phonographs and records and a line of pianos and player-pianos. Mr. Young has had a wide experience in the music business, having been connected for a number of years with the Barnes Music Co. Mr. Seward has been on the beach for the past fifteen years and he is well known in this vicinity.

PAYING INTEREST ON DEFERRED PAYMENTS

The Justice of the Interest Charge—This Vital Question Will Not Down Until It Is Settled Right—Stability Will Be Lacking in Any Trade That Straddles or Ignores the Question

By HAYWARD CLEVELAND

In any transaction the cash buyer should have preference. The cash merchant of to-day is the prosperous one and deservedly so. His is a quick turnover and he can afford to take a smaller profit. Next comes the thirty-day account business, wholesale and retail, without penalty. Even much of this is booked wholesale, with a 2 per cent ten-day clause. This is all sound and conservative and is not complained of here. Then follows the sixty or ninety-day wholesale account, without interest, on seasonal goods. There is a reason for the omission of the interest in this case too. That is about all. When it comes to the granting of sixty, ninety and 120 days' time on wholesale charges for all-the-year-round products and the writing of instalment contracts, without interest, at cash prices, the whole trade structure is threatened, for the proceedings thus indulged in are unethical, inequitable and unsound from a financial point of view. They breed in the buying public a sense of injustice and disrespect that checks the establishment of that good will that is so essential to the successful conduct of any business.

The retail ethics appear to be justly these:

The instalment furniture house that has two prices, instalment and cash, and declares them, is right: the two sets of prices are justified if interest is to be waived. If only the instalment price is quoted an essential fact is wrongfully withheld. This same reasoning applies to piano and talking machine houses that have two sets of prices.

The music house that charges interest on deferred payments and collects it, from month to month, is all right. The house that charges the interest but does not attempt to collect until the end shows lack of moral courage, knowing full well that it will be lucky to collect one-half of it. The policy of collecting the interest, if one can, is inherently dishonest, is unfair to the cash buyer and to the customer who lives up to his contract as written. Further, such a policy creates a steadily increasing set of uncollectible accounts receivable, pads the assets, as it were, and when the crash comes that only too often follows such a policy, the reprehensibility of the plan is brought home to its users and those whose funds are invested in the enterprise.

TO act with the honesty we ask of others—to buy with a thorough knowledge of our market—to sell with the tactics we would admire in competitors—to credit when credit is a blessing—to refuse when credit is a curse—to direct the work of subordinates so that each day is for them a day of self-development—to treat customers as honored guests in our homes—to see our business as a vital necessity in the wholesomeness of life—to realize that above the universal tangle is a sure, omnipotent God waiting for man to use the infinite power He gave him to disentangle the whole—*this is the foundation for better business.*

The Cleveland Talking Machine Co. Cleveland, Ohio

The talking machine house that has an instalment and a cash price for the same article and that proclaims both, or that charges and collects interest on deferred payments, is doing the right thing by itself and its trade. The house that sells, at the same price, for cash and on instalment is doing an indefensible thing. The cry that it is a trade custom is no excuse. The act will not stand up under analysis. It cannot claim analogy to the furniture and piano trade customs, for in both the attempt is generally made

and more or less successfully carried out of differentiating between the cash and time trade. There is a distinctly discernible line of demarcation between the two as evidenced by the grade of goods offered or terms granted, or both.

Introspection, realignment, a new order of things are in the air. Would it not be well to comprehend within the horizon of proposed reforms this old but important defect in the selling system? Until this canker is removed from the body phonographic its growth will be retarded.

A. B. MURRAY JOINS BRUNO FORCES

Jerome Harris, secretary of C. Bruno & Son, Inc., Victor wholesaler, of New York City, has announced the appointment to its sales staff of A. B. Murray. Mr. Murray has a pleasing personality, is well experienced in the music business and enjoys a wide acquaintance in this trade. Mr. Murray will cover Northern New Jersey and New England for C. Bruno & Son, Inc., and will shortly begin to cover this territory. The Bruno sales organization has seen steady growth along constructive lines. The efficiency of this important part of the organiza-

tion is reflected in the notable expansion of business enjoyed by this well-known wholesaler.

VICTROLA SHOP CHANGES HANDS

The Victrola Shop, of Red Oak, Ia. has been sold by Henry L. Heckert, proprietor, to W. B. Jardine, formerly of Omaha, Neb. The name of the concern has been changed to the Jardine Music Co. Mr. Jardine's sister, Miss M. A. Jardine, is also associated in the enterprise.

L. A. Dexter has been appointed manager of the store of Widener's, Inc., Hartford, Conn.

THE TALKING MACHINE'S HELPMATE



SERVICE

In the selling organization of the New York Album & Card Co., Service plays an important part.

Service is a word that is often abused, but in our organization it means all it implies.

Our service consists not only in prompt delivery but in conferring with each individual regarding his requirements and the production of albums best suited to his needs—and when delivered, the albums are exactly as per the specifications.

The word "NYACCO" guarantees service



The Only Loose-Leaf Record Album on the Market

Quotations and Prices on Request.

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard St.

A. W. CHAMBERLAIN
New England Factory Representative
26 Broad St., Boston, Mass.

CHICAGO
415-417 S. Jefferson St.

Victor Supremacy

The supremacy of the Victrola marks it as the greatest of all musical instruments.

And with Victrolas in such splendid variety, possibilities are unlimited for every dealer in Victor products.

"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 coordinated and synchronized in the processes of manufacture, and should be used together to secure a perfect reproduction.

Victor Wholesalers

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



Victrola VI, \$35
Mahogany or oak



Victrola IX, \$75
Mahogany or oak



Victrola No. 120, \$275
Victrola No. 120, electric, \$337.50
Mahogany or oak



Victrola No. 300, \$250
Victrola No. 300, electric, \$315
Mahogany, oak or walnut



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

Action Is the Keynote of Success in Making the Show Window Interesting :: :: By James J. Davin

Sec'y, Heineke-Ellis Co.

The Grant Music Parlors in Racine, Wis., are using a living Victor dog as a drawing card and employing one of the first principles of advertising—ACTION. The dog, an exact counterpart of the pup that made Victor famous, paces back and forth with the current monthly supplement in his mouth, which he presents to customers as they come into the store.

The value of a living, moving dog over an inanimate image cannot be measured—that there is a value cannot be disputed.

Action is the keynote of all successful advertising. The reason is clear when one realizes that our enjoyment in life comes from *action*.

The verb is the part of speech denoting action, but

there are passive and active verbs. To illustrate: The pleasure one gets out of a new automobile is not in *owning* it, but in *driving* it. Women love to *shop*, not merely to order goods over the telephone. The former is the *active* method of buying, the latter is the *passive*.

To have a massive moose-head adorn the wall of your home brings a certain amount of pleasure, but the greatest joy is in the hunting and shooting of the moose. *Adorn* and *shoot* are both verbs, but there is no question as to which implies the most action, and which brings the greatest sense of pleasure through achievement. The trophy that graces your wall gives you far greater pleasure than the one that your friend owns, although

your own may be smaller, and the antlers carry fewer points.

Now, how can this delight in ACTION be translated into the advertising world to the merchant's profit?

As you walk through the streets of your city have you ever noticed the kind of display windows that attract the largest crowds? The value of an advertising medium (whether it be a display window, a picture, a phrase, or a story) can be accurately determined by its ability to attract and hold attention.

You will always find the largest crowds watching a display built around ACTION. People like to watch things moving. Hence you will always find the greatest crowds looking at a human demonstrator. This is an example of pre-determined, conscious ACTION.

The next in order in its power to attract and hold attention is the animal store. Have you ever seen the window of an animal or bird store during the business hours, before which no one was standing? People like to watch animals even though they are untrained and their movements are more or less unconscious. Perhaps there is a greater charm for the reason that the action is natural.

When you see a piano revolving in a display window do you stop because you have any desire to see the rear view of the piano or is it because it is moving? Would you pause as long in front of a window in which there were two pianos on display, neither of them moving, one of which showed the front view and the other the rear view?

You have noticed many times that many more people are admiring and inspecting the display in the window of a sporting goods store than there are at the adjacent window, no matter what it may be displaying, although there is motion in neither window.

The reason is that the goods on display in the sporting goods store suggest ACTION to the mind of the individual.

Another form of action, which we might term potential action, used to good effect is that of a picture. The picture itself, of course, is motionless, but the idea it conveys is one of action, either about to take place—imminent action, taking place or suppressed action.

The power of suggestion lends a great appeal to the imminent action picture. A good example of this is to be seen in one of the largest sporting goods stores in Chicago. The center of the window was taken up with a picture of a guide standing in the doorway of a cabin leaning negligently against the door-sill. But for two things the picture would not call for a second glance.

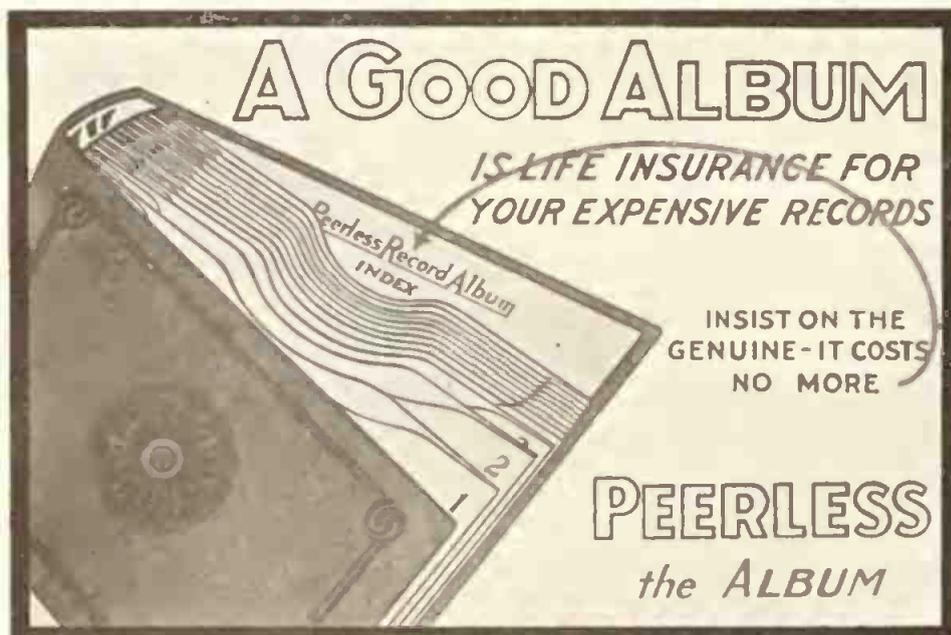
These two features in the picture caught and held the attention of the passerby and led him to study the scene and speculate on the possibilities suggested but not expressed. The two elements that intrigued the eye were a rifle and the eyes of the guide.

The rifle was held carelessly, the muzzle pointing downward. The eyes of the guide were looking off across unseen distances. Rather idly, speculative one might say. Yet through the entire ensemble of careless, idle ease there seemed to breathe a spirit of alertness, an idea of quiet, efficient readiness. Potential or imminent action was expressed in every line, and the speculator was left to his own musings as to what that action would be should the occasion arise.

Such pictures, while in themselves motionless, express action. If you cannot put action into your window displays with a literal use of motion, at least it can be suggested in a manner that will call attention and arouse interest in the display. Action in some form carries a pulling power that can hardly be overestimated.

This Sign Will Sell Albums

Album Sales Mean Record Sales



We have designed the above sign to assist you in merchandising albums. Album sales mean record sales, for albums are purchased to hold records, not to stay empty.

This sign is multi-colored and will be a welcome addition to your window display. We are distributing them free of charge. Order as many as you can use from your jobber or advise us and we will gladly send you a supply.



Peerless Album Company

Phil Ravis, Pres.

636-638 Broadway

New York

Boston Representative

L. W. HOUGH, 20 Sudbury St.

San Francisco Representative

WALTER S. GRAY CO., 942 Market St.



Victrola IV, \$25
Oak



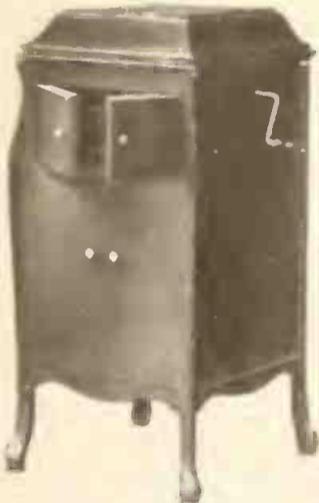
Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$75
Mahogany or oak



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



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



Victor Supremacy

The supremacy of the Victrola is linked with the world's greatest artists.

The success of dealers in Victor products is the natural result of this overwhelming supremacy.

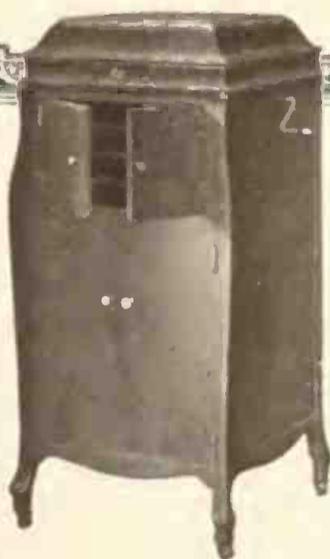
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Victor Talking Machine Co.

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



Victrola No. 110 \$225
Mahogany, oak or walnut



Victrola No 120, \$275
Victrola No. 120, electric, \$337.50
Mahogany or oak



Victrola No. 130, \$350
Victrola No. 130, electric, \$415
Mahogany or oak



(Registered in the U. S. Patent Office)

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

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

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

Long Distance Telephones—Numbers 5982-5983 Madison Sq.
Cable Address: "Elbill," New York.

NEW YORK, MARCH 15, 1922

PERSISTENT ADVERTISING NECESSARY TO-DAY

THE importance of advertising is not always as seriously considered by a great many members of the trade as it should be; in fact, with many the use of publicity is a matter of mood rather than of sound business practice. When times are good and business is booming they limit their advertising because they seem to be getting business without it. When times are bad and they are depressed about the general outlook they feel that they haven't got the money to spare for advertising. The result, consequently, is a business that in boom times is little above the average and in bad periods is simply stagnant.

This attitude shows a lack of concentration, an absence of the proper comprehension of the importance of publicity as an outstanding factor in achieving success. Too many people consider the money spent for advertising as a gift—as just thrown away—when, as a matter of fact, the money spent for advertising is an investment that pays large dividends when the publicity is correctly conceived and properly presented to the trade.

It is steady, persistent advertising, year in and year out, in both good and bad periods, that builds business and enhances prestige. The publicity that is seemingly unnecessary when the demand exceeds the supply is nevertheless working steadily to build up and maintain a reserve demand when there is any form of depression in the trade field.

Look around and you will observe that the successful concerns—those that dominate every industry—are without exception the big advertisers and, mark you, they are big advertisers not because they happen to have the money to spend, but rather because the advertising which they put forth has been a vitally important factor in the growth of their enterprises. Many of the successful concerns started in a humble way, but they were dominated by men who had vision and a full comprehension of the value of advertising. They put money into this department of their business, fully realizing that it would pay a profit and that it was as vital to their success as the money spent in making reliable products and in selling them through their traveling men.

The matter of publicity should really receive greater consideration from those who made the mistake of cutting down appropriations last year. The manufacturer who desires to emerge from the "recuperation" period successfully, with his name and fame aug-

mented, should invest heavily in advertising and thus realize its importance and value as an element in his success.

When a trade paper talks about advertising it is viewed by some people suspiciously. They are apt to say that the publisher is making a plea for himself, but, be that as it may, there is a fundamental truth that can't be denied, and that is that advertising is the greatest possible factor in achieving business success to-day. Those who believe in this policy will win out; those who play with it in part are only in a degree successful; those who ignore it fail. It is, therefore, necessary to study the facts and be governed by the conclusions.

WILL RADIO CRAZE AFFECT OUR INDUSTRY?

THE great spread of interest in radio broadcasting services established and maintained by the various electrical companies, and the featuring of talking machine music and in many cases the talking machine artists in person in connection with the daily concerts sent out by the broadcasting stations have led a number of members of the talking machine trade to wonder just what effect this radio craze will have on future sales of talking machines and records.

Just at the present time it is impossible to judge the permanency of the enthusiasm regarding radio concerts, and any possible danger to the talking machine trade lies in the development and improvement of radio music reproduction to a point where it offers a real musical value rather than simply a novelty. Under existing conditions the radio enthusiast who establishes a receiving station in his home must depend upon various conditions to permit him to receive perfectly the broadcasting service, and when the music is heard it almost always lacks the quality which would be demanded of the living artist or of the instrument reproducing the singing or playing of the living artist.

There is, of course, equipment available that will receive the radio waves from stations hundreds of miles away as distinctly as though the operator were really sitting in the same room in which the concert is given, but such receiving stations represent an investment that the average talking machine purchaser will hardly consider unless he is given a definite guarantee for what he is going to receive in the matter of broadcasting service and just how permanent that service will be.

Just at present the interest in wireless telephony does not in any sense represent a menace to the sales of talking machines, records, or other musical instruments, any more than does the opening of a new theatre or music hall represent a menace. It is more likely, in fact, to stimulate interest in talking machine music on the part of the comparatively few citizens who can claim complete ignorance regarding the musical possibilities of that instrument.

It may be that the radio craze will develop into something permanent, but that is likely to be far in the future and may be expected to supplement rather than replace the actual music produced or reproduced by talking machines or other instruments. One of the big thoughts is that the radio enthusiast has no choice in the type or quality of the music offered to him in the broadcasting program and must accept what is given without question. With the musical instrument in his own home he is free to arrange his own programs and listen to the sort of music that appeals to him most. This possibility for individual musical expression is something that no radio service, however elaborate, can hope to take away from the musical instrument in the home.

HOW SOCIAL SIDE OF ASSOCIATION HELPS

AT quite regular intervals there is heard in the trade criticism of trade associations, the argument most generally used being that their accomplishments are of a social rather than a business nature. Judging from results, however, it is a question as to just how strongly the social activities of business associations should be condemned. It is quite evident that the active business man hesitates about leaving his establishment for one day, or perhaps several, for the sole purpose of participating in a jamboree with his contemporaries and competitors, but it is equally evident that the same business man is not overenthusiastic about giving up such time as he can snatch from his business to association activities entirely for the consideration of deep problems.

Experience has shown that associations wherein both business and social affairs receive a fair proportion of recognition are generally the most successful in the long run, both in size and in accomplishments. The primary function of an association is to bring

members of the industry together and have them co-operate in the consideration and development of plans for the betterment of the industry and for the elimination of any evils that may exist. Certainly members who, through a strict adherence to business in the meetings, come as strangers and go away as strangers through lack of opportunity for mixing with their fellows, cannot be expected to work to the best advantage of the association membership as a whole. The social side of the association work must receive attention. The individual who meets his competitor in association circles, learns to call him by his first name, finds out his many good points as a man and his real personal views on various phases of business, is doing much to make impossible competitive conditions that are unethical and annoying.

There are so many things that might be done to a stranger without a twinge of conscience that would seem rather raw and unclubby when tried on a fellow, even though he is a competitor, who is regarded as a personal as well as a business friend.

AVOIDING LOSS ON INSTALMENT SALES

TALKING machine merchants in New York State, in common with members of the piano and furniture industries, are interested in the efforts now being made to have transformed into a law the bill which is now before the State Legislature making it obligatory upon moving men to report to the police all removals of household goods, with the name of the householder together with both the old and new addresses.

The need for such a law is obvious, for such registration provides a most direct means of avoiding loss of goods out on instalment contracts. In the larger cities, particularly, talking machine and furniture men will find such protection of great value. It will virtually put an end to a practice, common unfortunately, of buying on instalments and then removing the product purchased to parts unknown.

The plan of having all movers of household goods registered has worked out successfully in various sections of the country, and has unquestionably saved to merchants hundreds of thousands of dollars, not only in the value of the goods taken away by careless and dishonest purchasers, but in the expense of maintaining searchers to trace such goods. The bill is one of a sort that imposes no hardship on the honest citizen, while at the same time it serves to discourage the activities of a type whose ethics are not commendable.

CARUSO FOUNDATION WINNING SUPPORT

THE work of the American Caruso Memorial Foundation is, according to reports, progressing rapidly, and during the past few weeks there have been given in connection with the celebration of Caruso's birthday anniversary a number of elaborate concerts in New York and elsewhere that have added materially to the fund, which has a million dollars as its ultimate goal. Prominent artists who have been closely associated with the talking machine have appeared prominently in the various programs, and it would seem as

though the members of the talking machine trade as a whole should be inclined to take an active part in the work for the memorial, for no individual artist did more to establish the standing of the talking machine as a musical instrument than Caruso. He was one of the first great stars to see the possibilities of talking machine reproduction, and his willingness to associate his name with a comparatively new product without question had a great influence in dictating the attitude of other artists of almost equal standing.

THE PROBLEM OF THOROUGH DISTRIBUTION

THE question of the successful distribution of talking machines, or, for that matter, any other product, does not lie alone in the number of dealers established in a given territory, but depends primarily upon the efforts put forth by dealers already established to cover the territory thoroughly and properly.

It might be well for talking machine manufacturers and wholesalers in some cases to make a study of what a given territory may be expected to yield in the matter of business, and what the present dealer is doing to get that maximum business with a view to helping him in his sales campaign, if the proper spirit is shown, rather than to simply open up other dealers in the same section.

To divide a certain quantity of business between two dealers simply means the opening of a new wholesale account and frequently prevents either retailer from getting a sufficient volume of sales to offer him a fair income. If the retailer does not appreciate the value of his franchise and neglects his territory, it frequently proves a matter of policy either to replace him with a live retailer or to put competition in the territory to stimulate his efforts. Dividing the territory under other conditions, unless the territory is so large that it cannot be handled properly by one concern, is likely to act as a detriment to the distribution plan through causing a let-down of effort. Reaching the greatest number of people and reaching them effectively and in a way to encourage buying is the big problem of to-day in this and other industries, but it might be well to determine whether or not existing agencies may be stimulated to increased efforts before the established dealer is asked to divide with another a volume of trade that is not any too large as it stands.

NEW YORK'S THIRD ANNUAL MUSIC WEEK

EVERY indication points to the ultimate success of the Third Music Week Celebration which is to be held in New York from April 30 to May 6, and active preparations for which are already under way. The success of the two previous Music Week celebrations has made a deep impression on those who, for one reason or another, are interested in music, its exploitation and its advancement, and even before the dates for this celebration were announced the National Bureau for the Advancement of Music received numerous inquiries regarding the contemplated plans.

This campaign for the propagation of music should enlist the aid of all branches of the talking machine trade.



TELEPHONE NUMBER
FITZROY 3271—3272—3273



2 + 2 = 4

This statement is very clear and undeniable. As equally well proved and unquestionable is the statement that Victrolas plus Victor records form a merchandising combination that is unequalled. Victor retailers—place all of your energies behind this superior combination for the best results. Ormes Service will co-operate to the fullest extent within the bounds of good business.

ORMES, Inc.

Wholesale Exclusively

15 West 37th Street

New York

Possibilities of Increasing Record Sales Through the Co-operation of Repair Men

The repair department can be made one of the most valuable adjuncts to the talking machine business if properly handled. Many establishments have efficient and profitable repair departments, but very few realize the many ways in which this branch of the business can be made to bring profits to the coffers of the company in addition to the returns from actual repair work.

Repairmen should be chosen not only for their mechanical skill in putting broken and defective machines back in shape, but they should also be selected for their qualities as salesmen. This is extremely important when the fact is taken into consideration that the repairman has welcome access to the homes of talking machine owners and has opportunities for sales talk either in the interests of records or machines which the average outside salesman or canvasser very seldom encounters. In short, the day of the untidy, often discourteous, purely mechanical repairman is rapidly drawing to a close, and it will not be long before the species is extinct. The man with sales ability will be given preference.

The repairman of the future will understand the mechanics of the talking machine thoroughly and he will be a clever and intelligent salesman. One large progressive dealer specializes in his repair department and the returns in increased record sales and the sale of an occasional machine bring a steady stream of profits to him. When he sends a man out to repair a machine in response to a call from a customer he lays a subtle campaign. First he goes through his list and finds out the particular kind of music which appeals to this customer. He then selects several of the latest records containing the kind of music which that customer prefers and turns

them over to the repairman, who takes them with him on his call.

He arrives at the home, and when the job of fixing the machine is completed, instead of testing with some of the customer's records, he places one of the latest records on the instrument.

In many cases the mistress of the house is an interested spectator while the repairing is going on, and she certainly is present when the

*Repair Men Possessing
Real Sales Ability Can
Make Many Record
Sales While Calling
on Customers of House*

job is completed and the machine is being tested. The playing of the new record naturally interests her because she likes that brand of music. The repairman, who has a considerable knowledge of salesmanship and records, does not make a direct attempt to make a sale. Instead, he casually remarks that the disc which is playing is one of the latest recordings and mentions the name of the artist. The sale in the majority of cases makes itself. If the lady of the house is inter-

ested he produces his other records and demonstrates them for her.

The wise dealer will do everything in his power to train his repair staff in salesmanship and encourage it in this manner of making sales. The dealer mentioned above stimulates his staff to make sales by an equitable system of commissions. When a man knows that his efforts will be rewarded in proportion to the results produced it follows that he will try by every means known to him to produce the greatest possible results.

Where a dealer employs only one repairman the possibilities in this direction may seem infinitesimal, but, as has been said and written many times, it is the little things that count, and if the above plan is tried out for a year and a close record is kept it will be found, provided that the proper methods are pursued, that considerable profits have resulted, a large part of which would have been lost otherwise. It is truly the little things that make or break a business, especially the talking machine business, and the dealer who overlooks several of these possibilities is not doing the business he should. The survival of the fittest is still a maxim of business life as well as any other kind of life, and overlooking bets, no matter how small, is a sign of unfitness.

WHAT GOES INTO UDELL CABINETS

Udell Works Explains Just What Descriptive Terms in Catalog Mean

The Udell Works, Indianapolis, prominent manufacturer of music roll and talking machine record cabinets, together with book cases, writing desks, etc., has included in its latest catalog the following definite notice regarding the quality of materials entering into the Udell products:

"The following explanation is made in order that there should be no misunderstanding of the descriptive terms used in this catalog:

"When a piece is described as mahogany front, it means that it is mahogany veneered over some other wood.

"When a piece is described as mahogany, it means that it is mahogany veneered, top, front and ends.

"When a piece is described as solid mahogany, it means that all exteriors, except back, bottom and shelves, are of solid wood of the kind designated."

These descriptions are in conformity with the official standard descriptions adopted by the National Alliance of Case Goods Associations at Atlantic City last October.

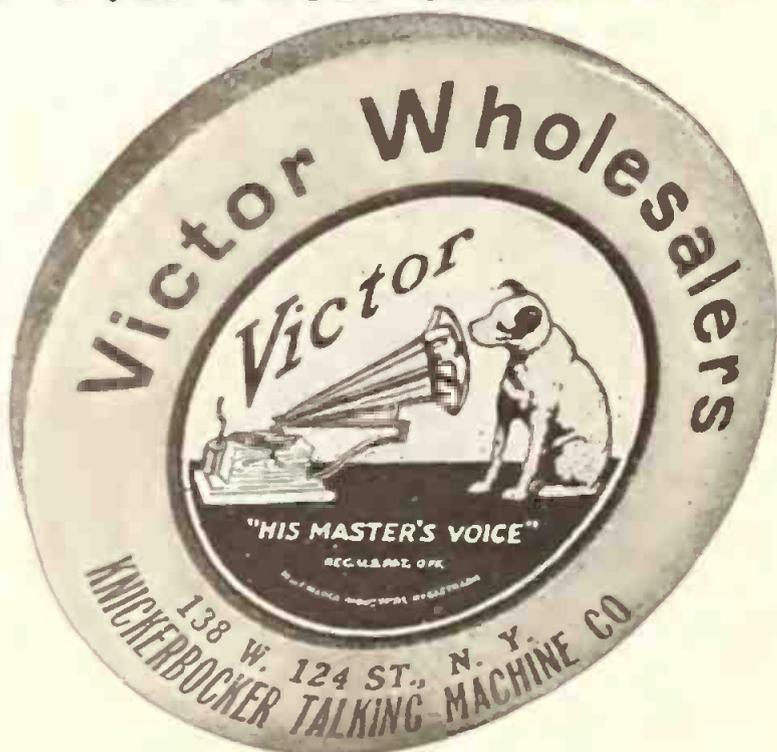
"TALKER" HELPS TO SELL BANJOS

Banjo Manufacturer Places Talking Machine in Salesroom as Demonstrating Aid—Good Publicity for Machine Used by Dealer

Demonstrating banjos with the aid of a Victor talking machine is the effective plan followed by William Lange, banjo manufacturer. Mr. Lange has placed a Victrola in his salesroom and when a prospective customer enters the store with the intent of looking over the line of instruments the tone is demonstrated by means of an ordinary record on which banjo selections are played. Of course, he only chooses those records the artist of which he knows uses one of his instruments. The plan is not only proving worth while in promoting the sale of banjos, but it is also a good avenue of publicity for the talking machine.

Where both talking machines and small goods are handled the dealer has an opportunity of selecting records which feature the instruments he carries, such as the trombone, violin, cornet, etc.

SEND FOR YOUR SAMPLE TO-DAY



Mr. Victor Retailer—

Would you spend 15c to bring a customer into your store and keep your name constantly before a Victrola owner?

We'll say you will! That is why we will send you a free sample on request of our Advertising Sales-Building-Record Brush. *YOUR ad inserted without extra charge.*

KNICKERBOCKER TALKING MACHINE CO.

138 West 124th St.

Victor Wholesalers

New York City



Style 100
Mahogany or Walnut

Introducing

Fischer

The
Artistic
Reproducing

Phonograph



Style 110
Mahogany or Walnut

built on the solid foundation of experience gained in more than 82 years as manufacturers of instruments that produce good music

**WE OFFER TO THE TRADE
A Beautiful Phonograph**

of
**BETTER TONE
BETTER DESIGN
BETTER FINISH**

Let us show you our Splendid Instruments, or send you details of our attractive proposition. WRITE NOW!

J. & C. Fischer

417 West 28th Street

New York City

EST. 1840



Style 150
Mahogany or Walnut

**Oldest
Piano Makers
in New York**



Style 140
Mahogany or Walnut

Some Timely Suggestions and Selling Ideas for Talking Machine Dealers

:: By Thornton Hall

Resourcefulness is one of the most essential characteristics of the successful salesman, whether he be a retailer of talking machines or a vendor of any other kind of merchandise. The writer was the witness of an interesting demonstration of sales resourcefulness that was rewarded by a substantial sale in a talking machine shop the other day.

The proprietor had just made a memorandum that he was out of a certain record and that he must replenish his supply of that number without delay. Just at that time a lady entered the store and asked if he had that particular record. Knowing that there was not a single one in the store it was with some little surprise that I heard him say, "Just a moment, please, I shall have to go back to the stock room and see if I can find you one."

He was gone some little time, obviously in search of the requested record. During his absence the resourceful merchant's ruse became apparent to me as soon as I observed the glance of the customer straying about the salesroom. While she waited for the return of Mr. Proprietor she read the various advertising streamers and posters, as well as the various record lists on the counters. She also discovered a record album which seemed to remind her that she needed one. Right then and there I decided that there was a method in the dealer's search, which was quite obviously a vain one.

At this point the dealer returned with the regret that the record was out of stock. He would, however, be very glad to supply the lady with it the day after the next. To this she acquiesced and then proceeded to purchase the album she had remembered she needed and a John Mc-

Cormack record suggested by a poster which she had read during her wait. A little persuasion on the part of the dealer and he sold her several other Red Seal records. This merchant knew what he was doing. He tells me his motto is: "Keep Them in the Store as Long as Possible."

Speaking of John McCormack records. Saint Patrick's Day is with us again, or rather it will

Resourcefulness Pays at All Times—Featuring Saint Patrick's Day in Window and Newspaper Displays

be with us in a couple of days. We now have the Irish Free State, which should mean that that portion of the American population which proudly traces its ancestry back to the Emerald Isle is more responsive than ever to Saint Patrick's Day suggestions. Let us consider a few of these appropriate suggestions.

In the first place, it will be well to make sure that your stock is sufficient to meet the demands for such appropriate records as those of John McCormack, Walter Sculan, etc., etc. In case

your supply of them is low you have just about time to rush an order to your nearest jobber. It is a matter of record that these records always sell well with very little pushing at this season of the year. Do not be caught without them. With the exception of Christmas, no holiday appeal is ever quite so effective as the birthday of Ireland's patron saint.

Last year a Pennsylvania dealer carried out the idea with the following newspaper ad:

KELLEY—THE POPULAR NAME OF THE WEEK

The name of Kelley has always connoted something rich and ripe in the way of wit and humor. Saint Patrick's Day is the Day of the Kelleys, the world over.

The particular Kelley we have in mind is Walter C. Kelley—the famous Virginia Judge, Story Teller Extraordinary, Raconteur of Raconteurs.

You know Judge Kelley—how rich in humor and human interests his anecdotes always are! Have you heard his latest record on the Victor? A ten-inch series of witty yarns it is—a chuckle to the inch, and another bunch on the other side.

And they're not like other stories; you can hear them with pleasure over and over again. Come in and hear them once.

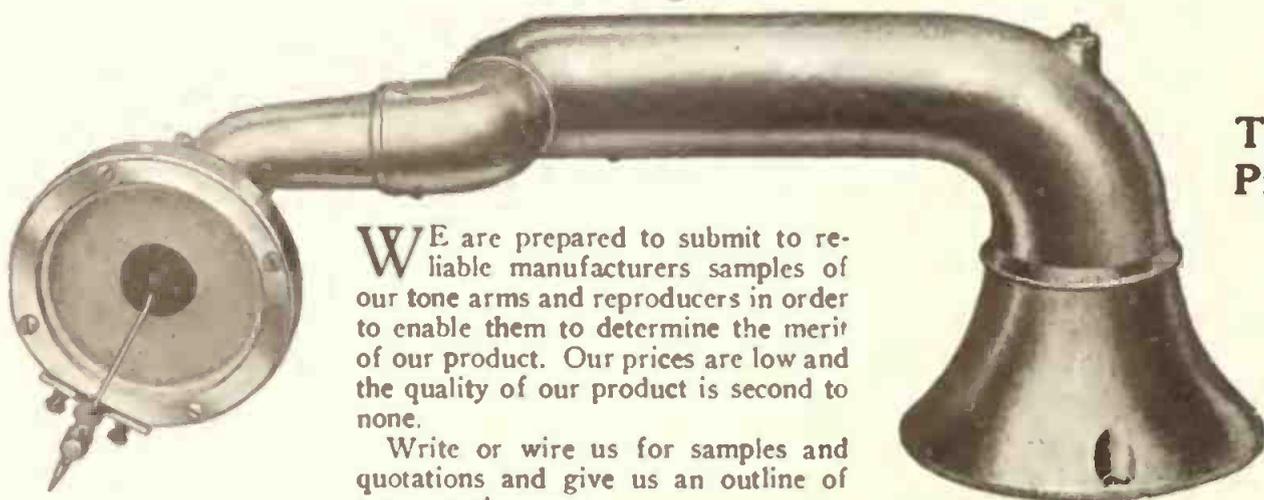
This year you have another opportunity for a timely tie-up. For example, there are the O'Neil records, "Peggy" and "Micky." Re-

(Continued on page 14)

Individuality in Your Product Will Mean More Sales for You!

The New Empire Universal Ball Bearing Tone Arm and Reproducer

Made in Two Lengths:
8" and 9"



The Empire Universal Pivot Base Tone Arm and Reproducer

Made in Several Lengths.

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

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

THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.

Established in 1914

Manufacturers of High Grade Tone Arms and Reproducers

W. J. McNAMARA, President

Are you getting Your Profits on this new idea?

Walter Camp's famous "Daily Dozen" Exercises, set to music on phonograph records, leap into big sales wherever featured

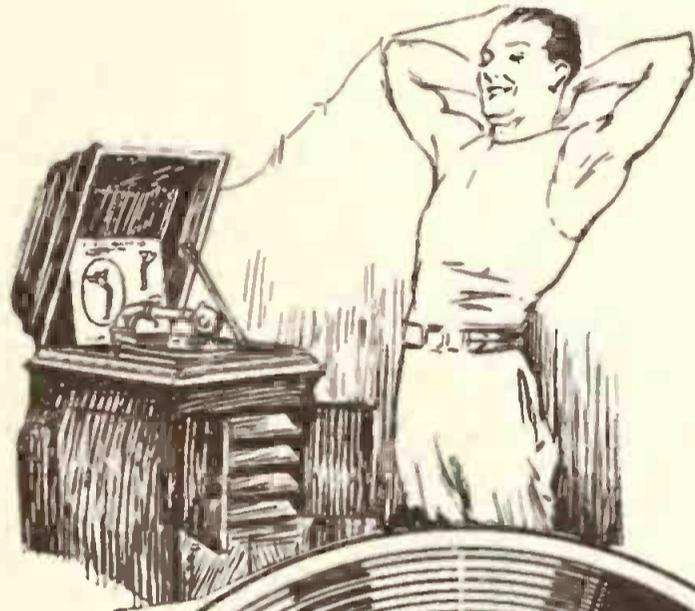
IN New York City alone such prominent stores as Lord and Taylor, John Wanamaker, Bloomingdale Bros., Frederick Loeser & Co., Abraham & Straus, Davega (5 stores), Kay Talking Machine Co., Ideal Talking Machine Co., Musical Instrument Sales Co., and others have stocked the "Daily Dozen" records and charts. They demonstrate and sell them. You, too, can increase your sales by stocking the Health Builder System. Everywhere the public is enthusiastically taking up this new idea of exercising to music. This is your opportunity to cash in on this popular interest.

People flock into the stores from curiosity—and stay to buy

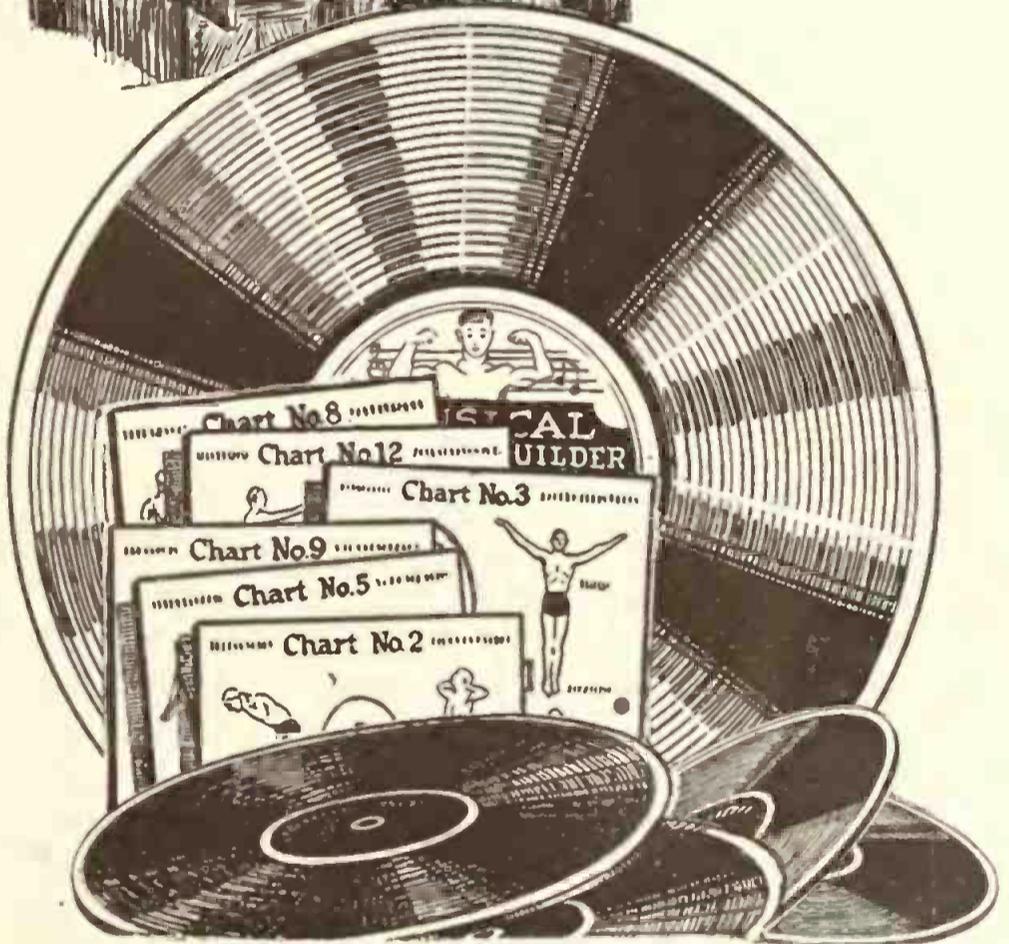
A demonstration in your store of the Health Builder records will attract crowds and create business. People are fascinated by this new system of exercising to music. Thousands have written us giving their endorsement to this big movement. For example, Mrs. Charles G. Hickish, La Crosse, Wis., says: "We wish to express our delight with our set of records and exercises. Our entire family of eight, including the maid, are taking them. The children are fascinated with them and bring in the neighbors' children to do them."

Here's your opportunity to tie up with A NEW IDEA, which is a proven success. This one is more fascinating and enjoyable than a new game. It gives the people something to do to the music of their phonograph, and they like it, just as they like to dance to phonograph music.

"Health Builder" records are sold in sets; each set consists of five 10-inch double-disc records,



"Health Builder" Records are sold in sets consisting of five 10-inch double-disc records, 12 charts containing 60 real photographs, and booklet of instructions.



with commands and instructions given in a fine, clear-speaking voice and specially selected music for each exercise, 12 charts containing 60 real photographs and a booklet of instructions written in Mr. Camp's clear, forceful style. This course is proving itself to be the most profitable phonograph record proposition ever put before the dealer. See for yourself. Mail coupon today for sample 10-inch record, with chart and full particulars to you. We give full cooperation to help you boost your sales. Sign and return coupon

today—it does not obligate you in any way.

Health Builders', Dept. K
 334 Fifth Avenue New York
DAVEGA
 Distributor for New York City
 831 Broadway

Health Builders,
 Dept. K,
 334 Fifth Ave., New York.

Without obligation to me, you may send prepaid one 10-inch double-disc "Health Builder" record, carrying four of Walter Camp's "Daily Dozen," with four charts—and your special proposition to dealers. I have the privilege of returning this outfit.

Name

Address

SUGGESTIONS AND SELLING IDEAS

(Continued from page 12)

member how popular "Peggy O'Neil" was? She is not dead yet. Give her a new lease of life by associating her with Saint Patrick. And her brother, "Micky O'Neil," the companion piece that has already begun to share her popularity. Launch this hit effectively by linking it up with the Seventeenth of March.

And there are many other selling ideas that can be utilized in the month of March. There is the case of the New York City dealer who last year brought in the universally noted tendency of the wintry winds to blow during this turbulent month. He introduced a "weather motif" into his window display in the following manner:

He first divided his window space in halves by means of a cardboard partition representing the exterior wall of a house. The left side was the outdoor part of the picture and the right side showed the comfortable interior of a home. In the outdoor section he concealed a rapidly revolving electric fan and cut up thousands of

flakes of white paper snow. The whirling snow effectively and picturesquely gave a shuddering idea of March weather at its worst.

By way of contrast the other half of the display offered a living room of the most comfortable sort. There was a cardboard fireplace, a handsome talking machine, a beautiful lamp and heaps of records strewn about. No need for explanatory posters. The artistic display pointed out its own obvious moral. This brainy merchant received many congratulations upon the cleverness of the idea and he attributes the sale of a number of machines and of countless records to this "Marchy" display.

While on the subject of window trims it might also be well to speak of one that this same dealer is going to use this month. This time it is a Saint Patrick's trim, but, in keeping with the policy of the store, it will be a departure from the stale and hackneyed window idea commonly used. That is, instead of merely sprinkling about the window a profusion of stove-pipe hats garnished with Shamrocks and clay pipes, he plans to show his customers something out of the ordinary.

He is using the same divided window effect that proved to be such a sure-fire winner a year ago. The subject is "Exercise," for it features the "Daily Dozen" exercises on talking machine records which he includes among his wares. The left part of the window is given over to the March Seventeenth tie-up. Its title is: "One Way to Exercise" and it shows a group of Blackthorn Shillalaha. The trimming is done with green crepe paper and a large oil painting of the famous "Donnybrook Fair" has been borrowed from a library for the center of the display.

"The Modern Way to Obtain Your Daily Exercise" is the title of the contrasted half of the display, which is an arrangement of an effective exhibit of the "Daily Dozen" system of exercising. The details of this part of the trim have not yet been worked out in full, but the idea is a good one and well worth using by other dealers who are carrying this proposition.

Use the biting winds of March to blow its "pep" into your salesman's lungs. Let us hope that the Irish displays will imbue them with the desire to fight hard for more business, not only in March, but *from now on*.

What others think of TONEPENS

"I put on one of the William Tell records on an old \$5 Stewart and was surprised that such music could come from such an old machine."

—A. E. Hoffman, United Y. M. C. A. Schools, N. Y.

"We have tried the sample Tonepen on 73 records and find no change in the tone and no noticeable scratching noise."

—Kahn's Music Shops, Boston, Mass.

"We . . . find it the best needle . . . we have ever had."

—The Martz Music Shop, Kokomo, Ind.

"We found this needle to be very satisfactory indeed."

—Manophone Corporation, Adrian, Mich.

"We believe these are the best needles yet tried."

—New Mexico Phonograph Co., Albuquerque, N. M.

"I am much pleased with the sample Tonepen which you sent me."

—J. H. Ellis, Milwaukee, Wis.

TEST THE TONEPEN AT OUR EXPENSE

Write for free samples and attractive dealer offer

TONEPEN COMPANY

217-A Center Street

New York City

GIVING RECITAL IN MIDDLE WEST

Princess Watahwaso, Well-known Victor Artist,
Interesting Large Audiences Wherever Heard
—Under Auspices of Distributors

The Princess Watahwaso, mezzo-soprano and well-known Victor artist, is touring the Middle West giving recitals under the auspices of Victor distributors and dealers. In a large auditorium in St. Louis Princess Watahwaso gave a series of three recitals of Indian songs, dances and folklore under the auspices of Miss Blanche Rosebrugh, in charge of the Victor educational department of Scruggs, Vandervoort & Barney. Princess Watahwaso also gave a series of recitals among the retailers of the Koerber-Brenner Music Co. Among these enterprising dealers was the Cline-Vick Co., which operates many stores in Southern Illinois. Fay Luyster, who is in charge of the activities of this company, has recently completed the salesmanship course at the Victor factory and is using many of the helpful ideas gleaned there in the advancement of this business. Following the completion of this Middle West trip Princess Watahwaso will appear in Camden, Bryn Allyn, and will then return to New York to continue her work in the New York schools.

INCREASING USE OF SIGNS

Harry Cuddeback, of the Da-Lite Electric Display Co., Toledo, O., was a recent visitor to The World sanctum in the course of his monthly visit to New York, and spoke in very enthusiastic terms regarding the general outlook. The increasing use by dealers in talking machines and music of the signs made by this company is testimony of the keener appreciation by merchants generally of the value of modern and artistic advertising methods in bringing the products which they handle to the attention of the purchasing public.

TO MOVE TO LARGER QUARTERS

The Cable Piano Co.'s store in Chattanooga, Tenn., will be moved on April 1 from its present location at 117 East Eighth street to handsome new quarters at 115 East Seventeenth street, where double the present space will be available for the requirements of the business. The store, of which J. H. Shaw is manager, reports a large and growing business in both pianos and Victrolas.

FARGO MUSIC CO. IN NEW HOME

The Fargo Music Co., of Fargo, N. D., has leased the store adjoining its present quarters to provide increased floor-space made necessary by its rapidly growing business. The new store is one of the most attractive in this section.

Is There a Definite Science of Talking Machine and Record Salesmanship? By W. Braid White

Ever since men began to think in terms of scientific accuracy about their daily affairs there has been more or less attempt to formulate some sort of science of business conduct. The aim has always been to provide a set of rules whereby a man may direct his thinking, and translate that thinking into action, in such a manner as to give him the result to which he naturally looks forward as the reward of his efforts.

Within the last generation many efforts have been made to translate rules for business guidance into practical form from a basis of scientific reasoning. Unfortunately the attempt has been founded on premises often patently false and sometimes even nonsensical. But within the last ten years the art of salesmanship has been studied under conditions which allow for something like precise and scientific observation, and it ought by now to be possible to state with some approach to finality what that art really amounts to and how much of it can be charted and plotted in a scientific way. In other words, we should be able now to answer these questions:

Is there a science of salesmanship?

Can it be applied in daily life?

To which, in our case, may be added a third question: How far, supposing that a favorable answer can be given to the other questions, can any rules or principles be applied to the art of selling the talking machine, its records and its accessories?

The Suggestion Fallacy

A good deal of what is called "scientific salesmanship" rests upon theoretic considerations whose validity has never been above question and, in fact, has frequently been called in ques-

tion. Some years ago there was a craze for teaching the mental-suggestion sort of salesmanship, the "look your man in the eye" sort of salesmanship, the sort of salesmanship which depended upon committing to memory a lot of rules intended in fact to give the salesman the power to persuade the prospect against the latter's will. It was a combination of psychological misinformation with undigested hypnotism, mixed into a sort of literary hotch-potch and sold to gullible young persons as an infallible method for coining money out of the profession of salesmanship.

The Scientific Basis

Like all previous business panaceas this one has pretty nearly had its day. In the reaction from its absurdities there has been a tendency to overlook the fact that salesmanship is as much a matter for analysis as is any other feature of men's daily conduct. Genuine psychology simply tries to find out everything about why men do thus and so in given conditions. Now the man who is trying to sell anything, whether a talking machine or a million-dollar life insurance policy, is undertaking a task in which obviously it will be extremely important for him to do everything in the best way possible. He needs all the help he can get. Hence the importance of any scientific inquiry into those mental processes and physical actions which together make up the work of selling or of trying to sell.

The Order-taker Ideal

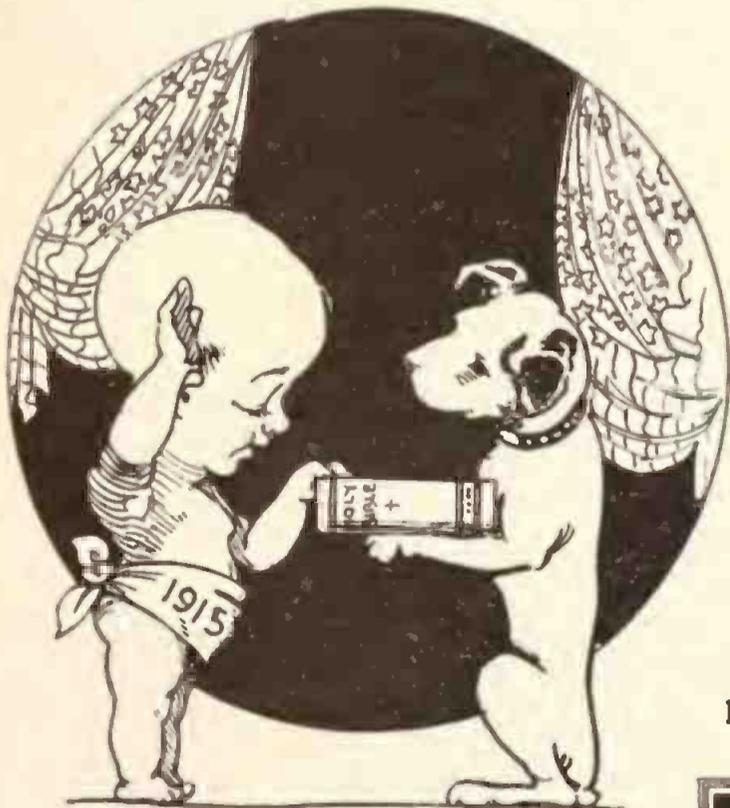
In the talking machine industry we have not proceeded much beyond the old "order-taker" ideal. That ideal is most perfectly represented by the department store clerk. The woman who goes to a department store to buy has usually

been persuaded in advance by newspaper advertising. She is usually after a bargain; and if she is not after a specific bargain she is looking around to see what she can get for a certain sum of money in terms of some goods which she wants or needs. The clerk does not need to do any scientific work with her, for she knows what she wants and in most cases cannot be persuaded to do anything which she had not previously determined to do. To the department store's customer then, the clerk is principally a sort of mechanism for showing goods and giving information about them in response to questions. Not once in a hundred times is there, or can there be, any systematic salesmanship.

Consider the Opportunity

It might be argued by some that talking machine salesmanship is really not much better. Yet this would be a great mistake. For there is just as much opportunity for the display of selling talent in retail talking machine stores as in the offices of bond brokers. The American people are popularly supposed to be thoroughly acquainted with the merits and beauties of the talking machine and to need no education in respect of its desirability as a possession. Yet this is not so. The American people are gradually getting to that frame of mind, but they have yet a long way to go. Neither in reference to principles of value, nor in respect of musical choice, nor as regards appreciation of its possibilities, has the public in general any adequate ideas about the talking machine. The task of placing these ideas before the American people in an effective manner is a task of peculiar importance just now and one which should engage the

(Continued on page 18)



Inauguration Day

Seven years ago Pearsall Service was inaugurated. It's been the leader ever since.

Ask any Pearsall Dealer—he will tell you

"Desire to Serve Plus Ability"

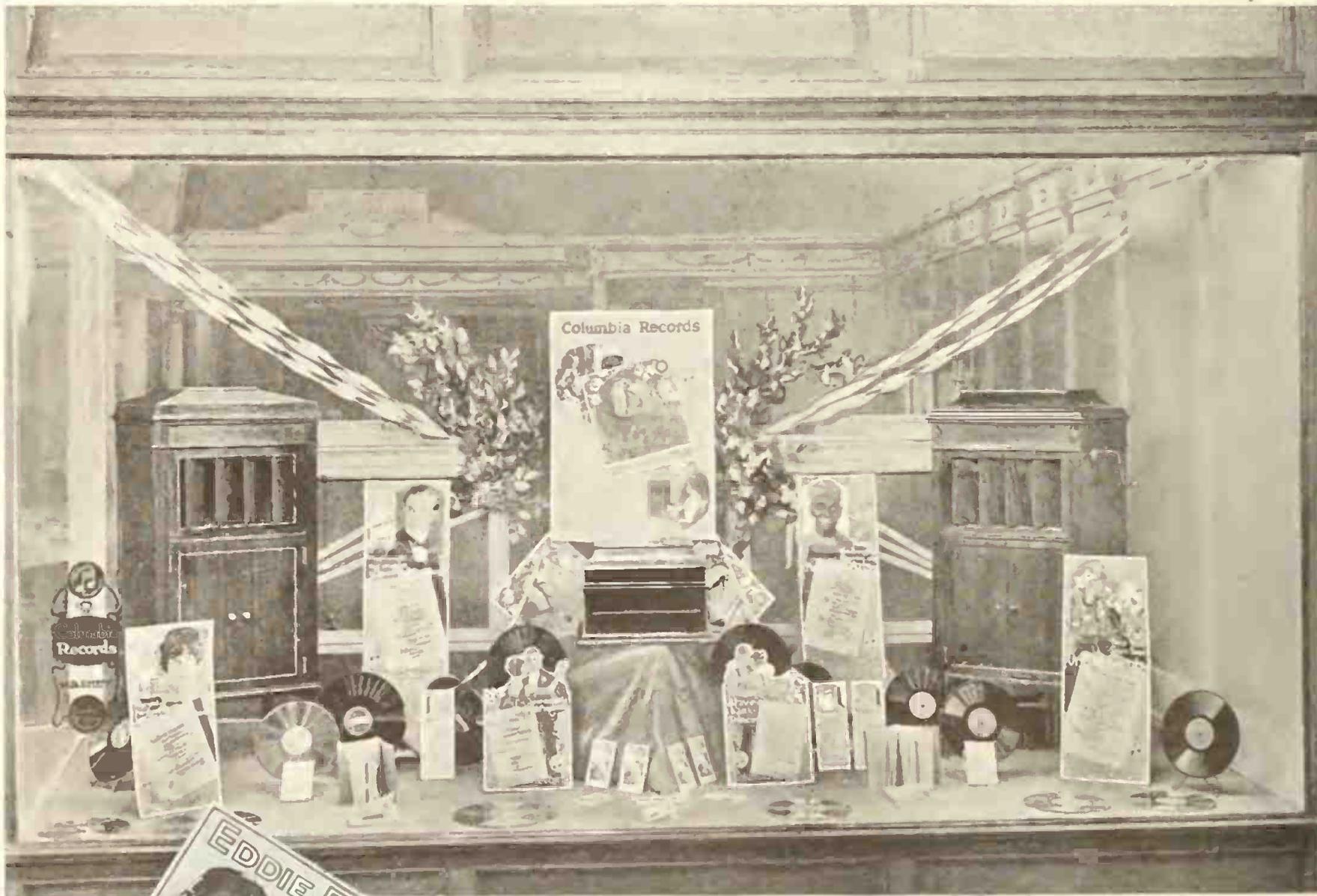
10 EAST 39th ST.

NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

4000 Subscriptions



Columbia Dealer Service Materials, including the monthly Display Service, are furnished to Columbia Dealers strictly as sales producing "Helps" without profit to the Company, except as they help sell Grafonolas or Columbia Records for Columbia Dealers.

EDDIE ELKINS
WITH HIS ORCHESTRA
Columbia Artist

Ireland's Music
for Your St. Patrick's Party on
Columbia Records

Whistling
Single Confessions
Flower Song
A 3349 75¢

Association
Wedding of the Winds
Shatters Walls
A 3370 75¢

Columbia Records

Handy selection on
colored instruments
and typical dances
records offer in-
creasing variety to your
Record Concerts

Song Hits

Just by the
Name of the
Song
A 3346 75¢
The
Columbia
A 3347 75¢
The
Columbia
A 3348 75¢

Columbia Records

New Dances!

Broken Toy
A 3345 75¢
The
Columbia
A 3346 75¢
The
Columbia
A 3347 75¢

Columbia Records

Testify for this Service

NON-SUBSCRIBING Columbia Dealers should carefully consider the weight of this recommendation *now*. Merchandisers generally are learning that the creation of a buying impulse at the place of sale is the most effective form of present-day advertising.

People buy more carefully today. Window-shopping precedes nearly every purchase.

How do your windows explain the attractiveness of your merchandise and your service?

They used to go looking to see what they could buy.

What is there about your displays that overrules present-day caution?

Most folks want more things than they have dollars to spend.

How do you argue that they need music—instead of something else?

A mere phonograph and some records in the window don't mean as much as they did.

How do you illustrate the enjoyment a Grafonola will bring unless the Records it will play are made pictorially interesting?

These are modern conditions. It is penny-wise and pound-foolish to economize on your valuable display windows at the expense of store sales. We urge you to join the ranks of the big majority of Columbia Dealers who have found the Display Service profitable. If it sells only one 75c Record every three days, *you're not spending a cent.*

The desire for music still exists.

What is there about your exhibit which stimulates this desire?

Not so long ago any record was worth a dollar.

What is there in your windows to satisfy anybody there's 75c worth of real fun in every Columbia Record?

As far as appearance goes, one record looks pretty much like another.

Who can prefer the Record by Jolson or Van and Schenck unless they know these artists sing only for your Records?

There are prospects passing your store regularly who have never come in

Has your store faded into the surrounding scenery to them, or do you keep it fresh and interesting by constant change in displays?

Send your subscription for the Columbia Monthly Display Service, to begin with this April list issue, to your regular Columbia Distributor, at once. Regularly thereafter your postman will deliver a complete mid-month and 20th list trim which will relieve you of chronic window-worry at the small cost of \$3 a month.

COLUMBIA GRAPHOPHONE COMPANY
New York City



The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

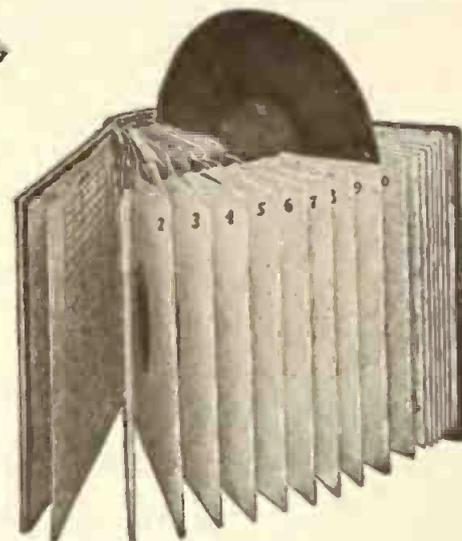
Price Reductions 35% to 40%

within the past year. It will be to your interest to write us for prices before placing further orders for Record Albums.

Please mention quantity, as large orders help some in lowering costs.

We guarantee satisfactory Albums.

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



THE PERFECT PLAN

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

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

THE SCIENCE OF SALESMANSHIP

(Continued from page 15)

attention of all retail merchants. Just as soon as it is generally recognized by business men that in our industry the selling of talking machines and records at retail is a subject which can be scientifically formulated and studied there will be, we think, a movement which will not be checked until it has placed the entire matter of music-means merchandising upon a new and permanent level of method and system.

There Is a Science

There is indeed a science of talking machine selling. It has nothing to do with secrets, with suggestion or with half-baked pseudo-psychology. It, however, rests upon the unshakable basis of genuine psychological observation; that is to say, upon observations which have been made solely with a view to discovering why men act thus and so in these or those conditions. This science of talking machine salesmanship is not yet completely formulated, but its main outlines may be laid down very briefly. In so laying them down the writer asks the indulgence of the reader for any faults or crudeness of expression, since the whole subject is very new and its paths almost as yet untrodden.

Five Leading Ideas

In the first place, then, we may say that the selling of talking machines involves the following ideas:

1. Clearly realizing ourselves that the object of the sale is, fundamentally, to put the buyer in possession of means to entertainment, pleasure, interest, through the medium of reproducing music in any of its forms.

2. Clearly realizing likewise that the prospect is only half convinced of this fact in advance, since the best of advertising copy can but start into action processes of thought in the prospect's mentality.

3. Understanding consequently that the first requisite of the salesman is that he or she be personally persuaded that the talking machine is an unsurpassed instrument for musical entertainment, pleasure and education; which involves and necessitates the salesman's personally using, and enjoying the use of, the talking machine, knowing its musical possibilities, appreciating its powers, understanding how to dance to its music, listen to its music, enjoy and know its music.

4. Learning how to tell the prospect a story which will bring that man or woman into approximately the mental state toward the talking machine which the salesman already possesses.

5. Demonstrating that there exists a monetary basis on which the prospect may organize the possession of the entertainment, pleasure and education which has been envisaged by the salesman, without undue hurt to his present financial condition, engagements or prospects.

These five simple ideas comprehend the entire technique of salesmanship and embrace demonstration, talk and close. They are formulated here strictly in accord with what is known of the probabilities of individual reaction toward the talking machine as a possible purchase, in the light of accepted psychological investigation, such as may be studied in detail in the works of the best authorities on business science. In the course of a short article like this no more can be done than clear the ground in order that the salient facts to be grasped may be set forth in their full light.

With these preliminary considerations, then, let us close this present article, hoping to reopen the subject and consider in detail the ideas here briefly foreshadowed, in a further article at an early date.

1906 ADVERTISING SELLS RECORDS

Woman Selects Three Caruso Records From Program Issued Sixteen Years Ago

James J. Davin, secretary of the Reincke-Ellis Co., cites a case that came to his attention recently to prove that there is no accurate way of judging the time it takes for advertising literature to exhaust its selling power. A woman recently visited the store of the E. W. Owens Co., Mankato, Minn., and asked to hear some records from a program she held in her hand, finally purchasing three Caruso records. The clerk asked to see the program and discovered that it was one issued in 1906, entitled: "Three Programs by the Master Musician—the Victor-Victrola." Doing business on advertising sixteen years old probably sets a new record—it proves that an investment in publicity is continually paying dividends.

TRENTON STORE IS ENLARGED

TRENTON, N. J., March 4.—Joseph P. Fee, proprietor of the Record Shop, 236 North Warren street, has enlarged his store and made a number of other improvements to take care of increasing business. Mr. Fee was the first dealer to open a phonograph shop in Trenton, having started eight years ago with a practical experience in talking machines and their construction. The repair end of the business has been greatly enlarged to facilitate the handling of repair work.

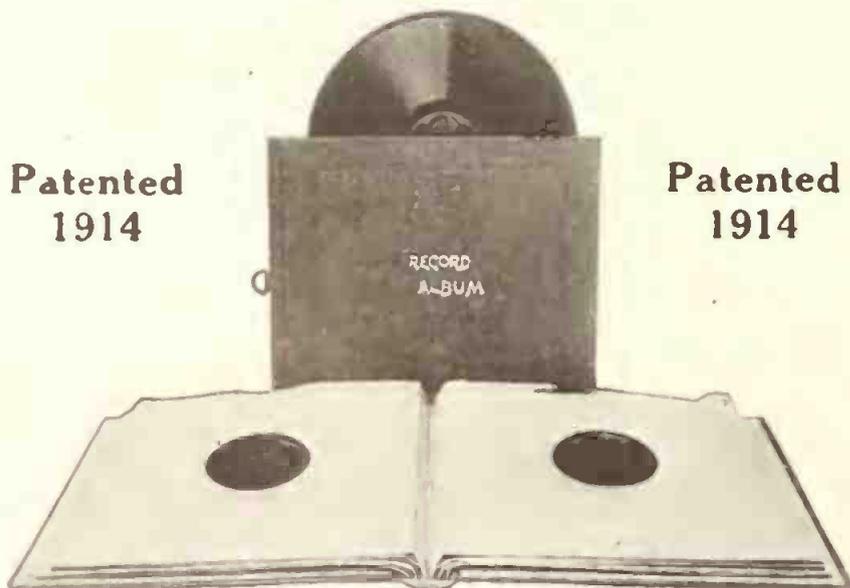
BECKER'S DOG LIKES MEDICINE

John H. Becker, the talking machine repairman, of 1207 Chestnut street, Milwaukee, Wis., has a dog that is proving a good advertisement. The dog, a bull terrier named Pyro, has learned to take even the bitterest medicine without a whimper and is used as a shining example by the parents in the neighborhood who desire to dose the children with castor oil or other medicine bitter to the youthful taste.

A REAL MONEY MAKER

Patented
1914

Patented
1914



If you are not familiar with the new

BOSTON INTERCHANGEABLE LEAF ALBUM

Be sure to send for a sample immediately. The envelope leaves may be changed at will. This new feature made possible only by our newly patented wood-back.

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

BOSTON BOOK COMPANY

501-509 Plymouth Court

CHICAGO, ILL.

Wonderful Sellers

Timely Releases

OKeh Records

The Records of Quality

OKeh Dealers get the hits while they *are* hits! You know what that means—Rapid stock turnover and the good will of your patrons.

These six best sellers are the last word in superb recording, novelty and “pep.” That’s what the public wants and that’s what you will find in all OKeh Records.



Six Best Sellers

- | | | | |
|---------------|---|--|---|
| 4477 | { | I'VE GOT MY HABITS ON—Fox-trot..... | Joseph Samuels' Jazz Band |
| 10-in.
75c | | MUSCLE SHOALS BLUES—Fox-trot..... | Harry Raderman's Jazz Orchestra |
| 4519 | { | WHEN SHALL WE MEET AGAIN?—Waltz..... | Erdody and His Famous Orchestra |
| 10-in.
75c | | BY THE OLD OHIO SHORE—Waltz..... | Joseph Knecht's Waldorf-Astoria Dance Orchestra |
| 4497 | { | BLUE DANUBE BLUES—Fox-trot..... | Blue Diamond Dance Orchestra |
| 10-in.
75c | | KA-LU-A—Fox-trot. Hawaiian Guitar Effect by Virginia Burt.... | Blue Diamond Dance Orchestra |
| 4498 | { | THE SHEIK OF ARABY—Fox-trot,
Ray Miller, Melody King, and His Black and White Melody Boys | |
| 10-in.
75c | | FOUR HORSEMEN—Fox-trot..... | Glantz and His Orchestra |
| 4515 | { | SONG OF INDIA—Fox-trot..... | Glantz and His Orchestra |
| 10-in.
75c | | WHEN BUDDHA SMILES—Fox-trot..... | Glantz and His Orchestra |
| 4522 | { | ATTA BABY—Fox-trot..... | Tampa Blue Jazz Band |
| 10-in.
75c | | UNCLE BUD (Tennessee Blues)—Fox-trot..... | Tampa Blue Jazz Band |



General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street, New York City



Dealers Tell of the Hardest Talking Machine Sale They Have Ever Made :: By Frank H. Williams

What is the hardest talking machine sale you ever made, Mr. Dealer? How did you put it over?

It is always worth while for a dealer to think over his hard sales every now and then for the purpose of checking up on the points that enabled him to put the sales over and in this way gain suggestions and ideas for putting over other hard sales.

For the purpose of learning how some successful dealers have clinched their hardest sales of talking machines the writer recently interviewed a number of successful dealers. And, undoubtedly, other dealers will be able to get good pointers from the things said by the men.

Here, for instance, is what a leading Middle Western dealer in talking machines had to say about his hardest sale:

"I think my hardest sale," said this dealer, "was to a very well-to-do retired farmer. This farmer had never had any real money in his life until within recent years, when his farm land increased in value to unheard-of heights and then he sold out at the peak price and retired to the city to spend the rest of his days. This farmer brought to the city with him his wife and his orphan granddaughter, and he also brought with him an ingrained tightness which made it almost impossible to get him to loosen up and buy anything beyond the mere necessities of life.

"I got on to this farmer through a patron of mine who told me I ought to sell the farmer a talking machine, because he enjoyed music and had plenty of money to spend for phonographs and other things. Of course I went around to see this prospect at once—as it looked good

for a quick sale. But—nothing doing! The farmer was perfectly willing to talk—in fact, I think he was mighty glad to have someone to talk to. But as for even considering the purchase of a musical instrument—I should say not!

"This old man interested me because he was such a hard nut to crack and because he seemed to take an evident delight in watching me butt my head against a stone wall and because I felt that some time or other someone would sell

of her girl friends, rather than at her own home.

"As soon as I learned this I saw that I had an opening. Right away I talked to the girl, to whom I had been introduced and found out that she liked music and dancing and that at her friends' homes there were talking machines and dance records and that she had a fine time at these homes dancing and listening to the music.

"After this talk with the girl I felt certain that I would soon make the sale. I went right back to the store, got out a \$250 machine, stocked it with a good supply of dance records, popular music and records of the sort of music I knew the old man was interested in and sent it out to his house with a note reading like this: 'This machine and these records will keep your granddaughter at home nights.' I instructed the delivery man to give the farmer the note first because he had positively refused time and again to let me send a machine out on trial. I felt sure this note would win a hearing for the machine. I was right. The note did win a hearing for the machine. And eventually the sale was made. Since then this retired farmer has become one of my best patrons in purchasing records.

"And my deduction from all this is that when it comes to hard sales you can generally find some opening which will lead to a sale if you will become friends of the prospects rather than treating them merely as prospects alone."

Another successful Middle Western talking machine dealer had this to say about his hardest sale:

"My hardest sale was to the trustee of a town-

(Continued on page 20)

Checking Over the Points Which Helped Close a Difficult Sale May Uncover Some Valuable Sales Hints

him a talking machine and I couldn't see why I shouldn't be the person to do so.

"So I kept on calling on him. Eventually we became friends. Finally, I learned that he had one worry in life—his pretty granddaughter, who was just about twenty years old, didn't stay home in the evenings hardly at all. She didn't do anything wrong, of course, but she preferred to spend her evenings at the homes

WHY NOT THE BEST?

The old established fact that the Best is the Cheapest is particularly true of Talking Machine Needles.

ALWAYS INSIST ON GETTING DE LUXE NEEDLES

and you won't be disappointed.

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles
ANSONIA, CONN.

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS



Full Tone



Medium Tone

Three for 30 cents (40 cents in Canada)

DIFFICULT TALKING MACHINE SALES

(Continued from page 19)

ship near our city. This man was a backnumber all right. He wouldn't buy a tractor for his farm, he wouldn't have a farm lighting system installed, he wouldn't have a phone in his house. But he was genial and likable and had a big following in his township. I knew that if I once sold him a machine I could make a lot more sales in that township on the strength of the trustee having purchased a machine of me.

"So I worked on this trustee hard. I took a talking machine to his home and demonstrated it. I made friends with him, had him look me up when he came to town and pumped him full of information and enthusiasm about music. But still he wouldn't buy—he simply couldn't get out of his lifelong rut—he simply couldn't get into the attitude of mind where he could feel that a 'new-fangled contraption' such as the talking machine was actually worth the money asked for it.

"I almost despaired of ever making a sale to this man, but I persisted in my efforts, trying out new angles of attack from time to time. And at last my efforts met with success. And what do you suppose it was that put the sale over? Simply making a sale to his township political rival! It was merely by chance that I learned of a bitter rivalry between the two men. The minute I learned of this rivalry I saw my chance. I told the rival that a talking machine in his home would bring people to his home and thereby help him in politics. He saw the point at once and purchased a machine. Then I went to the township trustee, told him what his rival had done and how it was helping the rival's political aspirations and I then told the township trustee that it was up to him to get an instrument at once and combat the inroads on his popularity which were being made by his rival's talking machine. And the sale was closed right then."

A third dealer, in speaking about his hardest sale, said:

"While it is rather difficult to pick out some specific sale and say that it is the hardest sale I ever made, still I can tell you about one recent sale which was very hard indeed.

"This sale was to a women's club. The club as a whole wanted the machine but, individually, the club members felt they shouldn't obligate themselves for the expense involved. And so while the sentiment was all for a machine the sale hung fire from week to week and from month to month.

"I suggested various methods of raising money—such as an amateur play. The club finally did decide to give a play, but the proceeds amounted to only \$47.65, and it then looked as though the sale was off for good.

"But I continued skirmishing around for ways and means of raising the money. Finally I hit on the idea of having the club give a rummage sale. I suggested that every member of the club contribute something toward the sale in the way of old clothes, old furniture, etc. This idea took in spite of the failure of the play idea. After much work the club raised \$75 in this way. Six months later they had another rummage sale which realized even more money. And the talking machine was purchased. But it sure took a lot of hard thinking and digging on my part to get the money for that club to pay for the machine!"

Aren't there suggestions and ideas in all this for other dealers and talking machine salesmen? Here's hoping so. And if other dealers and salesmen do get some good out of this article, then the interviewing and writing will have been worth while.

NEW OKEH AND FONOTIPIA JOBBER

Lansing Sales Co., of Boston, Appointed Distributor for New England Territory

BOSTON, MASS., February 17.—The Lansing Sales Co., of this city, general talking machine accessories, distributor for the New England territory, has been appointed a distributor for Okeh and Fonotipia records. The Lansing Sales Co., under the enterprising direction of A. J. Cullen, president, and R. G. Lipp, secretary and manager, is excellently equipped to handle these lines. Not only is the organization live, but it has built up for itself a wide circle of friends throughout New England through the quality of service rendered in other accessories in the past.

CHALIAPIN RECORDS POPULAR

The recent visit to the United States of Feodor Chaliapin, the noted Russian basso, and his successful appearance with the Metropolitan Opera Company and in concert, gave a great stimulus to the sales of his records, three of which are produced by the Victor Co. in its March list. The great voice of this masterful singer is splendidly reproduced, and the demand for his records is quite a tribute to the increasing musical taste and appreciation of users of talking machines.

IN THE
HANDY
CAN



NYOIL

FOR YOUR
PHONOGRAPH

**Made in Our
Watch Oil
DEPARTMENT**

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

The Best Oil For Any Talking Machine

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

Colorless, Odorless and Stainless.

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

NYOIL is put up in 1-oz., 3-oz. and 8-oz. Bottles and in Quart and Gallon Cans.

For Sale by all Talking Machine Supplies Dealers
WILLIAM F. NYE, New Bedford, Mass., U.S.A.

DISPLAY WINDOW AS SALES FACTOR

Artistic Windows Arranged by Milwaukee Dealers Win Praise of Evening Sentinel

The artistic display windows of talking machine dealers in Milwaukee have been the subject of much praise from the Evening Sentinel of that city. The novel window display recently made by the Lyric Music Co. came in for particular comment in this wise:

"The old-time conservative window display of the music store is giving way to the latest in feature advertising, in accordance with modern publicity methods. Talking machine dealers, especially, are finding the window display an effective means of advertising their records.

"One of the most interesting displays is that of the Lyric Music Co., 86 Wisconsin street, advertising the new Brunswick record 'Ty-Tee.' 'Ty-Tee' is a South Sea maiden and the display depicts a scene on a tropical island, with a painted background and small palms, dolls in Tahitian costume, a lagoon and a bamboo hut in the foreground. A bright orange moon in the background makes the window very attractive in the evening. Mrs. J. C. Rousselot, wife of the proprietor of the store, is the designer."

The Valentine day window display made by the Badger Talking Machine Co. also came in for favorable mention, the red hearts and Cupids against the black records with the famous Victor dog wearing a huge heart about his neck, made, in combination with love ballads and appropriate records for Valentine day, a very effective display.

The artistic use by dealers of Lincoln portraits in connection with well-arranged record displays on Lincoln's birthday also attracted much favorable notice.

As the Talking Machine World has been emphasizing month after month a little intelligent interest in the window in the way of artistic displays on holidays and current events will do much to bring the talking machine store and its products to the attention not only of the general buying public but to all those interested in progressive merchandising.

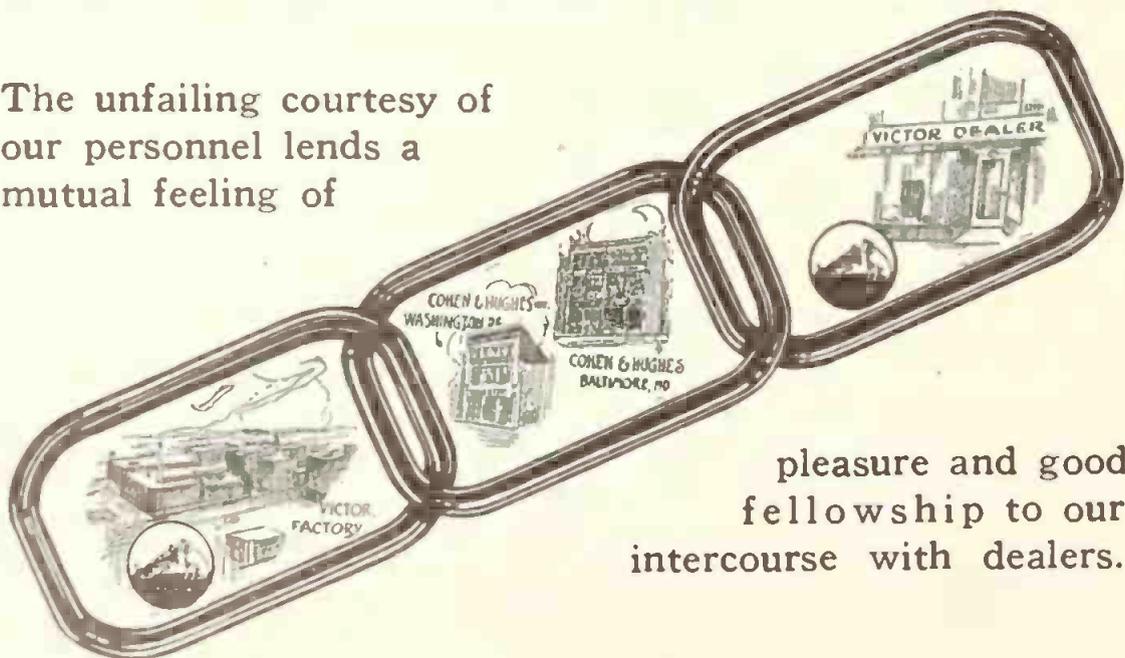
RHOADES-ROACH CO. CHANGES HANDS

LARNED, KAN., February 28.—The Rhoades-Roach Music Co., here, which has been in the hands of a receiver for some time, was sold at a bankrupt sale last week to C. A. Ammerman, proprietor of Ammerman's Music Shop and Book Store, at Kingman, Kan. The name of the bankrupt concern has been changed to The Music Shop and S. C. Clinesmith has been placed in charge. Pianos, musical instruments and supplies of all kinds and talking machines are handled.

"COURTESY"

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

The unfailing courtesy of our personnel lends a mutual feeling of



pleasure and good
fellowship to our
intercourse with dealers.

COHEN & HUGHES

Wholesale Exclusively

BALTIMORE

WASHINGTON

A \$10,000 Man Will Go to Work for You for as Little as \$5 a Month!



W. C. Eckhardt Service

for Phonograph and
Music Dealers in the
United States

229 So. Wabash Avenue, Chicago



*This
Booklet
Costs You
Nothing.
Send for
it today.*

One of the best known phonograph sales promotion men in the country offers a service to phonograph and music dealers at a price so low that it seems beyond belief. Except in rare instances, the profit on the sale of one additional \$250.00 phonograph will pay for a *full year's service*.

He maintains an office in Chicago, as your headquarters, and acts *personally* for you in all transactions with manufacturers and distributors.

He acts as your advertising manager, furnishing each month a series of advertisements full of pep and sales power for each standard line of phonographs.

As your sales promotion man he assists with all phases of your sales problems.

Special literature such as letters, folders, booklets, circulars, etc., will be produced in quantities and distributed at minimum prices.

Idea Bulletins will be sent regularly presenting new plans for stimulating business.

Assistance is given in the solution of any problem of your business, including advertising, sales, financial, organization, collections, etc.

You have personal representation in Chicago to handle details or transact any business for you.

Above are only a few of the many things which constitute W. C. Eckhardt Service. The complete story is told in the booklet illustrated. Leading Jobbers endorse this service.

*It Costs You Nothing to
Find Out*

*Send for this Booklet
NOW!*

W. C. Eckhardt
229 So. Wabash Avenue
Chicago, Ill.



Two male trios with a fine orchestral background. "The Sheik" and "Granny," both sung by Hart, Shaw and Clark—a new combination added to the big staff of Columbia artists. A-3556.

**Columbia Graphophone Co.
NEW YORK**

KELLEY CO.'S NEW STORE OPENED

Formal Opening Attended by Over 5,000 People—New Establishment Is One of the Finest in West Virginia—Large Columbia Grafonola Department Feature of Second Floor

FAIRMONT, W. VA., March 6.—The formal opening of the Kelley Music Co.'s new store, at 420 Main street, this city, has just occurred, with a large turnout of the residents of this and the adjoining territory. It is estimated that over 5,000 persons visited the handsome music shop, which is one of the finest in the Mountain State. The new music shop has an area of 4,500 square feet. The lower floor, especially, is said to be the largest single room devoted to the display of musical instruments in West Virginia and is equalled in size only by stores in other cities. The upper floor is given over principally to the Columbia Grafonola department where eight record demonstration booths are installed. Each of the booths is sound-proof and handsomely furnished with comfortable settees and heavy rugs on the floors.

The front portion of the street floor is a large reception space, with rugs on the floor and chairs for visitors, and a few instruments are cleverly displayed, including a Duo-Art reproducing piano. From this section one passes along an aisle leading between the rows of record shelves to the business office at the rear and also to the wide stairway to the lower floor which embraces the

main display of pianos, player-pianos, the complete Columbia Grafonola stock and the player demonstration rooms.

The decorations throughout are artistic and an original color scheme of soft tones of tan has been utilized to splendid effect. An ivory tint has been used throughout the lower floor and on the walls candelabra effect lighting fixtures are used in addition to handsome overhead fixtures which diffuse a brilliant glow of light.

W. G. Kelley, the proprietor, has been engaged in the music business in Fairmont for the past twelve years and is widely known in the State. For ten years his place of business was but two doors from his new location. In addition to the Duo-Art piano Mr. Kelley also handles the Steinway, J. & C. Fischer, Packard, Stultz & Bauer, Ludwig and Behr Bros. pianos and player-pianos and is exclusive Columbia Grafonola dealer. Souvenirs were presented to all callers on the opening day and an orchestra furnished special music.

NEW RECORD EXCHANGE AT NIAGARA

NIAGARA FALLS, N. Y., March 3.—The Phonograph Record Exchange Co. of America, which has established record exchange branches in several States and is planning many more stores in various parts of the country, has established a branch here, under the management of Miss Lillian Walters. Records are exchanged here for others on payment of ten cents by customers.

NEW LINES FOR HARRIS-LOEB CO.

Latest Addition to New Orleans Trade to Handle Lyon & Healy Pianos and Brunswick Phonographs—To Open Early in March

NEW ORLEANS, LA., February 28.—The Harris-Loeb Piano Co., which has just been organized here, has announced that it will become the agent for the Lyon & Healy piano and for the Brunswick talking machine. A carload of Lyon & Healy pianos is on the way and will arrive about the time that the building is ready for occupation.

Mr. Harris and Mr. Loeb have just returned from the East, where they have consummated the deal for the new agencies, and both have expressed themselves as highly appreciative of the wonderful reception accorded them during their visit.

The home of the new piano firm at 315 Baronne street will be ready for occupancy during the early weeks of March.

NEW POST FOR FENTON STEEL

Becomes Member of Sales Staff of New York Talking Machine Co.

Chas. B. Mason, sales manager of the New York Talking Machine Co., Victor wholesaler, announced this week the appointment of Fenton Steel as a member of the company's sales staff. Mr. Steel, who is a brother of John Steel, the well-known vaudeville and musical comedy star and exclusive Victor artist, will work under H. M. Kelley, of the New York Talking Machine Co.'s sales staff, who is handling the metropolitan territory.

Arthur D. Geissler, president of the New York and Chicago Talking Machine companies, left recently for Chicago, where he will probably spend about six weeks at the headquarters of the Chicago Talking Machine Co. D. A. Creed, general manager of the Chicago Talking Machine Co., arrived in New York the early part of the month, subsequent to the marriage of W. C. Griffith, sales manager of the company.

H. E. PARKER PASSES AWAY

Former Member of Columbia Co. Advertising Department Dies From Pneumonia

Henry E. Parker, for several years associated with the advertising department of the Columbia Graphophone Co., and more recently a member of the copy staff of the Hanff-Metzger Co., New York, died a fortnight ago from pneumonia after an illness of two weeks. Mr. Parker was well known in musical and advertising circles, having been identified with the Columbia organization during 1911, 1912, 1913 and 1914.

The Carney-Neece Music Shop, of Okmulgee, Okla., has just been completely remodeled and several new record demonstration booths have been added.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment

Personal Appearance of

Eight Popular Victor Favorites on One Program

A live attraction for live dealers and jobbers

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

P. W. SIMON, Manager
1658 Broadway New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



FRED VAN EPS



FRANK BANTA

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



(NO. III)

Dear Bill:

Yes, the Blank Music Co. has just gone out of business and the events leading up to this incident are so clearly defined and yet so little realized by the average talking machine dealer that I am going to pass them along to you for analysis and also as a warning of what can happen when a business gets into a rut and the dealer fails to realize the fact.

Five years ago this concern was one of the most progressive in this part of the State. For a year or so business remained good and the company made a substantial profit and then trade commenced to die down gradually and the profits declined accordingly, until Mr. Blank was running his store at an actual loss. The failure followed.

As I size up the situation, Mr. Blank got into a rut from which he seemed unable to extricate himself. He did the same things in the same way with a monotonous regularity, which finally ruined him. He built up a prosperous business by hard work and attention to details and then lay down on the job when he was fairly started. He came to the erroneous conclusion that since he had made a reputation for himself and his business he could sit back and reap the profits from a few years of hard work indefinitely. His advertisements were mere announcements of the line which he handled, window displays consisted of showing a few instruments and records without any effective attempts at originality and freshness, and he made no serious attempt to build up his business by the acquisition of new customers.

In short, his establishment became similar to any one of a hundred in the surrounding communities and he found to his sorrow, when it was too late, that the growth of a business depends entirely upon continued aggressiveness and hard work as well as the constant searching and taking advantage of new plans to increase business and arouse the interest of the public.

When a business has reached that stage known as a "growing concern" it has reached a dangerous period in its growth. From this time onward the enterprise continues to grow or stands still for a short period and then retrogresses.

A business will grow only in proportion to the ability and growth of the human units which compose the personnel. There must be a constant striving to surpass past performances. Each window display should be equal to or better than the last. Perfection of service, complete stock and facilities for the comfort of patrons all tend to bring a business to a state of prosperity. Advertising, free publicity, effective circularization of prospects, unique plans for the stimulation of trade and for the purpose of adding new names to the prospect list, are all prime essentials to success and not one of them should be overlooked or slighted. Trade papers in the talking machine field are an invaluable help in bringing to the dealer the experiences and plans of other dealers which have proved successful and many of these can be duplicated with advantage.

In closing, I want to emphasize that while there is nothing new in these few paragraphs they are items which are liable to be slighted and if the failure of the Blank Music Co. has made you analyze your business methods I shall have done some good.

As ever,

Jim.

EFFECTIVE VICTOR ADVERTISING

The Presentation of the "Victor Immortals" in Magazine Advertising Proves Most Timely

The great value of the talking machine in preserving to posterity the voices of great artists who have passed away was emphasized with particular strength by the Victor Talking Machine Co. in an unusually attractive advertisement which appeared on the back cover of recent issues of the Saturday Evening Post. The advertisement, which represented the reproduction from a bas relief, showed the busts of famous Victor artists who have passed away, among them those of Caruso, Powell, Williams, Plancon, Patti, Tamagno, Gilibert and Gerville-Réache, above the caption: "Victor Immortals." The Victrola has transformed their art into a living reality that will endure for all time.

Coming at a time when much interest is being shown in the establishment of the Caruso Memorial Foundation and the celebration of Caruso Week the advertisement was timely.

TRI-STATE MUSIC CO. OPENS STORE

Concern Whose Activities Extend Over the States of Ohio, Pennsylvania and New York Secures Location in Conneaut, O.

CONNEAUT, O., February 28.—The Tri-State Music Co. has completed arrangements for the location of its headquarters here. The site which the company has secured is on Harper street, one of the best locations in this vicinity. H. A. Copeland, president of the concern, states that pianos, player-pianos, talking machines and small musical instruments of all kinds will be handled and a large repair department will be installed. The activities of this company cover the States of Ohio, Pennsylvania and New York.

What people do not understand they oppose; therefore, the talking machine salesman must implant in the mind of the prospect a clear knowledge of the instrument which he represents and prove to the prospect's satisfaction that his machine is a worth-while product.

HARPONOLA

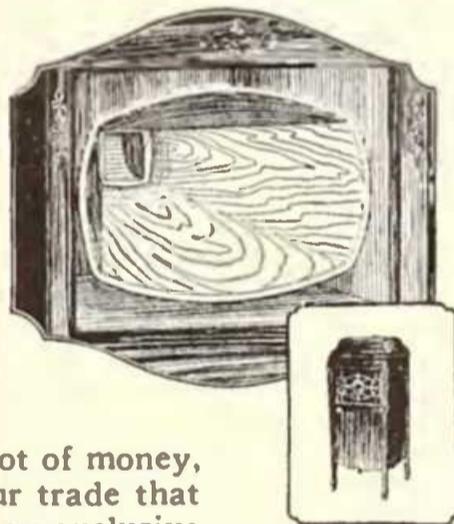
The Phonograph with the "Golden Voice"

Common Sense

The factor that decides whether you make a little or a lot of money in the phonograph business is your ability to convince your customers of some very simple, easily understood facts.

Briefly:—To make a lot of money, you have to show your trade that there are no longer any exclusive patents and improvements in talking machines—that any maker, who honestly wants to, can build a fine and satisfactory machine—then show the customer that you have such a machine, and this last is the easiest part if you happen to be selling the Harponola.

If you doubt your ability to con-



vince people of these easily proved truths, then your only choice is to handle a heavily advertised machine and be satisfied with your small share of a trade that is distributed among a great host of dealers.

We have many hustling dealers who are making huge profits with us because the available business for the "independents" is hardly yet scratched.

Later, there will be greater competition, even in our particular field. The subject is worth investigating carefully. Ask for the Harponola proposition.

THE HARPONOLA COMPANY

101 MERCELINA PARK
CELINA, OHIO

Edmund Brandts, President

*"The longer you
play it, the
sweeter it grows"*



*Genius is but the capacity
for taking infinite pains*



By the chalk mark indicated above under the searchlight, the inspector had actually marked an imperfection of cabinet when the photographer flashed his camera.

When the camera man looked he was scarcely able to find the defect for which this instrument was being sent back.



Cheney cabinets are artistic masterpieces. They are recognized by connoisseurs as among the best modern adaptations of the world's most beautiful furniture designs, the period styles of Old England.

Regular Models retail from \$115 to \$325.

The Man Who Snaps His Fingers at the Whole Cheney Factory

Here is one man—the Cheney inspector—who cares nothing for the opinion of any workman or any foreman in the Cheney factory. He is accountable to and takes his orders only from the executives of the Cheney Talking Machine Company. They have issued strict instructions to him that before any Cheney instrument leaves the factory it must be as nearly perfect as a phonograph can be made. *Without fear or favor*, he rejects every Cheney that shows even the tiniest blemish.

Stand and watch him. Get down under his searchlight, and try to discover some of the infinitesimal imperfections which he demands must be corrected before the instrument shall leave the factory.

It may surprise you to learn that standards worthy of the most exacting arts are maintained in this commercial organization—that here fineness and quality of product, and reputation for superiority are placed above all else.

CHENEY TALKING MACHINE COMPANY, CHICAGO

The CHENEY

THE MASTER INSTRUMENT

Why Music Broadcasted by Radio Should Not Hurt Sales of Talking Machines and Records

Editor, The Talking Machine World:

Will you please advise me what effect the wireless telephone is going to have, in your judgment, upon the phonograph industry. It occurs to me that you have investigated the matter, hence my inquiry. Yours truly,

J. M. Noel, Portage, Pa.

The rapid development of the wireless telephone craze has caused a number of members of the talking machine trade to make the same inquiry as that propounded by Mr. Noel, particularly in view of the fact that talking machine music is featured very prominently in the concert programs of the various broadcasting stations.

The wireless telephone craze has spread so rapidly that even the big electrical companies who instituted the broadcasting concert idea for the purpose of stimulating the sale of radio sets for the home have no really definite idea of the permanence of the movement and in a letter to The World an official of one of the largest companies declared that in the matter of wireless telephony they themselves were faced by a "chaotic condition."

There is no reason to assume that music broadcasted by radio will affect the sale of talking machines and records to any appreciable extent, and there are many who believe that, on the contrary, the featuring of talking machine music in radio concerts will serve to attract to talking machines and records the attention of many who have up to this time not been fully acquainted with the great variety of entertainment offered through that medium.

Those who have concluded to listen in on the wireless concerts through the ordinary home radio receiving sets will realize that there must be some substantial developments in the art of transmitting music through the air before the results are sufficiently impressive from a musical standpoint to warrant serious consideration. The experience of listening to music out of the air, as it were, is unique and interesting in itself and the novelty naturally makes a strong appeal, but the quality of the music itself does not compare with that of the actual playing of the talking machine. It may be that some system will be devised for improving this quality, but that remains for the future.

In considering the effect of the permanent popularity of radio music in the talking machine field it must be remembered that the talking machine, although it has offered the faithful reproduction of the singing and playing of great artists, as well as of music hall favorites, has not served to detract from the interest shown by music lovers in concerts and operas, nor has

it cut down the attendance at the theatres. As a matter of fact, the talking machine has been credited with playing a great part in developing a keener and nation-wide appreciation of the good things in music. It is to be assumed, therefore, that, barring the unexpected development of radio telephony along new lines, the music carried by wireless will simply stimulate interest in the living artists or their records and inculcate a desire to own the records or listen to them in the quiet of the home.

A most important point is that the radio broadcasting program is fixed and represents the music selected by those in charge of the broadcasting rather than that desired by the listener. The talking machine, on the other hand, enables the

This Question, Which Is of General Interest, Is Discussed in an Illuminating and an Informative Way

individual to listen to the class of music he likes best, when he wants it, and in his own home.

He arranges his own concert and does not depend upon the whims of others. So long as the talking machine makes this possible there is little to fear from any system of radio music broadcasting. It may supplement the talking machine and serve to cultivate interest in it, but it cannot supplant it.

Another thought. It is not impossible that we will find music by certain famous artists of the talking machine field being sent out by radio for advertising purposes. When a manufacturer wants to attract public attention to a given record by a given artist he may feel that radio distribution, on a limited basis of the selection in question, will constitute good sales promotion. That the radio work of artists famous in the talking machine field can be definitely limited seems certain, because the artists who are great enough to earn handsome record royalties will not hastily or undiplomatically proceed to do extensive radio work against the wishes of the manufacturer who pays such record royalties. Such action would be too much like killing the

goose that lays the golden egg before a new goose capable of laying as many or as good eggs has grown up.

Another angle to be considered is that the music publishers are paying considerable attention to the radio, considering it rightly as constituting a public performance of copyrighted works, and will probably exercise their rights to demand royalties for broadcasting privileges.

Our feeling on the whole matter of radio development, so far as it bears on the talking machine industry, is just this. The progress of music by radio must, and will, be carefully watched by manufacturers and retailers of the talking machine industry and, this being true, the future may find the two industries closely allied and co-operating with each other, both as regards production and distribution. The Talking Machine World proposes to work to the end that the talking machine industry may take every possible commercial advantage of opportunities offered by the radio and to keep its readers accurately and properly informed as fast as developments of import occur to any branch of the talking machine business.

ILLUSTRATIONS A GREAT FACTOR

Their Use in Retail Advertising Generally Considered to Be Helpful and Stimulative

The value of illustrations in retail advertising is generally admitted, although there are those who believe that a type display properly arranged will catch the eye and do as good work in attracting interest as the illustrated advertisement. It is, however, the opinion of Arthur Weisenberger, who holds forth in *The Dry Goods Economist*, that "the use of well-selected and well-placed cuts is an extremely important factor in securing a maximum return for advertising expenditure. This is proved by the consensus of opinion of advertising men from widely scattered parts of the country. While they vary somewhat as to details, ad men agree on certain very definite values in illustration. People want pictures; they like to see what is offered to them without having to visit the store. A good illustration provides a mental image far more accurate than the best piece of copy could inspire. How to use illustrations is a subject of some dispute. One point stressed is that there should not be too many cuts as a general thing. For ordinary advertising a few cuts well distributed are most profitable. Only high-grade art work is worth using. The size of cuts also should be carefully considered; they should be large enough to admit of detail being shown."

Quality

The "VICSONIA" Reproducer

Distinction



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, nickel plated, 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.



For duet and quartet fans! "Ka-lu-a," from *Good Morning, Dearie*, sung by the Shannon Four, a male quartet. Also "Lalawana Lullaby," sung by Billy Jones and Ernest Hare, two new Columbia artists. A-3552.

Columbia Graphophone Co.
NEW YORK

PATENTS ELECTRICAL TALKING MACHINE REPRODUCERS

E. T. Jones, of New Orleans, Claims His Devices Transfer Vibrations From Records So That Music Is Produced From Reproducing Apparatus in the Home

NEW ORLEANS, LA., March 9.—Entertainment of friends with phonograph music received by telephone in the same distinct tone as that furnished by the phonograph may be a possibility through the invention of E. T. Jones, radio supervisor of the Gulf division of the United States Shipping Board, who resides in this city. Mr. Jones has obtained two patents on electrical phonograph reproducers which he believes will make more interesting the reproduction of music from ordinary phonographs.

While several inventions have been patented which take the sounds after they are received from a phonograph and transfer them for some distance, Mr. Jones' invention is said to be the first that transfers the vibrations from the record so that the sound is not produced from the phonograph, but from the reproducing apparatus at the other end. This system eliminates any false tones that may be reproduced when the sound itself is transferred instead of the vibrations. Mr. Jones also points out that "The carbon granule principle used in the telephone, while it enables persons to converse over the wires, yet does not faithfully produce a great singer's voice."

Mr. Jones' invention is a small generating machine which generates current from the feeble

vibrations from the needle arm holder through wires to the reproducing apparatus. No extra batteries are used because the reproducer generates its own current.

If these wires were stretched all over the city every house could be furnished with music from the main wires. Mr. Jones says it would be a simple matter to run a pair of wires throughout the city and take leads off at subscribers' residences. These wires would run into a house in the same way the electrical current and telephone wires do, and after passing through a controlling switch they would be connected to an electrical horn which would reproduce the music faithfully and at any strength desired.

Different records could be continually operated and changed at the main office, where an ordinary phonograph would be installed. Whenever one of the subscribers wanted music, all he would have to do would be to turn on the switch.

The "Magnavox," which is an invention that reproduces the sounds in a greater or lesser degree of loudness, would be attached to the other end of the wire.

Mr. Jones points out that one of the advantages of his invention is that scratching is entirely eliminated in his reproducer. The reason for that is the vibrations imparted from the scratch-

ing of the needle are not of sufficient strength to generate electrical current and therefore they are not reproduced at the receiver end, thereby increasing enjoyment of the music.

While this electrical reproducer can be made use of to very good purpose in dictaphone machines for use in the business office, yet one of the greatest uses which the new device can be put to is the furnishing of music for entertainments and amusement places, such as theatres, ball parks and dance halls. By connecting the reproducer to a two-stage amplifier and a set of loud-speaking Magnavoxes it will be an easy matter to provide music of great volume and faithful reproduction, Mr. Jones points out.

In the use of the reproducer ordinary phonograph records are used. Any phonograph instrument that revolves the record and moves the needle arm can be used. The mechanism in the phonograph that produces the sound is not called into use at all, the reproducing machinery being confined entirely to the disc-shaped needle point and holder invented by Mr. Jones.

A scientific study of phonograph records can also be made with the new instrument, Mr. Jones said. By connecting the reproducer to a printing tape recorder the actual grooves of the records could be recorded on a small strip of paper passing under the inking pen. The movement of the pen is actuated by the electrical impulses from the electrical reproducer. With this tape the different qualities of records can be ascertained and many voice problems solved.

Mr. Jones has not yet made plans for putting his invention on the market, but expects soon to make some such arrangements.

BLATT MUSIC STORE IN NEW HOME

Columbus, O., Concern Occupies Attractive New Store—Diversified Line of Pianos and Musical Instruments of Various Kinds Are Handled

COLUMBUS, O., March 6.—The Blatt Music Store is now located in its attractive new quarters at 133 South High street, this city. The new warerooms were completely remodeled to meet the demands of the business and the most modern music store fixtures have been installed. R. S. Blatt, proprietor of the store, also controls the Buckeye Phonograph Co., at 209 East Main street, this city. The leading lines of pianos handled here are the Packard, Lester, Acoustigrande and Stultz & Bauer instruments. Sonora phonographs, Holton band instruments and sheet music are also handled.

H. B. PHILLIPS SOLE PROPRIETOR

DANVILLE, ILL., March 8.—T. W. Hopkins, of the T. W. Hopkins Music Co., 22 West North street, this city, has retired from the firm. The enterprise is now owned solely by Howard B. Phillips, who has been interested in the business since it was started. Bush & Lane pianos, player-pianos, phonographs, Gennett records and Q R S music rolls are handled. The company reports a brisk business, particularly in the sale of pianos and players.



**BRUNS
MADERITE**

One Man Delivery Cover



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

"BRUNS MADERITE"

Rubberized Phonograph Dust Covers

Dealers have found it advantageous to advocate the sale of BRUNS Rubberized Fleece-lined Phonograph Dust Covers to their customers.

BRUNS MADERITE Dust Covers offer a means of protecting phonographs from dust, finger-marks, bruises incident to house-cleaning and other unforeseen accidents to the highly polished surface of the talking machine cabinet.

Send to us for complete details regarding BRUNS MADERITE Phonograph Moving Covers and Rubberized Fleece-lined Dust Covers or consult your jobbers.

It will pay you to investigate.

If required, we can supply a cover of heavy Tarpaulin material guaranteed rain-proof for use on open delivery trucks.

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



IROQUOIS

Okéh Records
 GRANBY PHONOGRAPHS
 MASTER-TONE TALKING MACHINES
 OUTING PORTABLES

NEEDLES
 Okéh — Truetone — Wall Kane
 Tonofone — Gilt Edge

Delivery Bags, Accessories, etc.
Complete Stocks—Prompt Service

IROQUOIS SALES CORPORATION
 Wholesale Distributors
 210 Franklin St. BUFFALO, N. Y.

MAKE RECORDS IN CHICAGO

R. F. Bolton Returns to New York After Trip to Chicago to Supervise Making of Records by Several Prominent Columbia Artists

R. F. Bolton, director of the Columbia recording studios, returned to New York a few days ago after a trip to Chicago in connection with making additional recordings for the Columbia library. Mr. Bolton was accompanied on this trip by Chas. A. Prince, musical director of the company; Hal Houseman, recording operator, and Geo. Stehl, first violinist of the Columbia orchestra.

When the Columbia party arrived in Chicago they made arrangements to secure a series of records by Van and Schenck, Bert Williams, the Paul Biese Orchestra and Frank Westphal's Rainbow Gardens Orchestra. In addition, several records were made for the foreign language library, and all of the recordings were made at the Columbia headquarters in Chicago, 325 West Jackson Boulevard. Mr. Bolton states that the trip was a signal success, and that the new records by these Columbia artists will be announced shortly.

CONTRIBUTING TO CARUSO FUND

Victor Talking Machine Co. Subscribes \$5,000 in Support of Movement—Music Industries Chamber of Commerce Also Co-operating

The Victor Talking Machine Co. has subscribed \$5,000 to the permanent endowment fund of the Caruso American Memorial Foundation, according to an announcement by John Aspegren, chairman of the Executive Committee, which is directing the memorial movement.

The subscription has come through the Music Industries Chamber of Commerce, which is conducting special activities with a view to having all branches of the music industry participate nationally in the memorial movement. Although Caruso was related more directly to the talking machine industry, the Chamber of Commerce feels that all branches of the music industry should co-operate, as one of the important objects of the Foundation is to advance generally the musical arts and their appreciation. The Chamber will endeavor to raise a fund sufficient to support one or more perpetual annual scholarships, to be named in its honor.

It was announced that the Victor Co., in addition to its contributions, will endeavor to enlist the co-operation of the Victor dealers throughout the United States. They are being asked to co-operate by direct contribution to the fund, by distributing the Foundation's leaflet appealing for funds, and by assisting any local movements that may be initiated in the future in behalf of the Foundation.

THIS COWBOY KNEW GOOD MUSIC

Wanted His Records From the Red Seal List and Insisted on Getting Them

It has been proven time and time again that the musical tastes of the record customer cannot always be judged by personal appearance, and Neil P. Brennan, of O'Neil, Neb., relates an incident that again proves that fact. According to Mr. Brennan, he was recently visited by a real son of the Plains with a cowboy Stetson, chaps, spurs and all the rest of the characteristic costume, who asked regarding some good records. A number of the most popular dance records were demonstrated, after which the cowboy remarked: "Now, if you have some good records, I'll buy them." "Just what do you call good records?" he was asked. "Well, I'd like to hear one or two by Louise Homer and Heifetz and something of that order." The cowboy proved he wasn't bluffing by buying a substantial number of records when the proper sort were demonstrated for him.

RUTH ROLAND AND THE SONORA

Popular Motion Picture Star Keen Admirer of Sonora Portable—Uses It on the "Lot"

The advertising department of the Sonora Phonograph Co. received recently several interesting photographs from Ruth Roland, famous moving



Ruth Roland and Her Sonora Portable

picture star, who has achieved phenomenal success in a number of serials that have been shown the country over. Miss Roland purchased a Sonora Portable some time ago, and she uses it to splendid advantage in her daily work.

Recently Miss Roland, accompanied by a Sonora Portable, took a trip up in the Sierra Moun-



Sonora Entertains After Day's Activity

tains near Huntington Lake, where she made a number of thrilling picture scenes for her new picture serial, "The Timber Queen." At the close of the day Miss Roland used the portable to entertain her company, and the illustration shown herewith indicates the keen enjoyment which the instrument furnished.

The manager who gets the most out of his sales staff knows their characteristics thoroughly.

THE NEW PHILLIPS OCTAGON THROW BACK ARM No. 5

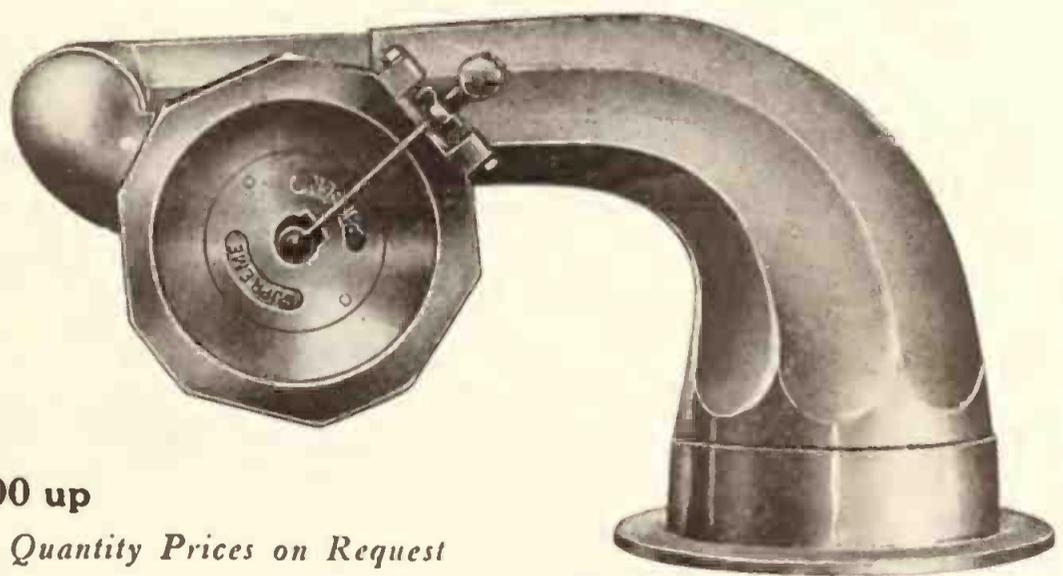
Pleasing to the Eye
 and
 Pleasing to the Ear

Also equipped with our regular No. 3 Reproducer if desired

Tone Arm measures 8½ in., and 9 in. from centre to centre

Tone Arms and Sound Boxes complete from \$2.00 up

Quantity Prices on Request



The William Phillips Phono Parts Corp.

Manufacturers of Tone Arms for Portable, Medium and High Grade Machines

145 West Forty-fifth Street

New York City

The Most Profitable Phonograph Line in the Industry

We Mean Exactly What We Say and Can Prove It



Queen Anne Console

The Granby Phonograph is the one phonograph which gives your customers the greatest satisfaction.

The phonograph that will give your customers least trouble.

The phonograph that produces the best vocal and instrumental music.

The phonograph that sells easiest to the largest number of customers with the largest percentage of profit to the dealer.

The present Granby Phonograph is 100% value in finish, appearance, design, construction and tone. Made in the most popular Period styles—in Upright and Console Models.

Compare this instrument, point for point, with any other make of phonograph on the market—this will conclusively prove “who’s who” and “what’s what” in the industry.

A good selling franchise is available for good merchants, in a limited number of good territories.

Write or wire at once

GRANBY PHONOGRAPH CORPORATION

21 West Street

BOSTON, MASS.

CONVENTION OF THE CENTRAL OHIO VICTOR RETAILERS

Members of Ohio Association Sound Note of Optimism for 1922—Proper Direction of Sales Efforts Stressed by J. W. Pierce—Other Interesting Addresses and News

COLUMBUS, O., March 3.—Optimistic forecasts for business in general for the year 1922 were given by every one of the four speakers on the program of the Central Ohio Retail Victor Dealers' Association convention held at the Hotel Chittenden, this city, last month.

Utilizing the Victrola as the mouthpiece of America for the purpose of spreading the real ideals of a nation by offering the music and songs of that nation was advocated by J. W. Pierce, of the intelligence department of the Hoover Suction Sweeper Co., Canton, O., in his address before the members of this Association. Mr. Pierce maintained that the Victrola could be used as an Americanization agent.

Some Good Hints on Selling

The development of the customers' good will by dealers, the importance of giving service to the public, the proper training of salesmen and the necessity for business men to have their business properly analyzed were among the other points emphasized by Mr. Pierce. In the course of his address Mr. Pierce suggested the establishment of a service department constituted of men who would visit Victrola owners and examine the machines at frequent intervals, thus enabling the owners to have their talking machines in good order at all times. A house-to-house canvass, preferably by women, for the purpose of demonstrating records in the homes of talking machine owners was another suggestion offered the delegates who attended this convention by Mr. Pierce. "I believe there is a big field for this type of service and in time you would get a large business from this sort of approach," said Mr. Pierce.

Speaking on profits, Mr. Pierce said: "I can buy a watch for \$35 and sell it for \$50 in a short time and make money on it, and I can buy this watch for less money and sell it for more money and lose on it if I keep it in stock for a long period. The solution to making a reasonable profit on your merchandise is to make your stock turn. It is in your turnover that your profits lie. Do not let your rent, heat and light eat up your profits."

In selling Victrolas as well as any other product it is necessary to find a logical appeal. Mr. Pierce told his audience. In this connection he said: "Sell the thing that the thing does. Look upon your work as the physician and surgeon looks upon his work. Look upon your work from a social and religious standpoint and stick to your logical appeal. When you are selling a Victrola educate the public to what the Victrola is. Point out the trade-mark in order that they may know that this talking machine is a Victrola and no other talking machine."

Concluding his speech, Mr. Pierce advocated the importance of developing good personality in salespeople and the necessity of real service to the public. "Service has always paid good dividends."

Methods employed in advertising that has brought the best results to dealers of varied products, including the talking machine, were given in an address to the delegates by James J. Davin, of the Reincke-Ellis Co., Chicago. According to Mr. Davin, advertising and publicity are the best means of securing business. He urged every dealer present to accept the slogan, "The more you tell the more you sell," and in applying it assured them a greater success in their business.

"Advertising is a force in industry just like steam and electricity. The newspaper and magazine are some of the best media for advertising, for through them the greatest number of people are reached. In advertising it is desirable to



Leslie I. King

have a lot of white space." He illustrated this statement by showing a number of advertisements of nationally known products. "Plan your advertising in advance and extend your advertising campaign for a period of time," Mr. Davin advised the delegates. The building up of mailing lists, the proper way of employing billboard advertising and the value of having Victrola shows and concerts were also mentioned in his speech.

How to Get More Business

Statistics compiled by Leslie I. King, president of the Association and manager of the Victrola department of the Morehouse-Martens Co., were the outstanding points mentioned by Mr. King in his address on "How to Get More Business." He stated that he found by actual experience that there are six sales in every hundred solicitation calls.

That better business is in store for every merchant provided he goes after it was the

contention of H. C. Bard, vice-president of the Morehouse-Martens Co. "The fact that conditions were not so favorable the beginning of this year is really a good thing for the business man," said Mr. Bard. "It is like sand thrown upon the ice to keep us from skidding."

The Educational Question

Speaking on better music in the home, community and the school, Miss Marie Finney, of the educational department of the Victor Talking Machine Co., Camden, N. J., said: "What is our big social and economic problem to-day? Isn't it the problem of the foreigner? Isn't our failure in the past to provide for the Americanization of the foreigner the cause of most of our labor, our industrial and our social problems of to-day? Has not our failure in the past to provide this means been because we have not known enough about the foreigner and what he has brought to us in exchange for what we have to offer him?"

"In these problems we must meet the foreigner on some common ground of understanding. Music is the one common ground, and no greater truism has ever been formulated than Longfellow's 'Music is the Universal Language of Mankind.' It is the language of the heart; it needs no interpreter. It speaks in words intelligible to every man, no matter what his native tongue may be.

"Since the World War we are finding in every modern progressive schoolroom not only pictures of foreign countries and books containing their folk tales and modern literature, but a Victrola and the native folk songs and folk dances of every country, from which the children study the customs, the occupations, the modes of living and the ideas of all foreign people, because it has been found that in the natural music of a people we find the people reflected just as they are and we find that their music is the spontaneous expression in song of joy or horror, of freedom or oppression about their work or their play."

Perry B. Whitsit Is Toastmaster

The culminating feature of the convention was a banquet at which Perry B. Whitsit, president of the Perry B. Whitsit Co., was the toastmaster. Don Johns, of the Johns Music Store, Lima, O., offered a number of delightful songs. On the program with Mr. Johns was John Saum, Rike-Kumler Co., Dayton, O., and Earl Murdock, of Ironton.

At the business session Mrs. Esther Reynolds Beaver, educational director of the Perry B. Whitsit Co., was appointed assistant secretary of the Association by the chairman, Mr. King.

DENISON SHOP ENLARGES STOCK

SANTA MONICA, CAL., March 3.—The Denison Music Shop, of this city, has greatly enlarged its stock and, in addition to Victor talking machines and records, a complete line of pianos, player-pianos, sheet music and small musical instruments has been installed.

A slap on the back will accomplish greater results than a whole week of nagging.

DEALERS—The MADISON is a Real PHONOGRAPH



Size 13" wide—12" deep—7½" high

The BEST SELLING Table Phonograph Ever Offered to the Trade
For Quick Sales the Madison Leads Them All

A remarkable phonograph, selling at a popular price—it has the qualities of the expensive talking machine.

A wonderful compact motor—improved mica sound box—large amplifying chamber—speed regulator—start and stop device.

Plays 10 or 12 inch records clear and loud.

Sample Price to the Trade \$7.50

—Quantity Prices on Request—

An Attractive Jobbers Proposition—Write for Territories

Black Leatherette Carrying Case, \$1.75

Madison Music Co., 114 E. 28th St., New York, N. Y.

4 New Models to Help Increase Your Sales

Our 1922 Catalogue with greatly reduced prices is NOW ready!

Ask Your Jobber

There is only one sure way of increasing Sales of Records— Display Them!



No. 580

NO. 580. UNIVERSAL SELF-SERVICE REVOLVING RECORD DISPLAYOR. Equipped with 25 steel pockets, ten holding 12" records and fifteen pockets holding 10" records. Each pocket holds five records, thus giving the fixture a capacity of 125 records. Equipped with heavy cast-iron base, upright steel tube and five sections of steel pockets. Fixture revolves on ball bearings. All titles clearly visible and fixture is guaranteed to hold full weight of records. Height of fixture 6 ft. 2 in. Width 24 in. Weight 95 lbs. Complete.....\$45.00

NO. 578. UNIVERSAL SELF-SERVICE RECORD DISPLAYOR made to hold 5 swinging leaves, each leaf accommodating three 10" pockets and one 12" pocket. Each pocket holds four records. Total number of records shown is 40 records and holding a reserve stock of 160 records. Height 6 ft. Width 30 in. Weight 125 lbs. Constructed of steel throughout, with heavy cast-iron base and finished in two coats of ebony enamel. Complete.....\$35.00

NO. 579. UNIVERSAL SELF-SERVICE RECORD DISPLAYOR made to hold 10 swinging leaves, each leaf accommodating three 10" pockets and one 12" pocket. 80 records are displayed and Displayor enables you to keep a reserve stock of 320 records. Height 6 ft. Width 30 in. Weight 145 lbs. Complete.....\$45.00



No. 578 and No. 579



NO. 588. VERTICAL RECORD DISPLAYOR. Holds five 10" records. Constructed of flat steel uprights, with adjustable easel back. The pins that hold the records are made so records cannot fall off. All steel parts are electrically welded and finished in double baked ebony enamel. Height 38 in. Weight, crated, 6 lbs. Complete....\$2.50



A New Idea for Window Display

NO. 587. THREE PANEL SCREENS for showing three monthly bulletins. Will make a very attractive window background and can be formed in different shapes, as each screen is hinged together, allowing them to be placed at any angle. Size of each screen, 13x36 ins. Made of channel steel, with 3/16-in. round steel on the outside, electrically welded and finished in double baked ebony enamel. Each screen is furnished with cardboard fillers. Complete.....\$6.00

Write for prices to your Jobber or direct to
UNIVERSAL FIXTURE CORPORATION
133 West 23rd Street
New York

HONOLULU BOASTS MOST ATTRACTIVE MUSIC WAREROOMS

Headquarters of the Thayer Piano Co. as Artistic and Complete as Any Retail Music Establishment to Be Found in the U. S.—Business Now Controlled by Arthur F. Thayer

The bulletin of the Rotary Club of Honolulu, T. H., of which organization Arthur F. Thayer is a member, recently had the following to say regarding the development of the business of the

Mr. Thayer brought with him a line of pianos which, from his wide experience in the trade, had convinced him would make friends for his organization wherever they were sold. After



View of the Warerooms of the Thayer Piano Co., Honolulu, T. H.

Thayer Piano Co., of that city, which indicates that there is much interest in music in the Hawaiian capital:

Back in the Summer of 1905 Leonard E. Thayer, a man who had been identified with the piano business for about forty years—in fact, ever since he retired from the army at the close of the Civil War—came to Honolulu and founded the Thayer Piano Co.

nearly seventeen years of successful retailing the Thayer Piano Co. is still selling the same line of pianos, including Steinway, Starr, Richmond, Remington, Apollo, A. B. Chase, Francis Bacon and Gulbransen. Hundreds of these instruments have been sold all over the islands and wherever there is a customer of the Thayer Piano Co. he proves to be a booster for its goods and its service.

In 1912 the business was incorporated, and in

1915 the Thayer Piano Co., Ltd., moved into its present location at the corner of Hotel and Union streets. In the Fall of 1920 the company changed its previous policy as an exclusive piano house by taking on the wholesale agency of the Columbia Graphophone Co. In the warerooms of the company there is now the largest stock of Grafonolas and Columbia records ever carried by any firm in this territory. The stock of records alone numbers over 40,000, comprising almost every number in the Columbia library.

The store of the Thayer Piano Co. was remodeled recently and a set of sound-proof demonstration rooms added. These are by far the best-arranged and best-ventilated in the city, the air of each room constantly changing by the use of a large electric blower, which is located in the basement, and keeps the air always pure and cool in the booths and does away with the noisy electric fans.

Leonard E. Thayer, founder of the piano company, died early in the year 1917 and since that time the business has been conducted by his son, Arthur F. Thayer, who is the treasurer and manager of the company.

A view of the modern and attractive quarters of the Thayer Piano Co., now located at 148-150 Hotel street, Honolulu, is presented herewith and indicates that the Hawaiian store compares most favorably with the average musical instrument emporium in the States.

THE MAN WHO LEARNS SUCCEEDS

There is an old adage which says that "You can't teach an old dog new tricks." Like so many of these old sayings, this is a falsehood. Of course, old habits of thought and methods of doing things stick with a man, but if he allows himself to remain in a rut he certainly can't expect to succeed in the talking machine or any other business. There are new ideas galore, and no man is so smart that he can't learn by the experiences of others. The trade papers are a valuable help in bringing the experiences of other merchants to the attention of dealers.

Sherman,  Clay & Co.

Pacific Coast Distributors



**Victor Victrolas
Victor Records
Victor Accessories**

Main Wholesale Depot:
741 Mission Street, San Francisco

Branch Wholesale Depots:
444 So. Broadway, Los Angeles, California
45 Fourth St., Portland, Oregon
Oceanic Bldg., Cor. University and Post Sts.,
Seattle, Washington
427 West First Ave., Spokane, Washington

The examples shown are by
 1—ENGLANDER SPRING CO.
 2—OLD HICKORY FURN. CO.
 3—CHARLOTTE FURN. CO.
 4—SHELBYVILLE DESK CO.
 5—HENRY C. STEUL & SONS, INC.
 A few of the many who consider "Domes of Silence"
 Standard Equipment for Furniture

DOMES of SILENCE
The PERFECT Furniture Footwear
 Make furniture of the highest or lowest grade easier to sell. They will not mar the finest floors, rugs or carpets. Hundreds of manufacturers consider them standard equipment.
 HENRY W. PEABODY & CO.
 17 STATE STREET NEW YORK CITY
 Specify **DOMES OF SILENCE**
 A mark of better furniture regardless of its cost

F-22

What we say above about Furniture applies also to Phonographs

EPSTEIN WITH KNICKERBOCKER CO.

Will Cover Metropolitan District for Victor Distributors—Sales Staff Numbers Five—Employees With Company Covered by Insurance

Louis Epstein, who has had many years' experience in Victor merchandising, has now joined the sales organization of the Knickerbocker Talking Machine Co., Victor wholesaler, New York City. Mr. Epstein will cover the metropolitan district. The Knickerbocker sales staff now numbers five and is energetically devoting its time to co-operation with the dealer in his many problems.

The record cleaners produced by the Knickerbocker Talking Machine Co., with the dealer's imprint, are gaining steadily in popularity, not only in this country, but abroad. Two thousand were recently shipped to Porto Rico and another substantial order to Japan.

Abram Davega, vice-president, has announced a new policy of the company, whereby the various employees will be covered with life insurance at the expense of the company. These policies will be issued on the lives of all employees who have been with the company one year or more and most of the policies will be governed by the length of service. This new move is in direct keeping with an admirable policy of the Knickerbocker Talking Machine Co., which for many years has shown solicitude for its employees.

Music alone ushers man into the portal of an intellectual world, ready to encompass him, but which he may never encompass. That mind alone whose every thought is rhythm can embody music, can comprehend its mysteries, its divine inspirations, and can alone speak to the senses of its intellectual revelations.—Beethoven.

THIS is the MISSING LINK in a Fibre Needle Sharpener

You don't have to remove the NEEDLE from the TONE ARM to SHARPEN
It's 5 years ahead of the times
CONVENIENT



FAST SELLER

GOOD PROFITS

MECHANICALLY RIGHT

Very Simple

LIDSEEN FIBRE NEEDLE CUTTER

Let us send you a sample and further details

LIDSEEN PRODUCTS
832-840 So. Central Ave. CHICAGO

THE VICSONIA IN GREAT BRITAIN

James Smith, of Liverpool, Appointed Distributor for the Vicsonia Reproducer for All of Great Britain With Exception of Ireland

William J. Sess, manager of the Vicsonia Mfg. Co., New York, makers of the Vicsonia reproducers for playing Edison records on Victor and Columbia machines, reports the appointment of James Smith, of Liverpool, England, as distributor for the Vicsonia for all of Great Britain with the exception of Ireland.

Mr. Smith has already received a substantial stock of Vicsonias in order to enable him to fill British orders promptly, and expressed himself as being most enthusiastic over that reproducer and its possibilities. A number of Vicsonias have already been sold direct in England and have met with much success there, so that the future for that reproducer in Great Britain seems very bright.

Negotiations are now under way for the establishment of a distributor in Ireland, and it is probable that in the near future arrangements will be made for local distribution of the Vicsonia in other countries, including South Africa, where the Vicsonia has won such a distinct position for itself.

WHAT IS "MORALE" IN BUSINESS

An Elucidation by F. L. Henderson of the More or Less Hazy Conception of the Value and Purpose of Morale in Conduct of Business

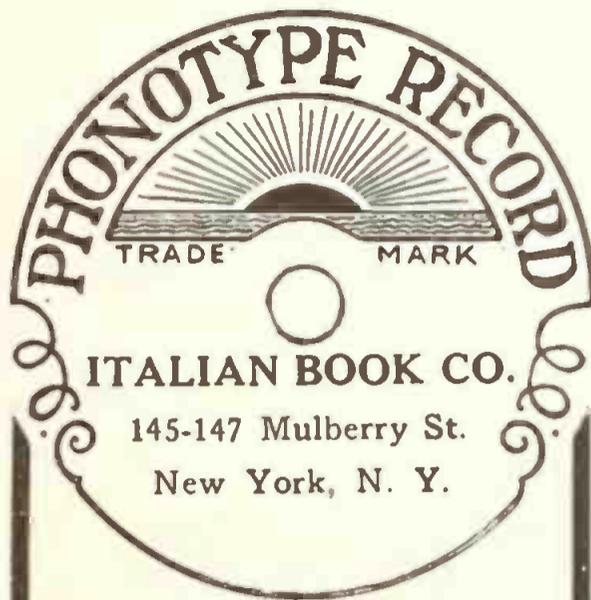
A great many people, members of the business world, seem to have a more or less hazy conception of what constitutes business morale; and in this connection it may prove interesting to read what F. L. Henderson, business counselor of the La Salle Extension University, recently said on this subject in "The Dodge Idea":

"Morale is made up of three parts—interest, confidence and satisfaction. Work without interest is drudgery, and one cannot do efficient work when there is no interest manifested. Possibly the biggest job that executives have before them is to inject a larger amount of interest than there exists at the present time. The second element, confidence, makes a man's task become relatively simple when he has confidence in the people for whom he is working, in the institution for which he is working and in the position he holds; but in the absence of confidence there is the possibility of a great measure of criticism on the part of the employe, a destructive criticism which provokes a feeling of distrust, not only on the part of the man who is especially interested, but on the part of everybody with whom he is identified. And then comes the third element—the question of satisfaction. How much joy there comes into the life of a man who is absolutely satisfied with the thing that he is doing, satisfied with himself. Many people think that they are going to make the unusual, the phenomenal success, by easy methods. Success cannot be obtained that way. This life does not work on any hit-or-miss plan or schedule. Success does not come because of unusual opportunity, but success does come when the unusual opportunity is recognized by doing the uncommon things in life in the uncommon way."

FINE HANGER FOR CARUSO RECORD

Most Effective Piece of Display Material Issued for Use of Dealers in Connection With First Caruso Record Since His Death

In connection with the announcement of the first Caruso record to be issued since the great tenor's death, namely, his recording of "Crucifixus" from the "Messe Solennelle," by Rossini, the Victor Co. recently issued for the use of dealers in show window and booth display a most attractive hanger, showing a late portrait of Caruso, almost life size, appropriately framed, with the announcement of the record in a panel underneath. The hanger is most artistic.



THE MOST POPULAR ITALIAN PHONOGRAPH DISC SELECTIONS RECORDED BY THE BEST-KNOWN ARTISTS IN ITALY

SONGS - DANCES - COMICALS

Some of the Latest Successes

10-inch Records—Double Faces—75c Each

- 00979x Felicità-Mazurka.....Banda Municipale di Napoli
- Tango Hero.....Banda Municipale di Napoli
- 00963x Tie-Ti-Tie-Ta. Orch. Acc.....R. Ciaramella
- La Signorina Del Magazzino. Orch. Acc.....R. Ciaramella
- 00965x La Chiamavano Cosetta. Orch. Acc.....R. Ciaramella
- Povere Donne. Orch. Acc.....R. Ciaramella
- 00967x Matinata D'Aprile. Orch. Acc.....Cav. Uff. G. Godono
- Mamma Mia Che Vuo' Sape'. Orch. Acc.....Cav. Uff. G. Godono
- 00969x Veneziana A Napule. Orch. Acc.....R. Ciaramella
- Uno Per Cento. Orch. Acc.....R. Ciaramella
- 00971 Tutto E' Pronto. Orch. Acc.....E. Donnarumma
- A Figlia D' 'O Pestecane. Orch. Acc.....E. Donnarumma
- 00973x Priglionero. Orch. Acc.....Cav. Uff. G. Godono
- A Canzone 'E Napule. Orch. Acc.....Cav. Uff. G. Godono
- 00975x Filava Filava. Orch. Acc.....R. Ciaramella
- Capinera. Orch. Acc.....J. Baroni
- 00961x 'E Dole Serenate. Orch. Acc.....Cav. Uff. G. Godono
- E' Primavera. Orch. Acc.....Cav. Uff. G. Godono

12-inch—Double Face—Records

- 10001 Santa Lucia Luntana, 3 parts. Orch. Acc.....Cav. Uff. G. Godono
- Carmen Zita. Walts.....Military Band
- 10003 Muglierema Luntana, 3 parts. Orch. Acc.....Cav. Diego Giannini
- I Soldatini Di Piombo. March.....Military Band

WITH EVERY RECORD WE GIVE THE WORD SHEET SONGS FREE

We are also manufacturers and distributors of **ITALIAN POPULAR MUSIC ROLLS**

NEW HITS Released the 15th of each month

JUST OUT

- x175—La Farfala (Mazurka) by E. A. Daniele.....\$0.90
- x176—'A "Santanotte." E. Scala-F. Buongioranni, Neapolitan Song. (Word Roll).....1.25
- F-45—Canto e Chlagnu. A. Molina-F. Pugliese. Neapolitan Song. (Word Roll).....1.25
- P54—Cafona Mia. S. Quici-G. Leone. Neapolitan Song. (Word Roll).....1.25
- P40—Nnucentella. F. Pennino. Neapolitan Song. (Word Roll).....1.25
- x177—Canzona Marinaresca. E. Scala-R. Bossi. Neapolitan Song. (Word Roll).....1.25
- x173—Il Grido Di Piave Marela-Sinfonia. G. Tarditi..1.00
- P66—Povera Mamma. G. Bruno-G. Ghala. Neapolitan Song. (Word Roll).....1.25
- P65—Tutti in Festa. (Schottish.) B. J. Gioè......90
- x168—Chitarre Napulitane. L. Bocio-G. Lama. Neapolitan Song. (Word Roll).....1.25

Write for catalogue and discount to trade



Hot doggie! Let your customers hear the "Bow Wow Blues" and "Smilin'"—two fox-trots on one record for April. Played by the California Ramblers—a new addition to the Columbia staff of artists. A-3554.

**Columbia Graphophone Co.
NEW YORK**

MOVING PICTURES OF VOICE MADE

"Color Music" Recorded on Screen by Los Angeles Invention—Produced by Sound Vibrations on a Series of Tuning Forks

LOS ANGELES, CAL., March 2.—Motion pictures of the voice in color is the latest development in this home of the movie. It is the newest thing in "color music" and records tone in colors on the screen just as the regular camera records motion. The voice of the singer or the tones of any musical instrument or of an orchestra are thereby shown in color as the music is heard. The new color music is produced by the sound vibrations on a series of tuning forks.

Each fork is attuned to a particular note and its vibrations produce an electrical connection that releases certain geometric color forms when a light behind these forms projects them to the screen on the stage. The sound is carried to the machine containing the music forks over a telephone wire that is connected with a telephone receiver in front of the singer or the musical instrument that is furnishing the music to be translated into color.

Any number of the forks may operate at one time to represent the number of tones similarly received, and the result on the screen is a combination of colors something like those produced by a kaleidoscope, except that they are much more brilliant and regular in their form. Each note of the voice or instrument has its own geometric form and, therefore, this combination

brings out some remarkably beautiful effects on the screen.

There is one feature that will cause some well-known singers to shy the new color music instrument. Its record is perfect and it will record a sharp or flat just as readily as the perfect sound. For instance, if the singer sounds a note flat the figure representing the note will rotate to the left and if sharp to the right. When the note is perfect the colored figure representing it stands perfectly still and clear until the sound ends and another note is taken up, when the figure disappears and another comes in its place.

This feature, however, is believed to have its advantages, as the singer, by watching the colors on the screen, may see clearly when an imperfect note is sounded and would, therefore, be able to correct it by hard practice. Also, this may make the color music screen valuable in training young singers.

The new color music scheme is the idea of W. M. Thomas, of Los Angeles, and it has been tried out with considerable success. It is said to be an improvement over all other color music instruments, as it can be carried about as easily as a moving picture projector. Its total size is about that of two suit cases. It is easy to operate, say those who have tried it, and ought to prove popular with singers, as it gives them a chance to "see the color of their voices." Also, it has the added virtue of making concerts interesting to the deaf, who may not be able to hear the singing, but will be able to "watch the color of the voice" as it is projected to the screen.

AN AID TO GIFT RECORD SALES

Pastel Display Card for Dealers' Use Issued by Columbia Co.

In order that Columbia dealers may co-operate with the Columbia Co. in making its new gift record plan a success and so that they may secure tangible profits from this idea the company is furnishing free a beautiful pastel display card, which is shown in the accompanying illustration. Columbia dealers who subscribe to



Display Card for Use of Columbia Dealers
The monthly display service will receive their poster automatically with the March display and other dealers may secure copies free of charge upon application to their distributing branch.

This gift record plan is meeting with a hearty reception from Columbia dealers everywhere, as, for example, it was featured by many dealers in connection with Lincoln's and Washington's Birthdays and will be used on St. Patrick's Day.

NEW VICTOR NUMERICAL CATALOG

Latest Volume Lists All Records Issued Prior to January 1, 1922

The Victor Talking Machine Co. has just issued a new numerical list of Victor records for 1922, including all records announced prior to the January, 1922, supplement, and including, in addition, some thirty records listed without previous announcement, among them nine piano records by Novaes, three records by Sothern, three by Sothern and Marlowe, fourteen by Caruso, and one by Caruso and Amato.

The new numerical list also offers a new grouping of foreign and domestic selections, according to nationality, all of which are listed numerically.

By careful use of the numerical list the Victor dealer is in a position to keep an accurate account of records in stock, the relative demand for the various records and the volume of sales made during a given period.

The Radio Devices International was recently chartered under the laws of the State of Delaware, with a capital of \$250,000.

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

Boulevard
VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

A. WIMPFHEIMER & BRO., Inc.
450-460 Fourth Avenue, New York

ESTABLISHED 1845



ELLY NEY
Pianist



RICHARD STRAUSS
World Noted Composer
and Conductor



FLORENCE EASTON
Soprano, Metropolitan Opera Company

Another Advantage for the Brunswick Dealer

Greater Profits in the Record Department
Quicker Turnover! Increased Volume!

Announcing

Brunswick

Gold Label Records

Beginning with the April release, Strauss, Ney, Chamlee, Pattiera, Huberman, Rosen, Dux, Danise, Godowsky, Easton and other internationally famous Brunswick artists—on double-faced records.

Twice the value for the buyer for just a little more.

Two selections at only a slight increase over the present price of one.

This is only the opening gun in Brunswick's nation-wide drive for "Better Music Within the Reach of All."

It doubles the Brunswick dealer's catalog with the same number of records. Reduces his space requirements and those of the buyer.

A letter brings detailed information and entails no obligation.

THE BRUNSWICK-BALKE-COLENDER CO.

Manufacturers—Established 1845

CHICAGO NEW YORK CINCINNATI



MARIO CHAMLEE
Tenor
Metropolitan Opera Company



LEOPOLD GODOWSKY
Master Pianist



TINO PATTIERA
Tenor, Chicago Opera Company



GIUSEPPE DANISE
Premier Barytone
Metropolitan Opera Company



BRONISLAW HUBERMAN
Sensational Violinist
of the day



MAX ROSEN
Violinist



CLAIRE DUX
Soprano
Chicago Opera Company

Any Phonograph
Can Play Brunswick Records

BRUNSWICK

PHONOGRAPHS AND RECORDS

Proper Handling of the Customer in the Store Results in Increased Business :: By Frank V. Faulhaber

"Make the most of your opportunities when people are in your store," advised a successful talking machine dealer. "Too often possibilities are neglected when, by a little added energy, more sales would easily result. Let the people know you have the goods."

This is indeed sound logic, and it behooves the talking machine dealer who wishes to develop more sales to interest all people who enter his establishment in the merchandise he handles.

Now, just how do sales sometimes materialize, when the dealer goes out after them, in a way that some merchants would hardly think possible? There is always the possible sale, the sale of the future, to keep sight of. There are a few dealers who will not take any steps whatever in interesting people to the extent of purchasing other goods aside from the articles for which they entered. Some dealers will say it is only so much useless effort and the results do not justify it.

Yet how many talking machine dealers neglect to interest people in their goods, such as accompany friends to help select a machine? Indeed, most of them overlook this important point. Let us, by all means, show how it sometimes works out when the dealer really strives to augment sales which ordinarily should never develop.

There is one retailer of talking machines who never hesitates to win the interest of the people who accompany friends who buy. When he has succeeded in selling the machine for which the friend enters he thereupon turns his attention to the other people. On one occasion, despite all

refusals to look over his stock, the talking machine dealer nevertheless, through his insistence, induced the second person to examine the machines. The man who had accompanied the friend who bought knew something about talking machines, while the other did not. "It's not necessary for you to buy—I simply want to show you some more of our machines. Perhaps you will want to buy one later, or another friend may be interested." In this wise had the dealer overcome the second man's objections.

When that man went out of his establishment he was thoroughly enlightened as to the kind of machines this dealer had in stock. A few months later a young woman visited the store to buy a machine. Upon conclusion of the transaction she informed the dealer his store had been recommended—and by the man whom the dealer had taken the time to interest in the machines a short time before.

Had this progressive talking machine dealer's efforts been all for naught? Do you think he would have turned this particular sale had he been less aggressive, less determined to show the man the machines he had in stock? Do you see how sales sometimes are not made in your store, sales that readily should result, provided only a little added effort is exerted to win them?

Make the most of your opportunities! There will always be time available on occasions when the talking machine dealer can urge his visitors to examine the merchandise. Even though an immediate sale does not develop! You are looking to the future, striving for those sales that normally would never be made. Next time when you and your salesmen are at liberty interest all prospects. You will then be putting that time to good use and be on the way for many an indirect sale that otherwise likely would go to a competitor.

FAVOR C. O. D. MAIL PLAN

Business Interests Strongly Indorsing Suggestion as Calculated to Help Sales

WASHINGTON, D. C., March 4.—Congressional mails are full of petitions urging the adoption of the C. O. D. mail plan proposed by Congressman MacGregor, of New York. If this plan is adopted it will be possible, for instance, for the traveling salesman of a concern to leave with customers and prospective customers a supply of order blanks in card form on the reverse side of which would be printed the name and address of his firm and in the right-hand corner a permit an-

nouncement under which the card would be carried in the mails without a stamp affixed thereto, collection being made at destination.

Proponents of the legislation point out that the greatest returns from mail-order solicitation are where return cards bearing stamps for mailing are used. It has, however, been found that this is a very expensive method of advertising, because so many people remove the stamps from the cards and put them to other uses. The Government is not benefited by this.

The scheme would have its advantages also from the standpoint of the retailer, for he would not have to bother to affix a stamp to a card, but could fill it out and drop it in the mail "as is."



Showing Reproducer of Jewel Needle Equipment Turned Up to Change Needle; Also Position When Not in Use



Showing Reproducer of Jewel Needle Equipment in Position for Playing Vertical Cut Records on Edison Phonograph



Showing Reproducer of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph



Showing Back View of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph

Jewel

NEEDLE EQUIPMENT

For The New Edison

NOT
Just Another Equipment
BUT

a distinct improvement in
Tone Reproduction as well as
in Mechanical Construction
and Finish.

Send for descriptive circular
which contains "HINTS RE-
GARDING THE CARE OF A
PHONOGRAPH."

If your jobber does not handle,
write us.

Price the same. Liberal dis-
count to dealers.

**GUARANTEED IN EVERY
WAY.**

**MONEY BACK IF NOT
SATISFIED.**

We handle highest grade
Jewel Point Needles.

Needle **CENTERS** on all records.

Straight air-tight construction and absence of
movable joints insure perfect reproduction and
great volume.

Pivoted ball-joint insures perfect reproduction and
freedom of movement both vertically and hori-
zontally.

Weight is the lightest that can produce perfect
results, thus saving the record, and permitting a
freedom and sweetness of tone considered impos-
sible.

Indestructible NCM-Y-KA diaphragms do not
blast, crack, split or warp, and are the greatest
development in phonographic sound reproduction
in years.

Plays all types of records. Operates the same as
the "EDISON" with the LEVER.

No adjustments necessary when changing from
lateral to vertical cut records. Stop prevents
swinging to the right.

Needle scratch almost entirely removed.

Turning back of Reproducer permits of easy
access to needle socket and saves records from
unnecessary scratching.

Is the **ONLY** equipment that plays vertical cut
records in the proper "EDISON" position with
the Reproducer turned **FACE DOWN** to the
record, giving it a floating action.

JEWEL PHONOPARTS COMPANY

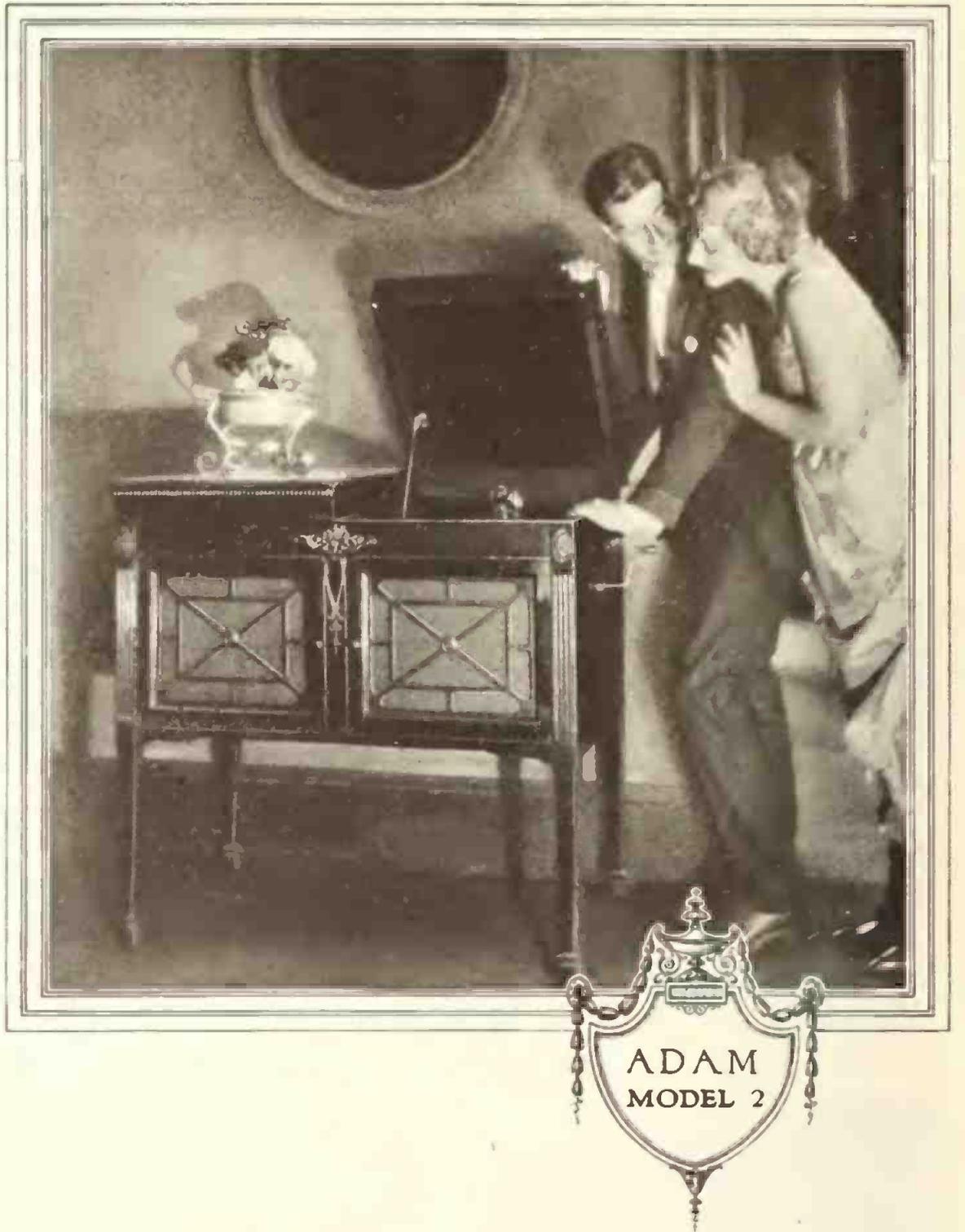
154 W. Whiting St., Chicago

Widdicomb

PHONOGRAPH
The Aristocrat of Phonographs

Widdicomb Console Phonographs in Period Styles are faithful interpretations of the best designs of the old masters of the art of wood-fashioning. The artistic cabinet designs and finish are the handiwork of an organization which for three generations has enjoyed a reputation for leadership as designers of fine furniture.

Widdicomb console models have many distinctive features of design. Chief among these are divided top, partitions for albums, automatic stop and patented tone control. The Widdicomb plays all records. New prices on the various models range from \$90.00 to \$260.00.



ADAM
MODEL 2

**All Widdicomb Models
are now selling at
pre-war prices**

THE Widdicomb phonograph is not alone a musical instrument of surpassing beauty of tone, it is an exquisite article of fine period furniture worthy of a place in the most tastefully appointed home. And so it is that the Widdicomb appeals with two-fold strength to the lover of the beautiful in music and in furniture as well.

By such discriminating phonograph purchasers, the merchant handling the Widdicomb is recognized as a leader in his line.

To a few merchants who are really interested in attracting the highest class of trade, the Widdicomb franchise offers a real opportunity to stimulate sales and to increase prestige.

Write for complete catalog of Widdicomb phonographs and information regarding the Widdicomb franchise. Learn for yourself the sales possibilities of the Widdicomb.

THE WIDDICOMB FURNITURE COMPANY
Grand Rapids, Michigan

Fine Furniture Designers Since 1865

CENTRAL ILLINOIS DEALERS ORGANIZE

F. M. Leslie, of Urbana, Heads New Association, With L. S. Putnam, of Peoria, as Secretary

PEORIA, ILL., March 8.—With the object of promoting whatever may benefit the Victrola and Victor record business, as well as of encouraging good fellowship among its members, about fifty or more Victor dealers who attended the Putnam-Page convention banquet at the Jefferson Hotel, this city, got together immediately after the ban-



F. M. Leslie, President

quet and launched the Central Illinois Victor Dealers' Association. The membership is confined exclusively to Victor dealers located in the central Illinois territory.

The launching of this new association was a surprise to the majority of those present. It came about in the following manner:

The speaker of the evening during the convention banquet had been John Gregg Paine, of the Victor Talking Machine Co. Immediately after his speech a number of the dealers were asked to give little talks. Someone started talking about co-operation and organization, and when it got around to the time for F. M. Leslie, Victor dealer of Urbana, Ill., to talk, he popped the question, "How about forming a Central Illinois Victor Dealers' Association?" He put up a very fine argument, which was applauded roundly, and immediately after his talk a nomination committee consisting of Ray Miller, Dixon, Ill.; A. R. Meyer, Havana, Ill., and R. N. Smith, of Carthage, Ill., were selected to fill these positions. These gentlemen retired for about fifteen minutes and came back with the names of the following men, who were unanimously elected: F. M. Leslie, Urbana, president; L. S. Putnam, Peoria, secretary, and Lyle Straight, Peoria, treasurer.

The organization committee named are: Lyle Straight, Peoria; F. L. Fell, Peoria, and O. D. Ehrlicher, of Pekin. Membership lieutenants, whose duty it is to bring the attention of all Victor dealers in that section to the new organization, are: Ray Miller, Dixon; R. N. Smith, Carthage; A. B. Meyer, Havana; E. Froyd, Paxton; F. E. Wollett, Peoria; G. E. Lester, Hoopston; W. L. Barnett, Watseka; F. L. Fell, Peoria; R. L. Berry, Springfield, and Miss W. C. Requarth, Ottawa.

RUSSELL & LAWRIE OPEN STORE

TARRYTOWN, N. Y., March 3.—Russell & Lawrie, Inc., of this city, have purchased the stock of Victor machines, records and equipment of the music business conducted by Louis Guff. The new concern has just completed extensive alterations to its quarters. The Victor line is handled.

The Grand Rapids Talking Machine Co., of Grand Rapids, Mich., has dissolved.

VOCALION DISTRIBUTORS ON COAST

Magnavox Co., of San Francisco, and Commercial Associates, of Los Angeles, to Handle the Vocalion Red Records in Pacific Coast Territory—Company Branch to Be Closed

W. H. Alring, wholesale manager of the Aeolian Co., New York, who returned last week from a transcontinental business trip, reported that while on the Pacific Coast he completed arrangements with the Magnavox Co., of San Francisco, to handle the Aeolian-Vocalion records in that territory, and that in Los Angeles these records will be handled in the future by the Commercial Associates, who will cover the entire southern section of California. The Aeolian-Vocalion distributive branch, which has heretofore been maintained in San Francisco, will shortly be discontinued, as the company feels that the new representatives are entirely competent to cover this territory without direct representation. Horace M. Hull, who has been in charge of the San Francisco branch, will return to New York as soon as these arrangements are completed.

Both of these new Aeolian-Vocalion record representatives are thoroughly familiar with the policies of the Aeolian Co. and are enthusiastic over the prospects which this representation gives them. They are making arrangements to push the Aeolian-Vocalion records intensively throughout their respective territories, on the same high plane in which the Aeolian Co. is accustomed to do business. The Aeolian-Vocalion has already been highly successful among dealers and buy-

ers in the Pacific Coast territory and the groundwork which has already been laid will, no doubt, be widely extended under these new arrangements.

ANNOUNCE FISCHER PHONOGRAPH

J. & C. Fischer, Inc., Well-known New York Piano Manufacturers, Enter the Manufacture of Talking Machines—One of the Oldest Manufacturers of Pianos in the Country

Announcement was made this month by J. & C. Fischer, Inc., 417 West Twenty-eighth street, New York, of the production of the Fischer phonograph, which will be made in two cabinet models and two table models. These instruments will be furnished in mahogany or walnut. The upright models will be known as Styles 100 and 110, while the table models are designated Styles 140 and 150.

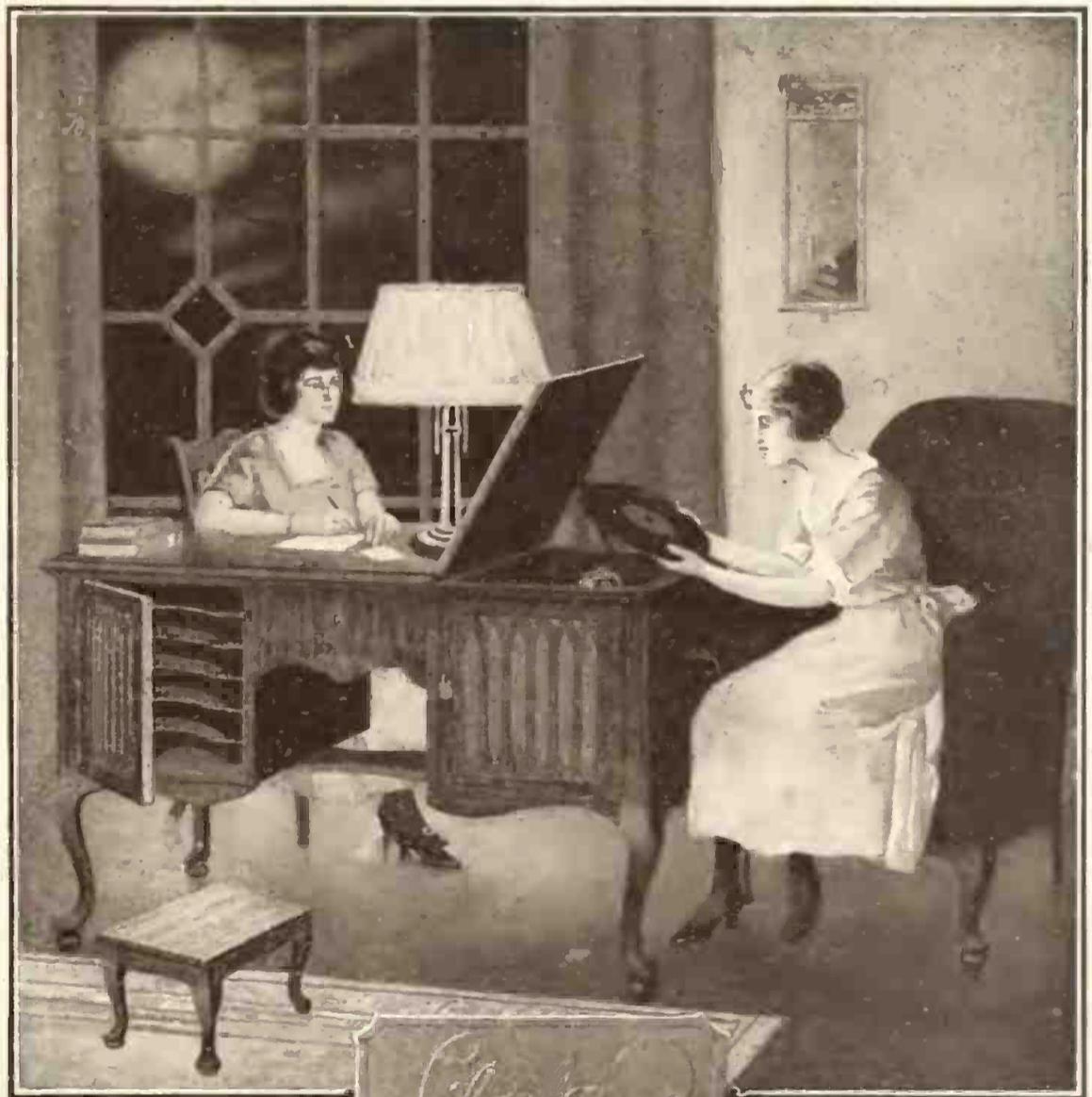
J. & C. Fischer are one of the oldest piano manufacturing concerns in the country, having been established in 1840. They have always been well known for the high standard of quality of their products. They maintain a thoroughly equipped and modern factory at the address above, and during their career have produced over 150,000 pianos and player-pianos.

Buyers of talking machines and records are actuated by the law of self-interest. This means that it is necessary to convince them that a machine is worth the price before there is the slightest hope of closing the sale.

The best value on the market. Look at the price; then write for particulars



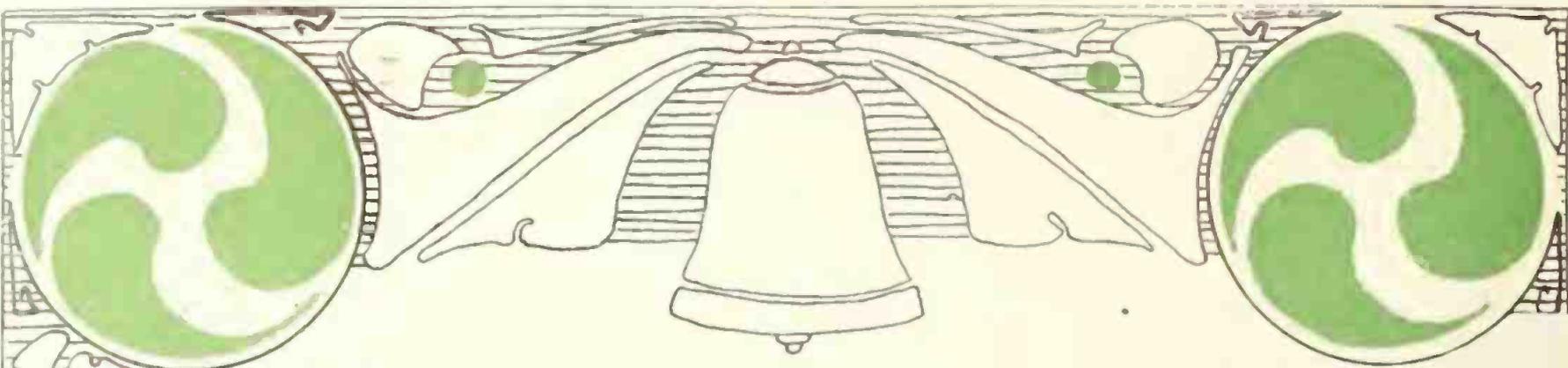
A few valuable sales agencies and jobbers' territories still available



Seaburg Mfg. Co.
Jamestown, N. Y.

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

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



Why You Should Sell Sonora Phonographs

Reason Three—

Sonora Advertising

Just as Sonora itself was a marked achievement in phonograph making from the first, Sonora advertising has been of a distinct, impressive character. Never swerving from its message of Sonora quality, it has carried conviction and the pride of ownership to prospective phonograph buyers.

The result is, Sonora dealers sell under the most favorable conditions possible. Even before customers enter a store and ask for a demonstration, they anticipate satisfaction.

The fact that Sonora has always been associated with prestige, gives the dealer a strong, initial advantage.

From year to year, Sonora advertising continues to build upon solid foundations, and the dealer who features this line efficiently will never regret the choice.



Intermezzo
\$175

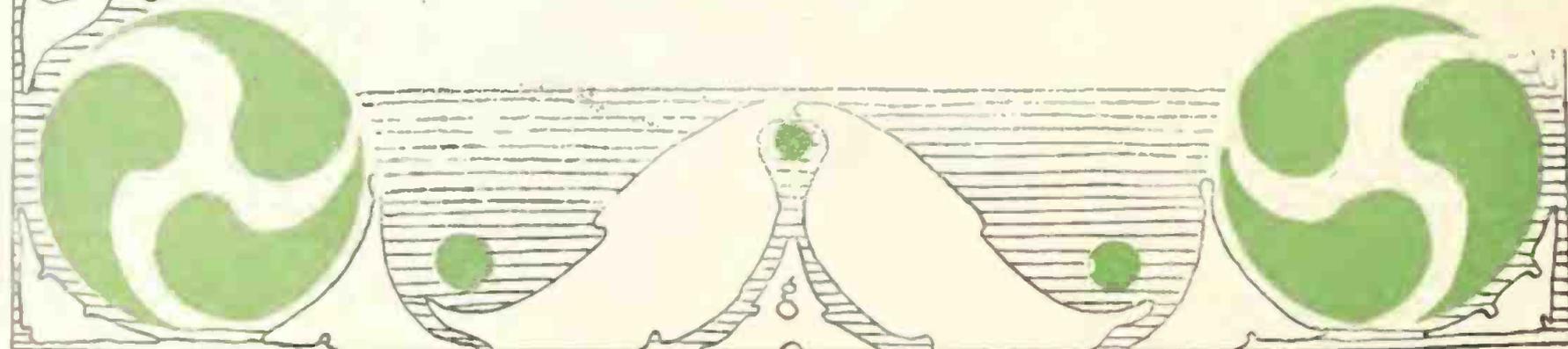
Since its introduction the Intermezzo has met with a widespread demand among those wishing a medium-priced Sonora upright with all the tone, beauty and features for which Sonora is celebrated. Plays all disc records. Finished in Golden and Fumed Oak, American Walnut, Brown Mahogany or Mahogany.

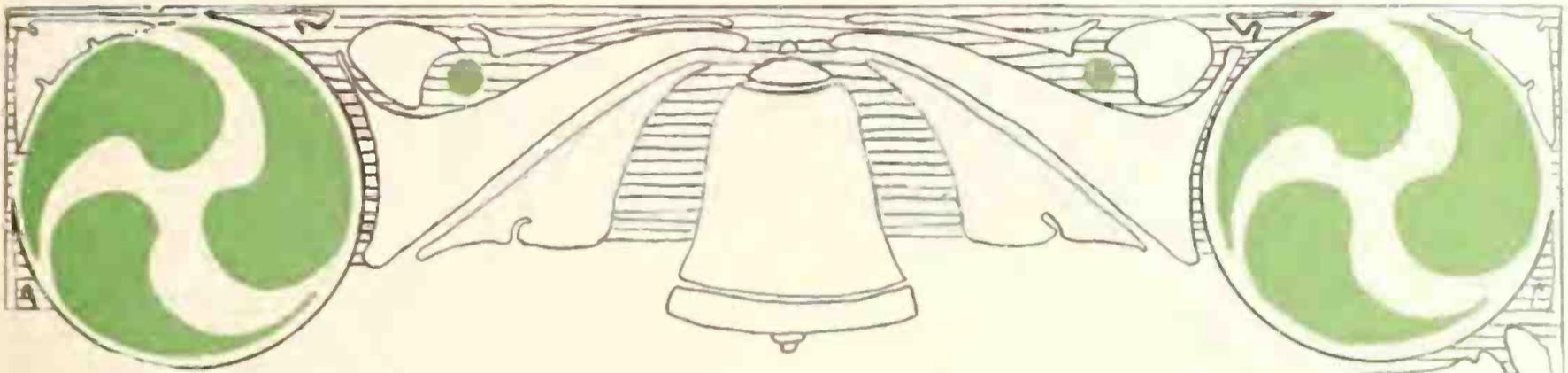
SONORA PHONOGRAPH COMPANY, Inc.

GEORGE E. BRIGHTSON, *Pres.*

NEW YORK: 279 BROADWAY

Canadian Distributors, I. Montagnes & Co., Toronto





"The Highest Class Talking Machine in the World"

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL

List of Distributors

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

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-Andreesen Hardware Co.,
 Omaha, Nebr.
 State of Nebraska.

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

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

The Magnavox Co.,
 616 Mission St., San Francisco, Cal.
 Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, northern Idaho.

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

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

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

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

Doerr-Andrews-Doerr
 Minneapolis, Minn.
 States of Montana, North Dakota, South Dakota, Minnesota.

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

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

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

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

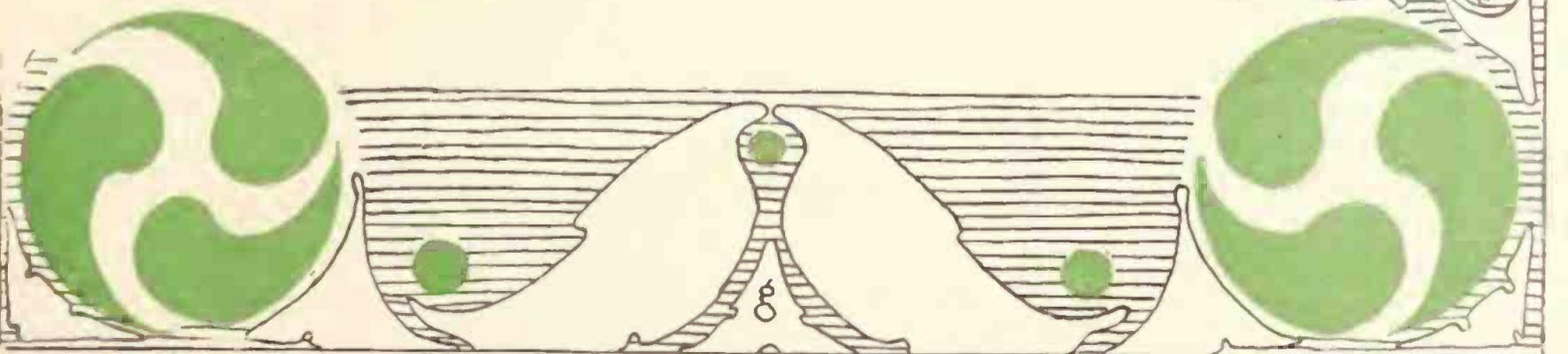
Yahr & Lange Drug Co.,
 Milwaukee, Wis.
 Wisconsin, Upper Michigan.

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

Sonora Dist. Co. of Pittsburgh,
 4130 Jenkins Arcade Bldg., Pittsburgh, Pa.
 Western Pennsylvania and West Virginia.

Long Island Phonograph Co.
 150 Montague St., Brooklyn, N. Y.
 All of Long Island and Brooklyn.

Greater City Phonograph Co., Inc.
 311 Sixth Avenue, New York
 Counties of Westchester, Putnam and Dutchess; all Hudson River towns and cities on the west bank of the river, south of Highland; all territory south of Poughkeepsie, including Greater New York, with the exception of Brooklyn and Long Island.



Persistent and Energetic Canvassing a Most Vital Aid in Making Talking Machine Sales

There are some parts of this country where canvassing is made an intensive occupation—where men are turned out to make their living by canvassing and have to get results to cover their expenses. Canvassing of this sort does not follow the lines of the easiest way of selecting likely looking names or those people in specially favorable circumstances and soliciting them direct. As a matter of fact, it means calling on everybody in the town and finding out just how they stand as prospects for musical instruments or supplies. Perhaps the individual may not be in the market for a player grand or even a talking machine, but he may need some records, and if the canvasser can induce him to buy them from the house he represents, then the sale helps to pay the canvasser's expenses.

A veteran piano traveler who returned from a trip through the West recently and had occasion to stop at a small Kansas town witnessed a worth-while demonstration of just what real canvassing means. While in the town, which has a population of less than 3,500, the traveler ran across the real honest-to-goodness canvasser representing one of the big music houses in another city. This man had been in the town for two days. The first day he called on 135 people and booked 17 prospects for pianos and talking machines, and on the second day called on over 140 people and reported 19 prospects for instrument sales in addition to prospects for smaller sales which he had picked up casually on his rounds.

To call on 135 people in one day is not in any sense a six or eight hour job. It means working from the finish of an early breakfast to the time when the good people of the town are ready for "lights out." It means a call every four minutes of a ten-hour day, and a man has to move some to keep up the pace, but, as the canvasser explained it, he had eight children, one of whom was going through college, and he simply had to hustle to get the money.

His visiting card was simply a cheap tape measure a yard long bearing the imprint of the house he represented. When the lady of the house came to the door he presented the tape measure with the compliments of his employers. By the time she had looked it over he had made his introduction and worked up from that point. In one instance a man did not want a piano or talking machine, but in the course of conversa-

tion hinted he might be able to use a new violin bow. He was immediately directed to the store represented by the canvasser and made his purchase there. The individual who could be persuaded to buy a harmonica for his boy or some new strings for his daughter's ukulele was also directed to headquarters. All was grist that came to the canvasser's mill and he displayed to the traveling man figures that indicated that even small sums gathered regularly grow into a substantial amount in the end.

The average canvasser who makes fifty or sixty calls a day is to be regarded very favorably in most sections of the country, so that the man who can interview 135 or more householders is unquestionably getting action. The point to be

Visiting One Home After Another With Proper Approach Is a Prospect and a Sales Producing Method

emphasized is not the unusual number of calls made, but rather the fact that an effort was put forth to make each call produce some results, and in the final analysis the work of the canvasser referred to and the success that was his portion provides a strong argument for the general music store idea, the moral being that if a prospect cannot be landed as the buyer of one article he may prove an excellent prospect for something else.

It may be that every man will not make a successful canvasser. He may not have the ambition, the personality or the faculty of absorbing rebuffs and still keep going, but results prove that intensive canvassing, even in the larger cities, if persisted in and carried on by men of the right caliber, will get sufficient results to make

it a paying proposition and keep the stock moving.

Not long ago a big retail concern in the East handling pianos and talking machines rounded up thirty-five young men and told them to go out into the field and look for piano and talking machine prospects, with the promise that the five or six who showed the best results and the greatest ability during the month would be attached permanently to the payroll. The number of prospects for piano and talking machine sales that were turned in by these three dozen canvassers and the actual sales that resulted proved a revelation even to the manager who first conceived the idea. The experiment accomplished two things—it built up an excellent prospect list and provided the company with a half dozen young salesmen who had proven their ability in actual practice.

Canvassing may be the tough road to sales, and particularly hard on the salesmen who have had some years of comfortable wareroom selling with the prospects dropping in of their own volition. But it is the sort of hard-fisted selling that has made piano and talking machine business in the past and is making it right now for those who have seen the light and persisted.

GENEVA, O., HONORS CARUSO

Impressive Ceremonies Mark Forty-ninth Anniversary of the Birth of Caruso

GENEVA, O., March 1.—This village, which claims the distinction of being one of the smallest community centers in the United States, celebrated with impressive ceremonies the forty-ninth anniversary of the birth of Caruso on February 26.

Talking machine records of the famed tenor blended with the voices of seventy-five singers in the community chorus, which was directed by Harry Harrison, of New York.

FEATURES TONEPEN NEEDLES

The A. I. Ross Music Stores, 309 Steinway avenue and 206 Main street, Astoria, N. Y., are featuring Tonepen talking machine needles in their advertising. The Tonepen is manufactured by the Tonepen Co., of New York City, and it is good for about one hundred records.



Queen Anne Period Model

Here It Is—

A High-Grade Console Cabinet At a Popular Price

Made of Genuine Mahogany 5 ply Panels. Height, 33"; Width, 36"; Depth, 23". It is a desirable addition to the famous Celina line.

Attention, Mr. Victor and Columbia Dealer.

The Console shown here (and 2 other Models) will also accommodate Victor and Columbia Table Machines. They are made by

THE CELINA SPECIALTY CO.

at CELINA, OHIO

"Where Better Furniture Is Built."



HERE IT IS!

The
**FLETCHER UNIVERSAL
TONE ARM and REPRODUCER**

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

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

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

TONE ARMS
Fletcher
REG. TRADE MARK
REPRODUCERS

Fletcher
REG. TRADE MARK



Reproducer
and Connection
for

NEW EDISON

Plays all Records

Dealers, Send for
Prices and Terms

FLETCHER-WICKES CO.

6 East Lake St., Chicago, Ill.

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

SOMETHING ENTIRELY NEW IN TONE ARMS
THE FLETCHER "STRAIGHT"



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

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

Made in two lengths, 8½" and 9½"

SEND FOR PRICES AND TERMS

FLETCHER-WICKES COMPANY
6 EAST LAKE ST. CHICAGO

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

PREPARING FOR NEW YORK'S THIRD ANNUAL MUSIC WEEK

C. M. Tremaine, Assisted by a Large and Influential Committee, Is Rapidly Formulating Plans for the Third Annual Observance of Music Week, to Be Held From April 30 to May 6

The work of preparation for New York's third annual Music Week has been actively under way for the past few months and plans are now clearly mapped out for the observance of the week from April 30 to May 6, inclusive. The committee in charge of the work is a most representative one, with Otto H. Kahn acting again as honorary chairman. C. M. Tremaine, director of the National Bureau for the Advancement of Music, who formerly served as secretary for the committee, is now the active chairman, with Miss Isabel Lowden as director.

Members of the committee include Philip Berolzheimer, city chamberlain; Dr. Nicholas Murray Butler; Edward F. Albee, president of the Keith Circuit of Theatres; Melza Chaffee, president, Association of Music School Settlements; Kenneth S. Clark, of the Community Service; Mrs. Walter S. Comly, president, New York State Federation of Women's Clubs; George H. Gartlan, Director of Music, Public Schools; Charles D. Isaacson; Mrs. J. F. D. Lanier, president, Society Friends of Music; Richard W. Lawrence; Berthold Neuer, of the American Piano Co.; Rev. Dr. Charles H. Parkhurst, Charles H. Ditson, Rev. Father Francis P. Duffy, Thomas A. Edison, Mrs. Julian Edwards; Dr. William L. Ettinger, city superin-

tendent of schools; Lynnwood Farnam, American Guild of Organists; Harry Harkness Flagler; Mrs. Arthur M. Reis, chairman People's Music League; Hugo Reisenfeld; Franklin W. Robinson, American Orchestral Society; S. L. Rothafel; Rev. Dr. Joseph Silverman, J. Fletcher Shera, Theodore E. Steinway, Rodman Wanamaker and Edward Zeigler, of the Metropolitan Opera Co.

Several meetings of the general committee have been held at which fundamental policies have been decided upon and various portions of the work assigned. There are also special committees on churches, church organists, public schools, private schools, colleges and universities, music clubs and organizations, music school settlements, state federation of women's clubs, foreign groups, mercantile and industrial organizations, music industries, concert managers, city government, Y. M. C. A.'s and Boy Scouts organizations.

Publicity material in the shape of posters, stickers and envelope slips will soon be ready for distribution to the trade in and around New York. Ways will also be suggested for dealers' co-operation in this great demonstration to concentrate public attention upon music and to impress all the people with the benefits it can give.

HOW MUSIC AIDS BLIND TO READ

Letters in Text of Book or Paper Placed in Device Known as the "Optophone" Transferred to Music Enable Blind to Read

An interesting device known as the "Optophone," invented by Prof. E. E. Fournier d'Albe, by which the blind, through the medium of rays of light converted into sounds of harmony, are enabled to read newspapers and books, was successfully demonstrated recently in Jersey City, N. J.

In the Optophone light projected by a tiny photograph lens streams through five rows of oblong perforations in a revolving disc and is reflected back and transformed into sound by means of selenium cells.

To the observer these rays of light appear to correspond to the five parallel bars of a musical staff, producing, as they pass over each letter,

five notes of the musical scale, as follows: Sol, do, re, mi and sol again on a high key.

By way of illustration the electric carriage bears the tiny shaft of light, with its five parallel bars, slowly along under the row of printed letters on the down-turned page. In a curved letter, "C" for example, the outer curve first comes in contact with the light at the line or space which corresponds to the vocal syllable "re." Then, as the light proceeds over the letter, the vibrant tone first produced slurs to "do" and "mi" simultaneously. In the letter "T" the high syllable sounds first, as the upper part of the letter comes in contact with the light; then the full five-note chord as the light rays cross the upright part of the letter, only to revert again to the high tone. The combined effect is charming to the ear of the reader. It is unheard by everyone else.

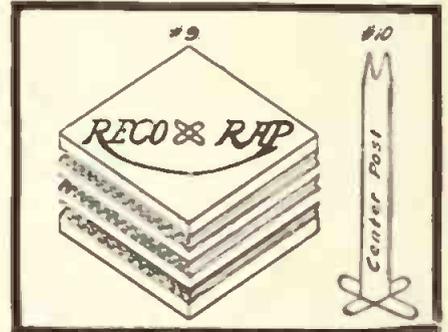
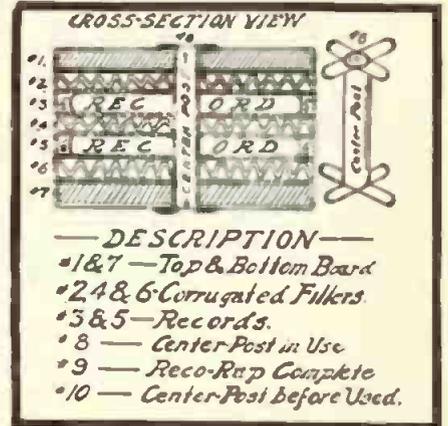
Selenium, it was explained by those who have been testing the Optophone, has the peculiar property of offering a high resistance to the pas-

Record Dealers and Shippers Send For Your Sample Today

—RECO-RAPS—

A Transportation Package for Graphophone Records

SAVES Far more than their Cost
in Postage and Insurance
Prevents Breakage



Packages For Any Size Records
Metal Posts For Any Size Shipments
Write Us for Particulars and Samples

THE RECO-RAP CO., Inc.
104 North 12th St. St. Louis, Mo.

sage of electricity, which is broken down to a marked degree when light shines upon it. It is sometimes called "the electrical eye" because it is affected by light. The musical notes of the Optophone are produced, therefore, as the printed letter passes between the selenium and the light. In capital letters the notes are of greater intensity than when the type is small.

NEW COLUMBIA SLIDES

Series of Movie Slides in Color Now Ready for Distribution to Retail Dealers

The advertising department of the Columbia Graphophone Co. has issued a new series of hand-colored movie slides which are being used by Columbia dealers throughout the country. The slides are designed in full color and the



New Series of Columbia Movie Slides imprint portion is tied into the slide so that it appears as though the slides were made expressly for the particular dealer using them.

An organization in which every unit pulls in a different direction is liable to collapse. There must be team work between the members of the sales staff, the salesmen and the manager, and both of these with the employer.

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

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY



Plays All Makes of Records

Superior Tone Quality

Write for our Proposition

The General Phonograph Mfg. Co., Elyria, Ohio

Good news! Another Marion Harris record. "Blues"—of course. "Cuddle-Up Blues" on one side and "I've Got the Wonder Where He Went and When He's Coming Back Blues" on the other side. A-3555.

**Columbia Graphophone Co.
NEW YORK**



When Knowledge Means Sales—'Tis Folly to be Ignorant

By ROBERT N. STANNARD

A man entered a store which dealt in talking machines and records and asked if there were any records by Chaliapin.

"Sharlin?" asked the salesgirl. "You don't mean Charley Chaplin, do you?"

"No," answered the prospect, "I mean Chaliapin, the Russian basso."

"Never heard of him," answered the girl in tones that indicated that therefore Chaliapin didn't exist for her.

"No?" answered the man, no longer a prospect. "He's been in the newspapers very much of late."

Then he turned and went out. Thereby the saleslady lost not only a sale, but probably lost a customer.

For several days before this incident happened the Russian had been "turning 'em away" at the Metropolitan Opera House, yet this girl had no notion who he was. Could you blame the prospective customer if he reached the conclusion that such a saleslady would be equally helpless in aiding him in a selection of anything other than the latest jazz hits?

Buyers of classical and operatic records like to talk over their purchases with the salesman or saleslady. A talking knowledge of the events of the day in music goes a long way toward establishing pleasant relations that lead to regular sales.

Somewhere that man found a salesman who could tell him whether there were any Chaliapin records and who could talk intelligently of current events on the concert and operatic stage. What if the store had no Chaliapin records? The customer knew that here was a store that would be likely to have them as soon as they were out. He would also know that here was a salesman who could probably help him if he were to whistle some operatic air the name of which had escaped him. There is no question as to which store he would go for future purchases.

The other day a woman went into a well-known music store in Brooklyn and asked for "The Funeral March of a Marionette." Over the face of the saleslady came a blank expression. She had never heard of such a thing. The customer turned and went out, disgusted, before the saleslady had time to ask anyone who knew.

These are bona fide incidents seen and overheard by the writer. No doubt they have been repeated, with variations, hundreds of times.

A small local store may profit by the moral of these tales. A big one can, of course, but the small store may be able to take away business from the larger ones through employing someone who knows.

Spare minutes can be employed profitably in the reading of various catalogs, especially the little résumés of operas and nutshell histories of performers. Above all, a daily reading of current musical events in the newspapers would

keep the ambitious salesman or saleswoman up-to-date on talking points.

Where knowledge means a boost in sales and commissions, for the love of money, why remain ignorant?

THE "FLEA" AND "BOW-WOW BLUES"

A Victor dealer, who is inclined to be a bit of a wag, noticed in the March list, among the dance records, "Bow-Wow Blues," while among the Red Seal records was the "Song of the Flea," and immediately wanted to know why two selections generally accepted as being closely related had not been made available on the same record.

Many a merchant has failed because he assumed a "public be d—d" attitude toward customers.

HOLIDAY CONTAINERS FOR RECORDS

Frederick Loeser & Co. Stimulate Record Sales by Placing Selected Records in Specially Decorated Envelopes for Holiday Use

A plan to take full advantage of the possibilities of holidays for increasing record sales has been inaugurated in the talking machine department of Frederick Loeser & Co., of Brooklyn, N. Y., by W. H. Bishop, manager. The plan was first put into effect on St. Valentine's day. It consists simply of placing four or five selected records in an envelope on which have been placed decorations and verse suitable to the day. Circular letters and advertising in the local newspapers urge the giving of records in these containers as holiday gifts. On St. Valentine's day the envelope was decorated with a large red heart in spirit of the day and a few lines of verse. The plan was also used on Lincoln's and Washington's birthdays. Sales of Victor records were greatly stimulated in this manner.



The record compartment holds five Victor albums. The stationary top on this side provides a place for a lamp or ornament.



QUEEN ANNE—No. 401
Height, 34 inches; width, 36 inches; depth, 22 1/4 inches. Brown mahogany. Average weight, crated, 115 pounds. Our Sheraton model, No. 400, is the same as the Queen Anne in construction, finish, and dimensions.

*Victor
Dealers*

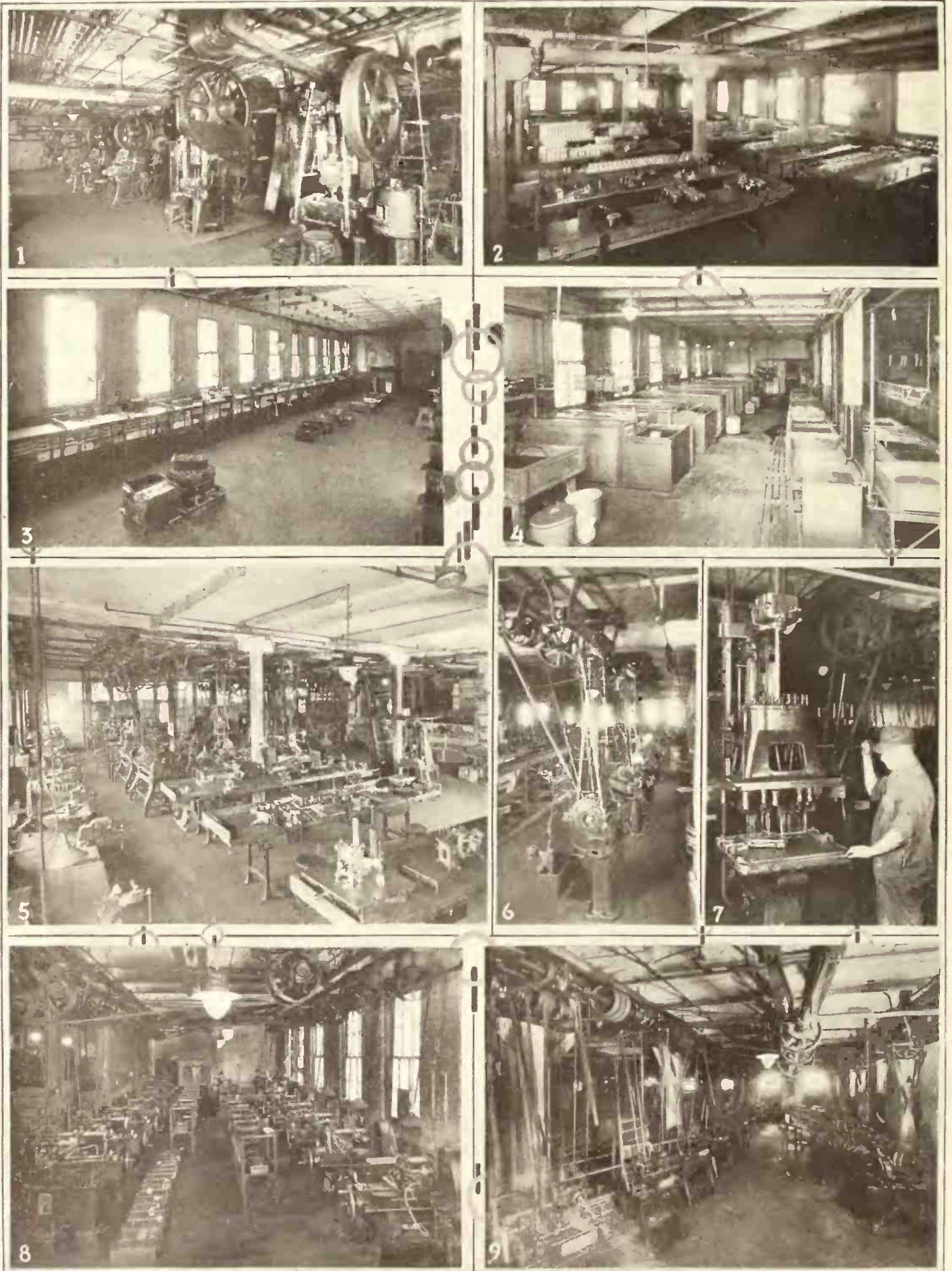
EVERYONE has noticed the growing popularity of the moderately priced console type of talking machine. Wouldn't it be worth your while to be equipped to satisfy this demand with a really fine cabinet, immensely superior to many of the cabinets that are being offered, which you could sell complete, with Victrola VI installed, for less than \$100? You can do this with either of the UDELL console cabinets described above and still make your regular profit both on the cabinet and on the Victrola.

These cabinets are cleverly designed specially and solely to accommodate the Victrola VI. The instrument fits snugly and becomes part of the cabinet. It is concealed behind a grille door, paneled with golden-brown silk. Fine finish and dependable UDELL construction characterize these cabinets in every particular. They are mahogany-veneered, top, front and ends. A post card will bring you prices and full particulars.

The UDELL WORKS
28th Street and Barnes Avenue, Indianapolis

BRUNSWICK CHICAGO MOTOR PLANT A MARVEL OF EFFICIENCY

Brunswick Motors Produced Under Ideal Conditions—Plant Noteworthy for Its Completeness—Some Recent Photographs



1—Punch Press Department. 2—Assembling Room. 3—Inspection Department of All Small Parts. 4—Plating Department. 5—Section of Tool Room. 6—Section of Grinding Department—Centerless Grinders—Automatic Grinders—Special Grinders. 7—Special Automatic Drilling Machine. 8—Gear Hobbers—Thread Millers. 9—Automatic Screw Machines—Single Spindle—Multiple Spindle

WALTER MAGILL WESTERN MANAGER

Well-known Talking Machine Man Takes Important Post With Silent Motor Corp.

Walter Magill, well known in Middle West talking machine circles, was recently appointed Western manager of the Silent Motor Corp., of Brooklyn, N. Y. Charles A. O'Malley, president of the concern, on his recent Western trip, closed the final negotiations for Mr. Magill's services and completed plans for a branch office.

The Chicago offices of the Silent Motor Corp. are located in the Consumers Building, 220 South State street, where a complete line of Silent motors is on display. It is the plan of the Silent Motor Corp. to maintain close contact with the Western purchasers of Silent motors, and Mr. Magill, while giving his special attention to sales work, will maintain efficiency service for Silent motor users.

Mr. Magill has a wide acquaintance among talking machine manufacturers, having formerly been sales manager of the Krasberg Engineering & Manufacturing Corp., and has more recently been identified with the H. G. Saal Co.

OGDEN'S SUCCESSFUL RETAIL DRIVE

Sell Many Victrolas IV and VI in Combination With Ogden You-Nit Stands

LYNCHBURG, VA., February 20.—J. B. Ogden, Inc., Victor retailer, of this city, has conducted an extensive campaign on Victrolas IV and VI in combination with the Ogden You-Nit stands. This concern reports that in the past three years prior to this campaign it sold not more than two or three dozen small Victrolas. The campaign was announced in local newspaper advertisements which brought immediate returns and created from one to three new customers a day. In commenting on this campaign, the company stated: "It brought to us total strangers who had never been in our place before, and, furthermore, it brought to us people who we know from personal knowledge would not have come in and voluntarily solicited or offered to purchase the low-priced instruments because of their social position. In fact, a number of them apologized for buying a small outfit and stated that they had decided instead of deferring their purchase to buy this outfit for the children. As a result of this campaign we were completely sold out on every small Victrola we had and were compelled to telegraph for a lot by express. Incidentally, two large machines were sold as a result of this sale and record sales have increased remarkably." The You-Nit stands which were featured with the table model Victrolas are produced by the Ogden Sectional Cabinet Co., also of this city.

HAS RANGE OF FIVE OCTAVES

A dispatch from Vienna says that the remarkable vocal range of a forty-four-year-old singer, Michael Prita, has caused a sensation. He made his debut before the Austrian Society of Experimental Phonetics recently and demonstrated a range of five octaves, a feat never before performed. His deepest note is the F, an octave below the bass staff—more than two octaves below the lowest note of a violin, and one note lower than the record held since the eighteenth century by the German bass singer, Fischer.

Prita's highest note is the upper A, one note above Mme. Patti's highest.

His bass notes are described as full and perfect, while his soprano notes are equal to those of the famous soprano singer, Moreschi, the soloist at St. Peter's, Rome.

V. ROACH OPENS VICTOR SHOP

REDONDO BEACH, CAL., March 4.—An exclusive Victor establishment has been opened at 134 South Pacific avenue here by V. Roach, who comes from Plainfield, N. J. Mr. Roach has installed modern equipment in his store, which is most completely stocked.

FEATURES VICTROLAS FOR EXPORT

Van Winkle Piano Co., of Washington, D. C., Caters to Diplomats and Visitors Who Gather at the Capital From All Parts of the World

WASHINGTON, D. C., March 3.—The Van Winkle Piano Co., of 1217 F street, this city, Victor dealer, is taking advantage of the fact that this is the diplomatic center of the country and is recognizing the possibilities for the sale of Victrolas and records to visitors from all parts of the world. Some of the company's recent advertising featured the export branch of the business. The value of the Style 50 portable Victrola as a means of enjoyment for people who travel was stressed. One of the advertisements stated in part that: "North, South, East and West—to every country in the world we ship Victrolas and Victor records. In China and Japan, in England, Belgium, France and Spain, in Norway and South Africa you'll find this peer of musical instruments."

PASTOR PAINTS A MUSICAL HEAVEN

Baptist Clergyman Describes a Heaven Where Music Lovers Will Find Happiness

ATLANTIC CITY, N. J., February 27.—Music lovers will find pianos in heaven, just as everyone else will find just what he wants there, declared the Rev. Dr. James E. Norcross, of New York City, field secretary of the General Board of Promotion of the Northern Baptist Convention, in an address here last week.

"Music is the war department of the Church," he declared, "but there are times when a prayer meeting is dead before it starts because the music kills it. Our singing is often terrible."

He told of a church that had been spending \$150 annually for an organist and \$150 annually for a choir. It bought a good talking machine and now spends \$250 a year for fine records. "There isn't a man on God's earth who wouldn't rather listen to Evan Williams or the Lotus Quartet on a high-grade phonograph than to a mediocre choir," said the clergyman.

PETITION IN BANKRUPTCY

A petition in bankruptcy has been filed against the Great Northern Phono Supply Works, Inc., of 57 Fulton street, New York City. Liabilities are estimated at \$15,000 and assets are given as \$5,000.

90%

Of All Phonograph Spring Trouble Absolutely Eliminated by

Anaconda Lubricant



It prevents jumping, jerking and binding of springs. It is a scientifically densified Pennsylvania oil and is 100% lubricant.

Positively contains no graphite, grease, vegetable oils, acid, asphalt or fibre. One filling lasts for years. Quality and uniformity guaranteed. One-half as much only is needed.

We are making special offer on first order ONLY: 5-pound can \$2.00, delivered anywhere in U. S. A.

PRICES: 5-pound can.....\$ 2.00
 Box of 6 5-pound cans..... 10.50
 Box of 12 5-pound cans..... 19.80
 50-pound can..... 15.00

F. O. B. St. Louis, Mo.

Anaconda Lubricating & Supply Co.
 3008 Louisiana Ave. ST. LOUIS, MO.

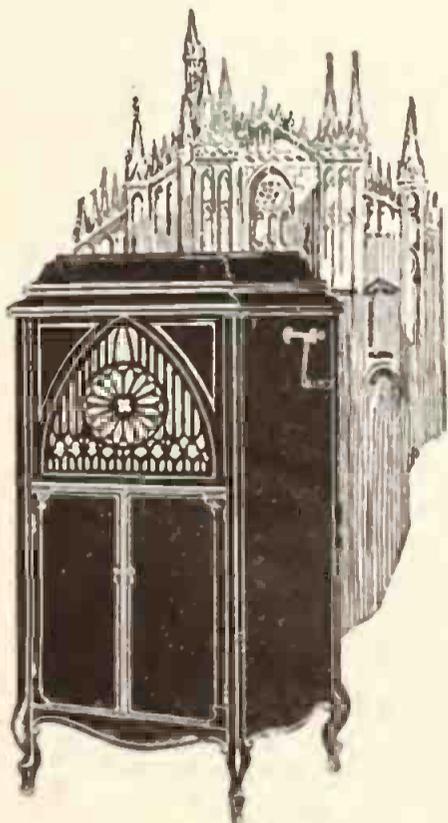
GELLER & SELDIN BUY BUILDING

Rockville Centre, N. Y., Concern Buys Fine Building for Headquarters—Plans Large Stock of Machines and Several New Departments

ROCKVILLE CENTRE, N. Y., March 5.—The firm of Geller & Seldin, talking machine dealers of this village, has purchased one of the finest business buildings here for its headquarters, following extensive alterations. The new quarters of the firm are located on the Merrick road and Village avenue. In addition to a large stock of talking machines and records, the concern is planning to install a player-piano, music roll and a sheet music department. The quarters now occupied will be operated as a branch.

PLYMOUTH PHONO. CO. ELECTS

PLYMOUTH, Wis., March 4.—The annual meeting of the stockholders of the Plymouth Phonograph Co., of this village, was held recently, at which all officers were re-elected. The officers of the concern are: President, William Thommen; vice-president, Harry Bolens, and secretary and treasurer, Frank McIntyre.



**Cathedral
Phonograph**

THE popular CATHEDRAL Phonograph is now being manufactured by a responsible and experienced organization.

If you are looking for a line of phonographs combining quality, value and great sales possibilities the CATHEDRAL agency will prove a "gold mine."

Write Today for Our Dealer Plan

OHIO CATHEDRAL CO.
 W. H. HOUGHTON, Pres.
 MARION, OHIO





Imagine the wonderful tenor voice of Charles Hackett putting over that old favorite, "Mother Machree"! A sure seller among the April records. 80097.

Columbia Graphophone Co.
NEW YORK

VICTOR ACTIVITIES IN IOWA

Opera Book Month a Signal Success—Campaign Planned and Executed by Mickel Bros.—News of the Victor Retailers in This Territory

DES MOINES, IA., March 4.—One of the most effective pieces of Victor publicity introduced recently in this territory was announced by the Mickel Bros. Co. in January, selecting February as the month to be known as "Opera Book Month" and asking every dealer in the State to lend his efforts in getting as many of these valuable books into the hands of their customers as possible. Each dealer was supplied with large posters for the windows and store and quantities of small circulars, which were mailed out with each supplement. The work was backed up with stirring sales letters, which were mailed to the dealer every few days, and the phrase "Opera Book Month" was brought before the dealer in as many different ways as possible.

To further stimulate the campaign three cash prizes, \$25, \$15 and \$10, were offered to the dealers who installed the most effective windows and forwarded the photographs to the Mickel Bros. Co.

H. B. Sixsmith, sales manager of the Mickel Bros. Co., was responsible for the working of the campaign. "Our fondest hopes were more than realized," said Mr. Sixsmith. "While the margin of profit on the books was the same as any other item of Victor merchandise, still the greatest point gained is that we have gotten

them into the hands of people who buy records. We are confident that the book will develop Red Seal business and many wonderful experiences in this respect are told by the dealers. During the month almost two thousand books were sold, which we consider so successful that we are going to make every February 'Opera Book Month' in Iowa."

Donahoe & Donahoe, Victor dealers, Ft. Dodge, suffered several thousand dollars' loss by water when fire destroyed a business block near them. A quantity of instruments were stored in the basement, which was completely flooded.

H. A. Beach, vice-president of the Unit Construction Co., Philadelphia, Pa., and H. Howison, traveler, recently visited the Mickel Bros. Co. Mr. Beach is very optimistic in regard to the outlook for equipment and closed several large deals in the State.

The Crary Co., of Boone, Ia., Victor retailer, is taking a musical census of the town and, judging from the sales which are coming in, the affair is a success. Six girls, with a kit of supplies and records, are canvassing the town and their work is backed up with a large amount of advertising, both outdoor and newspaper, moving picture films and evening recitals in the store. The Crary Co. owns one of the prettiest stores in the State and sells nothing but Victrolas. Jos. C. Britt is manager.

Thos. Saam has purchased the Victor stock of a retiring dealer and, in the future, will conduct an exclusive agency at Lansing, Ia. A

complete department is already installed, with a competent force of salespeople.

The Mickel Bros. Co. held a series of district meetings throughout Iowa during the month of January which met with wonderful success. Geo. E. Mickel, president of the company, presided at the meetings. "Our meetings were a source of inspiration to me," said Mr. Mickel, in talking to The World representative. "Iowa, you know, is essentially an agricultural State and the recent rise in price of corn and wheat has done a lot toward putting the farmer in a better buying mood. We are already feeling the benefits. It was more than pleasing to note the growing optimistic feeling among the dealers and their confident opinion that 1922 would do a great deal toward bringing conditions back to normalcy."

President L. A. Murray, of the Iowa Victor Dealers' Association, has already begun arrangements for the fifth annual convention to be held in Des Moines this Summer. "Our last one," said Mr. Murray, "set such a high mark for us to follow that it will be rather difficult to arrange such a helpful as well as entertaining program as we had. However, every member can rest assured that it will be worth the time and money spent in attending. Our motto is 'Bigger and better every year.'" Mr. Murray owns an exclusive Victor store at Davenport, Ia.

W. G. Kennedy has purchased the controlling interest in the firm formerly known as the Kennedy-Gardner Co., Victor dealer, Iowa Falls, and in the future the business will be conducted under the name of W. G. Kennedy.

Axel Nelson, general manager of the Had-dorff Piano Co. retail stores, was a recent visitor to Des Moines. Mr. Johnson, manager of the headquarters at Rockford, Ill., was with him.

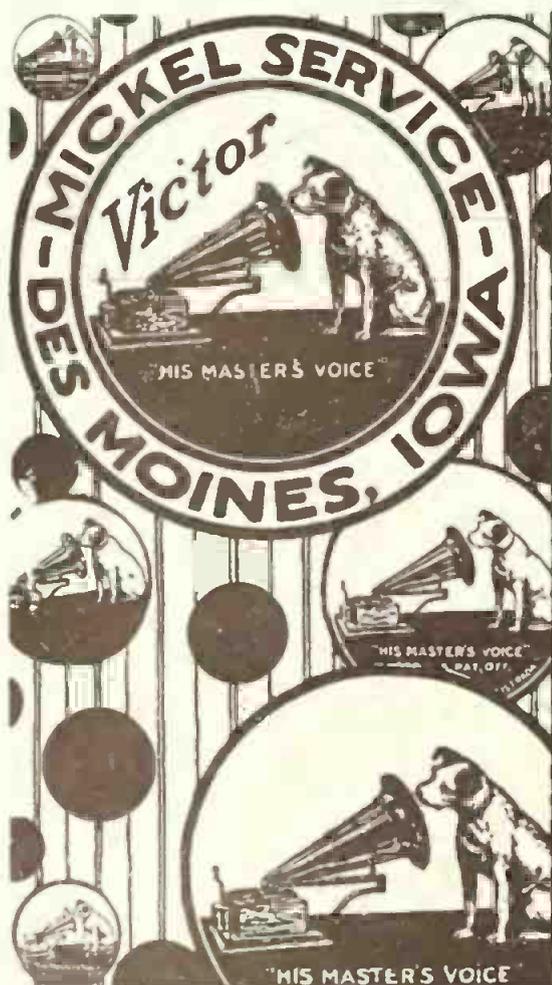
SCHEDULES OF THE REGINA CO.

Liabilities of Bankrupt Concern Given as \$1,063,801 and Assets as \$698,479

TRENTON, N. J., March 3.—The liabilities of the Regina Co., musical instrument manufacturer, of Rahway, N. J., are \$1,063,801 and the assets \$698,479, according to the schedule filed. The schedule comprises 200 pages and has been referred to Referee Atwood L. DeCoster. The liabilities include: Unsecured claims, \$988,170; secured claims, \$40,323; notes, \$12,868; wages, \$4,074, and taxes, \$14,354. The assets are: Real estate, \$103,000; cash, \$193,000; bills, \$59,943; stock, 242,903; machinery, \$146,886; patents, \$4,624; open accounts, \$129,632, and bank deposits, \$1,426. Bankruptcy proceedings were started against the Regina Co. some time ago in the United States District Court.

MULTUM IN PARVO

The average talking machine buyer is a self-respecting person and the salesman who adopts an air of superiority and condescension had better change his methods or quit. If he doesn't he will not hold his position very long.



Again We Wish to Impress Upon You

That the Mickel trade-mark has a practical significance as applied to our service to the Victor retailer.

There is no phase of the Victor dealers' problems that has not been thoroughly studied by our organization, and as a result of this study and investigation we are ready to help you along constructive, practical lines.

MICKEL BROS., INC.
411 COURT STREET
DES MOINES, IOWA



A Needle

For Every Tune

For Any Tone



The Brilliantone line includes
Extra Loud Tone, Opera Tone,
Full Tone, Half Tone, Light
Tone, and Dance Tone Steel
Phonograph Needles

EVERY tune and tone, from the
resounding brass of Sousa's
marches to the softest and sweet-
est violin solo of Jasha Heifetz,
can be played best by a Brilliant-
tone Phonograph Needle adapted
to that particular music.

Your customers want to get the
most out of their phonograph
records by using the proper needle
according to the type of record
they wish to play. When you
supply this desire of your cus-
tomers, you naturally boost your
total sales.

Made in America by Americans

*Every Package of Genuine Brilliantone
Phonograph Needles Bears this Trademark*



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

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

Selling Agents for W. H. Bagshaw & Co., Factory, Lowell, Mass.

347 FIFTH AVENUE, Suite 610, at 34th Street, NEW YORK

Pacific Coast Distributor:
Walter S. Gray Co.,
942 Market St.,
San Francisco, Cal.

Western Distributor:
The Cole & Dumas Music Co.,
50-56 West Lake St.,
Chicago

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

Foreign Export:
Chipman Ltd.,
8-10 Bridge St.,
New York City

BRAIN WORK IN SALESMANSHIP A DECIDED ESSENTIAL

Chas. H. Kennedy, of the Kennedy-Schultz Co., Cleveland, Contributes Some Pregnant and Illuminating Remarks Which Will Be Read With Exceeding Interest by Our Aspiring Salesmen

"Take care of the big birds and the little ones will take care of themselves." That is the motto of Charles H. Kennedy, of the Kennedy-Schultz Co., of Cleveland, who represents the Granby Phonograph Corp. in Ohio, and in going on this motto Mr. Kennedy has been unusually successful with everything he has undertaken.

"When I was a young chap in the selling game," said Mr. Kennedy, talking to a representative of The World, "I had a boss who knew his business. As a sales manager Frank Randolph knew what was what and when Frank went out after a prospect he generally came back with the goods. Like the squirrel at the sight of Davy Crockett's gun, the prospect dropped down out of the tree when he saw Frank coming.

"I was with him for three years and when I went Frank said to me: 'Kennedy,' he said, 'I want to tell you a secret of success in selling anything. It is very simple, but it brings home the bacon. It has for me and I know it may for you. It consists of just three rules: First, go after the big fellow; second, see the big man, and, third, never fail to work like the devil with your head.'

"This is true. I find that the trouble with most salesmen is that however active they may be on their legs they lack imagination. They don't work with their brains. They go off half-cocked and thus waste a lot of powder and shot on birds that are no good when bagged.

"It is just as easy—even easier—to land the big bird as the little one. The big bird has the brains to understand your proposition and to grasp its possibilities, and he has the money to buy if it appeals to him.

"The little fellow lacks both. You talk your head off and when you get done he shakes his head. He can't see your proposition at all. Or, if he is sold, it may be that his credit is weak-kneed. Then you have had all your work for nothing.

"There is much more satisfaction in gunning for the real big bird. He listens keenly to your story. He gets your story point by point. When you get done he asks a few questions straight from the shoulder and then he gives you an order which he can pay for.

"You smile when I say, 'Gives you the order'. You think I am too cocksure. Well, maybe I am, but I never call on a man with the idea of selling him until I have satisfied myself by making sure of several points. The first of these is 'Can he use the merchandise? Is it economically right for me to sell him?' The second is, 'Can he pay for them?'

"Of course, his money may be all tied up. I can't very well know whether it is or not. But I can—and do—find out whether he is good for any bill he is willing to contract.

"That question as to whether it is right to sell him is one that is too often overlooked or

ignored. I am selling Granby phonographs, not for to-day, but for to-morrow. I do not want to sell a man once and then be done with him. I want to be able to go back and get his order every time his stock needs replenishing and if I am not there I want him to mail me the order.

"Therefore, I don't want to load a man up with a lot of phonographs just because he has got the money to buy. He must be able to sell them. If he can't sell them, if he can't see an immediate market for my goods, what's the good of my selling him? I probably will have to take them back off his hands, and if I can't do that he will be stuck. He may not lose any actual cash, but he will be forced to liquidate at cut prices, doing him a lot of harm. He will be disgruntled and everyone that he meets will hear the story of the way he was treated.

"If a man can't make money selling your line you had better not sell him.

"The result of this philosophy is that I don't try to sell Granbys. What I sell is an opportunity for a dealer to make money. The goods themselves are the least consideration. Of course, they are right, so that when a dealer is sold on the proposition the order is waiting.

"By concentrating, then, on the big fellow I find the little fellow takes care of himself. There are a lot of people in the world who have got to follow a leader and most of the little fellows are followers. If you don't want their risk when they come to you with an order in their hand you can turn the order down with a clear conscience.

"If you begin at that end and sell the little fellow first it is just as hard to sell the big one later as it is the other way around, and you will find it hard sledding getting the little fellows' orders past your credit department."

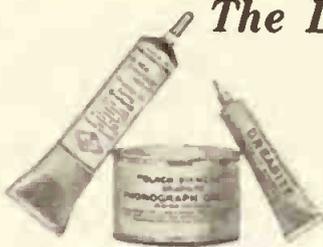
Mr. Kennedy is the kind of a man usually called a live-wire. He has a head full of ideas and he can usually think of more than one at a time. He has acted on the advice that he gives and it has put him well up the ladder. He is not at the top by any means, but he is getting there fast and when he stands on the top round it is going to take a lot of pushing to make him lose his balance.

TRENTON STORE IS ENLARGED

TRENTON, N. J., March 4.—Joseph P. Fee, proprietor of the Record Shop, 236 North Warren street, has enlarged his store and made a number of other improvements to take care of increasing business. Mr. Fee was the first dealer to open a phonograph shop in Trenton, having started eight years ago with a practical experience in talking machines and their construction. The repair end of the business has been greatly enlarged.

"BLACK DIAMOND" GRAPHITE Spring Lubricant

*The Lubricant
Supreme*



Guaranteed not to dry up or become sticky or rancid; retains its smooth, silky touch indefinitely. Prepared in just the right consistency in 2 sizes, collapsible tubes: 1/8, 1, 5, 10, 25, 50 lb. cans.

Manufactured only by

HARTZELL CRUCIBLE CO.

North Side, Pittsburgh, Pa.

Factory Representative

LOUIS A. SCHWARZ, INC.

1265 Broadway, New York City

S. F. LARRIMORE

5836 Easton Ave., St. Louis, Mo.

FOR SALE BY ALL LEADING JOBBERS

VISITS VOCALION DISTRIBUTORS

Oscar W. Ray Makes a Swing Around the Circuit and Brings Back Most Encouraging Report Regarding Vocalion Record Business

Oscar W. Ray, manager of the wholesale Vocalion record department of the Aeolian Co., returned recently from a lengthy trip in the course of which he visited Philadelphia, Baltimore, Washington, Memphis, St. Louis, Cincinnati, Detroit and other cities, for the purpose of calling on Vocalion record distributors. Mr. Ray stated that he found the distributors in a thoroughly optimistic mood, all of them reporting very satisfactory business, with a distinct tendency toward increase.

The distributors are doing particularly well in the matter of establishing new dealers, and state that not only are many dealers making voluntary inquiries regarding the Vocalion agency but are arranging to handle that line exclusively. Marked progress was reported in several of the cities, due probably to more encouraging local conditions.

All along the line, declared Mr. Ray, both distributors and dealers expressed enthusiasm regarding the dance records being made by the Yerkes S. S. Flotilla Orchestra and the other organizations recording for Vocalion records.

JOHN CHURCH CO. OPENS BRANCH

ELGIN, ILL., March 3.—A talking machine and piano store has been opened here by the John Church Piano Co., of Chicago, Ill. In addition to the pianos and player-pianos manufactured by the company John Church phonographs will be featured. The establishment is one of the finest in this and surrounding communities and the company is planning an aggressive sales campaign.

NATIONAL METALS DEPOSITING CORPORATION

FACTORY
Telephone Oakwood 8845

34 EAST SIDNEY AVENUE
MOUNT VERNON, N. Y.

LABORATORY
415 Fourth Ave., New York, N. Y.
Tel. Madison Square 6635

MANUFACTURERS OF

MASTERS

MOTHERS

STAMPERS

FOR PHONOGRAPH RECORDS

A Perfect
Negative
From
The Wax

For Your Convenience
Deliver Recorded Wax
To Our Laboratory

A Perfect
Positive
Of The
Wax

We Deposit the Finest
Copper in the World
Try Us

Quality
Durability
Perfect
Workman-
ship

PLAN FOREIGN TRADE CONVENTION

Vital Export Problems Affecting American Business Will Be Considered at Convention in Philadelphia During the Month of May

PHILADELPHIA, Pa., March 9.—The financing and expansion of foreign trade will be studied from various points of view by leaders of finance, industry and commerce at the ninth National Foreign Trade Convention to be held in this city May 10, 11 and 12.

The Trade Adviser Service will be an outstanding feature of the convention. There will be a hundred men, thoroughly experienced in export trade, representing different lines of endeavor in various parts of the country. They can be consulted by any of the delegates to the convention and no request for information will be left unanswered.

The Bureau of Foreign and Domestic Commerce will send to the convention as many of its representatives as possible. A number of United States Trade Commissioners will also be present and will give first-hand information regarding the countries from which they have recently returned.

Among the topics scheduled for consideration will be "A foreign loan policy that will enable our idle factories to get to work," "The Merchant Marine an International Problem."

"Export advertising" will be handled in cooperation with the Association of National Advertisers and will include the topics of "Sales Promotion Through Advertising" and "The Use of Dealers' Helps." The National Association of Credit Men will assist in a thorough discussion of the important subject of "Credit and Credit Information."

Other topics to be discussed at the convention are:

- A practical method of putting our surplus gold to work in financing foreign trade.
- The exporters' view of the present attitude of banks toward foreign trade and the bank's view.
- The effect of high taxation on the exchanges.
- The factor of depreciated currency in competition.
- Why we must have foreign trade.
- Education for foreign trade.
- Banking facilities for foreign trade.
- Ocean carriage.
- Sales promotion.
- Factors that will help the exchange situation.
- Meeting preferential tariffs.
- A foreign trade policy for Americans.

SONORA SCREEN PLEASES DEALERS

Sonora dealers have evinced keen interest in a small screen recently prepared by the Sonora advertising department, featuring the Adam Period



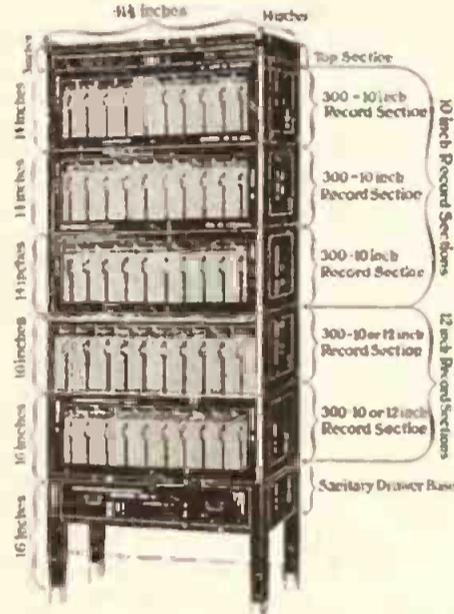
An Artistic Arrangement for Display model. This screen, which is 30 inches high and 41 inches long, faithfully reproduces the mahogany finish and the beautiful figuring of the wood, and it is being used to advantage by Sonora dealers in connection with their window displays.

The merchant who ignores or disregards human nature is doomed to failure.

Improve Your Service AND Increase Your Sales

By Equipping With **The OGDEN "UNIT" or Sectional System**

which has been used by thousands of dealers for the past six years and "Sold" to all on our UNCONDITIONAL GUARANTEE OF SATISFACTION, QUALITY AND PRICE.



Model No. 1 and No. 31 Sectional Cabinet

This Cabinet, consisting of five Record Sections, Top and Base, files 1,500 10- and 12-inch Records, all in easy reach, and with our "Visible Indexes" any Record is obtainable in four seconds. This Service equipment will increase your Sales.

Each Section holds 300 Records, which are protected by Glass Doors. Base has locking Accessory Drawer. Complete tier of six sections, as illustrated, Mah., Quar. Oak and Enamel finishes\$59.25

Quar. Oak, Mahogany and Enamel Finishes

Ship us via: FREIGHT— EXPRESS—	
—Top or Crown Section No. 1.....	\$4.00
—Record Section No. 1 (holds 300 10-inch and 12-inch records)...	9.75
—Record Section No. 31 (holds 300 10-inch records)	9.75
—Base No. 1 with Locking Accessory Drawer	6.50
—Base No. 1 without Accessory Drawer	5.50
—Finish Wanted	

5 Record Sections, a Top and Base No. 2 (without Doors) \$43.00

Ship Us via: FREIGHT— EXPRESS—	
—Top or Crown Section No. 2 only	\$3.00
—Record Section No. 2 (holds 300 10-inch and 12-inch records)	7.00
—Record Section No. 62 (holds 300 10-inch records).....	7.00
—Sanitary Base No. 2 with Accessory Drawer	6.50
—Sanitary Base No. 2 without Accessory Drawer	5.50
Finish wanted	

Reduced Prices on Unit Model No. 2150 D. D. (Not Illustrated)

Each Holds 2,150 10 and 12-inch Records OAK, MAHOGANY and ENAMEL FINISHES

No. 2150D.D. With Locking Wood Roll Curtain	\$85.00
No. 2150D.D. With Spanish Leather Curtain	75.00
No. 1800 Without any curtain....	65.00

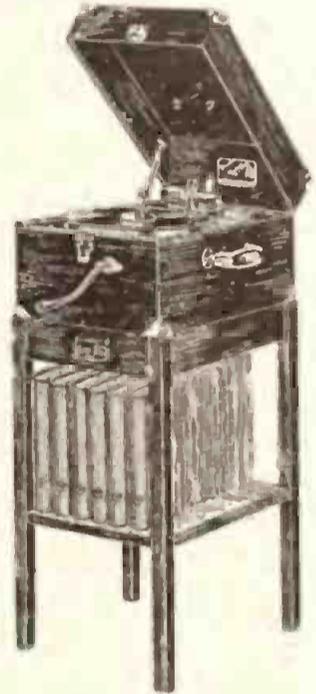
Ogden's Original Stands

For Portable Victrolas No. 50—IV & VI **SELL** with Profit and Satisfaction

They are absolutely Rigid and Strong—easily assembled with four concealed wing nuts and screws—"Set Up" or "Knock Down" in five minutes and fulfills every cabinet requirement at a price that has introduced the Victrola into thousands of Homes.

Mr. Dealer: Don't overlook the small buyer—History repeats itself—the Small Victrola user of today is the good prospect of tomorrow for a large one and constantly a Record Buyer. Start a campaign now for 100 new customers for the Small Victrola and watch the Big Machine and Record Sales "Jump."

A "UNIT" with Original Graceful Different Exclusive Novel 'STANDS



Ogden's No. 50 "Stand" for No. 50 Victrola made of select material correctly designed to fit and furnished to match the Mahogany and Oak finishes.

Costs You Only \$6.50 Delivered

Don't pay more for an imitation. If your jobber does not carry them in stock order direct.



Ogden's Stand No. IV and VI for Victrolas IV and VI are open frames made to fit exactly these separate models.

Oak Nos. IV and VI, each \$3.60—Mahogany Finish No. VI, \$3.85. Solid Mahogany No. VI, \$4.25. Packed 2 in a carton. Utility Top—Converts a stand into a Service Table for all models; each, 90c.



Utility or Service Tables

(Convenient for Many Purposes) Are needed in every Record Room, Store and Home. A quick sale and profit article. Tables No. IV and VI in Oak, Mahogany and Enamel...\$4.75 Table No. VIII in Oak and Enamel, \$5.25 Table No. IXa Oak, Mahogany and Enamel

Ogden You-Nit Stands and Tables are unconditionally guaranteed. If you have not already received an imitation stand on approval get one from your jobber and compare it with Ogden's original stands.

Write for our Catalog of Filing Cabinets and Stands

Ogden Sectional Cabinet Co., Inc. LYNCHBURG, VA.



Playing position

THE Kent Special

Plays all lateral records
AT THEIR BEST
 on the
EDISON DISC PHONOGRAPH



Reg. U. S. Pat. Off.

Write for catalog of complete line

F. C. KENT COMPANY
 IRVINGTON, N. J., U. S. A.

KENT PRODUCTS "Win their way by their play"



Insertion of needle position

PEARSON PIANO CO. IN NEW HOME

Prominent Music House of Worcester, Mass., in Commodious New Quarters—A. J. Pearson, Head of Concern, Well Known in Trade

WORCESTER, MASS., March 6.—The Pearson Piano Co., Alfred J. Pearson, treasurer, which has been doing business at 235 Main street for



Alfred J. Pearson

more than ten years, moved recently into a larger and especially attractive new home at 238 Main street. The change was marked by an open house, with concerts afternoon and evening by

prominent local talent, and many friends of the long-established music house attended the opening and inspected the spacious new rooms.

The large floor space of the new store permits pleasing displays of the various makes of pianos and the Brunswick phonographs carried by the Pearson Piano Co. The excellently situated windows are full-length plate, allowing an attractive display arrangement.

Features are the spacious, sound-proof talking machine rooms. They are large and attractively furnished, permitting prospective purchasers to listen to records in absolute quiet and in artistic surroundings.

A private room, richly finished with black and gold as the color scheme, is called the Art Echo Room. Its main decoration is the A. B. Chase reproducing grand piano.

An innovation is the addition of a repair department, especially equipped for player instruments. This department has been placed in



New Headquarters of Pearson Co.

charge of Carl S. Eckberg, who for fifteen years was an inspector for the Simplex Player Action Co., of this city. The new quarters are very artistically arranged throughout and do credit to Mr. Pearson's good taste.

WHY HE CONTINUES A CLASSICIST

Neighbors Supply All the Popular Records and Thus High-class Records Are Accumulated

Judging from Smith's cabinet of phonograph records, he is what might be called a classicist. Outside of about a dozen dance records which he kept on hand for purely social reasons to entertain company, the collection was classical. His friends found this strange in view of his fondness for popular music, especially jazzy and Oriental strains.

However, the mystery was cleared up the other evening by a friend whose long standing made it not impolite to put blunt questions.

"Well," Smith admitted, "whatever taste for the classics I have developed, I owe it entirely to our next-door neighbors. Besides, they have saved me money. As soon as a new record comes out they buy it immediately and for the next couple of days I hear nothing else.

"Of course, by that time the song which has become the rage has been murdered and buried as far as I am concerned. Therefore, the money which I would spend on popular music which rarely lives beyond a few months I use on classical music which helps to cultivate a genuine taste for music."—The New York Sun.

TRAFFIC COP MAKES RECORDS

Patrolman Quinn, of New York Police, Records Two Live Accordion Solos

It is seemingly a far cry from regulating traffic at one of New York's busiest corners on Fifth avenue to playing an accordion for phonograph records, but Patrolman Frank Quinn, of the Traffic Squad of the New York Police Department, has done that little thing for the Vocalion records, the first appearing in the March list. Patrolman Quinn proves that the hand that stems traffic on Fifth avenue can draw some mighty fine music out of the accordion. His first record has on one side "The Cherry Blossom" and on the other "The Swallow's Tale."

The Yetter Investment Co. has been granted a charter of incorporation in Delaware to handle musical instruments, with a capital of \$1,000,000.

PERRY B. WHITSIT CO.

WHITSIT co-operation and service to the Victor dealer has been enhanced by the exceptional facilities afforded us in our new home. Visit us on your next trip to Columbus.

COLUMBUS OHIO

VICTOR DISTRIBUTORS

Do You Throw Money Away?

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

RENE MADE SPRINGS AND PARTS ARE BETTER COST LESS

RENE MFG. CO.

Montvale, N. J.

Truetone

TRADE MARK

The WORLD'S BEST PHONOGRAPH NEEDLES

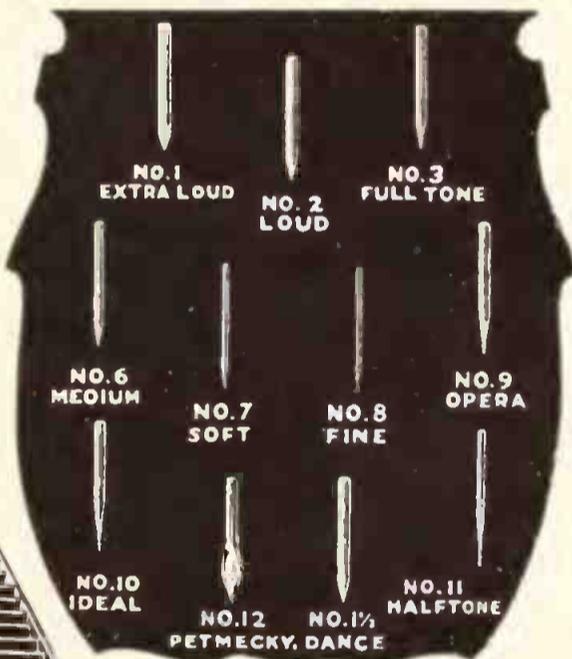
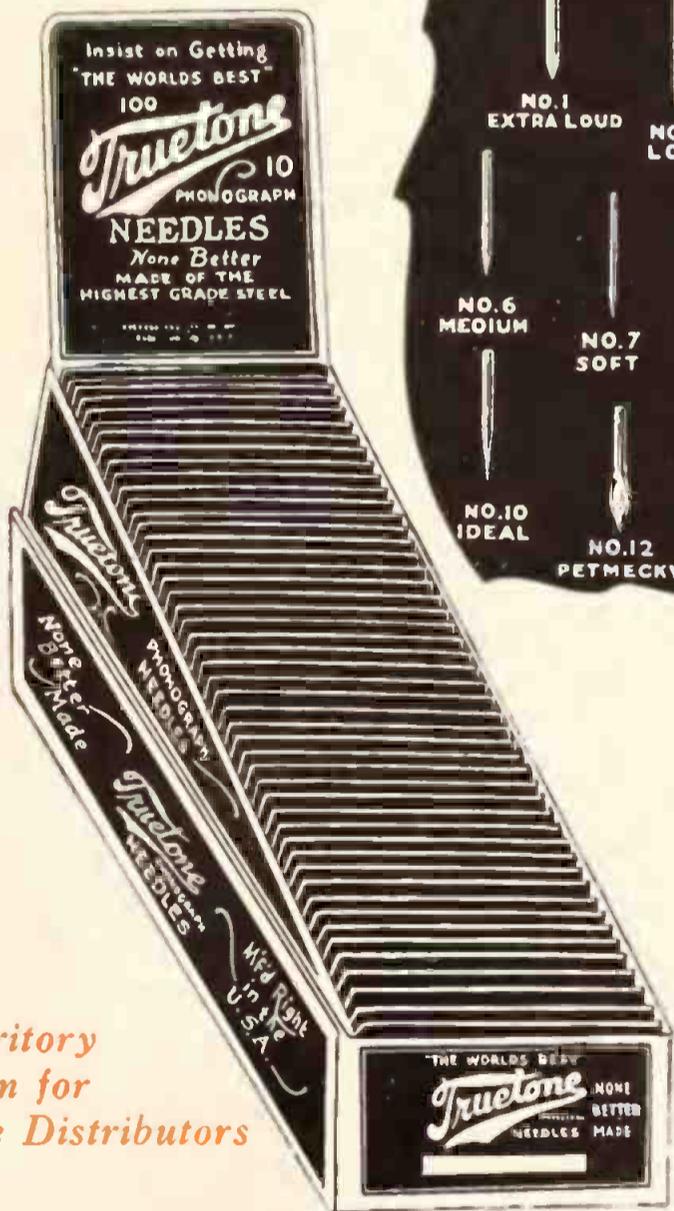
**NONE
BETTER
MADE**

DEAN

**UNIFORM
POINTS**

**UNIFORM
LENGTHS**

**PERFECT
REPRODUCTION**



*Territory
Open for
Live Distributors*

*Write for
Our 1922
Prices*

Manufactured by
GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President
25 West 45th Street, New York

LA VELLE CO. MAKES BOBOLINK LINE

Takes Over Bobolink Phonograph and Bobolink Books From A. C. Gilbert Co.—New Machine Won Favor at Toy Fair—Officers of Company

NEW HAVEN, CONN., March 1.—The La Velle Mfg. Co., of this city, which recently took over the Bobolink phonograph and Bobolink books from the A. C. Gilbert Mfg. Co., which formerly produced this line, is featuring the Bobolink line strongly. This nursery phonograph, which is a toy in everything but the tone reproduction, consists of several models which retailed at \$25. Immediately after the La Velle Mfg. Co. took over this new line it announced the production of a new model at \$10 in stained oak with white panels upon which appears numerous attractive nursery designs. This new model attracted much attention when displayed at the Toy Fair held recently at the Hotel Breslin, New York City. William Huston, of toy fame, was in charge of the exhibit and reported that this new model also was very popular in Chicago. Mr. Huston will represent the Bobolink in the Middle West and on the Pacific Coast.

The La Velle Mfg. Co. specializes in girls' toys and has an excellent reputation in the toy trade. It is also building up a large clientele among talking machine dealers who are handling this non-competitive toy talking machine line. The Bobolink books are proving very popular and it is expected that the La Velle Co. will place a national advertising campaign behind these books in the near future. The officers of the La Velle Mfg. Co. are F. W. Gilbert, president and treasurer; R. R. Roberston, vice-president, and Frank Degnan, secretary.

BRUNSWICK SHOP CHARTERED

The Brunswick Phonograph Shop, Inc., of Indianapolis, Ind., has been granted a charter of incorporation under the laws of that State, with a capital of \$30,000. The concern will deal in Brunswick machines and records exclusively.

SELLS PHONOGRAPH TO DEAF MAN

Steger & Sons Salesman Shows That Deafness Is No Handicap to the Fellow With Pep

Selling the talking machine to a deaf man would be considered in most quarters as representing the accomplishment of practically an impossible feat, but the Steger Magazine, published by Steger & Sons Piano Mfg. Co., tells in a recent issue how a salesman in the company's retail department in Chicago managed to do just that little thing. The story was as follows:

"One of the customers upon whom he waited was an elderly gentleman who had the misfortune of being very hard of hearing. It was very difficult to converse with him, not to speak of demonstrating a phonograph. But our salesman was resourceful. After the first call, which naturally was unsatisfactory, he persuaded the prospect to come in again. In the meantime our enterprising phonograph expert got busy and rigged up a device which would have done credit to a Goldberg cartoon.

"The material consisted of a pair of dictaphone hearing tubes and a 10-cent tin funnel. The funnel inserted in the end of the flexible rubber tube was held in the sound chamber of the Steger, while the customer put the prongs of the hearing tubes to his ears. Great results! The customer was happy as the deal was closed."

B. H. ROTH OPENS VICTOR SHOP

WEST NEW YORK, N. J., March 2.—An attractive new Victrola establishment was opened on Bergenline avenue here this week by B. H. Roth. The opening was marked by a concert and the large number of people who attended the event and exhibited their interest in the store augurs well for the success of the enterprise.

The International Music Co., of Los Angeles, has secured a lease on quarters at 229 West Third street. Talking machines, records, pianos, etc., are handled.

A. H. MAYERS OPENS NEW STORE

Well-known Talking Machine Dealer Now Has Elaborately Equipped Location on Broadway, New York, Known as "Symphony Hall"

A. H. Mayers, who has long been an active factor in the retail talking machine trade in New York, marked a new forward step on the evening of February 21 when he held the formal opening of his elaborate new store at 1989 Broadway, near Sixty-seventh street, only a few doors from his former location on the same block.

The opening of the new quarters, known as "Symphony Hall," was made the occasion for an elaborate concert and entertainment followed by dancing. The program served to attract a representative crowd which packed the commodious store from early in the evening till after midnight.

The new store is fitted up in a most elaborate manner, with a commodious foyer in the front leading into a broad aisle flanked on both sides by numerous booths. The woodwork is finished in mahogany throughout, and the walls in cream tints, with the exception of the foyer, where the walls are elaborately decorated with mural paintings. The lighting system is of the indirect type and serves to add materially to the general artistic effect.

The equipment throughout the store is most modern in every particular, and is thoroughly in keeping with the fine Broadway location.

REMODELING IN NEW PHILADELPHIA

NEW PHILADELPHIA, O., February 27.—Alterations to the interior of the Gintz Co.'s store on West High street, now nearing completion, will give the concern 1,125 additional square feet of floor space. The new Victrola parlors are among the best in this section of the State. The balcony in the rear of the store has been enlarged for the convenience of the store's patrons.

Two additional booths have been provided for Victor record demonstrations, there now being six booths in all.

Flexlume Signs

Display Most of the Best Known Trademarks

MOST of the best known trademarks standing for quality in pianos and talking machines have been reproduced in the form of Flexlume Electric Signs, for manufacturers able to build up great names have the foresight to appreciate the wonderful advertising possibilities Flexlumes offer, and to do all they can to encourage their use.

Flexlumes have raised, snow-white glass letters standing out from a dark background. They are perfect day signs as well as night signs. They have greatest reading distance, lowest upkeep cost, most artistic designs.

We shall be glad to send you a sketch showing a Flexlume for YOUR business

FLEXLUME CORPORATION 36 Kail St., Buffalo, N. Y.

Flexlumes—Electric Signs Made Only by the Flexlume Corporation



STEGER

*the finest reproducing
Phonograph in the World*

MUSIC in all its wondrous power and beauty finds in the Steger that rare charm of perfect tone reproduction which has made this delightful phonograph a great favorite in thousands of homes.

The Steger's remarkable fidelity to original tone values is due entirely to the excellence of its exclusive patented features, which have never been surpassed. The wonderful Steger tone-reproducer, the tone-chamber of even-grained spruce and the easily adjustable tone-arm make perfect rendition of every disc record certain.

True artistry of design and perfection of cabinet work are distinctive of the Steger. Music-lovers are quick to discern real merit. The more critical they are, the quicker they are to decide in favor of the incomparable Steger.

You can make the Steger a big asset of your business because of the quick turnover and because every sale produces a second sale.

SELL THE STEGER!

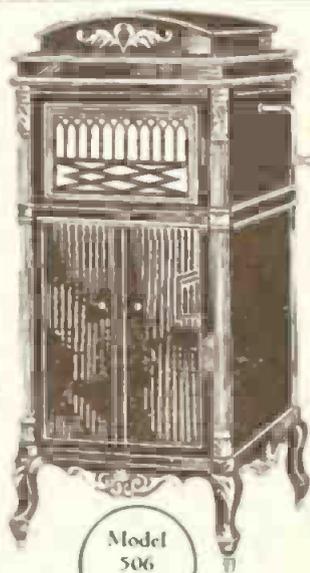
From a sales standpoint, the Steger offers wide possibilities to the active dealer. It is backed by a great and profitable merchandising plan that adds immeasurably to the value of Steger representation.

Write for the Steger proposition to-day! Desirable territory open.

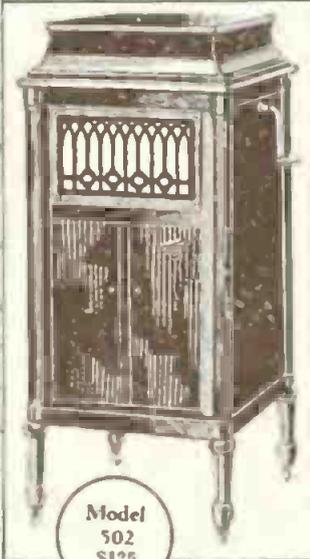
Phonograph Division
STEGER & SONS
Piano Manufacturing Company
 Established 1879

Steger Building, - - CHICAGO, ILL.
 Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

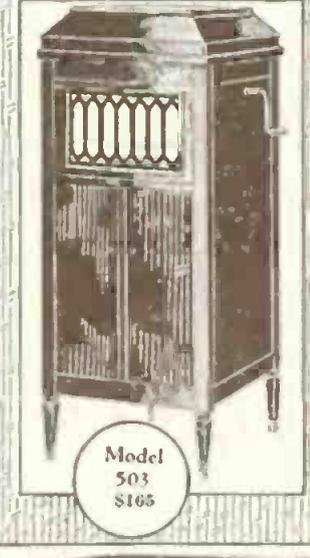
"If it's a Steger—it's the most valuable Piano in the world."



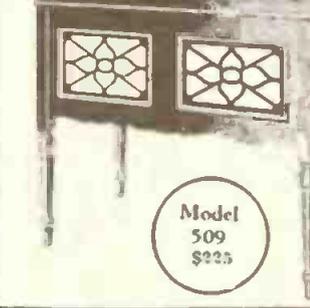
Model 506
\$750



Model 502
\$125



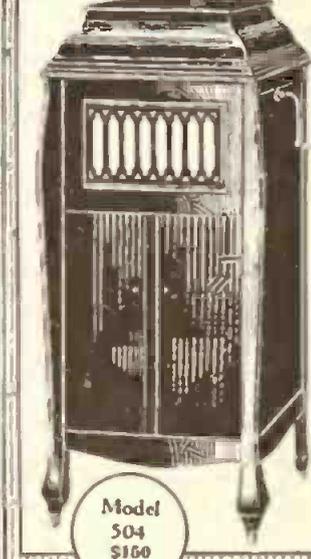
Model 503
\$165



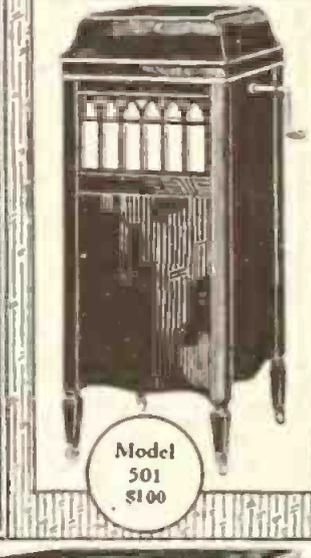
Model 509
\$225



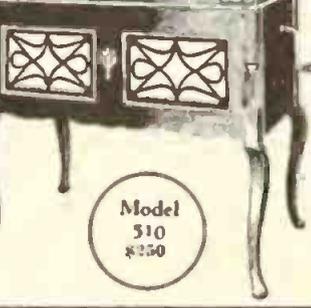
Model 505
\$500



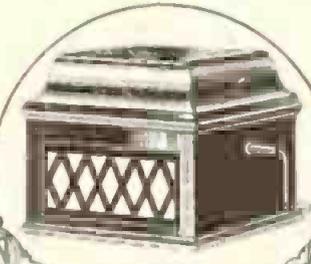
Model 504
\$160



Model 501
\$100



Model 510
\$350



Model 500
\$85

BUFFALO

Trade Improves—Campaign to Unite Music Interests—Moody's Plans—Trade News

BUFFALO, N. Y., March 4.—Talking machine dealers report business gradually improving and if this improvement continues it will not be long until the volume of sales is up to the seasonal average. Dealers who made really intensive sales campaigns during February had little cause for complaint as to the volume of business transacted. Jobbers and distributing agencies say the effect of mid-Winter sales is apparent in stock orders, which are now being placed in increasing volume. Record sales are showing improvement and have been stimulated by the appearance at local theatres of many well-known record makers.

Talking machine men are taking a most prominent part in a campaign to unite all the music interests of the city into one organization. This campaign was discussed at the February meeting of the music group of the Buffalo Chamber of Commerce. At this meeting C. N. Andrews, Victor jobber, was re-elected chairman of the group and T. A. Goold, of Goold Bros., was named vice-chairman.

Many valuable suggestions which will be followed in planning the campaign were made at this meeting by V. W. Moody, of the Buffalo Talking Machine Co.

The principal address of the meeting was made by George W. Pound, general counsel of the Music Industries Chamber of Commerce. Mr. Pound said the talking machine industry is but in its infancy. He predicted that the time will come when talking machine records will be used as a means of communication much as personal letters and telegrams are now employed. The machine industry is now in the midst of a new era, Mr. Pound said, where perfection of mechanism as well as beauty of cabinet are basic requirements.

V. W. Moody, for the past few years general manager of the Buffalo Talking Machine Co., Victor wholesaler here, and formerly sales manager of the New York Talking Machine Co., of New York City, will leave the talking machine business in the near future to join his brother in the manufacture of metal foil in Louisville, Ky. In addition to his other duties, Mr. Moody has been intimately associated with the work of the National Association of Talking Machine Jobbers as a member of the arrangements committee.

Columbia dealers in this territory report the national advertising campaign as having a tremendous effect upon business. Record trade has been especially stimulated.

Robert Porter, field sales manager of the Columbia Co., held an enthusiastic meeting of dealers at the Buffalo branch recently.

R. J. Milholland has resigned as Syracuse representative of the Columbia Co. and Manager Faring, of the Buffalo branch, has named Charles E. Hewitt as his successor. Mr. Faring, assisted by E. L. Wallace, Rochester representative, conducted a profitable meeting of dealers at the Hotel Seneca in Rochester on February 28.

Another Columbia dealer has been added to the Elnira list, Claude Buckpitt having opened a new store in that city.

Charles Hoffman, Sonora distributor at Buffalo, is enjoying a vacation at West Palm Beach. The Hoffman store is being remodeled and will be one of the most attractive in Buffalo when alterations are completed.

Neal, Clark & Neal recently conducted a most successful sale, in which Victor Model 80 was featured. Two hundred of these instruments were offered and they went fast.

Samuel C. McRoberts, phonograph dealer, of 32 Main street, Batavia, will move from his present quarters late in March. He is now seeking a larger store room.

John Bieda, of Bieda Bros., proprietors of one of the busiest community talking machine stores

in western New York, was recently elected chairman of the board of directors of the new Black Rock Progressive Association.

Elbridge Glantz has been appointed manager of the talking machine department of the Stranburg Music Store at Bradford, Pa.

Harry Barsuk, Batavia talking machine dealer, is recovering from a severe attack of pneumonia. His daughter, Miss Rose Barsuk, has also been ill with this disease.

Fire caused by the exploding of an alcohol lamp did \$500 damage in the showrooms of the Columbia branch. City firemen confined the blaze to a small area.

Pathé retailers in western New York report good business during February. Victor & Co. made a special offering for one day only and report a record volume of sales during the day.

Herman Kuglin, North Tonawanda druggist, recently donated a beautiful talking machine as first prize in a contest between schools of that city, voting coupons being given with each purchase. The instrument was won by the Pine Woods School, delivery being made on Valentine's Day.

Curt C. Andrus, Edison dealer at Niagara Falls, has moved from 223 Falls street to the Brett Music Store, at 320 Niagara street, where he has commodious and attractive quarters. Like other Edison dealers, Mr. Andrus reports business improving.

Brunswick dealers are among the most optimistic of the local trade and Brunswick sales records for February show the foundation for this optimism.

TO MOVE TO LARGER QUARTERS

The Cable Piano Co. store in Chattanooga, Tenn., will be moved on April 1 from its present location, at 117 East Eighth street, to handsome new quarters at 115 East Seventeenth street, where double the present space will be available for the requirements of the business. The store, of which J. H. Shaw is manager, reports a large and growing business in both pianos and Victrolas.

OAKLAND FIRM ADDS VICTOR LINE

OAKLAND, CAL., March 4.—The Phonograph Shop, one of the most progressive talking machine establishments in this section of the State, has added the Victor line of machines and records, according to a recent announcement by Olin S. Grove, proprietor. The concern also handles Brunswick, Edison and some other machines.

COLUMBIA NEWSPAPER CAMPAIGN

Gigantic Publicity Campaign Introduced Recently by Columbia Co. Meeting With Great Success—Dealers Appreciate Co-operation

The gigantic newspaper Grafonola advertising campaign recently announced by the Columbia Graphophone Co. is meeting with signal success. This campaign consists of six separate interlocking advertisements, and the individual arrangement of each advertisement includes a definite, positive appeal to every class of purchaser. Each of the Columbia wholesale branches is contributing its quota to the success of this campaign, and, judging from all indications, Columbia dealers are keenly appreciative of the co-operation and assistance that the Columbia Co. is giving them through the medium of this campaign.

Some time ago the Columbia Co. announced a Grafonola carload sales campaign which proved successful beyond all anticipations and the results of this campaign convinced the company that its dealers are more than willing to take advantage of any practical, logical form of co-operation.

IMPORTANCE OF SELF-CONTROL

Ability to Meet Rebuffs of Unkind Customers Is of Paramount Importance in Selling

Self-control is one of the most important attributes of the successful salesman. The salesman on the road faces an entirely different proposition than the man in the store. He must be equally as cheery, have the same belief and enthusiasm for the line which he represents and use the same tact and courtesy, but there the similarity ends. The floorman does not get the rebuffs which fall to the lot of the man on the outside. The fighting instincts of any red-blooded man almost compel a sharp retort in answer to a rude prospect. If he lets his natural inclinations overcome his better nature and common sense he will answer in kind. The result is antagonism of a customer and the loss of a possible sale. On the other hand, if he meets a rebuff with a cheery word and disregards it, his chances for an immediate sale are materially increased and even if the gruff customer does not buy at the moment, at least no feeling of enmity has been aroused within him against the house, and the chances are that when he is ready to do business the house represented by the polite and cheery salesman will be given first consideration.

Leadership



HE Victor trade enjoyed the greatest prosperity in pre-war days. The Victor trade weathered the war and post-war adjustment periods the most effectively. The Victor trade will ride at the peak throughout 1922 and the years to follow.

There's a reason why Victor leads and there's a reason why so many Victor dealers prefer our service.

CURTIS N. ANDREWS
BUFFALO, NEW YORK

The most significant recent innovation in the phonograph record industry is the introduction of the nationally popular

REGAL RECORDS

(List Price 50c)



The country's most progressive department stores have popularized them until their sales turnover stands today at a figure never before equaled in the trade.

Their phenomenally increasing sales are daily adding to the conviction that they are records of sensational quality.

With all trade pioneering difficulties overcome by a most auspicious introduction Regal Records are finally to be offered for dealer merchandising, and the opportunity for supplying communities not yet fully covered will be afforded a limited number of dealers in excellent standing.

If you are interested, we urge that you write *immediately*.

REGAL RECORD COMPANY

206 FIFTH AVENUE

NEW YORK CITY



Robert Gordon's Page -



A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

Suggestions That Will Stimulate Trade

NEXT time you take your family or your friends to the theatre save the seat checks carefully. And when you take supper afterward in a restaurant make the waiter give you the check or a duplicate copy. Now take a large piece of plain white cardboard, 4x3 feet. Draw a heavy black line down the middle, dividing the card in half, and you are ready to make your "deadly parallel." Head the left side "Entertainment Away From Home—One Night." Then list your expenses. Paste your theatre tickets on the cardboard with the wording, "Theatre tickets, \$00.00" (inserting price). Do the same with your dinner-check, then add carfare, and total at the bottom in large figures. Now head the right side "Entertainment at Home—Every Night." Below this write "One Month's Payment on Model XX ——" (inserting name of your machine and amount of the payment). Your next item is "00 New Records, \$00.00." Put in enough records to make the totals on both sides balance. For a touch of realism attach at the bottom of the card genuine bills and coins corresponding to the amount of your totals. This card, displayed with a good light close to the front of your window, furnishes an object lesson that should bring you business.

* * *

BURIED in your record files is unlimited material for good window displays, if you but know how to use it and are willing to take pains. Here is an idea that will unquestionably attract attention. From your files select a dozen records containing "bird calls," warbling, whistling, etc. A few minutes' conversation on the 'phone with your local taxidermist or the director of your museum and your public schools and you can arrange to borrow a number of stuffed birds. Tell the lenders you will put a "credit card" in the corner of your window acknowledging the source of your birds. Arrange the birds in your window with the records, in pairs, against a light background and the street crowds will begin to gather. If you wish to carry the idea further arrange twigs, grasses and ferns to give an appropriate setting; label each record with a card, bearing its title, and also label the birds. Your sign in the center may read: "The (name of machine) brings you the music of Nature as well as man. These beautiful 'bird-call' records reproduce the notes of ——" (then add your list of bird-calls). Across the bottom write: "Come in now and hear them!"

* * *

TO make a drive on your small machines secure from a local wall-paper concern some nursery paper—the kind with a plain ground and a strip of comic animals or Mother Goose characters at the top and bottom. With some light "beaver-board" you can make a backing for your window and when you have attached the wall-paper to this with small thumb-tacks you will have the effect of a nursery. On the wall of your nursery hang one or two framed photographs of children from five to ten years old. A local photographer will loan you these. On the floor place your small talking machine with a record on the turntable, also a doll, a toy elephant, choo-choo cars and a number of records, some in an album, others loose. Do not pose these articles all facing the street, but scatter them just as a child would have left them—the elephant turned over on its side and the dolly flat on her back, with one foot stiffly raised. A little nursery chair or two, borrowed for the occasion, will complete the picture. Your sign in the center may read:

Give your kiddies a small (name of machine).
Costs only \$00, and to them it's worth "a hundred millyun dollars!"

* * *

WHEN your printed bulletin of the new records arrives paste a copy at the top of a strip of heavy white cardboard 12 inches wide and 30 inches deep. Below letter the words: "Here's the new record bulletin. Come in and get your copy—free." Many people, hurrying by, will step inside to get the new bulletin, and when they get inside and the salesman hands them a copy with the remark, "Have you heard (name of selection) from the bulletin? It's a wonderful hit!"—they will probably wait, hear it and buy it.

THE man who uses every opportunity, no matter how small, to get business, is the one who succeeds. If you are sending out each month a quantity of statements on instalment accounts, either of talking machines or pianos, use that two-cent stamp to bring back business. On the bottom of each statement have the typist write some such line as:

"Come in and hear record No. ——. You'll like it." This is a little reminder, takes away some of the coldness of the bill, and at the same time gives evidence of your desire to serve. If you keep at it you are bound to increase your record business. If you wish to enlarge this idea have printed each month a little stuffer or printed card advertising special record hits, repairing and oiling, or any other items you wish to feature, and insert this stuffer with your statements.

* * *

SOME talking machine dealers have developed quite a business in accessories and repairing merely by going after it systematically. The way to do it is to follow up each sale you make six months after you make it. You can do this by taking your mailing list direct from your books or else get a 3x5 card-index with certain months on the guides. Whenever a talking machine sale is made write the customer's name, address and style of machine on one of the cards and file it six months ahead of the current date. As this index is built up you will have a constant supply of names. On a definite day each month go through your names for that month and send each one a form letter on oiling and repairing. This not only develops business in oiling and repairing but also in polish, electric winding devices, new records, and also prospects for talking machines, if your repairman is coached by you to look out for such business.

* * *

IF you carry a large number of instalment accounts you, of course, know that at certain times of the month, just after you have mailed your bills, large numbers of people come to your cashier's window to make payments. On the cashier's shelf arrange a display of needles of various kinds with prices plainly marked. You'll find that your customers will buy them because the needles are brought to their attention at the very moment when they have the change handy. Your cashier will act as the salesman. Your customers may have come in to make a payment, without the least idea of buying anything, yet you can get business out of them because of the "psychology of convenience."

* * *

DEALERS who have tried the plan are strong for the use of sheet music to help sales of new records. In your record department keep a copy, or several copies, of the sheet music of each hit in your new bulletin. While you are demonstrating the record the customer holds the sheet music in his hands. He is sure to "get the words," which he might otherwise miss. You appeal through his eyes as well as his ears, giving you a double chance to sell the record. The expense is small. In fact you can, in almost all cases, sell the sheet music after it has served its purpose, reducing your expense to zero.

* * *

IF you are in close competition with a department store whose talking machine department is upstairs, use this wording in your ads, on your letterheads, circulars and window cards:

"Our record booths are on the main floor, convenient to street entrance. Easy to get to, and hard to leave! Try our service."

On the other hand, if your department is upstairs and you are competing with ground-floor shops, have a large photo made of your record department and display it in your window, with this wording, which you can use also in ads and circulars:

"Get away from the noise, hustle and bustle of the street! Our comfortable record booths are on the fourth floor—quiet and restful as your own home. Take the elevator and choose your records under ideal conditions!"

EDITOR'S NOTE—Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and will also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you—to be a forum for the discussion and exchange of ideas of interest.

INDIANAPOLIS

Jobbers and Dealers Report Continued Improvement—Stewart Co. Increases Capital to \$400,000—Capitalizing the Mailing List

INDIANAPOLIS, IND., March 6.—Business for the talking machine dealers in Indianapolis during February was better, generally speaking, than during the corresponding month of last year. Nothing other than an encouraging tone of optimism throughout the trade is to be recorded as a feature of the month. The good business was due, apparently, to exceptionally favorable weather conditions, the daily temperature of the month having averaged two degrees above normal, according to Weather Bureau records.

Outside Men Securing Business

"The outside men have been getting the business for us," says C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co. "They have been hustling and therefore were bound to get business. If a man makes twenty or twenty-five calls a day he is certain to land something."

W. G. Wilson, of Widener's Grafonola Shop, says his sales have consisted either of the very cheap instruments or the more expensive models, with practically no movement of the medium-priced machines. The Granby, he says, continues to gain steadily in favor throughout the territory.

Value of Merchandising Efforts

Speaking of the merchandising efforts of the Victor distributors, the house organ of the Stewart Talking Machine Co., Victor distributor for Indiana, has this to say: "James J. Davin, secretary of the Reincke-Ellis Co., of Chicago, was in this office for a few hours the early part of this month and very enthusiastically explained the many new service items which are being offered to Victor dealers. According to Mr. Davin, the trade as a whole has greeted the announcement of the 'Favorite Records Review'

with great enthusiasm. After hearing Mr. Davin talk of the many sales-compelling ideas which are offered by the Reincke-Ellis Co. exclusively to Victor dealers we became more firmly convinced that the Chicago Tribune has sounded one of the keynotes of success, when it adopted 'The More You Tell the More You Sell' as its slogan for 1922."

Louis A. Schwarz, exclusive factory representative for the Jones-Motrola in the United States and Canada, was in the office of the Stewart Talking Machine Co. this month in the course of his visit to Motrola jobbers throughout the United States. Referring to the success with which the new Motrola is meeting, Mr. Schwarz said: "I find that most aggressive dealers are having greater success by selling the Motrola as a part of the Victrola outfit. I have talked with several jobbers and in almost every instance I find that the dealer who is putting the Motrola out on free demonstration for five or ten days is enjoying greater sales."

Victor Dealer Also Orchestra Leader

Fred McDonald, Victor dealer in Sheridan, Ind., is the leader of a "wild jazz orchestra," which furnishes music for Sheridan's most fashionable dances. The orchestra plays under the name of "Mac's Orchestra," and is creating much favorable comment in the community. Incidentally, it is creating considerable publicity for Victor records and machines.

Checks Mailing Lists

A. C. Hawkins, manager of the Indianapolis Talking Machine Co., took active steps during February to check up his mailing list. An ordinary postal card, on one side of which was printed the dealer's name and address and on the other side a brief statement of the purpose

in sending the card. The cards were sent to the company's entire mailing list of more than 3,000 names. The copy on the cards was as follows:

"Information obtained through investigation shows that there are many people on our mailing lists who receive our monthly record announcement and other literature who are not interested in it at all. We are wasting their time and our money, and it is needless to do either. We want to send our literature to everyone who really wants it, but we do not wish to bother those people who are not interested.

"Please help us by signing your name and address at the bottom of this card and return to us. The return cards will be our new list. Do not misunderstand. We want you to receive the monthly record announcement (copy of which is enclosed) if you want to get it, but we don't want to send it to you if you do not want to receive it. This card returned will signify your desire to continue receiving our literature. Thank you."

Within a short time about half of the cards had been returned, thus showing the customers' interest in receiving the Victor literature. Those who did not have enough interest to return the cards were classed as "dead wood."

Increase Capital Stock to \$400,000

The Stewart Talking Machine Co. has increased its capital stock from \$50,000 to \$400,000, of which \$200,000 is preferred stock. This capitalizes the company for the amount of its assets, according to George Stewart, who says the company is not making any effort to sell the stock. He says, however, that some of the stock may be purchased by persons who may be interested in having it.

"Our company is now capitalized for what it is worth," Mr. Stewart said. "We are not contemplating any change in the business, but are going along just as we have been doing, with an eye to developing the trade in every part of the territory. We feel very optimistic over the future. The outlook among the farmers is better and there is a great deal of building to be

DUPLEX RECORD FILE

Six Striking Features Place This Newest Innovation in Record Files in a Class by Itself



Write for Samples
If for Edison Records, please mention

1. **Not an Album**—But a distinctively new, accident-proof, systematically arranged Phonograph Record File.
2. **Designed to fit** all standard Phonograph Cabinets, Bookcases, etc. Made to hold any Record.
3. **Maximum filing capacity**—minimum storage space; with easy accessibility to each Record.
4. **Sturdily constructed**—handsomely finished. Built of heavy reinforced board, covered with black linen.
5. **Positive insurance against injury.** Unlike the common Album the "Duplex" will not allow the Records to fall out. They are securely locked in under the cover. Neither can the Records warp or become scratched.
6. **"Duplex" provides a new and safe way** of carrying Records with the portable Machines.

Manufactured by

THE DUPLEX RECORD FILE CO., 112 W. 42nd St., New York City

ASK TO HEAR IT

THREE O'CLOCK in THE MORNING

You can't go wrong with any Feist song

Tempo di Valse Lente
It's three o'clock in the morn - ing.

The WORLD FAMOUS CHIMES WALTZ THAT IS MOVING A MILLION FEET

done in Indianapolis and other Indiana cities this Summer. This means that an increasing amount of business is to be had by dealers who go after it. One Indianapolis dealer proved that the other day when he sold fourteen machines. Not everyone is doing so well, but the opportunity is before each dealer.

Record Demand Increases

T. H. Bracken, of the Starr Piano Co., reports that his February business in talking machines was about the same as during the same month last year, but that the demand for Gennett records has increased steadily above the high mark set in January and December. He credits this not only to the exceptional sales campaign inaugurated before the holidays, but also to the fact that the new records being produced by the company have met with marked favor.

C. S. Dearborn Takes Charge

C. S. Dearborn, vice-president of the Mooney-Mueller-Ward Co., wholesale druggists and Pathé distributors, has taken charge of the company's talking machine department in place of C. O. Mueller. The latter has been made drug and chemical buyer for the firm, a position he held before the war. Mr. Dearborn says that activity among the Pathé dealers of the State indicates a gradual revival in both machine and record business.

O. C. Maurer Orders Stock

O. C. Maurer, manager of the Sonora department of the Kiefer-Stewart Drug Co., spent the last two weeks of February in New York, where he purchased talking machines and other stock. Reports received from dealers throughout Indiana showed that business was better than during the previous month, but not so brisk as in February, 1921.

Brunswick Phonograph Shop Incorporated

Articles of incorporation have been filed with the Secretary of State by the Brunswick Phonograph Shop, Inc. The authorized capital stock is \$30,000. The directors are: Walter J. Baker,

president and manager; H. J. Dirks and E. L. Gramlich. Mr. Baker has severed his connection with the Brunswick-Balke-Collender Co., having been manager of the company's Indianapolis branch, and after April 1 will devote his entire time to the retail phonograph business.

"Our February business was better than the January business," Mr. Baker said, in speaking of the prospects for the coming months. "The new console models are in greater demand than the cabinet models. Business is to be had by the dealer who goes out after it. The old-style phonograph dealer who runs his business on the booking-agency plan might as well lock up his store and throw away the key. The dealers that will be successful in 1922 will be the ones who get busy on the outside and go after business."

Prepare for Salesmanship School

Preparations are being made by the Kipp Phonograph Co. to entertain a large number of Edison dealers expected to attend the salesmanship school this month. The school will be the biggest of the sort ever held here, Mr. Kipp predicts.

Looks for Large Spring Business

H. E. Whitman, of the Circle Talking Machine Shop, is of the opinion that the Spring will develop an encouraging increase in business. He says that he increased his advertising expenditures during February with fair results.

T. E. SESSINGER PASSES AWAY

MEMPHIS, TENN., March 5.—T. E. Sessinger, for a number of years engaged in the talking machine and house-furnishing business here, passed away at his home recently. Mr. Sessinger was well known in local business circles and his death is deeply regretted by his many friends.

The McCulbee Phonograph Co., of Dallas, Tex., has decreased its capital stock from \$50,000 to \$36,000.

CELEBRATE 50TH ANNIVERSARY

Jacob Weinheimer's Sons Hold Public Reception in Handsome Store in Syracuse

SYRACUSE, N. Y., March 7.—Jacob Weinheimer's Sons, who conduct a large talking machine department in an attractive store at 200-208 North Celina street, this city, yesterday celebrated the fiftieth anniversary of the establishment of the business. The day was entitled "Courtesy Day," and the entire store was thrown open for the inspection of visitors, no goods whatever being sold. There was plenty of music both afternoon and evening, and the distribution of souvenirs marked the occasion.

PACIFIC MUSIC CO. BUYS BUILDING

MODESTO, CAL., March 4.—The Pacific Music Co., here, has obtained a lease on the Star Theatre building and extensive alterations are under way to enlarge the stores which occupy part of the structure. The Pacific Music Co. will occupy one of these stores as soon as the alterations are completed, according to R. S. Smith, head of the concern.

BRUNSWICK SHOP FAVORS EMPLOYEES

LOUISVILLE, Ky., February 4.—A co-operative policy, in which the employes will figure in the profits of the concern, has been announced by President H. S. Manning, of the Brunswick Shop, Inc., here. L. E. Yates, who has been financially interested in the company, has disposed of his interests to Mr. Manning.

Alterations at the Oakland Phonograph Store, Oakland, Cal., are nearing completion. The basement of the store has been converted into a large concert hall. Victor and Edison machines are featured here.

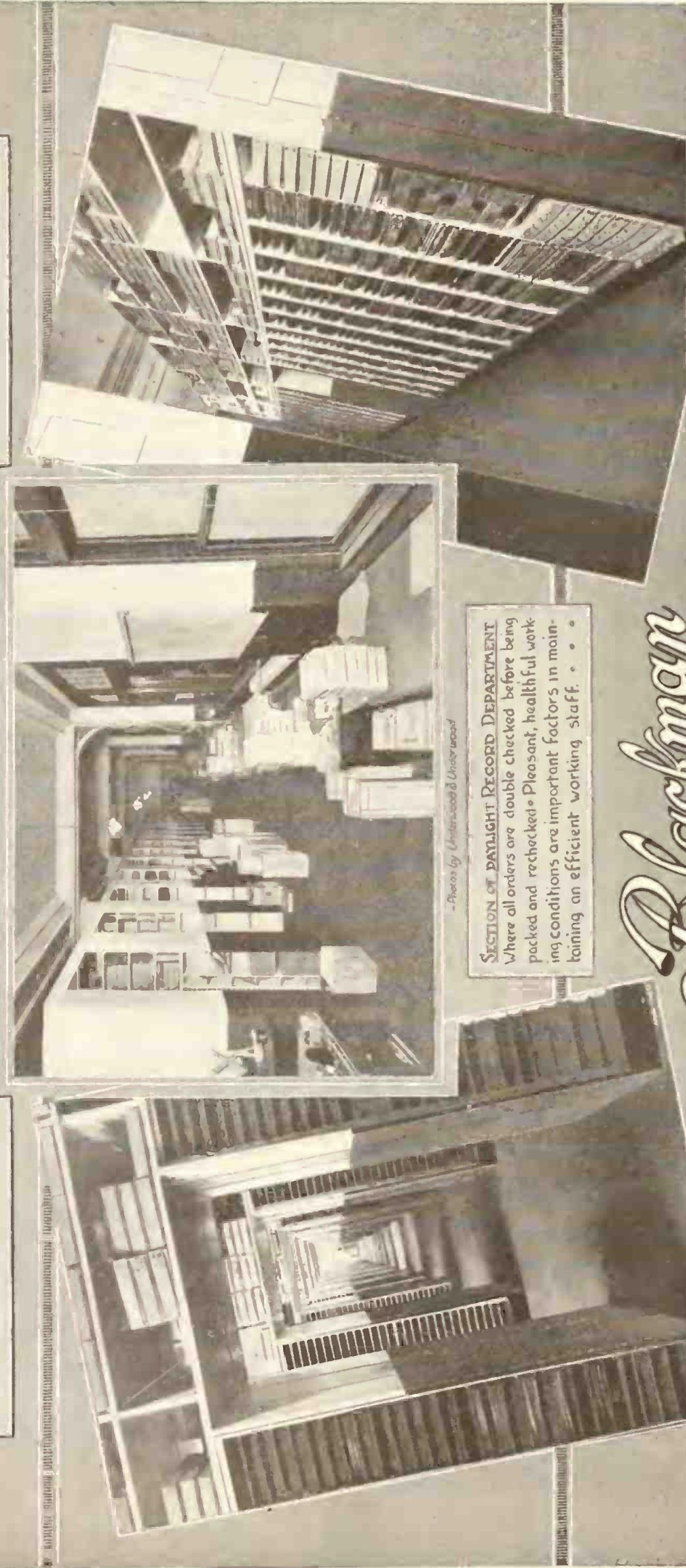
Our Records Are Okeh
Our Needles Are Okeh
Our Service Is Okeh

It would pay you to become an Okeh dealer.
An Okeh agency for you means larger profits.
Investigate it.

INDEPENDENT JOBBING COMPANY

Goldsboro, N. C.

Completeness in both Equipment and Stock
 Enables Us to give Unusual Service
 to Blackman Victor Dealers!



Photos by Underwood & Underwood

SECTION OF DAYLIGHT RECORD DEPARTMENT
 Where all orders are double checked before being packed and rechecked. Pleasant, healthful working conditions are important factors in maintaining an efficient working staff.

RECORD RACKS - looking down center aisle. The racks cover a floor area of over 2000 sq. ft. and have a capacity of about 750,000 records irrespective of stock carried in original factory cases, each of which contains 200 records.

COMPLETE RECORD RACK UNIT - Side and center aisles are four feet wide. Racks are eleven feet high. Stock not exceeding 200 of number is within easy reach. Additional stock is carried in original cases.

Blackman
 TALKING MACHINE CO
 28-30 WEST 23RD STREET NEW YORK
 VICTOR DISTRIBUTORS-WHOLESALE ONLY

VICTOR DEALERS DISCUSS TRADE PROBLEMS AT PEORIA

Assemble Under Auspices of Putnam-Page Co., Victor Distributor, and Listen to Many Important Merchandise Suggestions Made by Noted Speakers—Close With Banquet at Jefferson Hotel

PEORIA, ILL., March 8.—Under the auspices of the Putnam-Page Co., Victor wholesaler, a great gathering of Victor dealers assembled in this city on Thursday and Friday, February 16 and 17, when stimulating trade-building talks inspired everybody with enthusiasm and a desire to make new trade records during 1922. On the evening of the 17th the convention closed with a banquet in the Palm Room of the Jefferson Hotel.

The convention started at 9:30 a. m. on the 16th with the registration of visitors at the Putnam-Page Co. offices, followed by an open session on "Theory of Record Making," with Fred H. Putnam, of the Putnam-Page Co., chairman. Following this was a well-thought-out talk entitled "Supremacy—Yes," delivered by Miss Margaret Streeter, of the educational department of the Victor Talking Machine Co. Next on the program was "The Construction of the Victrola," by Benjamin Oltmanns, of the Putnam-Page Co., who went into the construction of the machine in detail. This was followed by a talk on "Competition" by Miss Ruth A. Dillavoux, of the Putnam-Page Co. The afternoon session was taken up by a talk on "Outside Salesmen" by Roy Page, of the Putnam-Page Co., followed by a discussion of "To-day's Problem" by John Gregg Paine, of the Victor Talking Machine Co.

The program on Friday, the 17th, was very interesting, particularly the subjects "Propaganda for Future Business," by Miss Streeter, of the Victor Co.; "Creating Funds for Organizations," by H. W. Seitz, of the Putnam-Page Co., and another talk by Miss Dillavoux entitled "Promotion and Store Management." Miss Dillavoux went into minute detail on this particular subject and related numerous interesting experiences encountered by her during her services as Victor saleswoman. Prior to her entrance into the sales field Miss Dillavoux was a school teacher, and her study of psychology while carrying on this work is being applied by her constantly in the sales of talking machines. The little sales ideas which she imparted to the listening dealers were happily received by them and were jotted down in their notebooks to be put into practice immediately upon their arrival home.

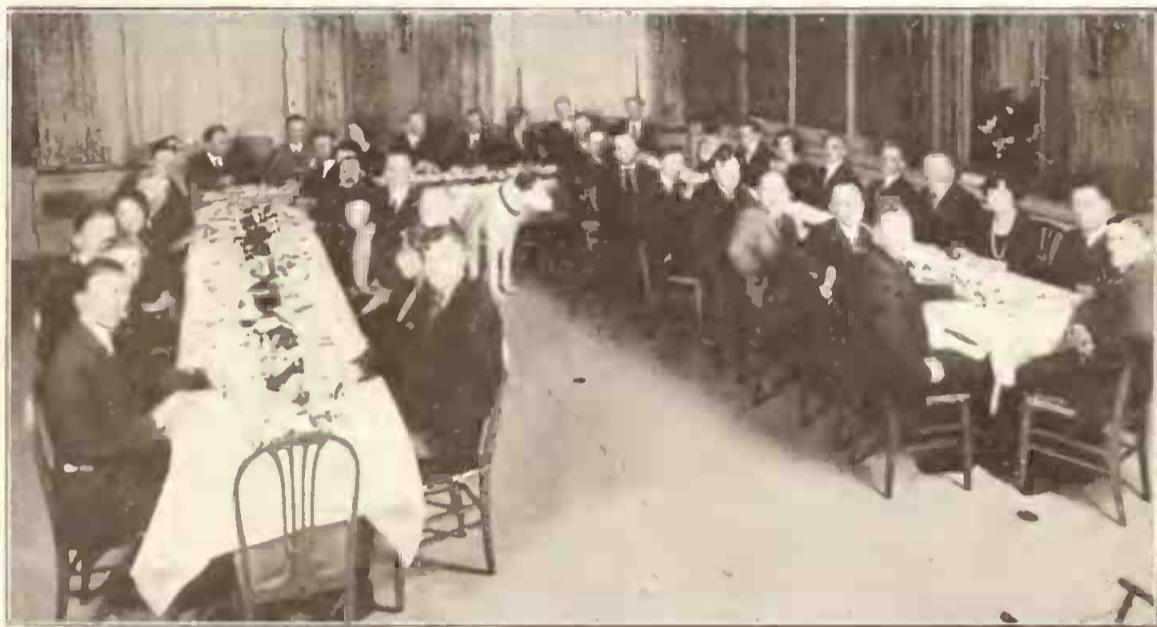
"What Victor Dealers Ask Reincke-Ellis" was a very interesting and practical discourse on the history of advertising and the vital part it plays in modern business as an accelerator of sales, given by J. J. Davin, of the Reincke-Ellis Co. It was well received.

What may be considered one of the most interesting demonstrations ever given at a convention was made by H. W. Seitz, of the Putnam-Page Co., who utilized the aid of a violinist and illustrated the various technical points taken advantage of by an artist when playing for Victor recording. He played many records of Heifetz, Kreisler and others, calling attention to certain measures in these records and demonstrating with the aid of a violinist the various fingerings needed to obtain these results. After this he put on a listening contest, with the aid of five boys and five girls, ranging in ages from three to eight years. Many of the dealers present admitted they had what they thought was a good idea of how this sort of educational work was done, but that after the demonstration by Mr. Seitz they were frank to admit that their ideas had been rather vague.

Speakers at the Banquet

The convention closed with an elaborate banquet on the evening of the 17th in the Palm Room of the Hotel Jefferson. Roy Page, of the Putnam-Page Co., was toastmaster, and after several toasts introduced the speaker of the eve-

ning, John Gregg Paine, of the legal department of the Victor Talking Machine Co. His subject was the principal feature of the evening and he dwelt mainly on how the Victor Co. regards its distribution. During the course of his address, which proved most interesting and illuminating, he explained fully the responsibility which the Victor Co. feels toward every retail dealer and what the company realizes it must do toward making its distribution flow evenly and in a manner to benefit every retail Victor dealer. By way of illustration he told of how an engineer goes about the building of a dam, and that it was not, as a great many people thought, the mere digging of a hole and placing a wall about it to hold back the water. In reality the engineer starts from the very source of his water supply and



Those Who Attended the Banquet in the Palm Room of the Jefferson Hotel, Peoria

goes back into the records of that particular stream, looks up the weather reports covering a period of years, takes note of the records of floods and other incidents pertaining to that particular stream, and in this way is able to design a dam secure against any force which may assault it. The Victor Co. realizes that its distribution is a stream which it must know in its every channel. If any part of it is choked or clogged the company is as quick to realize the consequences as is the engineer. If the mouth of the stream is clogged the stream becomes stagnant. The Victor Co. realizes that its distribution is just like the mouth of this stream, and that if the dealer becomes clogged distribution will become stagnant. He then pointed out that everything humanly possible is being done by the Victor Co. to keep distribution flowing smoothly by creating a desire to own a Victrola on the part of the people and by admonishing them to come to the authorized Victor merchants to get the authentic goods. He concluded his talk by some well-thought-out stories pertaining to "tie-ups," saying that the Victor Co. can only create the desire on the part of the public for good music, and that then it is up to the dealer to reach out and say, "We've got it." The dealer should tie up and show that he is a recognized Victor dealer. He should become thoroughly acquainted with Victor merchandise, and especially with the general catalog. In speaking of this tremendous volume to a new customer, and let it go at that, saying that this was just like turning a Bible over to a heathen and saying, "Here is the way to salvation." The heathen could do nothing with the Bible unless he was taught, nor can the untutored customer with the Victor bible—its great catalog. This part of Mr. Paine's address made a very deep impression on all of his hearers and left everyone inspired with a deeper understanding of the business in which he is engaged.

Mr. Paine's talk was followed by one given by J. J. Davin, of the Reincke-Ellis Co., who gave another very interesting discourse on the history

of advertising and exhibited examples of the sales promotion plans which Reincke-Ellis offers to the Victor trade.

His talk was followed by a little informal discussion by E. F. Carey, Chicago sales manager for The Talking Machine World, who spoke on what the future holds in a business way for retail merchants who apply vigorous and intelligent sales efforts.

Next on the program was a call by Toastmaster Roy Page for talks from the various dealers, during which discussion the idea of a new organization known as the Central Illinois Victor Dealers' Association was launched. This idea was immediately seized upon by the dealers present, who quickly formed a nominating committee which turned in the names of F. M. Leslie, L. S. Putnam and Lyle Straight, who were unanimously elected. All of those present pledged themselves to do everything they possibly could to further the good cause.

Those present at the convention included:

John G. Paine and Miss Margaret Streeter, Victor Talking Machine Co., Camden, N. J.; Mr. Seldomridge, J. J. Davin, Eugene F. Carey, Ellis Hansen, Benjamin Retchins, Chicago, Ill.; C. S. Brubaker, Charleston, Ill.; Peter Lund, Clinton, Ill.; R. E. Gardner, Washington, Ill.; W. P. Mosher, F. H. Putnam, Roy Page, Miss R. A. Dillavoux, Leonard Putnam, Carl Carey, Miss Rose Herndon, Miss Marie Kaiser, Harry Seitz and Benjamin Oltmanns, Putnam-Page Co., Peoria, Ill.; F. E. Walleit, Dewey Doyle, J. E. Dalton, C. W. Porter, J. B. Tiece, F. L. Fell, Miss Sophie Mills, Miss Harriet Dunlap, Miss Edna Price, Mrs. Russel Stutzman, G. W. La Brier, S. B. Moore, Miss Gertrude Wissel and Lyle Straight, all of Peoria, Ill.; A. Sundquist, Toulon, Ill.; S. B. Bolton, Mrs. S. B. Bolton, Alcedo, Ill.; W. L. Barnett, Watseka, Ill.; Russell N. Smith, Carthage, Ill.; O. D. Ehrlicher, Peking, Ill.; G. E. Lester, Hoopston, Ill.; F. M. Leslie, Urbana, Ill.; Rufus L. Berry, Springfield, Ill.; Mrs. K. M. Williams, Colfax, Ill.; Roy Miller, Dixon, Ill.; T. A. Conboy, Sterling, Ill.; A. R. Meyer, Havana, Ill.; T. I. Griggs, Mr. Munsen, Kewanee, Ill.; D. V. Clyde, McKinley & Son, Mason City, Ill.; F. A. Doyle, Galesburg, Ill.; E. T. Froyd, Paxton, Ill.; Miss W. C. Requarth, Ottawa, Ill.; Leo Johnson and Mrs. Leo Johnson, Jacksonville, Ill.

Salesmen and merchants who desire to keep abreast of the times should read the trade journals.

Warbletone Record Renewer

Cleans and polishes old records and makes them sound and look like new.

Cleans the grooves and the general surface, removing dust, grit and foreign matter without the least injury to the sound grooves themselves.

This new invention gives new voice and renewed tone to records and will positively clarify articulation.

One bottle will last indefinitely. Very simply applied.

Immensely valuable to dealers as well as to machine owners. "2 drops to a record."

If your jobber cannot supply you order direct. Price 50 cents per bottle retail. Liberal discounts.

WARBLETONE MUSIC CO.

225 Massachusetts Ave. INDIANAPOLIS, IND.

FELT and VELVET TURNTABLE COVERS
UKULELE PICKS
WASHERS
BUMPERS

"If it's Felt or made of Felt"

MONARCH FELT WORKS

39-45 YORK ST.,

BROOKLYN, N. Y.

VOCALION

Phonographs



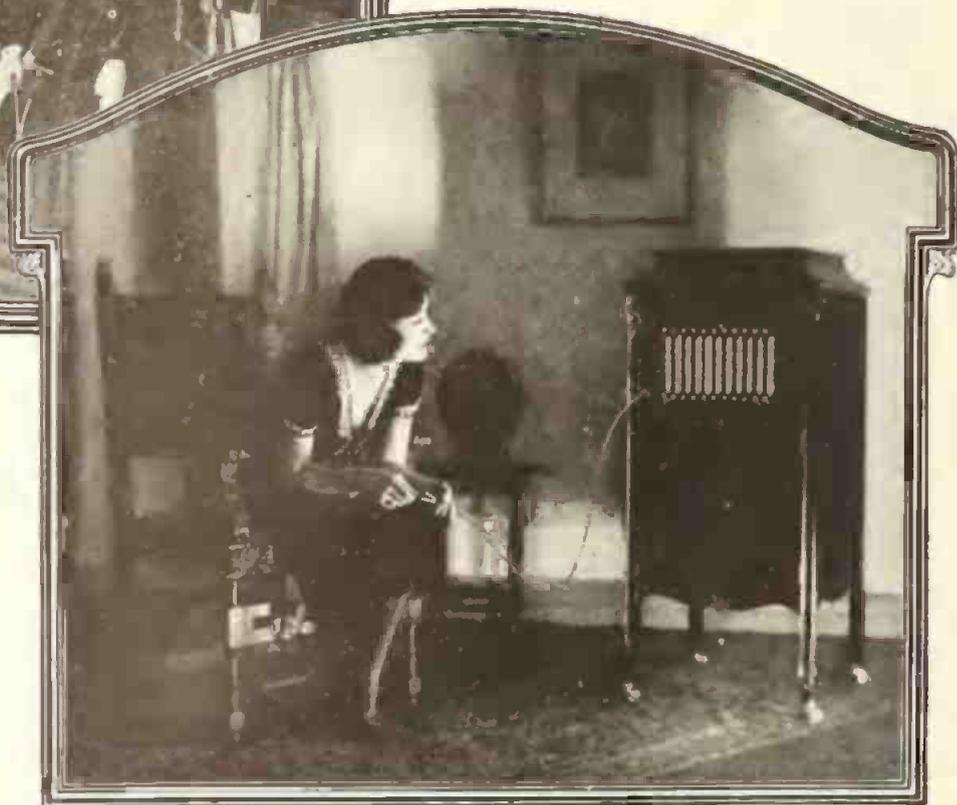
Yerkes' S.S. Flotilla Orchestra

Exclusively on

VOCALION RECORDS

Playable on All Phonographs

Dance enthusiasts from all parts of the world, fox-trot to Yerkes' S.S. Flotilla Orchestra at the unique Flotilla Restaurant. Customers from every state in the U. S. A. have created an enormous demand for the Vocalion Records of this popular orchestra. Yerkes' S. S. Flotilla Orchestra is but one of the many famous dance organizations now exclusively Vocalion.



The Graduola

Exclusive Vocalion Tone-Control

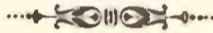
makes the Vocalion more than a phonograph — a true musical instrument that buyers of all types will enjoy playing.



VOCALION

Red Records

THE VOCALION LINE represents *Aeolian Quality*. Its unequaled business value is recognized by the following leaders in the music-industry. Let it mean added sales-profits to you



THE DISTRIBUTORS OF THE VOCALION

The Vocalion Co., 190 Boylston St.,
Boston, Mass.

Woodside Vocalion Co., 156 High St.,
Portland, Me.

Musical Products Distr. Co., 37 E. 18th St.,
New York City

Gibson Snow Co., 306 West Willow St.,
Vocalion Record Distributor Syracuse, N. Y.

Lincoln Business Bureau, 1011 Race St.,
Philadelphia, Pa.

Penn Vocalion Co. . . . Lancaster, Pa.

Clark Musical Sales Co., 505 Liberty Ave.,
Pittsburgh, Pa.

Clark Musical Sales Co., 324 N. Howard St.,
Baltimore, Md.

O. J. De Moll & Co., 12th and G Sts., N.W.
Washington, D. C.

Vocalion Company of Ohio, 328 W. Superior
St., Cleveland, Ohio

Vocalion Company of Ohio, 420 W. Fourth
St., Cincinnati, Ohio

Lind & Marks Co., 530 Bates St.,
Detroit, Mich.

Louisville Music Co., 529 S. 4th St.,
Louisville, Ky.

The Aeolian Co., 529 S. Wabash Ave.,
Chicago, Ill.

The Aeolian Co., 1004 Olive St., St. Louis, Mo.

D. H. Holmes Co. . . . New Orleans, La.

Guest Piano Co. . . . Burlington, Iowa

Hessig Ellis Drug Co. . . . Memphis, Tenn.
Vocalion Record Distributor

Stone Piano Co. . . . Fargo, N. D.

Stone Piano Co., 826 Nicollet Ave.,
Minneapolis, Minn.

The Consolidated Music Co. . . .
Salt Lake City, Utah

Commercial Associates, 754 N. Spring St.,
Los Angeles, Cal.

Magnavox Co., 616 Mission St.,
Vocalion Record Distributor San Francisco, Cal.

Complete Information on the VOCALION Line Furnished Upon Request

The AEOLIAN COMPANY

AEOLIAN HALL, NEW YORK

Everybody's talking about

SWANEE RIVER MOON

THE BIG WALTZ SONG HIT

HEAR IT NOW

"You can't go wrong with any Teist' song"

INTRODUCE THE PURITAN RECORD

Bridgeport Die & Machine Co. Now Pressing a Record of Its Own—First Release a Large and Varied One—Limits Its Territory

BRIDGEPORT, CONN., March 1.—The Bridgeport Die & Machine Co. of this city, which has built up an enviable reputation throughout the talking machine trade for its record pressing, is now pressing a record of its own in addition to its pressing work for the manufacturers. This new record is named the Puritan record, and all releases are in ten-inch size, double disc, and will retail for 50 cents. The first release consisted of fifty-six dance numbers, twenty popular vocal numbers, four instrumental records, sixteen standard and sacred songs, eight Hawaiian numbers, twelve recordings of concert and military bands and twenty-eight violin, saxophone and trio recordings. It is planned to supplement this list regularly throughout the future, and in addition to the usual monthly releases two new records will be released each week, thus making popular hits available immediately. The Bridgeport Die & Machine Co. is confining its activities to a territory east of the Ohio River and north of the Potomac.

SOON READY TO DELIVER MOTORS

William Brand Announces That Lindstrom Products Will Soon Be Available for Trade

William Brand, 27 East Twenty-second street, New York, the well-known importer of mica diaphragms and other talking machine accessories, and who some time ago took over the American agency for single-spring motors manufactured by the Carl Lindstrom Co., now announces that deliveries of these new single-spring motors will be made in quantity lots within the next few weeks. Samples are now being forwarded to the trade. Mr. Brand has just completed a trade trip through Middle West territory calling on the trade in the larger cities, including Cleveland, Detroit, Chicago and St. Louis.

The American Phonograph Co., of 187 Pearl street, Burlington, Vt., is featuring Victor machines in both the wholesale and retail branches of its business.

NEW STORE ATTRACTS CROWDS

Columbia Dealer's New Establishment Visited by 8,000 People—Grafonola Department Handsomely Decorated—Plan Sales Drive

LANCASTER, PA., March 6.—It was necessary to call out the police to handle the crowds at the formal opening of the Keystone Furniture Co.'s store in this city. Two hours before the official time for the opening, West King street was lined for two blocks and more than 8,000 people passed through the store on the various days devoted to the opening festivities.

One of the features of the company's establishment is the Grafonola department, which is composed of six hearing rooms, finished in ivory and tinted with green. At the entrance of the department there are two open display rooms, arranged in pedestal style, displaying two handsome Columbia period Grafonolas. To the left of these display rooms are the record racks and counter cases. The Grafonola department is directly in charge of Mr. Hoffman and Mrs. Butz, and they are making plans for an energetic sales drive in behalf of Columbia Grafonolas and records.

OPENS THIRD BRONX STORE

L. Liebowitz, one of the most progressive dealers in metropolitan territory, opened his third store recently and as an opening attraction a local jazz band was secured which furnished considerable entertainment to a large crowd of interested visitors. Mr. Liebowitz, who is an enthusiastic Columbia dealer, has three stores in the Bronx, all of which are closing a substantial business and which are under his personal management.

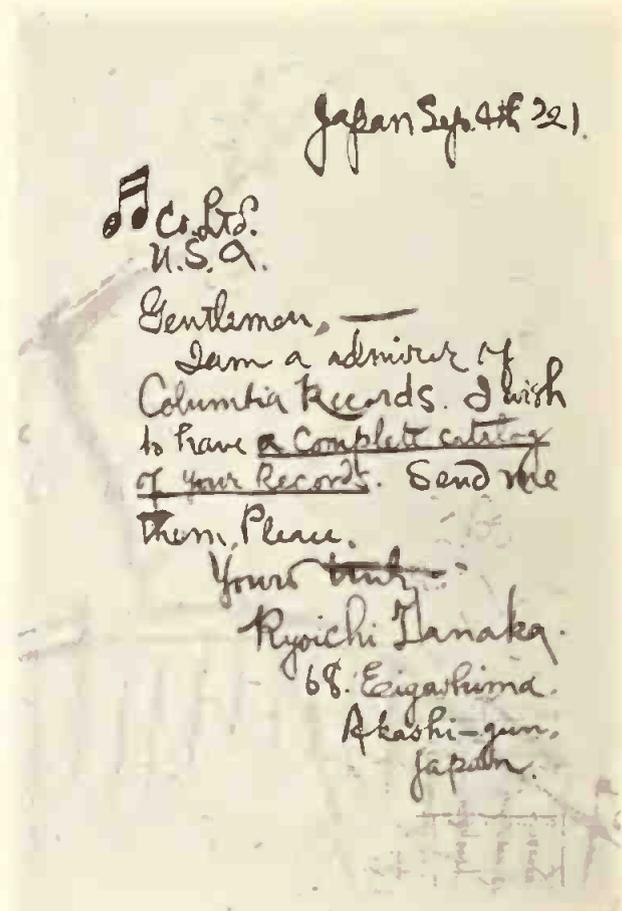
ARTIST IN WINDOW DRAWS CROWDS

WASHINGTON, D. C., February 27.—The Van Wickle Piano Co., of 1217 F street, this city, attracted considerable attention to its establishment recently when Alberto Barreto, celebrated young Peruvian artist, appeared in the company's window and made crayon sketches of men well known in the nation's capital. A Victrola which was played continually during the exhibit added force to the display.

INTERNATIONALLY POPULAR

Columbia Trade-mark the Only Superscription on Letter From Japan

The famous trade-mark used by the Columbia Graphophone Co. has become internationally popular, as evidenced by a letter received recently from a Columbia dealer in Japan. This dealer, Mr. Tanaka, wished to secure a complete Colum-



The Letter From Japan

bia record catalog, and the only address that he used was the "notes" trade-mark of the Columbia Co., which evidently is known the world over, and which is evidently sufficient for the United States post office authorities, as the letter was promptly delivered to the main office of the Columbia Co. in New York City.

ANNOUNCES LOWER RANGE OF PRICES

The Fred. Gretsch Mfg. Co., manufacturer, importer and wholesaler of musical merchandise, Brooklyn, N. Y., has recently announced reduced prices on Gretsch-American xylophones. The Gretsch line of xylophones covers a wide range of selection, from the No. 1050, which retails at \$3, to the No. 46, at \$110. An attractive circular has been prepared describing and illustrating this line.

One of the chief elements of salesmanship is knowing how to influence people. This entails a never-ending study of human nature.

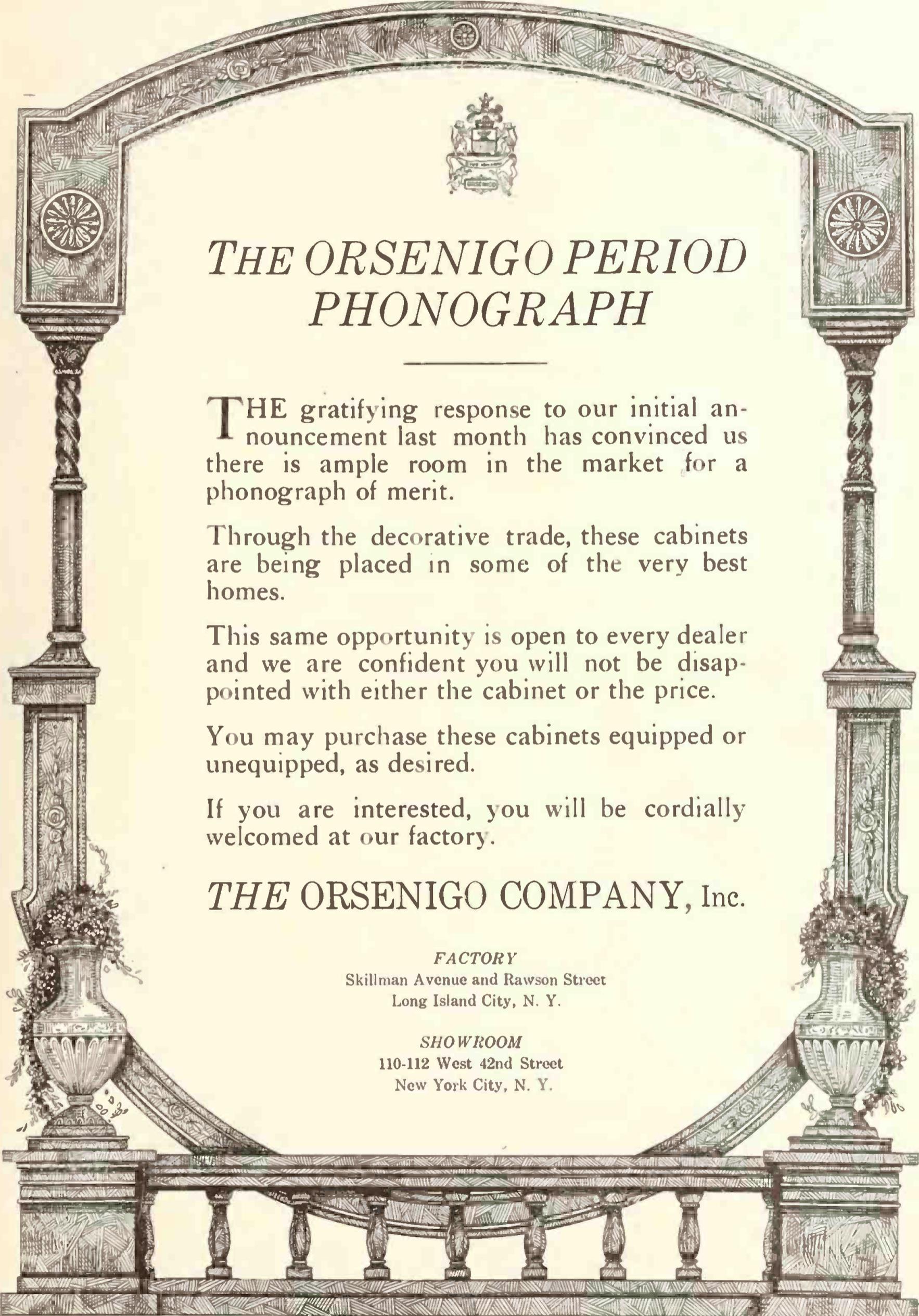
PHONOGRAPH CASES

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.



*THE ORSENIGO PERIOD
PHONOGRAPH*

THE gratifying response to our initial announcement last month has convinced us there is ample room in the market for a phonograph of merit.

Through the decorative trade, these cabinets are being placed in some of the very best homes.

This same opportunity is open to every dealer and we are confident you will not be disappointed with either the cabinet or the price.

You may purchase these cabinets equipped or unequipped, as desired.

If you are interested, you will be cordially welcomed at our factory.

THE ORSENIGO COMPANY, Inc.

FACTORY

Skillman Avenue and Rawson Street
Long Island City, N. Y.

SHOWROOM

110-112 West 42nd Street
New York City, N. Y.

:: PROMPTNESS ::

By EDWARD FRASER CARSON

In the world of business there are many virtues, but of these one of the greatest is promptness.



If your boss pays you to get to work at 9 o'clock for Heaven's sake get to work at 9 o'clock. Be in your place at 9 o'clock, not five or ten or fifteen minutes after—no, not one minute after 9. For tardiness there is never any real excuse. If you start from home early enough you will forestall delays on the car line.

An innocent man convicted of murder is sentenced to die at 9 o'clock. The pardon arrives at 9.01. What excuse shall the bearer of the pardon who lagged on the way make at the Eternal Bar of Justice? He cannot plead that the car was blocked.

If your customer wants his purchase delivered by a certain hour don't promise to do it unless it can be done. But if you do promise, see that it is delivered on time, even if you have to do it yourself.

Time, they say, was made for slaves, but who among us is a free man? For we must eat and drink and sleep, and just to that extent are we slaves of our own needs, for these things can only be obtained by work. Even the savage in the jungle must answer the call of hunger, thirst and exhaustion.

Be at the appointed place at the time appointed, for in being tardy you entail a double responsibility. You squander not only your own time but that of the man you are to meet as well. And however you may be a spendthrift of your own time, in making another waste time you are robbing him of something which you can never restore.

Let it be said of you that you do what you have promised when you have promised it should be done.

Of all those things which come as a birthright, time alone is the one thing of which the measure is limited. Therefore, be careful of time and see that it is not wasted, for when it is gone it cannot be recovered.

Life might be likened to a purse filled with coins, each coin an hour. As each hour passes a coin is spent and when the purse is empty happy is he who can account for each coin and show that it was spent wisely.

Therefore, you should ever be more careful of your time than you are of your money, for the dollar that is lost may be replaced by a little work, but an hour that is passed is gone beyond recall.

The successful man is prompt in all of his undertakings, for he has learned that all things come to him who is on the job when opportunity knocks at his door. He has learned the lesson of life, which is that promptness in keeping one's engagements pays dividends far more surely than money that is deposited in the bank.

Poor Richard said that a penny saved is a penny earned. If this is so, then how much more may it be said of the minute that you save!

FIRE DAMAGES DODGE MFG. CO.

Fire in Plant of Manufacturer of Seebrook Phonographs Destroys Some Cabinets, Records, etc.—Damage Estimated at \$30,000

MISHAWAKA, IND., March 6.—Talking machine cabinets and other parts and supplies were damaged to the amount of \$30,000 in a fire that threatened total destruction of Plant No. 5 of the Dodge Mfg. Co. here recently. The fire was extinguished after an hour and a half's effort by the fire department. Before the flames were subdued they had spread over the entire second floor and were attacking the talking machine records stored there. Water flooded the floor and, leaking into the main floor, damaged a number of partially constructed cabinets.

The Dodge Co. has been manufacturing the Seebrook phonograph, which is especially designed for theatre work. One thousand machines which were stored in the building adjacent to the one that was burned were not damaged. The plant and contents were fully insured, it is said.

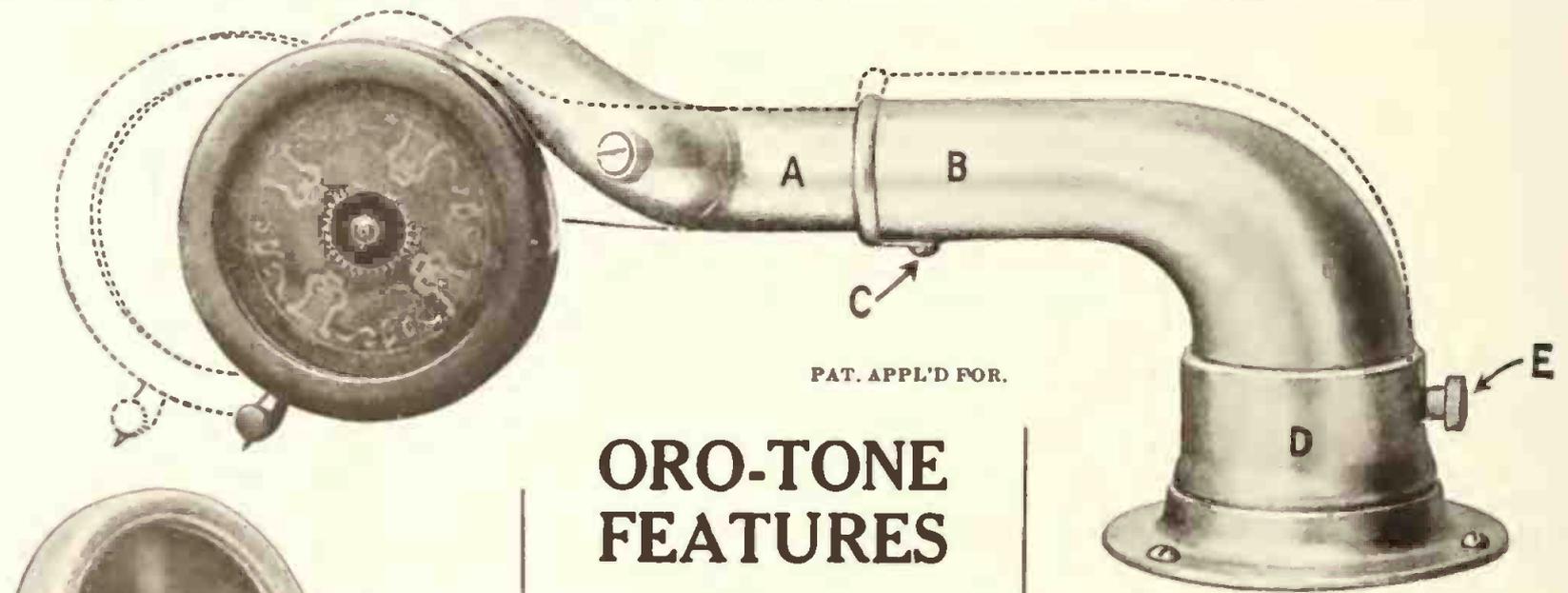
FILE PETITION IN BANKRUPTCY

A petition in bankruptcy was filed on February 27 against the Electric Phonograph Corp., of 236 West 116th street, New York, by Frank Hildebrand, Charles G. Fischer and Jeanette Frimarek. Liabilities are about \$15,000 and assets about \$10,000.

LOANS COLUMBIA TO VILLAGE

The Lockwood Shop, exclusive Columbia dealer, of Lake Placid, has loaned a Columbia machine and a Magnavox to the village and the Lake Placid Skating Association. The loan has been productive of some worth-while publicity for the Lockwood Shop.

The Smith-Woodward Piano Co., of Houston, Texas, is planning to move into more spacious quarters at 908 Capital avenue in the near future.



PAT. APPL'D FOR.

ORO-TONE FEATURES

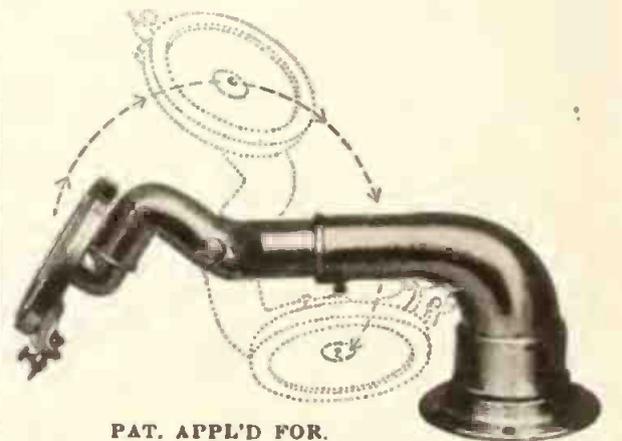
MODEL L S

COMPOUND ROCKER ACTION

The highest grade and most scientific reproducer ever offered the trade.

Extension A telescopes into large elbow B, giving a length adjustment from 7 3/4 to 9 1/2 inches. Adjustment screw C engages an indexed channel in extension A, assuring perfect alignment. Slightly releasing locking thumbscrew E permits height adjustment of large elbow in base ring D. Releasing locking screw E entirely permits tone arm to be removed from base ring D for packing separately before shipping, if desired.

ASK FOR ILLUSTRATED AND DESCRIPTIVE CATALOGUE



PAT. APPL'D FOR.

Illustrating Angle Throw Back Improvement. Permits reproducer to clear tone arm when thrown back regardless of whether it is in position for playing Hill and Dale or Lateral-out records.

The Oro-Tone Co. QUALITY FIRST

1000 to 1010 GEORGE ST. CHICAGO, ILLINOIS

HARDING SEES TIDE OF TRADE TURNING TO PROSPERITY

Chief Executive Points to Banking Statement as Proof That Peak of Liquidation Has Passed—
Economic Depression Rapidly Being Lifted and Business Shows Steady Upward Trend

WASHINGTON, D. C., March 4.—The White House has co-operated with the other departments of the Government, which have taken an optimistic view of business conditions, making an announcement that the statement of the Comptroller of the Currency, based on the last bank call, showed the most satisfactory turn in financial affairs of the nation since 1919.

The Comptroller's statement indicates that the peak of liquidation has been passed and that there is reason to believe the most serious period of depression has been experienced. While the national banks represent somewhat less than half of the banking capacity it is assumed that other institutions have experienced similar developments.

The White House announcement contends that the situation in the agricultural districts is improving and that better times may be expected.

"Most Satisfactory Turn" Shown

"The Comptroller of the Currency," said the President, "is issuing the consolidated statement of the national banks, representing the bank call of December 31 last. It shows the most satisfactory turn in the financial affairs of the country that has been registered by a bank statement since the conclusion of 1919. The peak of banking capacity in this country was reached in the statement of December 31, 1919, when the national banks reported aggregate resources of \$22,711,000,000. From that time on there was, as shown by the successive consolidated statements, a substantially steady decrease in the aggregate resources.

"The statement that is now being made public registers for the first time a very substantial upturn in resources. It shows that the banks occupy a greatly improved and strengthened position as regards their rediscounts, their resources, their cash in hand and their deposits, which show an astonishing gain. It demonstrates that the process of liquidation has been proceeding at such an excellent rate that it may fairly be said that we are well on the road to getting the 'frozen credits' thawed out. In this regard, indeed, it is by far the most satisfactory showing that has been made since the phrase 'frozen credits' was invented.

"The extent of the broad general improvement in the financial situation between the bank call of September 6 and that of December 31 last is so striking as to justify especial attention. The lawful reserve with Federal reserve banks is far beyond legal requirements and has been strikingly increased within the period covered by this call. This is, on the whole, perhaps the most impressive single item that a consolidated bank statement shows as to the general soundness of the fiscal situation.

"One of the most striking showings is that cash in the vaults of banks was reduced, between September 6 and December 31, by only \$15,987,000. But for the fact that great amounts of cash were required to be withdrawn on account of interest and dividend payments as of January 1 a very great increase in the amount of cash would have been shown.

"Next to the item of aggregate resources, perhaps, in a period of liquidation such as is now taking place, the most impressive testimony of the soundness of a banking situation is to be found in the individual deposits. We find that, excluding United States Government deposits, there was an increase of \$322,811,000 in these deposits between September 6 and December 31, 1921. The significance of this will be the more apparent when it is explained that between December 29, 1920, and September 6, 1921, there had been a continuing reduction in deposits aggregating \$1,103,552,000.

"It is therefore an unquestionable evidence of a rapidly improving position that between the statement of September 6 last and the statement of December 31 last there took place a reversal of this movement, which resulted in an increase of \$322,811,000 in individual deposits. This is at the rate of about \$100,000,000 monthly increase. The aggregate of all deposits on December 31 last was \$15,075,000,000, a gain of \$514,000,000 since September 6. To put it in another way, aggregate deposits fell, between December 29, 1920, and September 6, 1921, \$1,717,000,000, and since September 6, 1921, they have risen \$514,250,000. Not only has the tide turned, but it has been flowing strong and steady.

"It must be borne in mind that the national banks represent considerably less than half of the total banking capacity of the nation. It is, therefore, safe to assume that the State, savings and private banks and trust companies have experienced the same turn in the tide that is noted in the case of the national banks. We may, therefore, conclude that the figures for national banks may safely be doubled in order to get an approximate representation of the situation as to the entire banking establishment of the nation.

Peak of Liquidation Passed

"On December 31 last the national banks had lawful reserve with Federal reserve banks of \$1,143,000,000, which was almost \$87,000,000 in excess of legal requirements.

"Under any analysis the figures indubitably demonstrate that the peak of liquidation and of consequent depression was passed somewhere between September 6 last and December 31 last and that the tendency has been steadily toward improvement in business and less reliance of business upon the support of the banks.

"Of precisely like tenor are recent advices from the War Finance Corporation, which reports a progressive liquidation of its loans and a general improvement of conditions in the agricultural industry. Recent stabilizations of prices for agricultural staples have brought the farmers to the point where they are able to realize something at least approximating costs of production and can look forward hopefully to still further improvements in no very distant future."

RECO-RAPS PROVING POPULAR

St. Louis, Mo., March 7.—The Reco-Rap Co., of this city, which recently introduced a new transportation package for talking machine records, is meeting with pleasing success in the introduction of this package to the dealers throughout the country. February business was excellent and the company is now shipping Reco-Raps to every State in the Union. One of the gratifying features of the company's business is the fact that it is receiving numerous repeat orders, indicating that the dealers are using Reco-Raps to splendid advantage.

CLARK BUYS BROOKS MUSIC STORE

COOPERSTOWN, N. Y., March 6.—The music store conducted in the Cooperstown National Bank Building here for the past two years by Squire D. Brooks has been purchased by Owen G. Clark, who has already taken possession. This store has been doing a good business in talking machines, records and sheet music.



No. 35217 BASKET

Filled with Flowers; each, 75c; per dozen, \$7.50.

Write to-day for my SPRING CATALOGUE No. 35 of Artificial Flowers, Plants, Vines, etc. MAILED FREE FOR THE ASKING.

FRANK NETSCHERT

61 Barclay Street

New York, N. Y.

Your Line of Phonograph Needles Is Not Complete Unless You Display These Popular Brands

REFLEXO BLUE STEEL NEEDLES



Reflexo Blue Steel phonograph needles "hold the record" for popularity with jobbers and dealers the country over.

Write for samples and prices.

GILT EDGE NEEDLES



Gilt Edge phonograph needles are made from start to finish in the U. S. A. The point of a Gilt Edge needle is treated by an exclusive Reflexo process. This minimizes friction and eliminates the scratching, scraping sound. The chemical layer on the needle not only produces a more beautiful tone but actually prolongs the life of the record.

Write today for samples and prices.

REFLEXO PRODUCTS CO., Inc.

347 Fifth Avenue
At 34th St. Suite 605
New York City

EFFECTIVE STEGER ADVERTISING

Steger Phonographs and Pianos Being Featured in the Leading National Magazines

Steger phonograph and piano advertising is now appearing, and will appear, in a number of the leading publications of national circulation, and the effects of the publicity that has already been issued through that channel have been excellent.

The Steger phonographs have been featured particularly, special announcements regarding those instruments appearing in the February issue of the Atlantic Monthly, Century Magazine and Munsey's, in the March number of Scribner's and Harper's Magazines, and the April issue of World's Work. Special phonograph ads also appear in the February, March and April numbers of Etude, Photoplay Magazine, Red Book, Everybody's and several other of the most prominent magazines.

All the advertising, regardless of whether it features pianos or phonographs, has a "tie-up"

line calling attention to the other product, piano advertising referring to the Steger phonograph and vice versa.

WINS HONORS IN BEAUTY CONTEST

Saleswoman in Buffalo Columbia Store Wins First Prize in Beauty Contest—Accomplished Pianist, and Singer, Writer and Athlete

BUFFALO, N. Y., March 6.—Miss Irene M. Frechette, of this city, has just been awarded first honors and a thousand-dollar prize in the national beauty contest held by the International Feature Service. The talking machine trade is keenly interested in this award, as Miss Frechette is a member of the sales staff of the music store owned by John G. Schuler, who handles Columbia Gramophones and records.

Miss Frechette is a pianist, singer, writer and athlete, and above all is an expert saleswoman. She has a host of friends in the trade who were delighted to know of the honors accorded her in the beauty contest.

DISCUSS CO-OPERATIVE ADVERTISING

Talking Machine Men at Meeting Last Month Take Up Subject for Consideration—Annual Banquet to Be Held on April 20 at Pennsylvania Hotel—Plans for March Meeting

The February meeting of the Talking Machine Men, Inc., the organization of talking machine retailers of New York, New Jersey and Connecticut, was held at the Café Boulevard, New York. The meeting was, as usual, preceded by a luncheon at which a number of members of the New Jersey Victor Retailers' Association were guests.

Max Landay, chairman of the music trade committee of the American Jewish War Relief, accompanied by a committee composed of Chester Abelowitz, M. Max, A. Davega and B. Abrams, was on hand, and after an address by Mr. Landay the committee moved about the tables making final arrangements for gathering the funds. The music trades committee's quota has been placed at \$50,000.

Charles D. Isaacson, editor of "Our Family Music" page of the New York Evening Mail, which paper has been giving free concerts in sixty-nine neighborhood centers, then presented a plan to the members for the purpose of having the Association carry out an advertising campaign in connection with the Mail's publicity work along music lines. Mr. Isaacson's address was well received and was followed by supplementary remarks from President Irwin Kurtz.

It is proposed to have an exclusive design which is to be used by dealers, showing that they are members of the Talking Machine Men, Inc. This design will be used conspicuously in the Mail's advertising page with appropriate editorial comment. The members of the Association will also receive a decalcomanie sign for window use as well as small imprints for advertisements, circulars and other publicity material. It is hoped to get over a hundred retailers to take advertising space in twenty-six issues of the Mail during the year.

It was announced that the annual banquet and ball of the Association will be held on the evening of April 20 at the Hotel Pennsylvania.

At the March 15 meeting of the Association Isabelle Lowden is scheduled to address the members of the Association.

At the March meeting of the Association the well-known music publishing firm, Richmond-Robbins, Inc., will be represented. D. M. Winkler, general manager of that organization, will address the gathering and several songs from his firm's catalog will be demonstrated.

EXHIBIT AT MERCHANDISE FAIR

Banner Records Displayed and Demonstrated at Recent Exhibition in New York

An exhibit of Banner records was made by the Plaza Music Co., New York, at the New York Merchandise Fair, held at the Seventy-first Regiment Armory during the week of February 20. It attracted a good deal of attention and buyers seemed to be impressed with the merits of this new record.

According to H. Germain, of the company, the idea of placing the popular-priced record on the market has found favor with many dealers and Banner records are being distributed with profitable results. The company has announced that extensive plans for a greatly increased production on Banner records will shortly be brought to completion.

FEATURING CARRYING CASES

WASHINGTON, D. C., March 1.—Topham's, of this city, well known throughout the leather goods trade, is conducting a special drive on carrying cases for records which it produces. These cases are finished in two sizes for both ten and twelve-inch records and many exceptional claims are made for the construction and finish. An index card for fifty records is contained in the lid.

All of our advertising contains this excellent advice—
"Be Sure Your Walnut is ALL Walnut."



**AMERICAN
WALNUT**

"The Cabinet-wood Superlative."

AMERICAN WALNUT
PHONOGRAPH CABINET.
CONSOLE DESIGN.

A Well-Made Piece in American Walnut Sells Itself.

The manufacturer who calls upon American Walnut to help him meet competition has enlisted a powerful ally.

Where the "selling points" are plainly revealed it isn't much of a trick to book orders.

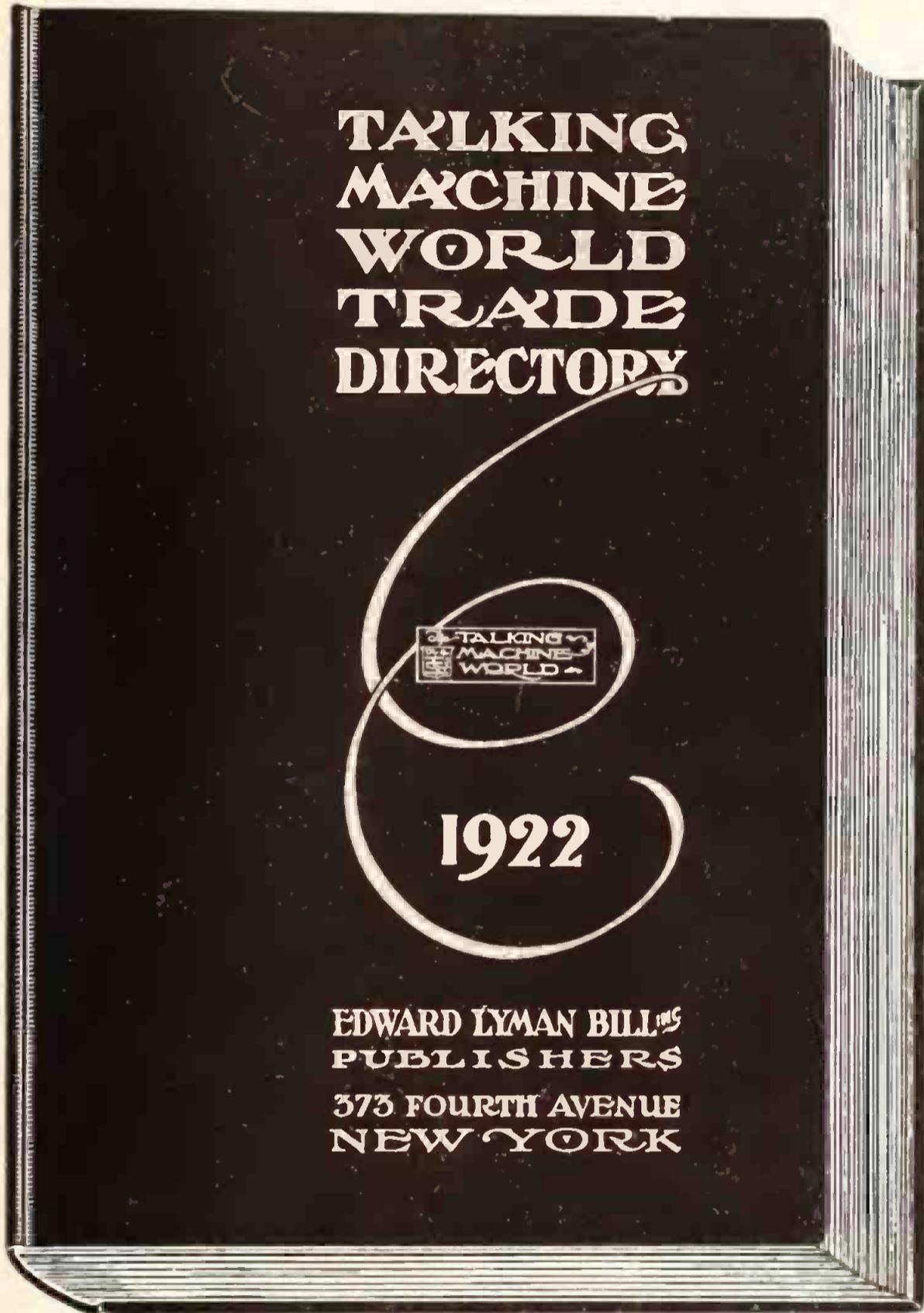
We are steadily strengthening the public's taste for American Walnut by our persistent and constantly increasing national campaign of advertising.

It is, naturally, *your* job to give them what they want.

Write for data for MAKERS or data for DEALERS—and that invaluable "Brochure de Luxe" for your SALESMEN. Address the responsible producers of American Walnut lumber and veneers, the

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION
Room 1022, 616 South Michigan Boulevard Chicago, U. S. A.

LAST CALL!



The TALKING MACHINE WORLD TRADE DIRECTORY

will definitely go to press this month. If you have not yet returned your O.K.'d data sheet for classified listing, please do so by return mail.

If you have not yet reserved your advertising space in this standard book of reference and wish to be represented

*Wire
Your Reservation
Now*

THE TALKING MACHINE WORLD TRADE DIRECTORY

Compiled by

373 Fourth Avenue



New York City

You'll have a run on this one! "Cutie," a medley fox-trot from *The Blue Kitten*, by the Knickerbocker Orchestra. Also "Venetian Love Boat," another fox-trot, by Ray Miller and His Melody Boys. A-3557.

**Columbia Graphophone Co.
NEW YORK**



The Value of an Intelligently Prepared Mailing List

By H. S. THORPE, The Huse Publishing Co., Norfolk, Neb.

There are mailing lists and mailing lists. A mailing list may be a liability or an asset, according to the intelligence—or lack of it—used in compiling it, in classifying it and in using it. As far as the Victor business is concerned a mailing list will be a liability if it is an indiscriminate list of names taken at random from city and town directories, telephone directories or other similar sources, because such a list used as a target for Victrola literature will: First, include the names of people who already have Victrolas; second, the names of people who already have some other make of talking machine; third, the names of people who under no circumstances could possibly afford to buy any kind of an instrument and will be a dead loss, and fourth, because such a list, if it took in other towns and cities than your own, is very apt to include the names of some of your competitors who can adopt your advertising ideas and plans to their own benefit and to your detriment. Some of the best ideas and some of the best plans in developing the sale of Victrolas and records that the writer has used during the past twelve years have been sent to him by mail by firms selling competitive machines in other cities who had evidently taken his name from a list of property owners or automobile owners or something of the sort without making any effort to find out what business he was in.

A mailing list will be an asset if one division

of it contains the names of those in your town and legitimate trade territory who have no talking machines at all and who are financially able to buy one, another division the names of those who have fours and sixes and might be interested in the purchase of a cabinet machine. Another division the names of those who can afford to buy the more expensive machines (as distinct from the first division), another the names of the teachers in the rural schools in your section, and another the names of all makes of talking machines in your town and trade territory. Still further subdivisions will suggest themselves.

Obviously, no list has any value if it is not used. The people in the first four divisions should be bombarded with machine literature, selected, of course, to fit the particular element you are trying to reach, while the people of the last division—the machine owners—should be frequently reminded that you are waiting to furnish them with Victor records, needles, albums and supplies of all kinds. Keep hammering away at them and in time you will find yourself on their mailing list.

The plans suggested may not appeal to every dealer and the writer is not urging anyone to adopt them. In common with many other Victor dealers we have followed these plans or similar ones with a rather gratifying degree of success; as a consequence we consider our mailing list a valuable part of our selling equipment.

McNAMARA VISITS THE TRADE

W. J. McNamara, president of the Empire Phono Parts Co., of Cleveland, O., was a visitor during the latter part of February to New York and other points in the East. In a chat with *The World* he expressed himself as well pleased with the condition of business during 1921 and was most optimistic regarding the outlook for trade as a whole during 1922. He remarked that while business slowed up somewhat after the holidays there now was a decided undercurrent of betterment in evidence, which will undoubtedly expand. The so-called reconstruction period is now at an end, and business everywhere is starting anew along healthy lines, all of which must have its favorable reflex on the talking machine industry.

DESCRIBES RECORDING PROBLEMS

An interesting article on the problems of making talking machine records appeared in the current issue of the *American Magazine*. The article described various methods of recording and contained facts about some of the most prominent artists engaged in making records.

The Stradivaria Phonograph Co., of Portland, Ore., has changed its name to Beaver State Furniture Mfg. Co.

JOHN CHURCH CO. OPENS BRANCH

EIGIN, ILL., February 27.—A piano and talking machine establishment has been opened here at 162 Milwaukee street by the John Church Co., of Chicago. This concern manufactures the John Church and Everett player-pianos and the John Church phonographs. These instruments and others made by the company will be sold here and in the surrounding territory.

CATHEDRAL MAKING RAPID PROGRESS

Well-known Phonograph Now Being Made by Ohio Cathedral Co.—Dealers Being Appointed in Many Parts of the Country

MARION, O., March 6.—The Ohio Cathedral Co., of this city, which is now manufacturing the well-known Cathedral phonograph, is meeting with gratifying success in the introduction of this machine in the leading trade centers. During the course of the past few weeks the company has established important agencies in different parts of the country, and judging from the enthusiastic reception accorded its line the company will have no difficulty in securing a wide distribution for its product.

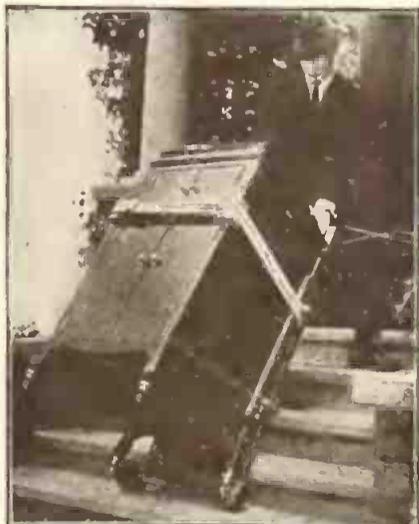
The Cathedral phonograph is being manufactured in an up-to-date plant, and W. H. Houghton, who is well known in the local manufacturing field, is president of the company. He is giving careful consideration to the requirements of the dealers, and the various designs in the Cathedral line are well calculated to meet the demands of the most critical and discriminating buyers.

G. J. PALMER ENLARGES STORE

George J. Palmer, talking machine dealer, of West Chester, Pa., has greatly enlarged his business. Trade has increased here to such an extent that Mr. Palmer was compelled to add several record demonstration booths to adequately take care of customers. The basement of the establishment has also been remodeled and drafted into use.

CHANDLER & NEWMAN OPEN BRANCH

VISALIA, CAL., March 4.—Chandler & Newman, talking machine and sewing machine merchants, with headquarters in Fresno, Cal., have opened a branch store here, with L. E. White in charge. In addition to sewing machines a complete stock of Columbia and Bluebird machines is handled. The concern operates stores in Fresno, Modesto, Bakersfield, Taft and Dinuba.



Do NOT Delay Ordering the Lea Phonograph and Talking Machine TRUCK,

if you expect to reduce your overhead, as we may not be able to ship promptly later in the season. With this truck one man is able to demonstrate the largest machines in the home, the best place ever to clinch a sale.

We have a circular for you. Ask for it.

Also

Piano Trucks, Hoists, Covers and Straps

Made only by

Self Lifting Piano Truck Co.

FINDLAY, OHIO



Your customers will be fascinated with the lovely soprano voice of Maria Barrientos as she sings "Ah! non giunge," from *La Sonnambula*, another Columbia hit for April. "Wrap it up" will be the verdict. 49763

Columbia Graphophone Co.
NEW YORK

IMPORTANT CHANGES IN EDISON PERSONNEL ANNOUNCED

A. H. Curry Takes Full Charge of Musical Phonograph Division of Thomas A. Edison, Inc.—A. L. Walsh Appointed Head of Advertising Department—Charles Edison Comments on Changes

In accordance with a well-defined plan, certain important changes have occurred in the personnel end of the musical phonograph division of Thos. A. Edison, Inc. A. H. Curry, who came on from Texas last August to assume the office of vice-president in charge of the phonograph division, has now whipped an organization of his own into concrete shape, thereby allowing William Maxwell, for some fifteen years head of the phonograph division, to retire and devote his entire energies to the enterprise he started last Fall, known as the William Maxwell Institute of Salesmanship.

The following appointments have been made on the "general staff," under Mr. Curry: first assistant to Mr. Curry, F. C. Beattie, who was associated with Mr. Curry in Texas for a long time and who came on to Orange with him early last Fall; A. L. Walsh, manager of advertising department, which is to include henceforth, in addition to advertising, the work formerly done under the recital and editorial departments; W. F. Taylor continues as manager of the sales promotion department; and J. A. Sherman, manager of the order and service department.

Mr. Walsh has long been associated with the Edison Co., both as a Re-creation artist and as head of the recital and tone test department. Mr. Sherman has also been with the Edison organization for a number of years, formerly

serving in the role of assistant sales manager.

The resignations accepted on March 1 in connection with the above appointments include, in addition to Mr. Maxwell, Thomas J. Leonard, for a long time sales manager of the phonograph division; C. G. Wood, advertising manager, and Daniel E. Wheeler, editor of the various Edison house organs.

In discussing the changes with *The Review*, Mr. Curry made it clear that revamping of the departmental functions has been effected because henceforth it is to be the policy of the company to co-operate with each Edison jobber in an individual way according to the problems presented by the territory of each particular jobber, whereas the policy in the past has been one of nationalizing the sales promotion, jobber co-operation, and dealer service work.

Many new plans which are to form a part of the new program were consummated at the

recent conferences between Edison jobbers and Edison officials, which took place in New York last month.

In discussing the above resignations Charles Edison, chairman of the board, said to a representative of *The World*:

"This is not a reorganization and we do not expect to give up the sales department. However, at their last convention in New York the jobbers reached the decision that they could take care of the circularization better than it could be done from the plant, and the board of directors of Thos. A. Edison, Inc., have concurred in this decision.

"It is with a great deal of regret that we announce the resignation of Mr. Maxwell as an officer of Thos. A. Edison, Inc., effective March 1. The successful and rapid expansion of the Maxwell Institute of Salesmanship leads Mr. Maxwell to believe he has no option but to concentrate his entire time and effort on its further development.

"As the active management of the phonograph industry has been in the hands of A. H. Curry for some months, Mr. Maxwell's decision will not cause any change in policy."

NEW EMERSON SHOP IN DALLAS

Modern Establishment in Texas City Handles Emerson Line of Phonographs and Records Exclusively—C. L. Mahoney, Manager

DALLAS, TEX., March 7.—The Emerson Shop, a very distinctive and particularly modern music store, has been added to Dallas' already large number of splendid music stores. This shop will handle Emerson phonographs and records exclusively. It is located at 1303 Elm street, in the building formerly occupied by the Adam Schaff Piano Co.

C. L. Mahoney, manager, is most enthusiastic over the many innovations that have been incorporated in its ultra modern equipment. Among these is a unique self-service plan, which offers all customers the privilege of hearing records in sound-proof demonstration booths, on motor-driven machines.

COLUMBIA ARTISTS ON BROADWAY

One of the newest entertainment places along Broadway is the Folies Bergere, which opened recently with the Southern Plantation Revue. This revue, which is an all-colored company, was conceived and staged by Lew Leslie, and is called "Night Time in Dixie-Land." Included in the cast are a number of prominent artists, among whom is Edith Wilson, exclusive Columbia artist. She is accompanied by Johnny Dunn and his original jazz hound orchestra, which is also making records for the Columbia library.

The Grand Rapids Talking Machine Co., Grand Rapids, Mich., has incorporated in that State, with a capital of \$1,000. The new concern has been well equipped with a complete stock of talking machines and records.

W. C. FUHRI RETURNS FROM TRIP

Okeh General Sales Manager Finds Conditions Steadily Improving—Jobbers and Dealers Pleased With New Window Display Service

W. C. Fuhri, general sales manager of the record division of the General Phonograph Corp., New York, returned to New York recently after an extensive Southern and Western trip, during which he visited Cleveland, Chicago, Cincinnati, St. Louis, New Orleans, Dallas, Atlanta and other points. He states that conditions in the South are splendid, and that generally speaking there is a steady improvement noticeable in practically all sections. Okeh distributors are doing a healthy business, and judging from their reports there is every reason to believe that 1922 will be their banner year.

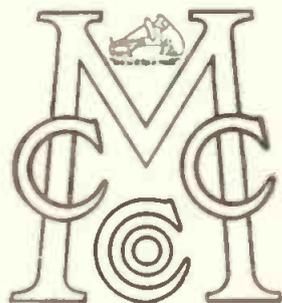
The distributors advised Mr. Fuhri that Okeh dealers are delighted with the new Okeh window displays and poster service. They are using them to splendid advantage and practically all of the distributors in this territory have stated that this service is acting as a direct stimulant to their business.

THE TRIPLEX PHONOGRAPH

is most desirable and up-to-date. The cabinet is of an entirely new type which combines the portable with artistic reproduction and changeable picture panels. Cabinet manufacturers who are in position to manufacture either on a straight or royalty basis at reasonable prices may write immediately to

TRIPLEX ARTISTIC PHONOGRAPH CO.
Pershing Road and Ridgeland Ave.
BERWYN, ILLINOIS

Victor
Wholesalers



The House
of
Mellor
in
Pittsburgh
since
1831

The Trade in **BOSTON** *and* **NEW ENGLAND**
 JOHN H. WILSON, Manager
 324 WASHINGTON ST., BOSTON, MASS.

BOSTON, Mass., March 6.—February was not a very good month locally and there are many reasons for the peculiar slump business took. One thing that played its part in lessening the volume of business was the fact that so many people were busy fixing up their tax returns and then there is the strike situation which is affecting some of the mill centers, Pawtucket in particular. The dealers in those places, who really buy their goods from Boston for the most part, are doing next to nothing, which is just what one might expect, so in those cities and towns one need not expect a return to normalcy until the strikes are a thing of the past, and, speaking for Pawtucket, a settlement does not look promising, as neither side is willing at this writing to submit to arbitration. Everyone is looking forward to better conditions in March and already most convincing evidences of betterment are materializing.

Need of Association Co-operation

The question of the next dinner or luncheon of the New England Music Trade Association is interesting the trade just now. O. for some men of advanced ideas, men with a vision who can see the value of a trade organization and who will co-operate with Frank Horning, the president of the Association. Before Mr. Horning's election the talking machine business did not have, and quite naturally, much interest in this body, but now that a man closely allied with the trade is head of it a certain local pride should possess some of the leaders to the end that Mr. Horning might feel that he had the earnest support of his co-workers in anything that might reasonably be proposed by way of getting the talking machine and piano men (in many cases they are one and the same) to meet periodically. Just now it is proposed to get the men together at luncheon once a month, and that should not be impossible. The Engineers' Club has been spoken of as a convenient place at which to meet and it is to be hoped that when the trade next peruses this department it may read something definite.

Celebrate Caruso Memorial Week

Caruso Memorial Week was widely recognized among the Victor dealers in the city. The show windows of both stores of M. Steinert & Sons Co. contained elaborate displays calculated to promote a new interest in the Caruso records. In Boylston street there was a miniature stage and

against a white satin background there was a picture of the great singer and a broad band of the Italian colors serving as a frame. Suspended from the top were baskets of flowers and there were discs suspended against the white satin. In the Arch street store there was a similar display on a smaller scale. Over the top of both displays was this legend: "The Victor has transformed his art into a living reality that will endure forever."

In one of the windows of the department store of the Gilchrist Co. the display was against a black background. There was a picture of Caruso and in the foreground two lighted tapers with a quantity of the singer's records scattered about.

The Oliver Ditson Co. devoted a window to a Caruso display and a picture within a beautifully lighted cabinet or booth, surmounted by the Victor dog, attracted much attention. The Jordan Marsh Co. had a big display of musical merchandise, with many instruments included and at one side was a Victor machine with many records and a picture of Caruso.

To Distribute Record Lines

The Lansing Sales Co., Inc., now has the distribution of the Okeh records and it will also distribute the Fonotipia records in this territory. A. J. Cullen has been having considerable success with both lines and when the gold sign on the window announcing the Okeh has been finished passers-by will know for a certainty that right at 170 Harrison avenue the trade can find this line of goods.

Visits the Local Victor Jobbers

R. A. Drake, western Massachusetts representative for the Victor, and who also has the New Hampshire and Vermont territory, was in town to-day and was in conference with the Eastern Co., the Ditson Co. and the Steinert Co., local jobbers of the Victor. This is the first time that Mr. Drake has been here, for he has been in that territory only a few weeks.

Brunswick Line With Symphony Co.

The Symphony Talking Machine Shop, Inc., lately located at 54 Bromfield street, has moved to 24 Tremont street, the change having been made on March 1. The new store is conveniently located on the second floor. In its announcement sent to its customers it makes especial mention of the Brunswick line which it now carries. The president of this concern is

EASTERN SERVICE
 "NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS"
 HIS MASTER'S VOICE
 Our constant aim—the growth and development of Victor Dealers in New England.
Eastern Talking Machine Co.
 85 Essex Street
 BOSTON MASS.

Charles Soddeck and the treasurer, Robert J. Howell. The company also operates the Pilgrim Talking Machine Co., at 1350 Cambridge street, Cambridge.

Addresses Columbia Dealers

Fred E. Mann, manager in this territory for the Columbia Co., addressed his dealers toward the end of February relative to the denial of the application for a receivership for the company and the plans that are now under way for the readjustment of the company's affairs. Mr. Mann, in part, said in this communication:

"The wide circulation two weeks ago which was given to the application for receivership made by three stockholders has caused some of
 (Continued on page 70)

Eighty-seven Years of Experience

1835

in the merchandising of music and musical products is back of
DITSON SERVICE.

1922

OLIVER
DITSON
 COMPANY
 BOSTON

This experience enables us to anticipate and meet the problems of the retailer to the fullest degree and offer much beyond the simple delivery of goods.

VICTOR EXCLUSIVELY

CHARLES H.
DITSON
 & CO.
 NEW YORK

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 69)

our loyal dealers no little concern. The financial reorganization of the Columbia Co., however, which has been concurred in by both the banks and merchandise creditors of the Columbia Co., has progressed so far that an application for a receivership on the grounds of insolvency could not possibly be concurred in by the court. I trust that this court decision may serve to allay any fears or doubts in the mind of any dealer as to the solvency of the Columbia Co. and the justification for the continued loyal support which Columbia dealers generally have accorded the company in spite of the most pernicious character of competitive propaganda."

Making Western Business Trip

R. O. Ainslie, of the Hallet & Davis Co., which will shortly have an interesting announcement to make to the talking machine trade, is now on an extended business trip through the West, which will keep him out for several weeks; in fact, he is scarcely likely to get home much before April 1. Mr. Ainslie was accompanied by his wife and child, whom he left at Lexington, Ky., Mrs. Ainslie's old home. Mr. Ainslie also remained there for a short time and from that point his itinerary took him to Cincinnati, Louisville, Indianapolis, St. Louis, Springfield, Mo.; Kansas City, Topeka, Wichita, Oklahoma City, Okmulgee, Tulsa, Fort Worth and other Texas cities, finally bringing him to New Orleans.

Remick Opens New Song Shop

J. H. Remick & Co. have opened a new song shop in the New Loew's Theatre Building on Massachusetts avenue, on the West Side of the city (Back Bay section), and it is in charge of Charles Scribner, who heretofore has been the manager at Remick's Tremont street shop. The new store is featuring the Columbia and Brunswick lines.

New Columbia Dealers

Manager Mann, of the Columbia Co., has lately opened several new accounts, these including the Eaton Snell Co., in Central square, Waltham,



STEINERT SERVICE SERVES

Our Unswerving Policy
for
1922

To Protect—to Develop—to Serve
To the Limit of Our Ability
The Victor Retailers of New England
Already Established

Our Entire Stocks and Personnel At Your Disposal
The most complete record stock in New England

M. STEINERT & SONS

New England Victor Wholesalers

35 Arch Street

BOSTON

AT YOUR COMMAND
ANYWHERE IN NEW ENGLAND



which has an exclusive Columbia department, managed by F. E. Warren; Clement & Son's department store, in Melrose; Henry Barone, a Rexall druggist, in Walpole, and Clapp & Jones, in Brattleboro, Vt., manufacturing and retail stationers. Manager Mann says he is going to devote considerable time to his New England

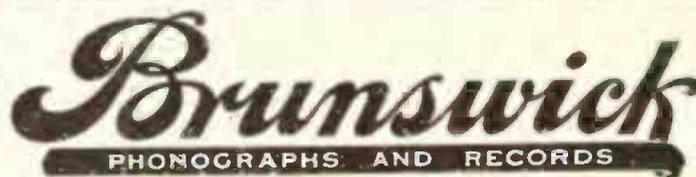
territory for the next few months, which means that he will do considerable traveling here and there.

Developing Educational Campaign

Miss Grace Drysdale, educational department representative for the Columbia Co. and attached to the Boston headquarters, has lately finished a

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS



Why Brunswick Records Are Superior

Brunswick owners and Brunswick dealers often ask why Brunswick Records are so much better than other records and what is done in Brunswick Studios to make them so.

The answer is, that while recording itself requires both the skill of the artist and the knowledge of the scientist, there is no magic formula for fine record making.

In the last analysis it is simply the combination of the best men, methods, materials and machines that money can buy—and then the taking of infinite pains in every detail.

Brunswick Records are often made and remade many times before Brunswick standards are entirely satisfied.

KRAFT - BATES AND SPENCER, Inc.
1265 Boylston Street Boston, Mass.

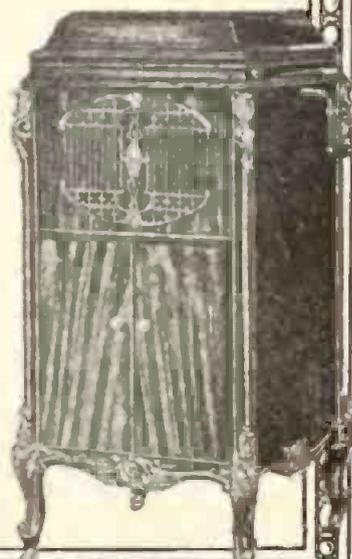
Steel Needles

NEW ENGLAND DISTRIBUTORS

Albums

Record Brushes

Khaki Covers



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 70)

tour of the cities and towns of Connecticut, where she visited a great many of the schools where the utility of the talking machine as a factor in musical education had not been sufficiently called to the attention of teachers and pupils.

Bay State Music Corp. Extends Lines

The Bay State Music Corp., which is now occupying the former E. B. Shiddell Co.'s quarters at the corner of Berkeley street and Columbus avenue, and handling the Okeh records, as announced in last month's issue of *The World*, has now taken on the Wall-Kane needle, for which the concern is the New England factory representative. Salesmen which the company now has in the New England field for all its products include Ray Burke, E. B. Fox and Joseph Donahue, who formerly was with the Lansing Sales Co. Manager Royer says his company had a very good February and the prospects for March were exceedingly promising.

Extends Field of Operations

The Musical Supply & Equipment Co. has arranged to have all the New England territory come under the management of Joe Burke. This will mean that he will keep a very close oversight over a wider field than formerly and he will shortly start on trips that will take him to the principal centers in Maine, New Hampshire and Vermont. The Jordan Marsh Co., which is one of the best Sonora accounts the Musical Supply Co. has, lately ordered a large number of expensive period models, for which there is quite a demand.

Rearranging Steinert Stores

Kenneth Reed returned to-day from a week's trip among the M. Steinert Co.'s stores in Springfield, Waterbury, New Haven and Bridgeport, in all of which places some important changes are being made so as to meet the needs of increasing business. One of the important improvements is the removal of the booths from the rear of the stores to the front nearer the entrances, which will prove more convenient for customers and will also give more room. When Mr. Reed finished his supervision of the contemplated changes he went over to New York, where he has a host of friends. He is looking forward to attending the Victor jobbers' executive meeting to be held in the metropolis March 15 and 16. Question: Will it "put it over" that held in Boston a year ago?

Miss Dorothy Crane Weds

Miss Dorothy Crane, for eight years connected with the C. C. Harvey Co. as secretary to Winthrop A. Harvey and Ernest A. Cressey, was married on Washington's Birthday to Donald Francis, of South Weymouth. Her associates in the warerooms were most generous in presenting this popular young woman with wedding gifts and silver, cut-glass, pictures and other things. A fortnight before her marriage she was the recipient of a "shower" from her young women friends. She has the congratulations of a host of acquaintances.

Winthrop A. Harvey Goes South

Winthrop A. Harvey, head of the C. C. Harvey Co., is away with Mrs. Harvey on a Southern trip. He shipped his Franklin car to Savannah, Ga., by water and went to that city by train, using the car thence southward. He is due home within a week. Earlier in February Mr. Cressey also enjoyed a trip South, being accompanied by Mrs. Cressey.

Local Interest in Columbia Co.

There was considerable interest manifested locally in the advertisement which appeared on the last day of the month, put out by the Columbia Co. and addressed to the holders of the five-year 8 per cent gold notes of the company who had not deposited them. It is of interest to know if there are a great many such holders in and around Boston.

Good Vocalion Business

Manager Wheatley, of the Vocalion Co., says that the February business was not as good as that of January, despite the fact that considerable newspaper advertising had been put out. Just now he is mapping out plans for a window dis-

play of an electrical nature which promises to be something quite out of the ordinary, something that is sure to attract crowds.

Alex. Steinert Enjoying Southland

Alexander Steinert, of the M. Steinert Co., is enjoying the balmy climate of the South, and he is on the golf links every chance he gets. Robert Steinert, of the same firm, is due home in a few days from Bermuda, whither he went after a very strenuous Winter.

Miss Grace Barr Makes Over Steinert Dept.

Miss Grace Barr, who keeps her eye on the educational work of the Steinert's Victor department, has been in Providence making over the Victor department in the establishment of the Flint Adaskin Co., especially installing a new system. Subsequently Miss Barr went to Laconia, N. H., where she supervised some of the arrangements of the new store of W. H. Avery, who already operates three stores in New Hampshire.

New Victrolas in Demand

The new Victrolas of the horizontal type in four models are now in the possession of many of the Victor dealers throughout this territory and they are being received very well. As the Spring progresses it is believed that there will be quite a heavy call for these models.

Congratulations!

Emmet Ryan, one of the city salesmen for the Steinert house, is the proud father of a nine-

pound boy, who was born on February 12, and the lusty youngster has been named Emmet Lincoln Ryan. Best wishes.

Calling on the Victor Jobbers

F. B. Bibighaus, assistant manager of the traveling department of the Victor, was in town for two days making calls on Victor jobbers.

Course on Appreciation of Music

Under the auspices of the department of education of this State there is now being given a university extension course in "The Appreciation of Music," which bids fair to do a lot toward inculcating a better understanding of the noble art. The lectures are given in the lecture hall of the Boston Public Library and the lecturer is Henry Gideon, a musician and organist of this city. Already two lectures have been given on "How to Listen to Music" and "The Folk Song," which is called the foundation of all music. The next lecture is this coming Saturday, on "The Climax of Church Music," and some of the succeeding topics that will be considered are the "Symphony Orchestra," "Typical Song Recital," "The Symphonic Poem," "Opera, Old and New," "Opera and the Workaday World," taking "Louise" as an example; "The Music of Russia" and "Tendencies in American Music." In the circular that is sent out the purpose of the course set down "is to give increased power to enjoy good music through intelligent listening and non-technical study."

EDISON SCHOOL OF SALESMANSHIP MEETS IN BOSTON

Edison Salesmen From All Parts of New England Attend Sessions at the Copley-Plaza From February 20 to 25 and Gain Valuable Hints on the Art of Selling

BOSTON, MASS., March 4.—The Edison School of Salesmanship was eminently successful and every session held at the Copley-Plaza in Boston from February 20 to February 25 was replete with valuable data which the Edison salesmen from all over New England must have profited by. Included in the company, which numbered about

125, were the ten prize-winners, whose names were announced in the February issue of *The World*. Mr. Stanchfield, of the Carnegie Institute, presided at the opening conference and he gave an interesting talk on the various elements that go to make up adequate salesmanship and

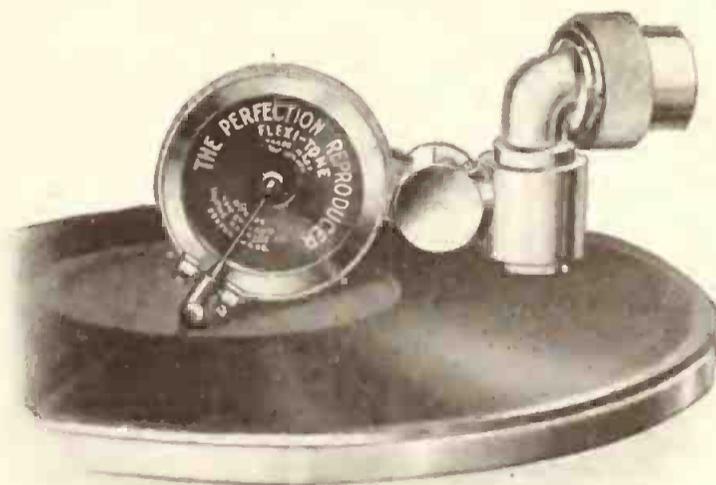
(Continued on page 72)

The "Perfection" Ball-Bearing Tone Arms

and

The "Perfection" Reproducers

For the New Edison



Excel in Clarity and Sweetness of Tone. Best quality of material and workmanship. Descriptive catalog, terms and discounts sent on request.

Manufactured by

NEW ENGLAND TALKING MACHINE CO.**16-18 Beach Street****Boston, Mass.**

Factory Representative

L. A. SCHWARZ, Inc., 1265 Broadway, New York City

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 71)

of the steps that warrant promotion. Mr. Stanchfield also appeared at one or two other conferences besides the opening one and he was always listened to with the deepest interest.

William Maxwell, first vice-president of Thomas A. Edison, Inc., also was a speaker at the opening conference, and he, too, had much to say that was valuable on the principles of salesmanship. He paid his respects to the bonus question which is now interesting the entire country and expressed the belief that the problem would be solved satisfactorily very soon. He also was of a highly optimistic turn as regards the business of the country in the near future, and he predicted better prices for cotton, corn and wheat by July 1, such as would tend to improve conditions in all commercial avenues.

One thing that Mr. Maxwell said was that the profession of salesman was one of the oldest in the world, yet it wasn't treated as a profession. Salesmen, he went on, are not born any more than a doctor or lawyer, though, of course, some have more adaptability for the work than have

others. Highly technical training is necessary to make a man a good salesman.

Thursday was the big day in the convention, if one might call it that, and Mr. Maxwell was again on the scene to enlist the attention of the salesmen. Present on this occasion also was Eugene Lockhart, actor, who, in discussing salesmanship, dwelt upon the necessity of a good approach and of the value of personality. He gave some interesting examples—really he acted them out—of how to approach a man and by facial expression showed what the play of feature can do by way of attracting or repelling a man.

Frederick A. Silliman, head of the Pardee-Ellenberger Co., Inc., and William Adams, credit manager of the house, were on the scene as often as business would permit, and it was the general consensus of opinion that the school was an unqualified success.

Among those present were the following: Gordon P. Haley, Bernice M. Haley, Astle Music Co., Houlton, Me.; R. W. Longfellow, Wm. McDermott, Miss Frances Adams, Atherton Furniture Co., Brockton, Mass.; Miss M. Edna Mitchell, Atherton Furniture Co., Waterville, Me.; Clarence Marvel, Atherton Fowler Fur Co., Worcester, Mass.; W. W. Averill, Putnam, Conn.; W. W. Ballard, Miss M. H. Ballard, Mrs. F. C. Bixby, W. W. Ballard, Salem, Mass.; Miss Barite, Barite Talking Machine Co., Boston; S. J. Horgan, Barnard, Sumner & Putnam, Worcester, Mass.; Philip Bassett, E. G. Bassett, Bristol, Conn.; L. E. Harmon, Bon Marché Dry Goods Co., Lowell, Mass.; A. M. Fontain, J. J. Bradley, Marlboro, Mass.; G. C. Brodrib, H. E. Blair, Brodrib & Blair, Waterbury, Conn.; R. A. Burr, Eastport, Me.; K. M. Cahoon, Waltham, Mass.; Edwin Reinhold, F. H. Coggswell, New Britain, Conn.; Clark W. Ryder, Cushman Furniture Co., Attleboro, Mass.; W. C. Barden, Cushman-Gardner Furniture Co., Middleboro, Mass.; F. S. Dyke, E. S. Jebb, F. S. Dyke, Northfield, Vt.; R. V. Manson, P. A. Harrity, Edison Shop, New Haven, Conn.; Chas. Bamber, Ira Askins, J. A. Foster Co., Providence, R. I.; Daniel Finn, Jr., Finn Bros., Jewett City, Conn.; Mrs. Beulah Forbes, Frank Hardy, Frank A. French, Studio Shop, Manchester, Mass.; Myrton P. Jackson, Gallup & Alfred, Hartford, Conn.; Miss Agnes Prince, W. H. Avery, Laconia, N. H.; Philip Lewis, Lillian E. Edwards, James Daley, Mrs. Kenney, Henry W. Berry Co., Cambridge, Mass.; Griswold Stanley, Bellows Falls, Vt.; Miss F. A.

COMBINATION

For 1922 that cannot be beaten.
Same "LONG QUALITY" CABINETS,
Same "PEERLESS" ALBUMS,
Same "GOOD SERVICE",
Same New England Representative,
with "the smile that won't come off."

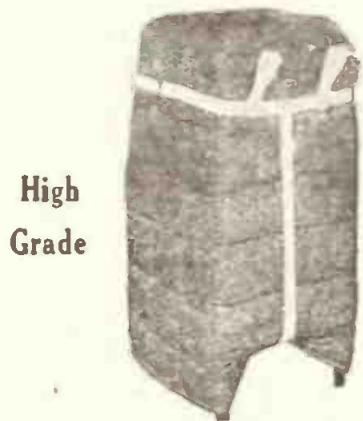
L. W. HOUGH

20 SUDBURY STREET BOSTON, MASS.

Jensen, Orin Jensen, Chas. Hall, Inc., Springfield, Mass.; B. J. Harriott, Howland Dudley, Harriott Music Co., Concord, N. H.; Miss Jessamine Warren, J. G. Heidner Co., Holyoke, Mass.; S. B. Lewis, Iver Johnson Sporting Goods Co., Fitchburg, Mass.; Ray Johnson, Johnson Bros., Fort Fairfield, Me.; Wilbur Longfellow, McArthur Furniture Co., Boston; James Meiklejohn, A. E. Crossley, S. Shirley, Raoul Larue, Socrate Gaulin, Eugene Viau, Henry Courchesne, Meiklejohn Co., Providence and Woonsocket, R. I.; Mr. and Mrs. C. J. Murphy, Biddeford, Me.; Paul B. LeClair, W. L. Nutting, Nashua, N. H.; B. W. Roberts, L. J. Bulinan, Lyman Payne Music House, Middletown, Conn.; Miss Catherine L. Le Vasseur, Geo. C. Peck & Co., Pawtucket, R. I.; Mrs. Elsa M. Peterson, Danbury, Conn.; W. E. Birdsall, Edgar Birdsall, Phonograph Shop, Boston, Mass.; Miss R. Precourt, Fred Smith, L. B. Levitt, Phonograph Shop, Portland, Me.; Mr. and Mrs. Chas. A. Bauer, T. B. Roberts, Augusta, Me.; Emil Roemer, Roemer's Music Shop, Webster, Mass.; H. E. Rundlett, Danvers, Mass.; Geo. E. Searey, Haverhill, Mass.; Miss F. Southwick, Shawmut Furniture Co., Boston, Mass.; Otis Skinner, C. B. Marsden, Albert Skillen, Ida Ramsdell, Skinner Optical Co., Bangor, Me.; J. N. Smith, J. N. & I. J. Smith, Skowhegan, Me.; Russell Snow, W. N. Snow, Plymouth, Mass.; D. K. Pierce, Stillmans, Westerley, R. I.; Mr. and Mrs. I. C. Trask, Trask Bros., Melford, Mass.; H. T. Twombly, Gardner, Me.; Mr. and Mrs. Chas. Fieldman, Chas. Popkin, United Talking Machine Co., Brockton, Mass.; W. J. Wheeler, W. J. Wheeler Co., South Paris, Me.; Glen F. Wilson, Richford, Vt.; Robert Salmond, C. F. Wing Co., New Bedford, Mass.

LANSING KHAKI
COVERS

The Pioneer Moving Cover



High
Grade

Government
Khaki

Dealer's Prices NOW:

\$6.00

medium
size

43"x20"x23 1/2"

\$6.50

large size
49"x23"x24 3/4"

\$7.35

extra large
52"x22 1/2"x23 1/2"

Fitzall Leather or No. 3x Strap
\$2.50

Piano Moving Covers \$18.00

SLIP AND RUBBER COVERS
FOR PHONOGRAPHS AND PIANOS

DISTRIBUTORS

Lansing
SALES CO.

170 Harrison Avenue
BOSTON, 11, MASS.

HEIDNER'S MAGNIFICENT QUARTERS

Interior of Store Most Artistically Arranged
for Display of Musical Instruments

SPRINGFIELD, MASS., March 1.—J. G. Heidner & Son, Inc., of 482 Main street, this city, which lately bought out the Victor business of Taylor's Music Store, long established in Springfield, has just had the interior made over from designs by the Unit Construction Co., the work having been done under the supervision of George A. Lyons, who, as the representative of this Philadelphia concern, is widely known in the trade. In the front of the store is a beautiful lobby, with a series of cases for musical instruments, and there are six comfortable booths. The Victor business is in charge of Secretary Clark, of Heidner & Son, and this store, which really is a branch of the larger Holyoke establishment conducted by this company, in its beautiful ivory finish promises to be a very successful establishment. The Holyoke store, by-the-by, which carries Victor, Edison and Columbia lines, has been having a very lucrative business of late.

SENTIMENTAL SHARPER OPERATES

PORTLAND, ME., March 6.—The many friends of Jack Shaughnessy, who conducts a very successful Columbia store in this city, are having a laugh at his expense and the story is too good to keep to one's self, so here goes: A short time ago a well-groomed and good-looking young man entered Shaughnessy's store and ordered an ex-

pensive Columbia outfit, together with \$5 worth of records. He was especially particular to have included "O, Dry Those Tears." He tendered a check for \$100 and received in change \$10. As he went out the door he called back, "Be sure and don't forget 'O, Dry Those Tears.'" Subsequently, Jack found that other talking machine dealers had been visited and the same game played on them. Jack hasn't yet finished trying to "dry those tears," for he's \$10 out. O, boy!

SUFFER DAMAGE FROM FIRE

LEVISTON, ME., March 8.—The Atherton Furniture Co., located on Main street, this city, suffered a bad fire the latter part of February, and the Columbia department in particular was badly damaged. However, the firm lost no time in clearing up the debris and getting rebuilt, and it is expected that the store, including the talking machine department, will be ready for reopening about March 15. A large consignment of Columbia goods has been ordered from the Boston headquarters and they are to be shipped there in a few days.

Always do your best and you can face the worst that may befall.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

LOYD WIRELESS TELEPHONE CORPORATION

EXECUTIVE OFFICES
SEVEN HUNDRED AND NINE SIXTH AVENUE
AT 41ST STREET
NEW YORK

SPECIALIZING EXCLUSIVELY IN "FIRCO" PRODUCTS
The Finest Wireless Telephone Instruments in the World

Announcement—

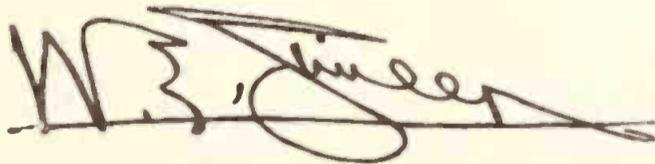
Mr. Herbert A. Brennan

recently Victor Sales Manager of "Wurlitzer" and formerly associated with the Victor Talking Machine Co., has been appointed our

Sales Manager

He will be glad to consult with the Talking Machine Trade on the development and merchandising of the Wireless Telephone.

LOYD WIRELESS TELEPHONE CORP.

A handwritten signature in black ink, appearing to read "W. B. Jones". The signature is written in a cursive style with a long horizontal stroke at the end.

President

SAINT LOUIS

Notable Gatherings of Dealers During the Month—Business Rather Uneven—Victrola Exposition Arouses Interest

St. Louis, Mo., March 8.—The talking machine business was rather listless throughout the past month, in both a wholesale and a retail way. Everybody did some business, but there was no briskness about it. The sales were pretty well distributed, as far as grades of machines were concerned. The tendency to defer buying until general conditions improve seemed well distributed also. The sales of records were more satisfactory, the booths being crowded on release days, and there being a fairly good run of custom in between.

Some Recent Trade Changes

The Brunswick has deserted music row on Olive street and is now at 915 to 919 North Sixth street. The move was made in order to get better and larger accommodations for the company's growing business.

The Taylor Music Co., Columbia, Mo., has been reorganized, following the retirement of the founder, John N. Taylor, who disposed of his interest to L. T. Ralston. Mr. Ralston has been elected president and D. L. Gribble, vice-president. The business will be continued under the same name.

Admirers of Caruso Are Busy

Some enthusiastic admirer of Caruso is making a collection of his photographs by robbing the music stores. Recently photographs disappeared from booths in the Kieselhorst and Smith-Reis stores. The one taken from the Kieselhorst store was autographed and was obtained with difficulty and, of course, cannot be replaced.

G. P. Ellis, secretary of the New York-Chicago Talking Machine Co., recently spent several days here.

Reorganize Morning Study-hour Class

A. W. Hosier, who was recently appointed manager of the Scruggs, Vandervoort & Barney talking machine department, has reorganized the morning study-hour class and it meets under his supervision three mornings a week.

Getting Out Slow-moving Records

A four months' contest in the sale of overstocked and slow-moving records by the Kieselhorst Piano Co. closed in February with Miss Marie Auberger leading. During this time, \$1,611.95 worth of overstock records were sold,

697 of them Red Seal and 564 of other kinds. Mr. Maetten, the manager, started another contest at once, supplying each salesperson with a list of fifty records. Some of these, which have been longest on the shelves, he is giving double credit for. The lists will be exchanged weekly. The results are checked up daily on the Red Seal Derby.

Fred Lehman, of the Lehman Music House, East St. Louis, has been spending a few weeks in California with his brother.

To Introduce the Victrola Exposition

A clever arrangement of material and ideas, to be called a "Victrola Exposition," has been made by the Koerber-Brenner Co., of this city, to be used by its dealers. It consists of eight white columns a foot and a half square by seven feet high, which will be used to form an aisle from the front door to the back of the store, where a Queen Anne Victrola will be displayed against draperies. The columns will carry on each side the picture of a Victor artist, a record by the artist, and a neatly lettered card bearing an annotation of the same. The columns are topped with a Victor dog. Outside the store, two fourteen-foot poles bear a banner announcing the Victrola Exposition. On display in the store also will be the Victor factory's glass-encased Victrola, and one of the very old Victor trade-mark Victrolas.

The Exposition will open in Harrisburg, Ill.,

in the store of L. L. Parker, who plans to do some seven thousand lines of advertising and to distribute souvenirs during the week of March 13. Daily programs for different groups of people will be held throughout the week.

Celebrate Caruso Memorial Week

Caruso Memorial Week was observed in St. Louis by placing in the various retail houses along Olive street posters bearing the picture of Caruso and the words, "Enrico Caruso—Born forty-nine years ago on the 27th of February—The Caruso American Memorial Foundation has designated this week as Caruso week—a week to awaken musical interest." These cards were furnished by the Victrola dealers, whose window displays reflect this occasion.

Successful Series of Concerts

A most successful series of concerts by Princess Watahwaso, Victor artist, was given in the Scruggs-Vandervoort-Barney recital hall, on February 16, 17 and 18. Two concerts a day were given by the Princess in her native Indian costumes and every concert filled to overflowing the spacious hall. On Friday the music clubs of the city were invited for a special program. School children from the city schools and from suburban districts attended in great numbers, accompanied by their teachers. Miss B. Rosenbrugh, of the Scruggs educational department, under whose auspices it was given, acted as accompanist.

During the County Teachers' Convention on February 24 and 25, at Anna, Ill., Miss Golda Airy, of the Koerber-Brenner Co., spoke twice each day on music in the schools.

Joins Rice Co. Forces

G. S. Crawford, formerly with the Jones Dry Goods Co., of Paris, Ill., has accepted a position with the J. E. Rice Music Co., of Mt. Olive, Ill.

TRI-STATE VICTROLA DEALERS' ASSOCIATION MEETS

Value of Continuous Advertising Stressed by J. J. Davin—E. C. Rauth and C. B. Gilbert Also Speak—Memory of Caruso Honored—Over 100 Attend Most Successful Gathering

St. Louis, Mo., March 7.—The Tri-State Victrola Dealers' Association met at the Hotel Claridge in this city on Monday evening, February 27. Over a hundred members were present and pronounced it a most profitable gathering. The meeting began with a dinner at 6 P. M. The date being the birthday of Caruso, the members remained standing during the playing of the last recorded record of Caruso, the "Crucifixus," from the "Messe Solennelle."

Music during the dinner was furnished by

the new Victrola 280, which most of those present had not seen. Other machines on display were the Victrola 260, the Victrola XVI, with the glass lids and sides, which is a part of the Koerber-Brenner Victrola Exposition, as well as the little trade-mark Victrola. The dinner was furnished from the funds presented to the Tri-State Association by the St. Louis dealers, the surplus from the last concert of the Eight Famous Victor Artists.

Following the dinner, J. J. Davin, of the Reincke-Ellis Co., spoke on dealer advertising, which he preferred to call business insurance. He pleaded that at least four per cent of the gross business of the Victor dealer be set aside for advertising, and that it be spread out over the year in a constant telling of the story. He suggested profitable newspaper advertising and commented upon the fact that almost all of the newspaper advertising is given over to machines, the records being sadly neglected. Other advertising mediums talked of were: direct by mail, billboards and concerts.

Mr. Davin was followed by E. C. Rauth and C. B. Gilbert, of the Koerber-Brenner Co., who told of selling a Victrola from the mechanical standpoint. Mr. Rauth's topic was cabinet construction and he covered the material from the time it left the forest to the finished article as it reaches the dealer. His talk was illustrated by portions of the unfinished Victrola, showing its construction in detail.

Mr. Gilbert told the dealers of the mechanical construction of the reproducing elements, covering exhaustively the styles, soundbox, goose-neck, tone arm, amplifying compartment and doors. Copious notes were taken by the dealers and all expressed their pleasure at the knowledge gained.

The evening's talks closed with the subject of selling a Victrola from a musical standpoint, by Miss Golda Airy, of the Koerber-Brenner service department. Miss Airy spoke on handling competition without technical discussion, and upon making the proper manipulation of

Ward's Khaki Moving Covers



Grade "D" Cover with

No. 3 Straps

THE C. E. WARD CO.

(Well-Known Lodge Regalia House)
101 William Street New London, Ohio
Also Manufacturers of Rubberized Covers
and Dust Covers for the Wareroom

Distributors

- BRISTOL & BARBER, INC.
3 E. 14th St., New York City
- YARR & LANGE DRUG CO.
207-215 E. Water St., Milwaukee, Wis.
- COHEN & HUGHES, INC.
Washington, D. C.
- BECKWITH-O'NEILL CO.
Minneapolis, Minn.
- STREVELL-PATERSON HARDWARE CO.
Salt Lake City, Utah
- C. L. MARSHALL CO., INC.
Beckman Bldg., Cleveland, O.
Butler Bldg., Detroit, Mich.
- THE REED CO.
237 Fifth Avenue, Pittsburgh, Pa.
- C. J. VAN HOUTON & ZOON
140 S. Dearborn St., Chicago, Ill.
- SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas
- KNIGHT-CAMPBELL MUSIC CO.
1608 Wynkoop St., Denver, Colo.
- CHAS. H. YATES
311 Laughlin Bldg., Los Angeles, Cal.
- W. D. & C. N. ANDREWS
Buffalo, N. Y.
- SACHS & CO.
425 So. Wabash Ave., Chicago
- SHERMAN, CLAY & CO.
741 Mission St., San Francisco, Cal.
- JOHN A. FUTCH CO.
35 Auburn Ave., Atlanta, Georgia
1500 South Boulevard, Charlotte, N. C.
630 Washington St., Jacksonville, Fla.
- ORTON BROTHERS MUSIC HOUSE
Butte, Mont.
- GRAY & OUDLEY CO., Nashville, Tenn.
- ASSOCIATED FURNITURE MFRS.
St. Louis, Mo.
- W. J. DYER & BRO., St. Paul, Minn.
- AMERICAN PHONOGRAPH CO.
Burlington, Vt.
- JOSEPH BARNETT & CO., Cedar Rapids, Ia.

the Victrola a matter of habit through practice.

Those present were: R. C. Ashurst, of Baker & Ashurst, Fulton, Mo.; J. W. Barnett, of Barnett Music House, Poplar Bluff, Mo.; W. J. Bauer and W. Schmitt, of W. J. Bauer Music House, St. Louis, Mo.; W. G. Bicket, Marissa, Ill.; L. V. Cline, of Cline's Drug Store, Herrin, Ill.; Mrs. L. M. Norris, of College Book Store, Kirksville, Mo.; W. C. Daumueller, Lebanon, Ill.; Mr. and Mrs. Wm. H. Deeken, of Deeken Music Co., St. Louis; Mr. and Mrs. A. DeMerville, of DeMerville Piano & Music Co., St. Louis; Miss Ethel McReynolds and Mr. L. Perigo, of Feraud Bros., Granite City, Ill.; Julius Glaser, of Glaser's Music Shop, St. Louis, Mo.; Miss Marguerite Hibbeler, of Hellrung & Grim H. F. Co., St. Louis; Miss May Bowsher, of Jones Dry Goods Co., Paris, Ill.; Theo. W. Maetten, C. O. Thompson, Richard Rosebrough, Miss M. Cartwright, Miss W. Griesedieck, Miss M. Moore and Miss M. Auberman, of Kieselhorst Piano Co., St. Louis; Miss Lillian Knapp and Frank T. Niess, of Knapp Piano Co., Belleville, Ill.; Fred Lehman, W. H. Jackson, W. Paridy, John Costello, Ova Lovell and W. E. Sullivan, of Lehman Music House, E. St. Louis, Ill.; Mrs. Lloyd L. Parker, of Lloyd L. Parker Music Co., Harrisburg, Ill.; L. F. Parrish, of Parrish Furniture Co., Metropolis, Ill.; Miss Clifford Porth, of Porth's Jewelry Store, Jefferson City, Mo.; Walter L. Rhein, of W. L. Rhein Piano Co., Belleville, Ill.; Miss Marie Breidenbach and Carl C. Bowine, of W. L. Rhein Piano Co., Belleville, Ill.; J. H. Rhodes,

of Rhodes Music House, Hillsboro, Ill.; J. E. Rice, of J. E. Rice Music Co., Mt. Olive, Ill.; Roy A. Sauer, of the Roy Sauer Music Co., Collinsville, Ill.; Mr. and Mrs. R. J. Spengel, of Spengel's Furniture Co., Highland, Ill.; Robert Gahner and Wilbur Schoonover, of Spengel's Furniture Co., Highland, Ill.; J. W. Strain, of Strain Jewelry Co., Carrollton, Ill.; W. O. Baker, of Taylor Music Co., Moberly, Mo.; W. O. Todd, Jr., and Miss Margaret V. Todd, of Todd Jewelry & Music Co., St. Louis; S. S. Vick, of Vick's Drug Store, Johnston City, Ill.; Miss Annabell Weible, of E. A. Weinell Hardware Co., Columbia, Ill.; Fred Coleman, of Wellston Talking Machine Co., St. Louis; A. W. Hosier, Mrs. E. Tippin, Miss Julia Beckman, Mrs. J. A. Coburn, Miss Blanche Rosebrugh, Miss Aurelia Lipscomb, Miss Ella Marklin, Mrs. Steinmeyer, Miss Wasserman, Miss Helen Heller, Miss Davis, Mrs. Gladding, of Scruggs-Vandervoort-Barney, St. Louis, Mo.; Val A. Reis, Philip Bardenheier, Vincent Harris, Geo. Hayes, Miss Laura Mertens, and Miss Iva Clayman, of Smith Reis Piano Co., St. Louis, Mo.; Miss Helen Hatfield, Miss May Kennedy, Miss Tillie Gerlach, Miss Elizabeth Liebinger, Miss Lacey McGhee, Miss Gertrude Jahns, J. B. Hutchinson, S. B. Curren, J. A. Lucker and Joseph Plesz, of Stix, Baer & Fuller Dry Goods Co., St. Louis, Mo.; H. G. Koerber, E. C. Rauth, Thos. Cummins, H. S. Grover, R. K. Brandenberger, Miss Golda Airy and C. B. Gilbert, of the Koerber-Brenner Co., of St. Louis, Mo.

BRUNSWICK DEALERS' CLUB IS ORGANIZED IN ST. LOUIS

P. L. Deutsch Addresses Largely Attended and Enthusiastic Meeting of Brunswick Dealers of St. Louis and Vicinity at the Hotel Statler—Board of Directors Appointed

St. Louis, Mo., March 8.—Brunswick dealers of this city and vicinity had a largely attended and enthusiastic meeting Monday evening, February 20, at the Hotel Statler, which was arranged by Manager Jackson and his assistants in the local Brunswick store. P. L. Deutsch, secretary and general sales director of the Brunswick organization, came down from Chicago and was the guest of honor and made the address of the evening. There was a general discussion of experiences during the past year and policies for the year to come. Some suggestions were made by dealers which Mr. Deutsch considered of such merit that he accepted them on the spot and promised that they should be put into effect without delay. A Brunswick Dealers' Club was formed, the first of the kind in the country. It will be of a social character and will have no officers. In place of these a board of directors was named, as follows: E. C. Storer, Baldwin Piano Co.; J. F. Ditzell, Famous & Barr Co.; Frank J. Peterman, Stocke-Peterman Furniture Co.; J. H. Kirkland, Kirkland Piano Co., and Harry Meyer, Meyer Piano Co.

In the course of his address Mr. Deutsch emphasized the importance of the formation of the first Brunswick Dealers' Association and the example it offered for Brunswick retailers in other sections of the country to get together for mutual benefit. He paid a tribute to members of the Brunswick sales force who had worked to form the Association, but declared

their work would have been in vain but for the splendid work of the dealers.

In the course of his talk Mr. Deutsch stated that retailers generally were tired of the preaching of economists, and of those who had much to say about putting pep into sales campaigns and being more aggressive, for the fact that the Brunswick dealers were successful indicated that they needed no such advice.

He also took occasion to outline the care used in making Brunswick machines and in the selection of the materials entering into their manufacture, and announced that the Brunswick quality standard would be rigidly maintained.

In closing, Mr. Deutsch said: "There are some who doubt the permanency of the phonograph, but let me predict here that it has come to stay, perhaps not in its present form, but in an advanced stage. We see a future that will some day make us look back and smile at our misgivings."

WILL TRIPLE ITS FLOOR SPACE

Manufacturers' Phonograph Co. Leases More Space to Accommodate Growing Business—Remains in Present Building

Arrangements were recently completed by Geo. W. Lyle, president of the Manufacturers' Phonograph Co., New York, manufacturer of the Strand phonograph, whereby this company will triple the floor space that it has been occupying as executive and sales offices. The company was heretofore located in a moderate-sized suite on the twelfth floor of the building at 95 Madison avenue, New York, but with the steady expansion of the business this space was soon found inadequate. Mr. Lyle thereupon leased a suite on the same floor, which has at least three times the floor space of the old quarters, and in these warerooms there will be ample room for the display of the Strand line. The new offices are now ready for occupancy and a general invitation has been extended to the trade to visit the new home of the Strand.

The Ideal Music Co., of 29 John street, New York City, Victor dealer, is planning extensive alterations to its establishment in the near future.



Homokord

**Important Notice
To Dealers
and Jobbers!**

THE HOMOPHON COMPANY

G. m. b. H.

Berlin, Germany

announce the appointment, beginning January 1, 1922, of the **HEGEMAN-STEWART CORP.**

as the

SOLE IMPORTERS

and

DISTRIBUTORS

for the

United States of America
of their well-known

HOMOKORD

Phonograph

RECORDS

Made in native lands

Lateral cut—double face plays on all machines. The most popular foreign record made—recordings by best European artists—in German and 34 other languages.

Continued importations of newest selections from Europe assure large stock always on hand for immediate delivery.

**Dealers!
Jobbers!**

Grasp this opportunity **AT ONCE** to represent **HOMOKORD** in your district

**Phone, Wire, Write
RIGHT NOW!**

HEGEMAN-STEWART CORP.

338 Washington Street

New York City

Phone: Walker 6166-6167

THE BROOKS INBUILT AUTOMATIC REPEATING PHONOGRAPH



The most wonderful Talking Machine on the market. All but human, will play any part or all of any record from one to eight times. Set the dial and have music throughout the meal or during the dance. It is justly termed the "wonder" instrument, exquisite in cabinet design and marvelous in tone. Send for dealers' discount. Distributors wanted.

BROOKS MFG. CO.

Saginaw

Mich.

IN PITTSBURGH

*Resumption of Iron and Steel Industries Creates Business for Dealers
— Plan to Reorganize Pittsburgh Association — Trade Optimistic*

PITTSBURGH, Pa., March 7.—An unmistakable upward trend in the talking machine trade in the Pittsburgh district has been very noticeable the past few weeks. Coupled with this there is a marked feeling of optimism among the various talking machine dealers, who feel that there is bound to be a better tone to business. This feeling is based on the gradual resumption of business in the iron and steel centers. Just a few days ago the first pay day in seven months was observed in the Allegheny Valley. There was distributed over \$450,000 in cash and the little town of Tarentum had a gala Saturday trading day. The Windsor Music Co. and the Lechner & Schoenberger Co., dealers in talking machines, records and other musical instruments, both reported a good day and evening in business.

Resumption of Industries Creates Optimism

From what can be gleaned from the officials of the large steel and iron companies, coal companies, etc., this Spring will see a better condition as far as operation of mills and mines is concerned. No concern of any moment is felt at the approach of April 1, when the miners' scale expires and a strike is expected, the usual result at that time. It is felt that while some miners may be idle a day or two as a protest against the action of some of the employing operators, the large majority, who have been idle for months, will be eager to get the scale signed and be ready to dig coal. The feeling here is that the "million dollars a day" wage scale will make its return before the end of the Summer. All signs point to a busy industrial season in the Pittsburgh district and with pay days every week and millions of dollars sent into circulation there is bound to be a reflex

action that will bring vast good to the talking machine merchants here and in adjoining territory.

G. H. Rewbridge Looks for Good Business

George H. Rewbridge, manager of the wholesale Victrola department of the W. F. Frederick Co., one of the best posted men in the trade, in a chat with The Talking Machine World representative, said: "My view of the talking machine situation is that there will be a good season developed later this year than usual. I feel that there will be a great many Victor machines sold and also a huge demand for the Victor records. While it is true that there has been a sort of slump in the business, I am more than convinced that there will be many orders placed. The industrial situation which, at the present, is rather perplexing, is slowly finding the light, and I believe that with busy mills and mines there will be placed in circulation such a vast amount of money that good must accrue to the talking machine dealers. I am far from being a pessimist and wish to be lined up with the optimists. That is the only sane and reasonable position to take these days. The talking machine dealer who uses up-to-date methods to attract trade will attract it and will get the business."

Plan to Reorganize Pittsburgh Association

Tentative plans were formulated at a dinner-meeting of a committee of the Talking Machine Dealers' Association of Pittsburgh looking toward the reorganization of the association with a view to enlarging its sphere of activity. At present the membership is confined to talking machine dealers in Allegheny County. It is proposed to change this by-law to permit talking machine dealers from Western Pennsylvania points, such as Altoona,

Washington, Greensburg, New Castle, Beaver Falls, Mercer and other cities and towns, to affiliate with the Association. The present membership is confined to Victor, Columbia and Edison dealers. There are a number of well-known talking machine dealers who handle the Sonora, Aeolian-Vocalion, Cheney, Brunswick, Paramount, Pathé and other well-known makes of talking machines who will be approached within the next few weeks by a committee to ascertain their views relative to affiliating with the Association. Members who attended the special committee meeting and participated in the discussion were John Henk, A. R. Meyer, Mark Fishel, Leo Half, H. C. Hornberger, J. B. Bennett, Henry Wood, William D. Sahrner and H. E. Young. Mr. Henk emphasized the plan of inviting the dealers to an open meeting to place before them the advantages of membership and it is quite likely that this plan will be carried out.

T. B. Niles at Kelley Music Co. Opening

T. B. Niles, assistant manager of the Pittsburgh offices of the Columbia Graphophone Co., attended the formal opening of the new Columbia Grafonola department of the Kelley Music Co., at Fairmont, West Va., last month. Mr. Niles stated that the new department is a model of its kind and one of the best equipped in the State. The Kelley Music Co., exclusive Columbia dealer, has devoted the upper floor of the music house to the Columbia Grafonola department. There are eight demonstration booths, each of which is sound-proof and handsomely furnished. The decorations throughout the store are most attractive. W. G. Kelley, the proprietor, has been engaged in the music business in Fairmont the past twelve years.

News Brieflets

Miss Ruth Rhodes, a popular saleswoman in the Victrola department of the Rothert Co., Altoona, Pa., attended the Victor School of Salesmanship at Camden, N. J.

W. C. Dierks, of the C. C. Mellor Co., Victor dealer, spent a week at Lexington, Ky., at the horse show.

Every Phonograph Owner a Prospect for THE RECORDOLA THE PERFECT RECORDER AND REPRODUCER



Let your customers record their own voices on
"HOMOGRAM" Record Blanks
in their own homes

Can be attached to any make phonograph

PRACTICAL
Positive in Operation

FOOL PROOF
Any Child Can Operate

Simplicity is the Keynote of the "Recordola"

Complete "Recordola" outfit handsomely nicked, including a double-faced "Homogram" recording blank that may be used for making 50 to 100 different records.

Retail Price, Complete

\$26.00

Extra Homogram Records, \$1.00 each

Liberal Discounts to the Trade

Write for Particulars

We are now located in our new and modern Laboratories and Showrooms, and we invite the trade to call to inspect them and get a demonstration of the "Recordola."

RECORDOPHONE CO., Inc., 15 WEST 34th STREET, NEW YORK, N. Y.

THE GREATEST MUSICAL HIT OF AGES

The SONG OF LOVE

From "BLOSSOM TIME"

ASK TO HEAR IT!

"You can't go wrong with any Teist song"

Theodore Hoffmann, treasurer of the J. M. Hoffmann Co., Brunswick dealers, spent two weeks at Pinehurst, N. C., and did some effective work on the celebrated golf links of that famed Southern resort.

Plan DeForeest Reception

Plans are being formulated by the Piano Merchants' Association of Pittsburgh for a reception and dinner on Thursday evening, March 16, to be tendered to M. V. DeForeest, the well-known music merchant and Music Week promoter, of Sharon, Pa. Mr. DeForeest, in his stores at Sharon, Greenville and Warren, O., handles the Victor, Edison and Brunswick machines. As most of the piano merchants affiliated with the Association handle talking machines, the reception will be one for talking machine dealers as well as piano merchants. The coming here of Mr. DeForeest on March 16 will mark the termination of his transcontinental tour in the interest of the music trade and he will tell his hearers at the dinner of the work accomplished during his tour.

Prize Winners in Edison Sales Contest

Ranking among the leaders in a contest conducted by the Girard Phonograph Co., Miss Carrie Fries and Samuel G. Dunkelberger, attached to the sales force of the Metropolitan Phonograph Co., qualified to receive a free course in salesmanship that was held in Philadelphia under the auspices of the Girard Co. By having sold more than \$23,000 worth of Edison phonographs and accessories, Miss Fries led four divisions in the district.

Preparing for Music Week

Pennsylvania will have a State-wide music week, starting April 30 and ending May 6, under the direction of the music division of the Pennsylvania Department of Public Instruction. Hollis Dann, State director of music, will have charge of the plans. Prof. Dann has issued a program for use during the week. A number of the talking machine dealers here will cooperate in the work of the schools during Music Week.

European Tour of Business Men

Talking machine dealers of western Pennsylvania and vicinity have been notified of the tour of American business men, which will cover Central Europe, Belgium, France, England and Ireland. The party will sail from New York on June 10 and the plan is to return some time in August. The United States Line's steamship George Washington, one of the largest and most palatial ships afloat, will be used by the tourists. C. C. Latus, executive secretary of the Piano Merchants' Association of Pittsburgh, with offices at 623 Pittsburgh Life Building, will furnish rates and complete data about the tour to all who write him. Thus far 160 persons have booked for the tour.

Edison Dealers to Meet

The Buehn Phonograph Co., Edison distributor, is planning to hold an informal meeting and dinner at the Fort Pitt Hotel the latter part of this month. Due notice will be sent to all of the Edison dealers in the Pittsburgh zone in a

few days. The affair will be sort of a get-together meeting, and after the business and dinner are over there will be some time left for a dance or other social diversions.

A. A. Buehn, treasurer of the Buehn Co., is quite optimistic over the outlook for the Edison business in his territory and believes that there will be an increased demand for the Edison line, due to the recent reduction in prices of the Edison records and some of the Edison phonographs.

Good Call for Starr Products

Manager Niles, of the Starr Phonograph Co., reports a very satisfactory demand for the Starr phonographs and Gennett records.

Health Builders Records Popular

T. E. Shortell, manager of the Victor department of the S. Hamilton Co., reports a very

brisk demand for the Walter Camp Health Builders records, for which the S. Hamilton Co. has been appointed authorized representative and distributor for western Pennsylvania, northern West Virginia and eastern Ohio. Daily demonstrations of the Walter Camp records are made in the S. Hamilton Co.'s stores. No specialty in the talking machine trade in years has made such a decidedly favorable impression as the Health Builders records.

Win the Prize

Miss Hildegard Wehrle and Miss Margaret Stuart, two of the efficient and amiable members of the sales force of the main store of the S. Hamilton Co., were winners recently of a cash prize offered for the best sales of Red Seal records.

IVOGEN ON OKEH RECORDS

Four Records by Opera Star Now Ready—Artist Famous Here and Abroad

The General Phonograph Corp., New York, placed on sale recently four Okeh records made by Maria Ivogen, one of the sensations of the present season in the grand opera world. These records were made in Europe by the International Talking Machine Co. and pressed in the United States by the General Phonograph Corp. Maria Ivogen made her first notable success during the world war, and when she made her debut in New York in January as a member of

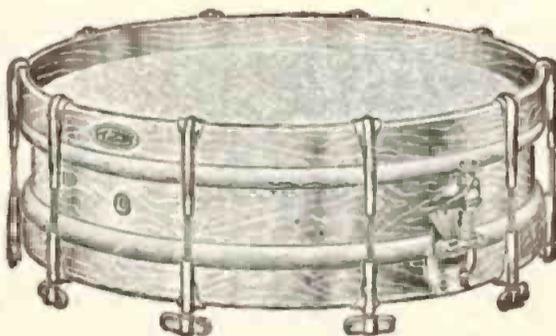
the Chicago Opera Co. she received an ovation. Musical critics were unanimous in proclaiming her one of the "finds" of the operatic season, and her fame as a coloratura soprano throughout Europe is now being duplicated in this country.

C. G. WOOD'S NEW POST

C. G. Wood, who recently resigned as advertising manager of Thomas A. Edison, Inc., has joined the Thresher Advertising Service of New York City. His many friends in the trade have taken occasion to wish him all possible success in his new undertaking.

20th CENTURY DRUMS

Appeal to Professional Players



Here's the 20TH CENTURY "Orchestra"—a beautiful drum with a wonderfully bright, responsive tone. It usually retails as follows:

- F1300—Size, 14x3 inch shell, 10 rods, Each \$20.00
- F1304—Size, 14x4 inch shell, 10 rods, Each \$21.00
- F1310—Size, 15x4 inch shell, 12 rods, Each \$22.00

Write for our Confidential Trade Price List, quoting the complete line of 20TH CENTURY Drums and Traps as well as EVERYTHING in Brass, Wood-Wind and Stringed Instruments and their Accessories.

HERE are drums that won't—CAN'T—warp or shrink out of shape. The secret is in the new 20TH CENTURY flesh and counter hoops—made of laminated, 3-ply rock maple. But their rugged strength isn't the only feature that sells 20TH CENTURY Drums. Critical drummers select them for their brilliant, responsive Tone, as well—for their good looks and their good value. The 20th CENTURY "Orchestra," pictured above, is only one of a score of big values. They are priced to pay you a generous profit and still meet the strictest competition—they are built to meet the most exacting demands of professional use. Your trade is wanting such drums and such values. Won't you supply them?

THE FRED. GRETSCH MFG. COMPANY

Musical Instrument Makers Since 1883

60 BROADWAY

BROOKLYN, N. Y.



Two home-runs by Frank Crumit! "Sally and Irene and Mary" and "Boo-Hoo-Hoo (You're gonna cry when I'm gone)." Every admirer of a good tenor is the market for this record. A-3543.

**Columbia Graphophone Co.
NEW YORK**

CONVENTION OF EDISON DISC JOBBERS' ASSOCIATION

Jobbers Hold Their Annual Meeting at Waldorf-Astoria Hotel, New York, on February 13 to 15 and Participate in Live Business Program—Present Statuette to Thos. A. Edison on Birthday

The annual convention of the Edison Disc Jobbers' Association was held at the Waldorf-Astoria Hotel, New York, on Monday, Tuesday and Wednesday of the week ending February 18, and attracted practically 100 per cent representation, only one Edison jobber not answering to the roll call. An elaborate program, strictly business for the most part, was laid out for the entire three days and the details were all carried out according to schedule.

A number of the jobbers, several of them making up a committee representing the Association, assembled in New York on Saturday, February 11, for the purpose of waiting upon Thos. A. Edison, congratulating him upon his seventy-fifth birthday anniversary which occurred on that day and presenting him with a handsome bronze statuette by Lorado Taft and entitled "Orpheus Consoled."

The convention proper began on Monday morning when the jobbers engaged in general discussions regarding various phases of the business and considered particularly such matters as were to be taken up with the factory officials.

Tuesday was "Laboratory Day," when the various officials of Thos. A. Edison, Inc., met with the jobbers for the discussion of matters of mutual interest. Charles Edison presided at the meeting assisted by the executive staff of the company.

Between the morning and afternoon sessions on Tuesday the Edison officials were the guests of the jobbers at an informal luncheon in the Myrtle Room of the Waldorf, and on Tuesday evening the jobbers in turn were entertained by the Edison Co. executives at an elaborate dinner and dance in the ballroom of the Waldorf, with a long entertainment program provided by Edison artists and others.

The final business session of the Association was held on Wednesday, on which occasion Charles Edison presented to the jobbers the decisions arrived at by the factory officials on matters regarding which conferences were held on Tuesday. Wednesday afternoon was given over to a number of special addresses, the speakers including Dr. Esther L. Gatewood, of the Edison music research department, and assistant to Pro-

fessor Farnsworth; H. E. Gehle, of the Mechanics & Metals National Bank, and others.

New Officers Elected

The election of officers occurred on Wednesday morning, the new officers being: President, Laurence H. Lucker, Minneapolis; vice-president, Robert L. Proudfit, Proudfit Sporting



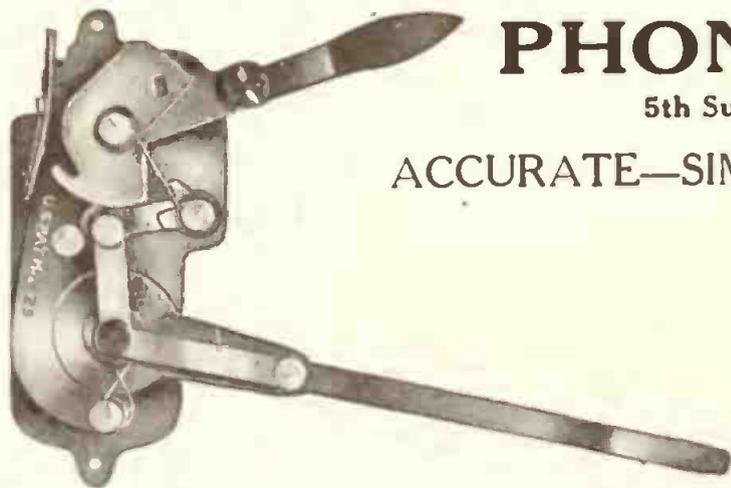
Bronze Statuette Presented to Mr. Edison Goods Co., Ogden, Utah; secretary-treasurer, M. M. Blackman, the Phonograph Co., Kansas City, Mo.; and executive committee, P. H. Oelman, the Phonograph Co., Cincinnati; D. W. Schultz, Schultz Bros., Omaha; A. A. Buehn, Buehn Phonograph Co., Pittsburgh, and L. T. Donnelly, the Diamond Disc Co., Inc., New Orleans.

ANNOUNCES NEW CONSOLE MODEL

The Manufacturers' Phonograph Co., New York, manufacturer of the Strand phonograph, has followed its successful introduction of the Queen Anne Model 8 console, listed at \$125, with samples of the new Louis XV Model I console, listed at \$150, and announces immediate deliveries. This new Strand model, which will soon be supplemented by two others, listed at \$175 and \$200, has the same structural features as the Model 8: the half-lid top, the grille concealed by a drop slide, the all-wood horn and the door covered record shelves. In design it is a splendid reproduction of the distinctive lines of the Louis XV period.

A charter of incorporation has been filed by the Automatic Phonograph Co. with the Secretary of State of Delaware. The new concern is capitalized at \$2,000,000.

Fickleness, indifference, affectation, laziness, envy, greed, recklessness, all add to failure.



PHONOSTOP

5th Successful Year

ACCURATE—SIMPLE—DURABLE

Reasonable
Price

Guaranteed Fully

Nickel or Gold

UNIVERSAL
STANDARD



NEED-A-CLIP

New Fibre Needle Clipper

Guaranteed

RETAIL

AT

75 cents

Trade Discount

A SUPERIOR TOOL

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

BRUNO



Victrola No. 240



Victrola No. 260

HITTING ON ALL FOUR!!

Originators of the universally known upright talking machine—the Victor Talking Machine Company has again demonstrated its right to the "highest award" through its ability to produce a series of distinctively exclusive horizontal type Victrolas, and at popular prices.

With this new series of Victrolas, the Victor dealer is in that fortunate position to meet and satisfy practically every possible requirement or demand of the most discriminating buyer. These new Victrolas, Nos. 240, 260, 280 and 330, possess that same degree of perfection as is embodied in the older types, giving that perfect sound reproduction recognized solely in the Victrola, and which has caused that instrument to be the prized possession of the household.

Victrolas are made to furnish music to suit every taste. They are made in styles to conform to the "atmosphere" of every home.

Let your orders for these new models, Mr. Victor Dealer, be generous, so that you will be in a position to meet the demands of the public which are sure to follow.



Victrola No. 280



Victrola No. 330

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

Victor Wholesalers to the Dealer Only

SILZERS WILL REPRESENT STRAND

Well-known Talking Machine Men to Represent Strand in Four Western States—To Open Offices in Des Moines and Minneapolis

Geo. W. Lyle, president of the Manufacturers' Phonograph Co., New York, manufacturer of the Strand phonograph, announced this week that arrangements have been made whereby Geo. C. Silzer and his brothers, Herman F. and Gustave F., will become exclusive sales representatives for the Strand talking machine in Iowa, Nebraska, Minnesota and Dakota. They will open representative sales rooms in Des Moines and Minneapolis, and will shortly inaugurate intensive sales campaigns in these important territories.

G. C. Silzer and his brothers have been identified with the talking machine industry for



G. C. Silzer

twenty-eight years, having been for many years associated as executives with Harger & Blish, Des Moines, Edison jobbers. When they severed connections with this company recently they made a thorough investigation of the sales possibilities of many talking machine lines and finally selected the Strand as meeting every requirement and as offering splendid sales possibilities.

Have you real talent for art? Then study music, do something worthy of the art, and dedicate your whole soul to the beloved saint.—Longfellow.

IGNORING SIGNAL NO. 39

The Battle of Copenhagen, in 1801, was going against the English.

Admiral Parker, an aged and conservative officer, feeling that the situation was hopeless, ordered his aide to run up Signal No. 39.

Thirty-nine was an order to discontinue the engagement.

Lord Nelson, who had direct charge of the battle, continued to walk his deck without appearing to notice it.

Finally, when one of his staff officers called it to his attention, he lifted his glass to his blind eye, and said, "You know, Foley, I have only one eye. I can't see it. Nail my signal for close action to the mast."

In a few hours the enemy fleet was destroyed.

Signal No. 39 has been hanging from more than one flagship during the last few months, but the battle seems to be turning.

American business, apparently, is favored with a blind eye.—Cosmopolitan's Better Way.

TROUP BROS. TO REMODEL

Work Started on Rearrangement of Company's Store in Harrisburg, Pa.

HARRISBURG, PA., March 6.—Troup Brothers, whose music house is located at 8 North Market Square, are making a number of improvements to the store. The remodeling will involve a new entrance to the store, and the removal of an off-set in the front part of the storeroom, permitting of six or seven additional feet in width at the front of the store. Skylights will be torn out and a metal ceiling installed over the entire first floor.

A large stairway leading from the front of the store will give convenient access to the basement, which will be remodeled and extended to a depth of approximately 125 feet, and finished with hardwood floors. The basement will be utilized for the display of pianos and talking machines, relieving the congested condition of the first floor and permitting the showing of greater stocks.

Saul Bluestein, proprietor of the Melody Shop, 111 Madison avenue, Memphis, Tenn., Sonora dealer, is planning to open a branch store in the South Main street mercantile section of the city.

DITSON & CO. GIVE FINE RECITAL

Edward Johnson, Chicago Opera Tenor and Victor Artist, the Feature at Monday Morning Musicales—First of a Series of Similar Concerts

A large number of Victor talking machine dealers attended a concert and reception in the concert hall of Chas. H. Ditson & Co. on Monday morning, February 27, when Edward Johnson, popular tenor of the Chicago Opera Co. and well-known Victor artist, was the guest-artist and sang a number of selections which have already been recorded for the Victor Co., among them "Someone Worth While," which appears in the Red Seal list for April. Mr. Johnson was in excellent voice and was most generous in responding to repeated encores. Assisting artists were Miss Anna Welsh, harpist, and Frank Umbriaco, a young Italian accordion player.

The concert was the first of a series to be given under the auspices of the wholesale Victor talking machine department of Chas. H. Ditson & Co., of which P. E. W. Carlson is manager. A prominent record artist will be featured at each of the concerts which are to be given for the purpose of making the Victor dealers acquainted with some of those artists who do the recording.

Chas. H. Ditson & Co. now have an elaborately equipped wholesale Victor department located on the eighth floor of the company's building at 8 East Thirty-fourth street, the equipment including a model show window in which the display is changed at regular intervals, together with model booths, record filing and sales systems.

TAKES OVER MARKEL MOTORS

Magic Phonograph Supply Co. Buys Stock and Materials of Acme Phonograph Corp.

The Magic Phonograph Supply Co., 67 Debevoise street, Brooklyn, N. Y., recently purchased the stock and materials of the Acme Phonograph Corp., Inc., including the right to manufacture the Markel and Butterfly motors. The company announces that it is now prepared to ship sample or quantity motors to the trade, or any parts thereof for motors already in existence. In addition, it carries a substantial stock of main springs, tone arms, sound boxes and other talking machine accessories.

George Raux has been made manager of the new music store of Garrett Owen, Oakland, Cal. Mr. Raux was formerly with the talking machine department of the John Bruener Co.

The

ECLIPSE MUSICAL CO.

VICTOR WHOLESALE ONLY

CLEVELAND OHIO

Look at the Successful Dealers

in other lines of business.

Aren't they the dealers who give their customers *just a little more* attention than their competitors?

Victor dealers have an immense advantage, but they must remember that "Better Service means Bigger Sales."

We will help our dealers help their customers.



Unico Equipment Promotes Successful Merchandising

The twenty-one Unico departments illustrated above and listed below are typical of hundreds of Unico Equipped dealers who during 1921, a year of subnormal trade conditions, experienced business growth and increased profits.

- | | | |
|---|---|---|
| 1. Maison Blanche Co., New Orleans, La. | 8. Well Bros. Furn. Co., New York City. | 15. Edgar Music Shoppe, Tulsa, Okla. |
| 2. Mellrupe & Grimm Furn. Co., St. Louis, Mo. | 9. Geo. J. Dirkel Co., Los Angeles, Cal. | 16. B. B. Tedd, Philadelphia, Pa. |
| 3. Forbes & Wallace, Springfield, Mass. | 10. Burk-Hume Piano Co., Norfolk, Va. | 17. S. Kohn & Sons Co., Cleveland, O. |
| 4. New York Band Instrument Co., New York City. | 11. Hubert Day & Son, Elyria, O. | 18. Trotlicht Ounker Furn. & Carpet Co., St. Louis, Mo. |
| 5. Krause Furniture Co., Chicago, Ill. | 12. Zerweck Jewelry Co., East St. Louis, Ill. | 19. Reichlin, Reidy, Scanton Co., Lorain, O. |
| 6. Kaufman-Baer Co., Pittsburgh, Pa. | 13. Ideal Music Co., Newark, N. J. | 20. Peerla Music Shop, Peoria, Ill. |
| 7. Baldwin Piano Co., St. Louis, Mo. | 14. Moorehouse, Martens Co., Columbus, O. | 21. Gramophone Co., Ltd., London, England. |

The Unico System Will Increase Your Sales and Profits

CONSIDER SOME FEATURES OF THE UNICO SYSTEM WHICH MAKE IT YOUR WISEST EQUIPMENT INVESTMENT

- Unico Equipment is the preeminent sales background. Individuality and practicability are combined.
- Unico Equipment is a permanent asset—not an expense. Patented sectional construction accommodates every departmental change.
- Unico Equipment is mechanically efficient, resulting from years of scientific research and invention.
- Unico Equipment is a moderately priced quality product. Manufactured on a scale which minimizes cost.
- Unico Equipment guarantees MORE satisfied customers. Planned, built and installed by service experts.

Unico Equipment Costs No More—Why Consider Any Other?

UNIT CONSTRUCTION COMPANY

Rayburn Clark Smith, President

58th Street and Grays Avenue, Philadelphia, Pa.

NEW YORK, N. Y.
299 Madison Ave., Cor. 41st St.

ATLANTA, GA.
49 Auburn Ave.

DALLAS, TEXAS
209 Dallas Bank Bldg.

CHICAGO, ILL.
30 North Michigan Ave.

LOS ANGELES, CAL.
274 I. W. Hellman Bldg.

DENVER, COL.
1741 Champa St.

SALT LAKE CITY, UTAH
150 Main St.

EIGHT UNICO SERVICE BRANCHES FOR YOUR CONVENIENCE

Address our nearest office TODAY

HEARING HELD IN THE VICTOR CO.—OPERA DISC CO. SUIT

Action Brought to Enjoin Sale of German Records Made From Matrices Claimed by Victor Co. Comes Up Before Judge Chatfield, in U. S. District Court in Brooklyn—Briefs to Be Filed March 21

The action brought by the Victor Talking Machine Co. against the Opera Disc Record Co., the Opera Disc Distributing Co. and Max Hesslein, of New York, seeking an injunction preventing the defendants from continuing to import and sell records made in Germany from masters recorded by artists under exclusive contract with the Victor Co., came up for hearing before Judge Chatfield in the U. S. District Court in Brooklyn, N. Y., on Monday, February 27.

At the close of the hearing on Tuesday afternoon both sides were given until March 21 to file briefs, it being agreed between the attorneys that each side should provide opposing counsel with its briefs on March 14, thus providing a week for the preparation of counter arguments. The attorneys agreed that Judge Chatfield was particularly well qualified to pass on the points at issue, having a wide knowledge of such litigation.

The case opened with the presentation of the plaintiff's side by George W. Schurman, of Rounds, Schurman & Dwight, who spent several hours in presenting the Victor Co.'s claims. The Victor Co. cited the fact that a number of prominent artists, including such names as Alda, Bori, Culp, Destinn, Farrar, Gadske, Gluck, Hempel, Melba, Schumann-Heink, Sembrich, Tetrizzini, Amato, Caruso, Goritz, Journet, Ruffo, Scotti, Paderewski, Elman, Kreisler, etc., had been placed under exclusive contract with that company prior to August 14, 1914, the contracts providing for the payment of heavy royalties for the exclusive use of their records and photographs, and that many of the records made by these exclusive artists were being offered by the defendants.

Mr. Schurman went into detail regarding the arrangements made between the Victor Co. and the Gramophone Co. of England in 1901, pro-

THE RESURRECTONE
"Even pressure Valerum"



Trade-Mark Registered

Patented: June 15th, 1915; June 22nd, 1915; Jan. 31st, 1919; June 21st, 1921.

Patents Pending: Our new Tuning-fork and Single Prong models are standards of simplicity and perfection. Superb quality—increased volume. Order sample, return if not satisfied. Reasonable prices.

HOFFAY PHONOGRAPH CO., 160 Pearl St., New York City
Makers of the "Air-tight" Tone-arm and Hoffay Phonograph

viding for the interchange of duplicates of record matrices and for the control by the Gramophone Co. in European countries of certain patent rights owned by the Victor Co., and also told of the organization of the Deutsche Gramophon Aktiengesellschaft with 100 shares of stock all controlled by the Gramophone Co. The point was emphasized that the agreement provided only for an interchange of matrices, and did not provide for their purchase or sale.

Shortly after the beginning of the war, it was stated, Alexander Lucas took charge of the D. G. A., purporting to act under the authority of the German Government, and, although the Victor Co. took prompt action through the State Department to protect its rights in the matter and to recover the matrices in possession of the German company, no satisfaction was obtained, and in March, 1917, Lucas sold the assets to the Polyphonwerke Aktiengesellschaft, receiving one million marks for the stock of the company and three million marks for the matrices.

Particular emphasis was laid upon the provisions of paragraph five of Annex Articles 297-298 of the Treaty of Versailles, providing for the delivery to England of trade-marks and unique means of reproduction on demand, with the proviso that the German companies may have copies for use in Germany exclusively. It was stated that the German Government delayed months in forcing the Polyphon Co. to meet the terms of the treaty and to deliver trade-marks and other property demanded, and then delivery of matrices was commenced on a basis that would require several years for completion.

The plaintiff also made the point that the Opera Disc Co. was organized in January, 1921, at a time when war still existed technically between the United States and Germany.

The defense based its argument first upon decisions of United States courts regarding the resale in the United States of goods originally sold out of the country, providing the origin of the merchandise was not hidden. The jurisdiction of the courts of this country in matters affecting the official acts of foreign nations was also questioned, and findings of German courts favoring the rights of the Polyphon Co. to the matrices in dispute were cited.

John D. Meyers and Louis LeDuc, of the legal department of the Victor Co., were in attendance with Mr. Schurman, while C. A. L. Massie, an attorney well known in the talking machine trade, represented Max Hesslein; Johnson & Galston appeared for the Opera Disc Record Co., and Eisman, Lee, Corn & Levien appeared for the Opera Disc Distributing Co. Attorneys representing many other interests in the industry were also present as spectators.

ADDS NEW LINES IN PATERSON

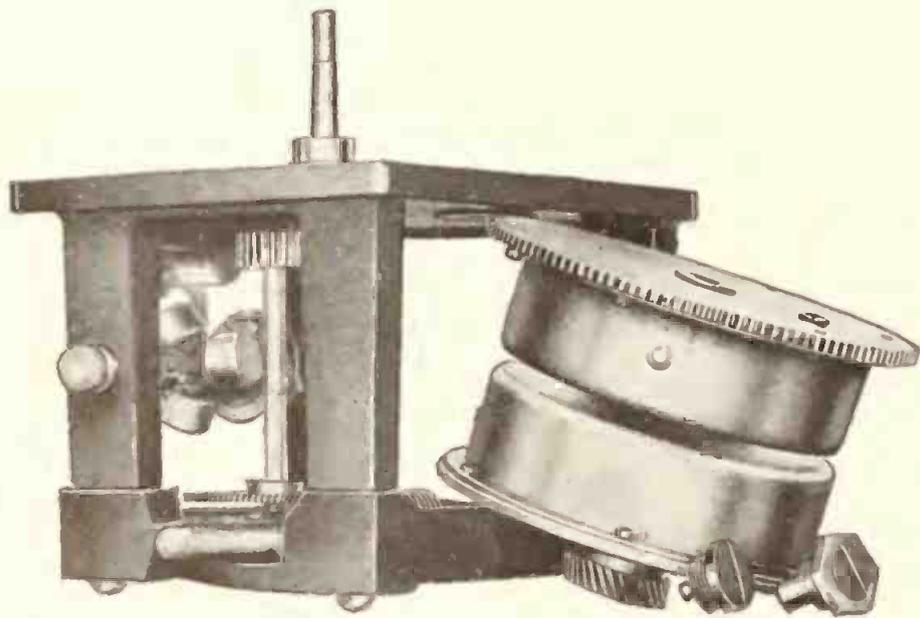
The Sterling Music House, 133 Ellison street, Paterson, N. J., of which Thomas J. Corkrey is proprietor, has enlarged its talking machine department and taken on the agency for the Columbia and Aeolian-Vocalion machines and records. Mr. Corkrey plans to advertise both lines in a big way.

WILL WHOLESALE ONLY

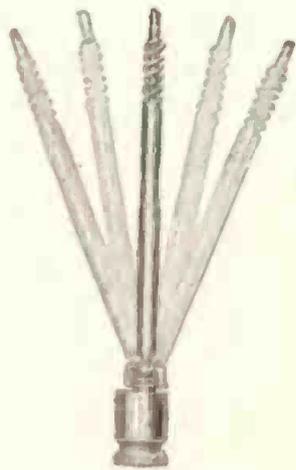
The White Sewing Machine Co., manufacturer of the White phonographs, which has been conducting a retail store at 207 West Main street, Clarksburg, W. Va., has discontinued the retail business and will confine itself to wholesale only.

Study the SILENT Motor

Its Advantages for Your Line of Talking
Machines Are Self-Evident



The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.



An Exclusive
SILENT MOTOR Feature.

Self-aligning governor shaft,
mounted on universal ball-and-
socket bearing. Eliminates gov-
ernor trouble forever.

Send for Sample and Prices

THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, President

321-323-325 Dean Street,

BROOKLYN, N. Y.

Okeh Records

The Records of Quality

FONOTIPIA RECORDS

Artists Whom the Public Knows—and Wants

The General Phonograph Corporation offers you and your customers complete record service. Not only can you obtain the best dance numbers, popular vocal, standard selections, etc., but in addition some of the brightest names in the operatic and concert world are available through the General Phonograph Corporation's distributors. Write your distributor today for complete information on these celebrity records.

AMATO—Glorious baritone, whose liquid tones have thrilled thousands.

BONCI—The most artistic lyric tenor the world has ever known.

DESTINN—One of the big stars of the Metropolitan, endowed with an exceptional voice.

DIDUR—Incomparable basso of the Metropolitan Opera Co.

DUX—Universally acclaimed by the critics as one of the most gifted sopranos.

HEMPEL—The Jenny Lind of to-day, whose bird-like voice is pure delight to hear.

IVOGUN—Young coloratura soprano, the sensation of the hour in operatic circles.

JADLOWKER—Famous lyric tenor and interpreter of Wagnerian roles.

KUBELIK—Famous violinist, long a favorite with the American music-loving public.

McCORMACK—The best known and most popular concert singer in America.

RUSS—Internationally known soprano, who has won great laurels both in Europe and America.

SLEZAK—One of the greatest tenors of the age.

STRACCIARI—Whose "Largo al Factotum" has not been equalled by any other leading baritone.

VON VECSEY—Splendid Hungarian violinist with an international reputation.

ZENATELLO—Most famous interpreter of Verdi's "Otello" since Tamagno.

Records by these artists were recorded in Europe, where these celebrities attained the success which made their American appearances possible. They are pressed in the United States by the General Phonograph Corporation, manufacturers of the famous Okeh Records, under special licenses from the Societa Italiana di Fonotipia and the International Talking Machine Company.

General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street, New York City

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, Pa., March 6.—March has opened much more favorably as far as trade is concerned in this city, following a rather uneven February, and distributors and dealers both believe that we are now "over the hill," so to speak, and that a steady and continued improvement will develop as the year grows older. The lessening in the demand for records during February was somewhat unusual, as in years ago this month always seemed to be an excellent sales month for records. Increased interest in records is now manifested, and this has been helped by the "Caruso Week" campaign throughout the country. People have in this way concentrated on records and their importance musically has been impressed upon the purchaser anew. And not records alone, but talking machines of the better type are selling well. Another helpful factor, so far as trade betterment is concerned, is the decreasing evidence of "cut-rate" merchandising. It still exists, unfortunately, but is not as prominent as it was a few months ago. The general public when properly approached is always inclined to buy the standard, reliable, well-advertised products rather than have recourse to the cut-price, nondescript products which are sold under so many various names. The most successful way to fight this cut-rate, stencil, junk campaign is for the dealers to work twice as hard as they have in the past and advertise their products and their reliability, and thus arouse the attention and win the patronage of those who should have talking machines and records in their homes.

Entitled to the Thanks of the Trade

Preparations for the Victor Dealers' Convention, which is just about to open as your cor-

respondent is writing this letter, have been under way for the past month under the auspices of the Philadelphia Victor jobbers. A great program has been prepared and everything done to make this convention one of the most successful of the many held by Victor organizations throughout the country. The final meeting of the committee having this convention in charge was held last week at the Poor Richard's Club and was followed by a dinner. Inasmuch as this convention will be handled in a news way in another part of *The World*, all that may be said is that the Victor jobbers and all who participated in the success of this convention are certainly entitled to the heartiest thanks of the trade.

New Brunswick Dealers Appointed

The local headquarters of the Brunswick-Balke-Collender Co. reports a very satisfactory condition of business which is steadily expanding. New dealers are steadily falling into line, and at the present time the Pennsylvania territory is well covered in a retail way, but it will be better covered before the year ends. Among the new agencies recently opened were those of the Eccles Music Shop at Carlisle, a new concern which has very attractive quarters; the Hopkins Piano Co., Chester, Pa., which held a formal opening last week.

R. M. Nelson, the local distributor of the Brunswick, is again at his desk following an attack of influenza. He is getting in some very substantial shipments of Brunswick machines, including a number of the new models 217 and 212. It had been impossible to secure these styles before to any great extent. Quite a number of the Queen Anne period Brunswicks are

also now on display at the local warerooms. Among the recent visitors at the local headquarters were John I. Monroe, of the Brunswick Phonograph Shop, Williamsport, Pa.; T. A. W. Hoff, Salem, N. J.; Peter Casper, Wilmington, Del.; George E. Eldridge, Pitman, N. J., and Harry Moser, of Morristown, N. J.

The New Blake & Burkhardt Store

The new store of Blake & Burkhardt, 20 South Tenth street, is now in splendid running order and their business in both Edisons and Vocallions is reported very much better than for some time past. The business of this old-established firm is expanding, thanks to the enterprising policy of its members.

J. R. Fox Candidate for Legislature

J. R. Fox, Columbia dealer, of White Haven, Pa., has announced himself as the Republican candidate for the legislature from the Second District of Luzern County. His many friends in the trade—and he has a host of them—are backing him to win. He is a retailer who has built up a large Columbia business, and has the equipment to make an excellent legislator. By the way, he recently purchased the White Haven Journal, a weekly newspaper. It can be seen that he recognizes the power of the press as an essential to success.

Luncheon for Joseph Wood

Joseph Wood, supervisor of the repair department of the local Columbia force, was entertained at a luncheon recently by T. M. Kenny, local Columbia dealer, a friend and admirer. The local Columbia branch, by the way, is well pleased with the business transacted in February. The demand for records was es-

(Continued on page 84)

GREATER VICTROLA SALES

Because buyers are now demanding dependable merchandise. Dealers realize the prudence of *concentration*, also the evil of *dissipation*—hence the investment in and sale of Victor Product exclusively, whenever possible.

The many Victor Dealers of this Philadelphia territory, who are concentrating their buying with this organization, may know we are equipped for even a still greater Victor business.

The Louis Buehn Company
of Philadelphia

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 83)

pecially large, and March has opened with a very satisfactory showing for this company. Recent Columbia visitors were Mr. Fairchilds, of the E. K. Owens Hardware Co., Susquehanna, Pa., and Mr. Felix, of the Felix Department Store, Schuylkill Haven, Pa.

Busy Times With the Louis Buchn Co.

The Louis Buchn Co. finds that its dealers are experiencing increased activity, although it has been rather spotty in character and better in some localities than others. Louis Buchn, president of the company, is one of the busiest men in Philadelphia. Besides his duties as chief executive of the large Victor distributing concern which bears his name, Mr. Buchn is also president of the National Association of Talking Machine Jobbers and has recently been very busy in acting as representative of the Philadelphia Victor distributors in taking over the business of the Geo. D. Ornstein Co. The recent convention of Victor Dealers, held under the auspices of the Philadelphia Victor Jobbers, also has demanded much of Mr. Buchn's time.

Gennett Record Agency

The Witlin Musical Instrument Co., of which Ben Witlin is president, reports a splendid demand for Gennett records and Starr phonographs. A Gennett record agency was recently established in Finigan's Department Store, at 870 Main street, Darby. It is putting out a goodly number of these records. A very fine demonstration of Gennett records is being made by Joseph Morris, 6 North Thirteenth street, this city, who, by the way, has developed a very large trade in these products.

Satisfactory Conditions With Cheney

G. Dunbar Shewell, president of the Cheney Sales Corp., has just returned from a visit to the Cheney headquarters in Chicago, and reports a very busy condition of things prevailing there. It is his opinion that the Cheney phonograph business, not only in the territory which he controls, but throughout the entire country, will exceed all previous accomplishments. There is an increased appreciation of the artistic merits of the Cheney phonograph among discriminating purchasers, and this is the report being received by distributors from dealers everywhere, all of which opens the way to prosperity.

Edison School of Salesmanship Meets

The Edison School of Salesmanship held a series of meetings here in the Snellenburg store the closing week of February, which were largely attended by Edison dealers in this vicinity. The meetings here, as in other cities where

OUR ORGANIZATION

is constantly alive to the individual requirements of our Victor dealers, our Sales Promotion Department being at your service to help you with your merchandising problems.

We want to make it unnecessary for Victor dealers in our territory to buy their Victor requirements outside of Philadelphia and shall continue to confine our entire allotment exclusively to Victor dealers in our territory.

Yours for bigger business,



H.A. WEYMANN & SON, INC.
1108 Chestnut Street - Philadelphia, Pa.

Victor Wholesalers

they have been held, were under the direction of William Maxwell. Sales talks of an inspiring and instructive nature were given by Mr. Maxwell, Mr. Stanchfield, of the Carnegie Institute, and Eugene Lockhart, the actor. The Edison dealers were enthusiastic over the meetings and were unanimous in their expressions of the value derived from the sales talks.

Penn Phonograph Co. Expansion

The business of the Penn Phonograph Co., Victor distributor, has expanded to a point where it has been found necessary to make use of the entire Penn Building at 913 Arch street. The Penn Phonograph Co. bought this building some years ago and occupied four out of five floors, the second floor being rented to an outside concern. The company has now taken possession of this floor, thus occupying the entire building. This floor is being attractively decorated, and the offices of T. W. Barn-

hill and H. F. Miller, executives of the firm, will be moved from the third floor to the front of the second floor, thus allowing the entire third floor for record storage. It is reported that the orders for March thus far received would indicate that March will run decidedly ahead of January and February in volume of business.

Big Demand for Record Albums

The National Publishing Co., manufacturer of record albums, states that the exceptional demand reported last month is continuing, with every indication that 1922 will be a big year in albums, judging from the demand.

Doing Well With ConnORIZED Records

The United Music Stores, distributors of ConnORIZED records, report that business is steadily expanding on these records and that a number of new dealers has been added. This company is also a distributor of talking machine accessories and ConnORIZED and Pianostyle music rolls. It is also in possession of a large collection of Italian and other foreign music rolls which are proving very popular.

Good Business in All Departments

H. A. Weymann & Son, Inc., Victor wholesalers, report good business in all departments. In addition to the distribution of Victor merchandise, H. A. Weymann & Son, Inc., are wholesalers of Jones Motrolas, Q R S music rolls, and are manufacturers of the Keystone State line of musical instruments.

Quaker City Columbia Gleanings

Al Herman, popular vaudeville star and exclusive Columbia artist, appeared at Keith's Theatre recently, and his stay in this city was a marked stimulant to the sale of the records which he recently made for the Columbia library.

On Guard



Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors.
Write them or us for prices.

Penn Phonograph Company
913 Arch Street Philadelphia, Pa.

Victor Wholesale Only

DECALCOMANIA

Name Plates for Talking
Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.

CABLE ADDRESS REG'D
"FILASSE—PHILA."

Send for Samples and Special Quantity Quotations

LONG DISTANCE 'PHONE
BARRING 535

IMICO INDIA RUBY MICA DIAPHRAGMS INTERNATIONAL MICA COMPANY

PHILADELPHIA, PA.
YOKOHAMA, JAPAN
CHICAGO, ILL.

GENERAL OFFICES AND FACTORY: 37th and BRANDYWINE STS., WEST PHILADELPHIA, PA.

MIDWEST OFFICES AND WAREHOUSE
106-110 W. LAKE ST.
CHICAGO, ILL.

V. T. SCHULTZ
CLEVELAND, OHIO
RAYSOLO SALES CO.
LANCASTER, PA.

JORDAN & COMPANY
305 BROADWAY
NEW YORK, N. Y.

ARTHUR BRAND & COMPANY
CINCINNATI, OHIO

WALTER S. GRAY
SAN FRANCISCO, CAL.

DAVENPORT PHONOGRAPH &
ACCESSORY CO.
DAVENPORT, IOWA

SAMUEL TOOLE
336 HURGENS AVE.
INDIANAPOLIS, IND.

ARTOPHONE COMPANY
ST. LOUIS, MO.

STEINOLA COMPANY
KANSAS CITY, MO.

PROVIDENCE PHONOGRAPH
SUPPLY CO.
PROVIDENCE, R. I.

S. RAKUSEN & CO.
SHANGHAI, CHINA

J. M. Knepper, Columbia dealer at Tamaqua, Pa., is conducting a popularity contest open to all children in Tamaqua and vicinity. Each child is given a list of records and starts out as a sales representative, the idea being that every record sold means a vote. The one having the largest number of votes will win the first prize of \$10; the second prize will be \$5 and the third and fourth prizes \$2.50, respectively. Mr. Knepper is also giving twenty-six additional \$1 prizes, and the campaign to date has proven a signal success.

Talking machine dealers in the smaller towns in Pennsylvania are apparently more enterprising and more resourceful in carrying on campaigns for the moving of stock than their brothers in the bigger cities.

To Decorate Remick & Co.'s Quarters

Jerome H. Remick & Co., of this city, are planning to make extensive alterations in their retail warerooms in this city. The entire store will be refitted and a complete equipment for modern musical merchandising will be installed. This will include five hearing rooms and a forty-foot sheet music counter and racks, besides other features of note. The contract for this work was given to Van Veen & Co., Inc., of New York City, and negotiations were concluded between Edward Adams and Joseph Keit, of the Remick Co., and Leon Tobias, secretary of Van Veen & Co. The contract also calls for treatment of the walls and the entire installation will be finished in ivory and blue.

NEW WEYMANN DEALERS' SERVICE

H. A. Weymann & Son, Inc., Victor Wholesalers of Philadelphia, Announce New Sales Promotion Department Under Direction of C. M. Paulson—Valuable Aid to Dealers

PHILADELPHIA, PA., March 3.—H. A. Weymann & Son, Inc., well-known Victor wholesalers of this city, have just announced the establishment of a new department of sales promotion under the direction of Charles M. Paulson, formerly of the traveling department of the company. In making the announcement Weymann & Son say: "This department has been established to cooperate with our Victor retailers along general selling lines and for their help and guidance in special problems and educational work. We urge you to avail yourself of the services of this department at any time."

One of the first moves of the new department was to issue an attractive hanger listing twelve Victor records and bearing the caption "Mid-Month Suggestions." The hanger measures 14 by 22 inches, and is designed to stimulate the interest of record patrons during the period between the issuance of the regular monthly supplement by the Victor Co. It is the suggestion of the company that the dealer circularize his mailing list on the mid-month suggestions and carry special advertising featuring the selected records to stimulate business when the interest in the regular monthly supplement has waned a bit.

Mr. Paulson has a number of excellent ideas for the development of dealer service which will be carried out in the near future and may be expected to prove of great value to the retailer. Weymann & Son emphasize the fact that fifty-eight years of experience in the merchandising of music and musical instruments have placed them in a position to offer valuable advice and service to their dealers.

SALT CRYSTALS DO UNCANNY STUNTS

Electrical Experts Show Engineers Marvels That Enter Into Sound Producers

Plans of world-wide communication networked for the next generation, in which combinations of radiotelephony, carrier current, long-distance wire lines and submarine cables will be utilized, were outlined to members of the American Institute of Electrical Engineers, who were the guests of the Bell system at its laboratories in the Western Electric Co. building, 463 West street, New York City, recently. Demonstrations of new devices, many shown publicly for the first time, were included in the program.

An instrument termed a stereopticonoscillo-graph enabled the visitors to "see themselves talk." Speaking into an ordinary telephone transmitter, the experimenter saw the effects of his voice projected on a screen in electric waves, which took on various forms according to the words spoken. Vacuum tubes, with an output of 10,000 watts, which, it was said, ultimately would displace heavy machinery in transportation, were shown. The possibilities of using these vacuum tubes in wireless and power fields were unlimited, it was said.

The engineers were interested especially in weird demonstrations of singing, talking and "shimmying" crystals of Rochelle salts, which were produced during the war for submarine detection work. Connected with wire to a talking machine, the saline crystals seemed to speak in a tone much louder than that ordinarily heard from a phonograph horn.

Another novelty was a device whereby one could hear molecules turn over when polarization was changed. Next?

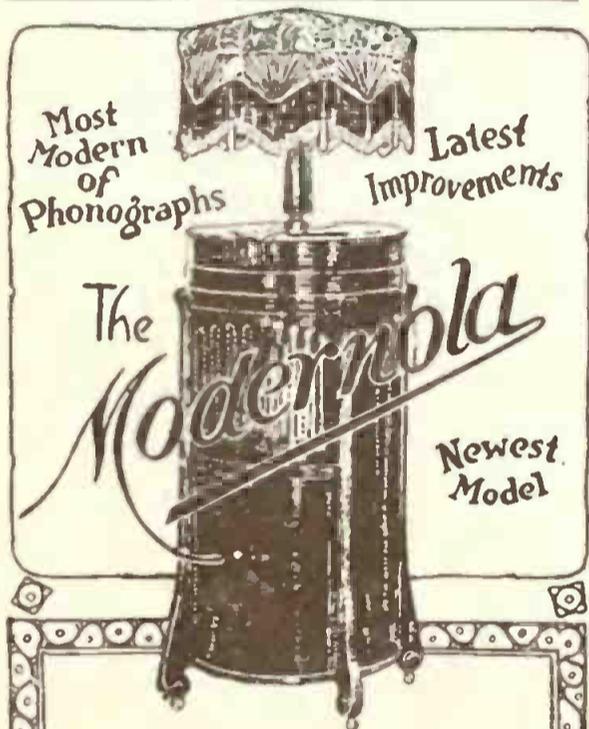
OPTIMISTIC OVER TRADE OUTLOOK

Isador Paschal, general manager of the Pleasing Sound Phonograph Co., New York, has just returned from an extended trip through the South, and expresses himself very optimistically regarding the general situation in the cities visited. He states there is business available for everyone who makes a strong effort to get it. Mr. Paschal expects to leave New York very shortly for a trip through the Middle West in the interest of a campaign recently inaugurated by his company for the purpose of disposing of a great number of motors, which are adopted to any style phonograph, and which are being offered with complete equipment. The Pleasing Sound Phonograph Co. reports that business in the phonograph repair business has shown a decided increase since the first of January, and that business is rapidly returning to normalcy.

A Victor shop has been opened in Salisbury, Md., by Milford Nathan, of Cambridge, Md.

WILL SELL BANKRUPT FIRM'S STOCK

The stock of the Great Northern Phono Supply Works, Inc., of New York City, will be sold at a bankrupt sale, March 16, at the headquarters of the concern, at 57 Fulton street, and at 552 Broadway. The stock consists of machinery, talking machines, motors and other accessories.



Beautiful in Appearance
Substantially Built
Marvelously Faithful Tone

That describes the newest model of the highest type of Phonograph—The Modernola. It is an instrument that readily sells itself.

Furnished in Solid Mahogany
and Solid Walnut
No Veneer

The New Management Announces:

That there is some very valuable territory open and offers a very attractive proposition. Remember, we operate a thoroughly equipped plant with excellent production and are an established concern. The Modernola is the only new and improved phonograph on the market. Why not write to-day for full particulars?

Address

THE
MODERNOLA
COMPANY
JOHNSTOWN
PA.

Eastern Representatives
THE MODERNOLA SALES CO., INC.
Geo. Seiffert, Pres.
Offices: 929 Broadway,
New York City

Italian Music Rolls

Largest collection of Italian and other foreign music rolls in the United States. Catalogs and discounts on application.

UNITED MUSIC STORES

619 Cherry Street
225 W. Mulberry St.,

Philadelphia, Pa.
Baltimore, Md.

Now Is the Time
To Establish an
Agency for



Okeh Records

The Records of Quality

The demand for Okeh Records is increasing every day. The most critical buying public in the world has recognized these wonderfully clear recordings. This is the season to promote your record sales.

Let Us Serve You

If you are considering an agency, communicate with us. We will be glad to advise and help you. We can show you how to make an agency a producer of big profits. We are doing it every day and can do it for you.

CONSOLIDATED SERVICE is famous for its efficiency and promptness. We guarantee satisfaction.

Wholesale Distributors for Okeh Records

Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.

THE TWIN CITIES

Merchants Prepare for Spring Business—Launch Big Columbia Advertising Campaign in Northwest—Blizzards Retard Trade—News

MINNEAPOLIS and ST. PAUL, MINN., March 8.—It would be possible to expatiate at some length on the conditions in the music trade in the Northwest, but at best it would be a space-killing proposition and would add nothing to the stock of human knowledge. When the weather has not shown a temperature mark below zero blizzards have been raging, and between the cold and the wind the conditions have not been conducive to trade activity. But the music merchants of the Northwest, little and big, are getting by very nicely and are all prepared to inaugurate a brisk Spring business.

Launches Columbia Campaign

Something has been said in the daily papers about the difficulties of the Columbia Graphophone Co., which are now, happily, past. Whatever is detrimental does not, however, apply to the Northwest, as W. L. Sprague, in charge of Columbia activities here, is now launching one of the greatest advertising and publicity campaigns ever known in the phonograph field in this territory and the dealers are enthusiastically backing up the campaign with their individual efforts. The carload-lot sales conducted by the New England Furniture Co. and the St. Paul Furniture Co. went big and both houses figure on cashing in on the new publicity venture. Assistant Manager Tanner reports that many new desirable accounts are being opened.

A Tribute to the Ladies

For some time your correspondent has had in mind to say something nice about the two women managers of talking machine departments in Minneapolis, but for one reason or another has neglected to do so, although the ladies have merited some recognition. We are in position to state that Rose Artz, manager of the Victrola department of L. S. Donaldson Co., and Ethel Conley, manager of the talking machine

department of Whitney-McGregor Co., have "made good" in every way during the past year—a record, in truth, of which to feel proud.

Getting a Good Share of Business

Pathé phonographs and records are going nicely in this territory, according to G. Sommers & Co., distributors. Business is not big by any means, but, in view of the fact that conditions generally are bad, the company considers that it is obtaining its share of business.

G. H. Compton With Stone Co.

George H. Compton, an experienced phonograph man, has joined the staff of the Stone Piano Co. and henceforth will specialize in the Aeolian-Vocalion. The Vocalion is winning its way in the Northwest and the records are particularly popular.

Noted Artists Heard in Concerts

Selrex service counters have been installed for the Whitney-McGregor Co. in Minneapolis. The counters are just about indispensable for large houses, remarked Eugene O'Neill, of the Beckwith-O'Neill Co.

The Victor Co. is getting some nice advertising in the Northwest through its artists, and dealers have profited by the appearance here in recent weeks of Lauder, McCormack, Heifetz, Braslau and others.

Will Handle Brunswick Records

Anderson, Gauper & Peyer, Inc., a new music house at Lake street and Second avenue, Minneapolis, will handle Brunswick phonographs and records. Word from the Brunswick headquarters in this territory, managed by E. L. Kern, is to the effect that the Brunswick fame continues to grow and the sales continue to increase.

Some Distinguished Visitors

Harry A. Beach, vice-president of the Unit Construction Co., was a visitor here recently and reported that the outlook was gratifying.

James J. Davin, of Reincke-Ellis Co., Chicago, called on his business friends in St. Paul and Minneapolis last week.

Robert Porter, field sales manager for the Columbia Co., is in the Twin Cities for a general sales meeting.

Many Sales of Pathés

The Wallblom Furniture Co. has conducted an extensive sale of Pathé phonographs, which resulted in many sales actually closed and the addition of many names to the prospect list.

R. L. DOUGLASS VISITING ENGLAND

Ross L. Douglass, president of the National Co., of Boston, Mass., manufacturer of Ragtime Rastus, Boxing Darkies, Shimandy and other well-known talking machine toys, is now making a visit to London, England. Mr. Douglass expects to be back within a month or so and will, doubtlessly, bring with him excellent first-hand impressions of talking machine conditions in Europe.

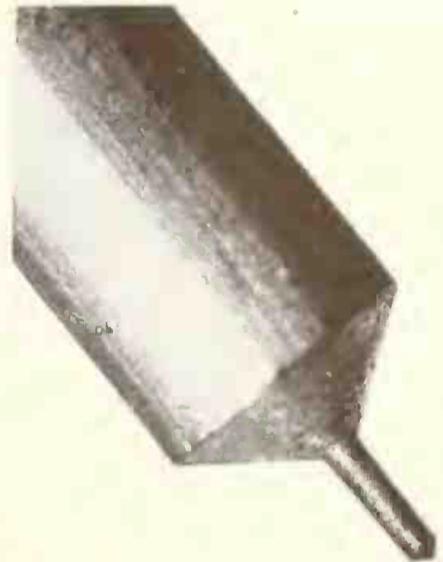
"TALKERS" HIT IN SOVIET TAXES

An item of interest concerning luxury taxes on musical instruments, including talking machines, is a dispatch from Moscow, Russia, appearing in the New York daily papers, which stated that a luxury tax of 200,000 rubles per annum has been levied on talking machines by the Moscow Soviet. Each owner of a grand piano must pay an annual tax of 750,000 rubles, which exceeds the annual wages of Government employes. Ordinary pianos are taxed 600,000 rubles. Are you glad that you are not living in Russia these days?

C. L. Wainwright, who resigned from the talking machine department of the Armstrong Furniture Co., Memphis, Tenn., to join a Texas concern, has returned to his former position.

Now It's a Necessity

With the popular "record repeaters" for dancing, Sonora Semi-Permanent Needles are more than ever a necessary equipment for phonograph owners. Recommend them and watch your needle sales jump.



THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Semi-Permanent

NEEDLES

not only save needle costs, but they save records from injury. Their long uniform points remain always the same width and do not wear the sides of the record grooves. They play all makes of steel needle records.

Sonora Semi-Permanent Needles make satisfied customers and bigger needle profits for dealers. Keep them in stock and display them prominently.

Sonora Phonograph Company, Inc.

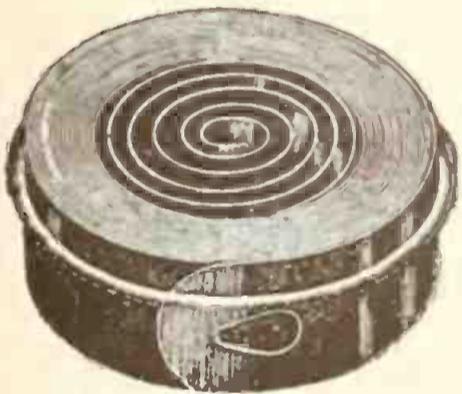
GEORGE E. BRIGHTSON
President

279 Broadway New York

Canadian Distributors:
I. Montagnes & Co., Toronto

CAUTION! Beware of similarly constructed needles of inferior quality.

Main-Springs



For any Phonograph Motor
Best Tempered Steel

Inch	x 10 feet for all small motors	Each
3/8	" x 10 "	Pathe, Columbia, Heineman... \$.35
1/2	" x 10 "	" Columbia
1	" x 11 "	" Columbia with hooks..... .45
1	" x 13 "	" Victor, old style..... .55
1	" x 15 "	" Victor, new style..... .55
1 1/4	" x 18 "	" Victor, new or old style..... .75
1	" x 12 "	" Heineman and Pathe..... .50
1	" x 10 "	" Saal, Silvertone, Krasberg..... .50
1	" x 13 "	" Saal, Silvertone, Brunswick..... .60
1	" x 16 "	" Sonora, Brunswick, Saal..... .70
1 3/16	" x 18 "	" Heineman and Pathe..... .80
1 1/2	" x 25 "	" Edison Disc..... 1.50

SAPPHIRES—GENUINE

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

PHONE-ARMS

The very best, loud and clear, throw-back..... \$5.00
With large reproducer, very loud, Universal..... 4.50
With smaller reproducer, but loud and clear..... 3.00

PHONOGRAPH NEEDLES

We can give you best price on Brilliantone, Magneto, Wall-Kane, Tonofone, Nupoint, Olli Edge, Inces and Veltelone Needles.

ORDER RIGHT FROM THIS AD

Send for price list of other repair parts and motors.
Terms—F. O. B. St. Louis, Mo. Send enough to cover postage or goods will be shipped by express.

The Val's Accessory House
1000-1002 Pine St. St. Louis, Mo.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

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

IMPORTANCE OF CORRECT PITCH

Music is the art which is distinguished from all others by the fact that it moves. It is the art of one dimension—time. Everything that has to do with it is completely governed by the prime requisite of motion in time. Every sound used in music is the product of a definite series of motions, originally taken up by some suitable

body and translated through the atmosphere to the auditory apparatus of the listener. Now, since the performance of music is immediately grounded upon the vital necessity for producing each sound cleanly and clearly distinct from every other, it follows that no need is greater than the need that each calculated motion-rate shall be maintained at all times and in all circumstances.

When a Singer Goes Flat

We all know the distressing effect when a singer sings flat. This, of course, is merely the result of the singer's failure to maintain the vibration-speed of the breath issuing from the vocal chords. Again, if a violinist's finger slips

ever so slightly upon the strings he is stopping his tone will go sharp or flat, according as the slippage had shortened or lengthened the speaking part of the string. For strings vibrate more slowly as their length increases and more rapidly as their length decreases. Conversely, if the speed of vibrations taken up by the sounding body is increased the resulting sound will go up in pitch; and will go down in pitch if that speed is decreased.

It is, therefore, evident that if music is to be rendered as it ought to be rendered, as perfectly as possible, every element relating to the control of speed must be most carefully regulated.

Sound-groove and Pitch

In the case of the talking machine the sounds are produced by causing a disk on which is engraved a continuous spiral groove to rotate under a fixed stylus or needle, connected with a flexible diaphragm. The groove itself consists of a continuous curve of sines, a curve, that is to say, of the particular form which is always assumed by vibrating bodies when they are drawn over an impressible surface while performing their vibrations. In other words, the sinuosities of the line represent the vibratory activity of the recording stylus, which was actuated while making the record by the voice or instrument which is to be reproduced.

If now the turntable which carries the original wax disk were rotating, when the record was taken, at, say, 76 revolutions per minute, then obviously it would be necessary to have every reproduction made at the same number of revolutions per minute if the pitch of the reproduction were to be the same as the pitch of the recording. If the turntable were rotating faster than the speed mentioned it would at once follow that the stylus would travel through a greater number of sinuosities in a given time, and that, therefore, the vibrations imparted to it would be more rapid, though the same in shape. Therefore, in accordance with the principle that pitch varies directly as speed, the entire reproduction would be given at a higher pitch. In certain circumstances, for instance, it might be quite possible for an instrumental piece to be reproduced in the key of, say, C sharp minor, when it was actually recorded and intended to be reproduced in the key of C minor.

Spoiling Vocal Effects

In exactly the same way the tones of a contralto singer might be lifted in pitch so that the song should sound as if sung by a mezzo-soprano. On the other hand, if the turntable were rotating too slowly the opposite effect would be had and the contralto's voice might even sound far too low for any normal woman's tone production.

Key and Instrumental Music

In any such case the musical result would be somewhat disastrous. Taking the instrumental point of view first it is only necessary to listen closely to well-played instrumental music to see that each composer know precisely how the music should sound, and therefore determine, to the appropriate end, the key in which it should be rendered. When a composer writes a piece for piano in the key of A, whether major or minor, he does so because it appears to him that it will sound best in that key. Probably when the first idea came to him it was clothed to his mental hearing in that key in which he writes it. At any rate, if it is at any time rendered in another key, the effect will not be what the composer intended. Usually it will be inferior and sometimes the difference will be startling. Never, one may safely say, will it be superior.

Pitch and Vocal Effect

From the vocal point of view the faults of incorrect pitch will be even more impressive. Every singer has a certain range within which



Style M

KIMBALL Phonographs

Are Business Builders



Kimball prestige—long established—and a reliable guaranty are the foundation on which the dealer can safely build.

Variety of Design; Superior Construction; Attractive Appearance; Truth of Tone—these qualities command the attention of Dealer or Customer.

Write for Agency Terms

W. W. KIMBALL CO.

306 So. Wabash Ave.

Kimball Bldg.

CHICAGO



Manufacturers of Phonographs, Pianos, Player Pianos,
Pipe Organs, Distributors of Okeh Records



STEALING

"A Fox Trot Rhythm that will steal right into your Heart."

HEAR IT NOW

"YOU CAN'T GO WRONG WITH ANY FEIST SONG"

his or her voice sounds best. The condition of the vocal organs forbids a singer extending the range more than a certain distance up or down. At any rate, no matter what wide ranges some singers may have it may be taken as a rule that each knows where his or her voice sounds best, and that, accordingly, each will sing best within those determined limits.

Now, when a singer's voice is reproduced higher or lower than intended, a double injustice is forthwith done. The singer is cheated because his or her voice is made to sound inferior. The public is cheated because it gets an inferior rendition for its money.

Inspection Needed

Merchants who do not clearly realize the importance of these details would do well to pay special attention to the arguments here set forth. In a large establishment, especially, where there are many machines in constant use for demonstration purposes, it is very necessary that each should be inspected at frequent intervals, in order that the turntable speed may be regulated if necessary and the working of the motor examined. All sorts of accidents will happen in the demonstration booths. Children may meddle with the adjustments when no one is looking, and where a thousand and one minor troubles of the sort are always possible.

Constant inspection will alone serve to keep machines in perfect running order, and it may be taken for granted that unless they are actually in good running order there will often be complaints that records are inferior, and that certain selections do not sound well; complaints which can be explained only on the grounds alleged above. Unfortunately there is a rather general tendency to neglect the small precautions mentioned, mainly through ignorance of their extreme importance. Perhaps the facts now set down will have the effect of stirring many store managers and salesmen to pay more careful attention to a neglected essential.

It might be added in conclusion that careful cleaning of all mechanical parts is equally important, and that brushing arrangements for keeping the record grooves free from grit form most valuable additions to the equipment of any demonstration booth.

GENEROSITY RESULTS IN SALES

CHARLES CITY, IA., March 7.—The Anderson Music House here has gained some live publicity and made several sales of Victor products as the result of its generosity in loaning a complete set of records for the opera "Rigoletto" to the Charles City Music Club during Opera Book Month. The direct result of the loan was the sale of two Victrolas, eight Opera Books and a number of Red Seal records.

The Blumenthal Phonograph Shop, of 37 Lee avenue, Brooklyn, N. Y., has moved into a much larger and more favorably located establishment at 40 Lee avenue. Harry Blumenthal, proprietor, is an enthusiastic booster of the Aeolian-Vocalion and Vocalion Red Seal records.

NEW TONEPEN DISTRIBUTORS

The Tonepen Co., Manufacturer of Tonepen Needles, Adds Several Distributors—London Concern Gets South African Territory

The Tonepen Co., manufacturer of the Tonepen needle, New York, has just completed arrangements with several distributors in different sections of the country to sell the Tonepen needle in their territories. The latest additions to this list are: Joseph Schepartz, 42 Church street, New Haven, Conn., for the States of Massachusetts and Connecticut; J. W. Firtz, Baltimore, for the State of Maryland; L. D. Heater, for the States of Oregon, Utah and Washington, and Selig & Co., of London, Eng., for all of South Africa. This latter concern maintains a branch office in Cape Town, where it plans to carry a full line and through its representatives will sell this needle in every town in South Africa.

Another important announcement is that the Tonepen needle will be sold in all stores of the

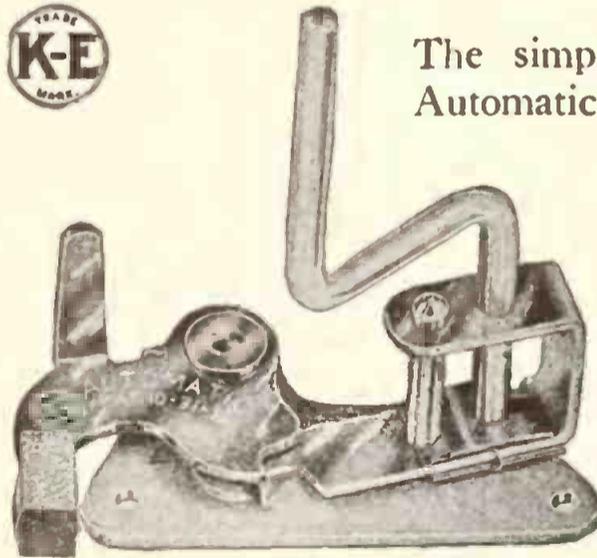
large chain operated by the S. H. Kress Co., which will certainly increase the total output of the Tonepen Co. materially.

The Tonepen Co. reports that dealers everywhere are meeting with gratifying success in the selling of Tonepen needles, and that talking machine owners are much pleased with the results obtained, both as to tone and wearing quality.

RECORDS FOR FAMILY ALBUMS

A dispatch from London, England, says: "The family portrait album of the future will talk, according to the makers of phonograph records here, who declare that the demand for private discs is increasing daily and that prices have become very reasonable. They say that persons are having records of their own accomplishments made and are sending them to friends. Also instead of sending letters or gifts some people now talk onto a disc and send that by way of greeting. The talk of children at various ages is being filed away with their baby clothes."

AUTOMATIC STOPS



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

Send 50c. for Sample Stop

SWEETEN THE TONE



with K-E and Simplex Circular Record Cleaners
Reduced Prices Big Profits
Write for Particulars NOW

KIRKMAN ENGINEERING CORPORATION

484-90 Broome Street

New York

BALTIMORE

Trade Steadily Bettering—Many Dealers Add Columbia Line—New Caruso Release in Demand—Record Sales Increasing—Trade News

BALTIMORE, Md., March 7.—The talking machine business has kept up remarkably well since the first of the year, and while a slight drop has been noted in the sale of records since the beginning of Lent, business, generally speaking, is good. In fact, as William C. Roberts, manager of E. F. Droop & Sons, put it, "We have been oversold on No. 100 Victor machines for several months and there is a fair demand for the new types. Our January business was good, February business better, and the outlook, as I see it, for the current year is very good." Mr. Roberts said he based this prediction on the fact that business has shown a steady improvement right along since the slump that followed the abnormal business done during war time, and he saw no reason why this should not continue now that the business is again back to normal.

Many Columbia Dealers in Line

The local branch of the Columbia Co. also reports business as being very good, and that the following dealers in this territory have been signed up for the special advertising contract proposition which the company is now featuring: D. C. Cogdell, Goldsboro, N. C.; Royal & Borden Co., Durham, N. C.; Bullock Furniture Co., Rocky Mount, N. C.; People's Furniture Co., High Point, N. C.; Queen-Miller Co., Greenville, N. C.; Edgecomb Drug Co., Tarboro, N. C.; McGee Furniture Co., Lynchburg, Va., and the Millenson Piano Co., of Cumberland, Md.

New Caruso Record a Heavy Seller

Sales of the new Caruso record, "Crucifixus," from "Messe Solennelle," released here on the first, have so far exceeded all expectations, according to H. T. Bosee, sales manager of Cohen & Hughes, and this he attributes to a great extent to the window displays that were made by the dealers, many of them proving irresistibly attractive, as indicated by the crowds that stood in front of the places which carried the displays. A big advance sale is also reported by the same firm for the four releases on the 15th of this month, which include: "Cutie"—"Lonesome," medley fox-trots; "Virginia Blues"—"Venetian Love Boat," fox-trots; "My Mammy Knows"—"Angel Child," fox-trots, and "Ten Little Fingers and Ten Little Toes"—"In Bluebird Land," fox-trots.

Cohen & Hughes have received the first shipment of the new No. 280 Victrolas and say the dealers are very much pleased with the machines. The firm expects to have a sample shipment of No. 260 Victrolas in shortly, on which they are already oversold.

I. Son Cohen, of Cohen & Hughes; Joseph Fink, of the Smith-Kranz Piano Co., and Ray T. Steward, of Hagerstown, made a short trip to the Victor factory the first part of the month.

Columbia Stars at Local Theatres

The past two weeks have been featured by the appearance of three Columbia stars at local theatres. Al Herrman and Ted Lewis were both in the city last week, and Dolly Kay was one of the stellar attractions at the Maryland Theatre this week. A number of dealers made special displays of their records while the artists were in the city, featuring the songs which they sang on the stage, and the artists spent several hours in autographing a number of records as souvenirs, which, needless to say, were highly prized by those fortunate enough to get one of the prized records.

Mrs. Kirkwood's Fine Record

Mrs. Maude Kirkwood, who took charge of the live Grafonola department at Frank J. Murphy's, 320 West Lexington street, about six months ago, has made a record in increasing business that would be creditable to anyone who had been in the business for years, let alone a practical "greenhorn," as Mrs. Kirkwood

was six months ago. Business for December and January was away ahead of the corresponding months of the previous years, and her success has been very gratifying to a large circle of friends.

Hub Piano Co. to Open Branch

The Hub Piano Co. will shortly open a branch house at 304 North Howard street, in which the talking machine department will be a special feature of the business.

The Kunkel Piano Co. is making some extensive improvements in the talking machine department at its establishment on North Liberty street.

Remodeling Columbia Branch

The local branch of the Columbia Graphophone Co. is having its office rooms remod-

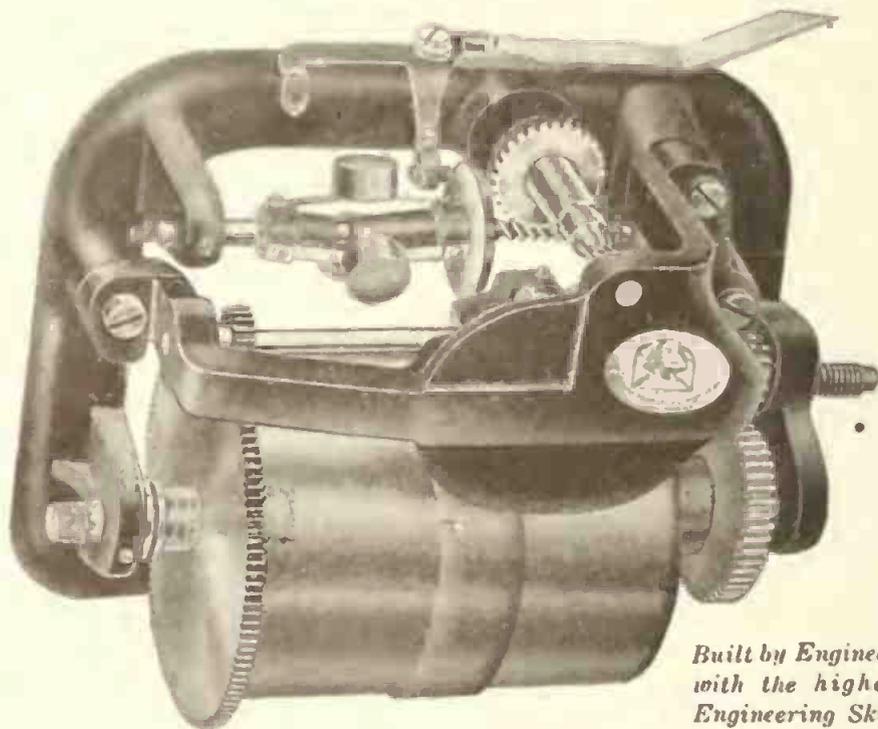
eled and will install an attractive room for local dealers where the latest records will be played and which will serve as headquarters for dealers of the territory when visiting this city.

CARUSO WEEK IN LAPORTE, IND.

LAPORTE, IND., March 4.—The Princess Theatre, a large motion picture house of this city, is aiding in Caruso Week and has installed a large special type phonograph which is playing the famous tenor's records. A peculiar development was that at the conclusion of one of Caruso's most famous reproductions the audience applauded as though the artist were actually there.

CONDUCTS SPECIAL PATHE SALE

SALT LAKE CITY, UTAH, March 5.—The Salt Lake Hardware Co., of this city, recently conducted a special sale of Pathé phonographs in its retail department that was attended with excellent results. Manager Dorman, of this department, is a hustler and deserves much credit for the success that this department has attained.



*Built by Engineers
with the highest
Engineering Skill.*

DESIGNED to stand the shocks of hard usage.

BUILT to run smoothly and noiselessly under varying conditions.

OPERATED with uniformity, and constant in speed.

Write for prices



Sphinx Gramophone Motors Inc.

21 East 40th St.
NEW YORK CITY

CLIP OUT
*pin to your business letter-
 head and mail to*
The Globe-Wernicke Co.
 CINCINNATI
 I would like to know something more
 about your cabinet to hold surplus rec-
 ords. Please send me further information.
 T. W.-3

Globe-Wernicke is presenting this opportunity

To phonograph dealers, the Globe-Wernicke Co. offers something of immediate interest. A record cabinet that is a wonder, keeping every record in its place and protecting it from wear and tear!

The Brown Disc Record Cabinet is ideal for your customers. Everybody knows that "Globe-Wernicke" stands for sound construction. The patented filing system appeals to all buyers. There is no sales resistance. You have on your books the names of the logical prospects. It's an easy selling proposition. Extra profits without additional selling expense!

Here are two models—ideal for crowded homes. Both are flat topped. As a piece of furniture they serve the purpose of perfect side tables.

The smaller two-drawer cabinet holds fifty records, and the larger one a hundred. Think how nicely these will take care of the overflow from an average Victrola! Other styles, too, for large or growing libraries.

Mail in this coupon. It will bring you complete information on these disc record cabinets.

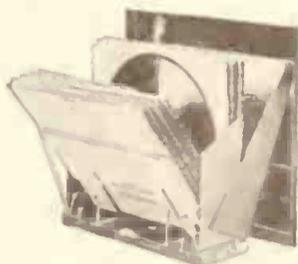


The Globe-Wernicke Co.

CINCINNATI



*Four Drawer Style
 In mahogany or quartered oak*



*The patented filing
 equipment is in every
 Globe-Wernicke cab-
 inet. It is the most
 convenient.*



*Two Drawer Style
 Ready in quartered oak*

DETROIT

*Business Betterment Grows
—Reports From All Trade
Points Cheering—The News*

DETROIT, MICH., March 8.—There is hardly a dealer that is not reporting better business for the first two months of this year as compared with last. And all are looking forward to a better March. Everything is favorable for better business in March so far as Detroit is concerned. The industrial situation is showing great improvement, more than 70,000 men being given employment since the first of January. By another four or five weeks we expect to see every motor factory working to at least 70 per cent capacity—and this means more than 100 per cent capacity compared to pre-war days.

Stability of the Talking Machine Business

One of the best indications of the stability of

the talking machine business is the report by dealers that collections are holding up very well and that they are not making repossessions. One would ordinarily think that during times such as we have gone through in the past six months the number of repossessions would be surprisingly large, but such is not the case from the best reports obtainable through the larger dealers.

Grinnell Concerts Largely Attended

Grinnell Bros. have been giving a series of concerts on Thursdays in their Victrola Halls, which have been largely attended. These concerts or recitals last about one hour, and usually consist of one or two prominent soloists and selections on the Victrola.

Discuss the Radio Craze

We have heard some talking machine dealers discussing the probable effect of radio enthusiasm on the talking machine business. Here and there we find a dealer who looks upon this new craze as very serious, but, on the other hand, we have met dealers who believe just the opposite—that it will have a good effect as well. One thing is certain—people are apt to stay in more in order

to get the benefit of their radio outfits, and wherever people stay at home the field for the talking machine and records is greater. These home crowds will want something to amuse them while they are waiting—and that something will be talking machine music because it is "ready made" for them.

Jewett Phonograph Line With Strasburg

Max Strasburg & Co., on Library avenue, have added the Jewett line of phonographs, which are Michigan made. Mr. Strasburg has made a thorough examination and investigation of the various models and is convinced that they will prove popular with the public. On the other hand, the Jewett Phonograph Co. feels mighty proud of this new connection, as it considers the Strasburg shop among the leading institutions of the city. Already the Strasburg shop has sold Jewetts and repeated on some models.

Local Association Meets

The Detroit Talking Machine Dealers' Association met in February at the Board of Commerce with a good attendance. The Association is still discussing the questions of uniform interest charges, trade-ins and approvals, and, while nothing of a definite nature has been decided upon, no doubt benefits will result from these discussions and there will be a better understanding among dealers on these matters which are so vital to the trade.

New Quarters for Walker

Walker's Music Shop, of which Thomas Walker is proprietor, has moved to larger quarters on Grand River avenue, which is considerably further out on the same thoroughfare where he formerly was in business. But the new location is better all around—larger in every way. Mr. Walker has been able to increase the size of his display room and his booths. The Jewett and Vocalion lines are handled by Mr. Walker.

Show Windows That Attract

The Detroit Music Co., which handles the Columbia line, is becoming one of the live factors in the talking machine industry. Charles Smith, general manager, is certainly doing things these days. His windows are always attractive and he is taking advantage of everything that will stimulate business. When the big musical show "Under the Bamboo Tree" was at the Garrick the week of February 26 Mr. Smith had a big sign on his window, "Bert Williams Will Be Here in Person," and he announced the date. Unfortunately Mr. Williams took suddenly ill, the show was canceled and he returned to New York. But it shows how Mr. Smith is going after things. Just before that he had a very attractive sign on his window announcing the big Columbia hit, "Dapper Dan," and he has sold piles of them and is still doing so.

Hard Work Brings Results

Manager Gardiner, of the Columbia branch in this city, has often contended that the dealer can get out of his business only what he puts into it. If he expects to reap a harvest, he must invest—to begin with, he must back up his investment with sincere hard work. In other words, the average dealer relies too much upon the national advertising of the lines he is handling and the momentum which the industry already has—instead, he should be taking advantage of every opportunity to increase sales. And there are so many ways that this can be done, and there are so many new fields that can be developed. Dealers handling Columbia Grafonolas have reduced their stocks to the point where they are now reordering and the year 1922 looks like a very happy one for Columbia dealers who are alive to their opportunities.

Vocalion Products Grow in Favor

S. E. Lind, of Lind & Marks, distributors for the Vocalion, has made several trips to New York during the past six weeks to get more records as well as to hurry shipments on certain models of Vocalion phonographs. Mr. Lind reports happily that January and February were better than 1921, which is all that he can expect. "We are still adding on new dealers, and those we already have are increasing their orders and repeating," he said to The World correspondent. "Dealers handling the line all tell us that the

Business Improving Each Month for Aggressive Victor Dealers

*Each Month, Too, Finds an
Improvement in Our Ability
to Meet the Wants of Each
and Every Dealer in Vic-
trolas and Records.*

Don't lose sales through lack of stock. Don't do with less business than might just as well be yours if you had the merchandise.

You are selling more than you did, but there's the opportunity right now, even, of doing a still greater volume of business. Two things are essential to this—definite, consistent, persistent selling-effort, and the Victrolas and Records to back up and justify the most energetic sales work. We can supply the Victrolas and Records; can get them to you promptly, and please you in every other detail of our service as well.

Provide for increasing your business through sending in your order TODAY.

Write for list of records selected by our committee as the best sellers for the coming month. To allow us to furnish this will not obligate you in the least—and it will aid you in making up your order.

Grinnell Bros.

Wholesale Distributors
of Victrolas and Records

First and State Streets, Detroit

Two tantalizing fox-trots by Eddie Elkins' Orchestra on one record for April. "Just a Little Love Song" and "Lonesome Hours." Everyone who loves to dance is a prospect for this record. A-3553.

**Columbia Graphophone Co.
NEW YORK**



Red records are increasing in popularity and that they now have a waiting list of people who want immediate information each time there are new releases. We feel very well pleased with the representation we have in our territory and the amount of goods we have sold since we started in business practically one year ago, and if 1922 or our second year will show just a slight increase—which we are positively assured of—we will feel that we are over the top."

Generous Offer in Memory Contests

The Detroit News, in connection with memory contests which are being held in the public schools, has offered seventy-five talking machines to the winning schools.

The Attractive Pier Music Shop

One of the prettiest talking machine stores in Detroit is The Pier Music Shop, on Jefferson avenue East. It is a part of the New Coliseum Building, the major portion of which is devoted to a public dance hall. The shop is under the management of Mr. Hewey, formerly manager of the talking machine department of LaSalle & Koch, of Toledo, O. He is employing six outside men who are canvassing thoroughly the East Side section of Detroit, and they are producing good results. The Pier Music Shop handles the Jewett line of phonographs, as well as the Vocalion line of records. It is a combination certain to produce good business.

Victor Consoles Popular

Dealers handling the new Victor console report that it is taking very well, and C. H. Grinnell, manager of Grinnell Bros., wholesale Victor department, reports that he is shipping them out to dealers just as fast as they are unloaded from the cars. While many dealers believe that the console is not only here to stay but that the demand is on the increase, they still feel that the upright model will be with us for all time to come and probably remain as the biggest seller of the two styles. There is no doubt that for the better grade of homes the console is invariably selected, but, after all, it is the middle and working class of people who are the largest buyers of phonographs, and the upright will appeal to them for several reasons—price and lack of room.

Brunswick Shop a Busy Place

The Brunswick Shop on East Grand River is doing an excellent business. The shop is open evenings and is indeed a busy place. The shop has been doing some very big advertising since the first of the year and sales are being made in

goodly numbers. Records are also going very big. Any dealer who is looking for new ideas in the laying out of a phonograph store will find it money well spent to come to Detroit and look over the Brunswick Shop. It has a style and individuality all its own.

Why R. B. Alling Is Optimistic

R. B. Alling, manager of the Phonograph Co. of this city, was in New York attending the Edison jobbers' convention. Mr. Alling is of the belief that the talking machine industry will show increased activity and prosperity during 1922. He still feels that a great deal of the success of any talking machine store depends entirely on the liveness of the dealer himself.

Manager Fyfe, of the Standard Drug Co., of this city, conducted a campaign on Pathé phonographs recently with excellent results. Mr. Fyfe is an Actuelle enthusiast and has considerably contributed to the prestige of this instrument in this locality

TOWN GIVES PHONOGRAPH TO SHIP

Citizens of Vinita, Okla., Present Machine to Ship of That Name

PORTLAND, ORE., March 4.—The steamship "Vinita," loading at Portland for the Orient last week, was the recipient of a beautiful cabinet phonograph, the gift of the town of Vinita, Okla., which was set up and is making music in the saloon of the Shipping Board steamer named after the Oklahoma town in honor of the original Vinita accomplishment of exceeding its quota in the Victory Loan campaign. The phonograph bears an engraved silver plate stating that it is the gift of the citizens of Vinita, Okla.

The gift of the phonograph is the outgrowth of a correspondence which started last October when the officers of the steamer "Vinita" wrote from Shanghai, China, to the mayor and citizens of Vinita, asking for the phonograph as a symbol of the sentimental attachment between the town and the ship. A newspaper in Vinita started a subscription and raised \$50 of the phonograph fund. Mrs. Agnes Ogletree, of Vinita, then took charge of the campaign and raised the balance with a Mother Goose carnival.

Though intended for a Christmas present, the phonograph did not reach the ship until a few days ago for the reason that the steamer was on a three months' jaunt across the Pacific in the service of the Columbia-Pacific Shipping Co.

T. SAAM OPENS NEW DEPARTMENT

LANSING, IA., March 7.—One of the finest talking machine departments in the northeastern section of the State has been installed by Thomas Saam, music merchant here. Mr. Saam has purchased the complete stock of Victor talking machines and records from a dealer who has discontinued his business.

Success consists in the invisible and intangible sense of inner satisfaction and approval of one's fellows, plus the tangible results of good judgment and persistence.

ALFRED FOX CO. DAMAGED BY FIRE

Pianos and Talking Machines Damaged When Fire Breaks Out in Building Occupied by Alfred Fox Piano Co., Bridgeport, Conn.

BRIDGEPORT, CONN., March 4.—Damage estimated at \$10,000 was incurred by the Alfred Fox Piano Co. when a fire broke out in the Studio Building on Fairfield avenue, where the concern is quartered. A number of talking machines and pianos were damaged by flames, smoke and water. Firemen saved many instruments by spreading tarpaulins over them. For a time the complete destruction of the building was threatened, and the smoke was so dense that sixteen fire fighters were overcome.

The concern has opened a temporary store at 304 Fairfield avenue, and will carry on the business there until the former quarters have been repaired.

NEW HONOR FOR THOMAS EDISON

Plan Celebration of the Fortieth Anniversary of the First Electric Light Station

Thomas A. Edison, who was recently honored by celebration of his seventy-fifth birthday, will be further honored before the end of the year by the celebration of the fortieth anniversary of his installation of New York's electrical system.

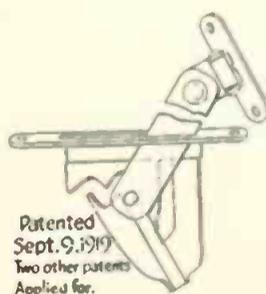
September 4, 1882, New York's first central station and underground system of distribution were completed and placed in operation according to plans conceived and executed by Mr. Edison. By many this is considered his greatest contribution to mankind, and the principles laid down by him in the construction of that station formed the basis of similar stations all over the world. Indeed, there has been little deviation from them in all the years that have followed.

CLOSE MANY PHONOGRAPH SALES

JACKSONVILLE, FLA., March 2.—The Rhodes Futch Furniture Co. closed a number of machine sales as a result of an extensive sale in Pathé phonographs, of which they are dealers in this city. The attractive prices and terms proved to be a great inducement.

ACME-DIE
CASTINGS
 ALUMINUM-ZINC-TIN & LEAD ALL °YS
Acme Die-Casting Corp.
 Boston Rochester Brooklyn N.Y. Detroit Chicago

The Most Dependable and Inexpensive Lid Support on the Market



Patented Sept. 9, 1919
Two other patents Applied for.

The new channel support is constructed of one piece of metal and it works automatically perfect. The hinges are made in two styles—flexible and bent. Samples on request.

STAR MACHINE & NOVELTY CO.
 81 MILL STREET BLOOMFIELD, N. J.

a force
that
can't be
Side-
Stepped

IT'S the force of the buyers! It means that you must give more to get more!

It explains why BANNER RECORDS have made so great an advance in so short a time!

BANNER gives to an insistent music buying Public just what that Public wants—full 75c. worth of record value for 50c.—*in every respect.*

And in return, the Public gives to BANNER, through BANNER Dealers, a full measure of profits!

That is why BANNER is now an established success—a *sensible, paying proposition!*

Why don't you write for details? We give reasonable territorial protection to dependable dealers.

BANNER 50c. RECORDS

A few big-hit releases!

Cutie
Lo-La-Lo
Angel Child
Marie
Boo-Hoo-Hoo
Just a Little Love Song
Granny
Sheik of Araby
Song of India
Stealing
Everybody's Step

My Mammy Knows
Tell Her At Twilight
All That I Need Is You
While Miami Dreams
Goodbye, Shanghai
Smilin'
'Gin 'Gin 'Ginny Shore
Ka-Lu-A
Blue Danube Blues
Leave Me With A Smile
I Want My Mammy

Those Days Are Over
Wanna
Bow Wow Blues
By the Old Ohio Shore
Wonderland of Dreams
Dear Old Southland
Irish Medley Waltz
Stars
April Showers
When Shall We Meet Again?
Molly O

PLAZA MUSIC CO.
18 West 20th Street
New York City

Some Sales Stunts of Prominent Dealers That Merit Special Consideration :: W. B. Stoddard

Townsend, Wyatt & Wells, St. Joseph, Mo., have found the telephone very useful in collecting overdue instalments on their talking machines, according to Henry Raines, who said, in explanation:

"When going through our bills the last of the month we lay aside those that are to be telephoned, put the number on the statement, and the first of the month we put in most of the day telephoning. When I call a customer I say something like this, 'In looking over your account we find you owe a balance of \$—, which is (so many months) past due, and I was wondering if it had escaped your attention.' If the customer promises to pay at a certain time we make a note of it and always mention this fact to the customer. If he does not keep his promise we again call him, reminding him of his promise and asking if he overlooked sending check. If it is necessary to call up a third time we remind him that we are a member of the Retail Credit Men's Association, and should the bureau request it we would be compelled to give them the information, regardless of how good his intentions might be. If I find customers who object to my calling them about their account I say, 'Which would you prefer—having a collector call at your home and dun you, or have the credit department call you by 'phone and remind you of your account?' The change in the customer's attitude is at once apparent. My experience has taught me that success in collecting by telephone depends upon these things—courtesy, tact, patience, persistence, expecting payments when promised and letting the customer know you are watching the account."

How the Remick Shop Keeps in the Public Eye

The Remick Shop, of Portland, Ore., is under a live wire management and there is always some novelty in a publicity way to attract the people. Recently it has undertaken to give wireless concerts and has found this method very popular in increasing its sales of records and even machines.

The advertising of this firm is always distinctive, and, though not large, attracts attention because of being "different" from the usual run. A recent ad with an outline cut of man and maid was captioned: "'Where are you going, my pretty maid?' 'I'm going to Remick's, sir,' she said.' Naturally, folks like to drop in where things begin; and everybody knows that all the latest hits of vocal and instrumental selections will always be found at Remick's."

Another even more striking ad run by this firm showed an owl with small body, large head and big staring eyes. Above it were the words: "This is not a Hartz canary." The ad itself read:

WISE! When you find folks having a bird of a time you've run into some REMICK hits.

Yes! The fun store of Portland is REMICKS.

The ad then went on to describe and quote special prices on talking machines and records, announcing that they would be sold on time payments, if desired.

The company is also a firm believer in attractive show windows, which are never allowed to go stale. A recent display, in which dance records were especially featured, was richly Oriental in tone. Yellow matting covered the floor and in the rear was a bamboo arch, behind which hung curtains of Japanese crepe. From the ends of the arch, as well as from the ceiling, hung Japanese lanterns. Fastened to the arch and scattered over the floor were a number of big yellow paper sunflowers with a record for the heart of each. In the center of the arch was a disc with the words, "Dance Records," and on the floor was a card giving a number

of the new records and the price of each. Close to the glass was a Grafonola in action, and a card above it said, "Stop winding your machine—buy one of our electric motors."

This concern is quick to take advantage of timely events, and a display made last month caused everybody who passed to pause, read and laugh—and in telling of it afterwards the fact that the Remick shop sold records was brought strongly to mind. Taking advantage of the much-discussed Volstead law, it placed in its central window, "the Volstead phonograph." This was a big keg, serving as a cabinet, with a Grafonola attached to the top. The doors were open and disclosed, instead of phonograph records, a number of glasses and a decanter. A card above it announced, "First showing of the Volstead phonograph." One of the cards scattered about suggested, "This machine plays 'How Dry I Am.' This is merely a sample of what we have in the phonograph department." Others said, "A barrel of fun in our phonograph department," and "What will you have? Some Late Records."

A clever mid-Winter stunt of the Remick shop was its solving of the problem, "How to Keep the Young Folks at Home." It addressed an open letter to parents on the subject:

Dear Perplexed Folks:—How to keep the children at home evenings? That's the question that faces many of you, isn't it? Too old to be disciplined; too young to select suitable friends and environment—just how to handle children in their teens is a problem. Why not make the home so attractive that they will want to stay there? Ever think about it that way? Let us suggest a Columbia Grafonola for the home. It will make your house a center for your children's friends—and you will feel safe about their surroundings. The young people can sing with it, dance to it, and then when their mood becomes more quiet put on some concert selections and enjoy the world's greatest artists right in their own homes. Don't you think it would pay to investigate?

This was complemented with a striking window display. The floor was covered with powdered cotton to represent snow and in the rear were small trees, also thickly powdered. In the foreground was a toy house, three feet high, with double doors opened, to show the brightly lighted interior, where a company of dolls were dancing. On a stand was a full-sized phonograph, and a card attached to it observed: "There's nothing like music to keep the youngsters entertained. Put a talking machine in your home if you want to keep the children there."

Eliminating the Collector

Every merchant will agree that a collector is not only an expense but a driver-away of trade. People dislike to be dunned, and after the collector has called a few times they register a vow never to trade at that store again. Of course, their attitude is illogical—but it hurts the store just the same. Young & Chaffee, Grand Rapids, came to that conclusion several years ago, and as a result their entire force of eight outside and five inside men were dismissed, and the "personal call" system instituted. Of this the credit man said: "It is a peculiar psychological fact that a man who is approached for a couple of dollars will give it grudgingly, though he has not the slightest desire to side-step his debt, but the man who seeks his creditors does it jauntily and proudly, treating his debt as a matter of honor which he is frankly glad to meet. Our instalment customers pay weekly, coming to the store for that purpose. Figure out the publicity the store gains by such a method. Fifty-two times a year he calls, seeing something different each time, and becoming familiar with many things he would like to possess. He is met by a man who calls him by name. It flatters him to be recognized as an individual and to have his tastes catered to. In most cases the friendly atmosphere

causes him to purchase not only once but several times." The firm's treatment of instalment customers is essentially fair. A man out of work, who has been good pay, can have his account filed for thirty, sixty or even ninety days. But the delinquent debtor receives no such consideration. Several letters are sent, and if these fail a telephone call is made—and from the tone of that interview the credit man takes his cue as to more stringent measures. This firm carries the largest stock of records in the city, but secures a good turnover by not keeping too many of any number. It features these records—and phonographs, of course—in the windows at regular intervals and thus keeps the public informed regarding the latest novelties.

The Quality Repeater



All Steel
It Never Fails

Write for our 100-page encyclopedia containing illustrations and prices of

Jones Motrola
Recordola
Outing & Cirola Portables
Attachments for Edison,
Victor and Columbia.
Albums and Album Sets
Bubble Books
Cabinets, Record and Roll
Record Carrying Cases
Corrugated Boards
Moving Covers
Dust Covers
Dancing Toys
Envelopes, Record De-
livery Stock and Sup-
plement
Needles, Steel & Tungsten
Fibre Needle Cutter
Display Fixtures
Record Lights
Lubricants
Motors
Nameplates
Piano and Duet Benches
Player-Piano Cleaner
Polishes
Record Cleaners
Tonearms & Sound Boxes
Springs
Strings

The
Cabinet and Accessories Co.

Incorporated

OTTO GOLDSMITH, Pres.

145 East 34th St. New York

"A new Gennett!"



REFLECTIONS

As the face in the crystal mirror is true to the gazer, so are Gennett Records faithful to the original voice or instrument.

To know the utmost in music's reproduction hear Gennett No. 4830, "Cutie" (fox-trot), from "The Blue Kitten," intro: "I've Found a Bud Among the Roses," played by Hazay Natzy and His Biltmore Orchestra, which makes your toes fairly tingle, and on the reverse the same orchestra brings out with great vivacity the snappiness of "ANGEL CHILD" (fox-trot).

Gennett Records

Manufactured by

THE STARR PIANO COMPANY

RICHMOND, INDIANA

New York—Chicago—Los Angeles—Birmingham
Detroit—Cincinnati—Cleveland—Indianapolis
Boston—Jacksonville—London, Canada



TY-TEE

Miss Gilda Gray's Sensational Success
at the "RENDEZVOUS"—New York's Newest and Smartest Dance Palace

**ASK TO
HEAR IT**

*"You can't go wrong
with any 'Teist' song"*

H. L. WILLSON COLUMBIA PRESIDENT

Elected President of Columbia Graphophone Mfg. Co. and Columbia Graphophone Co. at Directors' Meeting Last Month—F. J. Ames Elected Secretary and H. C. Cox Is Treasurer

At a meeting of the Board of Directors of the Columbia Graphophone Mfg. Co. and the Columbia Graphophone Co. held at the company's executive offices in New York, February 28, H.



H. L. Willson

L. Willson was elected president of both companies. Mr. Willson, who has been vice-president and general manager of the Columbia interests for the past few years, will also retain the post of general manager. Mr. Willson succeeds Van Horn Ely, who resigned in order to devote his time to other interests.

C. W. Woddrop, vice-president, secretary and treasurer of the Columbia Co., tendered his resignation at the directors' meeting on Monday, and F. J. Ames, who heretofore has been assistant secretary and treasurer, was elected secretary. H. C. Cox, comptroller of the Columbia Co., was elected vice-president and treasurer. Francis S. Whitten, chairman of the Board of Directors, retains this position.

The election of H. L. Willson as president of the Columbia enterprises will be welcome news to the talking machine industry and to the Columbia organization, as he is one of the ablest men in the trade. He has been associated with the Columbia interests for many years, occupying important executive and administrative posts. Mr. Willson is thoroughly familiar with every phase of the talking machine business, including manufacturing, sales and finance, and his intimate knowledge of the industry as a whole well qualifies him to fill the important position of president of the Columbia manufacturing and selling organizations.

PERFECTS NEW RECORD PRESS

H. N. McMenimen Makes Interesting Announcement—New Press Soon Ready for Market

H. N. McMenimen, well-known consulting engineer, of New York, has just made known that one of his clients has perfected a new semi-automatic record press. His announcement is as follows:

"From five to thirty per cent of records manufactured are rejected for various causes. The so-called automatic presses have enabled the individual pressmen to turn out a greater number of records per day, but they have in turn added to the problems in the pressroom, and it has made greater problems for the plating and matrix departments. Nearly every automatic press is idle from thirty minutes to three hours every day for various causes, such as leaky platens, due to superheating and chilling, time required for changing matrices, pressing shells spoiled in setting up the presses, loss of pressing shells slightly blemished by stock that cannot be removed and repaired, and accidents that occur frequently to operators, etc.

"With the knowledge of the disadvantages and defects of the present-day presses, one of my clients has been working for the past seven years developing a semi-automatic press, which has just been perfected. This press will make from two to three records per minute and eliminates all the bad features of the modern automatic presses. It will not only increase produc-

tion, but cut down pressing rejections and the overhead while the presses are idle."

AMENDS CORPORATION ARTICLES

PORTLAND, ORE., March 4.—The Pathé Exchange, Inc., of New York has filed with the Secretary of State of Oregon amended articles of incorporation, reporting a change of capital stock from \$5,000,000, consisting of 500,000 shares at the par value of \$10 each, to 200,000 shares of common stock of no nominal or par value, and 30,000 shares of preferred stock of the par value of \$100 each.

IRON BANKS BOOM RECORD SALES

DAVENPORT, IA., March 7.—A clever stunt put into effect recently by L. A. Murray, Victor dealer here, has had the effect of greatly stimulating the sale of talking machine records. Mr. Murray had a number of small iron banks made in the shape of the Victrola. These were given to customers who agreed to deposit spare change in the bank for use in purchasing records. And they are saving and, better still, buying records.

SELLS LARGE NUMBER OF MACHINES

OKLAHOMA CITY, OKLA., March 3.—The Harbour-Longmire Furniture Co. has conducted a sale of Pathé phonographs in its headquarters in this city and Dallas, Texas, that has resulted in disposing of a large number of instruments.

Sonora DISTRIBUTORS EXCLUSIVELY
for New York, Staten Island and the lower Hudson Valley

Greater City Phonograph Co., INC
311 SIXTH AVE. TEL. CHELSEA 9237 NEW YORK

The superiority of the Sonora is as marked
as the ease with which it sells.

M I L W A U K E E

Optimism Predominates in Local Trade—Dealers Prepare for "Civic Style Week"—Manufacturers Rushed to Supply Demand—The News

MILWAUKEE, Wis., March 10.—The talking machine trade is approaching the opening of Spring with a great deal more optimism and hopefulness than it did a year ago, when it was suffering from the full effect of the blow struck by the depression. While the past month has been the "between-season" period business has been of moderate proportions. Records, especially, have been selling in large numbers and this end of the retail business is continuing its remarkable growth. Instruments are selling fairly well, with no particular feature to business, but enough moving all the time to prevent any dissatisfaction.

Featuring "Civic Style Week"

The coming week, March 19 to 25, will be observed as "Civic Style Week" by the retail merchants of Milwaukee, particularly those engaged in merchandising ladies' and men's wearing apparel of all kinds. Music dealers have joined in the campaign informally and expect to derive much good from the effect of the awakening of consumer interest which this event will undoubtedly bring about. Each Spring for the last four or five years local retailers have selected a week following the middle of March or early in April to present their Spring styles in a concerted and striking manner, but this year's observance is based on much broader and more impressive lines than heretofore.

Merchants Interested in Exhibit

The Auditorium has been engaged for the week and about 100 merchants in various lines have taken exhibit space. Booths will be arranged in a way to form a miniature of Atlantic City's famous boardwalk, and there will be a huge runway encircling the main area upon which living models will promenade. The participation of music dealers will be largely in contributing new

window displays to conform with the general scheme of downtown as well as uptown merchants in making special display trims for "Civic Style Week."

Steady Improvement in Manufacturing Plants

The manufacturing industry in Milwaukee and throughout Wisconsin is reported to be "looking up" in a real, substantial way. Distributors and dealers all over the country are ordering new stocks for Spring and Summer demands and the operation of factories is on a considerably larger scale than a year ago at this time. The Milwaukee Talking Machine Mfg. Co., the General Mfg. Corp. and other talking machine factories in this city are steadily increasing their operations to meet enlarged demands from dealers throughout the country.

Wholesale and Retail Dealers Optimistic

Local wholesale houses have enjoyed a good business in the first two and a half months of 1922, and they feel that this has been only a beginning toward more prosperous conditions. Retailers are not so strongly disinclined as before to buy only for urgent needs, and their requisitions are indicating a greater freedom based on the expectancy of the better volume of business to be done in the coming three to six months.

Large Demand for Victor Records

"Victor dealers in our territory are manifesting a great deal of confidence in the future and are getting back into the old, accustomed swing of buying goods," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "I can't say that our dealer organization ever got down to a strictly hand-to-mouth basis of buying, but, naturally, for a time, they, like representatives of other standard instruments, were forced to limit their purchases to

some extent because of the lessened demand from consumers. It seems that this has now been overcome in a large measure, for we are getting some good orders and getting them often. Victor record business so far this year has been the largest in any similar period since this house was established and we encounter difficulties right along in meeting all demands."

Thomas I. Kidd Brunswick Enthusiast

Thomas I. Kidd, manager of the Milwaukee branch of the Brunswick-Balke-Collender Co., has reason to assume the optimistic attitude which he has been carrying for some time as the result of the remarkable movement of Brunswick instruments and records. The situation has come to be one where a dealer seeking a Brunswick franchise has got to be one of the real live wires of the trade to obtain it. The Brunswick agency is to-day regarded as one of the most valuable assets a dealer can have, and only a few of the many applications that are being made to Mr. Kidd are being granted.

New Brunswick Dealer Appointed

The latest appointment of a Brunswick dealer is that of the Frederick Carberry Co., a new \$100,000 corporation formed by Frederick W. Carberry to take over the Milwaukee branch of the Bissell & Weisert Piano Co., of Chicago. Mr. Carberry opened the branch about three years ago and has since been its manager. With the establishment of the business under his own name and ownership he has decided to establish a talking machine department and the Brunswick has been secured as a fit companion to the Chickering piano, upon which Mr. Carberry will continue to concentrate in the line of pianos. The Chickering Studios at 420 Jackson street will now also be known as the Brunswick Studios. The new department was opened March 1 and is in charge of W. H. Heise, who was for six years with Charles J. Orth, at 504 Grand avenue, where he handled both wholesale and retail business in the Puritan and also the Brunswick.

Combine Victor and Piano Departments

Carl West, manager of the Victor department of the Boston Store in Milwaukee, has resigned



FEATURES

LARGE diaphragm and long stylus bar lengthens vibrations, producing a deeper and more natural quality of tone.

Perfectly balanced in accordance with carefully worked ratios and with regard to co-ordinate parts, this tone arm and reproducer permits a freedom and sweetness of tone heretofore thought impossible. Surface sounds almost entirely removed.

Throw-back design permits of easy access to needle socket. Saves records from unnecessary scratching.

PLAYS ALL RECORDS

KKNOWN the country over for its excellent quality of tone and natural, life-like reproduction of all musical tones, and its great volume. This tone arm on your machine spells success, because of its high standing in the Phonograph World.

Made only in 8½-inch length. Can be furnished with or without Mute Tone Modifier, with Mica or

NOM-Y-KA

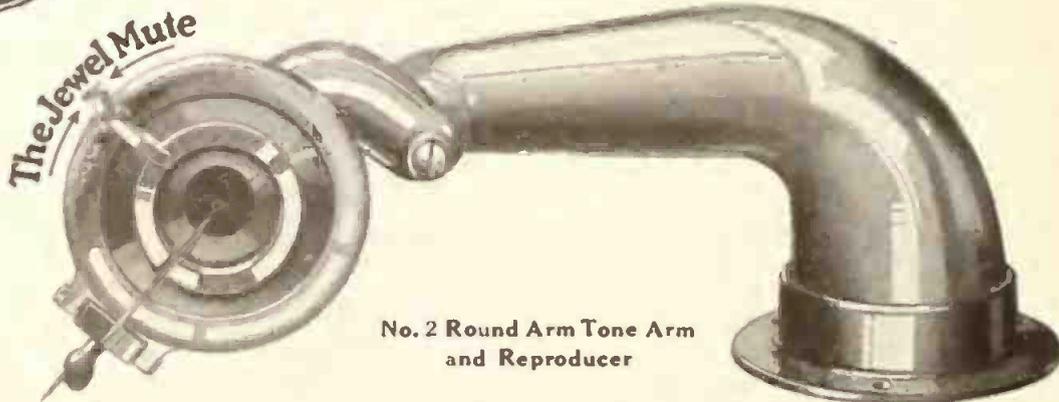
diaphragm.

THE JEWEL MUTE

CONTROLS volume just like the human throat. Built in the reproducer and functions in such a way that the length of vibrations is minutely regulated and the tone reproduced to a softness and clearness that are remarkable.

Operates by means of a thumbscrew and is instantly adjustable. Tone has free and unimpaird passage throughout tone arm and chamber—Not "Muffled" or "Choked" as with ordinary type of tone modifier.

Perfect regulation without in any way changing character of tone.



JEWEL PHONOPARTS COMPANY

154 Whiting Street

Chicago, Ill.



Good - bye, Shang - hai, a - cross the sea I've got to fly to fair A - mer - i - ca.

Good-Bye Shanghai

Oriental Fox-Trot-You Can't Get Away From It

ASK TO
HEAR IT!

"YOU CAN'T GO WRONG
WITH ANY FEIST SONG"

H. A. BRENNAN ENTERS NEW FIELD

Popular Talking Machine Man Appointed Sales Manager of Loyd Wireless Telephone Corp.—Company Represents "Firco" Products Made by John Firth & Co.—Important Sales Plans to Be Announced at a Very Early Date

Herbert A. Brennan, recently Victor sales manager of the Rudolph Wurlitzer Co., New York, and formerly connected with the Victor Talking Machine Co., has been appointed sales manager



Herbert A. Brennan

of the Loyd Wireless Telephone Corp., 709 Sixth avenue, New York. Mr. Brennan assumed his new duties on March 6, and his general plans for the development of his sales organization will be announced shortly.

The Loyd Wireless Telephone Corp. is the sales representative for John Firth & Co., New York, manufacturer of "Firco" products, which are internationally known. John Firth, president of this company, has been associated with the wireless telephone field for twenty years, and has executed orders for practically all of the leading countries of the world. John Firth & Co., through their extensive experience with Government work, have always made apparatus complying with the most rigid government inspection, and among the patents controlled by the company are the following: Seibt German patents; Kolster Decremeter; telephone plugs; loud speaking attachments; transformers; telephone connectors, etc.

The Loyd Wireless Telephone Corp., as sales representative for John Firth & Co., will carry a complete line of wireless telephone outfits and apparatus. Practically every type and description of wireless telephone product is included in the Firth line, and the phenomenal progress made in wireless telephony the past year practically insures the success of the Loyd Wireless Tele-

phone Corp's sales and merchandising activities.

Herbert A. Brennan, who is popular throughout the talking machine trade, has been identified with this industry for many years, occupying important sales and executive posts. He is thoroughly familiar with every phase of the retail field, and his intimate knowledge of the dealers' requirements will enable him to co-operate with the trade to splendid advantage in developing the sales possibilities of the wireless telephone in the talking machine industry. Mr. Brennan is keenly enthusiastic regarding his new work, especially as wireless telephone outfits merchandised by the Loyd Wireless Telephone Corp. embody the most advanced principles of wireless telephone construction. He is planning to offer talking machine dealers maximum service and co-operation in the introduction of the wireless telephone to their patrons, and Mr. Brennan's sales organization will make a specialty of rendering practical and informative service to the Victor merchants.

W. E. Simler and P. A. Wilkinson, who are president and vice-president, respectively, of the Loyd Wireless Telephone Corp., are well known

H. N. McMenimen

Consulting Engineer

Announces that a client has just perfected an

IMPROVED AUTOMATIC PRESS

that will make from two to three records per minute, and which will eliminate all the bad features of the modern automatic press.

It will not only increase production, but will cut down pressing rejections and the overhead while the presses are idle.

For Further Details
'Phone or Write

Laboratory:

Scotch Plains, N. J.

Tel. Fanwood 1438

Offices:

2 Rector Street, New York

Tel. Rector 1481

in the advertising and sales fields. They will devote a considerable part of their time to the development of dealer promotion plans that may be used to practical advantage by the dealers handling "Firco" products.

HEGEMAN-STEWART ANNOUNCEMENT

New York Importer States that Effective January 1 It Is Sole and Exclusive Distributor for Homokord Records

The Hegeman-Stewart Corp., the well-known importer of New York City, is announcing to the trade that it is now the sole and exclusive distributor in the United States for the Homokord record, manufactured in Germany, where it is well known. The record has been handled in this country during the past year by a number of dealers.

"After extended negotiations with the Homokord Co., of Berlin," officials of the Hegeman-Stewart Co. stated, "we have secured the sole rights to import and sell these records in this country. This contract has been duly ratified by both companies and is effective as of January 1, 1922, and in consequence, all Homokord records imported in this country from now on will be distributed by us solely.

"The catalog of these records comprises selections in all foreign languages, and offers a diversified field of sales activities to the dealer who carries them in stock. It is planned to offer the dealer a new and varied list of numbers each month, so that in a short time selections imported will comprise the complete Homokord catalog. Plans are now under way for an extensive publicity campaign, designed to introduce the record in all parts of the country." The company states it has appointed several agents to handle the record in their respective territories, and Homokord records will be placed in talking machine stores all through the country in due course.

WANTED SOME SUITABLE MUSIC

PORTLAND, ORE., March 4.—Emma Reynolds, of the Hyatt Talking Machine Co., tells The Talking Machine World correspondent some good ones, but this one I believe is hard to beat: A little pompous and dignified man entered the store the other day and asked to hear some records. Miss Reynolds asked him if he would like to hear any special record and he said: "Some people like this jazz stuff, but I'm not that kind. My mother-in-law is lying at the point of death and I want a record suitable for the occasion." He then asked to hear "Let the Lower Lights Be Burning."

SALES CAMPAIGN NETS RESULTS

BANGOR, ME., March 2.—Libby-Skinner Co. of this city, has built up an excellent business in Pathé products. A large number of phonographs was disposed of during a recent sale conducted by this concern.

Will this be a Red Ink or a Black Ink Year for You?



Style No. 11
Queen Anne Console
\$225
Burl Walnut, \$250



Style No. 10
Simplified Adam Console, \$195



Style No. 8
Simplified Sheraton Console
\$145

Right now you are laying the foundation for a good or a bad year's business.

Is your present line moving satisfactorily?

Have you made the profit you should have made and are you *absolutely convinced* that, with the lines you now handle, this will be a black ink year?

If you have any doubt, now is the time to take on a line that will give you a better chance to make more sales, quicker sales and an attractive profit with a smaller investment. This is exactly what the Jewett line will mean to you.

Highest Quality—Amazing Value

Compare the Jewett for tone quality with any line you choose. Anyone who knows phonographs will quickly agree that for clearness, sweetness and faithfulness of reproduction the Jewett is not surpassed by any instrument on the market. And every Jewett phonograph is a matchless specimen of artistic cabinet work.

You have never seen a line that combines these three essentials—tone quality, beauty of design and exquisite cabinet work—and still retails at such remarkably low prices as the Jewett.

Financing and Advertising Cooperation

The Jewett policy is to give complete sales, advertising and financing service. We take a firm stand against "loading up" and will help you build a permanent, profitable business.

Besides the six styles shown here the Jewett line includes two new models which will shortly be ready for the trade. One is a William and Mary console to retail around \$170, the other an upright listed at less than \$100.

JEWETT PHONOGRAPH CO.
General Sales Offices: 9th Floor Penobscot Bldg.
DETROIT



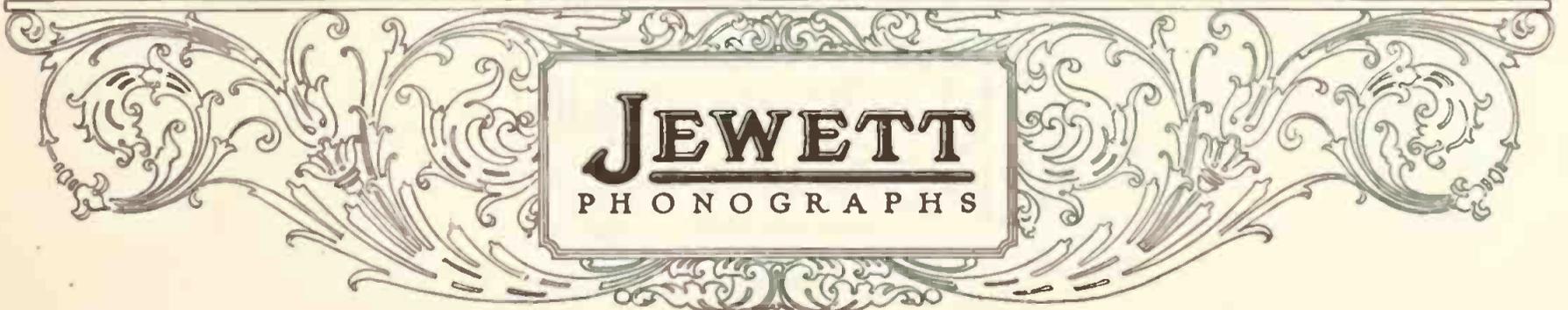
Style No. 7
\$175



Style No. 6
\$150



Style No. 5
\$125



JEWETT
PHONOGRAPHS

Van Veen Equipment at Pre-War Prices

Why buy inferior and unserviceable equipment when you must have real hearing rooms to properly demonstrate your talking machines and records?

Van Veen hearing rooms efficiently serve the purpose for which they are built:—to isolate sound; and they cannot be equaled at any price; that is what we call *cheap*. Buying worthless imitations is throwing money away.

"Hearing Rooms, Record Racks" and general equipment built the "*Van Veen*" way for musical merchandising.

Write for Catalogue or Traveling Representative

VAN VEEN & COMPANY

Principal Offices
47-49 West 34th Street

Factory and Warerooms
413-417 East 109th Street
New York City

AN UNUSUAL RECORDING FEAT

Newark Recording Laboratory Records and Presses Message of President Shallcross to 14,000 Agents of Four Insurance Concerns

The Newark Recording Laboratory, of 15 West Park street, Newark, N. J., the company organized by G. Howlett Davis for the purpose of making records for all purposes, recently completed a very unique order, that of recording the personal message of C. H. Shallcross, from which

"The experimental packages we mailed first evoked the most enthusiastic responses. The novelty of the affair was one point, the permanent advertising value was a second point, and the 'repeats' through the recipients—business acquaintances, neighbors and friends—also tremendously increased the scope of this advertising scheme.

"The newspaper men who have learned of this enterprise declare that it sets the pace not only for this line of business but for all lines. The printed message is read, forgotten and thrown away. The oral message is new and is imperishable, for nobody will throw away a good phonograph record. Some day, if you care to see some of the very enthusiastic responses, I shall be glad to show them to you over the luncheon or dinner table here in New York.

"Of course, you know without my saying so that the splendid co-operation, the prompt deliveries and the great personal interest you have shown in this

matter are thoroughly appreciated. No one could have been more courteous, helpful and energetic than your good selves."

"TALKER" AIDS HARVARD CREW

CAMBRIDGE, MASS., March 7.—Harvard crews are learning to row to the tunes of records played on a talking machine, which has been installed in the rowing machine room of the Newall boat-house. The results were fairly successful. Men with a keen ear for music have the advantage of those who have not. The experiment has proved the value of the talking machine as an aid to unity and rhythm in the stroke of the oarsmen, and in this way helped the efforts of the "stroke."

NEW "MADERITE" DISTRIBUTOR

Louis A. Schwarz to Introduce Bruns & Sons' Products in East—Introduce Novel Addition

A. Bruns & Sons, manufacturers of the Bruns "Maderite" one-man cover for talking machines in Brooklyn, report that business with them is showing a normal demand, with the distribution of their covers countrywide. Many new wholesale houses have recently taken on this popular cover, and in consequence it is being widely distributed to dealers, who are finding its distinctive features of construction a great help in the delivery of machines. Particularly useful is the one-man feature, as the delivery can be made with ease by any one person.

One of the new distributors to take on this line is Louis A. Schwarz, of New York, who is planning to introduce it to the entire trade in the East, which he has sold for many years as a wholesaler of talking machine accessories.

This month Bruns & Sons will announce to the trade a new and novel addition to their line, which is expected to fill a long-felt want. This cover is to be made so that the machine can be played without removing the cover, a feature that also will be found useful in the portable type machines. It will not only allow the machine to be used at any time, but will provide a permanent protection. The first of these new covers is being delivered to a manufacturer of a well-known portable machine, who states that the trade is receiving it very enthusiastically, as it offers an outfit that covers all requirements.

BOYER HELPS IN CARUSO WEEK

ELKHART, IND., March 6.—The James F. Boyer Music House, of this city, took advantage of the recent Caruso Week by featuring Caruso and Victor records in its window and advertising. A large picture of the deceased tenor was the center of attraction and Victor records made by him formed part of the exhibit.

INSTALL SEABROOK CONCERT GRANDE

KALAMAZOO, MICH., March 4.—The Majestic Theatre, of this city, has installed a Seabrook concert grande and is collaborating with local talking machine merchants in the sale of records.



C. F. Shallcross at the Newark Recording Laboratory

were pressed 14,000 records which were sent to the agents of the four following companies, of which Mr. Shallcross is president: North British Mercantile Insurance Co., Pennsylvania Fire Insurance Co., Mercantile Insurance Co. of America and The Commonwealth Insurance Co. of New York.

Speaking of this unique way of sending a personal message to his agents, Mr. Shallcross said:

MOTORS

Double spring, plays three 10-inch records without rewinding. Nickel plated, worm drive. Complete with all accessories. Sample \$3.25. Special prices in quantity lots. Motor suitable for portable machine.

Pleasing Sound Phonograph Co.

Manufacturers—Jobbers
204 East 113th St., New York City
Jobbing Territory Open

RECORD MANUFACTURERS

Who give close attention to the quality of their raw materials are our best customers. Are you one of them?

QUALITY—COTTON FLOCKS—SERVICE

CLAREMONT WASTE MFG CO.

CLAREMONT, N. H.

SAN FRANCISCO

Fair Demand for Records—Machines Move Slowly—Dealers Honor Caruso—Charles Mauzy Joins the Emporium—News of the Month

SAN FRANCISCO, CAL., March 6.—The shortest month in the year, which just ended, bids fair to be the shortest also in sales volume, as far as the talking machine trade here is concerned, but for all that the general trend of business is far from discouraging. Inclement weather and a great deal of sickness naturally curtailed retail activity. Still the volume of record sales has been fair. It requires expert salesmanship to sell machines these days. The people do not respond to reduced prices the way one would expect, but that is hardly strange in view of the contortions pricing has gone through in recent years. "The customer does not understand prices," remarked one of the leading dealers of San Francisco. "Nor does he understand values. If he understood values he would be attracted by the prices we are making on high-class merchandise. What we need to do is to educate the public to the necessity of believing what we say, and the only chance of accomplishing this is to tell the truth. When the people learn to have more respect for advertising statements we may look for more response to advertising. It is folly to create a desire for an article by attractive publicity work and then nullify this by inconsistent or misleading prices."

Dealers Honor Caruso

Caruso Memorial Week was a great success. The talking machine dealers of the State cooperated in doing honor to the great singer whose records have so long been among the best sellers of the trade. The new record, "Messe Solennelle—Crucifixus," by Caruso, which has just been released by the Victor Co., is truly appropriate at this time, the forty-ninth anniversary of Caruso's birth.

Victor Herbert a Visitor

The celebrated composer, Victor Herbert, is the guest conductor this week at the California Theatre. At the grand concert on Sunday morning he led the orchestra in playing one of his own compositions, and thus lovers of good music had the opportunity of comparing the Herbert records with the personal conducting of the composer.

The music of the new Victor record, "Smilin'," is by Krausgrill, the leader of the orchestra of the Strand Theatre, of San Francisco. This fox-trot number is making a strong appeal here.

Charles Mauzy Joins the Emporium

Charles Mauzy, son of Byron Mauzy, has accepted the position of manager of the talking machine department of The Emporium. Charles Mauzy was long the manager of the talking machine department of his father's store before it was sold to the Rudolph Wurlitzer Co.

Addison Clark in New Business

Addison Clark, manager of the sales promotion department of the San Francisco office of Thomas A. Edison, Inc., has severed his connection with the company to accept a position with the Southern Electrical Co. of San Diego.

A. C. Ireton, Pacific Coast manager of Edison Co., is back at his desk in San Francisco after a visit to the headquarters in the East.

Wiley B. Allen Co. Optimistic

The Wiley B. Allen Co. looks for a revival of interest in talking machine merchandise as the Spring season advances. The interior branches of the company report prospects good in view of the favorable conditions in the agricultural districts.

Kohler & Chase Busy

Kohler & Chase have suffered no slump in the demand for Okeh records and Burnham machines. The wholesale end is enjoying gratifying success up and down the line.

Iverson Stock Damaged by Fire

The Iverson Phonograph Co., of Oakland,

suffered a severe loss two weeks ago as the result of a fire in the building. The damage by water to records and other merchandise was great, though fortunately the fire was controlled before it reached the phonograph shop. Business is continuing as usual.

Improvement at Oakland Phonograph Co.

The Oakland Phonograph Co., Oakland, is having the entire establishment elaborately remodeled in order to better provide for handling the growing business. Among the improvements is a large concert and display room. The Victor and Edison lines are featured.

Hanson Music Co. Making Good

The Hanson Music Co. has built up a flourishing phonograph department in the few months since the business was moved to its present location on Powell street. The manager of the phonograph department is O. M. Smith. Sonora phonographs and Vocalion records are handled with gratifying success.

Men Entertain Ladies of Hauschildt Co.

The ladies of the Oakland store of the Hauschildt Music Co. were the guests of the men employes at a roast pork dinner last month and the affair was one of the most pleasant of the numerous parties held by the Hauschildt forces. The dinner was given in the charming home of Mrs. Cushman, who is one of the Oakland staff.

Clark Wise Comments on Business

Clark Wise, San Francisco, says the sale of records shows some improvement since the recent reductions, but that the general demand for machines is hard to size up. He says the slack business during February is largely due to

the psychological effect of the cry of hard times. The people are not buying in proportion to their ability to buy, at least in San Francisco, but are deliberately exercising unusual economy for fear of future poverty.

Student of Sales and Advertising

L. H. Bushnell, manager of the talking machine department of the John Breuner Co., Oakland, is a keen student of modern sales and advertising methods, and his department shows results in keeping with his progressive policies. He assumes that the salesman still has a responsibility to the customer after the sale and the writer believes he is right.

News Brieflets

Morley Somers, manager of the Sonora Phonograph Shop, has returned from his business trip in the North. He is decidedly optimistic in regard to the business outlook.

Billy Morton, manager of the retail talking machine department of Sherman, Clay & Co., took a little trip down the San Joaquin Valley this month and found the trade unshaken in optimism in spite of temporary dullness.

Andrew McCarthy, of Sherman, Clay & Co., was in southern California a few days last week and he says the wholesale demand for Victor merchandise is lively.

WILL HANDLE STRAND LINE

NEW ORLEANS, LA., March 6.—It was announced recently that a deal had been closed by the Maison Blanche store in this city, whereby it will handle the Strand line of phonographs, made by the Manufacturers Phonograph Co., New York. A good-sized shipment is now en route to New Orleans, and the line will be featured by the store aggressively.

The Arcaro Phonograph Co., 918 Wylie avenue, Pittsburgh, Pa., was slightly damaged by fire recently.



THE PORTABLE CHARMAPHONE

A SENSATIONAL VALUE

RETAILS \$35.00

YOUR BEST SELLER FOR 1922

Height: 13½ inches
Depth: 21 inches
Width: 18 inches
Weight: 15 lbs.

Double Spring Motor. Cast iron frame. Smooth and noiseless. Plays 3 records. Finest Tone-arm. Nickel-plated throughout.

GET IN ON THIS BIG PROFIT-MAKER

Send for Sample and Catalog

CHARMAPHONE COMPANY

39 West 32nd Street
New York City

"DECA-DISC"

AUTOMATIC PHONOGRAPH

"PLAYS TEN RECORDS CONTINUOUSLY"

"DECA-DISC" enables you to place ten records at one time in the machine, press a button, sit down and enjoy a musical program of your own selection without any interruption.

"DECA-DISC" will also play a series of ten records, or any less number, continuously, which makes it a very desirable machine, when continuous music is desired. Ideal for Dancing, Entertaining and Dinner Parties.



MODEL A

"DECA-DISC" IS MORE
SIMPLE TO OPERATE
THAN THE ORDINARY
TYPE OF PHONOGRAPH

The "Deca-Disc" Phonograph is the first practical machine of this kind ever made for home use.

The simplicity of its mechanical construction, together with the rich quality of tone, has made a tremendous appeal to the public.

NOTE—We also build a Nickel-in-the-Slot Machine. Send for Circular of Model E.

MANUFACTURED BY

DECA-DISC PHONOGRAPH CO.

HANOVER, PENNA.

NEW ORLEANS

Trade Has Been Somewhat Uneven—Maison Blanche Puts Over Big Sale—Dealers and Jobbers Very Optimistic Over March Outlook

NEW ORLEANS, La., March 6.—With one exception, a summary of the interviews of the talking machine dealers of the city brings out the fact that trade for the past month has been somewhat uneven. The bigger stores have fared better than the smaller ones, but from their point of view the month was, as expressed by one of the sales managers, "spotted"—that is, certain days were very good, while other days hardly justified keeping open the store. They consoled themselves, however, with the fact that it was not an indication of a decreased interest in music, but that their experiences were common in other lines as well. The five-and-ten-cent store and the millinery and dry goods stores experienced the same condition.

As analyzed by the far-seeing members of the trade, the present situation represents but a temporary reaction in business—a dip—from which the Spring will see the music trade emerged and thriving.

Buy Cheap Machines and Exchange for Better

The exception spoken of is Maison Blanche. A phenomenal sale of nondescript cabinet talking machines has been enjoyed here. In three days a carload of these machines was disposed of, "and these are orders which we had left over," said J. D. Moore, holding up a handful of orders which represented sales made before they had time to check up.

"It was the biggest thing of its kind we have ever handled and we are still filling those orders. People came in from the country just to get one of these cabinet machines, which we were offering for \$49.75, \$69.75 and \$79.75."

The sale which took place in the early part of February was originally planned to run ten days, but with a full page of advertising the first day

and a half page the second day the trick was turned in three days.

In addition to that, there were eighteen cabinet Victrolas sold on the first day to those who had come to buy cheaper machines.

Since the sale a number of the buyers have returned and traded in their machines for Victrolas and Brunswicks. Record sales have increased with the growing number of talking machine owners. However, no records were included in the sale offer.

About the only thing in addition to the sale that has happened at Maison Blanche was the resignation of Miss Frances Johnson, one of the old standbys of the department.

Werlein Manager Plans Big Month

Sales Manager Powell, over at the house of Philip Werlein, Ltd., may not be a Christian Scientist, but he has all the qualifications. He believes that March is going to be an exceptional month for him and on the first day of the month he started out to make it true. For him the month of February has had some very good days, but as a whole he was not satisfied with his showing and is determined to head the list for March.

Mr. Powell reports the sale of two period model Victrolas to two of the city's most prominent families. One of the machines was a Gothic and the other was a William and Mary style.

Mr. Powell has lost the services of Miss M. Pavone and has added to the force Mrs. Gladys S. Britton, who has had a number of years of experience in the Victrola line.

Big Record Sale at Grunewald's

R. A. Young, sales manager for Grunewald, says he is getting his share of the business. "I have heard more talk of hard times on the outside than I have heard here in the department," said

Mr. Young. "While the machine sales have fallen off a bit we have had a phenomenal record business during the month and we look for improvement in the Spring in all lines. Our Rampart street store reports a nice business, but reports from our branch in Jackson, Miss., show business in that section to be rather tight."

Dugan Co. to Feature Caruso Records

Mrs. Trembley, at the Dugan Piano Co., says that the month ended with an excellent business. In the last days of the month a Starr Style 17 was among the many cabinet machines sold. Records also were big sellers. Dugan's is preparing to feature Caruso records in connection with the Caruso American Memorial Foundation drive which will begin March 22.

Celebrated Artists to Be Heard

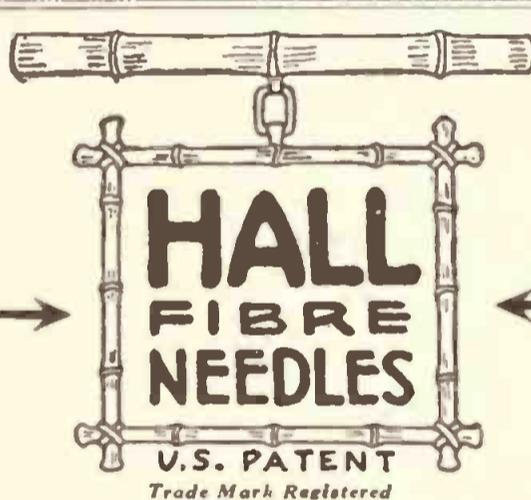
Two famous Victor artists will be in New Orleans in the near future. They are Galli-Curci and Erika Morini, the seventeen-year-old violinist, who has scored so big in New York.

A True Dog Story

Mrs. Trembley tells an interesting trade story about a lady who wanted to get a Victrola for her little girl as a birthday present. The little girl also wanted a bulldog. So the mother rang up and said that the daughter wanted a bulldog and it was not possible to get both, so she would not buy the Victrola. Mrs. Trembley told her that it would be possible for the daughter to have both—that Dugan Co. would send her one of the Penn souvenir dogs which listens to its master's voice, but that there was no "bull" in him. Mrs. Trembley is now featuring the "Bow-wow Blues," which has all the earmarks of a pedigree number.

VISITS THE CHICAGO FACTORY

Max Willinger, president of the New York Album & Card Co., of New York and Chicago, visited the Chicago factory during the early part of the month. Mr. Willinger reports that the demand for albums is continuing in a satisfactory manner. The album and shelf outfits for the Victrola No. 80 are also much in favor with discriminating buyers.



Insist on the
ORIGINAL
Trade Mark

→

←

Insist on the
ORIGINAL
Trade Mark

A Necessity—Not an Accessory

The Hall Fibre Needle is today a part and parcel of the Talking Machine and Phonograph.

Its place among needles is unique, in that its specific performance is different and quite separate and apart from any other.

The Hall Fibre Needle has no competition. It is in a class of its own.

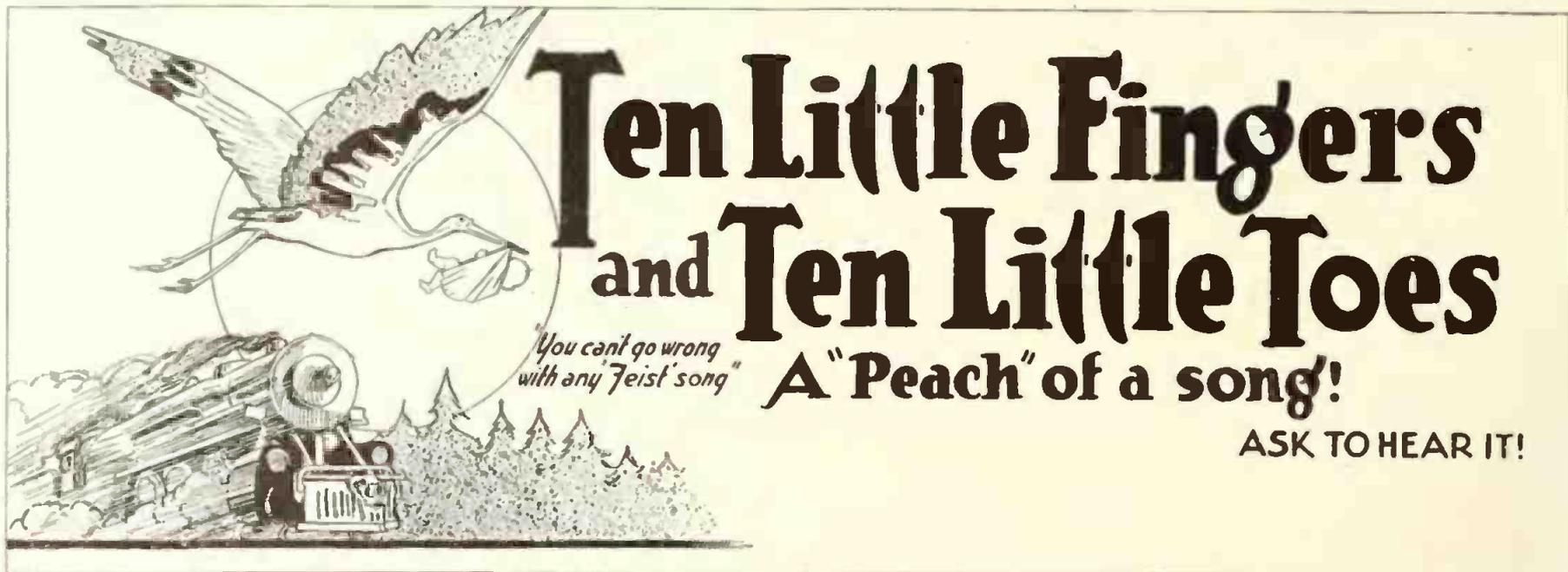
It has never failed to repay the dealer, in terms of increased profits and prestige, for all efforts expended in familiarizing his customers with its many advantages.

IT PAYS TO PUSH HALL FIBRE NEEDLES

HALL MANUFACTURING CO.

Successors to B & H Fibre Mfg. Co.

33-35 West Kinzie St. Chicago, Ill.



**Ten Little Fingers
and Ten Little Toes**
A "Peach" of a song!
ASK TO HEAR IT!

*"You can't go wrong
with any Feist song"*

GREAT PLANT WHERE STRAND PHONOGRAPHS ARE MADE

Immense Establishment Located at Salem, Ind., Has an Output of Three Hundred Instruments Per Day—Maximum Service in Way of Shipping—Equipment Most Modern and of the Best

The accompanying illustration will give some idea of the magnitude of the plant that is manufacturing Strand instruments. It is said that this factory is the third largest plant in the country devoted exclusively to the production of talking machine cabinets. The Strand fac-

tory is located at Salem, Ind., and aside from its manufacturing perfection, it is afforded maximum service in the way of transportation and shipping, as it is located on a railroad siding. The factory, devoted exclusively to the making of Strand phonographs, has a capacity of 300 daily.

The equipment of the plant is noteworthy for its efficiency, for from the first glance at the system of putting all the lumber through all the preliminary processes without any handling off the trucks one cannot escape the evidences of modern time-saving methods. It is a phono-

graph cabinet factory, was built for phonograph manufacture and never used for any other purpose. Every separate piece of wood goes through its appointed process smoothly and in perfect order. At the exactly calculated time and at the correctly blueprinted spot it is joined

by all the other pieces of wood that combine to make a unit, and the same smooth progress holds true right along to the sound-proof testing room, which every Strand instrument passes through before it is placed in the shipping case. Geo. W. Lyle, president of the Manufacturers' Phonograph Co., maker of the Strand phonograph, describes the factory aptly when he states, "the overhead due to imperfect packing and shipping would show up days, weeks and even months afterward in shipping expenses, re-



Plant Devoted Exclusively to Production of Strand Phonographs at Salem, Ind.

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packing expense, repairing expense and in the much more costly loss of dealers' good will. That's a kind of 'hang over' overhead which we have eliminated, and is one of the reasons for our ability to offer Strand dealers an exceptional sales proposition."

AN INGENIOUS FILING DEVICE

Duplex Record File Corp. Introducing a New System of Filing That Has Won Much Praise

The Duplex Record File Corp., New York, is introducing to the trade this month a compact and ingenious filing device embodying several features entirely new. It is designed not only to be used in record albums, but can be adopted and installed in any talking machine as a permanent equipment. The album, the company states, is being manufactured in a ten-inch size and is capable of holding twenty records. This feature of compactness is a patented one with this company and is the result of many years

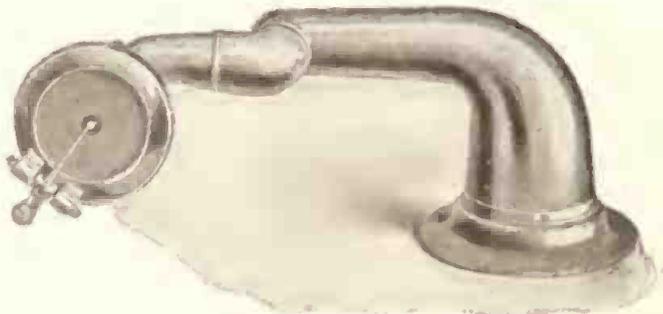
of experience and experiment on the part of H. Weidle, who has made a careful study of this particular field for some years past. He stated that "heretofore much attention has been given to every other development of the talking machine equipment and that for some reason filing systems have been more or less neglected. Consequently no great change in construction has been introduced in the trade for a long time past. The thought of this device was the result of lack of space for filing records in my own home, and I worked out the present scheme so as to enable me to file twice as many records in the space available in the present talking machine." He stated further that this was a typical case of the average talking machine

owner and for that reason he believes the Duplex record file will meet with favor from talking machine owners everywhere.

A very clever way has been devised for opening the album to procure the records, in that both sides of the album open up as a book, leaving the record exposed where it can be easily available. A place has been left on the inside covers for indexing the records, which is in plain view and easily read when the album is open.

Arthur Kopp, general sales manager, is very enthusiastic about the possibilities of this new album, and it is his idea that it will not only prove a desirable sales asset, but will increase interest in the sale of new records.

TONE ARMS and REPRODUCERS



Various Styles and Designs to Meet Every Requirement

Prices \$2.50 to \$6.00

Samples on Request

Triangle Phono Parts Co.

722 Atlantic Ave. Brooklyn, N. Y.
Telephone Sterling 1120

MOTORS

(Swiss)

DOUBLE SPRING

Suitable for Portable Phonographs

Stock On Hand, Ready For Delivery

Sample \$3.75—Write for One

MERMOD & CO., 874 Broadway
N. Y.



for
**Victor
 Records**



NEW YORK
 TALKING MACHINE Co
 521 West 57th Street
CHICAGO
 TALKING MACHINE Co
 12 North Michigan Ave
*Victor Wholesalers
 Exclusively*

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., MARCH 10, 1922
 US TALKING MACHINE men, as we might say, are getting to be truthful and conscientious critters. Truthful James is our name.

The Tribe
 of Truthful
 James

There was a time when no retail man would ever acknowledge that it was his own fault if business was bad. It was always the fault of General Conditions, General Apathy or one of the other commanding officers of the army of Evil. But we have been noticing lately a tendency among our friends in this part of the world to observe that those who during recent months have been frightened into making strenuous efforts to keep their vessels of business from the rocks have usually been successful. From which it follows that when a man's business is bad he may justly suppose the primary fault to be with himself. It took our retailers a long time to sense out this truth, but really it looks as if most of them by now had come to the correct conclusion. That being so, we may fairly anticipate improvement all along the line. Of course, it will not be a matter of any sudden up-turn. Matters do not work out so quickly as that. But the point is that just so soon as men in industry generally, or in any specific industry, cease looking outward exclusively and begin also to look inward for the springs and causes of prosperity, there is organized forthwith a mental attitude which enables those who adopt it to face facts squarely and see them in their true light. When this happens, when the cloud of fear has been brushed away, the least pleasant facts take on a less deadly aspect. Then, indeed, we may say that we know the worst and can begin to take care of it. Then, too, we may rightly say that we are organizing our own future.

SOME persons who live in the East are prone to believe that the terms Chicago and Illinois are in reality identical. This would be a strange and dangerous doctrine to preach in the hearing of an Illinois downstater, for the preacher would at once be informed that Chicago is merely the wart, as it were, on the nose of the State of Illinois, where said State looks out over the blue waters of Lake Michigan towards the rising sun. Your downstater Illinoisian is some little local patriot when it comes to putting Chicago in its place. Which introductory remarks may serve as a curtain-raiser to the new Central Illinois Victor Dealers' Association, which has just been formed at Peoria and which is referred to elsewhere. The C. I. V. D. A. arose as the direct result of the convention held by the Putnam-Page Co., the eminent Victor wholesaler, in its home city during the last days of February. The move is a good move. The talking machine business has brought itself to a point where the merchandising policy to be adopted by the retail trade becomes a matter of essential importance. We are past the toy stage, past the novelty stage. We are at the musical instrument stage. That means that we need, and must have, sound thinking and a sound merchandising policy. To the formation of such policies and to the success of such thinking associations in the retail trade are, in these wide-scattered days, quite essential. Without them the trade would stagnate. Welcome, C. I. V. D. A.!

Welcome
 to
 Peorians

AS THESE words are written the attention of Chicago is concentrated upon the meeting of the National Educational Association, which has brought some eight thousand men and women to Chicago, men and women who represent the best practical thought in the country on every matter which relates to education in all its branches. We have superintendents, teachers, supervisors of every kind. Many of them are taking advantage of their opportunity to visit the special educational exhibits which are, as we write, being made at the Leiter Stores Building, once the home of the Siegel-Cooper store. All sorts of school equipment are on display and not the least interesting of the exhibits are made by the Victor Talking Machine Co. and the Columbia Graphophone Co. This is no place to make any

"Settin'
 'Em
 Up"

description or even to give any hint of the vast variety of the practical applications of the talking machine and records to educational purposes which are set forth in these interesting and fascinating exhibits. But one novelty calls for special attention here. We say "novelty" because we think this is the first time it has been seen at an N. E. A. exhibit. This is the display of Walter Camp's Health Builder records, which, as readers know, give verbal commands and instructions, with music for setting-up exercises to be gone through at home. The demonstration was one of the nicest things we have seen yet, and it surely interested the school folks, who were around in crowds all the time. Here is another entry for the talking machine in the schools. May there be many more of them!

SPEAKING of records, we feel it a good time to express our sympathy with the unfortunate gentlemen who have to choose the titles which are to be recorded each month. The immense amount of music, chiefly ephemeral, which is published every week, and which competes with a previously existing much larger mass of all kinds and sorts, from the best to the worst, presents to the persons charged with selecting a task of appalling magnitude and uncertainty. It is wonderful that so few mistakes are made. But at the same time the task is rendered far more uncertain than it otherwise might be, by the entire absence of reliable statistics. Now we should like to make a suggestion at this point. We think there is no real reason why statistics should not be collected concerning the styles, quantities, sales figures, etc., of published music, old and new. Sheet music publishers, those who control standard editions, retail merchants and others are alike interested in any information which might lead them better to gauge public taste in its periodic trends towards one extreme or the other. As things stand there is no way of foretelling either the magnitude or the duration of any boom which appears to be starting. Popular music publishing in consequence is largely a matter of forcing certain numbers by various costly and uncertain methods of "plugging" and "boosting." It would be in every way far more scientific, and consequently far better, to spend the same amount of money in actually gathering accurate data as to public demand. And the result of such effort, in relief to those who have to select record lists, would be immeasurable. Of course, this is a matter for trade co-operation. But then why have we a Music Industries Chamber of Commerce if not for dealing with just such questions as this, where the need is for inter-trade co-operation? One thing, at any rate, is sure: the present hit-or-miss method of selecting numbers for recording (and the same applies, of course, to the kindred music roll) is uncertain, expensive, unscientific and wasteful. Much money is lost through wrong guessing and consequent production of numbers which do not sell. Why not begin to investigate the entire question scientifically? No one will be harmed, everyone will be benefited.

Boards:
 Wash and
 Ouija

IF O. M. Caward, ex-preacher and present manufacturer, is to be believed, one old hardware merchant in a small down-state Illinois town at least knows what has been the matter with his business. The story is too good to keep, and we pass it on from Brother Caward to our mid-West readers with much joy. It seems that our friend was going through his territory calling on the merchants to whom he sells and inquiring of them why they were buying slackly. One old chap paused before he answered, and then, shifting his quid, spat across the floor and drawled: "Well, it may be this way and it may be not, but I've noticed of late that of every ten folks who come into my store to buy seven gets ouija boards to three that gets washboards." Talking machine dealers might take a lesson from the old hardware man and remember that the exact trouble with most of the people of the U. S. A. just at present is that they are wasting too much time listening for sounds from the spirit world to tell them when times will be better and not enough time getting out to sell what they can

From our **CHICAGO HEADQUARTERS**

REPUBLIC BLDG., 209 SOUTH STATE ST · TELEPHONE WABASH 5542

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., March 8.—The latter part of February showed somewhat of a falling off in retail business, but a marked revival was evident the first week of March. This is true not only of talking machine retailers, but of retailers in other lines as well. Nevertheless, in our walks around the city we have noticed one peculiarity, which is that the music men seem to be the only merchants who show a tendency toward depressive psychosis. By that we mean that whenever there is a little slump in business in general it affects the talking machine business acutely. The talking machine retailers therein (not all of them, but a good many) are always ready to throw up their hands and exclaim that there is nothing left for them to do but roll over and die. We recently asked one merchant how business was. His come-back was that he believed he would take out an embalmer's license, as he thought there would be more money in burying dead prospects than in selling live ones. That aroused our curiosity and we began questioning. It was not long until we found out that he was not supporting himself locally, either by advertising or by employing canvassers. We asked him how business had been during the holidays and shortly after, and he said that it had been very good. He also admitted that while this business had been good he had been doing some advertising and canvassing as well. So it is plainly to be seen that the same old story applies here as usual. Two and two are four, and you cannot make them five. A little further down the street we came across a department store that makes a specialty of furniture and talking machines. We have been going into this store for a number of years and know everybody from the proprietor to

the errand boy. We asked the manager how business was and he said, "We are doing fairly well and managing to keep ourselves busy and to show a profit." We looked around the store and noticed that several of the salesmen were showing customers the lines of furniture, and also that about half the sales people were absent. We remarked about this and asked the manager if he had laid off the rest of his sales help. "No, sir!" said he. "Each one of these salesmen has his own little prospect list and when he is not in the store selling one of these prospects some of our goods he is out on the street telling them what a nice new line we have in stock and inducing them to come in. The way we work it is like this: We have our regular canvassing force to go out and break the ice and find out who is in the market for our goods. After the canvasser makes one or two calls a regular salesman goes out and applies some real sales methods which, with very few exceptions, bring about the desired results." So here again are our two and two, making four.

So after making our rounds of the trade we have again found that the fellows who are really doing the business (and there are plenty of them at that) are those who are going out after it, while those who are hanging the crepe are letting the "grass grow under their feet." When you really get down to it, there is no reason why one dealer should prosper and another starve in any one locality. When one neighborhood shows two dealers, of whom one is doing business while the other is not, the cause is obvious, and upon investigation will turn out to be that the dealer who is getting the business is really getting it as a reward for good hard labor.

The manufacturers are still receiving many inquiries and generally believe that just as soon as the building operations get going everything pertaining to business will start to pick up. The nucleus of the labor situation is within the Chicago territory, and up at the office where building permits are issued the report comes out that just as soon as this wage question is settled Chicago will see a tremendous building boom. Oldtimers in the business who have gone through such periods in the past are commonly asserting that when building activity has been at its height no one could even ask for better business. From the looks of things at present it is an almost assured thing that building will start in a short time in Chicago and spread all over the country.

Take on Victor

H. A. Moore, a copartner in the Palace Furniture Co., Avilla, Ind., while in Chicago recently, announced that his company has just opened a new talking machine department. Victrolas and Victor records are being handled exclusively and Mr. Moore states that they are working to make this new department one of the handsomest in Indiana. Three hearing rooms have already been equipped and presently plans will be drawn for the purpose of adding several more. At present they are working on their record bins, some of which have already been completed. When finished the capacity will be ten thousand records. The company also plans to carry a complete catalog of Victor records and Victor Red Seal records.

Put on Memory Test

The Krause Furniture Co., of Cicero, Ill., a suburb of Chicago, has been conducting a music

(Continued on page 111)

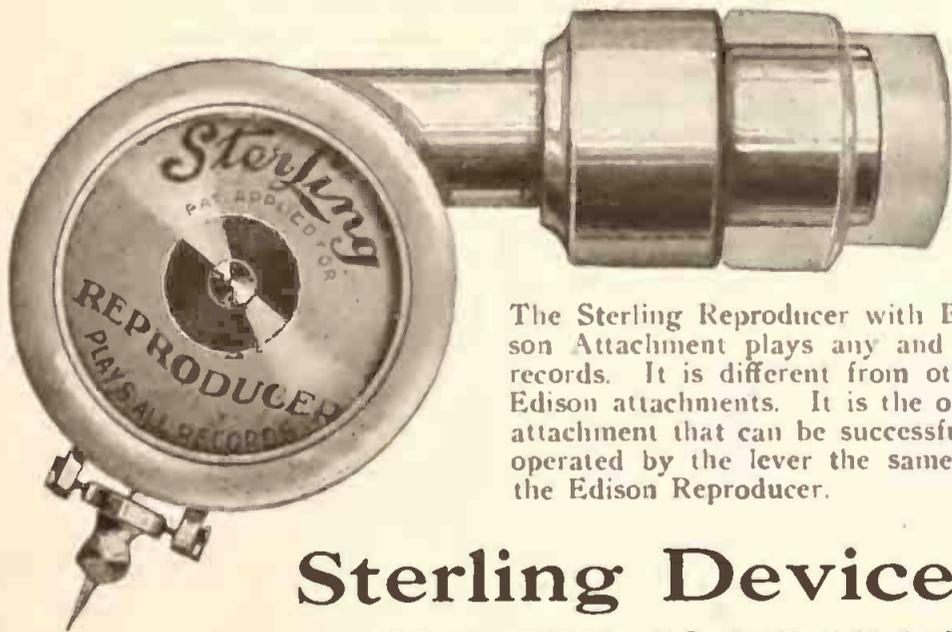
JUST OUT

STERLING BULLETIN

No. 10

GET IT BY ALL MEANS

It tells the complete STERLING story and illustrates and describes the entire STERLING Line of Talking Machine Equipment—with prices, etc.



The Sterling Reproducer with Edison Attachment plays any and all records. It is different from other Edison attachments. It is the only attachment that can be successfully operated by the lever the same as the Edison Reproducer.

The Sterling Reproducer with Edison Attachment is designed for giving perfect rendition of both hill and dale and lateral cut records. Famous for its clear, flexible, non-metallic tone. Supplied also with Victor or Columbia attachments.

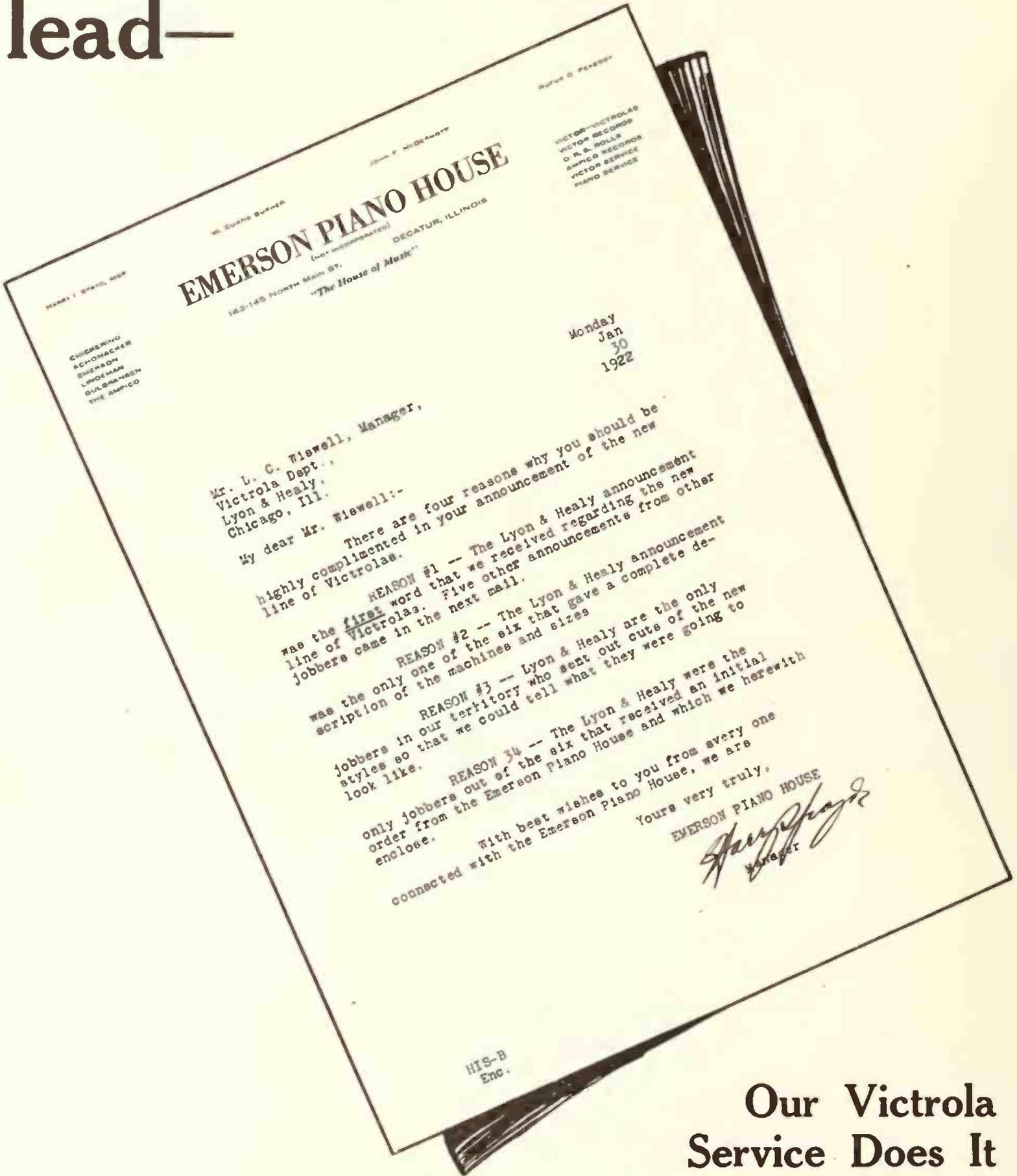
Sterling Devices Company

Manufacturers of the No. 11 Sterling Non-infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-set Automatic Stop and the Sterling No. 41 Non-tapering Tone Arm

534 Lake Shore Drive

Chicago, Illinois

why Lyon & Healy lead—



Our Victrola Service Does It

LYON & HEALY

Victrola Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

memory contest for school children for the past three weeks. To date it has an enrollment of nearly ten thousand school children residing in Cicero and nearby towns. The first contest was held in its store, but subsequent contests were held evenings in the local school houses. The school teachers of this vicinity are lending themselves to this work and the encouragement they have given to their pupils has been a great help in making the contests successful. The Krause Co. handles the Victor line only, and many of the ideas being utilized in these contests originated in the Victor educational department.

Glicks Incorporate

According to a report printed in a recent issue of the Chicago Journal of Commerce, the Glick Talking Machine Shop has recently been incorporated for \$100,000. The incorporators named are George J. Glick, Sam Winikoff and Graham Glick. The purpose of the incorporation is to manufacture and deal in musical instruments. The Glick Talking Machine shop is located at 2100 West Division street and is one of the most handsomely fitted up Victor retail stores in the northwest division of Chicago. The proprietors of this concern have spent a considerable sum of money in remodeling and decorating their place of business.

Change Company Name

The Wade Talking Machine Co. has changed its name to the Wade-Twichell Co. Announcement of the Wade Co.'s taking over the Twichell interests was made in these columns last month. The Twichell name is one of the oldest on Piano Row and for years had represented some of the best known pianos made in this country. About the first of May the stocks of the original Wade and Twichell stores will be moved over to the building where the Smith Piano Co. is located at present. The entire building will be occupied by the new company.

Add New Test Tables

The Fletcher-Wickes Co. has made quite a number of new improvements about its plant in the last thirty days. One thing it has done was to install a number of test tables in the sound box assembling department. The construction of these tables embodies some new ideas, which the heads of this firm believe to be entirely original with them. Each table is about forty-five inches high, twenty-four inches wide and fifty inches long. Beneath the felt-covered top are two motors and two amplifiers. In proper position on top of the table are placed two tone arms, one of which is attached to a permanent master sound box. The other tone arm is used for testing the reproducers and is arranged so that they can be slipped on and off with perfect ease. Two identical test records are used. The master starts to play and then a sound box is placed on the test arm and tried. If the box being tested reproduces tones exactly like those of the master it is passed; if not, it is rejected. This procedure is gone through with every box coming from the assembly department. Careful check is kept on the master and even this is tested at regular intervals during the day. The company has also improved the style of its letterheads. The new ones are engraved and lithographed. The lithograph is a neat little illustration of the company's tone arm and sound box. It is printed at the top of the sheet and the engraving is then superimposed over it.

Second Anniversary With Starr Co.

C. O. Miller, head of the Chicago division of the Starr Piano Co., celebrated his second year in Chicago recently. The celebration came in the form of a little party tendered him by the sales department, and during the little luncheon each salesman turned in individual sales reports, which, when compiled, revealed the fact that the business of this concern is on a very satisfactory basis. Mr. Miller recently put a large number of men out in the city to sell Starr phonographs, pianos and Gennett records, and the reports for the first week are exceedingly good.

National Education Association Meets

More than 8,000 public school superintendents from all over the United States met in congress

here during the week February 26 to March 4. The meetings were held on the fourth and fifth floors of the Leiter Stores Building at State and Van Buren streets. In connection with this gathering there was held on other floors of the building an exhibit by manufacturers of school supplies, playground equipment and other educational accessories. The talking machine exhibits, through their educational departments, held the center of the stage for the entire week. Those represented were the Victor Talking Machine Co., the Columbia Graphophone Co. and the Health Builders. The booth of the Victor Co. was very artistically arranged. An oil portrait of Enrico Caruso was hung directly opposite the entrance into the booth, and on the floor below this portrait was a very handsome console Victrola in Walnut. Two large polychrome candles were at each side of the console, and several pieces of antique furniture were scattered over the floor, which was covered with Persian rugs. The effect of this booth was

pleasing and interesting to the many school superintendents who were attracted by the playing of one of the two instruments which were placed like sentinels before the entrance to the exhibit. Mrs. Frances E. Clark, director of the educational department of the Victor Co., was in charge of affairs at this booth and stated that this was the largest and best attended convention ever held.

The Columbia booth, which was in charge of Miss Genevieve Qualey and Mr. Wilson, attracted equal interest and attention throughout the congress.

Visit Elkhart

Isham Jones, together with nine members of his famous orchestra, returned last week from Elkhart, Ind., where they had been the guests of James F. Boyer, secretary of C. G. Conn, Ltd. While in Elkhart they were shown through the great Conn factories and witnessed the methods of making Conn band instruments.

(Continued on page 112)

"A few weeks before Christmas we placed an electric machine in our window, demonstrating the Geer Repeater. Sales tripled at once. This demonstration is still running and we are convinced it has increased our business considerably in all departments." Brunswick Phonograph Shop, Chicago.



PRICE
\$2.50

THE GEER REPEATER

Some Remarkable Sales Records

An Indiana store recently sent out our small circulars (furnished free) to its mailing list. The mailing cost only a few dollars and the total sales to date are over 75 repeaters.

Two Loop stores in Chicago are selling more than 15 Repeaters each daily as a result of a window demonstration and counter displays.

A store in a small Pennsylvania town has sold 127 repeaters to date. This is a splendid record for less than two months' work.

Stores that have made window demonstrations of the Geer Repeater, showing it in actual use in the window, are selling from three to ten times more Repeaters than other stores.

GEER REPEATERS sure do sell and they stay sold," say scores of our dealers. And it is the judgment of these men, who are in the same line of business as you, that you are asked to accept when you consider this repeater.

Stores that are handling the Geer Repeater have found it an unusually rapid seller. Those who are using it in window demonstrations have been surprised at the unexpected interest passers-by take in their windows.

The Geer Repeater is as near fool-proof as a repeater can be made. It repeats instantly and as often as desired, without injury to the needle, the record or the machine. For dancing, dining, or when working or resting, the Geer Repeater doubles the joy of owning a phonograph.

No home is complete without a phonograph. No phonograph is complete without a Geer Repeater.

Send for our "Demonstration Package" containing three Geer Repeaters and make a window demonstration. You will be surprised at the results.

WALBERT MANUFACTURING CO.

925-41 Wrightwood Avenue, Chicago, Ill.

New York Office,
200 Fifth Avenue.

Please send by return mail your "Demonstration Package," containing three Geer Repeaters. I agree to pay \$4.75 C. O. D.* for the repeaters—the retail price to be \$2.50 each.

Name

Address

Jobber

*Credit extended to rated concerns.

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 111)

which are used exclusively by the Isham Jones orchestra. The Conn Co. took official recognition of the presence of its distinguished visitors by presenting each individual member of the orchestra with a beautifully engraved gold medal. The Isham Jones orchestra has become famous throughout the entire world as an organization of dance musicians through its work on Brunswick records.

Mrs. L. Gelbspan's Mother Dies

We learn with regret that Mrs. Emily Rodgers, mother of Mrs. L. Gelbspan, proprietor of the Boston Book Co., has passed away. Her death was due to pneumonia, which she contracted while in Detroit on a visit to another daughter and son. Mrs. Gelbspan accompanied her mother to Detroit and after placing her in the care of her sister and brother, departed for New York to look after the Eastern interests of her company. Mrs. Gelbspan had hardly arrived in New York when she received a wire that her mother had been taken down with pneumonia. The same evening she received the sad news that her mother had passed away. She hurriedly concluded her business and returned to Detroit. Mrs. Rodgers was buried in Chicago.

Dorchester Mapes With Low's Letter Service

Low's Letter Service, of Chicago, has just made the announcement that it has opened a new copy letter service department with Dorchester Mapes in charge. Mr. Mapes is well known to the talking machine trade and was formerly treasurer and general manager of the R. C. Wade Co., which is now known as the Tonofone Co. Mr. Mapes' new duties are calling on the trade and discussing selling problems that can be handled by mail and other direct-by-mail advertising.

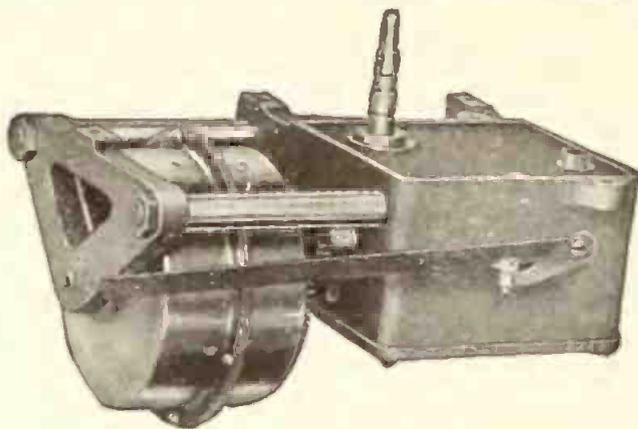
Roseland Shop Decorates

The Roseland Music Shop at 1146 South Michigan avenue has just added four new sound-proof booths to its equipment, making a total of ten. This new equipment greatly facilitates the handling of its record business, which has lately grown to large proportions. Other improvements have also been made which tend to increase the efficiency of this company's service. Among the improvements are very elaborate decorations, the scheme of which blends in a way to bring out the soft color tones very pleasingly and at the same time imparts a sense of restfulness and a homelike appearance through the whole store. This shop has also recently erected a large and beautiful electric sign which shows the name "Victrola" in large letters, and can be seen rising above the tops of the houses for a great distance. Proprietor Corngold is sparing no effort or expense in order to have his establishment up to the minute in equipment, fixtures and stock.

Visits Graphite Mines

M. B. Joyce, vice-president of the Superior Flake Graphite Co., has just returned to Chicago from Ashland, Ala., where he paid a visit to the company's mines and other holdings. He brought back with him a large quantity of fresh graphite samples that had just been prepared at

Price Reductions on Enclosed Motors



We have recently made sharp reductions in the prices of enclosed, self-lubricated motors—due to decreased costs in labor and material and a larger output.

This will put the Enclosed Motor within the reach of those manufacturers whose desire has been to use this motor, but whose lines have not been high enough in price to do so.

The same quality and high degree of inspection will be maintained.

REMEMBER

You don't have to tune this motor. It comes to you silent and smooth running. It reaches your customers in the same condition.

Ask about various models and prices.

United Manufacturing and Distributing Company
536 Lake Shore Drive **CHICAGO**

the plant in Ashland. The graphite mined by the Superior Co. is of the flake variety and comes in three grades, namely, coarse, fine and powdered. The powdered graphite this company sells to the trade for lubricating of phonograph motors.

Mr. Joyce made an interesting statement in connection with the forms of graphite when he said that there are two kinds, the flake and amorphous. The difference between these is in the fact that flake graphite will never lump or gum and cause a spring to pound or stick, whereas the amorphous or lump graphite will always do this. The graphite prepared and packed by the Superior Co. is put up in packages ranging from one-half pound cans to four hundred-pound barrels.

New Plant Nearing Completion

Word comes from the Brunswick headquarters that their new record plant at Muskegon, Mich., is fast nearing completion. This new plant will be complete in every way and equipped with the most up-to-date record manufacturing machinery. Brunswick will therefore soon have no less than four centers, namely: Jersey City, N. J.; Auburn, N. Y.; Toronto, Canada, and Muskegon. In these is done all the actual manufacturing, while the work of recording is carried on in studios located in New York and Chicago.

With the completion of the Muskegon plant a new source of record distribution will be available, which will insure prompter deliveries on records, especially in the West and mid-Western territories.

So far as Brunswick phonograph and record

interests are concerned the Brunswick Co. regards the prospects for 1922 optimistically, and it has reason to do so.

Appoint New Manager in Minneapolis

The Chicago office of the Aeolian Co., through its manager, H. B. Levy, has just made the announcement that George H. Compton has been



Geo. H. Compton

appointed as sales manager of the wholesale Vocalion department of the Stone Piano Co., Minneapolis, Minn. Mr. Compton is one of the best-known men in the trade of the Northwest, having started with C. R. Stone, president of the Stone Piano Co., twenty-seven years ago. In 1908 he was made manager of the Stone Co.'s headquarters at Fargo, N. D., and after being there for four years he took charge of the Grand Forks house of that company.

In more recent years he was associated with Lawrence Lucker, an enterprising jobber of Minneapolis, and from there he came back to the Stone Co. in the capacity of sales manager of the wholesale Vocalion department a few weeks ago. With Mr. Compton's vast acquaintance in the trade, together with the Stone Piano Co.'s prestige in the Northwest, the Vocalion talking machines and records make a very interesting combination, and Mr. Compton has already mapped out comprehensive sales plans for 1922. These plans were recently completed when he paid a

PHONOGRAPHS AND RECORDS WANTED

No stock too large or too small, if price is right. Must be standard makes and new goods. Describe stock and quote lowest price in first letter.

All Transactions Confidential

J. K. MORGAN

LEITER BUILDING

State and Van Buren Streets

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

visit to Mr. Levy at the Aeolian Co.'s headquarters in Chicago.

Caruso Week Successful

Victor dealers around Chicago are well pleased with the results of Caruso Week, which was observed February 27. All dealers planned special activities to commemorate the forty-ninth anniversary of Caruso's birth, and in doing this they tied up with musical circles throughout the city. One of the cleverest tie-ups was brought about by the Victor jobbers here, who, working in conjunction with their dealers, thought out numerous plans to put Caruso Week over, in which they were very successful.

One plan which was put forth, and which proved a tremendous success, was the work with the Symphony concerts. All theatres and other houses of amusement which had symphony orchestras co-operated to the fullest extent. The arrangement was along the following lines: A Victrola was placed on the stage or other conspicuous part of the house and a Caruso record, No. 87335, "Crucifixus," from Solemn Mass by Rossini, was played to the accompaniment of the Symphony Orchestra. This was rather an unusual method of bringing the public's attention to this record, but it made a tremendous impression. Besides, the dealers carried large amounts of effective advertising space in the local newspapers and programs, and this also was a means of creating intense interest.

On Southern Trip

C. E. Saunders, Cheney ambassador for the Southern territory, left Chicago this week for a trip through the South in the interest of the Cheney Co. This is a special tour for observation purposes only, and upon his return to Chicago the results thereof will be gone over carefully with a view to picking a new Southern distributor for the Cheney talking machine.

Welcome No. 280 Victrola

The new Victrola No. 280 which recently came through to the Chicago trade has, according to Victor jobbers here, been very favorably received by other dealers, who are in turn placing substantial orders for this new model.

Why Indeed?

H. L. Morey, manager of the talking machine department of Rothschild's, one of the big Loop department stores, is the author of a very pertinent sentence, which is placed conspicuously throughout his department. The question is, "You would not try to match a piece of goods without bringing a sample of the original color, so why try to carry a tune in your head when purchasing a talking machine?"

Mr. Morey states that women prospects who come into this department have been sold immediately by this argument, and it has been the means of creating a great deal of business for him.

W. C. Griffiths' Mother Dies

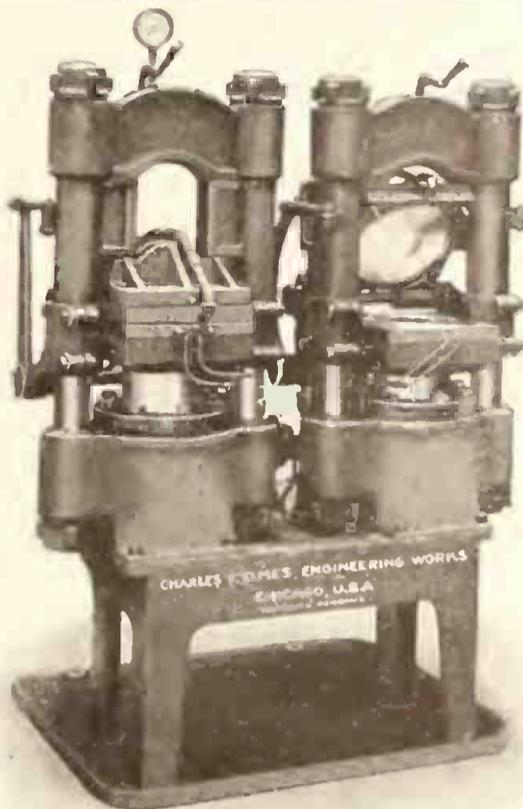
W. C. Griffiths, assistant sales manager of the Chicago Talking Machine Co., recently received the sad news of his mother's death in his home down in Indianapolis. Immediately upon the receipt of this news he left for that town to attend the funeral and was accompanied on his sad journey by Dan Creed, general manager of the company.

A Notable Visitor to Chicago

Mr. and Mrs. A. D. Geissler, of New York, are paying a visit to Chicago which will probably last several weeks. Mr. Geissler is here visiting the trade and looking after his interests at the Chicago Talking Machine Co., of which he is president.

Cheney Publicity

Volume 1, No. 5, of the "Cheney Resonator" was mailed to some thirty thousand Cheney advocates on the first of March. This issue, like the previous ones, is of newspaper size, four pages, and contains much interesting data pertaining to the Cheney Co. and its product. One interesting item entitled "Telling the Story of Cheney Supremacy" is cleverly illustrated by small cuts showing Cheney ads which have appeared in recent issues of The Talking Machine World, which give the details of manufacturing



1 2 0 0
RECORDS A DAY
 WITH
ONE OPERATOR
 ON AN
E L M E S
AUTOMATIC
DUPLEX RECORD PRESS

Your request will bring you full information in regard to this or our other Standard Hydraulic Presses, Pumps, Accumulators, Valves or Fittings.

CHARLES F. ELMES ENGINEERING WORKS
 224 N. MORGAN ST. Est. 1861 Inc. 1895 CHICAGO, U. S. A.

and thoroughly explain these details to the trade. One of these cuts shows the Micrometric instruments which test to the thousandth part of an inch the various parts going into the construction of Cheney motors in order to insure perfection.

Upon reading this article we find that "it is the rule of the Cheney organization that every last part should be as perfect as fine machinery and human ingenuity can accomplish. Imagine, for instance, the mechanical perfection that figures in a small piece of metal that is turned and finished down to less than one-thousandth of an inch."

One of these articles tells just how it is done in the case of the governor-shaft of the Cheney motor, while going through the factory. The illustration shows a small plug of wood, perhaps one-half an inch thick and of peculiar appearance. This is full of small holes. The wood itself seems

to be very fibrous, and it is explained that this wood is of a peculiar type of maple which grows in a certain section and which no manufacturer ever had or tried to have. After the shaft of the motor has been milled down to the required dimensions, it is repeatedly run through the holes in this piece of wood, which in turn gives it a high polish and smoothness and is an excellent example of one of the methods put into practice to insure accurate handling of motor parts.

Brunswick via Wireless

Brunswick records are gaining quite a bit of publicity these days through the wireless operations of A. A. Howard, a member of the Chicago Board of Trade, who devotes his spare time to work in the private wireless station which he maintains at his home.

He states that he is attaining remarkable results with his wireless and is at present broad-

(Continued on page 114)

"SUPERFLAKE" GRAPHITE SPRING LUBRICANT FOR PHONOGRAPH MOTORS



A carefully prepared lubricant containing GRAPHITE of the finest quality
Will not get hard, become rancid or leak

PACKED IN TUBES, CANS and BARRELS for JOBBERS, DEALERS and MANUFACTURERS

SPECIAL GRAPHITE FOR RECORD MANUFACTURERS

We are prepared to fill your orders, large or small, and can make prompt shipments

Write department "J" for quotations on your requirements

Superior Flake Graphite Co.

Department J

General Offices: 76 West Monroe St., CHICAGO
 Warehouse in Chicago



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 113)

casting many Brunswick records which lend themselves to this in a remarkable manner. He believes that the Brunswick records he plays into his wireless transmitter are picked up by approximately one thousand stations in and around Chicago.

Columbia Co.'s Activities

Many of the sales force connected with the Chicago branch of the Columbia Graphophone Co. are doing a great deal of work evenings in connection with wireless telephony. They are calling the attention of Columbia dealers throughout Chicago to the fact that Morgan Eastman, who is director of the Westinghouse Broadcast Radiophone Station in Chicago, is using the latest releases of Columbia records each night in his broadcasting program. Several of the dealers have in turn gotten out literature, giving this program in detail and mentioning Columbia records, and at the same time giving the details necessary for the amateur wireless operators to tune up their Radiophone equipment

correctly to that of the broadcasting station.

One of the most ardent fans in this connection is S. B. Bird, a Columbia dealer of Argo, Ill., who has already installed a wireless receiving station for the benefit of his customers, and in the few nights that it has been in operation the store has been crowded with radio fans who have listened in to the Columbia records sent out by Mr. Eastman. Mr. Bird states that already he has seen the influence in his record department and contemplates adding more amplification to his sets just as soon as he can get them from the Radiophone dealer.

How R. O. Pierce "Got There"

R. O. Pierce, Columbia representative, encountered an unusual experience during the recent blizzard through northern Wisconsin. In an effort to reach Chicago to attend a sales conference he went through several wild rides and a railroad wreck. Newspaper accounts explain that a heavy coating of ice from two to twelve inches thick covered everything in the country, causing

roofs to cave in, communications to be cut off and traffic tied up. Fighting his way south from Green Bay, the first big obstacle was encountered five miles from Appleton, where both engines and a baggage car on a double header left the tracks. Walking three miles to a small railroad station, Pierce chartered the only available automobile and successfully dodged live wires and broken telegraph poles and eventually skidded into Appleton. The fun had only started—telegraph wires down, trains at a standstill and a meeting in Chicago. To make a long story short, he missed the meeting by forty-eight hours.

MacNichol the Minstrel

G. A. MacNichol, office manager of the Chicago branch of the Columbia Graphophone Co., holds the important office of director of the Maywood Minstrels. At their annual minstrel show recently one night was devoted to the Columbia family, all of the customary jokes being directed toward the staff from the office.

After the show the party adjourned to the home of D. W. Donohue in Maywood, where fun and hilarity prevailed for several hours.

Robert E. Porter, of the New York executive office of the Columbia Co., spent three days in Chicago recently on his way through to the Western branches.

The Record Digest

The Rosenow Co., one of the large printing and publishing concerns in Chicago, has just brought out a cleverly gotten up little magazine known as the Record Digest, which is published for the benefit of Brunswick dealers. In this it is calling attention to a series of ten portraits of Brunswick artists which are being sent free to all Brunswick Digest subscribers. The first portrait, a beautiful photograph of Florence Easton, is being delivered with the March issue.

Making Chinese Records Popular

The Chinese of Chicago got together last week and celebrated their New Year, as usual, with popping firecrackers, good music and eats. Chicago's Chinatown is down on the South Side. Z. Ganis, a Columbia dealer, whose headquarters are in the Loop, managed to cash in on the affair in a very profitable way. He makes a specialty of all foreign language records, and at the right time he let the Chinese populace know that he had a large stock of Chinese records on hand. This little "tie-up" resulted in the disposal of over seven hundred Columbia Chinese records during the New Year festivities.

A Beautiful Valentine

Another clever tie-up of song and record was put over at the Chicago Theatre last week. The song featured by the artist was "Remember the Rose," a Remick number, and the singer appeared in front of a dark velvet drop, which occupied the entire stage. Placed in front of this drop was an immense spray of white roses which ran up the curtain diagonally, breaking at the center of the curtain, where was an oval opening, surrounded by a gilt frame, within which were arranged three young ladies dressed like a valentine card picture. The color effects were obtained by green and red lighting.

The trio sang "Remember the Rose," and the programs carried information from the Columbia and Remick people as to where the song could be purchased. Dealers in the immediate vicinity of the Chicago Theatre also proclaimed by program announcements that the song could be bought in their shops.

Takes on New Line

The Lakeside Supply Co. has taken on a line of accessories for home wireless outfits, which it is offering to the trade. It has erected a receiving station in its plant at 416 South Dearborn street, and it is surprising to note how the news of this plant has spread during the last week or so. When the plant was put up, Bill and Gus Fricke gave out the news to a few of their intimate friends and casually remarked, "If you know anybody who would like to hear what is going on in the air, send them up." The result was that for the past week or more the plant has been literally mobbed, and so many requests have

FEDERAL ELECTRIC SIGN



Catch the Eye of Every Passerby

Don't let them pass your place of business unnoticed.

Make your name and place of business stand out stronger in the minds of prospects than your competitor's—advertise in front of your store in such a dominant, forceful

manner that no one can possibly miss you—and everyone will remember you.

Erect a sparkling Federal Electric Sign—its drawing power is remarkable. Get business—now.

12 MONTHS TO PAY

A small payment brings you this wonderful new sign—it pays for itself while you pay for the sign—beautiful blue and white porcelain enameled background—the big letters are of snow white Silveray glass, smooth and very easily read from a great distance in each direction.

Costs only a few cents a day for electricity.

Employ this unusual business booster without delay. You need it now. Send coupon for full information and prices as well as free sketch showing how your Federal Electric Sign will look. No obligation—do it NOW.

FEDERAL ELECTRIC COMPANY

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

Please send me full information, price and free sketch of Federal Electric Porcelain-Silveray Sign for my business. Explain your Easy Payment Plan.

Name..... City..... State.....
 Street and No..... Business.....
 Store Frontage..... No. of Floors.....

T. M. W. No. 3

Federal Electric Signs are the cause of a busy street; not the result.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

been made to the Lakeside Co. for amateur sets that it has begun to make and supply them. Bill Fricke is an old hand at the wireless game and by virtue of having had over twenty-five years of experience as an electrical engineer he knows just where to go to make the necessary connections. Then, again, as the trade has been paying more or less attention to wireless, he decided that his company would offer its line of wireless goods to the trade.

Appointed to Wholesale Force

Henry J. Free, for the past three years with the Chicago office of the Aeolian Co., has just been appointed to the wholesale force of that company and will look after the dealers on the South Side. In his work at the wholesale office he thoroughly acquainted himself with the Vocalion products. He originally came to the Aeolian Co. with the thought in mind to get on the sales force, and in taking over his new duties he is enabled to handle the Aeolian trade



Henry J. Free

intelligently because of this experience. At present there are seventy-five dealers in the city of Chicago and a great number of these will be handled exclusively by Mr. Free, who believes that he is in position to offer valuable services to these dealers by virtue of his long

W.W. KIMBALL CO.

Distributors

Okeh Records

Earliest releases of "hits" in popular songs and dances; Standard and Classical; Opera numbers by singers internationally celebrated.

Our service in *Okeh* Records will mean **rapid turnover and quick profit.**

Write for Agency Terms

W. W. KIMBALL CO.

Established 1857

306 So. Wabash Ave., Kimball Bldg. CHICAGO

Manufacturers of Phonographs, Pianos, Player Pianos and Pipe Organs

experience in and wide knowledge of the industry. **Novel Publicity Stunt**

A very unique feature of the Balaban & Katz motion picture theatres during the past four weeks has been the rendition of the song "I Hear You Calling Me" by a human voice through the amplifying chamber of a real talking machine. The curtain rises; a girl attendant walks up and winds the machine, places the reproducer on the record and the song begins. Just as the end of the song and of the record is reached the lighting effect is changed and the singer's head is seen in the horn of the talking machine.

First National Ad for Hall Mfg. Co.

The February 25 issue of the Saturday Evening Post carried the first ad of a series of national advertisements to be run by the Hall Mfg. Co. This ad, which was one column wide and a half column long, told the value of the Hall fibre needle and how it preserves and lengthens the

life of a record. The illustration shows the fibre needle in the holder at the end of the stylus bar, showing that it is played in exactly the same manner as a steel needle. In a few weeks there will be a group of national magazines coming out which will carry more Hall fibre needle national advertising, and the Hall Co. is calling this fact to the attention of its dealers, so that they may be able to tie up.

Death of Judge A. A. Rolf

Judge A. A. Rolf, of the Jewel Phonoparts Co., died suddenly on February 24 at his home, 10612 South Hoyne avenue. For many years Judge Rolf was heavily interested in this company and at one time was its president. However, on last October he disposed of the greater part of his interest, retaining only a small portion. At the time of his death he was secretary, director and attorney for the company. Judge Rolf had been a resident of Chicago for sixty years and for many years during his career as a lawyer he served as assistant judge in the Probate Court of Chicago. He was a thirty-second degree Mason and was a member of the board of directors of the Hamilton Club. He was also associated with the Eagle Ottawa Letter Co., and several other large corporations. He is survived by his widow, Josephine Rolf, three sisters and one brother.

To Handle the Columbia Line

One of the most recent additions to the Columbia representatives in Chicago is the White Eagle Furniture Co., which operates two stores, one at 8812 Commercial avenue, South Chicago, and the other at 3822 Cedar street, Indiana Harbor, Ind. A. R. Krajewski, the proprietor, is well known in Polish circles of South Chicago. The success of his two large furniture stores can be attributed directly to the influence he has gained. For many years Mr. Krajewski was bailiff of the Cook County Court, and in this office many opportunities presented themselves whereby he could aid Polish immigrants and residents in this country who were in difficulty. This naturally built up a great following for him.

The selection of the Columbia line was influenced by the fact that it publishes a complete Polish catalog. A modern Grafonola department has been installed in both the stores. One of the features in the laying out of this store is that throughout all departments they have placed Columbia machines which are operated by Motrolas, so that there will be a continuous playing.

(Continued on page 116)

Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

SUCCESSORS TO:
Standard Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretino Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

227-229 W. WASHINGTON ST., CHICAGO, ILL.
Branch: 2957 Grand Ave., Detroit, Mich.

TRADE MARK
"CONSOLA"
CABLE ADDRESS
"CONSOLA"

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 115)

and whether a person comes in to purchase a stove, a rug or what not they are being constantly reminded of the Columbia Grafonolas, and this gentle reminder has in many instances caused buyers to stop, look, listen and purchase.

Takes on Vocalion Line

The Petersen Furniture Co., of this city, conducting stores at 3662 Irving Park boulevard, 4931 North avenue and 1048 Belmont avenue, respectively, has just taken on the complete line of Vocalion talking machines and Vocalion Red records for its three stores. The taking on of this well-known line of talking machines and records was featured by this company with a large advertisement, which appeared in Chicago newspapers. The opening paragraphs of this advertisement read as follows:

"We take pleasure in announcing that we are now representatives for the famous phonograph, 'The Vocalion' and the Vocalion Red record. It is gratifying to announce to our patrons this important affiliation. You are cordially invited to hear and inspect our handsome line of period Vocalions and hear the delightful Red records at your convenience."

The balance of the advertisement was given over to handsome illustrations of various Vocalion period models.

Steady Improvement in Business

Charles F. Baer, president of Charles F. Baer & Co., talking machine manufacturers, who is one of the oldest talking machine men in Chicago, says that there is, beyond all question, a slow but steady improvement in the sale of talking machines. Mr. Baer harks back to the good old days when the Columbia Co. opened its headquarters here, when first he got into the talking machine game. He has been actively engaged ever since that time and knows the actual ups and downs of the trade through all these years. In his opinion, the period of depression through which we have just passed is nothing new or unusual; the trade has gone through other similar periods in the past and

the talking machine business always has come out smiling in due time.

"We know that history repeats itself," says Mr. Baer, "and is at present showing signs of doing so again. The recent period of depression is nothing in comparison with that which occurred in 1907, and inasmuch as the music business in general came through that in due time, I can see no reason why we should not go through this. We are going to have good business, with plenty of good, honest competition; but it will take work and salesmanship."

"Our factory is being kept busy, with a sufficient number of orders ahead to keep us working at a good rate. There is a strong demand for console models, and we are planning to take care of the increased business along these lines. There is a sufficient demand for talking machines of good quality at reasonable prices, and the manufacturer who is in position to offer quality and price can get enough business to make his plant work eight hours per day, with sufficient profit at the end of the month to net him a proper return on his investment."

A Lyon & Healy Innovation

L. C. Wiswell, manager of the Lyon & Healy Victor department, both wholesale and retail, announces a unique innovation in their retail Victor service, namely, a personal interpretation of new Victor selections. Mr. Wiswell is the originator of this plan, which has never before been used.

In conjunction with the opening day for new records he has got together a group of Chicago artists who sing and play in person. These artists make the announcement that the numbers they are about to render can be had on Victor Record No. so and so, which is being released during the current month.

The program is given in the record department of the Lyon & Healy establishment from 12 to 3 o'clock and has nothing to do with the regular recitals held in the recital hall. Announcements are sent out in advance to Victor

patrons, and they have been splendidly received.

The new plan was launched during the first week of March at the main store at Jackson and Wabash. A few evenings thereafter it was given at their South Side shop and the next evening at the North Side shop. Mr. Wiswell plans to make this a permanent feature in the sale of Victor records and says that the new scheme has met with success. Already there is quite an increase in retail business, which is to be traced directly to this new method of exploiting the Victor business. The numbers given are of diversified character, jazz, popular songs, dance selections, folk songs, operatic arias; in fact, music of every kind.

The artists working with Mr. Wiswell are Lucille Haley, soprano; Carroll Kerns, baritone; Harold Saxler, violinist, Mary Malone, accompanist, and the North Shore Promenade Orchestra.

W. C. Eckhardt Resigns

W. C. Eckhardt, who for the past three years has been managing sales promotion of the Phonograph Co. in this city, has announced his resignation. He has taken up a new line which is known as W. C. Eckhardt Service. This new business venture of Mr. Eckhardt's comes as a direct result of an investigation made among several hundred Edison dealers, jobbers and individuals, identified with the promotion and development of the Edison retail music business.

During his long association with talking machine men he found a need for a service which he has now worked up for talking machine retailers. His plan coincides with a new move of the Edison Co., which calls for disbanding its own promotion department. Mr. Eckhardt has had six years of actual experience in this work in the talking machine and music business and knows dealers in all parts of the United States. His first work on promotion lines was with the Gundlach Advertising Co., of Chicago, for which he handled advertising matter and prepared advertisements for Edison jobbers.



MODEL 600
35" Height
40" Width
22" Depth



Manufacturers of
HIGH-GRADE PHONOGRAPHS
Priced to Sell

OUR JOBBERS FACTORY PLAN

QUALITY VALUE SERVICE

We operate a plan that makes

OUR PLANT—YOUR FACTORY

NO INVESTMENT NO HANDLING QUICK AND SURE SERVICE

Build your *Business* on *Wolf Service*, a *Solid Foundation* with a *Future*. Save yourself the embarrassment of a false start on models that will be discontinued.

Phonographs Designed with a Sales Appeal
on Simply Policy of *Just a Square Deal*

WRITE TODAY To THE WOLF MANUFACTURING INDUSTRIES

Sales Office
123 WEST MADISON STREET
Chicago, Ill.

Factory and General Office
110-126 WEST 3rd STREET
Quincy, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)



Templar Autostop
It Stops as a Stop
Should Stop
For Proof of this,
order a Sample
TEMPLAR MFG. CO.
3225 Lexington Street
CHICAGO, ILL.

In a sense, Mr. Eckhardt acts as the advertising manager for all dealers who subscribe to his service and these dealers have the privilege of calling upon him for advice as often as they see fit; in other words, his vast experience is being crystallized in the form of a series of talking machine advertisements which he furnishes to his subscribers each month. The style of copy is such that everybody can readily understand it—full of straight-from-the-shoulder sales talk that will make people feel like buying.

Each month these advertisements are sent out in proof form. At the end of a year this series, if produced by one dealer, would cost more than \$1,000, whereas by virtue of the Eckhardt service it costs the dealer only a nominal sum.

Edison Dealers Happy

The Edison dealers of Chicago are taking quite a bit of advertising space in Chicago papers announcing the new prices of Edison goods, which went into effect March 1. These announcements convey the news that the \$2.25, \$1.85 and \$1.35 records have been reduced to \$2, \$1.50 and \$1, respectively. The new price of the Hepplewhite model is now \$145, former price being \$167.50, and the Jacobean, which formerly sold at \$265, has been reduced to \$245. The other Edison models are unchanged in price. The Edison dealers are anxiously awaiting the arrival of the two new Edison console models, both of which carry the Laboratory Model motor.

New Bulletin Mailer

The latest piece of Brunswick service for its dealers is a new folder, designed to take the place of an envelope, with which Brunswick dealers mail out their monthly bulletins. This new folder is a three-page affair, printed on both sides, making a total of five reading pages, with the sixth left open for addressing purposes. The text matter is handsomely illustrated by means of beautifully colored cards, miniatures of the regular monthly show cards, and the text matter gives little stories pertaining to each record, which instead of calling attention to the technical parts of the rendition, takes up a story applicable to that particular record. For example, the Brunswick record No. 13004, "Habanera" (from "Carmen"), as sung by Irene Pavloska, is handled in the following manner:

"When the African slave ships dropped anchor in the West Indies the blacks brought with them a particular type of wild music to which they danced. Carried back to Spain by returning Cubans (who had learned it from the blacks), this music became very popular, but was savagely attacked as indecent. The Spaniards called it "Habanera," from Havana, where they supposed it had originated. Bizet introduced the most famous of all the "Habaneras" into his opera, "Carmen," where it is sung by the cigarette girl of Seville to allure the unimpressible soldier, Don Jose."

Besides these historical data applicable to records is an illustrated story of Benjamin Franklin and the Armonica. This instrument consisted of a number of glass discs assembled

so that they revolved on a spindle passing through water as they turned. The performer sat in front of them and played the instrument by touching the moist edges of these glass discs with his fingers as they revolved. The story goes on to tell how both Mozart and Beethoven composed for it.

Wizard Co.'s Progress

George L. Hadley, of the Wizard Phonograph Co., makes the announcement this month that a new type of console will be added to its Valuephone line ere long. The new console is something very original and unique and offers room for a new invention in talking machines, on which Mr. Hadley has already made application for a patent. Mr. Hadley took The World representative through his plant and pointed out the activity in every department where capacity has been reached and is carried on through the entire eight working hours during the day. He explained that the gradual growth of Valuephone business right through the period of depression just passed was due to the fact that his concern was not too large to keep closely in touch with the actual cost of production and selling instead of having to guess at costs and finally plus them to the dealer's price without making quotations. He stated that the Wizard

Co. had made less money than should have probably been made on the amount of business they had done, but, on the other hand, he believes that they might not have had the volume or made the headway had they undertaken any other policy.

Opening of Bissell-Weisert Co.

The Bissell-Weisert Piano Co. has opened its warerooms at 26 S. Michigan avenue, having moved from its formal home in the Fine Arts Building. The announcement of this new move was made in these columns several months ago. The new warerooms are very luxurious, embracing a thirty-foot frontage on Michigan avenue, extending backwards for over eighty-three feet. The architecture and interior finish are Greek in treatment, and one of the prominent features in the arrangement is a series of heroic medallions from the hand of Emil Zettler, one of Chicago's foremost sculptors. Throughout the establishment the color scheme is a rich gray-green, while the treatment of the large and attractive show windows is carried out in Chinese gold, on a dull red background. The lighting system blends artistically with the coloring of the walls, medallions and panels. In the rear of the shop are located the offices and

(Continued on page 118)



The Oro-Tone

QUALITY FIRST

Just Say—

"Send Samples on Approval"

For the **EDISON**

WHAT THIS DEALER SAID

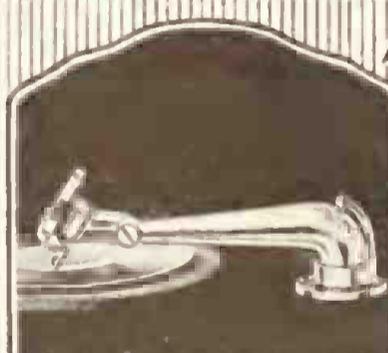
"I have tried all of the different makes of attachments, but the Oro-Tones remain in a class by themselves. Rush the enclosed order."



No. 1E ORO-TONE
For Playing All Records on the Edison
Reproducers Fitted With Special Oro-Tone Diaphragms
Attached in a second. Needle retains perfect center in playing either lateral or hill and dale cut records. **tone QUALITY**—Full, rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.
Retail price, Nickel Plated, \$7.50.
Highest Grade Gold Plate \$10.50.

ANOTHER DEALER SAYS

"Your attachments for playing all records on the Edison, Victor and Columbia are simply perfection and the wonderful tone quality is the convincing argument."



No. 1S-V ORO-TONE
For Playing All Records on the Victor
Reproducers Fitted With Special Oro-Tone Diaphragms
Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. **tone QUALITY**—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.
Retail price, Nickel Plated \$6.50.
Highest Grade Gold Plate \$9.50.

WHY DON'T YOU ORDER SAMPLES TODAY?



No. 1C ORO-TONE
For Playing All Records on the Columbia
Reproducers Fitted With Special Oro-Tone Diaphragms
Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. **tone QUALITY**—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.
Retail price, Nickel Plated \$6.50.
Highest Grade Gold Plate \$9.50.

ASK FOR A COPY OF THE ORO-TONE ILLUSTRATING AND DESCRIBING THE COMPLETE ORO-TONE LINE

The Oro-Tone Co.
QUALITY FIRST
1006 GEORGE STREET
CHICAGO, ILL.

Made in Canada by
W. H. Banfield & Sons, Ltd.
Toronto

THE ORO-TONE CO.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

spacious hearing rooms, wherein are found Victor talking machines and records, as well as Chickering, Krakauer Bros. and Marshall and Wendell pianos. All styles are shown of these instruments, which are most artistically arranged.

Handsome Steger Magazine

The February issue of the Steger Magazine, published by Steger & Sons Piano Mfg. Co., of Chicago, appears this month in new dress and with a new style of make-up and editorial matter. The editor of this little magazine is none other than Sherwin Murphy, advertising manager of the Steger Co. The cover design shows the big ornamental entrance to the Steger Building. The issue consists of twenty-four pages and is handsomely illustrated. The back outside cover exhibits an excellent likeness of the late John V. Steger, founder of the great Steger institution, and a picture of the city of Steger, Ill.

Chicago Jobber Visits New York

C. B. Cordner, head of the Symphony Music Co., Chicago, Ill., has been visiting the trade in New York City the past ten days. Mr. Cordner has completed plans for adding a wholesale line of small goods for Chicago and Middle Western territory. While in New York he succeeded in making some important connections with musical merchandise manufacturers and wholesalers. He will shortly be ready to pursue an ambitious and energetic sales campaign in behalf of the various lines of musical merchandise.

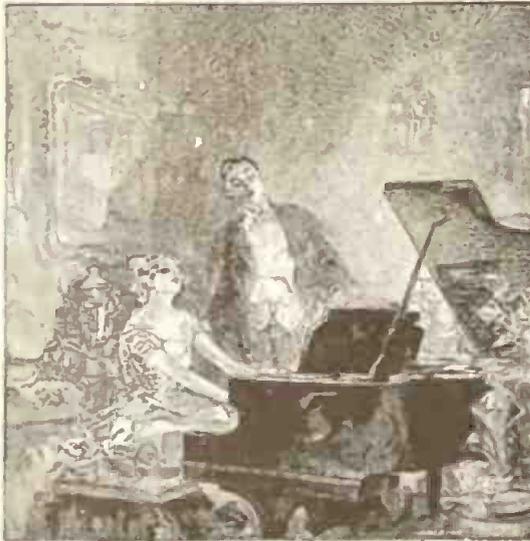
Spofford Sells on Train

F. S. Spofford, Sonora dealer, with headquarters in the Republic Building, has just returned from a six weeks' vacation at his fruit farm at Sarasota, Fla. On the trip down to Sarasota, as well as when coming back, Mr. Spofford entertained the passengers aboard the train with a concert which he rendered with the aid of a portable Sonora. "We had a splendid time with the music," said Mr. Spofford. "Whenever I make a trip I always bring my little portable

Sonora with me. A great many Chicagoans aboard the train became very interested in this little instrument. Quite a number of them gave me their names and addresses and asked me to look them up upon my return to Chicago. Several of these names turned out to be really good prospects and in some instances I sold not only portable Sonoras but larger models.

Engravers Pick Best Illustration

An advertising illustration used by Lyon & Healy attracted so much attention because of its beauty that the Wood Engraving Association of Chicago selected it as an appropriate subject to work up as an exhibition of their handicraft. They used the finished product extensively, after which they presented the original wood cut with their compliments to Lyon &



Lyon & Healy's Artistic Wood Cut

Healy. As the wood cut is entirely hand engraved the cut shown was done at considerable cost, as an artist of the highest type was necessary to develop it.

The simplicity of the wood cut is the real reason of its attractiveness. The wood engraving is as much an art as the penciling of the



**Edison Diamond
Amberolas--Plus Service**

You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

A TRIAL CONVINCES

Our Service Covers the Country

William H. Lyons
Formerly Jas. I. Lyons
17 W. Lake St. Chicago

drawing of the painting of the picture. Substituting the graver for the brush, the engraver developed in delicate line a picture that is unsurpassed for printing, on the lightest, softest paper and for reproducing all the tones in the original from pure white to solid black.

Visitors From Ohio

Two recent visitors to our metropolis were Mr. and Mrs. Lucien Hockett, of Bellefontaine, O. On their visit to Chicago they called at the plant of the Magnola Talking Machine Co. and were taken through its large building on a tour of inspection. Mr. Hockett reported trade very good in his locality and stated that he had done a very satisfactory holiday business.

Foreign Business Better

F. P. Bassett, vice-president of the Magnola Talking Machine Co., reports that foreign business of this concern has improved considerably during the past few weeks, though the reasons for the improvement are not evident. According to Mr. Bassett, the fact that some talking machine companies are experiencing a boom in export business is a very good sign.

Tell Taylor Incorporates

One of the recent incorporations in Chicago was the publishing concern of Tell Taylor, of

**WE MANUFACTURE THOUSANDS OF THESE STYLES
FOR BOTH JOBBERS AND DEALERS
WHY NOT FOR YOU?**

THEY HAVE AN ENVIABLE PLACE IN EVERY LIVE DEALER'S LINE

**MANY BUYERS NEED A QUICK AND INEXPENSIVE START,
OTHERS HAVE USE OR SPACE FOR NOTHING ELSE**

Particularly Adaptable for Special
Pricings in Attractive Window Displays
and Various Forms of Sale Advertising.

**YOU CAN BUY THESE,
TO PRICE, SO THEY
WILL SELL ON SIGHT**

*Fine Tone and Big Volume, In-
strumentally, They Are Wonders*

Specifications

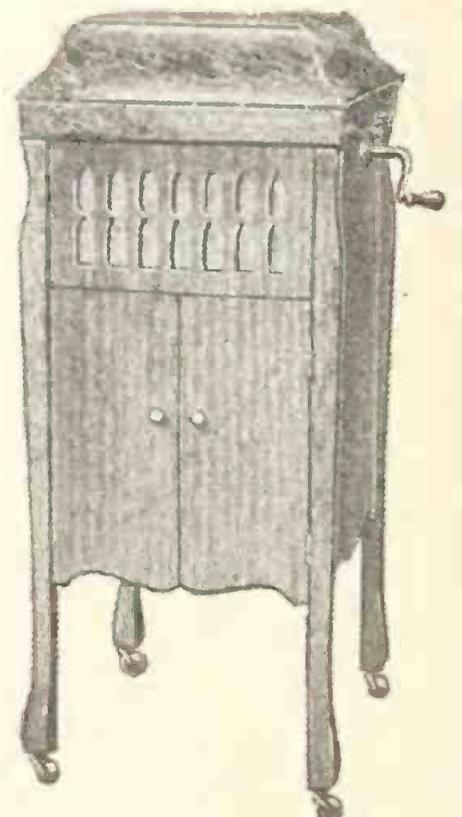
Heineman Double-Spring Motors and Tonearms

Portable Valuphone

17" Wide, 14" Long, 8½" High
Weatherproof Walnut Finish

Valuphone Junior

43" High, 17" Wide, 19" Deep
Mahogany--Figured Oak, Waxed or Fumed



A Bit of Sale Psychology

DISPLAY or advertise these styles at attractive prices and arrest the attention of the quick decisionists. They'll come right in.

HUNDREDS pass your fine store every day who decide it is an expensive place to trade. Reverse these ideas.

FEATURE values to suit those who read as they run—they decide for themselves.

DEALERS are invariably selling these styles when they least expect to, and again we say

WHY NOT YOU?

WIZARD PHONOGRAPH COMPANY, INC.

ANTON CUMMINGS, President

**MANUFACTURERS of the CELEBRATED VALUPHONE PRODUCTS
1977 OGDEN AVENUE CHICAGO, ILLINOIS**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

19 South Clark street, with a capital of \$10,000. The incorporators are Isham Jones, Harry P. Manus and A. Lienthal.

Now With Colwell

R. A. Buttell, who for some time has been with the music department of Montgomery Ward & Co., has just made the announcement that he has severed his connection with that large mail order house and has taken over the management of the music department of the E. B. Colwell department store, of Monmouth, Ill. The Colwell music department carries a full line of Victor and Columbia goods, as well as sheet music, small instruments, etc.

New Quarters for Waterson, Berlin & Snyder

Waterson, Berlin & Snyder, who have for years conducted a retail talking machine and sheet music shop on the second floor of the building at the southwest corner of State and Monroe streets, will move to a new location on May 1. This store has come to be known popularly as Ted Snyder's Music Store and is one of the busiest shops of its kind in Chicago. Besides a full line of popular sheet music this store retails small goods of nearly every description, as well as Columbia Grafonolas and records.

On May 1 this company will move its entire retail stock to 26 West Monroe street. The new location is adjacent to the Majestic Theatre and occupies a space of about a hundred feet in width by about one hundred and fifty feet in depth. The plans call for one of the most elaborate retail music stores in the Loop district of Chicago. The sheet music counter, according to the blueprints, will be one hundred feet in length. There will be twenty hearing booths in the talking machine department of regulation size and one big sound-proof reception room occupying a space thirty feet long and thirty feet wide. The show window space will occupy the entire frontage. On the opening day Frank Clark, Western manager for both the wholesale and retail interests of Waterson, Berlin & Snyder, plans to put on an entertainment lasting an entire week that will be the talk of the town. Mr. Clark has already made arrangements with some of the theatrical stars who will play in Chicago that week and has also made musical arrangements with Paul Biese, Westfall and other well-known musical organizations. Ted Snyder himself and other officials of this organization, together with their whole staff of songwriters, will be on hand for the big event.

Appointed Factory Representative

Tom Cullen, 504 Isabella Building, makes the announcement this week that he has been appointed factory representative for the "Famous records of the New York Recording Laboratories." Mr. Cullen will carry only a sample line of these records and will not attempt to fill orders from his headquarters. Since his appointment as factory representative he has gone very carefully over the Chicago trade and says that the retailers here have received these 50-cent records very favorably. Already he has been successful in closing several good jobbing accounts in Chicago and is at present planning a trip that will take him throughout the Western territory, where he feels he will be able to close quite a number of other jobbing accounts.

Represents Silent Motor

Walter Magill, one of the best-known men in the supply trade in the West, has just been appointed Western manager of the Silent Motor Corp., of Brooklyn. In order to take care of this new business and carry a complete line of Silent motors it was necessary for Mr. Magill to move his offices, which were located in Room 1,400, Consumers' Building, to a larger and more commodious suite in Rooms 1200-1202-1204 of the building. Mr. Magill has had long experience in the motor game and is going after the trade with his line of Silent motors in a big way. He has already submitted samples to the trade of Chicago and the manufacturers report favorably and quite a number of them have placed orders. Mr. Magill leaves Chicago at the end of this week for a visit to the Western trade. His first stop is St. Louis and his plans at this time are



Are You Buying Discounts?

OR

Are You Buying Value?

When You Buy Value Then Only Can You Sell Quality

Hiawatha commands
Instant Approval
And Complete Satisfaction of
Whoever looks or listens.
And the greater value
That is only found in
Hiawatha Phonographs is
Always productive of sales.

CABINET FINISH SUPREME

HIAWATHA PHONOGRAPH CO.

209 South State Street

Chicago, Ill.

not definite as to whether or not he will continue westward to the Coast and then swing down toward the Gulf States.

Announces Marriage

W. P. Meissner, vice-president of the Sterling Devices Co., of this city, announces the marriage of his daughter, Clara Beatrice, to James T. Watson, of Chicago. Mrs. Watson has all the good wishes of her many friends, as she is most popular with the younger North Side set.

CHICAGO INCORPORATION

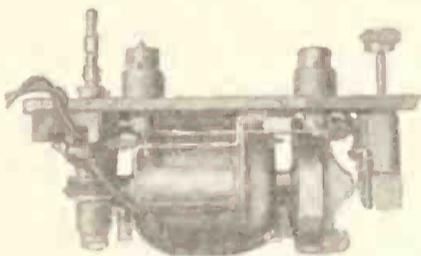
The Lafayette Phonograph Co., 1358 North Wells street, Chicago, has incorporated, under the laws of the State of Illinois, to conduct a general musical instrument and talking machine business, with a capital of \$20,000. Incorporators are: W. H. King, Jr., R. McCormick and Adams and Ames W. Ross.

CASALS AT RADIO STATION

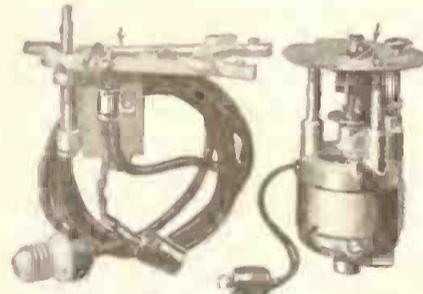
CHICAGO, ILL., March 4.—Pablo Casals, famous cellist and exclusive Columbia artist, appeared recently at the radio station in the Music Hall of the University of Chicago and his concert was broadcasted by wireless throughout the country. His program was well chosen, and judging from the reports of the wireless enthusiasts the Casals concert was one of the events of the season.

The Mickel Music Co., Victor dealer, of Marshalltown, Ia., recently featured the appearance of Lambert Murphy, Victor artist, in its advertising, with profitable results.

The firm of Ochring & Gjertsen is featuring the Victor line of talking machines and records in Elkador, Ia.



View of the Tru-Time Motor with Hood Removed. Built Like a Watch. Send for Sample. Price, \$30.00.



Built for Service and Priced to Use in Moderate Priced Machines. Sample, \$19.50.

Motors, Tone Arms, Hardware and Accessories

If you are interested in WIRELESS send us your name and we will put same on mailing list. Will be pleased to send you literature on parts as fast as they are ready for sale.

LAKESIDE SUPPLY COMPANY

416 SOUTH DEARBORN STREET

CHICAGO, ILL.

SONORA JOBBERS HOLD MEETING

Informal Gathering of Group of Sonora Jobbers in New York—Guests of Company at a Dinner—Discuss Practical Topics of Interest

During the first week in March quite a number of Sonora jobbers visited New York in connection with a convention that was held in another commercial field. Taking advantage of this opportunity, the Sonora Phonograph Co. invited some of the Sonora jobbers in nearby territory to visit New York, and a get-together meeting of an informal nature was held at the Waldorf-Astoria Hotel.

In addition to the jobbers who were present there were also in attendance many of the Sonora executives, and the meeting was noteworthy for the practical nature of the discussions that were held. Plans and policies for the coming year were outlined in detail, and at the close of the meeting the jobbers were the guests of the company at an informal dinner.

In the accompanying photograph showing those who attended this get-together gathering the personnel, reading from left to right, is as follows: Frank E. Goodman, assistant sales manager of the Sonora Phonograph Co.; E. S. White, Sonora Co. of Philadelphia, Philadelphia, Pa.; J. O. Morris, M. S. & E., Boston, Mass.; L. C. Lincoln, advertising manager, Sonora Phonograph Co.; C. S. Redfield, president of the Redfield Advertising Agency, New York; Maurice Landay, Greater City Phonograph Co., New York; S. O. Martin, vice-president, Sonora Phonograph Co.; Frank J. Coupe, vice-president and director of sales, Sonora Phonograph Co.; F. M. Steers, Magnavox Co., San Francisco, Cal.; Fred E. Yahr, Yahr & Lange Drug Co., Milwaukee, Wis.; Geo. E. Brightson, president of the Sonora Phonograph Co.; T. M. Griffith, Griffith Piano Co., Newark, N. J.; C. V. Vastine, C. D. Smith Drug Co., St. Joseph, Mo.; Joseph Wolff, vice-president, Sonora Phonograph Co.; Mr. Allen, Griffith Piano Co., Newark, N. J.; O. C. Maurer, Kiefer-Stewart Co., Indianapolis, Ind.; A. H. Trotter, Gibson-Snow Co., Syracuse, N. Y.; C. W. Keith and Robert H. Keith, Long Island Phonograph Co., Long Island City, N. Y.; Waldo G. Morse, director, Sonora Phonograph Co.; J. J. Schratweiser, Long Island Phonograph Co., Long Island City, N. Y.; H. S. Thompson, secretary, Sonora Phonograph Co.; John Herzog, vice-president, Sonora Phonograph Co.; W. D. Davis, Magnavox Co., New York, and H. C. Valeur, treasurer, Sonora Phonograph Co.

M. E. LYLE TO REPRESENT REGAL

Well-known Talking Machine Man Appointed Atlanta Representative of Regal Record Co.—Also Represents the Strand Phonograph

The sales division of the Regal Record Co., New York, has announced the appointment of Mervin E. Lyle as Regal representative in Atlanta and the surrounding territory. Mr. Lyle, who is well known in talking machine circles throughout the country, was recently appointed Atlanta representative by the Manufacturers' Phonograph Corp., New York, maker of the Strand phonograph. He has opened attractive offices in Atlanta, and his thorough familiarity with every branch of the talking machine business will undoubtedly enable him to attain signal success with the Regal record line.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.
Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of
EUREKA NOISELESS TALKING MACHINE LUBRICANT
Write for special proposition to jobbers
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

OTTO HEINEMAN IN EUROPE

President of General Phonograph Corp. Sails for Six Weeks' Trip—Will Visit Leipzig Fair—Accompanied by A. G. Bean

Otto Heineman, president of the General Phonograph Corp., New York, accompanied by A. G. Bean, president of the General Phonograph Mfg. Co., Elyria, O., together with Mrs. Heineman and Miss Bean, sailed a few weeks ago on the steamer "Olympic" for a six weeks' visit to European countries.



According to Mr. Heineman's schedule, he will first visit Berlin, conferring with the executives of the Carl Lindstrom Co., Ltd., for which the General Phonograph Corp. is American representative, and will then attend the Leipzig Fair, which is one of the most important European commercial exhibits. Although Mr. Heineman's trip is ostensibly in the nature of a combined business and pleasure sojourn, it is safe to predict that he will have very little time for sightseeing, as there are many industrial activities abroad which will interest him in a great measure. He is expected back in New York the latter part of this month.

NEW VICTOR PARLORS IN MASSILLON

MASSILLON, O., March 6.—What are said to be the finest Victrola parlors in this section of the State were opened last week in the new C. J. Duncan store, 8 East Main street. The store is of three floors, the main floor being devoted to the jewelry division. The Victrola parlors are on the second floor, accessible by elevator. Sound-proof record booths are arranged along one side of the room, while in the rear is the record department. Mr. Duncan has just recently taken on the Victor line here, having confined himself previously to jewelry.

SHLIEDER ACTIVE IN ASHEVILLE

ASHEVILLE, N. C., March 4.—The number of Pathé owners in this section of the State was considerably augmented through a recent sale of Pathé phonographs conducted by G. M. Shlieder & Co., Pathé dealers, of this city. Especially attractive prices and terms were offered which resulted in a large number of sales.

The talking machine business of Nelson & Son, Cherokee, Ia., has been purchased by T. D. Boothby. Mr. Boothby has had a wide experience in the merchandising of Victor products and will push this line in his new enterprise.



Sonora Jobbers and Executives Who Attended the Informal Conference Held at the Waldorf-Astoria Hotel, New York.

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS	CASTINGS	TURNTABLES	Stylus Bars
TONE ARMS	Grey Iron	MOTOR FRAMES	Screw Machine Parts
REPRODUCERS	and Brass for	TONE ARMS	Talking Machine Hardware
		HORNS and THROATS	

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

D. R. DOCTOROW

Vanderbilt Ave. Bldg.
51 East 42nd Street, New York
Tel. Vanderbilt 5462
Murray Hill 800

The New and Better
Phonograph



Tone, Quality,
Design, Price

The Console is *the* Phonograph of Today
—and the STRAND is *the* Console!

LOUIS XV
CONSOLE
MODEL 1
Mahogany
or
Walnut

List
\$150



QUEEN
ANNE
CONSOLE
MODEL 8
Mahogany
or
Walnut

List
\$125



75% of Our Sales are Re-Orders

Phonograph sales today are unmistakably moving in the general direction of the console instrument—the properly designed, true-to-period, flat top, practical, double service instrument. Dealers who have posted themselves about present-day merchandising conditions are enthusiastically and energetically getting behind the new Strand Consoles.

Dealers who find business quiet should handle instruments that are in active demand—that sell while old-style talking machines are standing around.

Strand Consoles have been on the market but a few months. Yet 75% of our sales have been re-orders. That's strong evidence of Strand quality and Strand value.

Among the 500 Strand dealers are such representative concerns as R. H. White & Co., Boston; Frederick Loeser & Co., Brooklyn; James A.

Hearn & Sons, New York; Strawbridge & Clothier, Philadelphia; Kaufman & Baer, Pittsburgh; Bailey Co., Cleveland; The Emporium, San Francisco; Maison Blanche, New Orleans.

In addition to the two models illustrated, our Model 2 (Italian Renaissance Console) at \$175; and our Model 4 (Louis XVI Console) at \$200 are correspondingly correct and beautiful.

All models made of finest mahogany or walnut, faithful representations of each period. Equipped with heavy double spring motor, all-wood tone chamber, solid-brass tone arm and universal sound box, which permits the playing of all records, and with six well-finished record shelves built in.

Every Strand instrument is guaranteed, not only as regards tone, finish, design and workmanship in every part, but also in packing. Our packing and shipping system is trouble proof.

"IT'S THE DEALER'S TURN NOW."

"The man who does the selling is entitled to a REAL profit."

"Better merchandise, lower list, and fatter discounts."

These Direct STRAND Representatives are Ready to Serve You:

RICHARD H. ARNAULT, 95 Madison Avenue, New York City.

W. O. CARDELL, Tulsa, Okla.

A. H. DANKMAN, 327 Adams Street, Buffalo, N. Y.

CONSOLIDATED TALKING MACHINE COMPANY, 227 W. Washington Street, Chicago, Ill.

A. C. ERISMAN, 114 Tremont Street, Boston, Mass.

W. S. GRAY, 942 Market Street, San Francisco, Cal.

R. J. JAMIESON, 25 Taylor Arcade, Cleveland, Ohio.

WALTER L. ECKHARDT, Empire Bldg., Philadelphia, Pa.

GEORGE C. SILZER, 1005 45th St., Des Moines, Iowa.

RICKEN, SEEGER & WIRTS, Globe Building, Detroit, Mich.

STERLING ROLL & RECORD CO., 137 West 4th Street, Cincinnati, Ohio

W. F. STANDKE, 1120 Grand Avenue, Kansas City, Mo.

MERVIN E. LYLE, 214 Peachtree Arcade, Atlanta, Ga.

MANUFACTURERS PHONOGRAPH CO., Inc., 95 Madison Ave., New York
GEO. W. LYLE, President

CINCINNATI

Business Trend Is Upward—Dealers Now Look for Good Spring Trade—Interesting Views on Radiophone Situation—Other News

CINCINNATI, O., March 4.—The talking machine business here during February compared more favorably with that of January, and some dealers report an advance over the trade of last month. Optimism is general, though dealers admit that business is not up to expectations at present. All are working energetically, and the belief is that the near future will see a gradual overcoming of trade inertia.

Dealers and the Radiophone

Most Cincinnati dealers are not ready to swallow without seasoning the present tremendous vogue of the radiophone, though all admit its possibilities. At any rate, Cincinnati dealers are not coming forward very rapidly with plans to install radio devices either for practical or for publicity purposes. There are, of course, one or two installations that have recently been made, but for the most part dealers are wary.

Edison Dealers to Meet

At a meeting of Edison dealers of this territory at the Hotel Sinton, Monday morning, March 6, there will be an announcement made of the policies of Thomas A. Edison, Inc. for the year. The Cincinnati office of the new Edison Co. is planning a tone test next week. The experiment will be made with the assistance of Glen Ellison, Scotch comedian, and Miss Hill, pianist.

Evidence of Business Betterment

The business done by the Ohio Talking Machine Co., 427 West Fourth street, during the past month showed improvement all along the line, both in records and machines. C. H. North, secretary of the company, said: "Business has been much better, and when business with us is good it is a dependable sign that business in Victrolas all around the trade is also up to standard. It means that enough sales are being made to compel dealers to place frequent orders for more stock. We are optimistic and feel, with reason, that the outlook is steadily improving. The tobacco situation in Kentucky is much improved, and there should be a great deal more money to spend there than has recently been the case. Regarding eastern Kentucky and West Virginia we are not so sanguine, owing to the mining situation and the constant threat of disruption in that line."

Mr. North, on being asked his opinion as to the value of the radiophone, said: "The theory is, of course, very good, but unless greater perfection is attained it probably will not go far. Several of our dealers have tried out the radiophone as a means of advertising, and in such cases it has aroused interest and curiosity."

Grafonola Sales at Widener's

A remarkable amount of business is being done by Widener's Grafonola Shops. Morris Fantel, of that company, said: "Our business during the

last month was fine, both in machines and records. We sold one-third more machines in February this year than last year, and our record sale was double that of the same month last year." Regarding the radiophone, Mr. Fantel said: "It is still in its infancy, and all depends upon the ultimate perfection of the device."

Baldwin Victor Shop Doing Well

The Victrola shop of the Baldwin Piano Co. is enjoying a very excellent volume of business, all things considered. Upon being asked his opinion of the radiophone, U. G. Rowbotham, of the Baldwin Victrola Shop, said: "The radiophone should be a wonderful thing—when it is perfected. At present its operation is marked by so many imperfections and handicaps that it is hardly fair to judge the device now."

Hard Work Boosts Sterling Business

B. L. Brown, of the Sterling Roll & Record Co., believes that hard work is the panacea for business troubles. He has put his theories to the test, with the result that business has shown a steady improvement at the Sterling establishment. Commenting about the radiophone, he said that a great deal of development would be necessary before it attained much value. He mentioned a few cases in which dealers had had radio apparatus installed, were not satisfied with it, and had discontinued it. Mr. Brown made several trips over various parts of Ohio during the month, and he said that throughout the State dealers think well of the radiophone, both as a means of publicity and as a mercantile proposition.

Features "Gypsy Blues"

Howard L. Chubb, of the Chubb-Steinberg Music Shop, is optimistic over the trade outlook. He said: "During the past month our business went along in an extraordinary manner, and proved to be much better than the same period last year. Though record sales were not great, sales of machines increased over the average and we look for better business generally in March. Our window display on 'Gypsy Blues' during the month did much to stimulate sales on that number and the output was large."

Western Arts Association to Meet

Chiefly through the efforts and prestige of the Cincinnati Symphony Orchestra and Eugene Ysaye, its director, the Western Arts Association decided to hold its annual convention in Cincinnati. This convention will begin at Emery Auditorium May 2. Virtuoso Ysaye and the Cincinnati Symphony Orchestra record for Columbia.

Passing of W. F. Higgins

W. F. Higgins, Richmond, Ky., died late in February. He was a Columbia dealer of prominence in his district and had built up a good

business. His business now is under the direction of M. B. Murphy, a son-in-law, and Mr. Coates, who are carrying forward the policies inaugurated by him.

Buys Columbia for African Missionary

A Columbia Grafonola and a supply of records, sold by A. F. Hibbard, of Hibbard's Music Shop, Huntington, W. Va., are destined for a very long journey. Mr. Hibbard made this sale to the Trinity Episcopal Church, of Huntington, for the use of a missionary in Liberia, Africa. Most of the records were fox-trots of the jazziest sort, for it is reported that Liberian natives prefer this class of music.

Many Dealers Add Brunswick Line

S. Reis, manager for the Cincinnati district of Brunswick products, reports a growing business and the opening of a number of new accounts during the past month. He plans to continue the policy of going out energetically to add new accounts in this district. This has proved to be the only successful method of getting business.

Starr Line Gaining in Popularity

E. I. Pauling, of the Starr Piano Co., reports a fine business both in machines and records. "People are recognizing," says Mr. Pauling, "the excellence of the Starr products, which are steadily growing in favor here."

The New Edison Co.'s Report

The New Edison Co., one of the live-wire dealers in this city, reports a fair volume of business during the past month. This is due in a great measure to the aggressive sales policy of the concern. The company has given a great deal of thought to the radiophone, with a view to using it, according to Mr. Oelman, of the company. Mr. Oelman said further: "There are too many imperfections to make it a safe undertaking. I believe, also, that it is more or less of a fad just now, and if broadcasting by radio becomes very common there will be a thousand conflicts of transmissions. In the main its value just now depends upon too many possibilities, with not enough certainties."

Under the direction of Manager Dessauer, Loury & Goebel Co., Pathé dealers, conducted a successful sale of Pathé phonographs.

ELL & ELL WILL REPRESENT REGAL

Pacific Coast Music Publishers Appointed Regal Jobbers—Well Known in Far West

The Regal Record Co., New York, announced recently that Ell & Ell, music publishers, of Los Angeles, have been appointed distributors for Regal records for the Pacific Coast States. This concern is well known in the musical field, and among their recent successes was "Canadian Capers." Robert Levy, general manager of the company, will be in personal charge of the Regal activities. Wm. Zidell, a member of the firm, closed this important deal on a recent visit to New York.

Men of courage, with confidence in their industry and the nation, will triumph in 1922.

Imported Homokord Records

"A Better German Record"

More profit in selling Homokord Records.
Let us send you details regarding agencies.

A. G. KUNDE

Importer and Distributor

344 E. Water Street

Milwaukee, Wis.



La Velle Bobolink Book

The same popular priced Bobolink Books and other Bobolink products introduced to the trade hardly a year ago by the A. C. Gilbert Co., changed only in name, will now be handled exclusively by the LaVelle Mfg. Company. They are exactly the same products which swept into popularity almost overnight. Truly artistic and beautiful playthings for children priced so everyone can afford to buy them.

BOBOLINK BOOKS

Unique and extremely beautiful assortment of outfits designed particularly for children, that retail at \$1.00. Each outfit contains a 16-page book, beautifully illustrated in full colors from paintings made by the famous child's artists of the country, Willy Pogany and Maud and Miska Petersham.

Two double-faced playing records, with a combined playing time of 14 minutes. These outfits are packed in a beautiful four-color container that attracts attention—a big selling feature.

Standard items for which there is an all-year-round demand.



Retails for \$1.00

The Biggest Dollar Value in the Talking Machine Trade

BOBOLINK PHONOGRAPHS

Beautiful and highly practical instruments designed particularly for children. Well built and attractively finished.



- No. 401
1. Retails for \$10.00
 2. Dimensions: 20" high x 10½" square.
 3. Metal sides and top, lithographed in a delicate ivory with children's designs in blue.
 4. Strong wooden frame, finished in a dark stained oak.
 5. Patented tone arm.
 6. Plays any standard record up to 7".

- No. 402
1. Retails for \$18.00
 2. Dimensions: 26½" high x 12½" square.
 3. Sound box especially designed to give clear enunciation.
 4. Tone chamber of seasoned wood, giving a beautiful quality of tone.
 5. Plays any standard record up to 8" in diameter.
 6. A patented rack to hold twenty records.
 7. Finished in ivory, with beautiful decorations in blue.
 8. An unusual child's machine.



There are liberal discounts on the LaVelle Bobolink Line.

Send for Our Proposition Today. A Postal Will Get Our Catalog and Full Details.

LA VELLE MFG. COMPANY

Department A
NEW HAVEN, CONN.

HIGH-PRICED MODELS FAVORED IN BROOKLYN

Console Type of Talking Machine Is Featured in Many Stores—Dealers Plan for Spring Business—Brunswick Dealer Profits From Movie—New Victor Agency—Trade News

The trade in Brooklyn this past month has experienced a slight depression, but a gratifying feature of the business done was the demand for high-priced models. For this reason, although the actual number of sales was less, total receipts did not show a very great loss. The console type is being displayed in most stores, and, in consequence, the demand for this type of machine has been active, although the high-priced upright has found considerable favor among talking machine purchasers. Dealers' record stocks are in excellent shape, both as to completeness and arrangement, and in most stores the choice of the most particular person can be met. Plans are now being formulated by some dealers for an intensive drive for Spring business. This is to take the form of circularization of prospects and by the use of additional salesmen who are to be placed on the outside for house-to-house canvassing.

Features Brunswick in Theatre

Milton Kramer, proprietor of the Brunswick Temple of Music at 956 Kingsway road, recently tied up his activities with the local Kingsway theatre by the use of a Brunswick phonograph in connection with the moving picture "Molly O," which was being featured in the program. Mr. Kramer featured model No. 122, which retails for \$300. The instrument was placed on the stage in full view of the audience, and during the showing of the picture several selections were played. Before the picture was flashed on the screen the well-known song record of the same name, "Molly O," was played, the tones of the phonograph being clearly heard in all sections of the theatre. This timely stunt is one of many which the store has resorted to in the interest of the Brunswick phonograph, which it features exclusively, and as Mr. Kramer stated, "It represents a real sales asset, not only in records, but in machines as well, and we have found that it is well worth the time and effort."

New Victor Agency

After waiting for a long time Geller & Selden, who conduct a successful stationery business in Rockville Center, N. Y., have secured a Victor

franchise and are busily engaged in preparing an up-to-date store, which will contain all modern conveniences in equipment. An entire new store has been secured and it is planned to devote the larger part to the merchandising of Victor machines and records. They will continue their stationery business, but this will be located entirely separate from the other, as they believe that the new business will soon become of such size as to merit a space of its own. This new account was opened by the American Talking Machine Co., well-known Victor distributor, of Brooklyn.

Farragut Temple of Music Pushing Vocalion

Another new addition to the Brooklyn retail field is a modern store, opened to the public this month at 1393 Flatbush avenue, which is to be known as the Farragut Temple of Music. The interior equipment is of the very best and the decorations are attractive, while the outside of the store is adorned with a brilliantly illuminated

sign that can be seen for several blocks. This store is featuring the Aeolian-Vocalion line of machines and records, and is prepared to make a strong bid for its share of the talking machine business in this section.

R. H. Morris Recovers From Grippe

R. H. Morris, general manager of the American Talking Machine Co., Victor wholesaler, who has been confined to his home with a severe attack of the grippe, is expected back this week to resume his duties. The record classification work which this firm has been carrying on for the benefit of dealers is being enthusiastically received, and when finished it is the belief of this wholesaler that dealers will be equipped to take care of their record trade much more efficiently.

Remodels Store for Victor Line

Theodore Jospe, Glen Cove, N. Y., is now remodeling his store in preparation of receiving his first shipment of Victor merchandise. Mr. Jospe has just secured the Victor line of machines and records, and he plans to equip his new store with attractive show rooms, private hearing rooms, and in general fit up his warerooms in the most approved style. This new exclusive Victor establishment is the latest addition to the list of the talking machine dealers on Long Island, and with its splendid new equipment should attract a large clientele and become one of the leading retail stores in this section.

GRIFFIN ON EMERSON RECORDS

The Emerson Phonograph Co. has just issued an interesting record made by Gerald Griffin, the popular Irish tenor. This record, which features a selection entitled "St. Patrick's Day," has been released in plenty of time for Emerson dealers to take advantage of its timeliness as a sales stimulant prior to March 17, St. Patrick's Day. Gerald Griffin is well known in musical circles, as he has attained considerable success on the concert stage. He is at present a headliner on the big time vaudeville stage, attracting capacity audiences.

JOINS REGAL SALES STAFF

J. H. Adams, who was formerly manager of the Brooklyn store of Jerome H. Remick & Co., music publishers, has been appointed a member of the sales staff of the Regal Record Co., New York. He is well known in the music field, and he has already produced splendid results in the introduction of the Regal line.

VICTROLAS

REPORTS from all sections of the country indicate that the live Victor dealers are **AHEAD** of 1921 in sales and profits.

The new models of the Victrola; the standard styles; the new Lists of Victor Records and the wonderful Victor Catalog certainly give you merchandise of the finest quality.

So a big Spring season rests with you, yourself.

VICTOR RECORDS

G.T. WILLIAMS CO. Inc.

217 DUFFIELD ST. ~ BROOKLYN, N.Y.

QUALITY

EVERY PIECE OF MERCHANDISE MANUFACTURED BY THE VICTOR TALKING MACHINE COMPANY IS NOTED FOR ITS FINE QUALITY FROM EVERY STANDPOINT.

IT IS ALL MADE TO PASS THE SEVEREST TEST. EVERY VICTOR DEALER SHOULD BE PROUD OF THE FACT THAT THE GOODS HE SELLS HAVE THIS REPUTATION.

THEY WARRANT THE HIGHEST KIND OF MERCHANDISING.

DO YOUR PART

AMERICAN TALKING MACHINE CO.

BROOKLYN, N.Y.
VICTOR WHOLESALERS



"RIGHT OFF THE PRESS"

Pathé Actuelle Records

Best Records Made

GREATER VOLUME
SWEETER TONE
BETTER WEARING QUALITIES

Five Records Dealers Will Stock

- | | | | |
|--------------------------|---|---|---|
| 020696
10-inch
75c | { | PERSIANNA—Fox-trot | Ernest Hussar and His Orchestra
Hotel Claridge, N. Y. C. |
| | | ALL THAT I NEED IS YOU—Fox-trot..... | Samuels' Music Masters |
| 020697
10-inch
75c | { | GRANNY—Fox-trot | Onivas Dance Orchestra |
| | | STEALING—Fox-trot | Onivas Dance Orchestra |
| 020698
10-inch
75c | { | WHY DON'T YOU SMILE?—Fox-trot.. | Ernest Hussar and His Orchestra
Hotel Claridge, N. Y. C. |
| | | GOODBYE, SHANGHAI!—Fox-trot | Onivas Dance Orchestra |
| 020699
10-inch
75c | { | CAROLINA BLUES—Fox-trot | Synco Jazz Band |
| | | ON THE GIN, GIN GINNY SHORE—Fox-trot..... | Synco Jazz Band |
| 020622
10-inch
75c | { | EVANGELINE—Fox-trot | Casino Dance Orchestra |
| | | BOO HOO-HOO—Fox-trot | Casino Dance Orchestra |

Pathé Actuelle Records Play with Steel Needles on any Phonograph



PATHÉ FRÈRES PHONOGRAPH CO.

20 Grand Avenue, Brooklyn, N. Y.



CLEVELAND

*Association of Northern Ohio Elects Officers—Gennett Line
With Marshall Co.—Euclid Concerts Popular—News of Month*

CLEVELAND, O., March 6.—Officers of the Talking Machine Dealers' Association of Northern Ohio, elected at the annual meeting at the Cleveland Athletic Club, were as follows: Louis Meier, the L. Meier & Sons Co., president; Samuel Deutsch, the Deutsch-Crane Co.; Norman H. Cook, the S. Kohn & Sons Co., vice-presidents; Dan S. Baumbaugh, the May Co., secretary, and Frank Smirda, Smirda Music Co., treasurer.

In past years the installation of officers has been celebrated by an elaborate banquet and dance. This year the event will probably not be held. The sentiment expressed at the meeting was that the money usually expended should be turned over to the record exchange service of the organization for increasing the scope of its work. This exchange service has more than demonstrated its worth during the last year.

New Gennett Record Distributor

Gennett records in the future will be distributed by the Marshall Drug Co., which operates a chain of twenty-six drug stores scattered over the entire city. R. E. Taylor, district manager of the Starr Co., announces that plans are under way for the development of the record business in the drug stores on an extensive basis. Several of the stores have already been equipped with booths, and plans call for a gradual extension of appointments for handling records until the entire chain has been fitted out for the business.

Victrola Week in Lorain, O.

Victrola week at the Wickens Co. store, in Lorain, O., was featured by elaborate window dressing and unique entertainment. The "Sargent Harlequin Girls," an organization of dancers under the personal direction of Mrs.

H. M. Sargent, former accompanist to Sophie Tucker, were featured in the window of the store. They gave varied and interesting interpretations of folk and classic dances to music furnished by Victrolas. The stunt resulted in



Ballet in Window of Wickens Co.

the store being literally packed throughout the entertainment, which lasted two hours, both afternoon and evening.

The Radio Situation

The radio idea, after having been given up several weeks ago due to the Government edict forbidding broadcasting, is again occupying much attention on the part of record men hereabouts. The W. R. Cox broadcasting station, which is the only one in this district, was given permission by the Government to send out three concerts weekly. In the past only one has been broadcasted each week.

The general opinion is that the possibilities of radio, as far as the talking machine business is concerned, have not yet been fully realized. Leaders point out that not only is it possible

to send out records directly, but the growing custom of having prominent vaudeville and concert stars perform gives unlimited opportunity for original and convincing tie-ups.

The Schuman Furniture Co., of Youngstown, O., has been utilizing the radio idea to good advantage. Weekly concerts featuring Brunswick record selections have been given by the establishment and, because of the increasing interest being shown, it is altogether possible that these events will be held more frequently in the near future.

The Progress of the Granby

Granby phonographs are reported to be gaining in favor rapidly throughout the district. Especially is this true in southern Ohio, according to report by the Kennedy-Schultz Co., since the establishment of headquarters in Cincinnati. Harry Coplan, general sales manager of Granby, was a recent Cleveland visitor. His visit was in regard to expansion, which he discussed with C. H. Kennedy, member of the Kennedy-Schultz firm.

Fischer Co. Closes Out Line

F. W. Nearing, special representative of the Fischer Co., which has just closed out its wholesale business in Pathé machines, believes that the average figures of the sale have seldom been excelled in the history of the talking machine industry. The Fischer Co., as announced before, is not retiring from the retail business. It is within the realm of possibility that the wholesale distribution of another machine will be undertaken within a short time, although announcement to this effect or confirmation of it cannot be made as yet by the company. Mr. Nearing agreed that it was merely a possibility.

Featuring the Brunswick Hits

Brunswick's "Ty-Tee" and "Stealing" are among the most popular records in this district at the present time, due to an elaborate sales campaign which has been carried out in several quarters. The Alhambra Music Co. had one of the best displays booming these numbers. The entire establishment was converted into a

50c.
List Price

Puritan Records

50c.
List Price

10-INCH DOUBLE DISC

Our catalogue consists of all the latest Dance, Popular Vocal, Instrumental, Standard and Sacred, Hawaiian, and Concert and Military Band Records.

Four New Selections Every Week

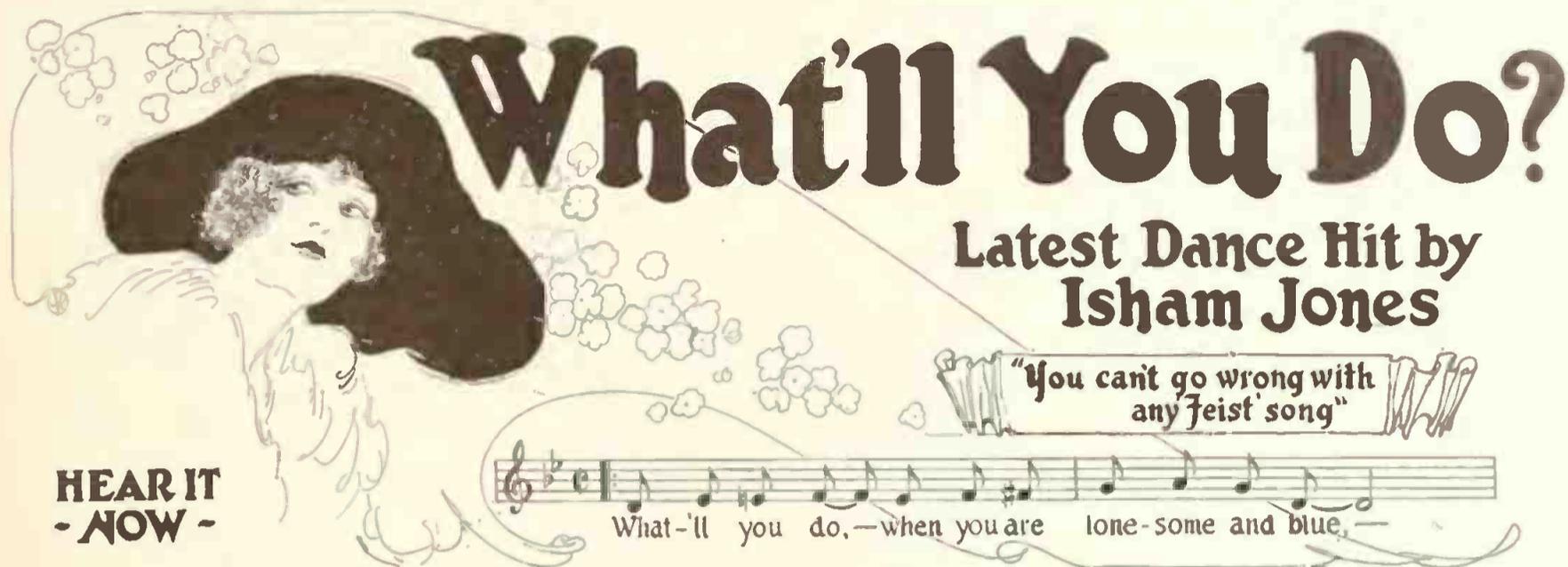
- We realize that SERVICE means success or failure to our DEALERS. Therefore we are only accepting orders for shipments east of the Ohio River and north of the Potomac River.



THE BRIDGEPORT DIE AND MACHINE CO.

170 ELM STREET
BRIDGEPORT, CONN.





What'll You Do?

Latest Dance Hit by
Isham Jones

"You can't go wrong with
any 'feist' song"

HEAR IT
- NOW -

What-'ll you do,—when you are lone-some and blue,—

mass of banners and streamers. Cards and other printed matter are featured in the windows of all Brunswick dealers. A. J. Kendrick, general sales manager of the Cleveland branch, says that many dealers found their supply exhausted the day the record was received. Orders and reorders, says Mr. Kendrick, have been coming in wonderful numbers.

New Dreher Store Ready Soon

The new store of the B. Dreher's Sons Co., scheduled to open in about a month, will be one of the finest in the State. Special appointments, which are both elaborate and distinctive, will be features of the talking machine section. The establishment, a three-story affair with a seventy-foot frontage, will boast of extra large show windows, each one of which will be capable of holding a full line of machines in all the different styles.

There will be showrooms on both the main floor and the mezzanine. The record department will be under the mezzanine and will be outfitted with a score of sound-proof booths for demonstration purposes. These booths will be sound-proof in reality and will be outfitted in a style that will make them really attractive. A full catalog of records will be kept on hand by means of the latest cataloging devices.

Conducting Weekly Concert Series

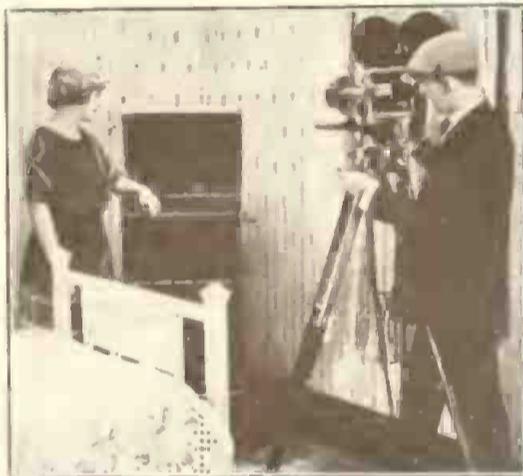
The Euclid Music Co. is conducting a series of weekly public concerts arranged by Miss Grazella Puliver, sales manager of the Cleveland Talking Machine Co. A modest window display and several newspaper ads brought forth a large crowd at the first of these affairs, at which the entertainment feature was storytelling in connection with opera records played. J. R. Frew, musical merchandise department manager, and L. E. Hartwig, also of the firm, will take charge of future affairs of this kind.

The Grafonola in the Movies

Prominent use of the Columbia in motion pictures has been secured through the efforts

of George Krauslick, service manager of the local branch. The Bradley studios, local production firm, feature several models in their latest release, "False Fronts."

Two of the strongest tie-ups of the season were made by the Columbia Graphophone Co. in conjunction with the recent appearance of Bert Williams in "Under the Bamboo Tree," at the Hanna Theatre, and Dolly Kay, who pre-



Grafonola in the Movies

sented her vaudeville act at the B. F. Keith 105th Street Theatre.

Miss Kay autographed records herself at the Alhambra Music Co., she being the subject of much advertising beforehand. The stunt resulted in the store being jammed for her entire visit. While Bert Williams did not appear personally at the various stores, special advertising for his records was used and through the newspaper publicity given the star performer, new marks were made in the sale of his records. Mr. Williams made his last appearance here, for when the show went to Detroit he was taken ill and was rushed to New York, where he died.

Incidentally Miss Kay journeyed to the Columbia branch and talked shop with visiting

dealers, officers and members of the sales force.

Record Artists in Concert

Pablo Casals, famous 'cellist, and Florence Macbeth, coloratura soprano of the Chicago Opera Co., were among the record artists who have appeared in recent concerts in Cleveland. All record dealers tied up with displays and newspaper announcements, and the results more than justified the effort.

Miss Gwen Trimble, until recently connected with the record department of Columbia, has resigned her position to become identified with the Brunswick forces in a similar capacity.

The large number of new homes that are being built in this district is having a reaction upon public interest in machines. S. Kohn & Sons Co., which recently purchased the retail interest of the Euclid Music Co., reports an increase in the number of people who come to its establishment daily and interest themselves in new models of machines suitable for the better class homes.

This, too, may be responsible for the added interest in console models that has been shown recently. Many stores find that console sales are above sales of the regular styles. E. A. Friedlander, head of the talking machine department of the Bailey Co., reports exceptional demand for console types, especially the styles that sell at popular prices. This is taken as a good omen in view of the fact that many phonographs now in use are bound to be replaced as public taste swerves toward the different style.

Auto Show Week Display

The Rudolph Wurlitzer Co. capitalized the automobile show in a unique way. Two talking machines, one large and another small, together with records for wheels, were used to form an automobile. The license tags bore the street number of the store. A machine was played constantly in the lobby of the store and officials say the results of the idea were substantial.

QUALITIPHONE



EQUAL TO THE BEST

CHEAPER THAN THE REST

Portable Phonograph in a Class by Itself

Retails for \$15.00

Ideal Machine for Home, School, Camp, Bungalow or Picnic.

Plays All Standard Records

Guaranteed for one year against all defects in material and workmanship.

Dealers and Agents Wanted

Write for Particulars

Qualitiphone Sales Corporation

17 EAST 42nd STREET

NEW YORK CITY

"MUTUAL SERVICE" PLAN OF INCREASING RECORD SALES

Dodge Mfg. Co. Offering Unique Service to Record Dealers Through Their Local Motion Picture Theatres—Seabrook Concert Grande the Great Factor—Practical Illustrations of Value of This Plan

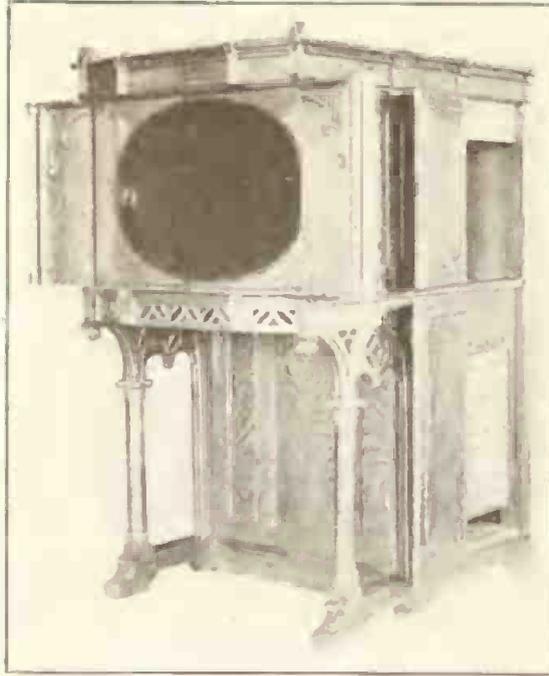
The Dodge Mfg. Co., at Mishawaka, Ind., has entered the talking machine industry under the name of "Mutual Music" and is offering a service to phonograph record dealers through their local motion picture theatres that constitutes one of the most forward movements in record selling that has been developed in many years.

Working in conjunction with the Brunswick Shop at South Bend, Ind., a tryout was effected from January 24th to January 31st in the Blackstone Theatre that boosted Brunswick record sales an average of \$50 per day, the increase proving permanent. One hundred and thirty-nine new accounts were added to the books, and over 300 names to the mailing list. Carl J. Lenhard, manager of the establishment, sums up his opinion thus: "Mutual Music has obtained more publicity, more record sales and more prestige for Brunswick in South Bend than any other one publicity idea I have ever used. I'm entirely satisfied and feel it worth every cent it costs me."

The medium used by the theatre and record dealers is the Seabrook Concert Grande phonograph developed by the Dodge interests over a period of two and a half years, and the idea of "mutual service" was furnished by Kenyon W. Mix, director of the Publicity Division of the Dodge Mfg. Co., the Indestructo trunk makers, and other associated interests. Mr. Mix's connection with the publicity plans of the early serial "movie" program undoubtedly furnished the nucleus for this new idea.

In brief, the plan devised by Mr. Mix, as described by the company, is "A phonograph of unusual projecting power, developed by B. R.

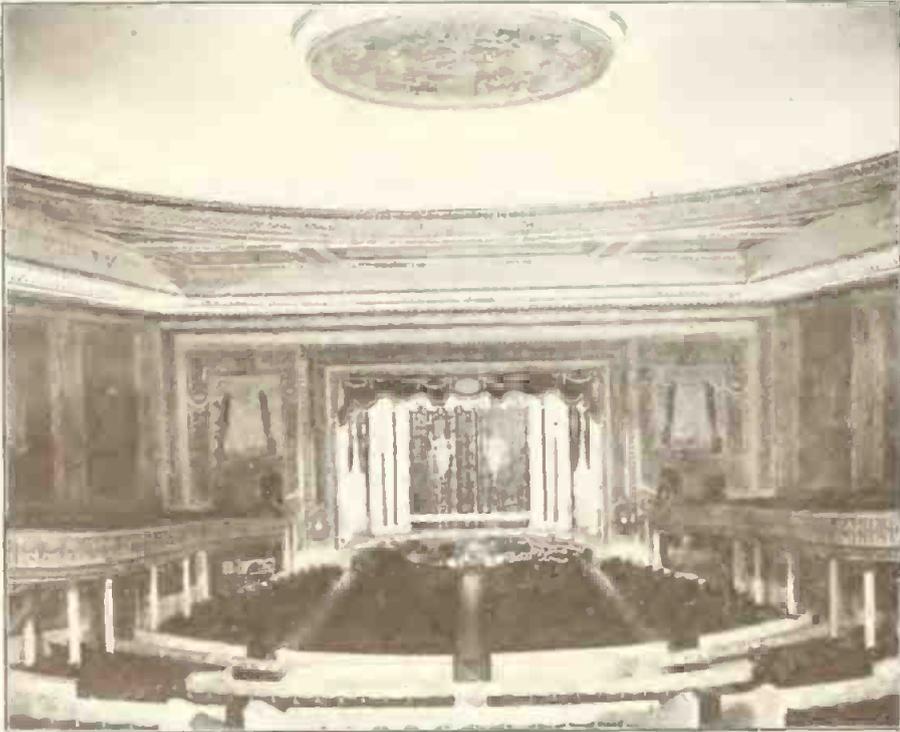
record dealers whose current release dates coincide with the installation of the instrument, announces in its newspaper advertising that the Victor, or Brunswick, or Columbia, or Okeh rec-



Seabrook Concert Grande Phonograph

ords will be played as an additional feature to their regular program. These records are then played during the showing of the news reel, the comedy and the intermission, no attempt being made as yet to follow the 'feature' with phonograph music. As each selection is played an illuminated board at the instrument announces the name, number and make of the record—i.e., 'Gypsy Blues,' Victor, No. 18839. The playing occurs during the regular rest period of the orchestra or organist and fills an unpleasant void in the present theatre program with approximately thirty minutes of current dance music played by America's finest dance orchestras.

"The record dealer advertises simultaneously with the theatre, saying: 'Go to the Theatre, see a good picture, hear — March records.' The Blackstone Theatre at South Bend seats 2,000 people and fills about once per day, insuring a thirty-minute hearing of new records to 14,000 people per week. It has been estimated that 50 per cent of an average audience either owns or has an interest in a phonograph. The utter impossibility of any one or two dealers playing the new records to 7,000 people per week in a city of 75,000 is apparent. Form letters costing \$48 per thousand to print, fill in, address, seal, stamp and mail constitute an exorbitant cost barrier against so large a mailing list, and



Blackstone Theatre, South Bend, Where Plan Was Tried Out

Seabrook and embodying revolutionary ideas of horn material and construction, basic claims for which have already been allowed, is installed in the local theatre. This instrument will reproduce a record in the theatre in the full volume that attended its recording and eliminates completely all needle scratch, blurring of tones or blare.

"The theatre, working in conjunction with the

newspaper advertising at its best can only ask prospects to come in and hear the new records. The theatre-showing insures an actual hearing at a time when folks are in a receptive mood for amusement, and the man who is a phonograph 'fan' as well as a 'movie fan' is rendered a service that saves him the time and trouble of a separate visit to the small demonstration booths of the dealer.

"Once the service becomes effective, phonograph enthusiasts visit the theatre who have not contracted the 'movie' habit, and so the two very substantial aggregations of phonograph fans and movie fans are welded into one. The theatre profits from the idea by a better balanced musical program, a service to its patrons which can not be secured elsewhere because but one Seabrook instrument is installed in each city or town, and the new feature soon pays for itself in increased patronage.

"The record dealer sells more current records with less effort. Where heretofore the prospective record buyer asked 'What's new this month?' and then bought on the process of elimination of what he didn't want, he now comes in



Dealer's Ad Which Tied Up With Concert to make a definite purchase by name and will listen to others. He does not ask to hear the records replayed and the clerk-time thus conserved effects an additional saving. The dealer further finds new sales for phonographs among the picture house clientele not now owning machines and receives the revived record business

South Bend's
Latest Musical Stunt
A Sensational Success!

All Day Yesterday Patrons at the
BLACKSTONE

Were charmed by the recital of Brunswick Music. Played on a Concert Grand Phonograph of mellow, rounded tones, every record of the advance FEBRUARY LIST was a musical delight.

This is the First Stunt
of Its Kind in America
It Will Continue All Week

It will be your opportunity to hear these latest triumphs for another week —
Go tonight. It's a whole of a show with the latest musical stunt for your own
enjoyment. On the program will be the complete list of records and be sure to
get them all you can bring them home with you when they come on.

**THE
LENHARD
Brunswick**

SHOP
113 N. Main Street
South Bend,
Indiana

How Another Dealer Interested the Public of those earlier phonograph buyers whose record-buying ardor may have cooled after long association with the instrument and whose acquaintance with current phonograph music is slight owing to an aversion to 'shop' for good selections.

"The Seabrook Concert Grande phonograph is made for theatre use only—no small machines being available or contemplated. It is made in strict accordance with the laws of acoustics,

\$3.25 Sample **MOTORS** **\$3.25 Sample**
With 10 inch Turntable 2 SPRINGS With 10 inch Turntable
and All Accessories

We are the Exclusive Manufacturers of

THE MAGIC AND BUTTERFLY MOTORS
(FORMERLY MARKELS)

Parts for These Motors Always on Hand—Also Tone Arms—Sound Boxes—
Main Springs, Etc.

MAGIC PHONO SUPPLY CO., 67 Debevoise St., Brooklyn, N. Y.
Telephone Stagg 1591

A salesman that works without wages—the Columbia Counter Needle Display Case. An attractive accessory that proves its worth as a self-service needle salesman. Ask your Dealer Service man.

**Columbia Graphophone Co.
NEW YORK**



amplification and projection which develops and discharges sound waves into the atmosphere so effectively that they continue to amplify for a great distance, thus enabling the instrument to reproduce a recorded selection that can be heard with a high degree of clarity for a considerable distance away. The horn is constructed of special material. One of the unusual features of the machine is the introduction of air into the horn in certain definite quantities and proportions. The type of gasket fitted about the diaphragm entirely eliminates blurring and meshing of sound waves and a non-metallic device removes all unpleasant or piercing sounds. The Seabrook Concert Grande phonograph is the only machine now being constructed under definite patent claims which is capable of producing true tone and full volume from 150 to 300 feet away from the horn.

"South Bend and La Porte, Ind., have just been opened up. South Bend played Brunswick January 24 to 31, Victor February 1 to 8, Okeh February 8 to 15 and Columbia February 15 to 22. At La Porte the Princess Theatre is using both organ and orchestra to accompany the vocal selections and reports a most satisfactory experience with the system thus far. South Bend record dealers are all very enthusiastic, stating that record sales have jumped considerably in the last month and vote the idea an outstanding success. The proposition is to be extended to other cities rapidly, and while local conditions may vary the method of procedure somewhat, the idea will, in the main, be as stated."

BELIEVES IN WINDOW DISPLAYS

MILWAUKEE, WIS., March 4.—Carl Euler, progressive Sonora dealer in this city, is an enthusiastic believer in the value of attractive window displays.



Carl Euler's Attractive Window displays. As the Sonora line adapts itself to displays of exceptional beauty, Mr. Euler has been preparing a series of displays that have won considerable commendation. One of these windows is shown herewith, and it is not surprising to learn that this display produced tangible sales results.

SPECIAL SALE BRINGS RESULTS

PITTSBURGH, PA., March 4.—Picking & Co., Pathé dealers of this city, have started the new year well through a large number of machine sales stimulated by a special sale recently conducted.

GRAND OPERA FOR THE SCHOOLS

Community Service Develops Plan for the Presentation of the Best of the Grand Operas in the Various Public Schools

Although most Americans are denied the privilege of hearing grand opera by the big companies, a new scheme has been devised for affording at least a glimpse of that form of art to people in any locality, however small. Certain public schools have introduced a plan for giving opera with the aid of the talking machine. In its most simple form the plan calls for the narration of the story of an opera and the playing of the records in their proper order. In addition, special choral numbers may be sung by a small chorus or by the assembly. The dramatic action may be portrayed by tableaux, pantomime and the reading or acting of excerpts from the text.

The national civic organization, Community Service, is making the suggestion to its local groups that such groups lay this plan before the public school heads in their communities. To facilitate the matter a bulletin on the subject has been issued by the Community Service, 1 Madison avenue, New York. It contains full data for the presentation of three operas, "Martha," "Carmen" and "Aida," including a summary of the story, lists of the available talking machine records for the various arias as issued by the leading companies, directions for the arranging of dances, preparing of scenery and costuming. The suggestion is also being made to music clubs that they not only bring the matter to the attention of the school music supervisors, but consider the plan for performance within the clubs themselves or possibly by the junior music clubs.

DEATH OF BERT WILLIAMS

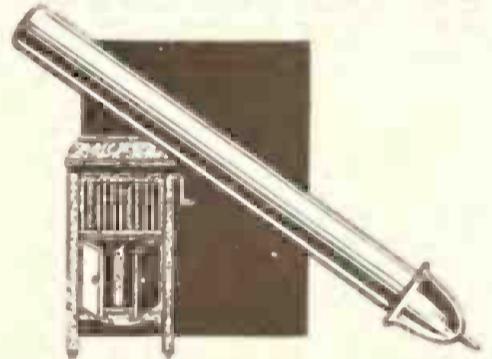
Well-known Negro Comedian, Exclusive Columbia Artist, Succumbs to Pneumonia

Bert Williams, the well-known negro comedian, for several years one of the features of the "Ziegfeld Follies" and an exclusive Columbia record artist, died on March 4 at his home in New York from pneumonia, which he contracted while appearing in Detroit. He was forty-six years old and is survived by a widow and mother. His clear enunciation and his inimitable manner of putting over a song placed him in a class by himself, and he was probably the most successful of his race on the stage.

VICTOR ARTISTS IN CANTON, O.

CANTON, O., March 6.—Victor record sales are expected to be stimulated with the appearance here next Saturday of the Eight Famous Victor Artists, an annual event in local musical circles that is always looked forward to. This will be the third appearance of these artists in Canton in as many years. Local dealers will feature window displays in connection with the event. The artists will appear in the city auditorium, under auspices of the People's Musical Course.

Tonofone



NEEDLES

The only *Phonograph* needles made with *Flexible Point* and *Solid Brass Shank*.



Ordinary needle after playing one record. Point worn blunt. Will injure record.

They compel a true tonal response—make of the *Talking Machine* a real musical instrument, do away with constant needle changing and surface noise, and perpetuate the life of records.

Other needles sold under various names have come and gone, but



TONOFONE NEEDLES

Tonofone needle after playing 20 to 50 records. Point same width as when new. Records never injured.

please the most discriminate and are here to stay.

Write for samples and reduced price list showing big increased profits to dealers.

The Tonofone Company
Makers

110 S. Wabash Ave., Chicago, Ill.

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

For Spring Trade
**LONG
CONSOLES
WILL PRODUCE SALES**

There has been no let-up in the demand for our Consoles, and in fact the orders received for immediate delivery indicate that LONG CONSOLES are proving more popular than ever.

LONG CONSOLES are pioneers in the Console Cabinet field, and our thorough familiarity with the requirements of the talking machine dealer has enabled us to produce a line of CONSOLES that meet with ready sale.

You will find it distinctly profitable to carry a complete line of LONG Cabinets, including our standard line of record cabinets, as well as our Consoles.

Write for Complete Catalog

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



Style 600
Sheraton



Style 601
Colonial



Style 602
Louis XV



Style 603
Chippendale



Style 604
Hepplewhite

HAPPENINGS IN THE DOMINION OF CANADA

NEW OFFICERS CANADIAN PHONOGRAPH MANUFACTURERS

Canadian Phonograph Manufacturers' Association Holds Annual Business Session—Close Deal for Exhibition Building—Music Memory Contests Increase—News of the Month

TORONTO, ONT., March 6.—The National Club was recently the meeting place for the annual meeting of the Canadian Phonograph Manufacturers' Association, the business session following a dinner. The chair was occupied by the president, W. B. Puckett, and a large number of members of the trade was present. James G. Merrick, the secretary, stated that as a result of the continuous pressure for the past several years the Canadian National Exhibition had, on the first opportunity that had presented itself to them, offered the entire Dairy Building to the phonograph industry on certain terms. The requirement was that each exhibitor should pay 50 cents per square foot per year on the floor-area occupied, as the term of the occupancy could be guaranteed for three years and possibly longer. It was proposed that the exhibition architect should prepare plans and the exhibition carpenters construct the booths, the cost of which would be divided in proportion to each booth allotment. The question of the continuance of the musical competitions instituted by the phonograph exhibitors had been discussed, and the exhibition management was preparing to co-operate and to bear a part of if not all the expenses, as the result of further consideration between joint committees of the two associations.

After considerable discussion it was finally moved and carried that the Association endorse the report of the executive committee and accept the offer of the Canadian National Exhibition Association requesting an estimated cost of erection of booths and an estimate of the floor-area available for submission at the earliest possible moment to the respective exhibitors.

J. S. Atkinson, secretary of the Canadian Bureau for the Advancement of Music, gave his report, and among other things stated Music Memory Contests have been started in a number of towns throughout the Province of Ontario and that the city of Toronto's first big contest will be held April 24 at the time of the visit to that city of the Cleveland Symphony Orchestra. Music Day was also touched upon in connection with the national exhibition, and in place of seven bands this year at least forty will be competing. The question of Music Week for 1922 was also gone into thoroughly, as also the value of free organ recitals.

Referring again to the new home for phonograph exhibits at the Canadian National Exhibition: It is on the main thoroughfare of the grounds in close proximity to the Manufacturers' Building, where the piano exhibits are housed, which is an advantage to visiting dealers interested in both pianos and phonographs. It has immediately adjoining it an amphitheater with a seating capacity of 1,000, where in all probability the musical competitions will be staged.

The following Association officers were elected for the ensuing year.

Honorary president, W. B. Puckett; president, O. Wagner; treasurer, W. N. Martin, and, secretary, J. G. Merrick.

Exhibition committee—W. B. Puckett, E. C. Seythes, A. E. Landon and E. H. Van Gilder; finance committee, D. R. Gourlay, T. Nash and W. N. Martin; export committee, S. J. Cook, James Pollock and A. E. Landon; legislation committee, W. D. Stevenson, C. H. Weicker and E. M. Berliner; advertising committee, T. Nash, F. A. Trestrail and J. A. Fullerton; nomination committee, F. A. Trestrail, S. J. Cook and W. N. Martin.

The Russell Gear & Machine Co., Ltd., of Toronto, has secured the selling rights for the Dominion of Canada and some of the British

possessions of the "Mutual" tone arms and reproducers, which are well known in both Canada and the United States.

C. J. Pott, manager of the General Phonograph Corp. of Canada, has just returned from a short visit to New York to confer with Otto Heine-man, president of the firm, and the head engineers. Mr. Pott was accompanied by Mr. Welker, of their Kitchener plant; also Mr. Paselli, of New York, who had been on a visit to the Canadian plant. Mr. Pott is very optimistic regarding the outlook for good business both in Canada and the United States.

A. E. Landon, manager of the Columbia Graphophone Co.'s Canadian branch, has just returned from a visit to New York and is greatly pleased with the decision arrived at in connection with the parent firm in New York. In discussing Canadian business, Mr. Landon pointed out that the factory at Toronto is in active operation and plans are under way for the exporting of cabinets to the United States. The season's advertising, too, provides for an enlarged campaign, which Mr. Landon remarked would be of vital interest to Columbia dealers.

An exceptionally large order for phonographs has been placed by the Musical Merchandise Sales Co., Toronto, with the Brunswick-Balke-Collender Co. of Canada, for Brunswick phonographs during the coming months. This order is said to have a list value of approximately \$1,500,000, and reveals conclusively the confidence the Musical Merchandise Sales Co. has in the coming year.

This firm, by intensive advertising, aggressive sales efforts, and enthusiastic co-operation with its dealers, succeeded, they say, in selling 33½ per cent more Brunswick phonographs this past December than in the previous December, and could easily have increased this to over 50 per cent had the phonographs been available.

The board of Worthley Road Public School, London, Ont., recently purchased a No. 1 Starr phonograph for school purposes.

Harry Braid has again joined forces with the

selling staff of I. Montagnes & Co., exclusive Canadian distributors of the Sonora phonograph here. Mr. Braid will cover Western Ontario. Frank Whetsel, another veteran of the talking machine industry, has also joined forces with this firm and will travel in Eastern and Northern Ontario.

Bruce Carey, music supervisor in the Hamilton, Ont., schools and a well-known talking machine enthusiast, recently demonstrated with a class of public school students the methods employed in teaching music in the schools. This took place before a gathering of the Wentworth Teachers Association.

A. E. Landon, Canadian manager of the Columbia Graphophone Co., is on a business trip to the Maritime Provinces, calling upon Columbia dealers.

J. M. Carriere, of J. M. Carriere Co., was the silent booster of a recent gathering of the Kiwanis Club, of Hull, Que. His gifts consisted of His Master's Voice records and small musical instruments and toys. Mr. Carriere represents the classification of music trades in the newly formed Kiwanis Club there.

Mr. Montagnes, of the firm of I. Montagnes & Co., accompanied by his wife and daughter, sailed on the New Amsterdam from New York to Brussels recently on an extended business trip to various European countries, including England. He was pleasantly surprised by the presentation of a correspondence portfolio from employes of the house. Mrs. Montagnes was presented with a traveling cloak and a beautiful purse was given to Miss Montagnes. Prior to his departure Mr. Montagnes tendered a farewell dinner to the firm's staff at the King Edward Hotel.

R. S. Williams & Sons Co., Ltd., Edison dealers here, made capital out of the local appearance of Rachmaninoff.

The first school of retail salesmanship to be held in Canada opened recently at the Toronto Central Y. M. C. A. with an enrollment of seventy-five men students. The course includes sixteen lectures on the principles of retail selling and an equal number on merchandising. The course also embraces instruction on house furnishings, which naturally includes pianos, talking machines, etc.

MONTREAL DEALERS ADOPT AGGRESSIVE SALES METHODS

Paul Whiteman Orchestra Records Featured by His Master's Voice Dealers in Big Selling Campaign—Layton Bros., Ltd., Chartered—Energy of Dealers Boosts Sales—News

MONTREAL, CAN., March 6.—The thirty days' selling campaign devoted to the sale of His Master's Voice record of the Paul Whiteman Orchestra has resulted in this organization's titles being brought most prominently before talking machine owners. No stone was left unturned as regards publicity. Window trims by the dealers and heavy advertising by the Berliner Gramophone Co., Ltd., plus dealer co-operation, all have helped wonderfully to introduce this orchestra's dance numbers to those who were unfamiliar with

them. All His Master's Voice retailers report splendid sales in this direction.

The show window of J. L. Ethier, Brunswick dealer, on Notre Dame street west, has been attracting considerable attention of late on account of his display of dancing dolls in motion.

Shanks & Frere, His Master's Voice dealers, will, on May 1, acquire larger quarters on the corner of St. Philip and Notre Dame streets, west. Their business has grown to such an

(Continued on page 132)

TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENÉ MADE SPRINGS and PARTS is not accidental but is the result of years of painstaking devotion to the highest standards of machine shop craft.

NONE BETTER IN QUALITY

NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.

Montvale, New Jersey

See page 50

NEWS FROM DOMINION OF CANADA

(Continued from page 131)

extent that enlarged space was necessary. This move will mean still more efficient service and a larger assortment of Victor records and machines to choose from.

Announcement has been made of the incorporation of Layton Bros., Ltd., of this city, which will take over, as a going concern, the business of Layton Bros., which has hitherto been conducted as a partnership between Philip E. and H. A. Layton. The authorized capital is \$500,000. This firm handles Edison, Columbia and Brunswick phonographs.

The Corona Phonograph Co. has registered as doing business.

The Harris Record & Phonograph Co., Inc., has been incorporated with headquarters at Montreal. The concern is capitalized at \$700,000. It is understood that the firm will manufacture in Montreal a record which it will put on the market to retail at fifty cents.

J. Poirier, 295 Centre street, who features Starr phonographs and Gennett records, has, in addition to handling a large record business, developed a big sale of needles. This has been done through constant suggestion to customers.

The Invictus Phonograph Co., St. Catherine street, West, will remove on May 1 to 43 McGill College avenue.

The first sleigh ride and dance tendered employees by the firm of Layton Bros. took place recently. Supper was served in the firm's concert room upon the return from the drive and dancing was enjoyed.

One of the most enjoyable and high-class musical events of the past month was held last week in the music department of N. G. Valiuet, Ltd., when "Miss Grace Brewer and Her Syncopating Sirens" featured the popular Victor dance records of Paul Whiteman's Orchestra. A large and appreciative audience was present.

Louis Graveure's appearance in local musical circles was heralded by large newspaper copy by the Columbia Co., followed by trailers of all local dealers handling Columbia records. The popularity of this artist's records was fully attested to by the large demand for his numbers, both previous to and following his visit here.

During the appearance here lately of Walter Scanlan at His Majesty's Theatre in "Irish Eyes," a romantic Irish comedy, Layton Bros. sent out to an extensive list of customers a coupon entitling them to a considerable reduction in the price of orchestra seats for the opening performance.

Business with S. H. Brown (Brown's Talking Machine Shop) is growing so fast that he is determined to be as up-to-date as possible with his rapidly expanding business and will, therefore, on May 1, remove to more commodious quarters on Bleury street. It is his intention to add pianos and musical merchandise to his line of His Master's Voice products.

J. W. Shaw & Co., in addition to handling Columbia and Gerhard Heintzman machines, have added the Brunswick line of phonographs and records.

Basil Horsfall is going to put on grand opera at the St. Denis Theatre in Montreal at popular prices. This should be welcome news to talking machine dealers, who will, no doubt, cash in largely on increased sales of records.

Chas. Lenoir, a talking machine dealer of Montreal, was summoned in that city recently to answer a charge for the alleged causing of a public nuisance by playing a talking machine in his store, and a fine of \$20 was imposed. Mr. Lenoir has taken the case to the Superior Court for reconsideration.

TRADE HAPPENINGS IN WINNIPEG

Interesting Lecture on "Bird Life" With Aid of Records—Changes in the Trade

WINNIPEG, MAN., March 7.—F. Bradshaw, game warden of the Province of Saskatchewan, has a very delightful lecture on "Bird Life in Saskatchewan" which he delivers with the assistance of talking machine records. Attractive pictures of the various birds in this Province are flashed on the screen and a detailed description of it given, then a record of the song or "call" of many of the birds being shown is played. This is a novel and effective manner in which to educate the public to a knowledge of bird life.

W. G. F. Scythes & Co., Ltd., the well-known music house of Regina, Sask., in some recent advertising described two of its popular violin outfits. This firm seems to regard "tone tests" of the greatest value in the demonstration of Edison phonographs and records. Patrons of the Capitol Theatre enjoyed the privilege of listening to an exceptionally good demonstration of this sort a short time ago, when Madam Mabelle Wagner Shank, the Edison record artist, entertained them.

The engagement of Miss Marjorie St. Clair Carruthers to William Alexander Smith, vice-president of the Winnipeg Piano Co., Ltd., was recently announced. Congratulations.

The Winnipeg Grafonola Shop No. 1 has

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect
We get the best India Mica directly.
We supply the largest Phonograph Manufacturers.
Ask for our quotations and samples before placing your order

American Mica Works
47 West St. New York

moved from 362 Portage avenue to 432 Main street. Grafonola Shop No. 2 has been established at 899 Corydon avenue, under the able management of Robert Shaw.

The Edison Shop has removed from 368 Portage avenue to new quarters in the Sterling Bank Building, with a well-equipped store facing Smith street.

Carle A. Brodie, formerly salesman with the music department of the James Ramsey Department Store, has opened the Blue Bird Song Shop at 10144 Jasper avenue, Edmonton, Alta. He will carry various lines, among them the Starr-Gennett and Apex records, along with standard and popular music. Mr. Brodie will be assisted by Mrs. W. Gillespie, late of the Melody Shop, of Vancouver, B. C.

The Hudson's Bay music department, Edmonton, Alta., has lately taken on the representation of His Master's Voice lines, where formerly Pathé products only were handled. Miss Morrell is now on the selling staff of this company.

The E. N. Kennedy Co., Edmonton, Alta., reports an acceleration of business in Columbia and Edison machines and records.

G. R. Dring, of the Brunswick institution, whose Western headquarters are at Calgary, Alta., was a recent visitor to Edmonton, and visited the Heintzman Co.'s piano salon.

Talking machine and record dealers of Edmonton, Alta., are looking forward to an increase in sales, following the advent of several well-known artists to the city in the Spring. Those named to date include; Kathleen Parlow, Percy Grainger, Clara Butt, Florence Macbeth, and possibly Marguerite D'Alvarez and Cherniavsky Bros.' Instrumental Trio.

GEER REPEATER WINDOW DISPLAY

The Walbert Mfg. Co., Chicago, Ill., manufacturer of the Geer record repeater, is now ready to furnish the trade with a demonstrating record that can be used to splendid advantage in connection with the demonstration of the Geer repeater. This record measures ten inches, but has no music on its face, and the grooves are so pitched that the record will play through in a quarter of a minute, making it ideally adapted to window display.

USES RECORDS IN OPERATIONS

STOUCHEVILLE, IA., March 6.—A surgeon here is using talking machine records for use during local anesthetic operations. The surgeon is Dr. McLaughlin, who has purchased a number of Victor Red Seal records from Davidson Bros. Co. Only records of soft music were selected.

RADIO AIDS RECORD SALES

WAYNE, NEB., March 7.—The Jones Book-Music Store, this city, has greatly increased its sales of Victor records by broadcasting the latest record releases each month by radiophone. The company is also using the radiophone to advertise new publications of books which it has received.

MANY PATHE PHONOGRAPHS SOLD

MIAMI, FLA., March 1.—The Miami Furniture Co., Pathé dealer, of this city, took advantage of the seasonal sojourn of many Northern visitors to conduct a special sale of Pathé phonographs at attractive prices with good results.

WE ANNOUNCE

That We Have Ready for Delivery
the First Recordings by



TRIXIE SMITH

Winner of the NATIONAL Blues Singing Contest

Held at Manhattan Casino, New York

(The Winner's Cup was presented by Mrs. Irene Castle)

Black Swan DESPERATE BLUES
Record 2039 TRIXIE'S BLUES

Pace Phonograph Corporation

2289 Seventh Avenue

New York, N. Y.

SIMPLEX

Electric Phonograph Motors

The SIMPLEX Electric Phonograph Motor Represents a New Phase in the Development of Sound Reproducing Instruments.

NOISELESS

ELIMINATES WINDING

TROUBLEPROOF

Make This Your
LEADING
Line for the
Coming Season

Sample
Price **\$19.50**



GUARANTEE
The SIMPLEX Electric Phonograph Motor is guaranteed Trouble-proof throughout and any parts or part thereof that should prove defective at any time, we will repair or replace same by a new motor, free of charge.

Particulars,
Quantity Prices, etc.,
on Application.

TRADE

MARK

The Mission of the SIMPLEX Electric Phonograph Motor is to reproduce music just as it was originally rendered. For its perfect and faithful reproductions of all disc records the SIMPLEX Electric Phonograph Motor will play any record you wish to hear and play it as it should be played.

It has an absolute constant speed under variations of voltages and frequency and records may be set at any speed desired—and it is built absolutely without a governor.

BETTER BUILT

BETTER DESIGNED

The SIMPLEX Electric Phonograph Motor has no competition because it is the only electric phonograph motor of its kind in the world. There are many features by which one can determine the efficiency of the SIMPLEX Electric Phonograph Motor. The essential features are:

- | | | | |
|----------------|----------------|------------|--------------|
| No Gears | No Commutator | No Springs | No Oiling |
| No Governor | No Brushes | No Winding | Noiseless |
| No Adjustments | No Transformer | No Belts | Troubleproof |

Record Stops Automatically on Last Note

It represents the very best of inventions and improvements and we therefore confidently say that the SIMPLEX Electric Phonograph Motor is combined with the highest precision of workmanship and select material.

TEST A SIMPLEX ELECTRIC MOTOR ON OUR 30-DAY TRIAL OFFER

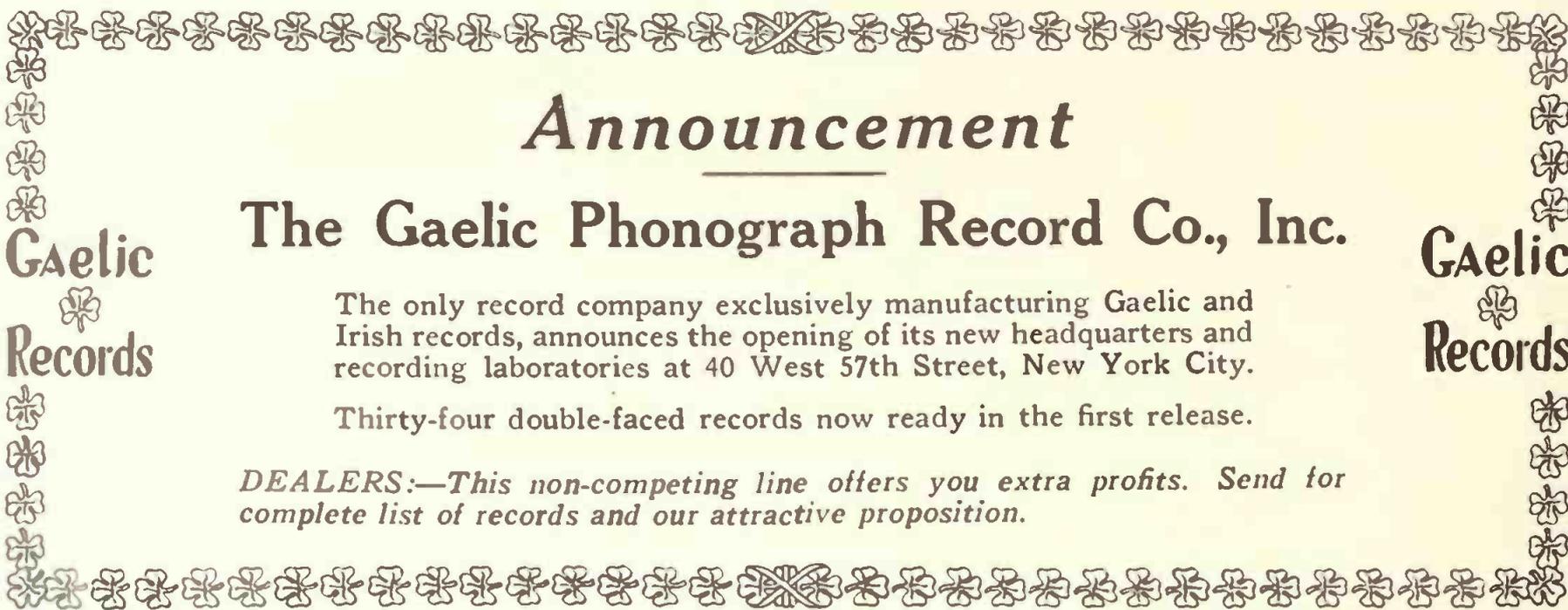
When a Simplex Electric Motor is sent out, it is not sold until the motor has demonstrated in your own shop, in your own cabinet, during a 30-day test, that it will do all we claim. An extremely fair proposition in which the Simplex Motor is judged by its performance in your cabinet under your inspection. No strings to this offer. Your decision is final.

Manufactured in United States and Canada by the

Simplex Electric Phonograph Motor Co.

Head Offices:
104 NEW WILDER BUILDING
321 BLEURY ST., MONTREAL, CAN.

NEW YORK, U. S. A.
MONTREAL, CANADA



Announcement

The Gaelic Phonograph Record Co., Inc.

Gaelic
Records

Gaelic
Records

The only record company exclusively manufacturing Gaelic and Irish records, announces the opening of its new headquarters and recording laboratories at 40 West 57th Street, New York City.

Thirty-four double-faced records now ready in the first release.

DEALERS:—This non-competing line offers you extra profits. Send for complete list of records and our attractive proposition.

AKRON, O.

Plan a Trade Acquaintance Trip—Buying More Popular, Judging From Trade Reports

AKRON, O., March 6.—Increasing encouragement characterizes the piano trade in the Akron district at this writing. While the immediate pickup of trade can not be said to be general, there are many dealers who report business much improved. Springlike weather the past week has stimulated sales somewhat.

One thing that is certain is that people of Akron are beginning to let loose of their savings, and within the lapse of another month business should show a decided improvement. There is a more confident feeling among the dealers due to the fact that inquiries have been more frequent, and every dealer has more prospects listed at this time than at any previous time since before the war.

Talking machine dealers will join with Chamber of Commerce members who plan three trade acquaintance tours through surrounding territory this Summer. The first of the trips will be over the Pennsylvania Railroad as far Southwest as Mt. Vernon, O. Another trip via the Erie as far East as Warren, O., will be made in June, and in September a trip is to be made via the B. & O. to Uhrichsville, O. More than 125 members will make the tours.

The Brunswick talking machine is being ex-

ploited in the Akron district by the George S. Dales Co. through its main store in South Main street and the two branch stores further downtown.

Business with the George S. Dales Co., Victor dealer, was better than was expected in February, according to an official of the store this week. Records continue to hold their own, and March records promise to exceed in popularity those of February, store officials said.

Earl S. Poling, also Victor dealer, reports that business in February was fair and that the coming month holds much for this firm. Salesmen are more optimistic as to the future, and are confident that March sales will top those of any previous month of the present year. Records went big in February and should do even better this month.

Improvement is reported in the talking machine department of the A. B. Smith Piano Co. Collections are better with this firm and prospects brighter than for many months, according to Ernest Smith, manager.

JOINS SONORA SALES STAFF

E. D. Coots has been appointed a member of the field sales staff of the Sonora Phonograph Co., and will co-operate with Sonora jobbers and dealers throughout the country. He is now traveling through Ohio and Michigan, giving practical assistance to the Sonora representatives in these States.

The calm always follows the storm and just so does success follow striving.

AN ARTISTIC BIRTHDAY WINDOW

An Unusually Elaborate Display Arranged by Storm & Shipley in Frederick, Md.

FREDERICK, MD., March 6.—Storm & Shipley, Victor dealers of 201 North Market street, this city, attracted much attention to their store recently with an unusually elaborate George Washington window arranged by Ernest E. Pettingall, display manager for the company. A large gold-framed portrait of George Washington was placed in the center of the window, over which was suspended a large waxed wreath with crossed palms. Two large American flags were draped on the back wall in curtain effect, and a small American flag covered the pedestal upon which rested the portrait. At each side of the window was placed a large Victrola with top up and all doors open, while in front of each machine stood a large Victor dog with a patriotic record on the floor in front of him. Records of war songs and patriotic melodies were scattered about the window, and the whole effect was most impressive.

PROSPECTS CONVERTED INTO OWNERS

UTICA, N. Y., March 2.—Many Pathé prospects in this city were converted into Pathé owners through a special campaign recently conducted by Harris Bros., Pathé dealers. A special sale at reduced prices hastened the signing of the names on the dotted line.

Figure less and work harder to make ends meet. It is worth the effort.



A Touch of Your Finger Puts the Record in Your Hand

DEALERS HAVE AN UNLIMITED FIELD



EVERY PHONOGRAPH OWNER
A PROSPECT

Our system adds to the appearance of your Machine and to the pleasure of the User.

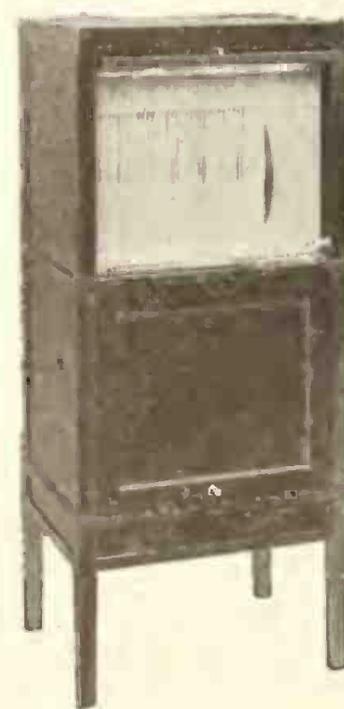
Readily installed in any Talking Machine.

GREATEST CONVENIENCE. PERFECT PROTECTION.

Capacity practically double that of any other method.

FREE DISPLAY CASE
FOR DEALERS

Write To-day for Particulars



Mahogany Auxiliary Cabinet
Capacity 200 Records

CRIPPEN RECORD FILE CORPORATION, 39 N. Water St., ROCHESTER, N. Y.

LOS ANGELES

Trade Greets M. V. DeForeest and Party—Handsome New Quarters Opened by Barker Bros.—Blue Bird Factory Rushed—Trade News

LOS ANGELES, CAL., March 4.—The arrival of M. V. DeForeest, president of the National Association of Music Merchants, together with his party, who reached Los Angeles on February 25 in the course of their transcontinental trip, forms the chief subject of interest for the month. One hundred and seventy music men sat down to dinner at the City Club in honor of the visitors, and a special effort was made to have as many members of the talking machine trade present as possible, inasmuch as it is considered that more interest should be taken by them in the National Association, which works for their interests quite as much as it does for the piano trade.

Interesting speeches were delivered by President DeForeest, Alexander McDonald and Mark Campbell. The toastmaster of the evening was J. W. Boothe, president of the Music Trades Association of Southern California, who spoke of the work done by the local association, which had been so ably summarized by E. A. Geissler in an article appearing in the official organ of the Music Trades Association of Southern California. The address of welcome was given by Orra E. Monnette, prominent Los Angeles banker, and speeches were also made by L. E. Behymer, local impresario, and T. M. Pletcher, president of the Q R S Co.

Barker Bros. Open New Quarters

The new music department of Barker Bros. was formally opened on Monday morning, February 27, as per schedule. The entire main floor, which fronts on Broadway for seventy feet, is occupied by the talking machine department, with the exception of one beautiful room for the demonstration of reproducing pianos. Fourteen record demonstration rooms are on one side, each differently decorated, and there is an unusually long service counter, with record racks behind. Five very large phonograph salesrooms are also provided, every one of them being decorated and arranged so as to give a separate individuality. The new department as a whole is exceptional and is perhaps one of the finest to be found in any part of the country.

Blue Bird Factory Busy

A recent inspection of the Blue Bird Talking Machine Co.'s factory by M. V. DeForeest and Charles Jacob revealed that production was going forward at full pressure. The most recent models have been equipped with new features consisting of the "Cathedral Grill," which is quite distinct in design, the tone construction has also been greatly improved with most gratifying results. The two novelties which the Blue Bird Co. placed on the market in December of last year, namely, the "Spinnette," which is a combination phonograph in a Colonial spinet desk, and the Teakar, which is a concealed form of a phonograph in a tea car, have met with approval from the public. The Parmelee-Dohrmann Co., of Los Angeles, as well as the Ville de Paris and Los Angeles Furniture Co., have concentrated on the sale of Blue Bird phonographs for some time and used attractive newspaper advertising copy. The firm of Holzwasser's, Inc., of San Diego, has also met with good success in the sale of Blue Birds.

New Home for So. California Music Co.

The Southern California Music Co. will open a magnificent new store near the corner of Eighth and Broadway. This beautiful new building, especially constructed for it, will consist of seven stories, the first three of which will be devoted to piano, talking machine, musical merchandise and sheet music departments, and the modern equipment will be everything that music lovers desire. The fourth floor will consist of the executive and general offices and repair departments. The fifth, sixth and seventh floors will be divided into artists' studios, with a large attractive recital hall.

The Southern California Music Co. was estab-

lished here in 1880, and was first located on North Spring street, and for the last twenty years has been located at 332-334 South Broadway.

Frank J. Hart, president, and G. S. Marygold, vice-president, report that they will be established in the new building by the beginning of next year. The store at 332-334 South Broadway will also be kept open and continue as before.

Brunswick Shop in Venice

Ed. Young, who has been connected with the Barnes Music Co. for a number of years, has opened a Brunswick Shop in Venice. The new store is described as one of the most attractive in the country and is on the ocean front.

A Queen and Two Jacks

A little more than two years ago announcement was made in these columns of the arrival

of a second little boy in the family of Harold Jackson, manager of the phonograph department of the Wiley B. Allen Co. We stated then that the family consisted of two Jacks. We take pleasure now in announcing the arrival of a Queen—little Margaret Louise. The proud father's vest measurement has visibly increased.

Plans for Music Show Discussed

A discussion took place at the last general meeting of the Music Trade Association of Southern California with regard to the holding of a Music Show in Los Angeles in September or early October. Burt Roberts, secretary of the Motor Car Dealers' Association, addressed the meeting and told them of the manner in which the Automobile Show had been put on annually with marked success. A committee to investigate and report is being named by the president.

Sonora in Santa Barbara

Bent Davies, special representative of the Sonora Pacific Coast distributors, states that the Saladin Music House, of Santa Barbara, with L. V. Felger, manager, has been appointed Sonora representative.



When ordering Bubble Books include The Mother Goose Cut-Out Book which contains all the characters in the first three Bubble Books, printed in colors. The child cuts them out and mounts them on a little platform to be placed on Bubble Book records while they are playing, so that the characters dance and sing. 60 cents retail.

Announcing Two More New BUBBLE BOOKS "that Sing"

THE *Child's Garden of Verses Bubble Book* and *The Chimney Corner Bubble Book*, Nos. 13 and 14 of the famous series of books "with real phonograph records in them," will be ready early in April.

No. 13 is based upon Robert Louis Stevenson's immortal verses, *Bed in Summer*, *The Swing* and *My Bed Is a Boat*. This number gives you an opportunity to introduce Bubble Books to a new audience—lovers of classic literature. It contains the three verses mentioned above with the musical settings that have come to be accepted as the most beautiful and appropriate for them.

No. 14, *The Chimney Corner Bubble Book*, includes three old favorite songs that appeal to every youngster and grownup. These songs, *North Wind Doth Blow*, *Sandman*, and *Lullaby*, are made doubly interesting by the sound of rushing wind, buzzing bees, chirping birds and mewling kittens that are a part of the records.

These two new Bubble Books at the new

price of \$1.00 each make every customer a prospect for the entire set, or a unit sale of \$14.00. When you sell one Bubble Book you start a habit, for no child will be satisfied with only one or two. *Instruct your sales people to bear this in mind. Tell them to talk quantity when selling Bubble Books.*

The liberal discounts, adequate selling helps—circulars, display racks, cut-outs, etc.,—together with the proven salability and popularity of Bubble Books, put them in a class by themselves,—the one line of merchandise for children that appeals equally to boys and girls. New "prospects" are growing up around you every day who are ready to have some fond parent or relative make them happy with Bubble Books "that sing."

Bubble Books Are Now \$1.00

Send in your order to-day, either direct to us or through your jobber, for a liberal supply of the two new numbers. Include the Mother Goose Cut-Out book in your order, too.

HARPER & BROTHERS, BUBBLE BOOK DIVISION
Established 1817 Franklin Square New York

All that need is you, dear.

HEAR IT NOW

ALL THAT I NEED IS YOU

"YOU CAN'T GO WRONG WITH ANY FEIST SONG"

VAUGHN DE LEATH'S RAPID RISE

Popular Contralto and Exclusive Okeh Artist Winning Success Throughout Country—Co-operating With Okeh Dealers to Advantage

One of the best-known artists in the Okeh record catalog is Miss Vaughn de Leath, contralto, whose popularity has been greatly enhanced by



Vaughn de Leath

the active part she has played at several radio concerts. Miss de Leath is well known on the concert stage, as she has appeared in all of the leading cities. Last Winter she gave a series of special concerts in St. Louis, Chicago and Detroit, where she co-operated to splendid advantage with the Okeh dealers in that city.

While in Detroit Miss de Leath sang over the radiophone, accompanied by Paul Specht's Society Serenaders. Her voice carried splendidly and she was called upon to make an address, in addition to receiving encore after encore. In Detroit she also sang to 5,000 people at the Arcadia and in addition gave a concert at the Cunningham Phonograph Shop. The accompanying illustration shows the invitation extended by this dealer to the public to hear Miss de Leath and also pictures the new Okeh window display which has become so popular with Okeh dealers.

In addition to her vocal artistry Miss de Leath is fast winning recognition as a writer of popular compositions. Several of her numbers have met with more than passing success and her latest numbers

have won very high commendation from prominent musical critics.

Miss de Leath's rise to popularity has been unusually rapid, for ten years ago she was playing the piano and leading the High School Orchestra in the evening in one of the Los Angeles theatres. The quality of her voice attracted the attention of several Los Angeles musical critics, and by sheer hard work she soon advanced rapidly in the musical world.

Her Okeh records have met with a ready sale and whenever she appears at a concert Okeh dealers are quick to feature her records in their local advertising, and in return Miss de Leath is always willing to assist them in every possible way. This co-operation has greatly increased the sale of her records wherever she has appeared.

OMAHA DEALERS' SIX RECORDS

The Omaha Victor dealers have been concentrating their efforts each month on a select list of six best records from the new releases. After a mutual decision as to which records to push, a small sticker has been provided which is attached to the front of the supplement, mentioning these records as "The Cream of the List." All record advertisements during the month have featured the "selected list" of six and the united efforts have been successful in greatly increasing the sales.

JOS. WOLFF BACK AT DESK

Joseph Wolff, vice-president of the Sonora Phonograph Co., returned to his desk a few days ago after spending a fortnight in Atlantic City, recuperating from his recent attack of pneumonia. Mr. Wolff, who is in splendid health, resumed his work with customary vigor.



Okeh Window Display Made by Cunningham Phonograph Shop

ROBERTSON'S FINE NEW HOME

The Robertson Music House, of Terre Haute, Ind., Completing Work on Spacious New Quarters—Elaborate Equipment Installed

TERRE HAUTE, IND., March 7.—The remodeling of the building purchased some time ago by the Robertson Music House is rapidly nearing completion and the company expects to move in within a week, according to Mr. Robertson.

Extensive remodeling and redecorating is being done and the building is to be one of the most completely equipped and attractive music stores in the State. The entire structure, of three stories and basement, will be used by the music shop. The main floor will be used for offices and there will also be eight sound-proof demonstrating rooms. The same number of demonstrating rooms are to be used in the basement for demonstrating records and player rolls. The second floor will be used for displaying grand and reproducing pianos and the third floor for pianos and players, with a work shop in the rear.

The front is to be one of the most attractive in the city. It will be of marble stucco; above the first floor will be a large tile and stucco sign, "Robertson's Music House."

Mr. Robertson has been in the music business here for the past twenty years. He formerly had the Victor and Edison agencies, but several years ago took over the Columbia agency.

GRIFFIN SCORING SUCCESS

Well-known Okeh Artist Receives Ovation on Tour—Sings His Recorded Numbers

Gerald Griffin, popular Irish tenor and Okeh record artist, is enjoying a successful tour in the East, during the course of which he has appeared in New York City, Trenton, Philadelphia, Baltimore, Providence, Holyoke, Rochester and Pittsburgh.

Packed houses have been the rule everywhere he has played. On almost every occasion audiences have requested him to sing some of his popular Okeh numbers. His own composition, "It's Only a Step From Killarney to Heaven," is one number which he is always asked to render and which invariably receives many encores.

The General Phonograph Corp., manufacturer of Okeh records, reports a steadily increasing demand for Gerald Griffin records. Where he has appeared this demand has been particularly keen, and it is interesting to note that dealers find that those who previously have bought Gerald Griffin records are very eager to secure his latest releases.

A new Griffin number, "Ireland Is Ireland to Me," is in the new Okeh catalog, and heavy orders are being received for this number.

The Markley Phonograph Co., of 232 Front street, Marietta, O., was recently declared bankrupt and the stock of machines and records is to be sold at a bankruptcy sale.

GLEANINGS *from the* WORLD *of* MUSIC

HOW CURRENT SUCCESSES ARE NATIONALLY EXPLOITED

Present-day Publishers' Problems Discussed—Co-operation of Records, Rolls, Bands and Orchestras Assures National Hearing and Appreciation of Music—Branch Offices as a Factor

It has been said at times that music publishing, particularly popular music publishing, was more or less in the nature of a gamble, and that statement was true for many years. To-day, however, much of the gamble has been eliminated. The publisher, of course, still takes some chances, but it is only in rare cases where any of the leading publishers expend large amounts on a failure. Their methods of giving a number preliminary tests are so thorough that the advertising appropriation that follows is invariably justified.

This is not to say that every song published by even the leading houses is necessarily a hit, but it does mean that those songs that the publishers are actively engaged in exploiting are assured of success. Their present-day methods, after a number is selected on its merits, practically guarantees a certain minimum of sales and this minimum is not small by any means. At present-day standards, which can be considered somewhat abnormal, it means a sale of from 450,000 to 500,000 copies of sheet music. The better numbers even go beyond a publisher's expectations, reaching sometimes considerably over a million copies.

Bringing Sales Up to Quota

If a number selected by any of the leading publishers for special exploitation fails to achieve the expected results in any particular district the modern organization has the means at its command to take measures that generally bring the sales in that locality up to the quota which had previously been set.

The present-day publishing organization, with its many branch offices and large sales staff, in any given two weeks is able to reach the most remote districts of the country. Therefore, if the sales in a given section are not active the publisher's representatives induce singers appearing in the locations to place particular emphasis on a certain song by rearranging programs and by repeating choruses, etc. The orchestras, too, in almost the same manner, are encouraged to contribute their co-operation, and it must be said where the publisher has successfully placed numbers of hit caliber in their hands co-operation is given most enthusiastically.

Records and Rolls Help

Naturally, the wide distribution of both talking machine records and player-piano rolls is often a factor in adding to a publisher's publicity on particular selections, but it must be said that no large publisher depends upon that assistance, though, of course, he willingly accepts such co-operation.

Country-wide Exploitation

There was a time when the fact that a song was a success in the locality where published did not indicate that it had assumed national importance. As a matter of fact, in those days it would take a number sometimes a year or more to go the rounds of the country and achieve the same results now obtained in a much shorter period. To show how, under the present-day methods of exploiting songs, a number becomes a favorite in the very smallest center miles from the place of publication, a recent order from the leader of the Cowboy Band in Grangeville, Idaho, can be cited. The order sent to a large distributor of orchestrations in New York City called for ten piano copies to be used by vocalists and a quartet in connection with the band's programs. The ten numbers selected were all current favorites in the East, demonstrating that what was a hit in New York was a hit in Idaho.

There are some exceptions to this rule, but, generally speaking, the above is true. Sometimes a particular number will have a comparatively

larger sale in one community than in another, but invariably a hit is a hit anywhere. Chicago and the country adjacent thereto, for instance, purchases a larger volume of jazzy music than any other part of the country. The jazzy dances sometimes become a hit there over night. When they are exploited in other sections of the country they do not always achieve the same result. This, however, will always be true of a strict novelty. There can be no set standard for either the wide appeal or the sale of such music. This type of number still has some of the gambling element in it, not that the publisher loses money but that there is no criterion by which he can estimate sales.

The Value of Branch Offices

Some months back, when conditions were not as good as they are at present, there was a movement in music publishing circles to curtail expenditures, and the question arose in some minds whether or not it would be a profitable and successful move to dispense with some of the branch offices. No concerted move was made, however, to carry out such a plan, and, no doubt, none will ever be made. For unless the industry undergoes a revolutionary change it would hardly be profitable. No publisher would want to revert to the methods of twenty years ago. He cashes in to-day in a short space of time and this is followed by a series of other profitable successes. The same results could not be accomplished by any other methods, and the publisher who wants to give the talking machine record

and the player roll manufacturer his best co-operation can hardly afford to dispense with his large organization trained in intensive publicity and sales methods. The record and roll manufacturers are really the cause of all this because their methods of distribution call for a particular release date on their numbers simultaneously in all parts of the country.

PLAYED BY ARTHUR PRYOR'S BAND

Several Witmark Numbers Programmed Regularly by That Band, Now at Miami, Fla.

The programs that Arthur Pryor and his band are offering twice daily down among the sunshine and palms of Miami, Fla., always contain a generous sprinkling of the various publications of M. Witmark & Sons. The fact that these numbers are frequently repeated speaks well for their popularity. The latest addition to the Witmark winners featured by Pryor's Band is "Angel Child," which, though still an infant in point of age, is a fox-trot hit. As a sample of how the Witmark publications figure on the Pryor programs, the following were all listed in one week's offerings: "Let the Rest of the World Go By," "Kiss Me Again," "Little Crumbs of Happiness," "The Heart Call," "Starlight Love," "Eileen Asthore," "Spring's a Lovable Ladye," "Songs of the Season" and "Angel Child."

E. C. Mills, chairman of the executive board of the Music Publishers' Protective Association, returned to his desk quite recently after a two weeks' vacation. Mr. Mills was compelled to take a rest to avoid a nervous breakdown, following his strenuous activities of the past year.



JOHN STEEL

Celebrated Tenor

Late Star of Ziegfeld Follies, Victor Artist and Now in Keith Vaudeville, Sings

"Only a Smile"

WESTERN UNION TELEGRAM
 RECEIVED AT 2040 EAST 9th ST., CLEVELAND. ALWAYS OPEN
 DELIVERED FROM SUI
 1922 MAR 1 PM 4 52
 202BU 61 BLUE ON SYRACUSE NY 320P
 SAN FOX
 I KNOW YOU WILL BE DELIGHTED TO HEAR YOUR NEW SONG ONLY A SMILE IS A HUGE SUCCESS FOR ME I THINK IT THE LOGICAL SUCCESSOR TO SUNSHINE OF YOUR SMILE IT IS A BEAUTIFUL SONG AND I CONSIDER IT ONE OF THE BEST OF MY REPERTOIRE CONGRATULATIONS AND MUCH SUCCESS WHICH YOU ARE SURE TO HAVE WITH THIS S.M.C. RECORDS
 JOHN STEEL

Read This Night Letter

The Logical Successor to "Sunshine of Your Smile"

San Fox Pub. Co.
CLEVELAND NEW YORK

"ONLY A SMILE" Music by J. S. Zamecnik, in 3 Keys, with Violin or Cello Obligato; List price 60c.

Old Vir-gin-ia Blues. The morn-est kind of homesick Blues

VIRGINIA BLUES

A NEW FOX TROT BY THE WRITER OF WABASH BLUES



You can't go wrong with any Feist song

HEAR IT NOW!

SEEK ROYALTIES FROM WIRELESS

Music Publishing Interests Conferring With Radio Executives Regarding Rights to Give Public Performances of Copyrighted Music

So popular have become the concerts by wireless through the broadcasting service of various big electrical companies that the Music Publishers' Protective Association and the American Society of Composers, Authors and Publishers have taken up with officials of the wireless companies the question of royalties on the music so broadcasted. It is held that the wireless concert constitutes a public performance just as though the music were sung from a theatre stage, and is even claimed that as the service offers the song of the actual singers, as well as the records of noted artists, it threatens to

cut heavily into the sales of talking machines and records and reduce the income that publishers now realize on record royalties.

Figures to show that the broadcasting service has hurt record sales are missing, although a big mail order house ascribes the falling off of record demand in the farming districts of the Middle West to that cause. The fact that the record business generally is rather slow just now serves to detract somewhat from the importance of the theory of the mail-order house.

Just what form of royalty would be paid for the privilege of sending copyrighted music by wireless has not been determined, but it is understood that the payment of a flat rate by each station for the use of copyrighted music, or the payment on the basis of so much a song, are both under consideration. The main question is the protection of the interests of the copy-

right owner, for if free wireless music is to replace the talking machine and other musical instruments then the wireless interests must be prepared to make up, in part at least, for the royalties they have killed.

It may be that a basis of royalty will be established similar to that now in vogue in connection with various theatres throughout the country, a plan that has been upheld by the courts. The developments are interesting.

HISTORY REPEATS ITSELF

Two Popular Publishing Firms Duplicating Success of Former Season With Numbers by the Same Writers of Previous Hits

Some years ago Jerome H. Remick & Co. and Shapiro, Bernstein & Co., Inc., exploited waltz compositions, both of which were tremendous hits, namely, "Till We Meet Again" and "Beautiful Ohio." This season again finds these publishers issuing waltzes of similar success by the same writers as were responsible for the previous two songs. The present numbers are "By the Old Ohio Shore," from the pen of Mary Earl, published by Shapiro, Bernstein & Co., Inc., and "When Shall We Meet Again?" by Egan and Whiting, published by Remick. Another coincidence is the fact that in one of the late Victor Talking Machine Co. lists both numbers are on a single record.

PUBLISHES "STAMBOUL" SCORE

Tama Music Publishing Corp. Secures Rights From M. Witmark & Sons

The Tama Music Publishing Corp., by arrangement with M. Witmark & Sons, has published the complete score of the "Rose of Stamboul," which opened recently at the Century Theatre. The score is by Leo Fall and Sigmund Romberg. The latter is under contract with the Witmarks, which made the arrangement necessary.

"Lovey Dove," lyric by Harold Atteridge, music by Sigmund Romberg, a melodious fox-trot novelty, has already been picked as the number which will be the outstanding hit of the show and which is expected to be a real winner.

Al Goodman, musical director, who is conducting at the Century, wrote several numbers for the "Rose of Stamboul," but it was decided to switch them to the score of "Miss Puck," by Walter Kollo, which is the next Viennese operetta scheduled for production at the Century after the "Rose of Stamboul" has its run.

SMITH BACK WITH MARKS CO.

Sammy Smith, who was formerly connected with the professional department of the E. B. Marks Music Co. and other publishing houses, but who in more recent months has been acting as a vaudeville agent, has, it is announced, returned to the staff of the E. B. Marks Music Co. in the capacity of professional manager.

Hear *John Steel* Sing



JOHN STEEL

"IN MAYTIME I Learned to Love"

by JACK SNYDER

B. F. Keith's Orpheum, Brooklyn, This Week (March 13)—B. F. Keith's Bushwick, Brooklyn, Next Week (March 20).

It's a wonderful waltz-ballad, the best ever written.



"IN Maytime I Learned to Love" is in the air—everywhere. You hear it in the theatres, in the restaurants, at dances and holiday fetes. It is infectious—just makes you want to sing and dance.

Play the Refrain on Your Piano



And I'll ne'er for get 'twas you I



met, and in May-time I learned to love—

Professional Copies Now Ready and Orchestrations in Any Key

JACK SNYDER Publishing Co.

1658 Broadway

New York City

**TWO OF THE GREATEST SONGS IRVING BERLIN, Inc., HAS EVER PUBLISHED—
WATCH THEM GROW**

The Successor to "All By Myself"

POOR LITTLE ME

By Benny Davis, writer of "Margie," "Sweetheart," "Make Believe," etc.

YOU CAN HAVE EVERY LIGHT ON BROADWAY

GIVE ME THAT ONE LITTLE LIGHT AT HOME

The Greatest Dramatic Hit Ever Written

IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK

ATTRACTIVE DISPLAY OF RECORD OF "GYPSY BLUES"

Ten months ago a clever company of colored people produced a musical piece at the Sixty-third Street Music Hall, New York City, called "Shuffle Along." This entertainment still plays

called an out-of-the-way theatre, has, indeed, been prosperous and successful to a most gratifying degree.

While it is true that the hard work of the

been in many ways responsible for its lengthy stay in New York. There is one number in the show called "Gypsy Blues" and this has been one of the prevailing melodies of the season. There is hardly a dance program that is complete without this unique success and it has been recorded on every talking machine record in various forms.

Recently the Victor Talking Machine Co. released a new record of "Gypsy Blues," made by Paul Whiteman and his orchestra. It was considered one of the leaders in the Victor list. Several very striking window displays, devoted exclusively to "Gypsy Blues," have been shown by retailers in both the talking machine record and sheet music lines. A typical instance of this phase of the "Gypsy Blues" success is herewith shown, being a reproduction of the window in the store of Emanuel Blout, New York City.

CARRIE JACOBS-BOND IN EUROPE

Noted Composer Will Remain Abroad for Part of a Year

Mrs. Carrie Jacobs-Bond, the well-known songwriter, author of "A Perfect Day," left New York early this month for a nine months' visit to Europe. Prior to her departure she was the guest of honor of the Congressional Club in Washington, following which she spent several days in New York. California friends presented Mrs. Bond with a laurel wreath as a token of love at a farewell reception held in her home in Hollywood, Cal.



How Emanuel Blout Featured Victor Record of "Gypsy Blues"

at that house. In a year of not too many successes "Shuffle Along," playing at what can be

producers and performers has done much to make this show a success, the music, too, has

Music begins where speech leaves off; through it the inmost spirit, all that is inexpressible and yet of most account in us, can give itself.

BUGLE BLUES

**That Great Sensational Blues Played by the Original Jazz Hounds
COLUMBIA RECORD A-3541**

This wonderful Blues is featured by Johnny Dunn in the Plantation Room of the Folies Bergere Revue on Broadway
The New York Clipper says:—"Johnny toots a mean horn"

Yes, this is the Bugle Blues you have had calls for

Perry Bradford, Inc., 1547 Broadway, New York



Edith Wilson

Wicked Blues

By PERRY BRADFORD

The meanest Blues known.

Columbia Record A-3558

Sung by EDITH WILSON

Played by the Original Jazz Hounds

Featured by Edith Wilson in the Plantation Room of the Folies Bergere Revue on Broadway

Note:—"This is the best Blues I have ever written, far better than Crazy Blues and more original."

Also don't forget BIRMINGHAM BLUES

Columbia Record b-3558

PERRY BRADFORD, Inc., 1547 Broadway, New York

A DEFENDER OF JAZZ

Jack Kapp, of the Chicago Branch of the Columbia Co., Comes to the Defense of This Much-discussed Class of Music

Under the heading of "What's All This Talk About Jazz?" "Jack" Kapp, of the Chicago branch of the Columbia Graphophone Co. and one of



J. Kapp

the popular members of the Chicago trade, contributes the following interesting article:

"It is humorous to read in the paper almost every day, to hear people call present-day music immoral and obscene, to have it attacked as such. I wonder if the people who are attacking our present-day music realize that the kind of music which they are attacking is a thing of the past? 'Jazz,' as it was commonly known, was nothing but a 'series of discordant noises' and played by various orchestras of more or less prominence.

"Look at our present selections, the most popular one: 'Wabash Blues' has a dash of the quartet from 'Rigoletto' in it. 'Cho Cho San,'

ever popular with orchestra leaders, is nothing else but 'One Fine Day,' from 'Madame Butterfly.' 'Ma' gets its origin from Mendelssohn's 'Spring Song!' How about the 'Song of India' that was dug out by a leading orchestra and made famous throughout the country? Would you call 'Samson and Delilah' modernized to present-time music immoral? And what about Strauss' 'Blue Danube Waltz,' rewritten as 'Blue Danube Blues?'

"It is just the state of mind that the people listening to it are in. There isn't a show produced in which you could not find something immoral if you wanted to. If the good qualities of the show are such that they outshine the bad qualities, why knock it? If the bad qualities are greater than the good ones, you won't have to knock it—it will fall by the wayside.

"Incidentally, how many people who call songs and shows immoral go to the opera and applaud vigorously those appearing in it? How many operas could be produced in English without the public getting the shock of their lives?

"The music that is in favor with the public at present is going to stay for a while, because the orchestras playing it are musicians, because they take great pains in preparing a number before they even play it, and, lastly, because the good qualities of the music make it just as much an art as the music of a symphony orchestra."

WARNING AGAINST PAYING SINGERS

Music Publishers' Protective Association Calls Attention to Penalties for Violation of Rule

The Music Publishers' Protective Association recently called the attention of its members to the Association law regarding the giving of gratuities in any form. "If any member, employe or representative is found to have bought dinners, cigars, drinks, theatre tickets or wearing

apparel for a singing actor, the member will be immediately fined and suspended from the Association."

Recently there have been some rumors afloat that the payments to singers were again becoming prevalent. Upon close investigation this was found to be untrue; at least, no proof of any such payments was found. Subsequently the professional managers of the various houses were bound by a written oath to avoid any such practice. This latter is framed and placed in a conspicuous position in the various professional rooms.

NEW DOROTHY LEE NUMBER

Sam Fox Co. Releases New Song by Author of "One Fleeting Hour"

The Sam Fox Pub. Co. has just released a new song by Dorothy Lee, entitled "I Love You More." As it is more than two years since the publication of the last song by this writer, the number, naturally, will be well received.

The sales department of the Sam Fox Pub. Co. believes "I Love You More" will outdistance the success of "One Fleeting Hour," which was one of the biggest sellers of high-class songs in many seasons.

Sam Fox, head of the company, states that he is planning an extensive advertising campaign in behalf of the song and will put every effort back of it to make this another triumph for his favorite composer.

WALTER DAMROSCH RETURNS

Walter Damrosch, director of the New York Symphony Orchestra, who has returned from an eight weeks' trip to Europe with Mrs. Damrosch, said that he had been in London and Spain and returned via Paris. The musical world abroad was in the throes of evolution, he said, and the result was in the lap of the gods.

A SKY-ROCKET HIT — the refreshing
fox-trot novelty song

ANGEL CHILD

A DANCING RIOT

THE INFANT LOOKS BIGGER THAN ANY OF THEM

M. WITMARK & SONS — NEW YORK

by
ABNER SILVER
GEORGIE PRICE
AND BENNY DAVIS
WRITER OF "MARGIE," "SWEETHEART," "IT'S YOU,"
"NOBODY'S BABY," "MAKE BELIEVE," etc.

Columbia Catalog Binders keep your record catalogs within easy and convenient reach of salesmen and customers. The 1922 complete record catalog is ready for distribution. Why not order binders at the same time? Ask your Dealer Service man.

**Columbia Graphophone Co.
New York**



CANTON

Keen Competition in Retail Trade—New Models Interest Dealers — News Happenings

CANTON, O., March 6.—Keener competition in the retail music industry is anticipated this Spring as the result of new stores opening in the Canton district. Some dealers who for years have had exclusive agencies for leading makes of talking machines and pianos will find it will require more effort to keep sales up to former years with new houses featuring the same lines as themselves. A survey of the district the past month discloses that talking machine sales experienced a falling off the past month, but with the advent of March there seems to be increased activity, but, summed up, the industry promises little until after Easter. Dealers are keenly interested in the new models and they doubtless reflect the sentiment of the purchasing public. The demand for records continues strong and March releases bid fair to break records of the past two months. Industrially the Canton district is improving and more mills are operating at the present time than at any time since before the war. Optimism prevails and dealers are confident that the industry will experience brisk business this Spring.

George Wille, head of the George C. Wille Music Co., says dealers are keenly interested in the new console types of Victrolas and predicts they will soon be to the fore in public favor. He says that talking machines have moved slowly for a month but that records continue to top sales of previous months.

S. Paul Bowers, who began his career as a music salesman with the Smith & Phillips Co.,

East Liverpool, O., and who in recent years has been identified with the J. W. Brown Piano Co. and the Van Fossen Smiley Piano Co., Canton, O., this week became manager of the Rudolph Wurlitzer Co.'s new store, which now is located at Third street and Cleveland avenue. Mr. Bowers announces that the store soon will add talking machines and small musical merchandise.

"The talking machine outlook is better than it was two months ago," said J. R. G. Minnitt, manager of the store of the J. B. Brown Piano Co., this week. "Demand for talking machines is in excess of that for pianos." Mr. Minnitt believes the trade will see quite a revival with the lapse of another month, due to the gradual improvement in industrial conditions. His store recently added the Vocalion line of records and this department, he says, is now one of the most

completely equipped as well as one of the most popular in the city.

The Army Store, Tuscarawas street, E. Canton, which opened recently, announces it will carry a complete line of Columbia talking machines and records and Okeh records.

C. M. Alford, head of the Alford & Fryar Piano Co., told a representative of The World this week that the Starr phonographs were enjoying a nice business and that during the past two months there has been an increased call for this make of machine.

Retail music dealers of Canton will join with other retail merchants in the staging of the annual Spring Style Exposition, which will be held this year March 23, 24 and 25. As in former years, merchants will decorate their windows and will exhibit the season's newest merchandise.

COLUMBIA GRAPHOPHONE MFG. CO. RECEIVERSHIP DENIED

Receivership Proceedings Instituted in Delaware Courts Dismissed With Consent of Petitioners and Plans for Rehabilitation of the Company Will Proceed Uninterruptedly

WILMINGTON, DEL., March 8.—The receivership proceedings brought against the Columbia Graphophone Mfg. Co. in the United States District Court here ended abruptly on February 21. The manner in which the termination of this litigation was reached indicates that the proposed rehabilitation of the company, as mapped out by creditor committees in that behalf, will proceed to a successful conclusion.

The termination of the suit resulted from a willingness on the part of the petitioners that the action should go no further.

Therefore, when the matter came before the court Judge Hugh M. Morris granted a dismissal of the complaint, with costs to the petitioner, and denied the application for a receivership on the basis of statements filed by the defendant, reciting the consent of creditor interests repre-

senting an important portion of the liabilities to plans proposed for extending these claims.

William Mahaffy, of Wilmington, and Walter L. McDermott, of Jersey City, represented the petitioners. In opening for his clients Mr. McDermott stated that, although they had experienced a loss of upward of \$100,000 on the 3,000 shares which they hold, their chief grievance was that they had not been kept informed of the progress made by the various committees formed by the bank creditors and other creditors. In view, however, of the details laid before them since the application was made and assurances given in writing that their interests are being safeguarded and that investigation will be made of points raised in their petition they do not desire to hinder in any way the rehabilitation proposed.



The PHON-O-MUTE

"The Perfect Tone Regulator"

The PHON-O-MUTE regulates tone control at the only logical place where tone should be regulated—at the reproducer.

The PHON-O-MUTE is attached to the stylus bar instantly and without the use of screws or mechanism. It does not mar or interfere with the sound-box in any way.

The PHON-O-MUTE provides for any degree of tone desired without changing the type of needle. Satisfaction guaranteed. When ordering specify make of Sound Box.

RETAIL PRICE \$1.50

REGULAR TRADE DISCOUNTS

PADDACK PRODUCTS, Inc.

198 Broadway

New York

OKEH ARTISTS AT RADIO CONCERTS

Participate in Okeh Record Night at Roselle Park Station—Miss Vaughn de Leath Arranges Composers' Night at Newark Station—Varied Program—Both Events Signal Successes

Okeh record artists have played a prominent part in the various musical programs broadcasted by local radio stations. Friday, February 17, was observed as Okeh record night at the Roselle Park station, and it is said that this was the first occasion at which a complete concert by phonograph artists was staged over the wireless.

The entire program of the evening was given by Okeh artists, with Fred W. Hager, musical director of the Okeh laboratories, in charge of the event. Local newspapers gave considerable space to this interesting concert and among the Okeh record artists who participated were: the Justin Ring Trio, consisting of piano, banjo and saxophone; Lewis James, tenor; Nathan Glantz, saxophone solo; Miss Virginia Burt, soprano solo, introducing her own compositions and origi-

nal Hawaiian steel guitar imitations; Harry Reiser, banjo soloist, and comedy numbers by Billy Jones and Burt Grant.

The Okeh artists who participated in the second part of the program comprised, in addition to the above, Byron G. Harlan, rural interpretations and songs; Joseph Phillips, baritone, and the Stewart Sisters, vocalists.

The accompanying illustrations show some of the Okeh artists as they appeared at the radio studio, and Okeh dealers throughout the country have commented upon the splendid publicity occasioned by this unique radio concert.

On February 22 composers' night was observed at the Newark radio station and Miss Vaughn de Leath, popular contralto and Okeh artist, was responsible for originating and carrying out this very interesting concert.

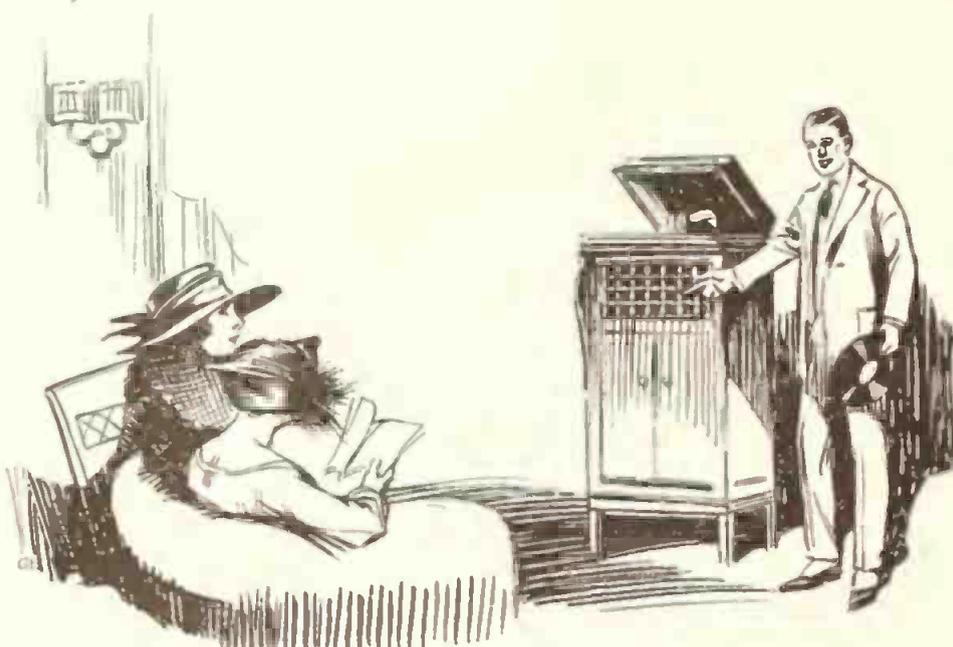
Among the composers and artists who appeared that evening were Albert Von Tilzer, Kendis & Brockman, Jack Cook, Frank Goodman, Fred Hoff, musical director of the "Greenwich Village Follies"; Nat Sanders, Louis Breau, Al Wilson and Jim Brennan, Miss Judy Roth, Miss



Lewis James

Mary Earl, Jack Sheehan and Seymour Brown.

Miss de Leath was a prominent factor in the program, singing "Sweet Seventeen," composed by Otto Motzan, and a brand new song, "Be-



"Made of Genuine Mahogany"

A STRONG selling point that goes a long way towards clinching a sale.

"Made of Genuine Mahogany"—the young couple know that it will match the Genuine Mahogany with which they are furnishing their home. Older people know that its shining beauty is as permanent as the Mahogany heirlooms which have been in the family for generations; that it will be as much admired in years to come as it is today.

Phonographs nowadays are bought to harmonize with the appointments of the home. Genuine Mahogany is ever in style—never out of place. Mahogany represents the best in phonographs just as it does in furniture. You'll find sales much easier if you can say "Made of Genuine Mahogany."

After all—there's nothing like

MAHOGANY

MAHOGANY ASSOCIATION, 347 Madison Avenue, NEW YORK



Justin Ring Trio

cause You Are You," written by Margret Cantrell. The final number on the program was the "Star-Spangled Banner," by all of those present, but before that number was given Miss de Leath sang her latest compositions, "New Or-



The Stewart Sisters

leans" and "Cover Me With Kisses." At the close of the program Miss de Leath was congratulated upon the success of the concert, and especially upon her contributions to an interesting program.

CLEVER PLAN BOOSTS RECORD SALES

HOLDREDGE, NER., March 7.—The Hilsabeck Piano Co. here is creating considerable interest in Victor records through the medium of a Victrola Day each month in the store. At this time the public is invited to the store to hear the playing of records on the Victrola. A prize is awarded to the person giving the best annotation on a favorite. The plan is proving especially effective in stimulating the sale of Red Seal records and a great deal of valuable publicity has resulted.

JOBBER:

CABINET & ACCESSORIES CO.,
145 East 34th St.,
New York, N. Y.

IROQUOIS SALES CO.,
210 Franklin St.,
Buffalo, N. Y.

E. B. SHIDDELL,
142 Berkeley St.,
Boston, Mass.

DAVENPORT PHONO.
& ACCESS. CO.,
217 Brady St.,
Davenport, Ia.

UTICA'S GIFT &
JEWELRY SHOP,
Utica, N. Y.

J. R. POLK FURN. CO.,
294 Decatur St.,
Atlanta, Ga.

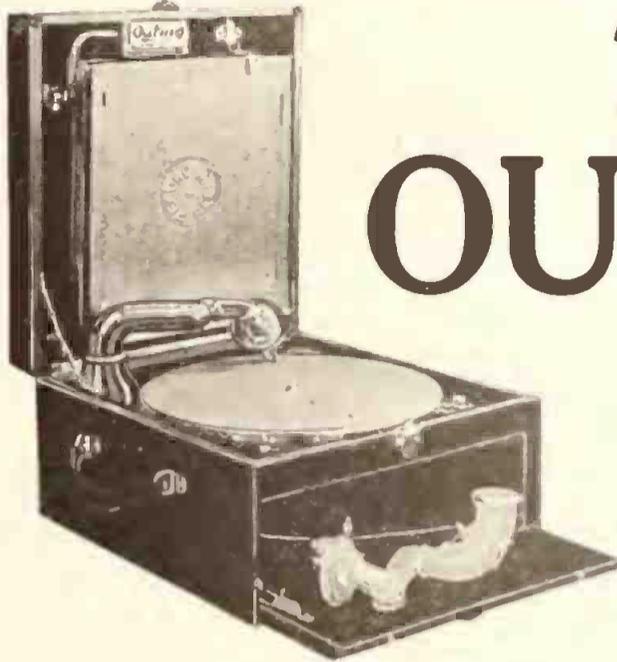
VOCALION CO.
OF OHIO
Cincinnati, O.

VOCALION CO.
OF OHIO
Cleveland, O.

BURNHAM, STOEPEL
& CO.,
101 East Larned St.,
Detroit, Mich.

WM. ANDERSON
PIANO CO.,
79 Eighth St., South,
Minneapolis, Minn.

GEO. C. ULRICH & CO.,
718 Lincoln Bldg.,
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The OUTING

Perfection
in a
Portable
Phonograph

Size: 8 in. x 14 in. x 15 in.
Weight: Complete, including album,
22 lbs.

The OUTING is the most complete and up-to-date portable phonograph ever made.

It is unique and attractive in design.

Superior tone quality.

Built to give years of satisfactory service.

Dealers in territories where jobbers have not yet been appointed will be given full details as to source of supply by communicating direct with us.



Dealers in Mexico and Cuba should send orders and inquiries to

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THE OUTING TALKING MACHINE CO., Inc.

A. J. COTÉ, *President*
MT. KISCO, N. Y.



EMERALD GREEN RECORDS

(Each Record is "an echo from Emerald Isle")

Are Ready for You

A specially made record that appeals to everyone. Now being advertised in leading Irish magazines.



Dealers and agents write for discounts

UNION OF IRISH INDUSTRIES, INC.

Distributing Division

236-38 WEST 116th STREET, NEW YORK

PORTLAND, ORE.

*Impressive Figures That Account for Prosperity in Oregon—
Activities of Dealers Indicate That They Are Alert for Trade*

PORTLAND, ORE., March 4.—Ralph Budd, president of the Great Northern Railroad, is in Portland and has announced that the 1922 budget of his company for improvements is more than \$15,000,000. Of this amount approximately \$3,500,000 will be spent in Oregon and Washington on materials and labor. When we consider that similar action will be taken by the Northern Pacific, Southern Pacific and O. W. R. & N. lines, all of which enter Portland, the business interests of the Pacific Northwest cannot but be optimistic. Ordinarily the lumber camps would all be in operation at this time, but on account of weather conditions in the mountains many of the camps are still closed down, and but for this fact all would be in operation and business in all lines would be booming. In view of the above, coupled with the great resources of the inland empire in wheat, wool and livestock and the tremendous increase in both imports and exports through the port of Portland, the music dealers, together with the business men in all industrial lines, are more than content with business conditions of the present and the outlook for the future.

H. Donaldson Leopold, Jr., representing the Victor Talking Machine Co., who recently was transferred from the California territory to cover Oregon, Washington and Idaho in place of W. G. Gaston, who is now with the Victor Co., of Detroit, Mich., is in Portland visiting the retail accounts and doing some very excellent sales promotion work among the dealers. Mr. Leopold is quite enthusiastic over his new district and sees a great future for the Pacific Northwest with its wonderful natural resources.

M. Davis, district manager of the phonograph

division of the Brunswick-Balke-Collender Co., reports good business for those dealers who go and get it, and says "The business is here for those making the canvass and a little effort to get it." Mr. Davis has just returned from a three weeks' trip throughout eastern Oregon and says the people of that territory are all optimistic now, with a much better feeling among the wheat and lumber districts.

The F. C. Fry Brunswick shop, of Baker, Ore., has been remodeled with the addition of a large reception room and a big display room for Brunswick machines. Mr. Fry reports three times as much business for January and February as for the corresponding months last year.

E. K. Bellony, manager of the Eastern Oregon Music Co., of La Grande, Ore., and an exclusive Brunswick dealer, has added two salesmen to his force and reports a big increase over 1921. Another exclusive Brunswick dealer to give a good account of himself is G. E. Courson, the "music man" of The Dalles, Ore.

Miss E. M. Buelow has opened an exclusive Brunswick department in her music store at Hood River, Ore., and anticipates a good year on account of the prospective big apple crop for this year.

The Ontario Furniture Co., of Ontario, Ore., has built a very neat phonograph department by utilizing one of its entire plate glass window fronts for the display of its Brunswick machines and records.

Mr. Davis says one of the best records made by any Brunswick dealer so far is that of J. E. Metzger, of the Metzger Furniture store, of Gresham, Ore. Mr. Metzger was appointed a

Brunswick dealer on December 15, receiving his initial order on the 18th, and by Christmas he had disposed of twenty-two of his machines, most of them of the larger sizes.

The Wiley B. Allen Co. has moved from its old location on the corner of Broadway and Morrison street into most attractive quarters at 148 Fifth street. The talking machine department, in charge of C. L. Neilson, is on the mezzanine floor with two large demonstrating rooms and a spacious floor space for the display of the Victrolas and Brunswick phonographs. The record department, under the management of Miss Erma Ewart, is on the main floor with eleven hearing rooms equipped with every modern convenience, furnished in wicker with rose-colored draperies at the windows. An instant service counter for records has been installed in the center of the floor and Frank M. Case, manager of the Wiley B. Allen store, has designed and planned the establishment with the view of extending to the patrons the utmost quality value and service. The interior of the store is finished throughout in imitation caen stone with odd and attractive archways carrying out the old Italian scheme. Mr. Case is receiving congratulations on the artistic store he has given Portland.

Elmer Hunt, manager of Sherman, Clay & Co.'s wholesale department and one of the men in the music trade of Portland best able to pass judgment on conditions in and around Portland, reports an improved trend everywhere he has visited, showing a material increase over January and February, 1921.

W. L. Brown, of Sherman, Clay & Co.'s wholesale department, has just returned from an extensive trip through eastern Oregon and Idaho, visiting numerous Victor dealers, and he found all dealers visited most optimistic. Farmers are in much better shape and although things have not opened up to any great extent so far they are all encouraged by the fact that they have been able to dispose of their wool and wheat at prices above their anticipations.

Reports from Astoria, Ore., are also encouraging. John Ray, a Victor dealer of the Owl Drug Store, reports lumber conditions in much better shape in his vicinity, with business "perk-ing up" to a considerable degree.

P. N. Smith, of the Smith Furniture Co., of Mount Angel, and W. W. Moore, of the Moore Music House, of Salem, Ore., were recent Victor dealers to call on Mr. Hunt and both report good business in their territories. L. L. Thomas, of the Thomas Music Store, of Marshfield, Ore., says that after a year's intense depression the lumber mills of his district are all putting on full crews again and things are brightening up to a great extent.

Arthur W. Stein, manager of the Victrola department of Sherman, Clay & Co., said the big business for February centered around the Victrola No. 300, while the 100 E. B.'s again proved in big demand. Red Seal record business was unusually big for February, with operatic records leading.

E. B. Hyatt, of the Hyatt Talking Machine Co., reports good February business, with the sale of Red Seal records better than anticipated. Mr. Hyatt says: "I am looking forward to a large sale of the new types of Victrolas when they arrive, as my customers have already shown considerable interest in the new models and I believe the time is most propitious for the change."

The Reed-French Piano Co., which last year retired from the talking machine field, has re-entered the trade and is again handling Victrolas and Victor records. It will make some improvements in its department.

G. F. Johnson, of the G. F. Johnson Piano Co., reports Cheney and Victrola business showing marked signs of improvement as compared to last month and anticipates a big Spring trade.

Harold S. Gilbert has taken over the White phonograph stock of S. S. Sigel & Son and is featuring a sale of these machines and meeting with great success.

The phonograph department of the Meier & Frank Co. put on a successful sale of the Pathé phonograph and Pathé records during the first two weeks of February and 156 machines were disposed of on the opening day and over 500 during the two weeks, together with thousands of Pathé records disposed of, two being offered for the price of one.

H. H. Princehouse, sales manager of the phonograph department of Lipman, Wolfe & Co., reports business very good for the Sonora and Brunswick phonographs during February. A large shipment of Sonoras has just been received, among them a special order in a Sonora period model of Colonial design for the home of D. W. Jacobs, one of Portland's most prominent contractors.

Morley Sommers, Pacific Coast representative for the Sonora phonograph, visited Portland for several days en route to California, after an extensive trip throughout the Pacific Northwest.

Sanford Adler, of the Adler Music Co., of Baker, Ore., is sojourning in California for the winter. His brother, Carl, and Mrs. Jean Fowler have been left in charge.

M. S. & E. INCREASES TERRITORY

The sales department of the Sonora Phonograph Co. announced this week that the W. B. Glynn Distributing Co., Saxtons River, Vt., Sonora jobbers, had been replaced by M. S. & E., of Boston, Mass. The latter company will now cover the entire New England territory from its headquarters in Boston, Mass.

ARMSTRONG CO.'S SALES CAMPAIGN

MEMPHIS, TENN., March 3.—The popularity of the Pathé phonograph in the South was recently well attested through the results of a sale of Pathé instruments announced by the Armstrong Furniture Co., of this city. The sale brought prospects from far and near, resulting in a large percentage of sales.

If you want your stock to keep moving, keep moving yourself.

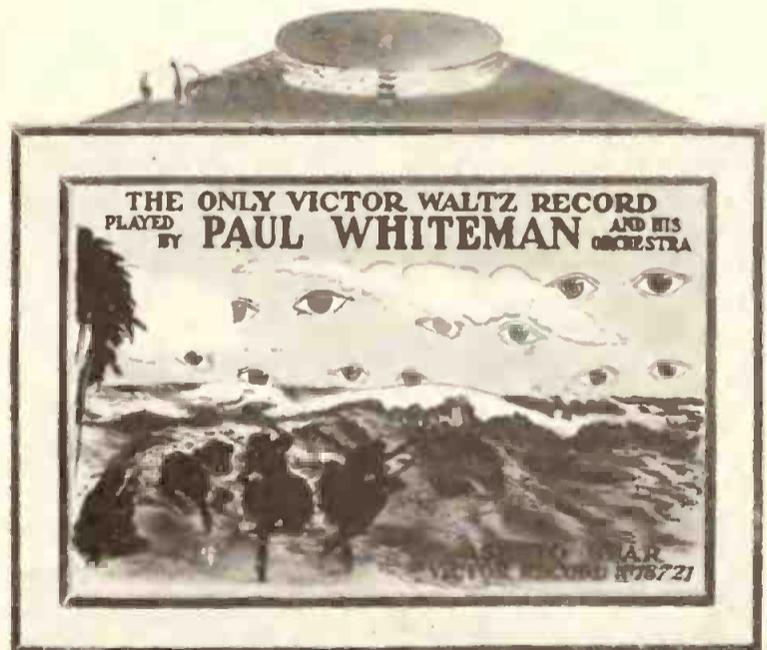
**"DA-LITE"
ELECTRIC DISPLAY SERVICE
EXCLUSIVELY FEATURING
Victor Records**



THE SERVICE consists of four artistic hand-colored panels, or fronts, delivered to you each month before the records are released, advertising the leading selling records which are selected through information obtained from fifty wholesale distributors.

These panels are used in our "DA-LITE" ELECTRIC DISPLAY, which we furnish you without charge while you are subscribing for the service. All of the leading VICTOR DISTRIBUTORS have this display installed in their salesroom for your inspection and will advise you to order the service if you desire to increase your sale of records.

We will feature the following records for April: 18864, "Wanna" (Fox Trot), Club Royal Orchestra; 18866, "Three O'Clock in the Morning" (Waltz); 18862, "April Showers," sung by Charles Harrison; 18870, "Angel Child" (Fox Trot), Benson Orchestra (Released March 15th).



A NEW FEATURE—SELLING OLD RECORDS

On the tenth of each month we will release a Special Panel for some old record on which the dealers are overstocked—IT SELLS THEM—Our release for March is No. 18721 as illustrated above. For April No. 18744, "UNDERNEATH HAWAIIAN SKIES." If you have a stock of either of these old records it will pay you to buy the panel. Price, \$2.50 each.

Write for Our Descriptive Circular, Which Gives the Logical Reason Why Our Display Sells Records.

**"DA-LITE" ELECTRIC DISPLAY COMPANY
116 NORTH ERIE STREET TOLEDO, OHIO**

They have given What will you give?

Mail This Coupon Now ←

Do the comforts of life mean more to you than human lives?

HONOR ROLL
of Contributors to the
MUSIC TRADES QUOTA
of the
JEWISH WAR RELIEF

Famine, pestilence, rapine, and massacre have been the lot of hundreds of thousands of unfortunate Jews in Russia and Ukraine.

A little self-denial on your part—a luxury or two dispensed with—will mean a contribution that will rescue agonized women and starving children from the grave.

They perish while you delay. The need is urgent.

He gives twice who gives quickly.

Our quota is in sight. Mail this coupon now.

NEW YORK CAMPAIGN for JEWISH WAR SUFFERERS
Music Trade Committee 311 6th Avenue, New York

For the relief of the stricken Jews of Europe I hereby contribute the sum of

Subscription may be made payable in four installments—April 1, 1922; July 1, 1922; September 1, 1922, November 1, 1922.

Name.....
Address.....

MAKE CHECKS PAYABLE TO PAUL BAERWALD, TREASURER

- \$1,500
Landay Bros., Inc.
- \$1,000
Samuel Buegeleisen
- \$700
Fred and Walter Gretsck
- \$600
Knickerbocker Tlk. Mach. Co.
- \$500
Hardman, Peck & Co.
Steinway & Sons
Mr. and Mrs. Irving and
Frank H. Isaacs
S. B. Davega Co., Inc.
- \$300
Employees of Landay Bros.
Inc.
General Phonograph Corp.
- \$250
Sonora Phonograph Corp.
Blackman Talk. Mach. Co.
Brunswick-Balke-Collender
Co.
- Silas E. Pearsall Co.
Chas. H. Ditson Co.
M. Hohner
C. Bruno & Son
Saul Birns
Long Island Phono. Co.
Jas. G. Widener
Jos. Spector
- \$200
Otto Heineman
Weser Bros., Inc.
- \$150
Jacob Doll & Sons
Max Max
B. Abrams
J. C. Fischer
Mr. and Mrs. E. Blout
G. T. Williams Co.
Louis A. Titefsky
- \$125
Brilliantone Steel Needle Co
Reflexo Products Co.
- \$120
Henry Nathanson
- \$100
Independent Phon. Mfg. Corp
Adolph Mayers
Jacob Schursch
J. Winter
Max Goldsmith
Sol Lazarus

- Ormes, Inc.
S. Sherman
Carpenter Co.
Albert Sichel
R. Edward Strauss
James W. Jones
J. Clarence Levine
Max Willinger
Mathushek & Son
Bronx Talk. Mach. Co.
Alexander W. Herzog
Max Rothstein
James Brooks
New York Talk. Mach. Co.
Michnoff Talk. Mach. Co.
Mus. Inst. Sales Co.
Bersin Phono. Co.
A. B. Chase Piano Co.
Collings & Co.
Louis Schwarz
R. Wurlitzer
- Less than \$100
Chester A. Abelowitz
Arthur Baumann
Behning & Albin
Isadore Blaw
Bogart Piano Co.
Cabinet and Accessories Co
George Doll
Harry Duff
Myer Gennis
Otto Goldsmith
P. Paul Graef
Adolph Heineman
Employees of Knickerbocker
Talk. Mach. Co.
Krakauer Bros.
Benjamin Lax
W. M. Lewis
L. D. Parry
Ricca & Son
Israel Schwarz
J. Selig
Weil Bros.
Wissner & Sons, Inc.
Abraham Abelowitz
Theo. Arison
Henry H. Harkavy
Isador Jacobson
Max Mandel
Paterson Piano Co.
C. B. Riddle
Julius Schlanger
Schnabel Bros.
Strauch Bros., Inc.
Victor Harris
Szilagyi & Co.
Alfred Lippe
Chas. Deringer
H. Bersin
Theodore Lohr
M. Rosenblatt
Mrs. L. Davega

- Richmond Mus. Sup. Corp.
Sidney Matz
S. Bersin
European Phono. Co.
Kirsch's Music Store
David Kirsch
Louis Mandell
F. Bullenkamp
Max Freedman
Alexander Holtzoff
Wm. Kreuzer
Mr. and Mrs. Irwin Kurtz
Louis I. Leibowitz
M. Luscher
Samuel Milstein
Montague Marks
Owens & Beers
David Rosenbaum
Joseph Zellman
John Cromelin
Buescher Band Inst. Co.
A. A. Troescher
Wm. A. Condon
C. W. Conway
O. S. Goan
Gold Seal Co.
Max Goldbart
Julius Goldberg
Horton-Gallo-Creamer Co.
Samuel Hyman
Kay Talking Machine Co.
H. P. Lowenstein
N. Y. Album & Card Co.
J. & L. Safren
Schmukler-Singer, Inc.
Chas. M. Stieff, Inc.

- Leon Tobias
Arthur Van Vean
Harry Zuckerman
William Axt
Christman Piano Co.
L. Conover
A. Conrow
Samuel Creedman
Dreazen's Music Shop
Meyed Ginsberg
Gold Seal Repeater Co.
Jaff Bros.
David Kahn
George O. Lake
E. Leins Piano Co.
Liberty Music Shop
Liberty Phonograph Co.
Trinity Talking Machine Co.
A. Lorczak
Modern Music Shop
Palace Talking Machine Co.
Peerless Album Co.
Rudolf Roemer
H. Saletan
Schleicher & Sons, Inc.
Leon Brick
Geo. E. Finch
Ralph Holland
Ideal Music Co.
Jacob Piano & Phono. Corp.
Abraham Lesser
Hyman Lifschitz
Chas. P. Miller
Philip Nobel
Morris Sandler, Inc.
Alfred Tannenbaum

- Geo. A. Long Cabinet Co.
Saul Bornstein
Arthur Press
Albert Bersin
Jacob Brody
Louis Brody
Louis Dreazen
Harry Duckman
E. G. Evans
H. B. Foster
Albert Galuchie
Benjamin Ginsberg
Robert Goldman
Harmonee Music Shop
Kirsch Bros.
Kirsner Bros.
Louis Kritzler
Louis Levy
Hyman Muckasie
Rappaport's Music Shop
Louis Rubenstein
Schleicher & Sons, Inc.
Leo Schlein
Louis A. Schwarz
Edward Shapiro
Isidore Stein
Edward Straus
O. H. Williams
Bricker's Music Shop
Samuel Katz
Harry Parnes
Israel Scheib
Rudolf C. Koch
Morris Mincowitz
Janssen Piano Co.
Nostrand Phonograph Co.

THREE-DAY CONVENTION OF VICTOR DEALERS HELD IN PHILADELPHIA

Sales and Educational Conference Under Auspices of Philadelphia Wholesalers and in Co-operation With Victor Co. Proves a Tremendous Success

PHILADELPHIA, PA., March 8.—The first convention of the Victor dealers in this section, which began at the Bellevue-Stratford Hotel Monday morning and ended with an elaborate banquet at the same hostelry this evening, will go down in trade history as a most successful affair in every particular, successful beyond even the dreams of those who were responsible for the birth and development of the idea and who arranged the program which ran through the three days without a hitch.

The convention was held under the auspices of several Victor wholesalers of this city, the Louis Buehn Co., Penn Phonograph Co., C. J. Heppe & Son, H. A. Weymann & Son, and the Victor Talking Machine Co., and close to 300

Hampton Moore, of Philadelphia, who welcomed the visitors in the name of the city and delivered an interesting address on "Industrial Opportunity," in the course of which he took occasion to call attention to the forthcoming sesqui-centennial exposition which will be held in Philadelphia in 1926. He also paid a graceful tribute to the Victor Co. and the service it is rendering mankind by making permanent records of the voices of great artists and statesmen.

J. S. MacDonald's Address

J. S. MacDonald, sales manager of the Victor Co., was the next speaker, and in his address called the attention of the dealers first to the established policy of the Victor Co. to adhere strictly to quality production, going to the four

touch with every new invention and patent that might serve to improve the Victor quality.

Mrs. Clark Tells of Educational Work

The final speaker of the morning session was Mrs. Frances Elliott Clark, director of the Victor Educational Department, who told of the work of her department in a particularly interesting manner and gave an outline of its history and accomplishments. She told how work that originally consisted of placing Victrolas and Victor records in high schools has steadily developed until it now includes the teaching of music to children in the home through the medium of the Victrola, and explained how the work of the department had acknowledgedly revolutionized the teaching of music throughout the country.



The Great Assemblage of Victor Dealers at Opening Session at Bellevue-Stratford, Philadelphia

dealers and members of their sales staffs attended the various sessions. Most of the program was given over to lectures and detailed descriptions of various phases of the educational work being carried on by the Victor Co. itself and in which the co-operation of the dealers is greatly desired.

The meetings were under the personal direction of "Phil Jobbs" in the person of George A. Tatem, of the Talking Machine Co., who, with sleeves rolled up, garbed in the apron of a shipping clerk, and armed with an instrument which seemed a cross between a nail puller and bung starter, proceeded to announce the various features of the program.

Dealers Receive Cordial Welcome

The convention opened on Monday morning, March 6, according to schedule, with about 300 dealers and members of their sales organizations present. Louis Buehn, head of the Louis Buehn Co., and president of the National Association of Talking Machine Jobbers, assumed the duties of chairman and welcomed the guests in behalf of the distributors. He then introduced Mayor J.

corners of the globe for materials of the proper grades, and, secondly, of the millions of dollars spent in advertising for the establishment and maintenance of Victor supremacy both nationally and internationally.

Mr. MacDonald pointed out that the retailer was selling more than mere merchandise in that he was offering to the public not only a medium for education, but a means of entertainment. In closing he urged the dealers particularly to give attention to the problem of increasing Red Seal record sales.

John G. Paine's Talk

Following Mr. MacDonald, John G. Paine, of the Legal Department of the Victor Co., delivered an inspiring address on "The Victrola and the Present Day." He emphasized the mutual trusteeship of business, represented first by the self-imposed trust of the Victor Co. in providing its dealers with the best in machines and records, and, secondly, the trust imposed upon the dealer of marketing these products in the best possible manner. Mr. Paine dwelt briefly upon legal matters and told how the Victor Co. kept in close

At the present time, said Mrs. Clark, Victrolas were used regularly in schools in over 10,000 cities and towns, and she took occasion to pay a tribute to the vision of Eldredge R. Johnson, president of the Victor Co., for making possible such an achievement.

Following Mrs. Clark's address, a special luncheon was served in the Rose Room of the hotel, during the course of which the dealers had the opportunity of inspecting a model demonstration room installed by the Unit Construction Co., and equipped with the new sales stimulator and other features.

Some Visiting Wholesalers

In addition to dealers from all sections of Pennsylvania, and the executives and employes of Philadelphia jobbers, there were several wholesalers from other sections who took the opportunity of attending the session, among them being J. Newcomb Blackman, of the Blackman Talking Machine Co., New York; W. D. Andrews, Syracuse, N. Y.; C. N. Andrews, Buffalo, N. Y.;

(Continued on page 148)

THREE-DAY CONVENTION OF VICTOR DEALERS HELD IN PHILADELPHIA—(Continued from page 147)

and O. L. Neal, of the Buffalo Talking Machine Co., Buffalo, N. Y.

MONDAY AFTERNOON SESSION

The Monday afternoon session was given over to the representatives of the Educational Department of the Victor Co. and proved most interesting to dealers present. Miss Margaret M. Streeter opened the program with an illustrated talk on "Rhythm—Free and Suggested Expression," going into the subject at considerable length. She was followed by Miss Edith M. Rhettts, who delivered a comprehensive address on "Cultural Hearing," and explained how the child particularly could be trained to have a proper appreciation of musical values. S. Dana Townsend, also of the Educational Department, talked interestingly on "English for the Home and Elementary Schools," with pertinent references to records in the Victor catalog. Miss

of the program again and Miss Streeter delivered a talk on "Mimetic Play and 'Making Believe' With Little Children," in the course of which she offered to dealers many new ideas for appealing to the child mind.

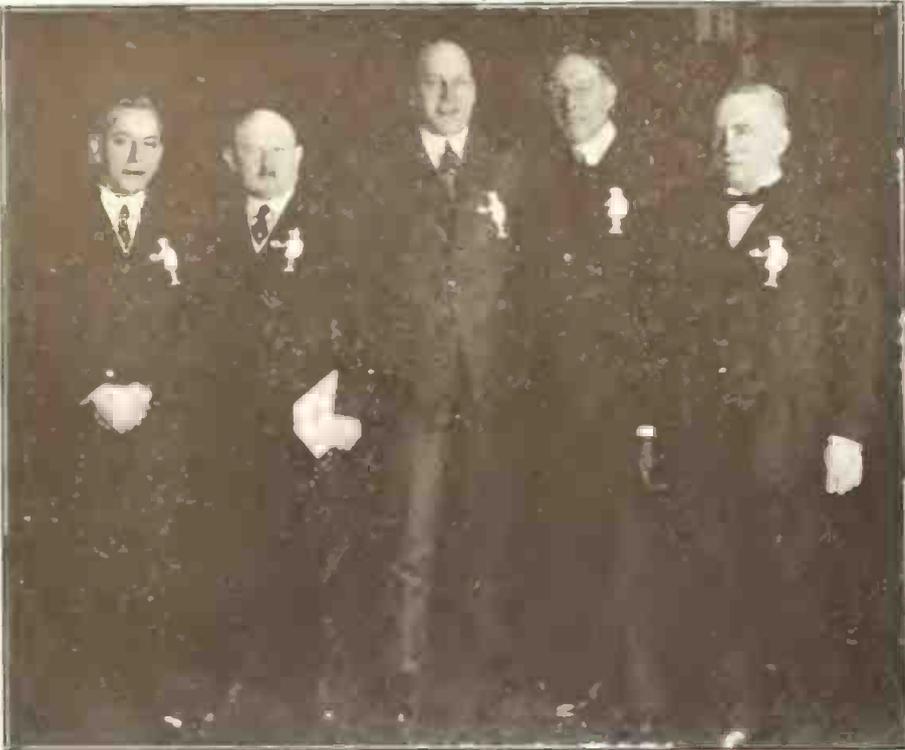
Next came Miss Rhettts, who gave a comprehensive talk on "The Instruments of the Orchestra by Sight, Sound and Story," illustrating her address with charts and other literature provided by the Victor Co., and with specially selected Victor records.

Mr. Townsend again addressed the dealers on the subject of English literature, on this occasion devoting his attention to the work of the junior and senior high schools, following which Mrs. Frances Elliott Clark outlined interestingly the development of the music memory contest idea, emphasizing the importance of the work and explaining in detail how the contests could be car-

The entertainment was provided by a number of vaudeville artists, including a number of novelties, among them a mind-reading act that pleased the guests, although it bewildered them. There were eight acts on the bill and of sufficient variety to prove entertaining throughout the program.

WEDNESDAY MORNING SESSION

Ernest John, manager of the advertising department of the Victor Co., was the first speaker of the Wednesday morning session and dwelt at length upon the function of advertising and creating sales, particularly from the dealer's viewpoint. He emphasized the importance of personal contact and personal interest and declared that there was no better way for building up a following than to take the trouble to remind a prospective customer that certain records missing when he called at the store were now available and by



The Philadelphia Jobbers

Left to Right—Eugene Stern, Talking Machine Co.; T. W. Barnhill, Penn Phonograph Co.; Louis Buehn, Louis Buehn Co.; H. W. Weymann, H. A. Weymann & Son, and F. J. Heppe, C. J. Heppe & Son



The Glad Hand Committee

Left to Right—Standing: Harry A. Ellis, Chas. Paulson, Claude Kohl, E. J. McCormack, Harold Cregor, L. P. Brown, D. W. Mayberry, E. P. Bliss and George W. Witney. Seated: Frank R. Rausley, E. E. Hippie, Wm. Doerr, George A. Tatem ("Phil Jobbs"), R. Burrows, Frank Schaller and Thomas Hower

Marie Finney had for her subject "Songs for Children, Adolescents and Adults," offering numerous record demonstrations in illustration of her statements.

The final address was by Miss Mabel Rich and proved one of the most interesting of the series. Miss Rich talked on "Around the Year With the Victrola" and offered many illustrations of the type of Victor record music available for Halloween, Thanksgiving, Christmas, Easter and the various holidays and special seasons throughout the year. It was an illuminating talk.

Entertained at Theatre Party

On Monday evening the dealers were the guests of the jobbers at a theatre party at the Garrick Theatre, where they enjoyed the performance of Geo. M. Cohan's comedians in their presentation of "The O'Brien Girl." Several bits of topical nature and referring to talking machine subjects were interpolated by the comedians for the benefit of the dealers.

TUESDAY MORNING SESSION

The Tuesday morning session opened with an address by F. A. Delano, director of the Salesmanship School of the Victor Talking Machine Co., whose subject was "Selling Victor Records," and who cited examples of practical record selling on a basis to increase the volume, and as a means to that end emphasized the wisdom of dealers learning the musical preference of their customers. He urged the use of the Ready Reference Labels and made a particular point that where a number of records by one artist are demonstrated they should be interspersed with selections of a different appeal. Mr. Delano's suggestions were based upon his personal experience in the retail record field and were of the sort to prove of great value to dealers adopting them.

The Educational Department then took charge

ried on and particularly how they could be made to revert to the benefit of the Victor dealer.

TUESDAY AFTERNOON SESSION

Mr. Delano also opened the Tuesday afternoon session with an address on "Selling the Victrola," in the course of which he particularly urged that dealers cease to sell on the argument of the mechanical perfection of the machine, but rather make the sale on its musical performance. He pointed out, however, that the dealer and his salesman should be equipped to discuss the mechanical features of the Victrola for the benefit of such customers who are inclined to ask questions. He laid particular emphasis upon the fact that Victor machines played Victor records best and discussed for the dealers and with them many important and interesting factors entering into machine selling.

Following Mr. Delano's remarks Miss Streeter, of the Educational Department, delivered an interesting illustrated talk on "Characteristic Rhythms," making reference to both rhythms of nature and of the dance.

A talk of particular importance was that of Miss Rhettts on "Selling Instrumental Music," in the course of which she offered to the dealers accurate and distinctly valuable information regarding music of that type which should have a material effect in increasing record sales.

The final address of the afternoon session was that of Miss Rich, who talked on "Rhythmic Songs and Games," in the course of which she made reference to the use of talking machine music in the development of penmanship.

The Dealers' Entertainment

On Tuesday evening the dealers with their families and employes were the guests of the Philadelphia Victor Dealers' Association at an informal entertainment and dance given in the Clover Room of the Bellevue-Stratford Hotel.

showing a willingness to please him in other directions. Advertising as such, said Mr. John, was designed primarily to get the message of the dealer over to people who could not be reached with the voice and should be written from the angle of the customer and not from that of the dealer.

An interesting point made by Mr. John was that the dealer's store should be so arranged that the interior could be seen plainly from the street, and said that this could be done without interfering with the arrangement of the window displays or the comfort of the customers. By that means the public could be made aware of the activity within the store and be moved thereby to make purchases. He had seen, he said, stores that from the outside were apparently doing no business, but inside there might be a score or more customers making purchases or awaiting attention.

Regarding advertising copy, Mr. John urged the use of plenty of white space to give the message a chance to stand out and attract attention, and also declared that the left-hand page was the most desirable if one wished to have an advertisement appear as the first page that meets the eye when the magazine or newspaper is opened or the page is turned, because the eye travels from left to right.

More Educational Talks

Once again the Educational Department came to the front and Miss Bess Daniels, of that department, talked on "Program and Pure Music," followed by Miss Streeter, who had for her subject "Music in the Rural School." Mr. Townsend, who at the previous session had talked on various phases of literature, next interested the dealers particularly with an address on "The Victrola in Correlation With American History," in the course of which he traced the relation of music

THREE-DAY CONVENTION OF VICTOR DEALERS HELD IN PHILADELPHIA—(Continued from page 148)

to history from the time of the Vikings to the period of the recent World War.

The morning session ended with an address by Mrs. Clark on "Nationality in Music," in the course of which she illustrated how the influence on various peoples of environment, climate, topography and government was reflected in their music.

WEDNESDAY AFTERNOON SESSION

At the opening of the Wednesday afternoon session Miss Rhett's gave a lengthy talk on the development of music under the title "How Music Came to Be," and told the story of music from the time when the art was in its elemental form up to the modern music.

Mrs. Clark's Excellent Address

The next speaker was Mrs. Clark, director of the educational department, whose subject was "Sowing, Cultivating, Harvesting." She took occasion to sum up comprehensively the tremendous educational work started and carried on by the Victor Co. and to emphasize to the dealers the importance of their full and intelligent co-operation locally in making that work as successful as it deserves to be. She declared that as tremendous and widespread as had been the work of the educational department of the Victor Co., all that work had simply been in the nature of preparing the ground and making it fertile for the dealer. It was the function of the latter, she declared, to give heed to the sowing, the cultivating and the harvesting.

The retailers could not expect, she said, simply to throw out a few seeds of local propaganda and expect big proper results any more than the farmer could throw out a few seeds and expect a great harvest. The work required intelligent sowing, intensive and careful cultivation and enthusiastic harvesting. The fact that Victrolas and records are included in the school equipment of over 10,000 cities and towns of the United States offers some idea of the extent of the foundation work of the Victor Co. and of the opportunities that lie before the dealers in the educational field.

The New Order of "Winders"

At this point of the proceedings an unannounced surprise was sprung on the assembled dealers when Phil Jobbs introduced the "Exalted of the Ancient and Honorable Order of Winders," in the person of George W. Witney, who in turn introduced the grand recording secretary of the new order, together with a score of members of the executive committee. The "Exalted Ruler" then proceeded to initiate all the dealers present in the new order, and caused to be distributed discs bearing the Victor trade-mark on one side and the sign of the order—a Victrola winding key—on the other, surrounded by the words, "Phil Jobbs," and the mystic letters, "A. S. C." He explained that these were emblematical of the words "Advertising, Selling and Collecting," and then went into extended details regarding the further significance of the same letters.

Louis Buehn, the chairman, then announced that the prize for the best slogan for the Philadelphia Jobbers had been awarded to L. P. Brown, of the Penn Phonograph Co., the slogan being, "Let Phill Fill 'Em."

The business sessions wound up with the opening of the question box and the answering of the various questions submitted by J. S. MacDonald, sales manager of the Victor Co. A number of the questions had a decided kick to them, but Mr. MacDonald handled the situation gracefully and did not hesitate in any instance to find an answer that met the situation. The queries ranged from those regarding the effect of wireless telephony on the talking machine trade to those regarding the various types of records. The meeting then adjourned.

THE CLOSING BANQUET

The three-day convention wound up with an elaborate banquet in the Rose Garden of the Bellevue-Stratford, when the visiting dealers were the guests of the Philadelphia jobbers, and the evening was a success from the time the guests first glanced at the unique menu until "Home, Sweet Home," put an end to the dancing.

The menu itself was a work of unusual interest, being printed in the form of the monthly Victor hanger, with a guide line alongside each dish regarding the proper way to eat it, as, for instance, "Ocean-dipped Almonds—Thum and Phirst Phinger"; "Breast of Guinea—Nife and Phork," and "Green Peas—Optional." Needless to say, the menu made one of the hits of the evening, and it is rumored that George W. Witney was again the responsible party.

When Louis Buehn took up the duty of toastmaster he took occasion to express to the dealers the appreciation of the jobbers for their attendance at the meeting and their loyal support and expressed the hope that they would take back with them to their homes the important lessons learned at the convention.

Ralph M. Freeman's Address

The first speaker introduced was Ralph M. Freeman, director of distribution of the Victor Talking Machine Co., who had for his subject "The Business Prospect," but took occasion at the outset to express appreciation of the Victor Co. for the interest taken by both the jobbers and dealers in studying and discussing the means for the improved distribution of Victor products and for the spread of the educational work. He paid particular tribute to Mrs. Frances E. Clark, head of the educational department of the Victor Co., and the members of her staff for their excellent accomplishments.

In commenting upon the Victor Co.'s attitude toward the dealer and the jobber, Mr. Freeman emphasized the fact that this company had always made it a policy to consider, first, the public buyer; secondly, the retail sales person, who comes in contact with that buyer, and then, in order, the dealer and the wholesaler.

Regarding future prospects, Mr. Freeman said that one man's guess was as good as another's and that he agreed with the statement that the business of the country was going through an effervescent period and was bound to settle down soon. He agreed with the opinion that one-third of the people of the country had only half the buying power of 1917 and expressed the belief that the total buying power of the country to-day was about five-sixths of that of 1917. He cited his experience upon a recent transcontinental tour and declared that business appeared to be worse in those sections where there was evident a lack of effort. In closing, Mr. Freeman declared that a definite reaction for the better in business was coming shortly, probably within the next four or five months and possibly sooner.

At this point a pleasing feature was injected when Mrs. Louise Nolan, wife of William Nolan, the popular Buehn Co. representative, sang several "spirituals," accompanied by Miss Edith Rhett's at the piano.

Blackman Talks on Loyalty

J. Newcomb Blackman, head of the Blackman Talking Machine Co., New York, and one of the out-of-town jobbers observing the work of the convention, spoke next, and based his talk on the loyalty of both wholesalers and dealers to the Victor Co. during the period of uncertainty in appreciation of the tremendous help that company had given them in the conduct of their businesses in the past through well-established regulations and suggestions. He emphasized particularly the fact that although many large corporations in the steel trade and other lines of business had written off deficits of many millions of dollars during 1921 the Victor business had still during that trying period continued to show substantial profit for all concerned, Mr. Blackman used some straight language in expressing his views on the proper attitude of the wholesale and retail trade and made a distinct impression.

Dealers' President Expresses Appreciation

The next speaker was George W. Hoover, president of the Philadelphia Victor Dealers' Association, who, after thanking the jobbers and the Victor Co. for the opportunity given the dealers to get a proper insight into the scope and importance of the educational work, took occasion to enlarge upon the probable results from the conference and the importance of co-operation among the dealers in one locality handling the same product.

E. J. Cattell's Fine Address

The final speaker was Edward J. Cattell, the prominent Philadelphia orator, who delivered a sermon on optimism and the observance of the Golden Rule that, although delivered at times in a humorous way that kept his audience in convulsions, nevertheless carried an undercurrent of seriousness and philosophy that made a profound impression. Mr. Cattell enjoys a countrywide reputation as a speaker.

Following the banquet proper the guests adjourned to the ballroom for the dancing.

A Machine Stock Register Book That Will Make Money for Victor Dealers

Requires no book-keeping knowledge to keep it up-to-date. Tells instantaneously what stock is on hand, what is "on order" and what styles are selling best. Highly prized for more than a year past by many Victor dealers. Now available for the entire Victor trade. Costs little but is worth a lot.

Jobbers' Inquiries Invited. Dealers' Orders May Be Placed Through Regular Jobber or Direct to

CURTIS N. ANDREWS

Victor Wholesaler

BUFFALO, N. Y.

IT TELLS YOU AT A GLANCE

- Where Each Machine Was Ordered.
- Date Ordered.
- Quantity.
- Finish.
- Balance Due.
- From Whom Each Machine Was Received.
- Serial Number.
- Date Received.
- Date Sold.
- Name, etc., of Buyer.

ALL ON FACING PAGES

H.K. Lorentzen

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

GRINNELL EDUCATIONAL WORK

Educational Department Opened by Grinnell Bros. on January 1 Under Direction of Miss Edith M. Ruebekam Getting Excellent Results in the Detroit Territory

DETROIT, MICH., March 6.—The Victor educational Department opened on the first of the year by Grinnell Bros., local Victor wholesalers, with Miss Edith M. Ruebekam as director, is rapidly developing a number of activities that promise some big things for the Victor retailers in this territory, provided they take full advantage of the opportunities offered.

Miss Ruebekam has had wide experience in music and educational work and in the handling of publicity, having graduated from the Columbia School of Music in Chicago, where she took a course in voice, and later won fame conducting a number of amateur operettas. In addition she has had experience in newspaper work, which enables her to get her matter across in proper form.

Among the various activities of the Grinnell department under Miss Ruebekam's direction is the hooking up of the educational work with the local radio broadcasting service, having secured a period of ten minutes each evening between seven and eight o'clock for the purpose of sending out educational matter. At the present time she is broadcasting information regarding the holding of a music methory contest in Detroit. Two records for demonstration purposes are played each evening.

The Grinnell department is in close touch with the Federated Women's Clubs, before which

are given weekly talks and demonstrations. The department is also participating in the work of the Council of Churches in aiding in the course of sacred music, and is preparing to take an active part in the forthcoming School of Religion to be held here. This work is being done



Edith M. Ruebekam

through various schools, through the medium of the Art Institute and other mediums.

Miss Ruebekam has been visiting the Victor factory in Camden, conferring with the officials of the Educational Department there, and took occasion to attend the meeting of the Victor dealers held in Philadelphia this week.

BISHOP RESIGNS FROM LOESER'S

Manager of the Talking Machine Department of Frederick Loeser & Co., Brooklyn, Resigns

W. H. Bishop, manager of the talking machine department of Frederick Loeser & Co., Brooklyn, N. Y., severed his connection with that firm on Saturday, March 11. Mr. Bishop has had a wide experience in the merchandising of Victor products, having made his start a number of years ago with the traveling staff of the Victor Talking Machine Co. He was associated with the Trinity Talking Machine Co. in the financial district of New York for three years prior to becoming associated with Frederick Loeser & Co., two and one-half years ago. He is considering several offers, but has not definitely decided on his future connection.

Joseph Flannigan, who has had charge of the record stock under Mr. Bishop during the past two years, will succeed him as manager.

ENLARGE SIMPLEX MOTOR FACTORY

Simplex Electric Motor Meeting With Success—
 Planning to Open Factory in New York

MONTREAL, CAN., March 8.—The Simplex Electric Phonograph Motor Co. has found it necessary to enlarge its factory in order to meet the increasing demand for the Simplex electric motor. The factory is now turning out an average of 5,000 motors monthly, and is giving prompt and efficient service. The Simplex electric motor embodies a number of radical departures in design and construction. It is built without gears or governor, requires oiling at intervals of several years only, and is merchandised with an ironclad guarantee.

The inventor of the Simplex electric phonograph motor is Elmer A. Farmer, of the firm of Farmer Bros. Jewelry, Ltd., well-known manufacturer of watches and clocks. The motor is equipped with an electric automatic stop switch, so constructed that the current is automatically cut off at the right moment. An average test at the Simplex factory has shown that the cost of electricity is in the neighborhood of five cents per month. The company has just about completed plans to make these motors in a factory in New York in addition to its Montreal production, and full details regarding these plans will be ready in a few weeks.

BUTTE FIRM FEATURES COLUMBIA

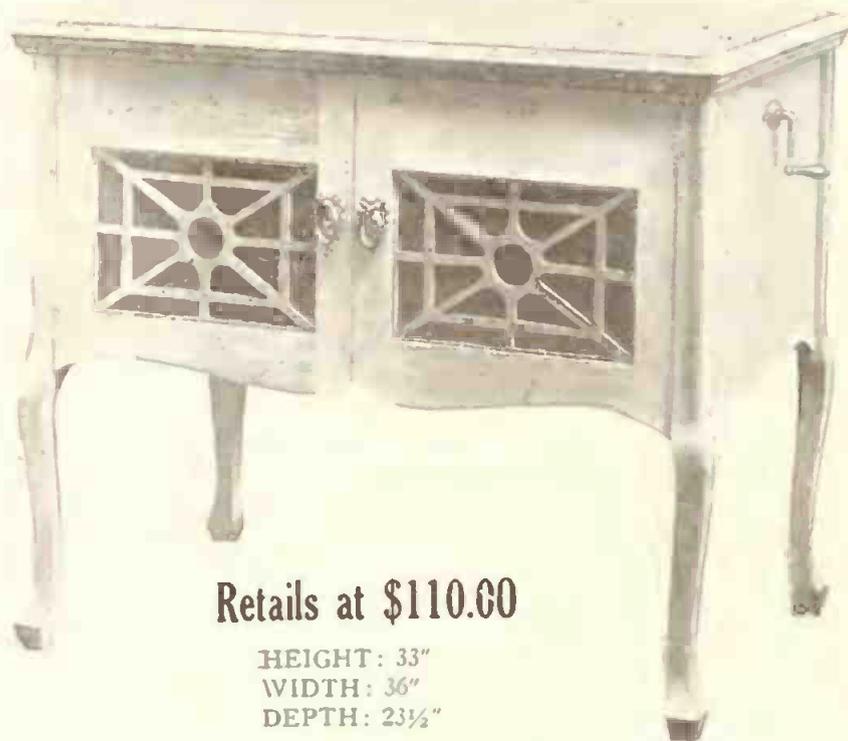
Intensive Advertising Marks Selling Campaign of One Week on Columbia Line

BUTTE, MONT., March 8.—The Dreibelbis Song Shop, of this city, featured Columbia Grafonolas in a big selling campaign recently which covered a period of a week. An unusually large publicity and advertising program was carried out in the local newspapers and those of the surrounding communities. H. A. Doyer, manager of the establishment, is a firm believer in advertising, and his faith in this medium of getting a message across to the public was amply justified in many sales during the campaign.

JAIL CONCERTS BRING PUBLICITY

LOUISVILLE, KY., March 8.—The Edison phonograph department of the Baldwin Piano Co. here has secured considerable publicity from a series of concerts for the inmates of the county jail. The concerts were conducted under the direction of H. T. Costello, manager of the department. They aroused much interest among the inmates and much newspaper notice.

It Can't Be EQUALLED



Retails at \$110.00

HEIGHT: 33"
 WIDTH: 36"
 DEPTH: 23½"

Here is a fine Musical Instrument and an attractive piece of furniture. It will appeal immediately to your trade and will mean profits for you.

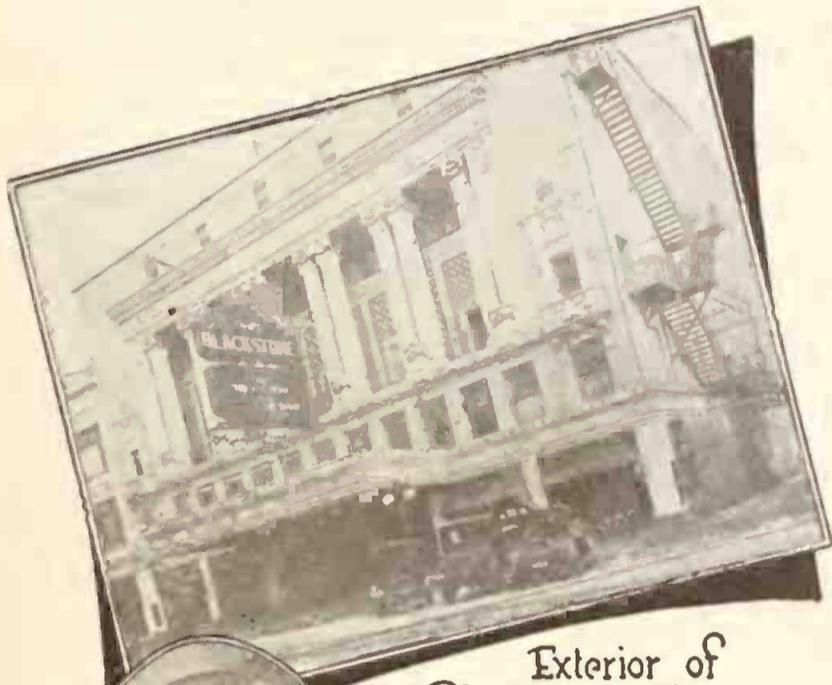
**YOU CAN'T EQUAL IT—IN QUALITY
 AT THE PRICE—NOR AS A PROFIT MAKER**

Double Spring Heineman Motor, Charmaphone tone arm and sound box—Nickel Plated Throughout, fine Mahogany Veneer Cabinet—Look it over.

SEND FOR CATALOG AND PRICES

CHARMAPHONE COMPANY 39 West 32nd St.
 NEW YORK

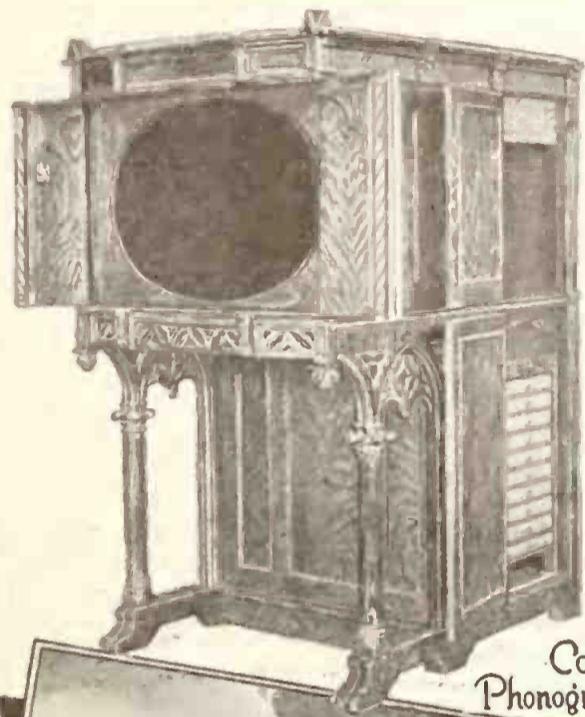
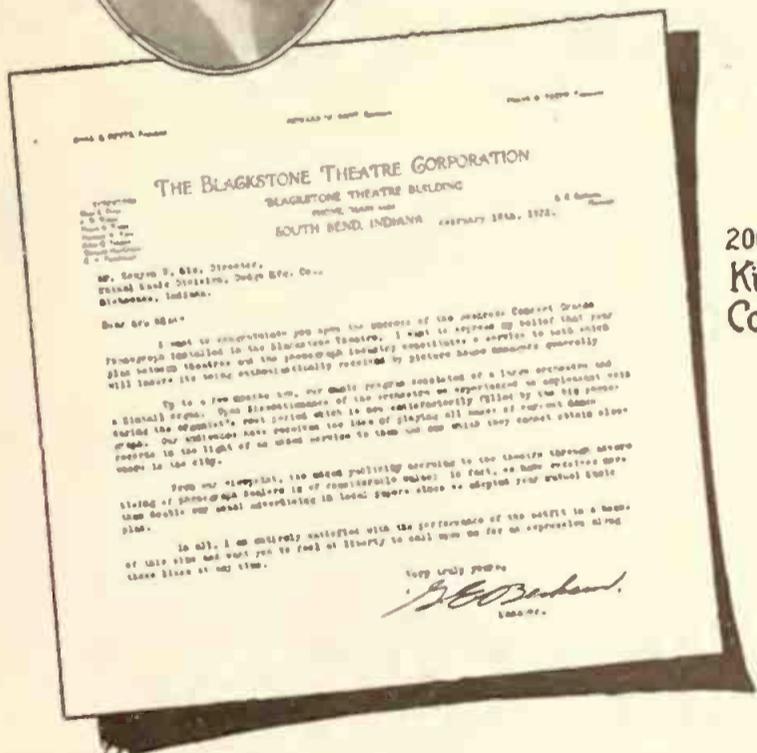
In South Bend, Ind., the Blackstone Theatre plays Victor, Brunswick, Columbia and Okeh records each month in turn.



Exterior of Blackstone Theatre SOUTH BEND · INDIANA



G.E. Berkson · MANAGER



Seabrook Concert Grande Phonograph · Art Model



2000 Seat House Equipped with Kimball Organ and Seabrook Concert Grande Phonograph...

All of the phonograph record dealers in South Bend and La Porte, Ind., and Kalamazoo, Mich., approve the idea of having their new monthly records played for a week each to 14,000 theatre-goers on a Seabrook Concert Grande instrument of tremendous power and projection.

The theatre advertises, "Come to the Blackstone and hear all the latest phonograph music"—the dealer advertises "This is Victor (or another) week at the Blackstone—go and hear good music while you are seeing a good picture."

The records are played for 30 minutes at each performance; the name and number of each record and the names of the dealers selling the record are announced on an illuminated board, and people who own phonographs are buying more records than ever before.

One dealer in South Bend said, "It's the best publicity work I ever did and it certainly does sell records."

Proof that Mutual Music makes sales is found in the fact that men and women ask for a record by name and number and don't care to hear it played. They say, "Don't play it, I heard it at the Theatre."

The Seabrook is made for theatre use only—only one is installed per city to which all record dealers have equal access—full details will be sent you if you will send us the name of the best theatre and the manager in your city, stating whether they now use organ or orchestra or both.

Your local advertising can only ask people to hear your records. Mutual Music forces a 30 minute hearing at each theatre performance.

Let us send you the written endorsement of record dealers who are now using Mutual Music service.

Address, Kenyon W. Mix, Director, Mutual Music Division, Dodge Manufacturing Co., Mishawaka, Indiana.

DENVER

Aggressive Merchandising of Dealers Overcomes Business Lethargy—Greet DeForest

DENVER, COL., March 7.—Talking machine dealers here have had to fight against a period of quietness during the past month. The lethargy in the trade was confined particularly to machines and dealers through intensive advertising, circularization and canvassing of prospects have succeeded in making a fair showing. The record trade has been unusually brisk. This is due in a great measure to the many fine recordings included in the latest lists of the various record companies.

The talking machine fraternity played an important part in the reception accorded to M. V. DeForest, of Sharon, Pa., president of the Na-

tional Association of Music Merchants, who stopped in this city recently while on a trans-continental tour in the interest of the music trades. Included in the party were Alex McDonald and Charles Jacob, of the national executive committee.

The talking machine department of the American Furniture Co., at Sixteenth and Lawrence streets, has been taken over by George W. Boylan, who will devote his time to pushing the Cheney and Brunswick lines of phonographs.

The appearance of the Eight Victor Artists here recently was instrumental in greatly stimulating the sale of records by these artists.

E. M. Glidden, formerly connected with the traveling staff of Sherman, Clay & Co., of San Francisco, has purchased an interest in the Sonora Shop, 1535 Welton street, in connection with Mr. Marsh, formerly of Marsh & Leve, music dealers. In addition to the Sonora phonograph, the new firm will carry a line of small musical instruments.

The Russell Gates Co. is featuring Brunswick

and Columbia machines in window displays which are attracting considerable attention.

The talking machine department of Daniels & Fisher has been considerably enlarged and improved and patrons are offered a fine selection of Victor talking machines and Sonora phonographs.

SOPHIE TUCKER ON OKEH RECORDS

Popular Vaudeville Star Will Make Okeh Records Exclusively—Headliner on Keith Vaudeville Circuit and a Great Favorite Everywhere

The General Phonograph Corp., New York, announced to the trade this week that Sophie Tucker, known in vaudeville as the "Queen of Syncopation," had signed an exclusive contract to make records for the Okeh library. Miss Tucker recently made her first recordings, and they will be released in the very near future.

Sophie Tucker is one of the most popular artists on the vaudeville stage to-day. For a number of years she has been a recognized headliner on Keith's Circuit, numbering among her admirers theatregoers from coast to coast. She is credited with being the original "Queen of Jazz" and her interpretations of the leading song hits of the day have won general commendation because of their originality and melody. Okeh dealers everywhere will undoubtedly welcome the news that Sophie Tucker will record for the Okeh library exclusively, as she occupies a premier position in the vaudeville world.

RESPECTFULLY SUBMITTED

Stewart Anderson, who handles the publicity for the Mutual Life Insurance Co., picked up the following soliloquy some place or other and passed it on to his agents, says The Treasure Chart. Now, just to help a good thing along, we are passing it on to you:

I have some goldfish.
And they don't grow,
No matter how much
They're fed.
But I'm told
That if I'd free them
Into a bigger pond
They'd get as large
As flounders
Or calico bass.
And when I look
At the walls of my office
I think of the goldfish globe
And realize I have
Nothing on the fish,
That I must get out
If I want to grow,
That captivity is as
Stunting to a salesman
As to a goldfish.

NEW QUARTERS FOR CHAMBERLAIN

BOSTON, MASS., March 10.—A. W. Chamberlain, New England factory representative of the New York Album & Card Co., manufacturer of "Nyacco" albums. New York City, has removed his offices to a more advantageous location at 174 Tremont street, this city. This new location, in the heart of the talking machine district, will not only be valuable to Mr. Chamberlain, but will enable him in turn to give even greater service to his many customers.

WILL SELL OLYMPIC DISC PROPERTY

The property of the Olympic Disc Record Corp., of New York, is to be disposed of at a sale on March 25, according to an announcement made by Louis Jersawit, receiver in equity for the bankrupt concern. Everything owned by the corporation, including stock, patents, trademarks, etc., will be put up for sale.

The display ads of Stix, Baer & Fuller, St. Louis, announcing a sale on Pathé phonographs drew large numbers to the department, resulting in an excellent percentage of sales.



Durable — Clear Tone — Musical

Your customers will come back for more when they have once heard these records. The latest hits are to be found on the

APRIL LIST

- | | | |
|--|--|--|
| 3058 { On the 'Gin- 'Gin- 'Ginny Shore. Fox-trot.
Inst. { My Mammy Knows. Fox-trot.
{ Played by Bailey's Lucky Seven | 3063 { Angel Child. Fox-trot
Inst. { Cutie (From "The Blue Kitten"). Fox-trot.
{ Played by Natzy and his Orchestra | |
| 3059 { Virginia Blues. Fox-trot....ConnORIZED Jazzers
Inst. { Bootblack Blues. Fox-trot...Mardi Gras Sextette | 3064 { Blue Danube Waltz.....Capodiferro's Band
{ Dolores Waltz.....Capodiferro's Band | |
| 3060 { Dear Old Southland....Sung by Vernon Dalhart
Vocal { Alabama Mammy.
{ Sung by Strand Theatre Quartette | NUOVI DISCHI ITALIANA | |
| 3061 { I Want the World to Know.
Vocal { Memories of Virginia. Waltz Song.
{ Sung by Criterion Quartette | 130 { Inno Garibaldi March.....G. Iasilli's Band
10 in. { Marela—Reale e Fanfarra.....G. Iasilli's Band | |
| 3062 { Three O'Clock in the Morning. Waltz.
Inst. { Moon River Waltz..Played by Specialty Orchestra | 131 { American Aviation March.....G. Iasilli's Band
10 in. { Cuore D' artista—Marela sinfonica. G. Iasilli's Band | |

CONNORIZED MUSIC CO.

ALSO MAKERS OF CONNORIZED MUSIC ROLLS

817 E. 144th St., New York

UNITED MUSIC STORES

PHILADELPHIA

BALTIMORE

GEER REPEATER INTERESTS SUE

E. S. Geer and W. H. Huth Enter Suit Against Gold Seal Repeater Personnel—Ask for Injunction, Accounting and Damages

Suit was filed in the United States District Court, Southern District, New York, on Wednesday, March 8, by Edmund S. Geer, inventor of the Geer repeater, and Walter H. Huth, head of the Walbert Manufacturing Co., Chicago, sole licensee under the Geer patents, against Geo. M. Browning, "Robert W." Nichols (the name Robert W. being fictitious; the real initials being unknown), "John Doe," "Richard Roe" and any and all persons connected with the manufacture and sale of the Gold Seal repeater. Judge Learned Hand in the United States District Court signed an order on Wednesday directing the defendants to show cause why a preliminary injunction should not be entered against them. This order is returnable March 17.

The suit, which asks for an injunction, accounting, damages and costs, alleges that the defendants, in the manufacture and sale of the Gold Seal repeater, have infringed patent No. 1,173,501, granted to Mr. Geer on February 29, 1916, and patent No. 1,117,143, granted to Lawrence Abrahams on November 10, 1914, and owned by Mr. Geer. The Walbert Mfg. Co., of which Mr. Huth is the head, secured some time ago the exclusive rights to manufacture and sell the Geer repeater, which is well known throughout the trade. During the past few months the company has established jobbers throughout the country and secured a wide distribution for its product. Duell, Warfield & Duell, New York, are the attorneys for the plaintiffs.

AN EFFECTIVE WINDOW DISPLAY

Goebel Bros. Make Striking Tie-up of Brunswick Record of "Ty-Tee" and "Stealing" With Sheet Music and Music Rolls of Those Numbers

In arranging a window display featuring the Brunswick record 2180 of "Ty-Tee" and "Stealing," Goebel Bros., 127 Main street, Hackensack, N. J., made a most effective tie-up of the record.



Goebel Bros.' Attractive Window

the sheet music and the music rolls of those particular selections, resulting in many sales.

The window display, which is reproduced here-with, affords a most interesting example of an effort to get the maximum sales on featured numbers, for it was so arranged that a direct appeal was made not alone to the record buyer but to the buyer of sheet music and player rolls. Otto Goebel was the man responsible for the display.

COLUMBIA ARTISTS IN REVIEW

One of the newest entertainment places along Broadway is the Folies Bergere, which opened last week with the "Southern Plantation Review." This review, which is an all-colored company, was conceived and staged by Lew Leslie, and is called "Night Time in Dixie-Land." Included in the cast is Edith Wilson, exclusive Columbia artist. She is accompanied by Johnny Dunn and his original jazz hound orchestra, which is also making records for the Columbia library.

B. M. COLLVER JOINS DODGE STAFF

Well-known Talking Machine Sales Executive Now Associated With Dodge Mfg. Co.—Will Be Identified With Company's Sales Activities

Burton M. Collver, formerly manager of the Eastern office of the Cheney Talking Machine Co., and well known throughout the talking machine trade, has joined the organization of the Dodge Manufacturing Co., of Mishawaka, Ind., and New York. Mr. Collver's exact duties will



Burton M. Collver

be announced very shortly, and in the interim he is becoming acquainted with the ramifications of the immense Dodge manufacturing and sales organization. This company recently announced the Seabrook Concert Grande phonograph and also has important products in the wireless telephone field which are practically ready for the market.

Burton Collver is not only thoroughly familiar with the talking machine industry, but he is known in the musical world from coast to coast.

At one time he was vice-president of the Welte-Mignon Co., and also occupied the important post of manager of the Ampico division of the American Piano Co. He is not only a sales and administrative executive, but also possesses a musical knowledge that has been an important factor in the success he has attained in the talking machine and piano fields. He is entering upon his new work with keen enthusiasm, as he realizes that the Dodge Mfg. Co. will offer him unlimited possibilities in the sales development of its new products.

NOW LOCATED IN NEW FACTORY

Outing T. M. Co. Moves Into New Home—Production Increasing Steadily

The Outing Talking Machine Co., Mt. Kisco, N. Y., manufacturer of the Outing Portable talking machine, has just moved into its new factory. Production is now close to the one-hundred mark per day, and arrangements have been completed to give maximum service to the company's jobbers and dealers. During the past few weeks a number of important jobbing arrangements have been completed, and A. J. Coté, president and general manager of the company, states that sales have been far beyond all expectations.

HEMPEL TO GIVE REQUEST PROGRAM

Frieda Hempel, the famous Edison artist, will give her fourth and last New York recital of the season in Carnegie Hall on Tuesday evening, March 21. Coenraad V. Bos, pianist, and Louis P. Fritze, flutist, will be the assisting artists. She will give a request program.

TIME TO GET BUSY

Stop blaming conditions for slack business. Get into a corner, think, and remedy whatever you find wrong with your policy and methods of doing business.

Perfect Vibrating Quality!

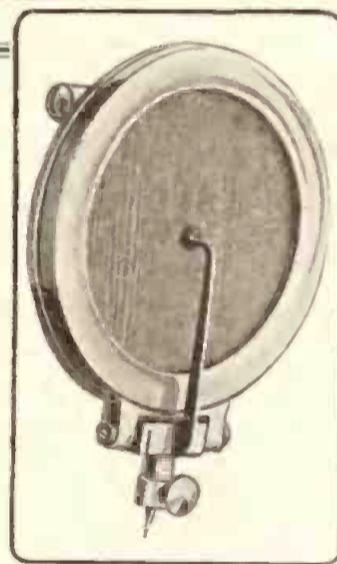
That's why the Violin Spruce Diaphragm reproduces tone with unparalleled purity, resonance and individuality.

Not a single "dead" spot in the Violin Spruce Diaphragm. Every fibre of it consists of natural vibrating membranes. Sand strewn on it is violently thrown off by the vibrations—every grain of it.

The same test applied to any mica diaphragm results in the sand assuming positions of rest on a large part of the surface—indicating non-vibrating areas.

Scientific graduation of the Violin Spruce Diaphragm, like in the top of a violin, controls the vibration, maintaining purity equally in the softest or loudest tones.

Our special process makes this diaphragm impervious to humidity conditions. It cannot warp or crack. Like a violin it mellows with continued use and age.



Tone Arm Attachment For Edison Phonographs

Our new tone arm attachment for Edison phonographs is equipped with Violin Spruce Diaphragm reproducer; plays lateral cut records only. Designed with a single ball joint, it reduces sympathetic vibration and eliminates chattering.

Of Special Interest to Manufacturers

We are prepared to furnish, in any quantity, the following items adaptable to any make of phonograph: Tone arm, equipped complete with Violin Spruce Diaphragm reproducer; Violin Spruce Diaphragm reproducer; or Violin Spruce Diaphragm alone in 2-9/16" diameter only;

Violin Spruce Diaphragm reproducer as illustrated, retails for \$10.00

THE DIAPHRAGM COMPANY
Cleveland



Violin Spruce Diaphragm

EDISON RECORD PRICES REDUCED

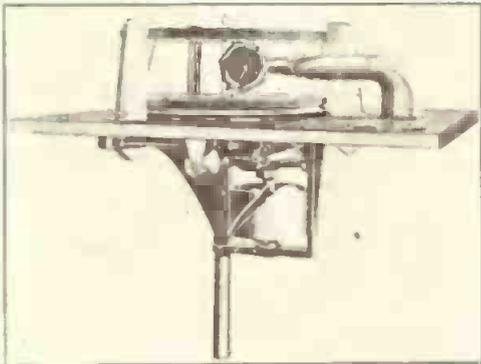
Material Revisions Made in List Prices of Re-creations—Reductions Also Effected in Two Very Popular Styles of Phonographs

Downward revisions in the list prices of Edison Re-creations, effective immediately, have been effected, according to an announcement by A. C. Curry, vice-president of Thomas A. Edison, Inc. The revised prices reduce the \$2.25 records to \$2.00, the \$1.85 records to \$1.50 and the \$1.35 records to \$1.00. Two styles of Edison phonographs, the Heppelwhite and the Jacobean, have also been reduced from \$157.50 to \$145, and \$265 to \$245 respectively.

DECA DISC MAKING PROGRESS

Machine Playing Ten Records Continuously Proves Popular—Paul D. Bodwell in Charge of Sales Which Are Rapidly Growing

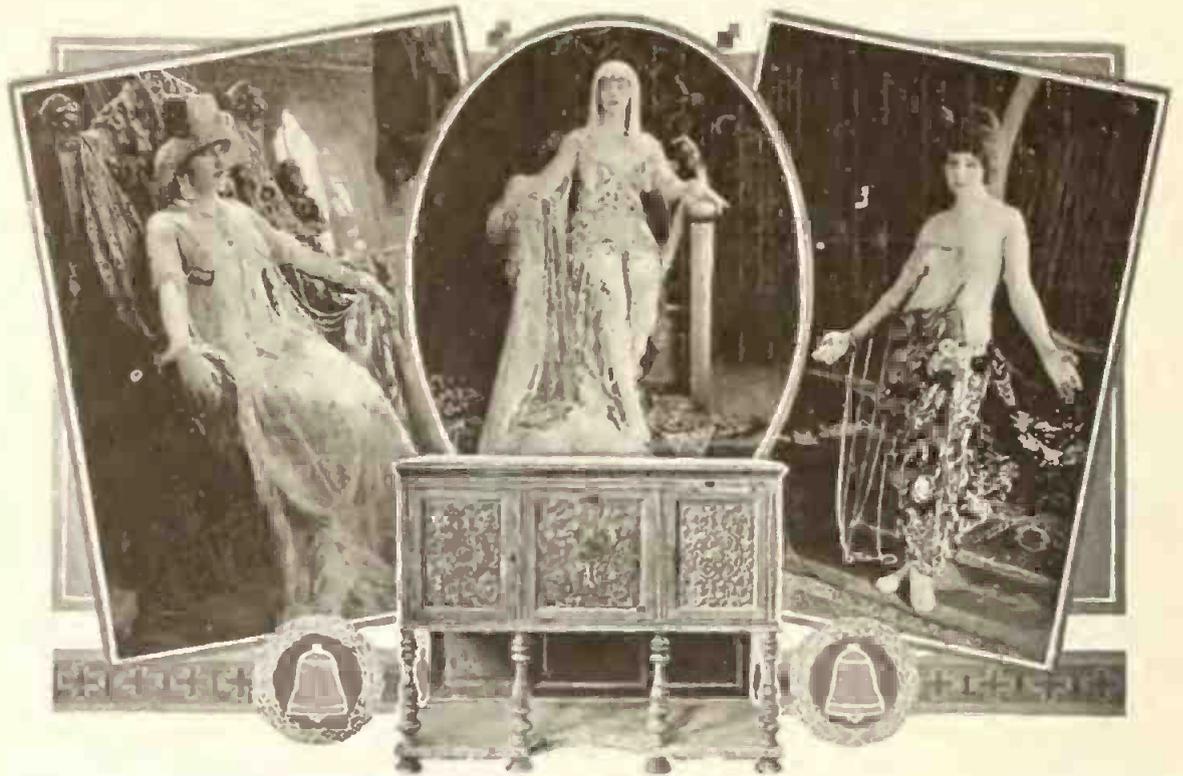
HANOVER, PA., March 8.—The Deca Disc Phonograph Co., of this city, is making rapid progress in the manufacturing and merchandising of the Deca Disc phonograph. This instrument, which will play ten records in succession without adjustment, is being manufactured in various types. The instrument for the home has already attained wide popularity, and the company is



Record-Playing Mechanism

now enlarging its factory capacity in order to meet the requirements of its trade.

At the present time three types are being manufactured: Model A for the private home; model C, the commercial type, and model F, a nickel-in-the-slot type. The continuous playing of the ten records involves the use of mechanism that is noteworthy for its simplicity and practical efficiency. The accompanying illustration will give some idea of the plan of operation, and

STAR IN "QUEEN OF SHEBA" PAYS TRIBUTE TO SONORA

The photographs reproduced above were presented to the Sonora Co. by Betty Blythe, star of the great historical feature picture, "The Queen of Sheba," and her telegram from San Francisco shows her to be an enthusiastic Sonora booster. It reads: "The Queen of Sheba won a royal throne but without Sonora phonograph I know her joy was incomplete. Would not trade a throne for the happiness I find in mine."

this mechanism was given every possible form of test and trial before it was adopted by the company. Paul D. Bodwell, president of the Deca Disc Phonograph Co., is devoting a considerable part of his time to the company's sales activities, and under his direction the sales are steadily increasing.

NEW POCKET TALKING MACHINE

A German is reported to have invented and patented a new pocket talking machine which is about to be marketed in Europe and which is declared to be the development of an idea introduced some years ago by Charles D. Robinson, at present on the staff of the Columbia Graphophone Co.

MUSIC SHOULD GIVE PLEASURE

Music, even in the most harrowing moment, ought never to offend the ear, but should always remain music, which desires to give pleasure.—Mozart.

START CREDIT CLEARANCE BUREAU

Members of Associated Retail Credit Men of New York Organize New Bureau for Interchange of Information Regarding Those Who Purchase Goods on the Instalment Plan

At a meeting of the Associated Retail Credit Men of New York City, Inc., held on Friday evening, February 24, plans were fully perfected for the organization of a clearance bureau for checking instalment credits. The object of the bureau is to provide a central agency through which retail credit men may check up on those who seek credit on instalment purchases and is calculated to provide positive information instead of forcing the credit man in many cases to depend upon his own investigation or his intuition.

At the first meeting a committee composed of Percy Bowers, head of the credit department of the Aeolian Co.; A. L. Freinle, of S. Bauman & Co.; J. Nelson, of L. W. Sweet, Inc.; W. H. Caldwell, of R. C. Caldwell Co., and J. J. Van, of Hecht Bros., was appointed to draft a form of master cards to contain all available information for the credit man. These master cards will be placed in the general files and be made instantly accessible to the members of the Association. Through the use of the bureau the inquiring member will also be kept posted on the future activities of his customers and thus be able to tell accurately why certain accounts are slowing up on payments or ceasing to pay altogether.

A number of representatives of the music trade attended the first meeting and affiliated themselves with the new bureau, among them being J. Kohnheim, of the Story & Clark Piano Co.; W. R. Bunce, of the Rudolph Wurlitzer Co.; Valentine Faeth, of Winterroth & Co.; B. Becker, of the Aeolian Co., and representatives of Gimbel Bros. and Bloomingdale Bros., department stores handling pianos and musical instruments. A score or more of other concerns selling at retail and on the instalment plan are also actively interested in the new movement.

At a second meeting, which was held the following week, it was planned to present the draft of the master card for the consideration of the Association and for adoption. Meetings are held in the offices of the Associated Retail Credit Men of New York City, Inc., 15 East Thirty-seventh street.

It was Lincoln who said: "Let us have faith that right makes might, and in that faith let us to the end dare to do our duty as we understand it." This declaration of the martyr president should be cultivated.



INTERIOR VIEW



STYLE No. 8
MAHOGANY OR OAK FINISHES

The Schloss Console for Victrola VI

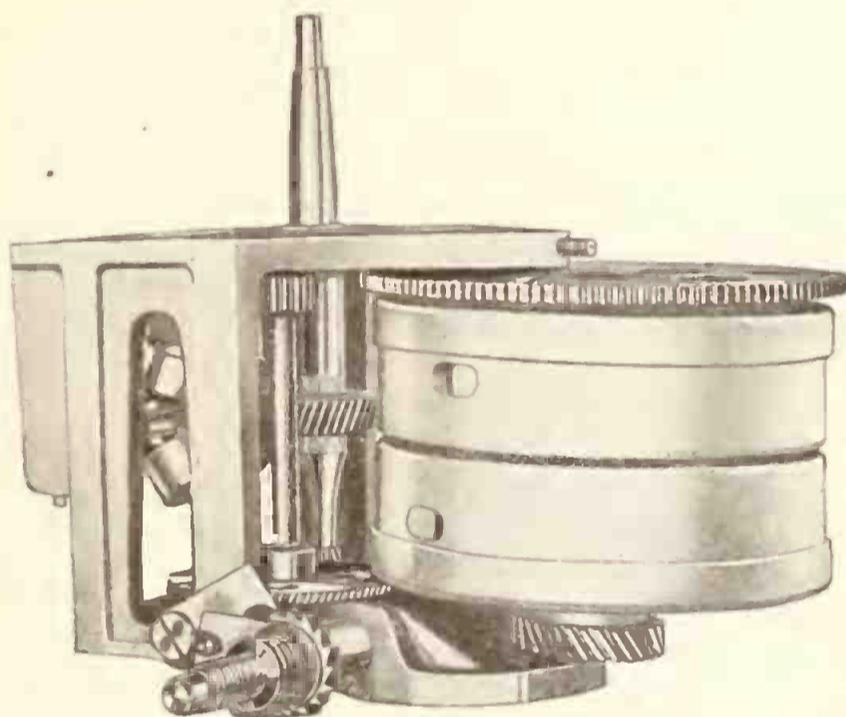
SCHLOSS BROTHERS

CABINET MANUFACTURERS

801 EAST 135th ST.

NEW YORK CITY

¶ There is less after-sale service on a Stephenson Precision-Made Motor, because it is Precision-Made



STEPHENSON
DIVISION
DE CAMP & SLOAN INC.
One Hundred and Seventy Pennington Street
Newark, New Jersey



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

EXECUTIVE COMMITTEE OF JOBBERS' ASSOCIATION MEETS

Holding Session in Chicago as World Goes to Press—Will Arrive in New York for Two Days' Session at Hotel Commodore Commencing March 15—Important Matters Being Discussed

As The World goes to press the executive committee of the National Association of Talking Machine Jobbers is in session in Chicago and first reports indicate that the attendance of members of the Association at the open meeting registers nearly 100 per cent. Upon the completion of the Chicago meeting the members of the executive committee will come to New York, arriving here on the morning of March 15, and hold a two days' session at the Hotel Commodore, where the Eastern members of the organization will be welcomed.

The idea of holding two meetings of the executive committee, one in the East and one in the West, in order to make it convenient for the members of the Association to get in touch with the executive body and discuss the many pertinent trade topics worked out so successfully last year, with meetings in St. Louis and Boston, that the plan has been repeated this year and will probably become a permanent feature.

The officers of the Association have laid down

a constructive program for the executive session, and particular attention will be given to the selling problems of the industry. One of the chief speakers at both sessions will be Gilbert H. Montague, counsel for the Association, who will discuss the various legal developments of interest to the trade. The plans for the annual convention at Atlantic City in June will also be discussed by the delegates.

Through the efforts of Fred P. Oliver and Lloyd L. Spencer, special arrangements have been made at the Hotel Commodore for the accommodation of the visiting jobbers and there have also been elaborate plans made for their entertainment, the big feature being a dinner and theatre party on the evening of March 15. On that evening the visiting jobbers will be the guests of the New York members of the Association at dinner, probably at the Palais Royal, after which they will attend the performance of "The Blue Kitten," the musical comedy success at the Selwyn Theatre.

SITUATION IN THE FRENCH TRADE

Talking Machine Business Over There Reported to Be Slow—Some Interesting New Inventions, Including an Artificial Shellac for Records

One of the prominent French music trade papers in a recent review of the conditions in the talking machine industry in that country declares that the volume of business is still low and ascribes as one of the reasons the fact the French still stick to the sapphire reproducing point, although all the rest of the world has adopted the metal needle.

The review also calls attention to a number of new inventions which are expected to stimulate business to a certain degree, among them several improvements in tone chambers; a cabinet with shelves that may be arranged horizontally or at an angle; a new talking machine that looks like a lamp with the horn in the base and the motor at the top, covered by the shade, and a means for softening the sound.

It is also stated that there has just been invented a new artificial shellac for records which, it is declared, has the desirable qualities of genuine shellac, but can be manufactured and sold at a much lower price.

KNICKERBOCKER CO. ENTERTAINS

Dealers Listen to New Records and an Address by P. M. Hall—Luncheon Follows

Victor retailers and their employes were invited to attend a recital of April Victor records held at the headquarters of the Knickerbocker Talking Machine Co., Victor wholesaler, New York City, on Tuesday morning, March 7. By 10 a. m., when the meeting was opened, a goodly number were present. Interspersed with the playing of the records were a number of helpful discussions and business talks. P. M. Hall, of the Continental Guarantee Corp., New York City, addressed the dealers on financing and interestingly outlined the proposition offered by his company. The Krumik Studios, producer of display matter, was also represented by Mr. Fuller, who told of the plans of his organization. Following the morning session the retailers were the guests of the Knickerbocker Talking Machine Co. at luncheon at the Hotel Theresa.

WOODSIDE VOCALION CO. ORGANIZED

The Woodside Vocalion Co., organized recently at Portland, Me., has been granted a charter of incorporation under the laws of that State, with 1,000 shares of common stock. The concern is conducting a general musical instrument business. Officers of the company are: President and treasurer, Chester V. Woodside; clerk, Ralph O. Brewster; directors, Chester V. Woodside, M. E. Woodside and M. J. Cuernett, all of Portland.

A new talking machine establishment has been opened at Maywood, Ill., by T. C. Thomas.

MARCH OKEH WINDOW DISPLAY

Latest Unit in Okeh Display Service Very Attractive—Many Applications for Service

The Okeh window display for March is an excellent example of the distinctiveness and sales value of the new window display service announced a few months ago by the Okeh advertising department. J. A. Sieber, advertising manager of the General Phonograph Corp., states that Okeh dealers are advising him

During the first ten days of February there were received in the Okeh advertising department 147 new applications for this monthly service. The March display is especially attractive and its color design is unique in many respects.

SUCCESSFUL KIRKMAN CAMPAIGN

H. M. Linter, of the Kirkman Engineering Corp., New York City, reports that orders for K-E and Simplex record cleaners are continuing to come in in substantial quantities. Mr. Linter attributes the remarkable quantity of these record cleaners sold to the advertising campaign conducted in The Talking Machine World and the policy of the Kirkman Engineering Corp. of its distribution through the jobber. Mr. Linter states that this distribution policy provides an attractive profit for both the jobber and dealer and a monthly letter to jobbers calls attention to the advertising campaign being conducted and suggests a trial order. This suggestion has been liberally followed by many jobbers with the greatest measure of success—in fact, it is highly commended.



Okeh Window Display for March Is Attractive

daily that this new service is proving a direct source of interest, and better still, sales.

MR. DEALER! These Numbers Are Advertised From Coast to Coast
LONESOME MAMA BLUES **SUPPOSE THE ROSE WERE YOU**

By the Composer who wrote "Dangerous Blues." The feature song of the biggest Blues and Jazz singers, and the orchestra favorite Fox Trot.

By Lucien Denni. He wrote "Starlight Love." Kitty Gordon's knock-out Hit. Hundreds of other acts using it.

Make Your Profit—Have Them in Stock!

OTHER BIG SELLERS

12TH STREET RAG—Song **DANGEROUS BLUES**
12TH STREET RAG—Instrumental **MANILA MEMORIES**
KISS ME DEAR

J. W. JENKINS' SONS MUSIC CO. - - Kansas City, Mo.

OBSERVATIONS ON THE ROAD

By **JULES H. ROOS**

Cheer up, fellows, the first hundred years is the Hardest, then you get used to it.

Did you ever realize How many sales of phonographs rely on the needle you Use to demonstrate the machine?

Lest you forget, a visit to Toronto will not be complete unless you stop awhile at the Whaley Royce Co. and look the place over and, above all, meet three of the finest fellows who ever signed an order:

Holmes R. Maddock, Wm. H. Myhill and W. A. Hunter.

Each one is a genius in his line But oh how Holmes Maddock loves to kid me

and the funny part of it is he makes me like it. I love to hear him call me "Jules." Great fellows and a great organization.

I want to thank Fred Trestrail, of the Musical Merchandise Sales Co., for the courtesies extended to me by him while on my visit to Toronto.

The only thing I'd love to know, Fred, is what became of the Scotch?

While at the Crown Music Co. the other day an excited dealer came rushing in and said: Hurry and pack me up a hundred copies of "In Maytime I Learned to Love," by Jack Snyder. Herman Snyder, on seeing the dealer was in a hurry, sent him home in a taxicab. That's what we call service.

While in Detroit we had a very pleasant visit with C. H. Grinnell, of Grinnell Bros., and we are always certainly glad to get to Detroit if only to run over to Grinnell Bros. and say Hello to all the boys. Between Ralph and Martin

C. H. Grinnell has a couple of wonderful fellows with him.

The writer predicts that the present business year will be the biggest phonograph and record year in history. It is up to you fellows to all get your share of this wonderful prosperity.

If Al Edlestein, of the Strand Temple of Music, Albany, N. Y., ever runs for Governor He can be sure of two votes—his own and the writer's. He's a great fellow, pals. Let's make him head of the sugar feeder's Union.

Our friend Franklin Clare, of the Iroquois Sales Co., of Buffalo, says it was a very good idea putting Buffalo so near the Canadian Border. It makes it handy in getting the stuff and you can depend on me, Clare?

The fellow who says the days of opportunities are past is like Rip Van Winkle. He's asleep, too.

If you haven't a good excuse for what you say Don't say it.



Jules H. Roos

PUTTING MUSIC INTO JAZZ

Writer in New York Times Credits Paul Whiteman With Developing and Popularizing a New School of Orchestration and Tells Why

In a lengthy story on the subject of "Putting the Music Into Jazz," written by Helen Bullitt Lowry, and published in the New York Times, high tribute is paid to Paul Whiteman and his musicianship for the creation of a new type of syncopated harmony that is based upon sound music fundamentals.

After telling how many orchestra leaders—and, for that matter, arrangers—simply content themselves with more or less inartistic repetitions of a single melody, the writer goes on to say:

"The Paul Whiteman idea is to take this melody and build in the gaps between its occurrence with counter-melodies, instead of with improvised 'fake stuff' and gymnastics. An introduction is usually given to the piece that the first strains of the melody proper may be approached dramatically, while each time the melody is reached throughout the number it is arrived at through an entirely different 'counter-melody'—sometimes through breathless moments of rhapsody, again through a plaintive love lament, or a theme from a Chopin mazurka may be used as a counter-melody to give buoyancy to the spirits of the dancers.

"There is no secret about the 'method.' It is not patented. Nor does Whiteman claim to be a composer. He frankly says to other dance orchestra leaders, 'You can do it, too, provided you are a trained musician instead of a trickster.'

"Moreover, the phonograph records of this new dance orchestra have been spreading the knowledge of the new kind of jazz broadcast, until already one important result is manifest. A demand is coming into music publishing houses for jazz compositions 'arranged' for a four or a five or a twelve-man orchestra, until the publishing houses are beginning to employ a musician to turn out these arrangements for the out-of-town

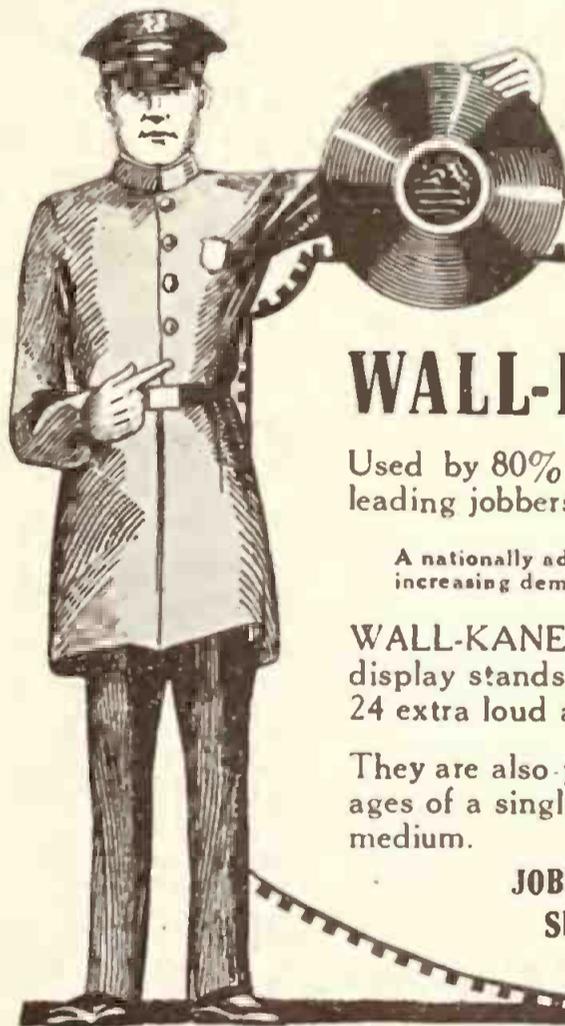
trade, by perfectly good Sears-Roebuck methods. Counter-melodies are now kept in stock by most concerns.

"Nor is the ambition of the reformer of jazz yet realized. The Metropolitan Museum of Art has taken industrial art under its left wing—then, 'Why,' he asks, 'should not some philanthropist endow a dance orchestra? No symphony orchestra could exist without an endowment, for a commercial concern has to follow public taste instead of to lead it. Dance music is wrong if it creates nasty steps. Then certainly it should be a matter of grave concern to the country that our dance music should not be wrong.' Such an endowed orchestra, he explains, could be given the leisure to spend on 'research' on how to refine dance music."

COLUMBIA CO.'S FINANCIAL STATUS

Report of the Financial Condition of the Columbia Mfg. Co. Favorable for Progress in 1922—1921 Was a Year of Effective Readjustment

It was stated in financial circles in New York last week that notwithstanding big losses by the Columbia Graphophone Mfg. Co. last year, as a result of inventory cuts, the balance sheet as of December 31 shows that the management was able to set its house in better order than Wall Street generally was inclined to believe. The balance sheet shows total current assets of \$23,506,669, against current liabilities of \$16,996,923 after making big cuts for inventory depreciation, losses from reductions in prices of records and bad debts. Cash on hand at the end of the year was \$3,283,072 and receivables \$6,004,672. Inventories were carried at \$14,218,925 in contrast to \$23,236,574 in 1920. The banking indebtedness has not increased materially during the year, totaling \$13,783,381 on December 31, against \$13,450,000 a year before. The losses taken during the year, however, wiped out the \$1,000,000 surplus and set up in its place a profit and loss deficit of \$14,579,882.



WALL-KANE NEEDLES

Used by 80% of the population, sold by the leading jobbers throughout the world.

A nationally advertised article that has been in ever-increasing demand since it was established in 1913

WALL-KANE needles are packed in metal display stands holding 60 packages, 24 loud, 24 extra loud and 12 medium.

They are also packed in cartons of 100 packages of a single tone, either loud, extra loud or medium.

JOBBER ONLY—APPLY FOR SPECIAL PROPOSITION

The Greater New York Novelty Co.

Sole Manufacturers of

WALL-KANE NEEDLES

3922 Fourteenth Avenue

Brooklyn, N. Y.

THREE HANDSOME NEW PERIOD VOCALIONS ANNOUNCED

New Console Models in Early American, Queen Anne and Jacobean Designs Expected to Make a Strong Appeal—Price Reductions Announced on Other Vocalion Period Styles

The Aeolian Co. recently announced the addition of three handsome new console Period Vocalions to the company's extensive line, to

1619, 1621 and 1923, and in view of the popularity of the upright style it is believed that the console models will be among the leading

factors in the large Vocalion instrument line.

The Aeolian Co. also announces, effective March 6, a new schedule of retail prices covering period style Vocalions, the following models being affected: No. 1595, 1596, 1619, 1621, 1635, 1633, 1617, 1623, 1627, 1625, 1629 and 1631. The reduction in price is most substantial in every case, being from \$295 to \$250 on Style 1595, to



The Vocalion, Style 1624—Jacobean



The Vocalion, Style 1622—Queen Anne

be known as Style 1620, early American, listed at \$300; Style 1622, Queen Anne, listed at \$350; and Style 1624, Jacobean, listed at \$385.

The case designs of the three new instruments are most artistic and are true to the periods represented. Style 1620 is beautifully finished in brown mahogany and the case is an exemplification of the best work of some of the early American craftsmen and is graceful in every detail. The Queen Anne model, Style 1622, combines simplicity with an authentic following of the details of the period, and the rich mahogany finish serves to bring out these details to advantage. The Jacobean, Style 1624, gets away most gracefully from the heaviness of design frequently associated with that period and the shaded walnut finish adds materially to the general attractiveness of the cabinet.

All the new models are equipped with the new Vocalion tone arm and sound box, velour covered turn table and gold finished hardware throughout. The Jacobean model is also equipped with the Gradnola.

The three new period styles correspond in design to the three upright period models. Styles



The Vocalion, Style 1620—Early American

from \$600 to \$525 on Style 1631, with corresponding reductions all along the line.

The various period model Vocalions, both the upright styles and the table models, have been strongly featured by the dealers and have proven very popular with the buying public.

The latest revision of list prices, therefore, may be expected to stimulate the demand materially and make a particular appeal to those who have been standing pat and waiting for price readjustments before purchasing their machines. The excellent designs offered in the Vocalion period models have been the subject of favorable comment from authorities in decorative art matters, for in every instance the designs have been executed with a full understanding and appreciation of the dominant details of the period.

ACQUIRE NEW CAMEO FACTORY

Cameo Record Co. Acquires Factory at Framingham, Mass.—George L. Funnell in Charge—Bridgeport Factory Also Working to Capacity

E. N. Burns, president of the Cameo Record Co., New York, announced on Wednesday that his company had acquired another record-pressing plant at Framingham, Mass. The Siemon Hard Rubber Co., of Bridgeport, Conn., has already started pressing Cameo records and the addition of the Framingham plant will give the company splendid facilities. At the present time the Framingham factory has a capacity of 20,000 records per day, and new machinery is being installed which will give the plant an output of 60,000 records per day.

Geo. L. Funnell, who is recognized internationally as one of the leading experts of record manufacturing, has been placed in charge of the Cameo factory at Framingham. Mr. Funnell at one time was factory manager of the Columbia Graphophone Co. and more recently was in charge of the manufacturing plants of the Berliner Gramophone Co., Montreal.

Aim high. If you miss you will at least have the satisfaction of knowing that you tried and, besides, you will go much further than if you had not tried.

INSTALLING STORE EQUIPMENT

Leon Tobias, secretary of Van Veen & Co., Inc., reports that his company has concluded arrangements with a number of representative houses within the past few weeks for increased and new equipment. Among these is the retail wareroom of Max Phillips, of 1227 Seventh street, N. W., Washington, D. C., where a complete Col-Van equipment in ivory and blue has been installed. This installation includes six hearing rooms and provision for 1,000 records. The Long Island News Co., of Flushing, L. I., is having a complete new store front made and interior work as well for the display of Victrolas in its Victor department. Van Veen & Co., Inc., will shortly install in the warerooms of Herbert & Huesgen, on Forty-second street and Fifth avenue, a combination phonograph and radio department, which will be a unique metropolitan development.

WATERSON NOW CAMEO EXECUTIVE

Henry Waterson, head of the music publishing firm of Waterson, Berlin & Snyder, New York, and well known throughout the musical field, has been elected vice-president of the Cameo Record Co., New York. Mr. Waterson succeeds Earl Jones, who is no longer connected with the company.

MANY EXHIBITS AT LEIPSIK FAIR

Talking Machine Industry Well Represented at Big German Exposition Held This Month

Reports from Germany are to the effect that the talking machine interests have been strongly represented at the Leipzig Fair, held during the week of March 5 to 12, with a number of new types of machines, records and accessories being shown. The influx of foreign visitors to attend the fair is said to have been unusually large, a number of them coming from the United States and a small army from Great Britain.

ADD RADIO OUTFITS TO LINE

The Cabinet & Accessories Co., Inc., New York City, distributor of talking machine accessories, has added radio outfits to the lines which it distributes. The outfits added are made by the A. C. Gilbert Co., of New Haven, Conn., and cover a wide variety of radio sets from \$12.50 to the highest price on the market. The Cabinet & Accessories Co., Inc., has these sets installed at its headquarters and is demonstrating to visiting dealers.

August Pleibel, in charge of the retail Victor department of H. A. Weymann & Son, Inc., Philadelphia, has been removed to a local hospital for a possible operation.

FAVORS FLEXIBLE TARIFF

Senate Finance Committee Indorses Flexible Valuation—President Given Wide Powers in Increasing or Lowering Rates by Proclamation, to Prevent Unfair Competition

WASHINGTON, D. C., March 9.—The Senate Finance Committee has agreed to turn over to the experts that have been assisting it the duty of preparing in legislative language the valuation basis for inclusion in the forthcoming tariff law.

The American valuation plan as proposed in the Fordney Tariff bill as it came from the House was rejected by the Committee several days ago. It is stated that the House Republicans who have been fighting for "adequate" protection are much disappointed and that they contemplate fighting any substitute for their plan. However, despite the pressure that has been brought to bear upon the Finance Committee the present system of levying duties upon the basis of the foreign invoice values of dutiable merchandise will be retained.

To meet the demands of the manufacturers for protection greater than that provided in the Underwood Tariff Act there will be incorporated in the new plan a section granting authority to the President to increase or decrease rates of duty contained in the new law, not to exceed 50 per cent.

By means of this provision the President, by proclamation, after investigation by the Tariff Commission, would be able to advance the rate on a given commodity to meet foreign competition where such action would be found advisable, and, on the other hand, if a complaint from importers that existing rates are so high as to keep out imported articles is found to be a fact, and conditions so warrant such action, the rate or rates thereon could be reduced not to exceed 50 per cent.

Another proviso will give to the President authority to reclassify the commodities covered in the proposed new law. For instance, it might be found that an article contained in a basket clause dutiable at 33 per cent was being imported in quantities which precluded the sale of the same or comparable American merchandise. In such event the President, by proclamation, could remove such article from the basket clause and give it a separate classification and a higher rate of duty.

Still another feature of the bill deals with the depreciated currency, and this would become operative when the foreign money fell below 70 per cent of par. It was decided this would not conflict with existing treaties with foreign nations.

The experts have been instructed to draft provisions dealing with unfair practices in foreign trade. It is proposed also to have provisions dealing with discrimination, so that it will not be possible for any foreign country to accord privileges to another country and withhold similar privileges from the exporters of the United States without incurring retaliatory action on the part of the Government of the United States.

DANISE WINS HIGH PRAISE

Giuseppe Danise, Brunswick artist, has deservedly earned the very high praise bestowed upon him by the New York critics for his remarkable histrionic and vocal ability in the new production of Catalini's "Loreley," at the Metropolitan Opera House.

REPAIRS

We can take care of YOUR REPAIRS on STATEN ISLAND. Save time and expense. Music Service Shop, 12 Sixth St., New Dorp, N. Y.

FOR SALE

Brand-new music and voice Magnavox outfit for \$150.00. Would be pleased to hear from someone wishing an especially fine working instrument. Graham Piano Co., Cortland, N. Y.

THE VICTOR JOBBERS' CONVENTION

Annual Meeting of National Association of Talking Machine Jobbers to Be Held at Atlantic City From June 12 to 16, Inclusive

Plans are proceeding rapidly for the annual convention of the National Association of Talking Machine Jobbers, which will be held at Atlantic City, on June 12, 13, 14, 15 and 16. The convention period will be longer than usual in the belief that there will be a sufficient number of important matters requiring consideration by the body to carry the meetings over at least four days, the fifth day being devoted to the annual golf tournament.

The hotel at which the convention will be held has not been definitely decided upon, but it is probable that the announcement regarding the headquarters will be made very shortly. The arrangements committee promises a number of interesting and unusual features calculated to make the meeting one of the most resultful held thus far. One thing certain is that Atlantic City convention invariably draws a maximum attendance of Association membership.

PLAN GERMAN TARIFF INCREASE

Doubling of Import Duties on Musical Instruments and Accessories Proposed by Government as Part of Tariff Revision

The German Government, in planning a revision of its customs tariff, is considering immediate increases of 100 per cent in the duty on certain products classed as non-essentials. Musical instruments and accessories are affected. Under the new plan duties will be levied on imports as follows:

Talking machines, including those fitted with electrical apparatus, 120 gold marks per 100 kilos; clocks with musical accessories, 400 g.m.; pipe organs, 50 g.m.; brass and wood wind instruments, 70 g.m.; pianos, all kinds, 80 g.m.; piano actions and keyboards, 110 g.m.; stringed instruments, 60 g.m.; other mechanical actions with combinations for rendering musical sounds, 80 g.m.; other musical instruments not specified, 60 g.m.; strings, prepared, catgut, 100 g.m.; covered wire, all kinds, 200 g.m.

Musical apparatus not specified are taxed, quite indifferent to the kind or preparation of the material used; parts, though not specified, are taxed at the same rate as the body to which they apply. Similarly, articles required for playing, such as bows, hammers, drumsticks. Wire strings, except those covered with copper wire, etc., pay string rate. Children's musical toys, all kinds and parts, 20 g.m.

DEALERS VISIT VICTOR PLANT

PHILADELPHIA, Pa., March 9.—Two score or more of the Victor dealers and their salespeople, who attended the sales conference held at the Bellevue-Stratford, this week, visited the Victor Co. factory at Camden this morning, at the invitation of F. E. Delano, and were conducted on a tour of inspection through the plant, which, as usual, made a distinct impression upon those who made the trip for the first time—in fact it was both educational and enjoyable.

GODOWSKY TO THE ORIENT

Godowsky, the great pianist and Brunswick artist, is scheduled to give concerts in San Francisco on March 21 and 26, prior to his departure for the Orient, where he plans to make an extended recital tour. His trip has already excited much interest.

CHANGE IN GAELIC PHONOGRAPH CO.

Hugh T. Fay, formerly president of the Gaelic Phonograph Record Co., Inc., New York City, has severed his connection with that company. The business is being continued under the direction of Thos. F. Dwyer. Mr. Fay has not as yet announced his future plans.

PLAZA

BUY YOUR ACCESSORIES

"All From One Source"



REPAIR PARTS
NEEDLES
CLEANERS
ENVELOPES
SAPPHIRES
ALBUMS
RECORDS

MONTHLY SPECIAL

THE NEW
CELLULOID TOP
RECORD CLEANER



15c. EACH

Dealer's Ad Free on Orders of 100

HEADQUARTERS FOR
STERIL NEEDLES IN METAL BOXES
RECORD ALBUMS
ALBUM SETS FOR No. 80 VICTROLA
ALBUM SETS, ALPHABETICALLY
STAMPED
REPAIR PARTS
KENT ADAPTERS
BANNER 50c. RECORDS
MIRRORLIKE POLISH
CONVERTO CABINETS
BRILLIANTONE STEEL NEEDLES
MAGNEDO MULTI-PLAYING NEEDLES
RECORD DELIVERY ENVELOPES
SHEET MUSIC
RECORDS
MUSIC ROLLS
RECORD CLEANERS
PHONOGRAPH DELIVERY COVERS
BUBBLE BOOKS
FIBRE NEEDLES
FIBRE NEEDLE CUTTERS
RECORD FLASHERS
GEER RECORD REPEATER
TONOPHONE NEEDLES
REFLEXO NEEDLES
DANCING "SHIMANDY"
DANCING RASTUS
PLAYER-PIANO VACUUM CLEANER
SUPPLEMENT MAILING ENVELOPES
SAPPHIRE BALL NEEDLES
SAPPHIRE POINT NEEDLES
DIAMOND POINT NEEDLES
UNIVERSAL DISPLAY RACKS
SHEET MUSIC RACKS
NYOIL
BOBOLINK RECORDS AND PHONO-
GRAPHS
PHONO MOVIES
STOCK ENVELOPES
"NULITE" MUSIC ROLL ATTACH-
MENT
SPRING LUBRICANT
VICTOR AND COLUMBIA ATTACH-
MENTS
TONE-ARMS AND SOUND-BOXES
STEEL NEEDLES IN ENVELOPES
WITH SPECIAL IMPRINT

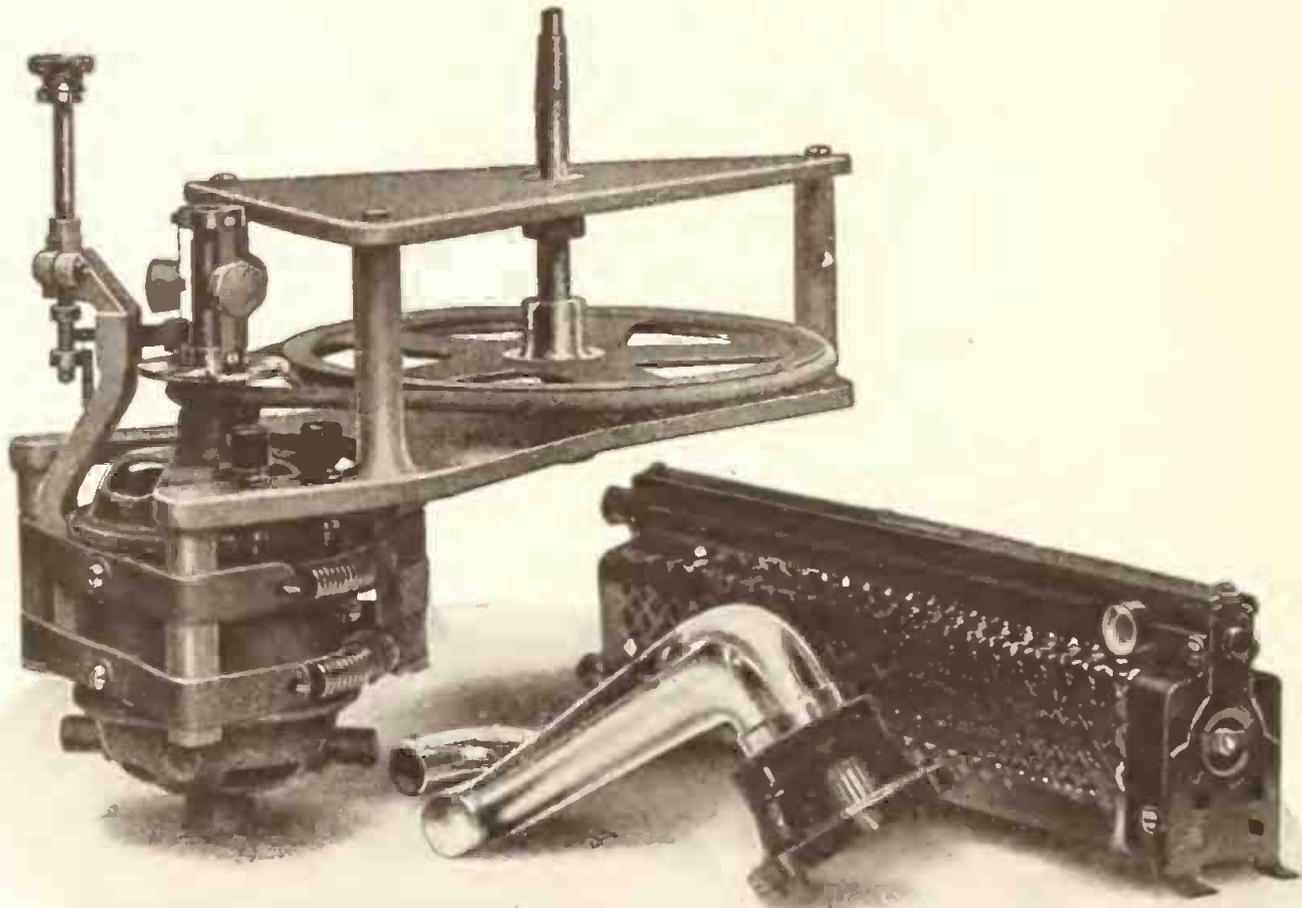
Watch for our next month's specials

PLAZA MUSIC CO.

18 WEST 20TH STREET
NEW YORK

The Last Word in Electric Phonograph Motors

Make this *your*
leading line for
the coming
s e a s o n



The Electromophone

Absolutely Silent

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone—Record stops automatically on last note—Never fails!!

The Sole Selling Rights of This Unique Mechanism Are in the Hands of

THE STERNO MANUFACTURING CO.

19 CITY ROAD

LONDON, E. C., ENGLAND

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

ON THE REPAIRING OF OLD SPRINGS

(Continued)

In my answer to Dominick Ruff, Youngstown, O., in the January issue of The World I mentioned the fact that after I had seen the machine for repairing broken springs that he wrote about I would be pleased to give the dealers my opinion of it and also of his method of work.

I have had, within the past week, a personal call and demonstration by Mr. Ruff of his machine and method of handling broken springs, and, while I cannot describe certain details of the working of this little apparatus until final patents have been granted, I can give a general outline of his method of using it.

In the first place, it is presumed that the party using one of these machines has in his shop equipment a furnace or gas torch with which to remove the temper from the spring ends. Also a pair of pliers or tool for shaping the center of the spring and a means for making a hole in the center or cage ends of the springs. There is at the present time a tool, or punch, on the market for punching these holes, either pear shape or oblong hole with square corners, which in conjunction with Mr. Ruff's machine makes an ideal working combination.

For an example we will take a situation as follows: A repairman in a small town in the middle of New Jersey has brought to him for repair a double-spring motor. Upon opening the cages and examining the main springs he finds that one of them is broken in the center coil where it engages the sleeve hook of the center shaft. Upon looking over his stock of main springs he discovers that he has no main springs of that particular type on hand. To obtain a new one from his source of supply would mean several days' delay; as a consequence, the probabilities are that the customer will take his machine to the next nearest repairman and try his success there.

For a situation such as this Mr. Ruff's machine is a life saver. He proceeds in the following manner to make the repair, using the old main spring. First, the broken main spring is removed from the cage, the cage end is placed in the furnace and the temper removed for about three inches from the end; the spring coiling pliers are brought into use and the end of the spring is shaped to fit the center shaft. This end is now placed over the receiving mandrel of the "Ruff Spring Saver" and the machine coils up the spring, when wound up to about eighteen inches from the center, and a retaining ring is placed about the spring, the machine is opened and the wound-up spring removed. This gives you the main spring with the broken center on the outside and in a position to place in the furnace to remove the temper and to punch a hole for the cage rivet. Probably the first thought this method of handling a main spring brings to an inexperienced man is that the main spring would not be as strong nor have as much life as it had when wound the other way. On the other hand, it is undoubtedly stronger and exerts more pull than it did before, for in reversing the wind of the coils, not only the temper but the fact that the spring had been coiled the opposite way for a long time increases the pull and strength of the spring when brought into the new position.

In my opinion, this little machine, outside of its saving in money to the repairman, is the greatest time-saving tool that he could possess. He would never be in a position where (from the fact that he did not have a spring in stock) he would be unable to make a repair. I do not look so much to the part-saving end of the matter as I do the time-saving end—there is nothing in our world so valuable as time.

In the February issue of The World I wrote

in answer to a letter of Mr. Edden, of Bloomfield, N. J. His subject was "The inadvisability of using broken parts a second time, inasmuch as it would tend to deteriorate the original quality and value of the machine."

To continue my answer to his letter I will say after having seen Mr. Ruff's machine perform, examining and carefully testing the main springs after they had been repaired in this way, that it is my opinion that no one could find fault with the method if it is carefully followed and done in the right way. I am still of the opinion that no matter how good is the method of doing a thing it is the skill in the application of the method by the workman that counts.

STIMULATED TRADE IN BRIDGEPORT

BRIDGEPORT, CONN., March 2.—D. M. Read & Co., Pathé dealers in this city, stimulated their business to a remarkable degree through a sale of Pathé phonographs at special prices. A large number of sales were reported as a direct result of this campaign.

SPRINKLE CO. IN NEW HOME

WINSTON-SALEM, N. C., March 7.—The Sprinkle Piano Co. has moved from the quarters on Main street to an attractive establishment at 436 Trade street, in one of the best locations in the city. The lower floor is largely taken up by the record demonstration booths and the record stock. A balcony has been given over to a complete line of Brunswick phonographs. The concern also operates stores in Norfolk, Va.; Richmond, Va., and Greensboro, N. C.

A. J. CRAFTS CO. FILES PETITION

A voluntary petition in bankruptcy has been filed by the A. J. Crafts Piano Co., Inc., of Richmond, Va. Liabilities are estimated at \$71,760 and assets are about \$168,951. Inability to collect outstanding accounts is said to be the reason for the petition. R. H. Talley has been appointed receiver.

Before making any moves consider what the end will be.

A VIOLAPHONE NEEDLE Plays 10 Records—Brilliantly!



This is the VIOLAPHONE—the electro-tempered, rust-proof needle that plays 10 records—BRILLIANTLY—and positively without injury to the record.

Here's the Perfect Needle for Phonograph Repeating Devices

IT takes a rugged needle—a VIOLAPHONE Needle—to operate successfully the popular new Phonograph Repeating Devices.

Its stiff, strong, tempered point is unaffected by the heavy strain that bends or breaks the ordinary multi-playing needle.

You'll prevent come-backs and assure your customers satisfaction if you'll recommend Violaphone Needles when you sell Repeating Devices.

They Sell Themselves At 100% Profit

A neat counter-salesman, holding 60 boxes of 50 needles each, costs you \$3.00—5c per box.

And this industrious, efficient salesman (with mighty little help from you) sells its wares for \$6.00 per box.

You double your money!

And Your Customers Come Back for More

Phonograph owners like Violaphone Needles.

They like their convenience—their economy (500 records played—BRILLIANTLY—for 10c). They like the considerate way that Violaphone Needles treat their records.

No wonder they come back and ask by name for those *satisfactory* VIOLAPHONE Needles.

Made in Three Tonal Qualities

You can have Violaphone Needles in Medium, Loud or Extra-Loud Tone.

All tone-qualities are the same price—\$3.00 per carton of 60 boxes.

For dance music, you'll find the Extra-Loud quality a big favorite.

VIOLAPHONE Needles will be Money-Makers and Friend-Makers in YOUR store. A small selection—two or three cartons—will start you nicely. Why not order TODAY?

The Fred. Gretsch Mfg. Co.

Musical Instrument Makers

Since 1883

60 Broadway

Brooklyn, N. Y.



A big money's worth! Two beautiful numbers by Louis Graveure—"Vale" and "Sylvia," both on one record. Admirers of this operatic baritone will surely want his April record. A-3548.

**Columbia Graphophone Co.
NEW YORK**

CLEVER WINDOW ATTRACTS PUBLIC

Artistic Display of Gennett Records and Starr Phonographs in Window of Prominent St. Louis Firm Attracts Attention of Passers-by

The display shown below, which was gotten up by E. E. Fay, of the Connorized Music Co., appears in the windows of the Union House Furnishing Co., St. Louis, Mo., and is attracting a



Gennett Display Made by Union House Furnishing Co., St. Louis

great deal of attention to the Gennett records and Starr phonographs. The large record is six feet in height and is an excellent replica of an actual Gennett record having a blue label with gold lettering. The Union House Furnishing Co. is more than pleased with the attention it is attracting, and says that not only pedestrians but persons riding in street cars and automobiles are also attracted. The record is made of beaver board painted in black and the regular size ten-inch Gennetts make an interesting comparison to the mammoth disc. Gennett records, together with the regular assortment of window cards and a display of phonographs in the background, make up the setting for the immense record shown in the illustration.

Elly Ney, the celebrated pianiste and Brunswick artist, concluded her Southern tour on March 13 in Jacksonville, Fla., where she scored a tremendous success in recital.

VALUES
TALKING MACHINES
COMPLETE—or if desired—
CABINETS ONLY. Brown
 and Red Mahogany, Golden and
 Fumed Oak. Low Prices
Write for Further Information
Today
THE H. LAUTER COMPANY
 Indianapolis, Indiana

TRADE QUADRUPLED IN 1921

Department of Commerce Trade Review Shows Fourfold Gain Over Last Pre-war Year

WASHINGTON, D. C., March 10.—A world trade balance in 1921 favorable to the United States, four times greater than the last pre-war year, notwithstanding a decline of 45 per cent in exports and 52 per cent in imports for 1921 over 1920, was announced last week by the Department in a review of trade conditions.

The total export trade, the review said, fell from \$3,228,000,000 in 1920 to \$4,435,000,000 in 1921, while imports fell from \$2,278,000,000 to \$2,509,000,000 during the same period. This decline, it was explained, however, was more apparent than real, even when compared with the unprecedented trade of 1920, as values in that year were "enormously inflated" and 1921 was a year of rapidly declining prices. This report is a little surprising

in view of the pessimistic feeling regarding the general condition of trade.

WORKING FOR FOREIGN TRADE

Music Industries Chamber of Commerce Co-operating With Bureau of Foreign and Domestic Commerce in Compiling Exporters' Index

The Music Industries Chamber of Commerce is co-operating with the Foreign and Domestic Commerce Bureau of the United States Department of Commerce by urging all of its members who wish to develop their foreign business to list their names on the exporters' index of the Specialties Division of the Bureau.

The Specialties Division, which is under the direction of R. A. Lundquist, plans to render service to exporters along three different lines:

First, by the compiling of statistical information bearing on the world's trade in musical instruments and supplies.

Second, by the analytical study of commercial practices and conditions in foreign markets affecting the musical instrument business.

Third, by the compiling of information which will aid the foreign sale of American musical instruments, including lists of dealers in musical instruments in all parts of the world.

The Chamber, which is aiding in the development of the foreign business of its members by maintaining an Export Credit Bureau and operating a Foreign Credit Service, desires to point out the advantages which will result from listing on the exporters' index. Firms can be listed on the index only after a careful examination of

their ownership and interest, which must be thoroughly American, and are then given the benefit of confidential information relative to foreign trade which they can obtain from no other source.

SONORA SLIDE FOR APRIL

Attractive Advertising for Moving Picture Publicity Issued by Sonora Phonograph Co.

The Sonora Phonograph Co., 279 Broadway, New York, in accordance with its usual custom, is issuing for April a very attractive moving



Sonora Slide for Dealers' Use

picture slide appropriately designed for the Spring of the year.

It is available for Sonora dealers throughout the country for use in their local advertising, a space at the bottom being left for the dealer's name and address. A reproduction of the April slide appears herewith.

NEW CHICAGO COLUMBIA AGENT

CHICAGO, ILL., March 9.—The White Eagle Furniture Co., of this city, has added a line of Columbia Grafonolas and records. Handsome phonograph departments have been installed in the two stores which the company operates at 8812 Commercial avenue and at Cedar street, Indiana Harbor. The store will specialize in foreign records.

J. N. HALLINAN RESIGNS

John N. Hallinan, in charge of the New York office of the Unit Construction Co., of Philadelphia, has resigned, effective April 1. Mr. Hallinan has been connected with the Unit Construction Co. for the past three years. At the present time he is not prepared to announce his plans, but hopes to be able to do so within a short period.

The Utica Phonograph & Supply Co., of Utica, N. Y., will move its business into the Kenmore Building on May 1.

ECKHARDT TAKES STRAND AGENCY

Well-known Talking Machine Man Opens Sales Offices in Philadelphia and Will Handle That Line in a Large Territory

PHILADELPHIA, Pa., March 6.—Walter L. Eckhardt, who for a number of years has been a conspicuous figure in the talking machine trade here, first with the Columbia and later with the Pathé, has opened offices in the Empire Building, at Thirteenth and Walnut streets, and has taken the local representation of the Strand phonographs, manufactured by the Manufacturers' Phonograph Co., with headquarters in New York and factory in Salem, Ind. Mr. Eckhardt also plans other activities and will act in the capacity of consulting sales engineers and general sales agent.

Mr. Eckhardt has already placed the Strand line with several large local concerns, including Strawbridge & Clothier, Stern & Co., Wurlitzer Co. and Joseph Jacobs, and has also established agencies with several Pittsburgh concerns, including Joseph Horn & Co., Rosenbaum & Co. and the Kaufmann store. He has exclusive distributing rights to the Strand line for Pennsylvania, Maryland, southern New Jersey, Delaware and District of Columbia, and is building up a sales organization to take care of the territory.

INCORPORATED

The Wonder Phonograph Co. has been incorporated in Delaware, succeeding the Wonder Talking Machine Co., of New York. Officers of the new concern are: President, H. B. McNulty; vice-president, C. E. Hoyt; treasurer, A. C. Wheeler, and secretary, G. Jones. The officers and A. J. Collins constitute the board of directors.

DUO APPLIANCE CORP. CHARTERED

The Duo Appliance Corp., of New York City, has been granted a charter of incorporation under the laws of New York for the manufacture of phonograph record protectors, with a capital of \$5,000. Incorporators are E. B. Haymond and P. M. Boesen.

WITH REGAL RECORD CO.

Jules and Nestor Roos have been appointed special salesmen for the Regal Record Co., New York, and are leaving New York this week to cover cities in the Northwest and in the South.

The Victor Talking Machine Co., of Camden, N. J., has declared the usual quarterly dividend of \$10 per share on common stock, payable April 15 on stock of record March 31.

"I have always plucked a thistle and planted a flower when I thought the flower would grow," said Lincoln, and this might be adopted by talking machine merchandisers to good purpose.

The Kellog-Drake Co., Edison dealer, of Galesburg, Ill., has greatly enlarged its store in order to add a line of pianos and music rolls.

A piano and talking machine establishment has been opened at Riverbank, Cal., by Professor Head & Son.

FOR SALE

Complete cabinet manufacturing plant, including machinery. 100 completed cabinets and 200 in process. Bids received in entirety or separately. Terms to responsible parties. Address "Box 1119," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

100 phonographs, 46 inches high, standard motor and tone arm. Sold in one lot at \$36.50 each. Address "Box 1118," care The Talking Machine World, 373 Fourth Ave., New York City.

TALKING MACHINE MEN TO MEET

Some Unusually Interesting Features to Be Presented at Session on March 15

The next meeting of the Talking Machine Men, Inc., will be held at the Café Boulevard, New York, on March 15, at 1 o'clock, and will be preceded by the usual luncheon. A special invitation is issued to the ladies to attend the meeting.

During the course of the meeting Miss Isabelle Lowden, the director of the New York Third Music Week, will deliver an address on the Music Week plans; representatives of the Richmond-Robbins Co. will demonstrate their new songs; George F. Farrah, sales manager of the Electric Recording Laboratories, will offer a demonstration and the A. C. Gilbert Co. will also demonstrate the new wireless telephone.

The business of the meeting will include the nomination of officers, to be elected at the annual meeting in April. The final plans for the

annual banquet of the Talking Machine Men, Inc., on April 20, will also be discussed in the fullest detail, and an interesting program will be prepared.

HAVERTY CO. IN FINE NEW HOME

Attractive Talking Machine Department Resembles a Bungalow in Appearance

HOUSTON, TEX., March 10.—The attractive new home of the Haverty Furniture Co.'s branch in this city has been completed, giving to this concern one of the finest mercantile houses in the Southwest. A feature of the new establishment is an extensive talking machine department on the main floor of the building, which is six stories in height. The entrance to the department is similar in appearance to that of a bungalow and the same home atmosphere is the predominating theme carried out in the interior. Fred T. Smith, who has been with the company for a number of years, goes to the new store as secretary and manager.



FIVE SALES TALKS

1. Unusually attractive prices.
2. Big profits to the Dealer.
3. Perfect Cabinet Work and Finish.
4. Exclusive Designs of Latest Type.
5. Unsurpassed Tone Quality.

*We Also Sell Cabinets Only.
Write for Quantity Prices.*

Player-Tone Talking Machine Co.
967 Liberty Avenue Pittsburgh, Pa.

New York Representative

George Seiffert

929 Broadway, New York

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

WANTED—RECORDER OF HIGH ABILITY

There are only a few men in the country who possess the recording experience and ability required by my client, a large manufacturer.

I am instructed to insist upon a man who can operate a successful laboratory without supervision, who can construct and repair his own recording instruments, who can produce a record of great volume and mellow tone. He must have already achieved success, and be prepared to duplicate his success in my client's laboratory without experimentation.

My client expects him to be a man at the top of his profession and will remunerate him accordingly. He will not be asked to equip a laboratory. Manufacturing or electro-plating knowledge is not required.

It is understood that some or most of the men capable of filling this position are already employed, and would consider making a change only if they are certain that they can better themselves by doing so. If you are one of these, and are free to negotiate, I will gladly arrange so that you can obtain further particulars of our proposition in confidence. An interview can be arranged either direct with me or through your own attorney, whichever you prefer. Address "Box 1115," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Agents to sell Cathedral phonographs on commission through Central and Eastern States. Choice territory still open. Mighty attractive proposition for live wire agents. Address Ohio Cathedral Co., Marion, O.

POSITION WANTED—Man with executive ability with fourteen years' successful experience in pianos and phonographs will make change March 1. Address reply to "Box 195," Glenside, Montgomery Co., Pa.

WANTED—Experienced record sales people. Can use two or three, men or women, if they meet requirements. Must be hard workers, neat in appearance and capable of handling the highest class trade. Good arrangement of salary and commission to right persons. Knowledge of Victor catalog essential. Apply, Landay Bros., 775 Broad St., Newark, N. J.

WANTED—Salesmen to wholesale phonographs on a commission basis. Metropolitan district. Address "Box 1109," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Factory talking machine representative in a number of States where we are not represented, through the South, Northwest and Eastern States. A very fine proposition open for the right parties. Address Deterling Mfg. Co., Tipton, Ind.

SALESMAN WANTED—Who knows the phonograph and music trade in New York and other territory, to sell a full line of high-grade phonographs on liberal commission. Address "Box 1112," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Technical laboratory man thoroughly familiar with the latest advances, can handle work from wax to finished matrix or stamper. Can set up and superintend plant. Also latest thing in backed-up matrix. Address "Box 1113," care The Talking Machine World, 373 Fourth Ave., New York City.

RECORDING ENGINEER and Factory Manager open for engagement. Twenty-five years' experience recording, plating, matrix-making, composition-making, pressing and superintending. Thoroughly familiar with the latest advances in every branch of the art. Address "Box 1086," care The Talking Machine World, 373 Fourth Ave., New York City.

Wonder Bargains in Phonograph Cabinets

Send for new price list

EVERETT HUNTER MFG. CO.
McHenry, Ill.

FOR SALE—MUSIC STORE

In Ohio, manufacturing city of 17,000, modern, hot water heated store room, good location. Rent reasonable. Prosperous rural territory. Will send interior and exterior photographs to anyone interested. Good reason for selling. Address "Box 1116," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Complete phonograph repair lathe and drill press and motor, in perfect working order. Bargain, \$75.00. Must sell. Moving. Address "Box 1114," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

to buy used Magnavox. Must be in good condition and cheap. Address Louisville Music Co., 529 South 4th St., Louisville, Ky.

RECORD RACKS FOR SALE

We have a number of units of the Ogden sectional record racks, which we will dispose of at an unusually low price if taken at once. Cabinet is furnished in white enamel and equipped with lock and glass doors. If interested write "Box 1107," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Quantity of Udell record cabinets for Victrolas 4, 6, 8 and 9. These cabinets have never been uncrated. As we are closing out our stock of cabinets, we will sacrifice all of these. If interested write "Box 1108," care The Talking Machine World, 373 Fourth Ave., New York City.

SALES MANAGER

Now employed by well-known manufacturer, will be open for engagement very shortly. Twenty years' experience in the talking machine industry: covering every branch, including executive management, sales management, finance and accounting. Desires position with established responsible concern that can offer attractive proposition. Address "Box 1110," care The Talking Machine World, 373 Fourth Ave., New York City.

OPPORTUNITY offered to well-experienced talking machine man to secure partnership in phonograph manufacturing concern. Capital of \$5,000 necessary. Address in confidence, "Box 1117," care of The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Expert repairman desires position. Can repair all makes machines. Ten years' experience. Prefers position in or near Philadelphia. Can furnish reference. Address "Box 1106," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Young man, has 8 years' all-around experience as repairman and salesman on all makes. Address "Box 1111," care The Talking Machine World, 373 Fourth Ave., New York City.

Monthly Price List Big Reductions on Main Springs

2 in. x 0.22 x 16 ft., Meisselbach No. 18..	Each	\$1.25
1 1/4 in. x 0.22 x 17 ft., reg. Victor.....	Each	0.60
1 1/4 in. x 0.22 x 17 ft., Victor new style...	Each	0.60
1 3/16 in. x 0.25 x 16 ft., Heineman No. 44...	0.60	
1 in. x 0.25 x 12 ft., Heineman No. 33 & 77..	0.33	
1 in. x 0.28 x 10 ft., for Columbia.....	Each	0.33
1 in. x 0.20 x 13 ft., Victor.....	Each	0.33
1 in. x 0.20 x 13 ft., Victor, new style	Each	0.33
3/4 in. x 0.23 x 10 ft., for Bilek motor....	Each	0.30
3/4 in. x 0.23 x 10 ft., oval hole ...	Each	0.28
3/4 in. x 0.22 x 8 ft., for Swiss motor...	Each	0.22
3/4 in. x 0.25 x 11 ft., for Edison	Each	0.22

MICA DIAPHRAGMS

1 23/32 in. Victor Ex. Box, first grade.	Each	0.15
1 1/2 in., new Victor No. 2 very best....	Each	0.18
1 31/32 in., for Sonora.....	Each	0.20
2 3/16 in., for Columbia No. 6.....	Each	0.25
2 9/16 in., for Pathé or Brunswick....	Each	0.45

SAPPHIRES

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

STEEL NEEDLES

Brilliant Tone, medium and soft Needles.		
Per 1,000		\$0.45

ATTACHMENTS

In Gold or Nickel-plated

Kent attachments for Victor arm.....	Each	0.25
Kent attachments for Edison with C box	Each	2.50
Kent attachments without box for Edison	Each	1.60
Universal old style for Victor tone-arm..	Each	1.15

MOTORS

Distributors for Heineman and Meisselbach Motors. Best Prices. Immediate Deliveries.

STONE ARMS

No. K with sound box.....	Each	\$2.25
No. E with sound box, very loud.....	Each	6.00
No. M with sound box, very loud.....	Each	4.75

SOUND BOXES

No. B 1 Bliss Sound Box, fit Victor....	Each	\$1.25
No. B Balance, fit Victor.....	Each	0.75
No. C Balance, fit Victor.....	Each	1.00
No. F Favorite, fit Victor.....	Each	1.75
No. P Favorite, fit Victor	Each	1.90
No. G Glory, fit Victor.....	Each	3.25

CABINET HARDWARE

Automatic Nickel Plated Lid Supports.	Each	\$0.22
Automatic Gold Plated Lid Supports....	Each	0.45
Plano Hinges, nickel plated, 5 1/2 in. long....	0.22	
Highly nickel plated needle cups.....	Per 100	1.50
Covers for cups	Per 100	0.75
Highly gold plated cups.....	Per 100	7.00
Needle cup covers, gold plated.....	Per 100	5.00

REPAIR PARTS

Columbia driving shaft, No. 11778.....	Each	0.50
Columbia bevel pinion, No. 12333.....	Each	0.75
Columbia bevel pinion, latest style.....	Each	0.75
Columbia bevel pinion, No. 3189.....	Each	0.35
Columbia worm gear No. 6409.....	Each	0.30
Columbia Stylus bar, complete.....	Each	0.35
Columbia cranks, all sizes.....	Each	0.35
Columbia governor weights.....	Each	0.08
Columbia governor shaft, No. 3004.....	Each	0.40
Columbia governor springs	Per 100	1.00
Columbia governor screws.....	Per 100	1.00
Columbia barrel screws, No. 2621.....	Per 100	1.00
Columbia so'dbox thumb screws.....	Per 100	1.50
Rubber Backs for Victor Exh. box.....	Each	0.25
Cranks, short or long, for Victor.....	Each	0.35
Stylus bar (needle arm) Exh. box, for Victor	Each	0.35
Governor springs, for Victor.....	Per 100	1.00
Governor screws, for Victor.....	Per 100	1.00
Governor balls, new style, for Victor...	Each	0.08
Turn-table felts, 10 in., round.....	Each	0.15
Turn-table felts, 12 in., round.....	Each	0.18
Motor bottom gear for Triton motor....	Each	0.20

FAVORITE MFG. CO.
105 East 12th St. New York
Tel. 1666 Stuyvesant

THE TALKING MACHINE WORLD'S CLASSIFIED ADVERTISING—(Continued from page 160)

CLOSING OUT
500 CABINETS AT A BARGAIN
 Well manufactured and finished, 45 inches high, 21 inches wide, 22 inches deep. Here is an opportunity for the buyer who wants quality at a low price. Fuchs & Stemmer Piano Co., 2701 South Wells St., Chicago, Ill.

WANTED
 Dealers and distributors in every State to sell the So-ave-tone line of talking machines. The machine with a personality. The J. K. Mohler Co., Ephrata, Pa.

CARVED LEGS
 Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

WANTED
 to buy a Magnavox for cash. Address Sterling Music House, 133 Ellison St., Paterson, N. J.

BUSINESS OPPORTUNITY
WANTED—Salesmen to sell a line of metal nameplates to talking machine dealers and manufacturers. Big profits. No bulky samples. Commission paid on receipt of orders. Can be handled in connection with any line. Write for our proposition to-day. Fogarty Manufacturing Co., Dayton, O.

WANTED
 Partner for music shop in middle Western city. Investment for expansion. Good opportunity. Address "Box 1093," care The Talking Machine World, 373 Fourth Ave., New York City.

CASH
 for any amount of talking machine records. Address
Chicago Phonograph Realization
315 Union Park Court
CHICAGO, ILL.

FOR SALE
 Recording machine for sale with tools for lateral recording at reasonable figure. Address "Box 1084," care The Talking Machine World, 373 Fourth Ave., New York.

HORNS WANTED
 Will buy old and new horns for Cylinder Machines, prefer Columbia or Edison Horns, from 18" to 30" in length. Any quantity for cash. Address Columbia Music Co., 101 Sixth St., Pittsburgh, Pa.

Sacrifice Sale of 15,000 Standard
 10-inch DOUBLE DISC RECORDS
 Very large assortment
 All desirable—no patriotics.
 In 100 lots, 19c. In 2,000 lots, 17c.
 In 250 lots, 18½c. In 5,000 lots, 16½c.
 In 500 lots, 18c. In 10,000 lots, 16c.
 In 1,000 lots, 17½c. Entire stock, 15c each.
 Terms: Net F.O.B. Chicago. Subject to prior sale.
 Fantus Bros., 1315 S. Oakley Ave., Chicago, Ill.

FOR SALE
 Sonora, Columbia, Q R S franchise with option on store; lease for three more years; best location; for sale at market value of inventory and fixtures, \$5,200. Going business; no similar agency for miles; live suburb; near Brighton "L"; established eight years. Going abroad; want quick buyer. Herrington, 1218 Kings Highway, Brooklyn, N. Y.

For Sale
ONLY EXCLUSIVE
VICTOR SHOP
in Chester, Pa.
 Reason for Selling—Detached Interest
 Address 2nd Floor
1025 Arch St. Philadelphia, Pa.

Will Pay Cash
 for any amount of surplus phonograph stocks of any description. Address
Chicago Phonograph Realization
315 Union Park Court
CHICAGO, ILL.

RECORD CABINETS
 Solid mahogany, height 32 inches, top 18½ x 21¼ inches; to match Victor, Columbia or any large-size table phonograph. Horizontal shelves. Hold 180 twelve-inch records. Price, \$9.90. Deposit with order. Balance C. O. D. Value Tone Talking Machine Co., Borden Ave. and Front St., Long Island City, N. Y.

SEABURG MFG. CO. ELECTS OFFICERS

Jamestown, N. Y., Manufacturers Report Progress and Decide to Place New Model on Market

JAMESTOWN, N. Y., March 2.—At the annual directors' and stockholders' meeting the Seaburg Mfg. Co. held recently in its executive offices at Jamestown, N. Y., the following officers and directors were elected: E. J. Seaburg, president; A. H. Seaburg, vice-president; V. B. Seaburg, vice-president; O. T. Seaburg, secretary, and E. T. Seaburg, treasurer. The foregoing are also directors of the company, as are E. B. Seaburg, L. W. Seaburg and R. H. Seaburg.

In the yearly report rendered by the president Mr. Seaburg states that, due to the fact that the company produces but six models of the Librola, it is able to work with a high standard of efficiency in production.

At this meeting the directors also decided to place on the market a new model listed as No. 125, an illustration of which appears herewith. This model, available in either mahogany veneer or quartered oak, golden or fumed finish, retails for \$125. It is 36 inches long, 24 inches wide and 31 inches high, and is equipped with a double spring, strong, silent motor.

The many unusual exclusive features of the other Librola models appear in this new product. The turntable is accessible in such a manner that two-thirds of the

top is stationary, thus allowing a reading lamp and books to be placed on the phonograph, where they may rest undisturbed when the instrument is used.

SEEKING LOWER FREIGHT RATES

Representatives of Shippers Appear Before Interstate Commerce Commission in Order to Secure More Favorable Freight Schedules

WASHINGTON, D. C., February 28.—Representatives of shippers are appearing before the Interstate Commerce Commission this week to testify regarding the needs of the various industries for lower freight rates. The miscellaneous commodities were put at the end of the program of

the hearing and representatives of the different trades have all been given an opportunity to testify regarding conditions.

Almost without exception, the business men are seeking for lower freight rates, believing that a reduction of the transportation cost will be reflected in prices to such an extent as to materially stimulate business. The railroads, on the other hand, are attempting to show that the present freight rates have nothing to do, either with existing high prices or with the lack of business, claiming that the business depression is the result of post-war conditions and that high prices are due to labor, and charge that few, if any, businesses have been willing to sacrifice profits to increase sales.

The work you do is worth doing well. No man ever achieved success by neglecting the petty details of an enterprise. After all, the little things make the big whole—in other words, the business.

Fred McDonald, of Sheridan, Ind., has taken over the Victor department of the Geo. L. Frank jewelry store at Lebanon, Ind.



New Librola Model No. 125

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EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Business Conditions Critically Reviewed—No Stability to Prices—Hoped That Rock-bottom Is in Sight—Trade Hopeful for Better Times—The Federation Dinner—Exhibitors at British Industries—R. L. Douglas a Visitor—An Interesting Court Action—The Demand for Dancing Records—Personal Recordings in Vogue—Giving Away Gramophones—The News of the Month in Detail

LONDON, E. C., ENGLAND, March 3.—A general survey of the trade presents no great difficulty in arriving at the conclusion that it is not experiencing an overwhelming influx of business. In some quarters sales are fairly good, though even the retailers under the guise of after-season and other forms of "sales" are prone to cut prices to an extent that leaves no great margin of profit. The explanation is that ordinary business is somewhat slack and to keep things going it is necessary to turn over stock. Values have depreciated by a considerable amount and the policy adopted to a very general extent of liquidating stocks of machines and parts bought or contracted for at high rates will clear the field and stabilize future trade. This policy applies to all sections of the gramophone trade: it has passed down the various distributing channels from manufacturer to wholesaler and mail order firms on to the dealer, who might now be regarded as in the throes of a big effort to interest the public in some "remarkable" bargains. In this regard I have noticed that goods are offered retail at prices below the manufacturer's figure of a few months ago for the same or similar quality articles. It proves that very big sums of money

have been "cut" by makers in an effort to reach prices more in conformity with the purse limits of the masses. Apart from the gramophone trade, most industrial companies have followed the policy of cutting the inflated values of too, in many cases, inflated stocks. This is all too apparent in recent balance sheets showing losses on the last fiscal year's trading of hundreds of thousands of pounds sterling, with the not uncommon result of inability to declare dividends even on the preference shares.

Thus the course of trade is still undergoing great changes; there is a constant slide in prices yet proceeding, but it is now a reasonable conclusion that rock-bottom is in sight. These improving indications of stability of values coincide with better service in general organization and particularly in the factory. Workmen are becoming less careless. They are gradually throwing off that post-war irresponsibility of endeavors into which they had been cast by a combination of circumstances often beyond control. In other words, the British workman is delivering the goods. Here and there I still come across examples of, shall it be called, mental aberration? But, on the whole, the average workman is displaying a co-operative sense of responsibility, the result, I think, of being taken into the confidence of his employers. All these signs are good.

The great disorganization of industry, and yet more important, perhaps, the sub-conscious changes which have taken place in our outlook upon life since the fateful days of 1914, have exerted a world-wide influence. Such an upheaval of the one-time placidity of human endeavor has been of revolutionary result, much of

great value, that will direct the commercial and social life along channels more to the common good than hitherto. Masters and men must cooperate. In that spirit is the big influence and opportunity for the restoration of commerce and relationship of mankind. We see it reflected in the general reduction of inflated strife-time prices and reversion of policies inimical to good understanding between communities and individuals. Along these lines may we look for a gradual rehabilitation of our sadly depleted commerce.

How necessary an effort is required to this end is found in the fact that two million workpeople are still unemployed, not to mention the many thousands on short time. Trade is picking up. The registration of unemployed shows a decrease each week of as much as 10,000. The prosperity of the gramophone trade is linked up very closely with even the smallest general industrial improvement, and in these good signs traders will be encouraged to march forward with renewed hope and effort.

Though of slow progress, the revival of gramophone business to somewhere near normality may certainly be regarded as probable within a year or two; indeed, most of us look forward to a real, solid improvement next season. Thousands of machines and millions of records are sold every year. That's worth keeping in mind, because it creates hope in determination to go one better when trade eases off during the Summer months.

Third Annual Dinner of the Federation
Gastronomically and otherwise the third annual dinner of the Federation of British Music Industries at the Hotel Victoria, London, proved a decided success. Indisposition kept a few peo-



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FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balma, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoy Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ullsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-Haghatta Road, Calcutta; 7, Bell Lane, Fort Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES

MIDDLESEX

ENGLAND

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 106, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

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FROM OUR LONDON HEADQUARTERS—(Continued from page 162)

ple at home, but the attendance registered over 260 members and associates of the music industries and profession. In addition to a representative press, resulting in some good newspaper reports, the following notabilities were among those present as guests: Rt. Hon. the Viscount Burnham, C. H.; Sir Hugh Allen, Sir Henry Hadow, Sir Alexander Mackenzie, Sir George Croydon Marks, M. P.; Geo. Terrell, M. P.; Capt. St. George Caulfield, Dr. R. S. Clay, Dr. Arthur Somervell, Col. Mackenzie Rogan.

In the chair was Louis Sterling, president of the Federation, and here it may be said that he proved as capable and popular a chairman as, in so short a time, he has in the capacity of president.

The speeches were throughout of a very high order, interesting as directing a useful light upon the activities and varied doings of the Federation in the encouragement of British musical endeavor and the protection of trade interests. From all of which it becomes more and more evident that as an institution the Federation has fully justified its existence and has already made good to an extent, I venture to think, quite beyond general expectation. Opposition, passivity and criticism which beset the initial efforts of the Federation have, by the hard work and sincerity of its officers, been won over to support, admiration and enthusiastic co-operation from all sides.

A valuable testimony to the work of the Federation was given by the guest of the evening, the Rt. Hon. the Viscount Burnham, C. H. Lord Burnham laid stress on the work the Federation was doing in educating the public, in creating a sound musical tradition in the schools of the country and in getting music introduced into industrial and welfare work.

In reply the chairman explained in some detail what the Federation was doing and pointed out that, whereas twelve months ago only one paper was accepting the Federation articles, those articles were now going to more than forty journals and there were more than one thousand papers which were printing news sent out from the Federation offices. The Music in Industry campaign had been wonderfully successful, and so, too, had the education scheme. It was largely due to these three lines of effort that the music trade had suffered less than any other luxury trade during the previous twelve months.

Other speakers were: Sir Henry Hadow, Colonel Mackenzie Rogan, George Terrell, M. P.; Sir George Croydon Marks, J. F. Simpson and Alexander Dow.

Gramophones at the British Industries Fair

The above exhibition of all kinds of goods representative of British industry duly opened its doors to traders on February 27 at the White City, Shepherd's Bush, London. No great amount of activity marked the first day's proceedings. It seldom does on such occasions unless it be in the nature of a gymnastic display by attendants unpacking the last case or engaged with

hammer and nails upon last-minute alterations. However that may be, a few buyers made their appearance and not a few firms registered preliminary sales. The exhibition closes on March 10, by which time I shall be in a position better to estimate the amount of trade and its value booked by the musical instrument firms, of which about thirty are exhibiting. Effective displays are in evidence by the following gramophone companies: Jordan & Carpenter, Ltd. (Voltona sound boxes and machines complete); Electric Gramophones, Ltd. (electric motors and accessories); Melodia, Ltd. (Ultone sound box and tone arm); C. H. Roberts Mfg. Co. (Bestone portable); Gramophone Components, Ltd. (motors, sound boxes and tone arms); Repeating Gramophones, Ltd. (record-repeating device and portables); Craies & Stavridi (Apollo gramophones, etc.); Sterno Mfg. Co. (gramophones, Compactophones and records); Garrard Eng. & Mfg. Co., Ltd. (motors); Johnson Talking Machine Co., Ltd. (gramophones and accessories); Benefit Superphones, Ltd. (gramophone that plays twelve records right off without attention); Alfred Graham & Co., Ltd. (Algraphone gramophones, motors, Sonat sound boxes and accessories); Barnett, Samuel & Sons, Ltd. (Decca and other machines, etc.); Disque Cabinet Co., Ltd. (record-filing cabinets and complete instruments)—fourteen firms all told.

Broadly speaking, it is none too representative a show for our industry. Many houses refrained from taking space because of the comparatively poor results experienced by exhibitors at last year's fair. Others hold aloof by reason of the exclusion of the general public who, it is argued (and rightly, to my mind), should be allowed entry, at least during part of each day. For this reason a number of gramophone firms have secured space at Olympia, where during the whole of March the Ideal Homes Exhibition is being held.

As far as my inquiries go, the consensus of trade opinion is certainly more favorable to combined trade and public shows than to those confined solely to the trade. In the case of the British Industries Fair it is felt that the general public might be allowed entry after 2 p. m., thus reserving the whole morning to traders without interruption. However, the "powers that be" are adamant and that's all there is to't!

Anticipation of good business at the present B. I. F. is said to be more favorable than at the last show. For one thing, prices are considerably less for the same quality products and there is stability of values, the absence of which last year militated greatly against the placement of advance orders. Exhibitors have good reason, therefore, to be optimistic.

Inventor of the Rastus Dancers Visits London

Roswell L. Douglass, president of the National Co., Boston, Mass., spent a few days in London recently on his way to the Continent. It is pretty well known that the National Co. controls the patents of the Rastus dancing toy and

boxing dancers, whose amazing capers on hundreds of thousands of gramophones have delighted users throughout the world. The Rastus dancers receive the homage of a big public this side through the agency of the Jake Graham Co., Liverpool.

During the course of a very interesting chat with your correspondent Mr. Douglass mentioned that attempts had been made to foist on the British market a number of imitations of the Rastus figures. To some extent his visit was concerned with the patent situation. His company intends to protect its rights in every way and Mr. Douglass informed me that already action has been taken against an importer of German figures which infringe the Rastus patents. The result of this action, I understand, is that the importers have admitted infringement and signed an undertaking not to proceed.

This cuts out the chief delinquent, and having had a sight of the documents covering the British patents of the Rastus, which, by the way, date back to 1914, I believe that traders here would be well advised to exercise the utmost caution in handling offers of similar or somewhat similar figures from whatever source they may come. At least, in such cases it is only prudent to consult a competent patent attorney before commitment to any proposition involving a doubt upon the subject.

As I have had occasion previously to report in these columns, the accessory side of the gramophone business in this country has not been developed to any great extent. Mr. Douglass believes that we are much behind the States in this regard and feels that there is scope for increasing the specialty trade here.

As to conditions in America, Mr. Douglass speaks with experience in several departments of trade. He said: "It is my opinion that the worst period is over; we have reached bottom and by present indications the next few months should show a gradual improvement in trade all round. Dealers' stocks of what we call stencil machines are becoming exhausted. This will relieve the situation considerably and enable the big concerns to come into their own by stabilizing trade on well-defined lines of policy. The people of the United States like phonographs, the sales of which have only been restricted on account of general business depression. When money comes back into a freer circulation trade in phonographs will certainly revive."

Mr. Douglass plans to spend a few weeks on the Continent and may return home via London.

Action Over "His Master's Voice" Matrices

A complication arising out of the war was recently brought to light in the British courts. Before the Anglo-German mixed arbitral tribunal the Gramophone Co., Ltd., applied for an ad interim injunction to restrain the Deutsche Grammophon Aktiengesellschaft and the Polyphonwerke Aktiengesellschaft Cos. from selling records made from matrices which had been sent over to Berlin before the war to the Deutsche Grammophon Co., as arranged with that com-

(Continued on page 164)

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pany on the distinct understanding that the matrices should remain the property of the Gramophone Co., Ltd., of London. The German Government having sold the shares in the company, which were all owned by the London firm, and also the matrices, the German companies as now constituted are contesting the action of the Gramophone Co., Ltd., and, following the decision of the tribunal to reserve judgment on January 18, the case was again heard on January 20. Douglas Hogg, K. C., for the claimants agreed with the chairman that the tribunal had no executive power to enforce any decision arrived at, but pointed out that no difficulty would be experienced in enforcing it in a German court if the tribunal made a similar order to that which any court could make. It would be an impossible task if the matter was delayed, and presently assessment had to be made of the damages suffered by the Gramophone Co., Ltd., in almost every country in the world.

Sir Duncan Kerly, acting for the German companies, discountenanced any authority of the tribunal to prevent the German firms concerned from dealing with the records. As the claim was based on the actual ownerships of the matrices and the matter had yet to be decided in the German courts, it was useless asking the tribunal to make an order. Judgment was reserved.

The Terpsichorean Period

If there is a special time for dancing (the young folks seem to make it almost an all-the-year-round pastime) that period is certainly in full swing at this time. Records pertaining to the art are much in demand; in fact, dancing tunes, in value to manufacturers and authors, not to mention the music publishers, easily take precedence of all other classes of musical endeavor. Jazzy fox-trots hold the field in popular favor, if recent record issues are any index, though, of course, the simple one-step is well in the run-

ning. Some very fine dance records by well-known orchestras and bands top the bill on "His Master's Voice," Columbia, Winner, Zonophone and most other companies make a strong feature of catering to the popular craze.

"His Master's Voice" School of Salesmanship

The projected salesmanship school at the Oxford street headquarters of the Gramophone Co. will be opened some time in March. The school is, in reality, a model shop, fully stocked and with the usual equipment. Thus the students should feel quite at home and in this environment will the better assimilate what they will be coached in—window-dressing, selling methods, pronunciation of musical terms, etc. Of course, the school is open only to "His Master's Voice" dealers and their salesmen or assistants. For this unique service the company makes no charge, believing that the expense and time involved will be amply repaid by the increased selling ability with which it must invest the students. However good a salesman may be he will find something worth remembering and the unique methods advocated at the school will serve as a stimulant to greater endeavor.

Brief Paragraphs of Interest

Otto Heineman is expected to visit London within the near future on business in connection with the development of his numerous commercial interests.

Messrs. Pathé Frères, in conformity with the general trend of price policies, have announced a revision of portable machine prices.

The Rowhill Engineering Co., Enfieldtown, are now manufacturing quite a good quality sound box at the remarkably low price of 1/6 (36 cents). It is evident that though favored by a low exchange rate German imports cannot meet such keen competition as is foreshadowed by the enterprise of the Rowhill Co.

A large mail-order house is now advertising what is described as a six-guinea gramophone for 50/-, with a book of six records thrown in. Almost pre-war rates!

The number of unemployed registered on February 7 was 1,892,000 throughout the United Kingdom. Since then there has been a decrease of 42,600. A good sign!

"Tonopen" is the name of a new needle which is creating much favorable mention in talking machine circles in this city.

Personal Recordings by Sinkler Darby

Thanks to photographers and looking-glasses, most people are familiar with their appearance. It is a reflected glory in the nature of an ocular demonstration. Something to be seen, not heard. It brings to mind the fact that there are no photographers or looking-glasses by which the masses can hear as well as see themselves. At least, that was the position until the advent of Sinkler Darby, who has just inaugurated a new studio on fashionable New Bond street, London, for the very purpose of recording our voices or talents as musicians.

The "Darbycord" (why not Darbychord?) record is for personal recordings by amateurs. The fees are quite moderate—six ten-inch records for 12 guineas; six twelve-inch records, 14 guineas; extra copies, ten-inch, 5/6 each; twelve-inch, 7/6 each. The idea is first rate. It will meet a real want, for there are big business possibilities in catering to the desire of parents to possess records of their children's voices, and offers scope for the amateur to test his or her own performances. Mr. Darby makes a special feature of children's voices.

Gramophones Given Away!

Quite a common form of trading before the war was the policy of presenting a gramophone to those signing a contract undertaking to purchase so many records in multiples of six or twelve per week over a given period. Of course, the gramophone became the property of the purchaser only after completion of the stipulated number of records.

Within the last few months this method of trading has received much attention and a number of firms are now running the scheme for all it is worth, especially in the provinces. A new London firm, the Meloto Co., has recently commenced operations along these lines on quite a big scale. It offers an exceedingly good gramophone free to purchasers of twelve records down and thereafter eight per month for twenty-three months. The Meloto record costs 3/- for the ten-inch double-side, and 4/6 the twelve-inch. The purchaser is under no obligation as to size of record ordered.

Among the critics of this trading policy is the London Music Trades Review, which in a recent report described it as being diametrically opposed to the best interests of the industry.

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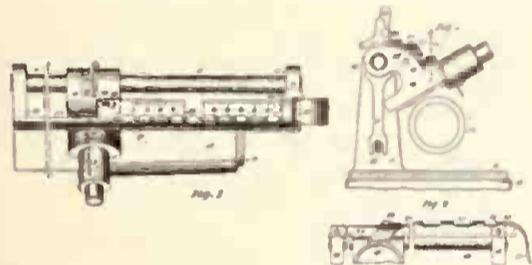
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., March 8.—Correction Device for Phonographic Machines. George W. Beadle, Stamford, Conn., assignor to Columbia Graphophone Co., Bridgeport, Conn. Patent No. 1,403,584.

This invention relates to phonographic machines of the character used for dictation purposes and has particular reference to the means for imparting information to the transcriber concerning the spoken words engraved in the wax tablet.

It is an object of the invention to simplify devices of this character and to make possible the incorporation of the same into existing machines without detracting from the appearance thereof or requiring the redesigning of the same.

The invention consists, briefly speaking, in the provision, in lieu of the usual scale bar, of a bar having at one end a table over which the index member may be moved. Overlying the table is a pencil guide, the same being preferably in the form of an arch stamped up from the table. One edge of the bar is provided with



a channeled guide, preferably in the form of segments stamped up from either side of the plate. This guide is adapted to straddle one longitudinal edge of the index member to prevent the same from buckling or collapsing as it is pushed over the table. A bracket on the carriage serves as a support for one end of the index member and to push the same over said table.

Fig. 1 is a plan view showing the application of the invention to a well-known form of dictation machine; Fig. 2 is a vertical section along the line 2—2 of Fig. 1; and Fig. 3 is a view taken on line 3—3 of Fig. 2.

Phonograph Record Cleaning Attachment. John Runk, Stillwater, Minn. Patent No. 1,404,147.

This invention relates to improvements in record-cleaning attachments for phonographs. An object of the invention is to provide a device to the tone arm in advance of the reproducer needle, so as to move over the sound grooves ahead of the needle and wipe out accumulations of dust from the grooves and insure a clearer and more faithful reproduction of the recorded sound waves.

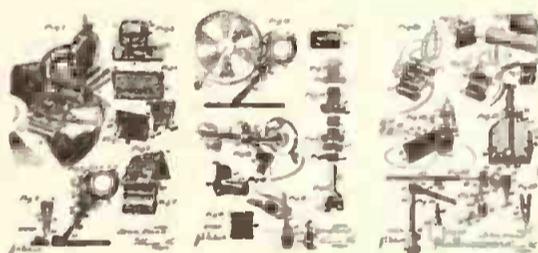
Another and very important object of the invention is to provide a fabric wiper made of either velvet, cotton, wool, linen, silk or other suitable material and fumed with either a disinfectant or perfume, this wiper being used in connection with the aforesaid cleaning attachment, and being usable a number of times before being finally discarded.

A further object is to provide a combination of cleaning attachments of substantially the same nature, said attachments being mounted on the tone arm and a separate support respectively, said attachments having wipers as described, for cleaning the record and polishing the surface to remove finger marks.

A further object is to provide an assortment of brushes, arranged to be used in place of the fabric wipers under certain circumstances.

Figure 1 is a perspective view illustrating the application of the cleaning attachment to the tone arm of the phonograph; Fig. 2 is a section on the line 2—2 of Fig. 1; Fig. 3 is a perspective view of the clamp and slide; Fig. 4 is a

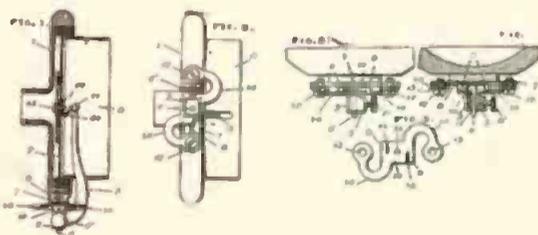
perspective view of the primary holder; Figs. 5 and 6 are perspective views showing the primary holder and closure plate separated; Fig. 7 is a perspective view showing the extension holder open; Fig. 8, 8a, 8b and 8c are perspective views showing various forms of fabric wipers used in connection with the cleaning attachment; Fig. 9 is a detail sectional view illustrating the use of an extension plate in place of the extension holder; Fig. 10 is a cross-section similar to Fig. 2, showing a brush in place of the velvet wiper; Fig. 11 is a perspective view of a modified form of brush wherein short and relatively stiff bristles are employed; Fig. 12 is a perspective view of another form of the brush; Fig. 13 is a perspective view illustrating the use of an extension support by means of which the cleaning attachment can be applied to tone-arms of other constructions than that shown in Fig. 1; Fig. 14 is a detail perspective view of the extension support shown in Fig. 13; Fig. 15 is a perspective view of an auxiliary handle wherein certain of the brushes may be employed; Fig. 16 is a perspective view illustrating the use of the handle and brush in reaching the center of the record where the cleaning attachment ordinarily does not reach; Figs. 17, 18, 19 and 20 are detail views of modifications of the spring members; Fig. 21 is a perspective view illustrating a fixed clamped cleaning attachment; Fig. 22 is a perspective view showing a one-piece spring used in connection with the cleaning attachment; Fig. 23 is a perspective view illustrating the use of a separately supported relatively broad cleaning member, in combination with the tone arm attached cleaning member; Fig. 24 is a detail perspective view of the adjustable standard comprising a part of the separate support in Fig. 23; Fig. 25 is a longitudinal section of the extensive arm of the separate support; Fig. 26 is a detail sectional view



of the clamp member in Fig. 25; Fig. 27 is a section of the balance weight constituting a further modification in the separate support; Fig. 28 is a perspective view of the balance weight showing one method of attaching it; Fig. 29 is a perspective view of the balance weight illustrating the use of the balance weight fastener arm, and Fig. 30 is a perspective view of a modified brush holder.

Reproducer. Frank W. Minor, Richmond, Va. Patent No. 15,269 (reissued).

The present invention relates to reproducers for phonographs and the like and has special reference to the means for supporting the stylus arm, the object of the invention being to provide a simple and cheap support which may be readily applied to the reproducer, will facilitate



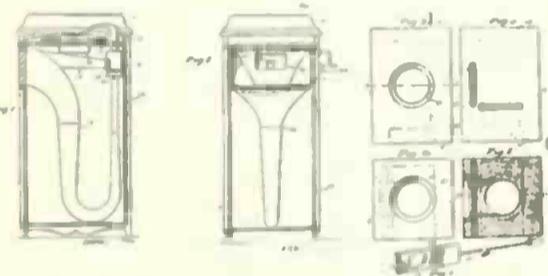
repairs and will permit the stylus and stylus arm to vibrate easily while, at the same time, being susceptible of ready adjustment to compensate for wear and impart a desired tension to the stylus and its arm. Fig. 1 is a longitudinal section through a reproducer, having its stylus

arm supported in accordance with the invention; Fig. 2 is a bottom plan view of the same; Fig. 3 is a front elevation of the stylus arm support; Fig. 4 is a section through the support taken at a right angle to Fig. 1, and Fig. 5 is a detail plan view of the blank from which the tension bridge or flex plate is made.

Talking Machine. Roy T. Newland and Melvel Merriam, Butte, Mont., assignors of one-half to Adolph Pincus and William Meyer, same place. Patent No. 1,401,277.

This invention relates to talking machines or the like and has for its chief characteristic the provision of a plurality of horns or sound-conveying channels, all of which communicate and have a common outlet, the horns or channels being of different size and configuration, adapted to be singly used, the largest one being used for orchestral music, xylophone or the like, while the small horn is used for word music, especially delivered by high-pitched voices.

Another important object of the invention resides in the novel construction of means for controlling the communication between the re-



spective horns or sound-conveying channels, so that any particular horn or the like can be used at the will of the operator.

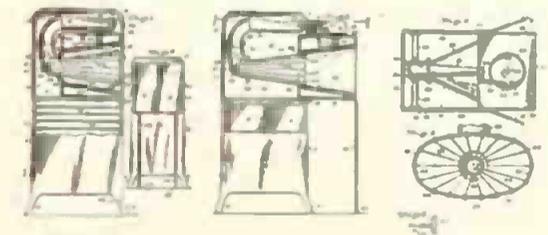
Figure 1 is an enlarged side elevation of the machine partly in section; Fig. 2 is a front elevation and partly in section; Fig. 3 is a front elevation of the sound trap with which the horns and sound-conveying channels communicate; Fig. 4 is a top plan view thereof; Fig. 5 is a side elevation; Fig. 6 is a sectional view taken on line 6—6 of Fig. 3; Fig. 7 is a detail view of one of the slides.

Phonograph Amplifier. Joseph A. Rayder, Philadelphia, Pa. Patent No. 1,400,985.

This invention relates to phonographs or talking machines and it has more particular reference to cabinets therefor, the main object being to provide a cabinet with which is combined an extensible horn, said extensible horn being so constructed and arranged that when in use it is properly supported while an uninterrupted flare is presented for the amplification of the sounds reproduced from the record.

Another object of the invention is to provide a combined phonograph cabinet and extensible horn whereby the volume and distinctness of the sounds produced are greatly enhanced.

A further object of this invention is to provide a novel means associated with the amplifier or extensible horn whereby the tones or sounds



reproduced from the record are more evenly distributed and at the same time greatly clarified in quality; in other words, an important feature resultant to this novel construction of amplifier and extensible horn is that the customary metallic sounds associated with phonographic reproductions are practically eliminated.

Figure 1 is a side elevation of the improved phonograph cabinet and extensible amplifier or (Continued on page 166)

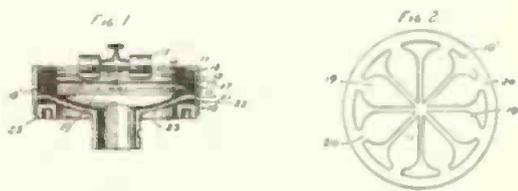
PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 165)

horn, partly broken away and in section to better disclose the extensible horn in collapsed or closed in position. Fig. 2 is a front elevation of the cabinet drawn to a reduced scale. Fig 3 is a similar side elevation to Fig. 1, but showing the extensible amplifier or horn in fully extended position; Fig. 4 is a sectional plan taken approximately on the line 4-4 in the preceding figure; Fig. 5 is a front view looking directly into the inner section of the extensible amplifier or horn and drawn to an enlarged scale, and Fig. 6 is a detail side view of a part.

Phonograph. James T. Leitch, Allentown, Pa Patent No. 1,406,042.

This invention more especially relates to an improved sound box for phonographs which is termed an "articulator" and its object is to provide an improved general construction of phonograph sound box.

A second important object of the invention is the provision, within the sound box, of a perforated, floating and vibrating partition whereby to properly blend the tones and overtones and



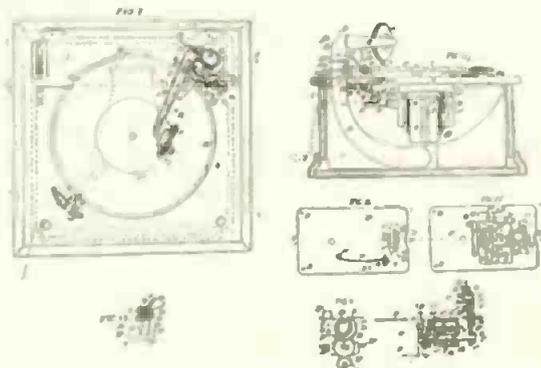
eliminate discordant sound as well as to assist in increasing the volumes of produced sound.

Figure 1 is a section taken diametrically through the improved sound box; Fig. 2 is a detail of the supplemental diaphragm.

Talking Machine. Edward A. Eschinger, Philadelphia, Pa. Patent No. 1,405,675.

This invention relates to feed mechanism for sound boxes of sound-recording and reproducing machines adjustable to automatically repeat their co-operation with a given sound record at the will of the operator. The invention is specially adapted for such machines arranged to co-operate with flat disc records and having sound-conducting tubular arms which move with the sound boxes, and are so constructed and arranged that repetition of the co-operation of the sound box with any given record is consequent upon such movement, to an adjustable predetermined extent.

Figure 1 is a plan view of the "Columbia Grafonola" minus the lid, which is connected with the casing by the hinges shown at the upper edge of said figure; Fig. 11 is a vertical section view of the machine shown in Fig. 1, taken on the offset line II, II, in Fig. 1; Fig. 111



is a plan view of the feed mechanism shown in Figs. 1 and 11, but on a larger scale; Fig. IV is an inverted plan view of said feed mechanism on the same scale as Fig. 111; Fig. V is a fragmentary, vertical cross-sectional view of said

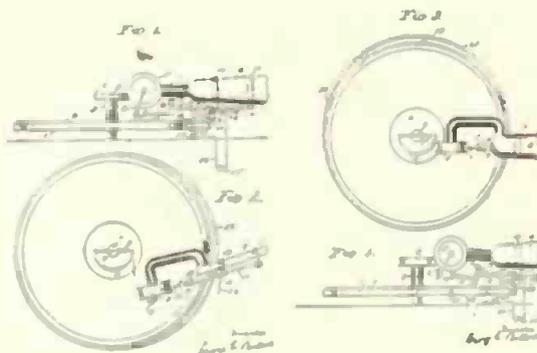
feed mechanism, showing the inner face of said cam and parts connected therewith; Fig. VI is a vertical longitudinal sectional view of said feed mechanism taken on the line VI, VI in Figs. 111 and IV; Fig. VII is a fragmentary vertical sectional view showing the feed mechanism terminal stop device, taken on the line VII in Fig. 1.

Repeating Attachment for Sound-reproducing Machines. George L. Bullock, Louisville, Ky. Patent No. 1,405,751.

The primary object of this invention is to provide an efficient and generally improved mechanism for automatically returning the sound box and stylus of the phonograph to its initial or starting point after completion of the record being played so that the playing will be automatically repeated.

Another object of the invention resides in the provision of an electro-mechanical mechanism for returning the reproducing stylus to its starting point and further in the specific construction and arrangement of such mechanism.

Figure 1 is a side elevational view showing the necessary parts of the phonograph and the manner of attaching the invention thereto; Fig. 2 is a top plan view of the construction shown in Fig. 1, certain parts of this view being broken



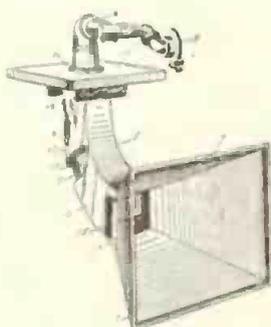
away to disclose other parts; Fig. 3 is a view similar to Fig. 2, but showing the sound box in a different position, and Fig. 4 is a side elevational view of the device as shown in Fig. 3.

Sound-recording and Reproducing Machine. Theodore O. Loveland, Iowa City, Iowa. Patent No. 1,406,046.

This invention relates to sound-recording and reproducing machines of the cabinet phonograph type which employ, in addition to the usual sound box and tone arm, an amplifying or tone chamber that is in coupled communication with the tone arm through the medium of a sound-conveying conduit, commonly termed the throat, and the specific improvement embodied herein more particularly resides in a novel departure as to the structural treatment of the throat itself.

Such throats formed wholly of metal have been, and to a minor extent may still be, employed in some machines, but it seems impossible to avoid the resultant metallic tones therefrom, and for the transmission of superior tone values it is generally conceded in this and other musical industries that wood is the very best material that may be adopted.

These hollow throats, therefore, are preferably formed with walls of a carefully selected wood, and their interior surfaces must be of a continuously smooth or unobstructed character as their acoustic properties are of the utmost importance in the transmission of sound waves as constant values from the sound box to the tone chamber of the machine, to insure a



delicately accurate reproduction of the record being translated.

For a clearer conception of the improved features claimed reference will now be had to the accompanying drawing, illustrating a practical embodiment thereof, in which drawing the single figure shown is a perspective assembled view of a sound box, its tone arm and a tone chamber,

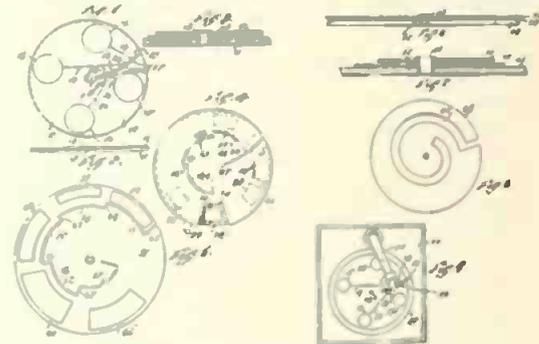
as associated with the improved throat, the latter being partly broken away at its rear and one side wall and illustrating in section on an exaggerated scale the invention as applied.

Means for Indicating matter produced on sound records. Victor H. Emerson and Robert B. Wheelan, New York, said Emerson assignor to the Emerson Phonograph Co., Inc., same place. Patent No. 1,404,194.

This invention relates to improvements in indicators to be used in combination with sound-records of musical compositions, monologues, etc. One of the objects of the invention is to provide visible means, in combination with a sound-record disk, to indicate, by illustration or words, a certain portion or portions of the records which are being reproduced. In other words, by means of the improved indicator a song, musical composition, etc., can be illustrated as the reproduction progresses. For example, take a record of the nursery song, "Mary had a little lamb," by means of the improvement the words "Mary had a little lamb," as they are reproduced, would have associated therewith the picture of a little girl and a lamb. The next line, "Its fleece was white as snow," would have associated therewith (for instance), a snow scene. The next line, "And everywhere that Mary went the lamb was sure to go," would have associated therewith a picture of a little girl followed by a lamb; and so on.

To carry out the invention, we superimpose upon a record-disk a second disk, which is preferably loosely secured to the record-disk. During the rotation of the record disk the superimposed disk will be held against rotation, the record disk revolving underneath the superimposed or indicator disk. The superimposed disk is provided with a slot for the passage therethrough of the reproducing needle in order that the needle can contact with the record-disk.

Figure 1 is a top plan view of a record-disk and a superimposed indicator disk, illustrating



one embodiment of the invention; Fig. 2 is an edge view thereof; Fig. 3 is an enlarged sectional view illustrating one way to secure the disks together; Figs. 4 and 5 illustrate modified forms of the invention; Fig. 6 is an enlarged edge view of the device as illustrated in Fig. 4; Fig. 7 is an enlarged sectional view thereof; Fig. 8 is a plan view of still another form of the invention; and Fig. 9 is a diagrammatic view of a phonographic device having the improvement applied thereto.

Combined Piano and Phonograph. Elizabeth E. Clark, executrix; Melville Clark, Chicago, Ill., assignor to the Apollo Piano Co., De Kalb, Ill. Patent No. 1,406,441.

The purpose of this invention is to provide an improved construction of a phonograph combined with a piano and contained within the casing thereof.

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Advance RECORD BULLETINS for April, 1922

VICTOR TALKING MACHINE CO.

Table of Victor records including categories like Popular Songs, Dance Records, Vocal and Instrumental Records, and Red Seal Records.

COLUMBIA GRAPHOPHONE CO.

Table of Columbia records including categories like Symphony Records, Popular Selections, and Dance Music.

Table of records from other companies including A3557, A6208, A3552, A3555, A3556, A3558, A3546, A3550, A3542, A3543, and A3551.

AEOLIAN CO.

Table of Aeolian records including categories like Standard Selections, Novelty Selections, Instrumental Selections, Hawaiian Selections, Yiddish Selections, Italian Selections, Popular Selections, and Dance Selections.

Table of records including Doo Dah Blues (Rose-White) and 14304 Cutie (From "The Blue Kitten").

BRUNSWICK RECORDS

Table of Brunswick records including categories like Twenty-Fourth Release, Vocal and Instrumental Records, and Dance Records.

EDISON DISC RE-CREATIONS

Table of Edison records including categories like Latest Flashes from Broadway and Dance Records.

(Continued on page 168)

ADVANCE RECORD BULLETINS FOR APRIL—(Continued from page 167)

- 50899 The Rosary You Gave to Me.....Walter Scanlan
Up in the Clouds (From "Up in the Clouds").
Elizabeth Spencer-Lewis James
 - 50911 Gypsy Rose—Fox-trot.....Phil Ohman's Dance Orch.
Lalawana Lullaby—Fox-trot.....Imperial Marimba Band
 - 50912 Don't Leave Me, Mammy—Fox-trot.....
Harry Raderman's Jazz Orch.
White Miami Dreams—Fox-trot.....
Imperial Marimba Band
 - 50928 A Sleepy Little Village (Where the Dixie
Cotton Grows).....Billy Jones and Chorus
 - 50905 Dreaming of You.....George Wilton Ballard
Dear Old Southland.....
Vernon Dalhart and Mixed Chorus
Little Town in the Old County Down.....
Walter Scanlan
- RELEASED ON ORDER**
- 50888 Apache Love—Fox-trot.....The Original Piano Trio
 - 50889 Bimini Bay—Fox-trot.....The Original Piano Trio
 - 50889 Weep No More—Fox-trot.....
Harry Raderman's Jazz Orch.
A Dream of Your Smile—Fox-trot.....
Harry Raderman's Jazz Orch.
 - 50868 Mary O'Brien.....Jim Doherty
I've Got My Habits On.....Al Bernard-Vernon Dalhart
 - 50913 The Sheik—Fox-trot.....Broadway Dance Orch.
Senorita—Fox-trot.....Club de Vingt Orch.
 - 50914 Sweet Hawaiian Girl of Mine.....
Waikiki Hawaiian Orch.
My Hawaiian Melody.....Waikiki Hawaiian Orch.
 - 50915 Granny (You're My Mammy's Mammy).....
The Homestead Trio
Mammy Lou.....Criterion Quartet
 - 50916 By the Old Ohio Shore.....Leola Lucey-Charles Hart
Play That "Song of India" Again.....Lewis James
 - 50917 A Darktown Quartet Rehearsal.....Premier Quartet
Operatic Syncopation.....Billy Jones-Ernest Hare
 - 50918 Dapper Dan.....Billy Jones-Ernest Hare
Bow Wow Blues.....Ernest Hare
 - 50919 Carolina Rolling Stone.....Vernon Dalhart
Boo-Hoo-Hoo.....Aileen Stanley
 - 50920 Stealing—Fox-trot.....Club de Vingt Orch.
Smilin'—Fox-trot.....Phil Ohman's Dance Orch.
 - 50931 Pretty Little Honey Lou.....
Al Bernard-Frank M. Kamplain
Another Waltz.....Elizabeth Spencer-Lewis James
 - 50934 No Sweeter Than Than Now.....
Walter Scanlan and Chorus
Cutie ("The Blue Kitten").....
Elizabeth Spencer and Male Chorus
 - 50935 Little Grey Sweetheart of Mine.....Crescent Trio
 - 80719 Indiana Lullaby.....Elizabeth Spencer-Lewis James
Truth Reflects Upon Our Senses.....
Metropolitan Quartet
 - O, My Father.....Criterion Quartet
 - 50936 Out Where the West Begins.....Glen Ellison
When the Bell in the Lighthouse Rings Ding,
Dong.....Waltzin B. Blix
- EDISON DISC SUPPLEMENT**
- 50876 Uncle Josh Takes the Census—A Rural Story,
Cal Stewart
Clancy's Wooden Wedding—Comic Song,
Edward Mecker
 - 50877 Easter Carols (Chimes)—Bells of Old Trinity,
New York.....Wm. B. Murray
Stephen Foster's Melodies (Chimes)—Bells of
Old Trinity, New York.....Wm. B. Murray
 - 50878 The Waggle o' the Kilt.....Glen Ellison
She's the Lass for Me.....Glen Ellison
 - 50879 March-Nasse-Noisette.....Conway's Band
Lisztiana March.....Conway's Band
 - 50880 Roll On, Silver Moon—Yodel Song,
Frank M. Kamplain
In the Sweet Long Ago,
George Wilton Ballard and Chorus
 - 80694 The House of Memories.....Paul Reimers
Mother of My Heart.....Jerome Uhl
 - 80695 Valse Caprice.....Losey's Orch.
Ever Dear.....Losey's Instrumental Quartet
 - 80696 Amoureux—Valse Lente.....Peerless Orch.
The Maiden's Prayer.....Reed Orch.
 - 80697 The Garden of Sleep.....Betsy Lane Shepherd
Alice, Where Art Thou?.....Ralph Errolle
 - 82250 (a) Sunday Morning Bells (Hurdy Gurdy Waltz
From "Etchings")—Violin Solo.....Albert Spalding
Andante—Concerto No. 2—Violin Solo.....
Albert Spalding
 - 82251 Ombra leggiera (Shadow Dance)—Dinorah,
Frieda Hempel
Nemico della patria?—Andrea Chénier,
Mario Laurenti
 - 82252 Traum durch die Dämmerung.....Jacques Urlus
Die Allmacht.....Jacques Urlus

EDISON AMBEROL RECORDS

- 4481 Judy (You're the Jewel of Them All) ("Irish
Eyes").....Walter Scanlan
 - 4482 Havana Moon—Violin Solo.....Rae Eleanor Ball
 - 4483 Liebestraum—Piano Solo.....Walter Chapman
 - 4484 He Will Hide Me.....Metropolitan Quartet
 - 4485 Wiener Bon-Bons—Waltz.....National Promenade Band
 - 4486 My Cherry Blossom—Fox-trot.....Lanin's Orch.
 - 4487 Boo-Hoo-Hoo.....Aileen Stanley
 - 4488 Granny (You're My Mammy's Mammy).....
The Homestead Trio
 - 4489 La Cinquantaine—Cello Solo.....Maurice Marechal
 - 4490 Love's Ship—Medley Waltz (Intro.: "Say You'll
Be Mine").....Club de Vingt Orch.
 - 4491 Polonaise Militaire.....United States Marine Band
 - 4492 Mother of My Heart.....Jerome Uhl
 - 4493 My Daddy.....Jim Doherty
- TWO FRENCH SELECTIONS**
- 27205 Les Trois Gosses (The Three Gamins).....Paul Dufault
 - 27207 Bois Epais-Amadis (Sombre Woods).....Paul Dufault
- LATEST BLUE AMBEROL HITS**
- 4507 Up in the Clouds (From "Up in the Clouds"),
Elizabeth Spencer-Lewis James
 - 4508 Dear Old Southland.....
Vernon Dalhart and Mixed Chorus
 - 4509 The Rosary You Gave to Me.....Walter Scanlan
 - 4511 Tyrol.....Al Bernard-Frank M. Kamplain
 - 4510 Monastery Bells Waltz—Piano Solo.....Henry W. Lange
 - 4512 Cutie (Intro.: "I've Found a Bud Among the
Roses") From "The Blue Kitten"—Medley
Fox-trot.....Harry Raderman's Jazz Orch.
 - 4513 A Sleepy Little Village (Where the Dixie Cotton
Grows).....Billy Jones and Chorus
 - 4514 While Miami Dreams—Fox-trot.....
Imperial Marimba Band
 - 4515 Gypsy Rose—Fox-trot.....Phil Ohman's Dance Orch.
 - 4516 Jimmy—Fox-trot.....Club de Vingt Orch.

PATHE FRERES PHONOGRAPH CO.

STANDARD VOCALS

- 20688 Absent (Metcalfe).....Lewis James
- 20689 Barefoot Trail.....Lewis James
- 20689 Darling Nellie Gray.....Elliott Shaw
- 20690 Off in the Stilly Night.....Elliott Shaw
- 20690 Mother o' Mine.....Charles Hart
- 20690 Mary of Argyll.....Charles Hart
- 20691 Old-time Medley (Part 1).....Shannon Four
- 20691 Old-time Medley (Part 2).....Shannon Four

SACRED

- 20692 One Sweetly Solemn Thought.....Paul Hardy
- I Need Thee Every Hour.....Paul Hardy

INSTRUMENTAL

- 20706 Orientale—Violin solo.....Alexander Debruijle
- Serenade Espagnole—Violin solo.....Alexander Debruijle

POPULAR VOCALS

- 20715 After the Rain.....Billy Jones
- The Sun Will Soon Be Shining.....
Charles Hart & Elliott Shaw

- 20716 Little Grey Sweetheart of Mine.....Crescent Trio
- Time After Time.....Vernon Dalhart
- 20717 Indiana Lullaby.....William Simmons
- Jimmy, I Love But You.....Lewis James

DANCE RECORDS

- 20718 After the Rain—Fox-trot.....Don Parker's Orch.
- Cutie (From "The Blue Kitten")—Fox-trot.....
Ernest Hussar and His Orch.

- 20719 Lola-Lo—Fox-trot.....Hotel Claridge Orch.
- 20720 Old-Fashioned Girl—Fox-trot.....Casino Dance Orchestra
- Angel Child—Fox-trot.....
Ernest Hussar and His Orch.

- The Little Tin Soldier—Fox-trot.....
Casino Dance Orch.
- 20721 No Use Crying—Fox-trot.....Synco Jazz Band
- I've Got the Wonder Where He Went and When
He's Coming Back Blues—Fox-trot.....
Synco Jazz Band

- 20722 Lonesome Hours (Lucas-Parker-Lange)—Fox-
trot.....Lange Trio
- Symphonola (Lucas-Parker-Lange)—Fox-trot.....
Lange Trio

All of these records may be obtained in both Pathe (sapphire) and Actuelle (needle-cut). The numbers shown are Pathe numbers. The Actuelle number is the same as the Pathe but prefixed with a cipher, as 020688.

GENNETT LATERAL RECORDS

- 10055 Whispering Hope (Hawthorne)—Tenor and Con-
tralto, with Orch.....Jack Young-Helen Clark
- Life's Dream Is O'er (Melody of "Alice, Where
Art Thou?") (Asher)—Tenor and Contralto,
with Orch.....Jack Young-Helen Clark

- 10056 Schon Rosmarin (Kreisler)—Violin, with Piano
Accomp. by Thos. Griselle.....Scipione Guidi
- Liebesfreud (Kreisler)—Violin, with Piano
Accomp. by Thos. Griselle.....Scipione Guidi

- 10057 Just Awearyin' for You (Carrie Jacobs-Bond)—
Soprano, with Orch.....Edith Gaile
- I Love You Truly (Carrie Jacobs-Bond)—So-
prano, with Orch.....Edith Gaile

- 4824 Good-bye, Shanghai (Meyer)—Fox-trot,
Nathan Glantz and His Orch.
- Thrills (West)—Fox-trot,
Nathan Glantz and His Orch.

- 84825 Mi Noche Trieste—Tango,
Nathan Glantz and His Orch.
- El Calendario Del Año (From "Los Monaguillos")
(J. A. Palacios)—Fox-trot,
Nathan Glantz and His Orch.

- 4826 Stealing (Sullivan)—Fox-trot,
Lanin's Famous Players
- After the Rain (Kahn-Sibemore-Shirgley)—Fox-
trot.....Lanin's Famous Players

- 4827 Eddie Leonard Blues (Val and Ernie Stanton)—
Tenor, with Orch.....Irving Kaufman
- Dear Old Southland (Layton-Creamer)—Tenor,
with Orch.....Vernon Dalhart

- 4828 Three o'Clock in the Morning (Robledo)—Waltz,
Specialty Orch.
- Moon River (David)—Waltz.....Specialty Orch.

- 4829 The Flower Song (Lange)—Piano, Violin, 'Cello,
Taylor Trio
- Woodland Echoes (Wyman)—Piano, Violin, 'Cello,
Taylor Trio

- 4830 Cutie (From "The Blue Kitten") (Intro.: "I've
Found a Bud Among the Roses") (Friml)—
Fox-trot.....Hazay Natzy and His Biltmore Orch.
- Angel Child (Price-Silver-Davis)—Fox-trot,
Hazay Natzy and His Biltmore Orch.

- 4831 My Mammy Knows (DeCosta-Jerome)—Fox-trot,
Bailey's Lucky Seven
- On the 'Gin, 'Gin, 'Ginny Shore (Donaldson)—
Fox-trot.....Bailey's Lucky Seven

- 4832 Easter Hymn (His Resurrection) (Davidica)—
Orch. Accomp.....Westminster Choir
- Holy, Holy, Holy! Lord God Almighty! (Herber-
Dykes)—Orch. Accomp.....Westminster Choir

GREEN LABEL GENNETT RECORDS

- 10044 Coming Through the Rye (Burns)—Soprano,
Orch. Accomp.....Edith Gaile
- My Laddie (Thayer)—Soprano, Orch. Accomp.,
Edith Gaile

- 10033 Silver Threads Among the Gold (Danks-Rexford)
—Vocal, Orch. Accomp.....Knickerbocker Trio
- When You and I Were Young, Maggie (John-
son-Butterfield)—Tenor, Orch. Accomp.,
Geo. Wilton Ballard

- 10031 Carry Me Back to Old Virginny (Bland)—Vocal,
Orch. Accomp.....Knickerbocker Trio
- Darling Nellie Gray (Hanby)—Vocal, Orch.
Accomp.....Knickerbocker Trio

- 10018 Miserere ("Il Trovatore") (Verdi)—Violin,
Flute, Harp.....Mozart Trin
- Barcarolle ("Tales of Hoffman") (Offenbach)—
Violin, Flute, Harp.....Mozart Trin

- 10053 Because (D'Hardelot-Teschemacher)—Tenor,
Orch. Accomp.....Philip Carson
- At Dawning (Eberhardt-Cadman)—Tenor, Orch.
Accomp.....Henry Moeller

- 10054 Symphony in E Flat Major—Menuetto (Third
Movement) (Mozart),
Gennett Symphony Orch.—P. Florida, Conductor
- Prelude of Third Act ("Traviata") (Verdi),
Gennett Symphony Orch.—P. Florida, Conductor

POPULAR RECORDS

- 4823 Ty-Tee (Ribo)—Fox-trot.....Lanin's Famous Orch.
- All That I Need Is You (Santley-Baer)—
Lanin's Famous Players

- 4818 Blue Danube Blues (Kern)—Fox-trot,
Nathan Glantz and His Orch.
- Smilin' (Coburn-Rose-Wolohan-Krausgrill)—
Fox-trot.....Nathan Glantz and His Orch.

- 4815 I've Got My Habits On (Durante)—Fox-trot,
Bailey's Lucky Seven
- In My Heart, on My Mind All Day Long (Kal-
mar-Ruby)—Fox-trot.....Bailey's Lucky Seven

- 4820 The Sheik (of Araby) (Snyder)—Fox-trot,
Lanin's Famous Players
- Just a Little Love Song (Cooper)—Fox-trot,
Lanin's Famous Players

- 4810 Stars (Alden)—Fox-trot.....Nathan Glantz and His Orch.
- Song of India (Runsky-Korshkoff)—Fox-trot,
Nathan Glantz and His Orch.

- 4822 When Shall We Meet Again? (Egan-Whiting)—
Orch. Accomp.....Hart-Shaw
- To-morrow Land (Tandler)—Orch. Accomp.,
Hart-Shaw

- 4821 I Hold Her Hand and She Holds Mine (Rose-
Ryan)—Baritone, Orch. Accomp.....Arthur Fields
- He's a Panic (Young-Lewis-Akst)—Orch.
Accomp.....Kaufman Bros.

- 4796 Leave Me With a Smile (Koehler-Burnett)—Fox-
trot.....Lanin's Famous Players
- Walsh Blues (Ringle-Meinken)—Fox-trot,
Lanin's Famous Players

- 4772 When the Honeymoon Was Over (Fisher)—
Tenor, with Orch. Accomp.....Sam Ash
- Tuck Me to Sleep (Lewis-Young-Meyer)—Tenor,
with Orch. Accomp.....Sam Ash

- 4778 Tuck Me to Sleep (Young-Lewis-Meyer)—Fox-
trot.....Harry Raderman's Orch.
- Choo Choo San (Puccini)—Fox-trot,
Falcone's Metronome Orch.

LATEST PURITAN RECORDS

- 11099 Wana (Cliff Friend)—Fox-trot, saxophone sextet,
vocal chorus.....Arthur Hall
- Bow Wow Blues (Friend-Osborn)—Fox-trot,
Verkes' Master Saxophonists, vocal chorus,
Bee Kerwin

- 11100 Tell Her at Twilight (Will Donaldson-Bernie
Grossman)—Fox-trot.....S. S. Flotilla Dance Orch.
- Smilin' (Coburn-Rose)—Fox-trot,
S. S. Flotilla Dance Orch.

- 11101 Delia (Irving Caesar-Archie Gottler)—Tenor solo,
orch. accomp.....Arthur Fields
- Dear Old Southland (Henry Creamer-Turner Lay-
ton)—Baritone solo, orch. accomp.....Ernest Hare

- 11102 Granny (Joe Young, Sam M. Lewis, Harry Akst)
—Fox-trot.....California Ramblers
- All That I Need Is You (Lester Stanley-Abel
Baer)—Fox-trot.....California Ramblers

- 9102 Medley Irish Waltz (Part 1).....Scubert's Dance Orch.
- Medley Irish Waltz (Part 2).....Scubert's Dance Orch.

- 9103 Kathleen Mavourneen (J. N. Crouch)—Tenor
solo, orch. accomp.....Hugh Donovan
- Come Back to Erin (Claribel)—Tenor solo, orch.
accomp.....Hugh Donovan

- 15054 Nobody Knows De Trouble I've Seen—Violin
solo.....Victor Provisinski
- Swanee River (Stephen-Collins-Foster)—Violin
solo.....Victor Provisinski

- 11098 St. Louis Blues (Intro.: "Old Miss Blues") (W.
C. Handy)—Medley fox-trot,
Handy's Memphis Blues Band
- Yellow Dog Blues (Intro.: "Hesitating Blues and
Beale Street Blues") (W. C. Handy)—Medley
fox-trot.....Handy's Memphis Blues Band

GAELIC PHONOGRAPH RECORD CO.

- 1010 Come, My Love—Metro soprano, accomp.....Nora Power
- The Pretty Maid Milking Her Cow—Metro so-
prano vocal accomp.....Nora Power

- 1011 Eileen, My Loved One—Metro soprano, with ac-
comp.....Nora Power
- The Fair-haired Child—Metro soprano, with ac-
comp.....Nora Power

- 1031 Jimmy, My Thousand Treasures—Metro soprano,
with accomp.....Nora Power
- Lament of Deidre—Metro soprano with accomp.,
Nora Power

- 1001 Foggy Dew—Baritone.....Larry Reilly
- Father O'Flynn—Bass baritone accomp.,
John A. Crawford

- 1002 I'm Irish—Baritone.....Larry Reilly
- The Kerry Dance—Bass baritone accomp.,
John A. Crawford

- 1003 Believe Me if All Those Endearing Young
Charms—Tenor.....George O'Brien
- The Low-backed car—Baritone accomp., Larry Reilly

- 1004 Let Erin Remember the Days of Old—Tenor,
George O'Brien
- Off to Philadelphia—Bass baritone accomp.,
John A. Crawford

- 1005 Father Dollard and Hare in the Corn—Violin
and accomp.....Billy Dacey
- Chris Dalton's Fancy Davis Reel—Violin with
accomp.....Billy Dacey

- 1006 Medley of Irish Reels—Piccolo and piano,
P. J. McNamara
- Blackberry Blossom—Irish bagpipes, piano, Tom Ennis

- 1007 Cook in the Kitchen—Irish bagpipes, with accomp.,
Tom Ennis
- Irish Hornpipe Medley—Piccolo and piano,
P. J. McNamara

- 1008 The Rights of Man—Accordion accomp.,
Flanagan Bros.
- Irish Set Piece Jockey to the Fair—Piccolo and
piano.....P. J. McNamara

- 1009 Cork, and First of May—Irish bagpipes with
accomp., Tom Ennis
- Medley of Irish Jigs—Piccolo and piano,
P. J. McNamara

- 1012 Scholar's Jig—Accordion and with accomp.,
Frank Quinn
- Sherren's Reel—Accordion with accomp.,
Conlan and Garry

- 1013 The King of the Jigs—Accordion and accomp.,
Frank Quinn
- Over the Hills to Peggy—Accordion and accomp.,
P. J. Conlon

- 1014 Tom Ennis Jigs—Accordion and accomp.,
P. J. Conlon
- Trim the Velvet—Accordion and accomp.,
Frank Quinn

- 1015 Around the House—Highland fling, accordion and
piano.....Frank Quinn
- The Bells of Shandon—Accordion and accomp.,
Conlon and Garry

- 1016 Laddy Buck o' Mine—Tenor and accomp.,
John O'Malley
- Irish Medley ("Come Back to Erin" "The Harp,"
"Killarney," "Minstrel Boy")—Tenor, vocal ac-
comp.....John O'Malley

- 1017 That's an Irish Lullaby—Tenor, with accomp.,
John O'Malley
- Erin—Tenor and accomp.....John O'Malley

- 1018 The Connaughtman's Rambles, Paddy Whack—
Irish warpipes.....Edmund Tucker
- Miss McLeod's Reel—Irish warpipes.....Edmund Tucker

- 1019 Kilkenny—Tenor and accomp.....Cris Lalloway
- The Felons of Our Land—Bass baritone and ac-
comp.....Frank O'Callaghan

- 1020 'Tis a Picture of Erin—Tenor, vocal and accomp.,
Cris Lalloway
- 1020 The West's Awake—Bass baritone vocal and ac-
comp.....Frank O'Callaghan

- 1021 Tim Rooney at the Fightin'—Tenor and accomp.,
Cris Lalloway
- Rising of the Moon—Bass baritone and accomp.,
Frank O'Callaghan

- 1022 Top of the Mornin'—Baritone recitation.....Larry Reilly
- The Dear Little Shamrock—Tenor and accomp.,
George O'Brien

- 1023 Killarney—Cornet solo and accomp.....Mike O'Shea
- The Blackbird—Piccolo solo and accomp.,
P. J. McNamara

- 1024 Killarney and the Meeting of the Waters—Piano
solo.....Ed. F. Geoghegan
- Foggy Dew—Irish march and two-step, piccolo and
accomp.....P. J. McNamara

- 1025 A Trip to the Cottage—Jigs, piano,
Ed. F. Geoghegan
- Mountain Dew—Reels, piano.....Ed. F. Geoghegan

ADVANCE RECORD BULLETINS FOR APRIL—(Continued from page 168)

- 1026 Swallow Tail—Accordion, violin and piano. Conlon, Garry and Geoghegan
- Gaelic Barn Dance—Accordion, violin and piano. Conlon, Garry and Geoghegan
- 1027 The Harp That Once Through Tara's Halls—Tenor, with accomp. George O'Brien
- Ireland Acushla Ma-chree—Bass baritone with accomp. John A. Crawford
- 1028 Kathleen Mavourneen—Bass baritone and accomp. John A. Crawford
- My Love Nell—Baritone and accomp. Larry Reilly
- 1029 God Made Ireland a Nation—Tenor and accomp. John Burke
- In Your Irish Blue Eyes—Tenor and accomp. John Burke
- 1030 Tobin's Jig—Irish bagpipe and accomp. Tom Ennis
- Delaney's Reel—Irish bagpipe and accomp. Tom Ennis
- SACRED HYMNS
- 1032 Angels We Have Heard on High—With accomp. Blessed Sacrament Quartet
- Silent Night, Holy Night—With accomp. Blessed Sacrament Quartet
- 1033 Adeste Fideles—Gaelic Quartet
- Jesus, Son of the Living God. Mrs. W. Monagan, J. M. Daly, Patrick Bowe
- 1034 Ave Marie—With accomp. Grace Howard Nash
- O Salutaris ("O Saving Host")—Anna Grattan Bowe

REGAL RECORD CO.

MID-MONTH RELEASES

DANCE

- 9189 On the 'Gin, 'Gin, 'Ginny Shore (Walter Donaldson)—Fox-trot. Erdody and His Famous Orch.
- Who Believed in You? (Anatol Friedland)—Fox-trot. Golden Gate Orch.
- 9190 Angel Child (Price-Silver-Davis)—Fox-trot. Lanin's Roseland Orch.
- Thrills (Eugene West)—Fox-trot. Sherbo's Dance Orch.
- 9191 Satanic Blues (Shields-Christian)—Fox-trot. Lanin's Southern Serenaders
- Eddie Leonard Blues (Val and Ernie Stanton)—Fox-trot. Lanin's Southern Serenaders
- 9192 Good-Bye, Shanghai (Johnson-Meyer)—Fox-trot. Regal Dance Orch.
- With vocal chorus. Donald Baker
- Learning to Love (Ward and Arthur)—Fox-trot. Regal Dance Orch.
- 9193 Old Time Waltzes (Part 1, Intro: "I Can't Tell Why I Love You, but I Do," "Mandy Lee," "Eastside, Westside," "On the Banks of the Wabash," "Good Old Summertime")—Waltz. Natzy's Biltmore Hotel Orch.
- Old Time Waltzes (Part 2, Intro: "The Bowery," "On the Sidewalks of New York," "Sweet Sixteen," "After the Ball")—Waltz. Natzy's Biltmore Hotel Orch.
- 9194 Sweet Hawaiian Girl of Mine (Sam. A. Perry)—Hawaiian guitars. Ferera and Franchini
- Monalua Hula—Hawaiian guitars. Ferera and Franchini

VOCAL

- 9195 My Mammy Knows (DeCosta-Jerome)—Tenor duet, orch. accomp. Charles Harrison and Everett Clark
- 9195 Old-fashioned Girl (In a Gingham Gown) (Al Johnson)—Ballad, orch. accomp. Donald Baker
- 9196 Don't Leave Me, Mammy (DeSylva-Conrad-Santily)—Baritone solo, orch. accomp. Henry Jones
- I've Got the Wonder Where He Went and When He's Coming Back Blues (Little-Lyman)—Novelty blues, orch. accomp. Henry Jones and "Skeeter" Sims

BANNER RECORDS

DANCE NUMBERS

- 1042 Cutie—Fox-trot. Yerkes' S. S. Flotilla Dance Orch.
- After the Rain—Fox-trot. Yerkes' S. S. Flotilla Dance Orch.
- 1043 Lo-La-Lo (Hawaiian)—Fox-trot. Majestic Dance Orch.
- Venetian Love Boat—Fox-trot. Majestic Dance Orch.
- 1044 Dear Old Southland—Fox-trot. Yerkes' S. S. Flotilla Dance Orch.
- Angel Child—Fox-trot. Moulin Rouge Orch.
- 1045 Virginia Blues—Fox-trot, Vocal Chorus, Arthur Hall. Lenzberg's Orch.
- Boo-Hoo-Hoo—Fox-trot, Vocal Chorus, Arthur Hall. Lenzberg's Orch.
- 1046 Marie—Fox-trot. Majestic Dance Orch.
- Just a Little Love Song—Fox-trot. Majestic Dance Orch.
- 2037 Venetian Nights—Medley Waltz. Schubert's Dance Orch.
- Blue Danube—Waltz. Schubert's Dance Orch.

POPULAR VOCAL NUMBERS

- 1047 Carolina Rose—Tenor Solo, Orch. Accomp. Sam Ash
- In Bluebird Land—Tenor Solo, Orch. Accomp. Charles Harrison

LUCILLE HEGAMIN JAZZ RECORD

- 1048 I've Got the Wonder Blues. Lucille Hegamin and Her Blue Flame Syncopators
- You've Had Your Day. Lucille Hegamin and Her Blue Flame Syncopators

COMEDY NUMBER—COHEN RECORD

- 2038 Cohen at the Wedding. Monroe Silver
- Cohen at the Opera. Monroe Silver

STANDARD NUMBERS

- 2036 Monastery Garden—Incidental Singing by the New Stellar Quartet. Metropolitan Symphony Orch.
- Garden of Love. Metropolitan Symphony Orch.
- 2039 Kiss Me Again—Soprano Solo, Orch. Accomp. Elizabeth Spencer
- Last Rose of Summer—Soprano Solo, Orch. Accomp. Elizabeth Spencer

EMERSON PHONOGRAPH CO., INC.

- 10501 While Miami Dreams (Egan & Whiting)—Fox-trot. Joseph Samuels' Music Masters
- Broken Toy (Maginc & Flatow)—Fox-trot. Erdody and His Famous Orchestra
- 10502 Angel Child (Price-Silver-Davis)—Fox-trot. Lanin's Roseland Orchestra
- Marie (Motzan-Santily)—Fox-trot. Green Bros.' Novelty Band
- 10503 On the 'Gin 'Gin 'Ginny Shore (Donaldson)—Fox-trot. Erdody and His Famous Orchestra
- Why Don't You Smile? (Schwartz)—Fox-trot. Bennie Krueger's Orchestra
- 10504 Everybody Step (From the musical production, "The Music Box Revue") (Berlin)—Fox-trot. Sherbo's Club Dansant Ensemble
- Thrills (West)—Fox-trot. Sherbo's Club Dansant Ensemble
- 10505 Say, Persianna, Say (White)—Fox-trot. Joseph Samuels' Music Masters
- Weep No More, My Mammy (Mitchell-Clare-Polack)—Fox-trot. Green Bros.' Novelty Band
- 10506 Old Time Waltzes (Part 1) Introducing: "I

- Can't Tell You Why I Love You, But I Do," "Mandy Lee," "Eastside, Westside," "On the Banks of the Wabash," "Good Old Summertime"—Waltz. Natzy's Biltmore Hotel Orchestra
- Old Time Waltzes (Part 2) Introducing: "The Bowery," "On the Sidewalks of New York," "Sweet Sixteen," "After the Ball"—Waltz. Natzy's Biltmore Hotel Orchestra
- 10507 Bow Wow Blues (My Mammy Treats Me Like a Dog) (Friend-Osborne)—Fox-trot. Plantation Dance Orchestra
- You've Had Your Day (Cliff Edwards)—Fox-trot. Bennie Krueger's Orchestra
- 10508 Eddie Leonard Blues (Val and Ernie Stanton)—Fox-trot. Lanin's Southern Serenaders
- Satanic Blues (Shields-Christian)—Fox-trot. Lanin's Southern Serenaders
- 10509 Who Believed in You? (Friedland)—Fox-trot. California Ramblers
- Just a Little Love Song (Joe Cooper)—Fox-trot. Lanin's Roseland Orchestra

VOCAL

- 10510 My Mammy Knows (De Costa-Jerome)—Tenor duet, orch. accomp. Charles Harrison and Everett Clark
- Carolina Rolling Stone (Parish-Young-Squires)—Tenor solo, orch. accomp. Vernon Dalhart
- 10511 Don't Leave Me, Mammy (Davis-DeSylva-Conrad-Santily)—Baritone solo, orch. accomp. Ernest Hare
- 10511 Dear Old Southland (Parish-Young-Squires)—Tenor solo, orch. accomp. Vernon Dalhart
- 10512 Boo-Hoo-Hoo (Nelson-Link-Aarouson-Lentz)—Blues novelty. Noble Sissle
- Piano accomp. Eubie Blake
- There's a Down in Dixie Feelin' Hangin' Round Me (Perkins)—Novelty song, orch. accomp. Arthur Fields
- 10513 By the Old Ohio Shore (Earl & MacDonald)—Tenor solo, orch. accomp. Sam Ash
- Mammy Lou (Sterling-Moran-Von Tilzer)—Male quartet. Strand Quartet
- 10514 America (Smith-Carey)—Male quartet. Criterion Quartet
- Star Spangled Banner (Key-Armold)—Male quartet. Criterion Quartet
- 10515 Sweet Hawaiian Girl of Mine (Sam. A. Perry)—Hawaiian guitars. Ferera and Franchini
- Honolulu Rag—Hawaiian guitars. Ferera and Franchini

OKEH RECORDS

ODEON CELEBRITY RECORDS

- 50303 Villanelle (Dell'Acqua)—Soprano, with Orch., in French. Maria Ivogun
- 50304 Lucia di Lanimermoor—Wahninnsszene (Mad Scene) (Donizetti)—Soprano, with Orch., in German. Maria Ivogun
- 50305 Barber of Seville—Frag' ich mein heklommes Herz (A Little Voice I Hear) (Rossini)—Soprano, with Orch., in German. Maria Ivogun
- 50306 Barber of Seville—Sanft lenkt des Weibes Sinn (A Docile Mind I Bear) (Rossini)—Soprano, with Orch., in German. Maria Ivogun
- 50501 Mignon—Kennst du das Land? (Knowest Thou the Land?) (Thomas)—Soprano with Orch., in German. Claire Dux

The above five records were recorded in Europe by International Talking Machine Co.

OKEH RECORDS—DANCE

- 4519 When Shall We Meet Again? (R. A. Whiting)—Waltz. Erdody and His Famous Orch.
- By the Old Ohio Shore (Mary Earl)—Waltz. Joseph Knecht's Waldorf-Astoria Dance Orch.
- 4520 Lalawana Lullaby (White-Stark)—Fox-trot. Glantz and His Orch.
- Tell Her at Twilight (Just Sing Love's Sweet Song) (Will Donaldson)—Fox-trot. Erdody and His Famous Orch.
- 4521 Old Pal, Why Don't You Answer Me? (Intro: "Dream of Me") (M. K. Jerome-Art Hickman-Ben Black)—Medley Fox-trot. Glantz and His Orch.
- My Heart at Thy Sweet Voice (From "Samson and Delilah") (Intro: "Habenera," from "Carmen" and Drdla's "Serenade") (Arr. by Donald Lindley)—Medley Fox-trot. Damon's Orch.
- 4522 Atta Baby (Wm. Tracy-J. Osterman-H. K. Mohr) Fox-trot, Incidental Solo by Billy Jones. Tampa Blue Jazz Band
- Uncle Bud (Tennessee Blues) (Bob Miller)—Fox-trot, Incidental Solo by Billy Jones. Tampa Blue Jazz Band
- 4523 All That I Need Is You (L. Santly-A. Baer)—Fox-trot. Kay Miller, Melody King, and His Black and White Melody Boys
- A Dream of Your Smile (Con Conrad)—Fox-trot. Blue Diamond Dance Orch.
- 4529 The Schoolhouse Blues (From "Music Box Revue") (Irving Berlin)—Fox-trot. Green Bros.' Novelty Band
- Say It With Kisses (If You Love Me) (B. Grossman-B. Jones-B. Frisch)—Fox-trot. Julius Lenzberg's Harmonists
- 4530 Good-bye, Shanghai! (Joseph Meyer)—Fox-trot. Glantz and His Orch.
- Stealing (Dan Sullivan)—Fox-trot. Julius Lenzberg's Harmonists
- 4531 Ty-Tee (Irving M. Bibo)—Fox-trot—Hawaiian Guitar Effect by Virginia Burt. Blue Diamond Dance Orch.
- Say, Persianna, Say (Willy White)—Oriental Fox-trot. Markels' Orch.
- 4532 Gypsy Rose (H. Lodge-E. Rose)—Fox-trot. Markels' Orch.
- Who (Believed in You?) (Anatol Friedland)—Fox-trot. Blue Diamond Dance Orch.
- 4533 That Haunting Waltz (Nat Goldstein)—Waltz. Joseph Knecht's Waldorf-Astoria Dance Orch.
- To-morrow Land (H. J. Tandler)—Waltz. Markels' Orch.
- 4534 Great Big Heap Much Bull (Albert Von Tilzer)—Fox-trot. Green Bros.' Novelty Band
- Carolina Rolling Stone (E. Young-H. D. Squires)—Fox-trot. Green Bros.' Novelty Band

MONOLOGUES

- 4539 Casey Departing to Congress (John Riley)—Talking. John Riley and Company
- Casey as a Doctor (John Riley)—Monologue. John Riley

MASONIC RECORD

- 4536 Mecca (I Am Dreaming of You) (M. Stark-J. Strouse-R. Cowan)—Oriental Chant. Mecca Temple Band
- March Turque (R. Eilenberg)—Masonic March. Mecca Temple Band

RAND

- 4541 Echoes of the Marne (F. W. Hager). Conway's Band
- Captain Pat Conway, Conductor
- Panamericana (Morceau Characteristic) (Victor Herbert). Conway's Band
- Captain Pat Conway, Conductor

- SACRED
- 4535 What a Friend We Have in Jesus (Scriven-Converse)—Tenor, Organ Accomp. by Justin King. Charles Hart
- Ninety and Nine (Clephane-Sankey)—Tenor, Organ Accomp. by Philip Hauser. Charles Hart

COLORED CATALOG

- 8026 The Memphis Blues (W. C. Handy)—Contralto, with Orch. Esther Bigeou
- The St. Louis Blues (C. W. Handy)—Contralto, with Orch. Esther Bigeou
- 8027 Brown Skin (Who You For?) (C. Williams-A. J. Piron)—Soprano-Baritone Duet, Accomp. by Tampa Blue Jazz Band.

- Daisy Martin-Clarence Williams
- If You Don't Want Me (Please Don't Dog Me 'Round) (Clarence Williams)—Soprano, Accom. by Tampa Blue Jazz Band. Daisy Martin

IRISH SELECTIONS

- 21006 Irishman's Blackthorn—Reel—Irish-Accordion Solo, Piano Accomp. by Nellie Meany. Peter J. Conlon

- Kitty's Ramble—Jig—Irish-Accordion Solo, Piano Accomp. by Nellie Meany. Peter J. Conlon

WHISTLING RECORD

- 4540 The Woodland Flirt (A Bird Flirtation) (King-Hager)—Whistling Solo, with Orch. Sibil Sanderson Fagan
- Dance of the Robins (J. L. Deppen)—Whistling Solo, with Orch. Sibil Sanderson Fagan

VOCAL RECORDS

- 4524 Granny (You're My Mammy) (J. Young-S. M. Lewis-H. Akst)—Contralto, with Orch. Aileen Stanley
- Bow-Wow Blues (My Mamma Treats Me Like a Dog) (C. Friend-N. Osborne)—Contralto, with Orch. Aileen Stanley

- 4525 Georgia Rose (A. Sullivan-J. Flynn-H. Rosenthal)—Contralto, with Orch. Vaughn de Leath
- When the Honeymoon Was Over (Fred Fisher)—Tenor, with Orch. Lewis James

- 4526 When Shall We Meet Again? (R. B. Egan-R. A. Whiting)—Tenor-Baritone Duet, with Orch. Lewis James-Elliott Shaw
- Leave Me With a Smile (C. Koehler-E. Burnett)—Tenor-Male Trio, with Orch. Sam Ash-Crescent Trio

- 4527 My Hawaiian Melody (D. Ringle-J. F. Coats)—Tenor-Baritone Duet, with Orch. Hawaiian Guitar Effect by Virginia Burt. Lewis James-Elliott Shaw
- Little Girl (Don't Say Good-bye) (A. Miller-Al Roberts)—Tenor, with Orch. Lewis James

- 4528 Atta Baby (W. Tracey-H. K. Mohr)—Tenor, with Orch. Billy Jones
- I Hold Her Hand and She Holds Mine (B. Rose-B. Ryan-I. Bibo)—Contralto, with Orch. Elsie Clark

- 4537 Ireland Is Ireland to Me (From Musical Play, "Kilkeny") (F. O'Hara-J. K. Brennan-E. R. Ball)—Tenor, with Orch. Gerad Griffin
- Little Town in the Old County Down (R. W. Pascoe-M. Carlo-A. M. Sanders)—Tenor, with Orch. Henry Burr

CONNORIZED MUSIC CO.

- 3058 On the 'Gin, 'Gin, 'Ginny Shore—Fox-trot. Bailey's Lucky Seven
- My Mammy Knows—Fox-trot. Bailey's Lucky Seven
- 3059 Virginia Blues—Fox-trot. ConnORIZED Jazzers
- Boothblack Blues—Fox-trot. Alardi Gras Sextet
- 3060 Dear Old Southland. Vernon Dalhart
- Alabama Mammy. Strand Theatre Quartet
- 3061 I Want the World to Know. Criterion Quartet
- Memories of Virginia—Waltz Song. Criterion Quartet
- 3062 Three o'Clock in the Morning—Waltz. Specialty Orch.
- Moon River Waltz. Specialty Orch.
- 3063 Angel Child—Fox-trot. Natzy and His Orch.
- Cutie (From "The Blue Kitten")—Fox-trot. Natzy and His Orch.
- 3064 Blue Danube Waltz. Capodifero's Band
- Dolores Waltz. Capodifero's Band
- NUOVI DISCHI ITALIANA
- 130 Inno Garibaldi March. G. Iasilli's Band
- 131 Marcia—Reale e Fanfara. G. Iasilli's Band
- American Aviation March. G. Iasilli's Band
- Cuore D'artista—Marcia sinfonica. G. Iasilli's Band

CELEBRATE FIFTIETH ANNIVERSARY

Jacob Weinheimer's Sons, Old Syracuse, N. Y., House, Passes Half Century Milestone—Sonoras Featured in Large Department

SYRACUSE, N. Y., March 9.—Jacob Weinheimer's Sons, furniture dealers, celebrated the fiftieth anniversary of the existence of the firm here this week. The business was founded in 1872 by Jacob Weinheimer and its growth has been steady since that time. A feature of the establishment is a large phonograph department on the main floor of the store where the Sonora line is displayed. This department, under the management of Miss Ella M. Peck, has been built up and it now enjoys the patronage of a large clientele in Syracuse and the surrounding community. The anniversary was featured in the local papers by a history of the company's progress covering more than two pages. Considerable advertising also announced the event.

PLAN SALES DRIVE ON COLUMBIA

TROY, N. Y., March 9.—The music house of Cluett & Sons, Inc., this city, is planning an intensive sales drive on Columbia Grafonolas beginning March 11, according to an announcement by E. A. Russell, manager of the phonograph department. Mr. Russell reports that the company has been enjoying a brisk business in phonographs and records in all its stores.

A C B I A C O F H K L N P Q R U A X V B D F G I J L N P Q S U V X Z V C E F H J K W O P R T A C E M P O Q N Y S R V L W Y B A Y M B C

INDEX TO ADVERTISERS

A		H		P	
Acme Die Casting Corp.....	93	Hall Mfg. Co.....	105	Pearsall Co., Silas E.....	15
Aeolian Co.....	60, 61	Harper & Bros.....	135	Peckham Mfg. Co.....	72
American Mica Works.....	132	Harponola Co.....	23	Peerless Album Co.....	6
American Talking Machine Co.....	124	Hartzell Crucible Co.....	48	Penn Phonograph Co.....	84
American Walnut Mfrs. Ass'n.....	66	Health Builders.....	13	Phillips Phono. Parts Co., Wm.....	27
Anaconda Lubricating & Supply Co.....	45	Hegenian-Stewart Co.....	75	Phonomotor Co.....	78
Andrews, Curtis N.....	53, 149	Hessig-Ellis Drug Co.....	39	Player-Tone T. M. Co.....	159
B		Hiawatha Phono. Co.....	119	Plaza Music Co.....	94, 155
Berlin, Inc., Irving.....	139	Hoffay Phono. Co.....	82	Pleasing Sound Phono. Co.....	102
Blackman Talking Machine Co.....	58	Hough, J. E., Ltd.....	163	Plywood Corp.....	62
Boston Book Co.....	18	Hough, L. W.....	72	Q	
Bradford, Perry.....	139, 140	I		Qualitephone Sales Co.....	127
Brand, William.....	99	Isley, Doubleday & Co.....	120	R	
Bridgeport Die & Machine Co.....	126	Independent Jobbing Co.....	57	Reco-Rap Co.....	42
Brilliantone Steel Needle Co.....	47	International Mica Co.....	85	Reflexo Products Co.....	65
Brooks Mfg. Co.....	75	Iroquois Sales Co.....	27	Regal Record Co.....	54
Bruno & Son, Inc., C.....	79	Italian Book Co.....	33	Recordophone Co.....	76
Bruns & Sons, A.....	26	J		Rene Manufacturing Co.....	50, 131
Brunswick-Balke-Collender Co. Insert following page	34	Jenkins' Sons Co., J. W.....	154b	Rex Gramophone Co.....	164
Buchh Co., Louis.....	783	Jewel Phonoparts Co.....	35, 98	Robinson, Pettit Co., Inc.....	39
C		Jewett Phono. Co.....	101	S	
Cabinet & Accessories Co.....	95	K		Schloss Bros.....	154
Celina Specialty Co.....	40	Kent Co., F. C.....	50	Seaburg Mfg. Co.....	37
Charmaphone Co.....	103-150	Kiefer-Stewart Co.....	39	Self-Lifting Piano Truck Co.....	67
Cheney Talking Machine Co.....	24	Kimball Co., W. W.....	88, 115	Sherman, Clay & Co.....	31
Chicago T. M. Co.....	107	Kirkman Engg. Co.....	89	Silent Motor Corp.....	82
Claremont Waste Mfg. Co.....	102	Knickerbocker T. M. Co.....	10	Simplex Elec. Phono. Motor Co.....	133
Classified Want Ads.....	160, 161	Kraft, Bates & Spencer, Inc.....	70	Smith Drug Co., C. D.....	39
Cleveland T. M. Co.....	4	Kunde, A. G.....	122	Snyder, Jack.....	138
Cohen & Hughes.....	20	L		Sonora Distr. Co. of Texas.....	39
Columbia Graphophone Co.....	16, 17, 22, 26, 34, 43, 46, 67, 68, 78, 93, 129, 141, 158	Lakeside Supply Co.....	119	Sonora Co. of Philadelphia.....	39
Comorized Music Co.....	152	Lansing Sales Co.....	72	Sonora Phonograph Co., Inc. Inside front cover, 38, 39, 87	39, 87
Consolidated Talking Machine Co.....	86, 115	La Velle Mfg. Co.....	123	Sonora Phonograph Co. of Pittsburgh.....	39
Crippen Record File Corp.....	134	Lanter Co., H.....	158	Southern Drug Co.....	39
D		Lee-Coit-Andresen Hdw. Co.....	39	Southern Sonora Co.....	39
Da-Lite Elec. Display Co.....	145	Lasley's.....	166	Southwestern Drug Co.....	39
Deca-Disc Phono Co.....	104	Lidson Products.....	33	Sphinx Gramophone Motors.....	90
Diaphragm Co.....	153	Long Cabinet Co., G.O. A.....	130	Star Mach. & Nov. Co.....	93
Ditson & Co., Chas. H.....	69	Lorenzen, H. K.....	150	Starr Piano Co.....	96
Ditson Co., Oliver.....	69	Loyd Wireless Telephone Corp.....	73	Steger & Sons Piano Mfg. Co.....	52
Doctorow, D. R.....	120	Lyon & Healy.....	110	Steinert & Sons Co., M.....	70
Dodge Mfg. Co.....	151	Lyons, Wm. H.....	118	Stephenson, Inc.....	154a
Dodin, Andrew H.....	166	M		Sterling Devices Co.....	109
Droup & Sons Co., E. F.....	Inside Back Cover	Madison Music Co.....	29	Sterno Manufacturing Co.....	156
Duo-Tone Co.....	19	Magic Phono. Supply Co.....	128	Strevell-Paterson Hardware Co.....	39
Duplex Record File Co.....	56	Mahogany Association.....	142	Superior Flake Graphite Co.....	113
Dyer & Co., W. J.....	Inside Back Cover	Manufacturers' Phono. Co.....	121	T	
E		Marshall Co., Inc., C. L.....	39	Talking Machine World Trade Directory, Insert following page	66
Eastern Talking Machine Co.....	69	McMenimen, H. N.....	100	Templar Mfg. Co.....	117
Eckhardt, Walter C.....	21	Mellor Co., C. C.....	68	Toledo Talking Machine Co.....	Inside back cover
Eclipse Musical Co.....	80	Mermod & Co.....	107	Tonepen Co.....	14
Edison, Inc., Thos. A.....	Back Cover	Mickel Bros. Co.....	46	Tonophone Co.....	129
Eight Famous Victor Artists.....	22	Minneapolis Drug Co.....	39	Tophams, Ltd.....	99
Elmes Engg. Co., Chas. F.....	113	Modernola Co.....	85	Triangle Phono. Parts Co.....	107
Empire Phono. Parts Co.....	12	Monarch Felt Co.....	59	Triplex Art Phono. Co.....	68
F		Montagues, I., & Co.....	39	U	
Favorite Mfg. Co.....	160	Moore-Bird & Co.....	39	Udell Works.....	43
Federal Elec. Co.....	114	M. S. & E.....	39	Union of Irish Industries.....	144
Feist, Leo.....	57, 62, 77, 89, 97, 100, 106, 127, 136, 138	N		Unit Construction Co.....	81
Fischer, J. & C.....	11	National Decalcomania Co.....	84	United Mfg. & Distr. Co.....	112
Fletcher-Wickes Co.....	41	National Metals Depositing Corp.....	48	United Music Stores.....	85
Flexlume Sign Co.....	51	National Publishing Co.....	18	Universal Fixture Co.....	30
Fox Pub. Co., Sam.....	137	Netschert, Frank.....	65	V	
G		Newark Recording Labs.....	161	Val's Accessory House.....	87
Gaelic Phono Record Co.....	134	New England Talking Machine Co.....	71	Van Houten, C. J., & Zoon.....	39
General Phonograph Corp.....	Inserts following pages 18, 50 and 82	New York Album & Card Co.....	4	Van Veen & Co.....	102
General Phonograph Mfg. Co.....	42	New York T. M. Co.....	107	Vicsonia Mfg. Co.....	25
Gibson-Snow Co.....	39	Nye, William F.....	20	Victor Talking Machine Co.....	Front Cover, 5, 7
Globe-Vernicke Co.....	91	O		W	
Glynn, W. B., Distributing Co.....	39	Ogden Sectional Cabinet Co., Inc.....	49	Walbert Mfg. Co.....	111
Gramophone Co., Ltd.....	162	Ohio Cathedral Co.....	45	Waltham Music Co.....	39
Granby Phono. Corp.....	28	Ormes, Inc.....	9	Warbletone Music Co.....	59
Greater City Phono. Co.....	97	Oru-Tone Co.....	64, 117	Ward Co., C. E.....	74
Greater New York Novelty Co.....	154c	Orsenigo Co.....	63	Weymann & Son, H. A.....	84
Gretsch Mfg. Co., Fred.....	77, 157	Outing T. M. Co.....	143	Whitsit Co., Perry B.....	50
Griffith Plano Co.....	39	P		Widdicomb Furniture Co.....	36
Grinnell Bros.....	92	Pace Phono. Co.....	132	Williams Co., G. T.....	124
		Paddock Products, Inc.....	141	Wimpfheimer & Bro., A.....	34
		Pathé Frères Phonograph Co.....	125	Witmark & Sons, M.....	140
		Peabody & Co., Henry W.....	32	Wizard Phono Co.....	118
				Wolf Mfg. Industries.....	116
				Y	
				Yahr & Lange Drug Co.....	39

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CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

The Value of the Really Artistic Window Display	3	April 30 to May 6	42
The Bungalow as Sales Quarters in the Warerooms Most Effective	3	When Knowledge Means Sales, 'Tis Folly to Be Ignorant	43
Paying Interest on Deferred Payments Action Is the Keynote of Success in Making the Show Window Interesting	4	Brain Work in Salesmanship a Decided Essential	48
Why Persistent Advertising Is Necessary to Success Today	6	Important Problems to Be Discussed at Forthcoming Foreign Trade Convention	49
How the Social Side of Associations Helps	8	Robert Gordon's Page of Merchandising Suggestions	55
Will the Radio Craze Affect Our Industry?	8	Many Important Trade Problems Discussed by Talking Machine Men in Convention in Peoria	59
The Problem of Thorough Distribution	9	The Importance of Promptness in Business	64
Avoiding Loss on Instalment Sales	9	President Harding Sees the Tide of Trade Turning to Prosperity	65
Possibilities of Increasing Record Sales Through the Co-operation of Repairmen	10	The Value of an Intelligently Prepared Mailing List	67
Some Timely Suggestions and Selling Ideas for Talking Machine Dealers	12-14	Important Changes in the Personnel of the Edison Co. Announced	66
Is There a Definite Science of Talking Machine and Record Salesmanship?	15-18	A Review of Trade Conditions in the New England Territory	69-72
Dealers Tell of the Hardest Talking Machine Sales They Ever Made	19-20	Trade Happenings in the Quaker City and Pennsylvania	83-85
Letter of a Veteran Salesman to a Friend (No. III)	23	Featuring the Musical Possibilities of the Talking Machine	88-89
Why Music Broadcasted by Radio Should Not Hurt Sales of Talking Machines and Records	25	Some Sales Stunts of Prominent Dealers That Merit Special Consideration	95
Some Interesting Patents Bearing on Electrical Talking Machine Reproducers	26	The Mid-West Point of View and Western Trade News	108-119
Optimistic Note Sounded at Convention of Central Ohio Victor Dealers. What Is Morale in Business?	29	"Mutual Service" Plan of Increasing Record Sales	128
Proper Handling of a Customer in the Store Results in Increased Sales	35	An Interesting Budget of News From the Dominion of Canada	131-132
Persistent and Energetic Canvassing a Most Vital Aid in Making Talking Machine Sales	40	Gleanings From the World of Music	137
Preparing for New York's Third Annual Music Week to Be Held From		Great Gathering of Victor Dealers in Philadelphia	147-149
		The Talking Machine Situation in Europe	162
		Late Patents of Interest to the Talking Machine Trade	164-165
		Advance Lists of April Bulletins of Talking Machine Records	167-169



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