

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

Published Each Month by Edward Lyman Bill, Inc., at 383 Madison Ave., New York, October 15, 1923



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

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



Barcarolle
\$150

*The choice of
those who've
heard them all*

DISCRIMINATING PEOPLE CHOOSE SONORA

The inherent high quality found in Sonoras priced no higher than other well-known makes, appeals strongly to the substantial, well-established person of culture and refinement who demands the best that money can buy in all his purchases.

This desirable type of buyer is irresistibly attracted to the Sonora store. And Sonora advertising, window displays, advertising literature—all play a vital part in bringing him to the Sonora dealer's place of business. Once attracted, it requires little effort to convince him that Sonora is the better instrument.

Sonora dealers find that the business built up among this class of phonograph purchaser always results in a large proportion of cash sales, the benefits from which are many fold.



Marlborough
\$185



SONORA PHONOGRAPH CO., Inc.
279 BROADWAY NEW YORK

Canadian Distributors
SONORA PHONOGRAPH, Ltd. Toronto



The Highest Class Talking Machine in the World

The Talking Machine World

Vol. 19. No. 10

New York, October 15, 1923

Price Twenty-five Cents

Beckwith Buys Dyer Victor Jobbing Business

Victor Wholesaler in Minneapolis Purchases Wholesale Victor Business of W. J. Dyer & Bro.—Will Distribute From Minneapolis Only—W. J. Dyer & Bro. to Continue as Victor Retailers

MINNEAPOLIS, MINN., October 8.—The George C. Beckwith Co., of this city, well-known Victor wholesaler, has purchased the wholesale Victor business of W. J. Dyer & Bro., of St. Paul, Minn. This important deal becomes effective to-day and hereafter all Victor wholesale business in the Twin Cities will be transacted from the offices of the Geo. C. Beckwith Co., here. W. J. Dyer & Bro. will continue as Victor retailers. The news of this purchase by the George C.

Beckwith Co. will undoubtedly prove of interest to dealers throughout the West and the company's plans for the coming year include many important phases of co-operation that will enable it to give its clientele increased service along practical lines. Mr. Beckwith and Chas. K. Bennett, who recently joined the company, are receiving the congratulations of their many friends in the trade upon the consummation of this important deal.

TO INSTALL BROADCASTING STATION

Saul Birns, Gotham Talking Machine Dealer, Planning Radio Station at Second Avenue Store—Foreign Language Programs and Educational Work to Be Featured

Plans are under way by Saul Birns, proprietor of a chain of talking machine stores in New York and Brooklyn, to install a radio broadcasting station in his headquarters at 111 Second avenue, New York City. Permission has already been secured by Mr. Birns from the Department of Commerce, Bureau of Navigation, Radio Service, for radio transmission.

Mr. Birns' plans include the broadcasting of radio programs in various foreign languages, including Yiddish, Italian, Greek, Polish, Russian, etc. The Second avenue store is located in the heart of a section of the city in which reside many foreign-born people of all nationalities. Mr. Birns states that a large percentage of these people are not familiar with the English language, many of them having arrived in this country very recently. Mr. Birns is a member of the board of governors of the downtown branch of the League of Foreign-Born Citizens, and he believes that a broadcasting station, such as he intends to install, will prove a powerful force in educational and Americanization work. Tentative plans have already been made to install a device for transmitting the instruction given in the classes of the League to the foreign-born people who do not attend schools. Mr. Birns has also secured the co-operation of publishers and editors of the leading foreign

newspapers to publish the programs and render such other service as may be possible. Musical programs, rendered by artists in the various foreign languages, will play an important part in these programs, according to Mr. Birns, who also declared that there is an intense interest among foreigners in radio.

REILLY WITH BUSH & LANE

Popular Wholesale Man Joins Holland, Mich., House—Will Cover State of Illinois

CHICAGO, ILL., October 8.—Raymond Reilly, for the past three years wholesale representative for the Chicago branch of the Columbia Graphophone Co., covering the loop district, has joined the sales organization of the Bush & Lane Piano Co., Holland, Mich., and will be in charge of the State of Illinois and the city of Milwaukee for this company. Mr. Reilly will concentrate all of his activities on the development of the phonograph business for the Bush & Lane Piano Co., and the enthusiastic response accorded this company's new line of instruments is reflected in the many inquiries received for dealer agencies.

Mr. Reilly is well known throughout the Western talking machine trade, for prior to his association with the Columbia Co. he was identified for ten years with the retail talking machine field. He is recognized as one of the most successful wholesale men in the Chicago trade and in his new connection will have ample opportunities to utilize his previous experience to advantage.

RETIREMENT OF CALVIN G. CHILD

From Artists and Repertoire Department of the Victor Talking Machine Co. on Account of Ill Health—Succeeded by J. S. Macdonald

Announcement has just been made of the retirement of Calvin G. Child from his administrative duties with the Victor Talking Machine Co. as director of the artists and repertoire department of the company. The results of his twenty-three years of effort in this special field have been of an outstanding character both as regards the Red Seal library and the popular numbers.

Mr. Child's retirement from the more active phase of his efforts in behalf of the Victor Co. is due to the condition of his health. He will, however, continue as a member of the Board of Directors, to which body he was elected some time ago. Mr. Child, by the way, was associated with Eldridge R. Johnson even prior to the formation of the Victor Co.

J. S. Macdonald has been appointed to the important position of manager of the artists and repertoire department of the Victor Co. and will henceforth assume the administrative duties formerly falling on Mr. Child. Mr. Macdonald has also been associated with the Victor enterprise for a long period of years, most of which were spent in the artists and recording division, but part of which was spent as sales manager of the company. Mr. Macdonald is, therefore, especially well qualified to fulfill the responsibility that has been placed upon him.

SONORA LINE IN HARTMAN STORES

Illinois Phono. Corp. Closes Important Deal With Chicago Retail House—Leon Golder Consummates Arrangements

CHICAGO, ILL., October 8.—Leon Golder, sales manager of the Illinois Phonograph Corp., of this city, Sonora jobber in this territory, announced this week that arrangements had been completed whereby the Sonora line would be carried in the four stores of the Hartman Furniture & Carpet Co., Chicago. The main store of this company is located at 258 South Wabash avenue, in the heart of "Piano Row," and the others are situated at 1272 Milwaukee avenue, 2558 West North avenue and 819 West Sixty-third street. A complete line of Sonora instruments, including the latest period models, is now on display at the Hartman stores and Mr. Golder has been congratulated upon closing this deal, as the Hartman Furniture & Carpet Co. is one of Chicago's largest retail furniture establishments.

Frank J. Coupe, vice-president and general sales manager of the Sonora Phonograph Co., New York, accompanied by H. J. O'Connor, E. D. Coots, F. E. Roediger and J. M. Erwin, of his sales organization, are now in Chicago co-operating with the Illinois Phonograph Co. and the Sonora dealers in making plans for a banner season. Mr. Coupe is well known in the Chicago trade and he has been given an enthusiastic welcome throughout the city.

INDEPENDENT'S MUSICAL DIRECTOR

A. J. Baum, general manager of the Independent Recording Laboratories, New York, announced this week the appointment of Adrian Schubert as musical director of the company, succeeding Arthur Bergh, who is now Okeh recording director. Mr. Schubert is well qualified for his new post, as for nearly ten years he has been first cellist at the Metropolitan Opera House and has recorded for many of the leading record companies as a member of various musical organizations.

Columbia to Start Big Ad Drive This Month

Leading Magazines and Newspapers to Carry Full-Page Color Advertisements of Columbia Machines and New Process Records—Ads Will Appear Nearly a Billion and a Half Times

Columbia dealers throughout the country were gratified to learn this month of the preparation of a mammoth Columbia advertising campaign that will be inaugurated on October 21. This campaign has been planned in such a way that it will reach the reading public of the entire nation and, according to the official schedule, the new Columbia phonographs and Columbia New Process records will be featured during the months of October, November and December in rotogravure color and black and white full pages of forty-three great Sunday newspapers, whose circulation totals 14,000,000 each week.

A similar presentation will appear in four full-page advertisements in the Saturday Evening Post, whose weekly circulation is 2,177,000. Each week 750 daily papers will carry advertisements announcing the popular hits to 22,000,000 readers. The Columbia advertising department sums up this campaign as follows: "When you consider these circulation figures in relation to the number of times each advertisement is scheduled in this group of publica-

tions alone there is the amazing total of 1,353,708,000. Think of it—nearly a billion and a half Columbia impressions upon the public mind! But this is not all. Hundreds of thousands more readers are similarly and persistently appealed to by appropriate advertisements which are inserted regularly in the leading Negro weekly newspapers and foreign language publications, which include twenty-four different nationalities."

The rotogravure advertising will be particularly artistic, one advertisement, for example, featuring the new Columbia Model 550, listing at \$200, and presenting this handsome instrument in a suitable background. In the same copy there are also listed the new Columbia Model 460, listing at \$225; the Model 530 console, listing at \$150, and the Model 520 console, listing at \$125. Another page in the campaign will be devoted almost entirely to a description of the new reproducer that is part of the equipment of the new Columbia line; this copy emphasizing in detail the distinctive merits of this reproducer.

Is the Mail Order House Your Competitor?

Mail Order Firms Draw Trade From Entire Country—Some of the Business Methods Which Are Resulting in Losses to Retailers

On more or less frequent occasions established retailers in various cities and towns of the country have called to their attention more or less forcibly the activities of the various mail-order houses in going after and landing prospective customers in their territories. Even though the dealers themselves are not conscious of mail-order competition they have sympathy to offer to neighboring dealers perhaps in other lines who have seen sales go glimmering as a result of mail-order solicitation.

The average merchant, especially in the larger cities, appears to be of the opinion that the bulk of the mail-order business is done in rural communities more or less distant from large towns, where well-conducted talking machine establishments are located. Yet it is a peculiar fact that close to 50 per cent of mail-order business is actually done in large cities and with a class of people who would make most desirable customers for the local retailer.

Invading Dealers' Territories

As an instance in point it is significant that even in New York City and particularly its populous home borough, Brooklyn, to say nothing of Chicago and its environs, the mail-order houses have sold machines at substantial prices to people only a few blocks distant from the local dealer with an established store and a stock that can be inspected at first hand.

It is apparent that the argument to the effect that the local dealer is a permanent fixture in the community and is doing his share to develop the city and pay the expenses of its maintenance has little effect, nor do the mail-order buyers seem impressed by the fact that, when they have added freight, cartage and other lib-

eral expenses to the original cost of their machines, plus the uncertainty of doing business with a distant concern, they have paid a sum that would have bought them good machines in their own towns.

Certain Cities Best Mail Order Centers

It is particularly significant that certain cities appear to make fine prospect centers for mail-order houses, while others do not respond. Cincinnati, O., for instance, is a poor mail-order town, while considerable business comes out of Columbus, less than 100 miles distant. Buffalo, N. Y., is likewise a poor business center for the mail-order houses, but is balanced by Rochester, which produces a generous number of buyers. Hartford, Conn., is a good mail-order city, but New Haven on one side and Springfield, Mass., on the other prove disappointing as a source for orders.

Local Dealers Responsible

It would seem that the situation rests largely upon the ability and aggressiveness of local dealers in covering their territories thoroughly. Perhaps even the dealers in good mail-order towns are working hard and conscientiously, but do not cover enough territory, for it would seem logical that the efforts of an outside sales staff, coupled with a fair volume of local display advertising, should offset any mail-order competition that is not distinctly of a cut-throat character.

It might be well for those dealers who feel satisfied that they are putting sufficient energy into their businesses and going after the maximum number of prospects with a maximum amount of energy to analyze their cities from the standpoint of the mail-order man. He keeps

his figures before him and knows just how productive any given territory has proved or is likely to prove and perhaps the result of the talking machine man's investigation will give him a shock, or at least it will wake him up.

The Mail Order Follow-up

It is interesting to know, too, that, having once become established, the mail-order house depends upon its old customers in chief measure for new prospects through a system of follow-up letters that keeps the customer satisfied and a booster. The mail-order customer is not sold and then forgotten, but is constantly being asked by mail whether the purchase has proved satisfactory or not and whether he has any friends who might be prospects for purchases of machines.

Those dealers who make the sale and then consider the incident closed might well take a leaf from the book of the mail-order man in this connection. If a concern several hundred miles away from the customer can keep in touch and use that customer as a prospect getter and business builder how much greater opportunity has the dealer himself to maintain such a contact through his salesmen, if possible, and by mail, if necessary.

HARRY PUTERBAUGH IS MANAGER

DAYTON, O., October 5.—Harry Puterbaugh has just been made manager of the talking machine department of Niehaus & Dohse, 35 East Fifth street, this city, and is making plans for an aggressive Winter campaign. This concern handles the Edison phonograph exclusively and has built up quite a business.

How About RECORD Albums?

Have you prepared for your Holiday Business?

THE TALKING MACHINE'S HELPMATE



EQUIPPED WITH
NYACCO ALBUMS

The popularity of the NYACCO QUALITY ALBUM is unquestioned. Our line covers all grades. Our two factories, New York and Chicago, save freight and insure prompt delivery. Order from point nearest to you.

Ask for our No. 600 Nyacco album, the highest grade album on the market. Sample sent on request to responsible houses.

TO JOBBERS ONLY:—

Write for samples of our new delivery bags of No. 1 Kraft paper (35 lb.) with strings and buttons at very attractive prices.

The Best Interchangeable Leaf Record Album on the Market



Write for display card—mailed without cost. It will help you sell more Nyacco Albums. Present stock available at low prices. Write now.

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard St.

CHICAGO
415-417 S. Jefferson St.

Pacific Coast Representative: Munson-Rayner Corporation, 643 South Olive Street, Los Angeles, Calif.

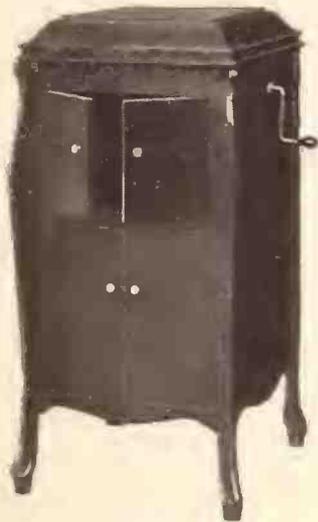
Victor supremacy is the supremacy of performance



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



Victrola No. 80
\$100
Mahogany or walnut

The success of the Victrola is the greatest ever achieved by any musical instrument. It extends over a period of a quarter-century and is shared in by every dealer in Victor products.



Victrola No. 111
\$225
Electric, \$265
Mahogany or walnut



Victrola No. 230
\$375
Electric, \$415
Mahogany



Victrola No. 300
\$250
Electric, \$290
Mahogany or walnut



Victrola No. 405
\$250
Electric, \$290
Walnut



"HIS MASTER'S VOICE"

Victrola

REG. U. S. PAT. OFF.

Look under the lid and on the labels for these Victor trade-marks

Victor Talking Machine Company

Camden, New Jersey

Talking Machines Aid in Piano Teaching

The Kinscella Method, Utilizing the Talking Machine Through Special Victor Records, a Great Aid to Pupils in Studying the Piano

In addition to furnishing the means for the more resultful study of musical appreciation in the public schools of the country through the reproduction of music of orchestral instruments of operas, classics, folk songs, etc., as well as providing suitable music for folk dances and the other features of school work, the talking machine has found for itself a new field in educational work—that of facilitating the study of piano playing in the schools.

The Victor Talking Machine Co. announced recently four new records for use in conjunction with the Kinscella method of teaching children the piano in classes, and the development is of particular interest not only to talking machine dealers, but to those who are interested in the development of piano instruction in the schools of the country.

The method for which the new records have been made was originated by Miss Hazel G. Kinscella, major instructor in piano at the University School of Music, Lincoln, Neb., about five years ago, and since its inception it has met with great favor. During the school year 1922-23 over 1,500 children were taught piano in Miss Kinscella's classes in Lincoln, and over 30,000 children were taking the course under teachers who had been trained by Miss Kinscella at her teachers' institutes and in her Summer session classes conducted every year at widely separated points. During the past Summer Miss Kinscella has held classes for teachers of the Kinscella Method at the State Normal School, Kearney, Neb.; the State Teachers' College, Emporia, Kan.; the University of North Carolina, Chapel Hill; the

University of Michigan, Ann Arbor; and in special classes in Long Beach, Cal.

Much of the success of the Kinscella Method since its introduction has doubtless been due to the fact that it offers a practical way of teaching

qualities which develop logically and in a well-balanced manner the child's capacity and ability to read music as readily as he would read a story written in a language with which he is familiar; to lay solid foundations in pianistic



Group of Kinscella Method Piano Class Children in Ensemble, Children at Seats Preparing for Their Turn at the Piano. To Right—Two Kinscella Students Playing a Duet, Accompanied by Victrola



the piano to large groups of children, thus conserving the time of the teacher and permitting piano instruction to be given in public school classrooms, much the same as singing is taught. In addition to having made group teaching possible this method has won enthusiastic supporters in that teachers and pupils find in it the

habits, and in matters of tone-shading, phrasing and pedaling; to develop equal facility in the use of both clefs and of all keys; and to inspire him to desire in his playing not only accuracy, but also an artistic interpretation.

Much of the work of the Kinscella Method consists of four-hand studies, in which the teacher or another student plays the second part. Children have been handicapped in having no one to practice with them at home. But with the four records of the Kinscella studies the student may turn on the Victrola and find a partner for his piano duet. First, the child may listen to the "primo," or first part, and thus is helped to learn the tempo and phrasing by hearing, before playing the "secondo" accompanied by the Victrola's "primo"; then he turns the record to the "secondo" side and plays his primo on the piano, while the Victrola plays secondo, or the process may be reversed.

The pitch of most pianos has now become standardized. These recordings have been made at the standard pitch of 440 and, therefore, may be synchronized easily with a piano of the same pitch. Besides adding a new element of interest to the child's home practicing the use of these records will do much to encourage an exact observance of rhythm and tempo.

Miss Kinscella has made these records herself and every child who uses them will be playing with the founder of the method. The Kinscella records are Nos. 19097, 19098, 19099, 19100.

NEW DEPARTMENT IN MARION, O.

The Baker Music Co., new Marion, O., retail music house, announces that it has taken on the agency there for the Pooley and Outing phonographs. This store has been opened for business and is one of the most modern to be found in central Ohio.

To Do or Not to Do

A Good Holiday Business Depends Upon Today's Decision

It is an undisputable fact that the months of October, November and December mean the biggest business for the Sonora dealer. Those who have ordered enough merchandise for the Holiday Season will find themselves in the right position. The dealer who wants to profit by past experience will understand this message—and act at once!



Greater City Phonograph Co., Inc.

Exclusive Distributors for New York, Staten Island
and the Lower Hudson Valley

234 West 39th Street

New York

Victor supremacy is the supremacy of performance



Victrola VI, \$35
Mahogany or oak



Victrola IX
\$75
Mahogany or oak

Dealers in Victor products experience a high degree of satisfaction in knowing the goods they handle have proved their superiority and are recognized as the standard of the world.



Victrola No. 100
\$150
Mahogany or walnut



Victrola No. 105
\$180
Mahogany or walnut



Victrola No. 220
\$200
Electric, \$240
Mahogany or walnut



Victrola No. 300
\$250
Electric, \$290
Mahogany or walnut



Victrola No. 400
\$250
Electric, \$290
Mahogany



Victrola

REG. U. S. PAT. OFF.

Look under the lid and on the labels for these Victor trade-marks

Victor Talking Machine Company

Camden, New Jersey

Now Is the Time to Plan Holiday Drives

Importance of Holiday Season at Close of Year Makes Imperative
the Early Consideration of All Phases of Special Sales Campaigns

The time is now ripe for members of the talking machine trade to think seriously of their holiday sales campaigns. By the time this issue of *The World* reaches the trade the first month of the last quarter of the year will be half over, with Thanksgiving and the remaining holidays so close at hand that foresighted merchants will begin to consider plans for their sales drives, with the object in view of winding up the year with such a boost to the total business volume that 1923 will stand as a mark to shoot at next year. All in all, this has not been a bad year for dealers who have actively and determinedly made every effort to get business. However, it is the last three months of the year which determine to a large extent whether the annual sales volume is satisfactory.

The Best Sales Season

The holiday period during the two months at the end of each year is probably the best sales season which the talking machine trade enjoys, and what each individual dealer makes of the opportunity depends entirely upon the efforts put forth. It is perfectly natural that the retailer who simply sits back and waits for the plums to fall into his lap will get a certain amount of transient business. When practically every man, woman and child is looking for suitable gifts for loved ones a few are bound to enter the first store which offers possibilities. However, it is to that portion of the trade which has made a diligent effort to attract the attention of the gift-hunting public to which the bulk of the business will go and, therefore, the live dealers who inaugurate vigorous sales campaigns and utilize every possible medium of bringing prospective customers into their stores and who constantly strive to impress the public generally with the appropriateness of talking machines and records as gifts which will bring lasting enjoyment and satisfaction will have no cause to regret their energy and the expenditure of time and money in promoting carefully planned drives for business.

Planning the Well-rounded Campaign

There are so many things to consider in inaugurating a drive of the character necessary to make the most of the holiday business possibilities that dealers will find the time permitting this work short enough. There are advertising, direct mail, window displays, interior decora-

tions, special delivery service, insurance of ample stock to meet all requirements, canvassing of prospects for machine business and old customers for record business. Last-minute attention to these details will only result in confusion and hit-or-miss methods, which will be certain to result in curtailing the effectiveness of the drive. Advertisements should all be planned as soon as possible. The entire series of ads should be mapped out as well as space in the various mediums determined upon, so that when the time for action comes the stage is set for this end of the drive. If form letters are to be used for sending to machine and record prospects spare time can best be utilized in preparing the first drafts of these letters, so that possibilities of failure are reduced to a minimum. A hastily written letter does not accomplish its object and represents money and time wasted. Well-written letters bring home the bacon and pay large dividends on the investment of time and money.

Planning the Window Displays

Talking machine dealers should spare no expense or effort to make their holiday window displays distinctive. It must be remembered that every other retail establishment will be competing to attract the attention of gift-hunters through the medium of specially arranged window displays, and the talking machine dealer must arrange a display that stands out from the rest if he expects to make this element of his holiday campaign do its work. It is impossible to simply place a few instruments and records in the window, together with the holiday colors, and expect that the passing public will pay much attention to it. Too many dealers give no thought to the window until they are taking out a previous display. Window space is even more valuable than the space in the interior of the store devoted to the display of machines for the reason that the window offers one of the best mediums for attracting the attention of the public and bringing interested prospects into the store which the merchant has at his command.

Importance of Record End of Business

Records are becoming more popular each year as gifts. People enter a talking machine establishment and select several records and many times the salesman are so rushed during the

holiday season that they have no time to devote as much attention on each individual as is necessary for the best sales results. During the last year sales of records in groups have become recognized as a simple expedient to boost record sales to individuals. Here is a valuable hint for dealers who desire to make the most of their record business during this season: Carefully selected records in half dozen or dozen lots in special containers or albums, along the lines of the "Treasure Chest," placed on a special table or record stand should prove a real profit maker this year.

The foregoing illustrates briefly a few of the many considerations involved in any drive for business in the talking machine field and the necessity for starting early, so that when the time for launching the campaign arrives there will be a minimum of last-minute settling of vexatious problems. The important thing to remember is that the time of the dealer, salesman and other members of the store organization must be left free to attend to the increased volume of business which is bound to ensue, as well as the increase in the general routine incidental to handling this business. Otherwise there is bound to be confusion and impairment of service, things which the talking machine dealer cannot afford at any time, much less at this season, when speed is so essential.

JOHN E. SAUM TAKES CHARGE

Of the Talking Machine Department of the Department Store of Rike-Kumler Co.

DAYTON, O., October 4.—John E. Saum has just been appointed manager of the talking machine department of the Rike-Kumler Co., 107 North Main street, in this city. Mr. Saum is well known in talking machine circles here, as he was formerly with the Soward-Anderson Co. and also with the Aeolian Co. Business has been on the increase this month and Mr. Saum expects a very healthy Winter trade. The talking machine department of this concern is on the sixth floor and is a large and up-to-date one; it has twelve booths and several racks and counters and is furnished in a very attractive color scheme of gray. The Edison and Victor lines are carried.

FEATURING THE MODERNOLETTE
FOR THE HOLIDAYS
HAS INCREASED SALES FOR OTHER DEALERS

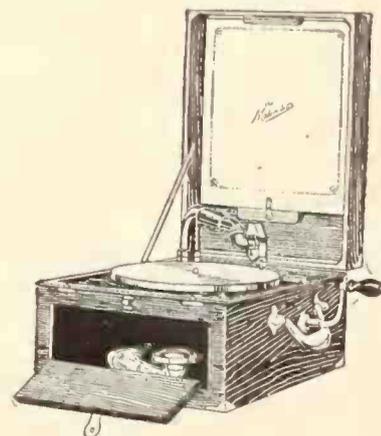
The Modernolette sold as well for the Holidays last year as in the Summer season. It makes a very desirable machine for the home. Get your order in NOW.

MANUFACTURED BY

MODERNOLA COMPANY

Factory and Office

JOHNSTOWN, PA.



Another PEERLESS Suggestion!

THE ALL-SEASON GIFT

It Does Make a Difference What Album You Sell

Quality is outstanding in a product just as good-breeding is always evident in a gentleman. You may not know in what particular one man differs from another, but you instantly recognize that difference and admire it.

So it is with Peerless products. Take up a Peerless album and compare it with any other. The difference is there and you cannot fail to see it.

Because of this outstanding quality of the Peerless album, leading dealers endorse it, stock it and push it, and their judgment is sustained a hundred-fold by the buying public,—and remember that the profit on the Peerless album is just as large.

Phil Ravis

Have you ever stopped to realize what a vast number of people daily pass your store with but one thought in mind, namely, to purchase an appropriate gift for somebody's birthday, a wedding anniversary, or just a sweetheart favor?

And what could better express a genuine sentiment than records—just a few—in

PEERLESS —the album

The idea certainly embodies a sales suggestion which will direct to your cash register many dollars that ordinarily go to the candy store, the novelty store and the jeweler.

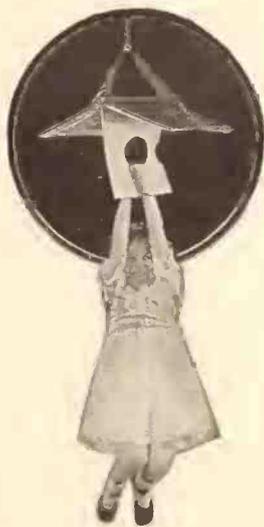
Place a sign in your window—

THE ALL-SEASON—ALL-PURPOSE GIFT

Three Records in a Peerless Album

A Sentiment Nicely Expressed Is Long Remembered

Somebody Has a Birthday Every Day in the Year

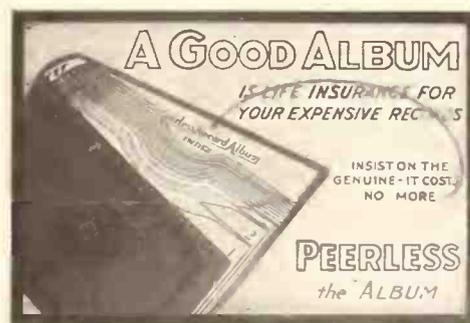


PEERLESS PRODUCTS

DeLuxe Record Albums
All Grades of Record Albums
"Big Ten" Albums
Record-Carrying Cases
Interiors for Victrolas
Interiors for Phonographs

Classification Systems for Albums
Record Album Sets for
All Make Machines
Record Stock Envelopes
Record Delivery Bags
Supplement Mailing Envelopes
Photograph Albums

Write us for Quotations on Special Grade No. 6 Album



A postal will bring this sign to you in the next mail—write

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

WALTER S. GRAY CO.
Pacific Coast Representative
San Francisco and Los Angeles

636-638 BROADWAY
NEW YORK

L. W. HOUGH
146 Mass. Avenue
Boston, Mass.

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

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Cable Address: "Elbill," New York

NEW YORK, OCTOBER 15, 1923

BUSINESS OUTLOOK IS MOST SATISFACTORY

A SHORT two months from the time this issue of The World reaches its readers holiday business will be under full headway or, at least, should be, unless every present indication of good business is without foundation. Time certainly does fly and the members of the trade who have not passed the formulative stage and perfected plans for the Fall and Winter season, and put those plans into execution, are bound to lose business.

It is to be presumed that the average dealer has placed orders for an adequate supply of both machines and records in anticipation of the demand for the balance of the year, and it is to be hoped that the majority will have those orders filled in sufficient proportion to prevent loss of business. For those who have hesitated about committing themselves and have insisted upon waiting till the last minute to see "which way the cat would jump" the outlook is not particularly encouraging.

At the present time there is hardly a cloud on the business horizon. Labor disturbances are at a minimum and even the annual coal strike has been settled, so it will not offer an excuse for those who hesitate about buying. Unemployment is at low ebb and there exists an unexampled opportunity for merchants generally to build up a volume of sales that will compare most favorably with that of the peak years.

The talking machine trade itself is particularly well situated with its readjustment of record prices, its frequent release dates and its extensive lines of strikingly artistic machine models with which to appeal to the public. If the holiday business does not break records it will rest largely with those who have the selling to do.

ANTICIPATING THE QUESTION OF SHORTAGE

IT is an accepted fact that in several of the standard lines of talking machines there is bound to be a serious shortage of stock, particularly of the most popular models before the holiday season is at an end and, in fact, indications of that shortage are already apparent in some quarters. In spite of this condition which exists, or promises to develop, there are those dealers who insist on trav-

eling the easiest way and featuring in their window and wareroom displays and in their local advertising the most popular machine models, leaving the less popular and generally higher-priced styles resting peacefully in showroom or warehouse.

The dealer naturally feels that being already in demand the popular medium-priced styles can be sold with little or no effort and, therefore, are content to let them sell themselves or, better still, speed up their distribution through publicity. As a matter of fact, the logical thing would be to hold these more popular models in reserve as it were. Display them but not feature them and center sales and advertising activities on the styles that are higher in price but promise to be more plentiful as time goes on.

It is but reasonable that when existing and obtainable stocks of the most popular models are exhausted the dealers must of necessity turn their attention to the higher priced lines and, perhaps, lose sales simply because of the fact that the customer cannot pay the higher price. If the selling of the less popular numbers is now concentrated upon, popular styles can be held more or less in reserve for the customer who cannot raise his limit or for the man who insists upon that style or nothing else and cannot be sold another model.

Wholesalers are strongly advocating the policy as outlined for the reason that it means larger individual sales and more profit for the dealer if carried on consistently and intelligently while, at the same time, affording him protection by conserving his limited stock of the most popular models to meet competition or the demands of the insistent ones.

The policy of letting the popular models sell themselves and then concentrating sales effort on higher priced and more plentiful types is going to save the day for many dealers who have been wondering just how they are going to fill the gaps in their stock that are surely coming.

WHERE THE FINANCING SHOULD BEGIN

DU E to a number of conditions, general and local, through the introduction of console and period models in talking machines to be sold at substantial prices and generally on instalments, and the increased turnover enjoyed by many retailers, there has developed the necessity for certain retailers seeking ways and means of realizing some cash for their paper.

The financing of a business by one means or another, so as to keep the capital as liquid as possible, is the natural course, for there are comparatively few retailers who can handle their own instalment paper, particularly long-time paper, on a sound economic basis. Putting it in the safe and keeping it there to maturity is all right provided there is enough cash left to purchase a sufficient amount of new stock and to cover the running expenses of the business. Otherwise the bank must be asked to discount the paper and, when that channel has been closed, the dealer must resort to other methods.

In view of this general situation the necessity of selling on credit only to those of recognized standing and ability to pay, and then on terms within reason, is strongly emphasized. If the average talking machine dealer keeps his terms well within eighteen months on sales running above \$125 and within twelve months on sales amounting to less than that amount, the financing problem is not going to worry him a great deal, provided he charges interest on time payments and sees that those payments are made on schedule.

Unlike the piano dealer, who must depend upon new sales of pianos to bring in cash to his business while waiting for the instalment payments to be met and the paper to mature, the talking machine dealer has the advantage of handling record sales in a volume largely dependent upon his energy and ability as a business man. Record sales or at least the greater percentage of them are and should be for cash and, in a properly conducted store, the record turnover should bring in a sufficient supply of cash to operate the business while the instalment paper on machines is maturing and make unnecessary any heavy financing beyond, perhaps, some limited loan from the bank to discount bills.

Conditions sometimes develop, of course, which put individual dealers in a position where they must have cash and, therefore, they have to use their paper to the limit. But, under ordinary circumstances, record sales should carry the business, leaving the income from machine sales free for the replenishment of machine stock and for additions to the profit account.

Sound financing, through the medium of instalment leases, is often a good business move, provided the income is put into the business for sound expansion or betterment. When, however, the dealer has to finance himself on the strength of his machine paper to cover his operation expenses, then there is something wrong in the record sales department.

WHAT THE NEWSPAPER STRIKE HAS TAUGHT

THOSE who have any doubt regarding the absolute necessity of advertising in handling modern business might do well to get in touch with merchants in New York with a view to learning of their experiences during the strike of the newspaper pressmen which, although short, tied up practically every daily newspaper of importance in the city. Even when the newspapers managed to get out abbreviated morning and afternoon editions through combining their resources, they did not attempt to handle the advertising of department stores and others, and the resultant falling off in business was apparent even to the most casual observer.

Particularly in the department stores was the lack of the advertising appeal emphasized. Where ordinarily hordes of women and many men crowd into the stores to patronize special sales and remain to make extensive purchases in every department at regular prices, only comparatively few shoppers were in evidence. Other lines of business, depending on the advertising appeal to attract patronage, suffered in proportion.

IMPORTANCE OF EDUCATING THE PUBLIC

DURING the past month or so some thousands of talking machine dealers throughout the country had an opportunity for centering public interest on records of the higher class through the readjustment of list prices on single-faced Red Seal records due to the move of the Victor Co. in issuing those records in double-faced form. A great mass of excellent sales promotion material for window and showroom display, together with much newspaper advertising, was available to dealers so as to enable them to get the greatest volume of sales as a result of this change in policy.

Considering the situation as a whole, it is quite apparent that

too many dealers, while enthusiastic over the change in the record situation, did not show proper appreciation of the opportunity for crystallizing public interest. Everywhere there appeared in store windows and for that matter in newspaper advertisements announcements that there had been substantial reductions in the prices of Red Seal records, but rarely indeed was any attempt made to sell what those records really represented or to list boldly, and in type readable at a distance, some of the selections available or the names of artists whose voices could find a welcome place in any home.

It will be a long time before such an opportunity to clean up on records within a limited time will be offered to talking machine dealers and it is unfortunate that so many took it for granted that the public as a body knew all about Red Seal records and failed to offer explanations of their importance and value for the benefit of those who have no knowledge of just what Red Seal records mean.

The idea is that too much cannot be taken for granted. The more enlightening details that can be offered in presenting good things to the public the greater the result will be. The next time do not just tell the public that something has occurred—take pains to give details that will appeal to those who do not know.

NATIONAL MUSIC WEEK DEFINITELY ANNOUNCED

THE decision of the National Music Week Committee to hold the country-wide celebration of this event during the week of May 4 to May 10 gives those who intend to participate in it, and music merchants have long been among the most enthusiastic supporters of the movement, sufficient time to mature their plans so as to take an active part in its promotion. The fact that more than 150 cities have already held annual music weeks, that representative men and women in every walk of life have lent their cooperation by accepting membership on the general committee, that the Governors of thirty-four States have officially indorsed the movement, all tend to show the widespread popular interest and go far towards insuring its permanency. Congratulations are due C. M. Tremaine, who conceived and carried out the first music week in New York and whose efforts have been tireless to spread the idea throughout the country.

MIS. Co.



A Complete Victor Jobbing Service

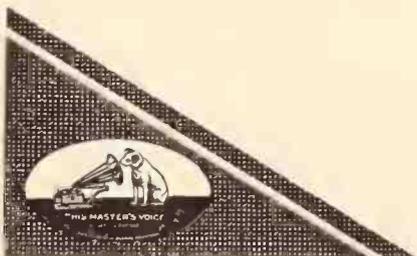
*Merchandise = Selling
Advertising = Finance*

Musical Instrument Sales Co.

Victor Wholesalers

673 Eighth Avenue
TELEPHONE 9400 LONGACRE

New York



Quality Advertising as a Business Builder

The Patronage of Discriminating Persons Can Best Be Secured by Consistent Advertising in Which the Quality Appeal Predominates

A problem of the most vital importance to every merchant is how he can spend his advertising appropriation to the best advantage, i. e., develop the potential interest of readers of the advertisements to such a pitch that inquiries or personal visits to the store result. Of course, the final results of the advertising are measured by the degree of co-operation between the component parts of the entire organization. However, every talking machine dealer has established his business reputation along certain lines and this should have an important bearing on his advertising. In other words, for example, when a merchant has built up a substantial reputation by catering particularly to the wage earners and other middle-class people, persons to whom the price consideration in any purchase has an important bearing on the decision to buy and to whom style, performance and art are to some degree subordinated, he must plan his advertising appeal along lines making the greatest impression on this class.

To Whom the Quality Appeal Is Directed

On the other hand, there is a certain class of people whose enthusiasm cannot be aroused through the appeal based on the price factor. These are the people in comfortable circumstances, the upper middle classes and the wealthy. These people possess the means to gratify their desires to a larger extent than the class of people mentioned in the preceding paragraph and, therefore, their greater discrimination forces the advertiser who desires to bring his product favorably to the attention of these people to base his appeal mainly on quality, both in tonal value and design and finish. The price appeal need not be eliminated entirely, but it must be subordinated to obtain results.

Excellent Examples of Quality Ads

The illustrations of several samples of the advertisements recently used by the Griffith Piano Co., operating stores in Newark and other cities in the States of New Jersey and Pennsylvania, reproduced herewith, were selected because they are about the finest type of quality advertising that has come to our attention in a long time. The advertising principles incorporated in these ads may be utilized with equal effectiveness by other dealers, although the talking machine dealer who has established his reputation on the price basis cannot expect to secure any very great results by inserting an advertisement of this character in the local newspaper once or twice a month and maintaining his regular program of price advertising at the same time. He must first establish his reputation among the class of people he is trying to reach and this

cannot be done overnight. A consistent advertising program will do the trick, however, and in the end the results will undoubtedly justify the expense.

Harmony in Layout Important

In the illustration of the Griffith Piano Co. advertising it will be noted that the several ads reproduced are so well balanced that their very

harmony with illustration and border. For example, in the advertisement of the Adam period Sonora the daintiness of the instrument itself is emphasized by the type as well as the text; a bolder type face blends beautifully with the illustration and border in the ad showing the heavier Italian Renaissance model, etc. These examples are sufficient to show how type may



Excellent Examples of Advertising With a Quality Appeal

attractiveness almost compels a reading of the text. There is absolute harmony between illustration, text and border, and right here it may be emphasized that too often in retail talking machine advertising there is a tendency to crowd as much as possible in the space available, thus curtailing materially its effectiveness. In the Griffith ads the keynote is beauty and dignity, two things most likely to attract the attention of discriminating potential customers.

The selection of type for the text of the advertising has an important bearing on the success or failure of an ad. In the Griffith ad it will be noticed that the selection of type is in

be utilized to emphasize the message and add to the effectiveness of advertising.

Reasons for Ad Failures

There are many members of the trade who have become disgusted with advertising, simply because they discovered that their copy did not seem to stimulate business. If analysis of the copy were resorted to in practically all instances of advertising failure it would be found that either the wrong medium had been used or the copy had been faulty and, therefore, the appeal lost its force or did not exist at all. Eliminate these evils and the gambling element is to a large extent removed from advertising.

The MODEL "E" PORTABLE PHONOGRAPH

Artistic---Superior Tone Quality---Light Weight---Compact---Durable.

Not a Seasonal Portable.

By removing four screws, which hold the phonograph in the case, it is instantly converted into a table model.

A VERY DESIRABLE AND EXCLUSIVE FEATURE. PLAYS ALL RECORDS.

Write for Our Proposition

THE GENERAL PHONOGRAPH MFG. CO.
ELYRIA, OHIO.



Get this coupon to the Mail Box. Uncle Sam will do the rest.

CATALOGUE COUPON

Please mail your 1924 catalogue.
If your Merchandise and Service will help us, we'll give you a chance.

NAME _____

ADDRESS _____

(Please attach to your Stationery)

T. M. W.

Leadership a Reward Not a Goal!

When an organization offers to improve your Service Department, and by doing so help build up your business, it is only natural for you to ask, what sort of results have they secured for others?

We would cheerfully furnish you with the name and address of an account in your vicinity that will be of significance to you. It will prove that our Service and Merchandise has helped others, for we have achieved not only success, but leadership, in doing this very thing.

It is our business to give you real prompt Service on your requirements of repair parts, Honest Quaker Main Springs and other phonograph accessories of importance.

(If you are interested in this Service (remember we do not sell phonographs or records) investigate our ability. And fill in the attached coupon for our new catalogue.)

Everybody's
TALKING MACHINE CO. INC.

Makers of -
Honest Quaker Main Springs
& A Complete Line of Talking Machine
Repair Materials

PHILADELPHIA, U.S.A.

Increasing Profits by Reducing Overhead

Fixed Prices of Talking Machine Products Preclude Mark-up to Increase Profits—Reduction in Overhead Expense the Solution

The question of determining accurately selling costs and the overhead generally of the retail business is one that is being emphasized constantly and is receiving increasing attention from not only trade associations and other groups of businessmen, but from Government bureaus. The difficulty appears to be that, while many dealers appreciate the importance of keeping their expenses within the limits that will permit of a fair margin of net profit, there are few who are able to determine just what that margin should be.

Why the Dealer Is in Favored Position

The talking machine dealer, as a rule, is in a favored position in this matter for the reason that he has a definite purchase price and a definite selling price, with an exact percentage of mark-up between the two. His problem, therefore, is not to mark his goods to cover his overhead and net profit, but rather to keep his overhead and sales expense so far within the mark-up limits as to allow for a suitable net profit in the final analysis.

The question for the dealer to worry about is not so much whether the discount from the list price allowed by the manufacturer is 40, 40 and 10, or 50 per cent, as to how he can keep his distributing expense, including all overhead charges, within a figure that will allow him to retain at least 10 per cent of the selling price, and perhaps more, as his own.

Operative Cost of Talking Machine Department

A careful survey of the overhead figures compiled by prominent concerns in the music trade brings forth some interesting figures regarding the operations of the talking machine department, the majority of the reports agreeing that the gross overhead in a well-conducted establishment should average between 25 and 29 per cent, leaving from 11 to 15 per cent net profit for the dealer. This overhead, for instance, includes selling expense—salaries and commissions—which vary from 11 to 16 per cent and average 13 per cent; delivery charges ranging from 1½ to 3 per cent; repair service averaging about 1 per cent; advertising ranging from 1 to 5 per cent, with an average of 4 per cent; rent ranging from 1 to 7 per cent, according to space and location of department; depreciation of fixtures averaging 1 per cent, and in addition the

cost of financing instalment paper, and the cost of carrying used instruments taken in trade.

An Exact Definition of Profits

The great difficulty with the average dealer appears to be that he is thrown off the track by the talk of gross profits—in other words, the amount representing the difference between the cost of the goods and the resale price, and bases all his calculations on those gross profits. Goods carrying a 50 per cent discount from list would, theoretically, bring a 50 per cent gross profit, figuring on the selling price; but, as a matter of fact, the only profit that can be properly classified is the net profit—the amount left after all overhead has been deducted. If retailers will refer to the difference between the cost and selling price of the goods as the mark-up, and lose sight of the term profits until the final analysis, the figuring will become easier.

Holding Business Costs Within Limits

Although the talking machine dealer has the advantage of fixed costs and fixed selling prices in the figuring of his business accounts he is handicapped in a considerable measure by that very fact, for he must keep his business costs within prescribed limits and must do his adjusting by shaving here and there, rather than, as in the case of other products, increasing his mark-up to allow for the net profit margin. In other words, if analysis shows that it is costing the dealer 35 per cent of his selling price to sell the goods, leaving him only 5 per cent net profit, he cannot increase that selling price to create the necessary margin, for the list price is generally recognized as the maximum price. His only recourse lies in effecting economies in his business along lines that are least calculated to have a deterrent effect.

The importance of providing sufficient net profits through the medium of economies, in businesses where an upward revision of resale prices is not possible, has been realized by the United States Government itself, which, through the Department of Commerce, has called conferences of business men to consider the question of eliminating waste in the distribution of various products. The president of the National Association of Music Merchants, with which a large number of talking machine dealers are affiliated, has likewise taken cognizance of the

importance of this work by appointing a committee of representative trade members to consider and report on the same problem.

Economies Through Better Selling Plans

By putting economies into effect it is not meant that savings should be made on equipment, on stock or by hiring salespeople of low caliber. The way out is more likely to be found in rearranging the sales plan and the advertising plan, including the covering of the mailing lists on a basis that will make for greater efficiency and, consequently, greater results. In short, the problem is not so much that of doing the same volume of business at less expense, but rather of determining ways and means for handling a larger volume of business at the same expense.

CASHES IN ON FACTORY WORKERS

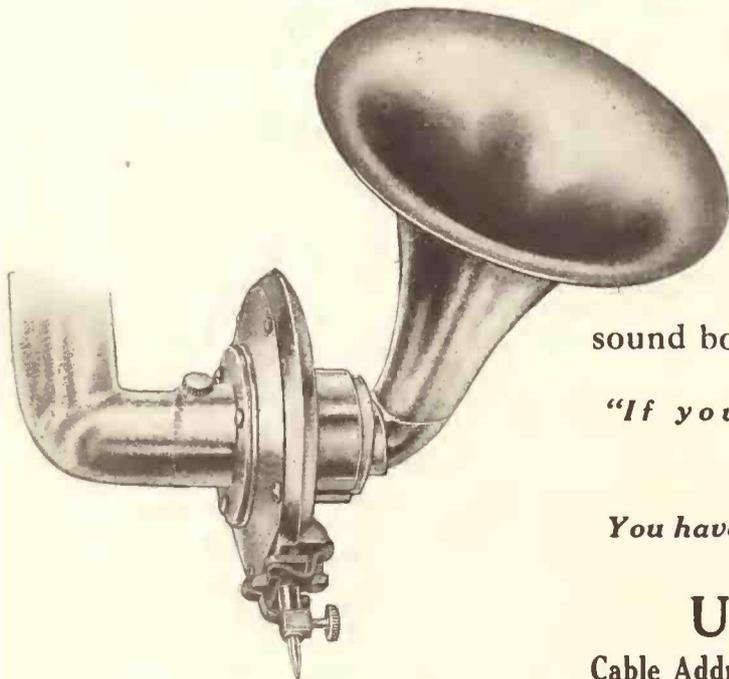
Noon-hour Demonstrations of Talking Machines, Pianos, Etc., in Factory District Result in Sales for Utica, N. Y., Firm

UTICA, N. Y., October 3.—Vitulo & Ulisse, music dealers of this city, have been making many sales of talking machines, player-pianos, records and music rolls through a series of noon-hour demonstrations to workers in the local factories. Several instruments and a quantity of records and music rolls are loaded on a truck, which, accompanied by a girl demonstrator, is driven to the factories and a musical "show" is staged as the employes pour out of the buildings. During the demonstration a salesman from the store delivers a brief talk on the merits of the various instruments and distributes circulars and other advertising literature. How profitable this idea is is indicated by the fact that in a twenty-minute period as many as 105 talking machine records have been sold, as well as music rolls. In addition these demonstrations bring the dealer and the line he handles to the attention of a large number of people with all that this means in the ultimate increase in patronage.

The Edison line of phonographs and records has been added by Krug's Piano House, well-known music dealer of Yonkers, N. Y.

ADD-A-TONE

THE SUPREME TONE AMPLIFIER



Adaptable to all machines. Incomparable for dancing. Doubles the volume, yet improves the quality and detail. Invites comparison with any sound box on the market.

"If you haven't heard the

ADD-A-TONE

You haven't heard your machine"

UNIQUE REPRODUCTION CO., Inc.

Cable Address, "Addatone" N. Y.

32 Union Square, New York

THE DUO-ART SHOP
324 West Main St.,
Havana, Illinois.

August 31, 1923.

Unique Reproduction Co.,
New York, N. Y.

Dear Sirs:—Wish to acknowledge receipt of Vocalion fitting together with Vocalion sound box. However, this Add-A-Tone fitting was badly smashed in shipment upon arrival. Kindly advise if you had it covered by insurance as we believe it will be impossible to sell it in its present damaged condition. We have, however, tried it out as it was not damaged to the extent that it could not be used and we are certainly more than pleased with it. You can hear things in recording which it would be impossible to hear without the attachment. Kindly advise if you have ever experimented with an attachment for the Brunswick sound box. Should you have an attachment suitable for this machine, we would be pleased to receive same. Very truly yours,

THE DUO-ART SHOP,
By S. B. McFadden.

SRM:EB

The NEW Columbia



A marvel of mechanical perfection

THE New Columbia Motor, shown above, is a marvel of mechanical perfection.

It runs with absolute regularity and accuracy. It is made of finest steel. Its bearings are entirely of bronze and brass. Its gears are beveled and machined so that gear meets gear without a whisper. Its action is regular as the swinging of a pendulum and quiet as the ticking of a finely jeweled watch.

Lubrication, the life of every motor, is provided regularly and efficiently by a clever system of tubed wicks leading from a readily accessible, central oil-well to the five main points of wear.

Other valuable, exclusive features are the brand new Automatic Start and Non-Set Automatic Stop.

The motor leaps into action the moment the tone-arm is moved over to place the needle on the record. The record stops revolving when the music stops, no matter what the make or length of the record. There is absolutely nothing to adjust. *In ten thousand times, by actual test, it has never failed to operate.*

In practical convenience, sturdy durability and sales-compelling efficiency, the New Columbia Motor is without a parallel in the history of the phonograph. It marks the arrival of another new epoch.



COLUMBIA GRAPHOPHONE

stands supreme in fidelity of tone and performance

EVERY phonograph sold is finally selected because of its purity of tone, its beauty of appearance, or its refinement of performance.

And the New Columbia Phonograph stands *supreme* in *all* these sales-making essentials.

To see the New Columbia is to appreciate at once its rare beauty as a piece of fine furniture. To hear it is to experience a revelation in fidelity of tone reproduction. To operate the New Columbia is to marvel at the completeness of its mechanical perfection.

Study carefully the detailed descriptions of the New Columbia Motor and the New Columbia Reproducer, which you will find illustrated on these pages!

Beginning this month, we will present the New Columbia to the public in one of the most dominating and compelling series of full-page newspaper advertisements ever conceived.

Music lovers will be eager to hear and eager to buy this New Columbia—the most perfect phonograph ever built. You will want to be the dealer to cash in on this tremendous drive!



The New Columbia Reproducer has eliminated those things that the critical ear didn't like in a phonograph.

It faithfully reproduces *all* ranges of both vocal and instrumental tones.

It is absolutely true to international pitch.

It gives a more refined, mellow and resonant quality of tone.

Its patented, exclusively Columbia, spring "shock absorbers" take up excessive vibration and banish blast.

COMPANY

New York

The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

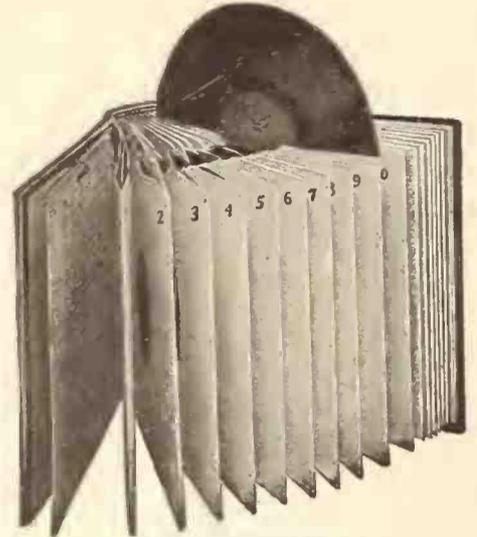
To the Trade:

Our Record Album factory—all or any part of it—is at *your command*. Hundreds of customers can and will gladly testify as to the good quality of our production.

Our large and growing business is due to satisfied customers and repeat orders.

Imprint (firm name or trade mark) stamped on covers if desired when orders are sufficiently large to justify it.

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

PAUL BAERWALD WITH KIMBERLEY

Popular Sales Executive Now Sales Manager of Kimberley Phonograph Co.—Associated With Industry for Eight Years—Ideally Qualified for This Important New Post

Paul L. Baerwald, Eastern sales manager of the General Phonograph Corp., New York, for the past eight years, has been appointed sales manager of the Kimberley Phonograph Co., of Perth Amboy, N. J., and New York, N. Y., manufacturer of the Kimberley phonograph. Mr. Baerwald, who is well known throughout the talking machine trade from coast to coast, assumed his new duties on October 1 and is making his headquarters at the Kimberley New York offices, 206 Broadway.

During his eight years' association with the General Phonograph Corp., Mr. Baerwald acquired an intimate knowledge of talking machine merchandising that will be placed at the disposal of Kimberley representatives. In the development of Heineman and Meisselbach motor business he studied the technical details of phonograph manufacture and therefore possesses a wide familiarity with all phases of phonograph marketing and production. He has a host of friends in the trade who will be glad to learn that he has joined the Kimberley forces.

In his new post, Mr. Baerwald, in addition to acting as sales manager for the Kimberley prod-

ucts, will assist David Isenberg, president of the Kimberley Phonograph Co., in handling executive details. During the past few years the Kimberley phonograph has won considerable popularity throughout the East and with the start of the new year the company inaugurated



Paul L. Baerwald

an intensive sales campaign that has resulted in nation-wide distribution for its products. The company maintains an up-to-date plant at Perth Amboy, N. J., where these instruments are manufactured in their entirety, and factory facilities have been steadily increased in order to take care of the demands of the trade. Mr. Baerwald is planning to spend the greater part of

his time in visiting the dealers and jobbers in the leading trade centers, so that he may cooperate with the Kimberley clientele along practical lines.

PAUL ASH SIGNS WITH BRUNSWICK

Popular Pacific Coast Orchestra Leader Signs Exclusive Brunswick Contract—Director of Grenada Theatre Orchestra—Has Attained Wide Popularity on Coast

The Brunswick-Balke-Collender Co. announced recently that Paul Ash and His Famous Grenada Theatre Orchestra of San Francisco had been signed as exclusive Brunswick artists and the first records are ready to be released to the public. The Paul Ash Orchestra has been one of the features of the Grenada Theatre for the past two years and has attained wide popularity. The individual shading of tone and the harmonious effect obtained by this orchestra have created a popular light classical style on the Coast known as "Paul Ash Music."

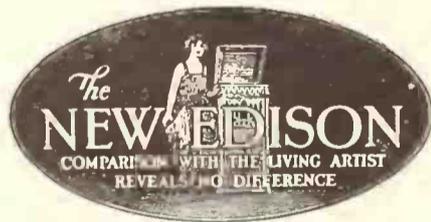
The Brunswick-Balke-Collender Co., in announcing the Paul Ash records to its dealers,



Paul Ash

states that, while these recordings are played in dance tempo, they will not be featured as merely dance records, but, instead, a combination of dance and concert music. It is pointed out that there are thousands of phonograph owners who enjoy popular music, but are not particularly anxious for this music to be played in dance tempo, and the company feels that Paul Ash music is filling this want. These records were recorded during the special expedition to California of Sinkler Darby, chief recorder of the company, and his assistants. The musical direction was under the personal supervision of Walter Henchen, Brunswick director of popular music.

Frank Corley, of the Corley Co., Victor wholesaler of Richmond, Va., was a recent visitor to New York City.



THE EDISON PROPOSITION

is *not* a loading proposition.

INSTEAD,

it is a quick turn-over proposition.

EXAMPLE

after example can be cited to show that, with ordinary effort, a merchant can turn-over his initial investment several times a year. We will gladly tell you how. Just drop us a line.

*Popular Priced Models—From \$100.00 up
Smooth Surface White Label Records*

The Phonograph Corporation of Manhattan

Metropolitan Distributors

Orange

New Jersey

What One Talking Machine Dealer Is Doing With De Forest Radiophones

LIKE the rest of you, he was months ahead of dealers in other industries in seeing the vast possibilities of radio. He knew that the Radiophone at its best should be classed with musical instruments.

He saw how the Radiophone made use of the phonograph as a loud speaker.

He knew it must be easy to operate, easy to install, requiring no technical skill, economical. He knew most of all it must pass on the music of the broadcast as a fine violin translates into sound the unborn music of the master's mind.

He experimented with many makes to find the one which should meet these exacting requirements.

And then he said "De Forest—and De Forest only."

It was not until he had selected the De Forest Radiophone as his exclusive radio line that he learned its epoch-making method of sale.

He thought he would have to invest his capital in De Forest Radiophones. But the De Forest Company said no. "Requisition what you can sell" they said. "As you make your sales, send in the money to us, deducting your compensation. Our agents do business on De Forest capital."

Is it any wonder that Talking Machine dealers all over the United States are clamoring for De Forest agencies?

Over twelve hundred agents have already been appointed, and the territories are going fast. They are exclusive territories. We cannot have our agents overlapping and competing with one another.

If you want the De Forest agency, write us at once. We will send you by return mail the new book entitled, "Building Your Radio Business With Our Capital." It tells the whole story of the great De Forest consignment plan.

Join the twelve hundred who say "no such instrument has ever been offered to the American public—and no such plan has ever been evolved for the full protection of the agent."

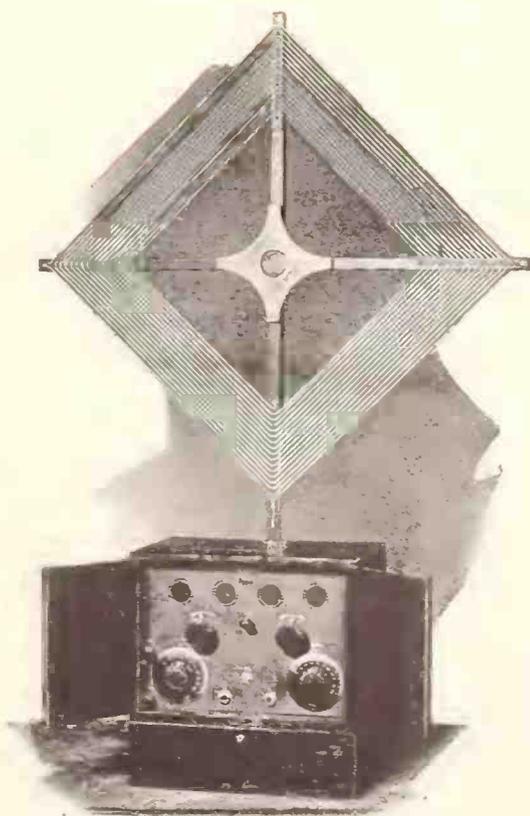
Remember—territories will be exhausted in a few weeks. Don't put it off, write or wire us today.

De Forest Radio Tel. & Tel. Co.
JERSEY CITY, N. J.

If located West of Pennsylvania address

De Forest Radio Tel. & Tel. Co.
Western Sales Division
5680—12th STREET, DETROIT

De Forest is the greatest name in Radio. The De Forest Reflex Radiophone is the instrument which belongs with your line of high-class musical instruments, with its reception range on indoor loop of from 1,500 to 3,000 miles. It is nationally advertised—nationally preferred. It is beautiful to look at—and more beautiful to hear. Prove it to yourself.



Red Seal Shifting!



Why have so many dealers specified "Pearsall" on their Red Seal Exchange?

(All Pearsall orders were delivered by Sept. 21)

Pearsall Service, of course.
 Ask any Pearsall dealer,
 he'll tell you.
 "Desire to serve, plus ability."

THOS. F. GREEN
 President

10 EAST 39th ST.



NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

Value of Window Displays to the Dealer

Many Stores Competing for Trade Through Window Supremacy
Compel Originality in Exhibits of Dealers—An Effective Window

The value of window displays has been emphasized in the columns of *The World* many times, but too much cannot be said of this important means of publicity. It has been demonstrated time and time again that dealers with uninteresting and sometimes even repellent window displays are not the ones who are doing the biggest business. However, it is really surprising how few merchants take advantage of their window space. It is safe to assume that where this condition prevails merchants do not realize that they are taking the most effective steps possible to curtail business.

Competition in Window Displays

It has been truly said that the window is the eye of the store, and it is just as true that this is the only means by which the passer-by can judge the establishment. It is easy enough to create an unfavorable impression, but it is much harder to arrange a window that will stand out so that the goods displayed will have their merits impressed upon potential customers. It must be remembered that in every business section there are many stores and each one is trying to attract the attention of the public through window displays. Now the point is that with all this competition the talking machine dealer, in order to stand a chance, must create a window which will not only attract the attention of the public, but which will be talked about and, even more important, will be remembered.

A Window That Boosted Sales

Occasionally we run across a display which is so good that we cannot let the opportunity pass of reproducing it for the benefit of the entire trade. One of the best displays which has come to our attention in a long while was that in the window of the Rudolph Wurlitzer Co., Forty-second street, New York City, last week. The entire window display consisted of Victor consoles, with the exception of one upright talking machine and several portable models and a few records cleverly arranged as an automobile. A large placard in the center of the window bore the following text:

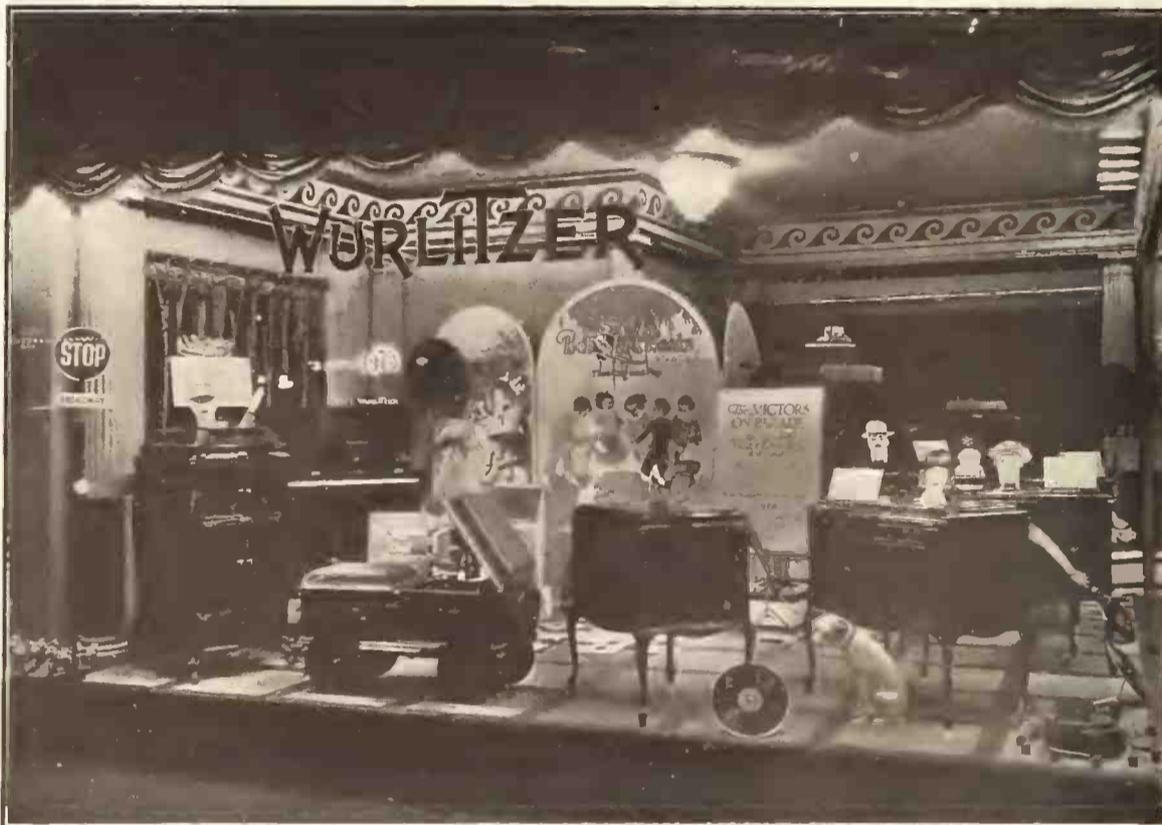
"The Victors on Parade. Introducing Victor Console, Sr., and Family. This happy family

have every reason to be proud. They are wonderfully constructed and high-toned. Their business is hiring out as domestic pleasure makers. You will find one of them in most every home.

"We are headquarters for this fine family. Let us show a pleasure maker. Convenient terms.—Wurlitzer."

It will be noticed in the illustration that each model was equipped with a cut-out of a head and

resulted in five sales and several live prospects. Throughout the period of the display many people stopped to look it over and the probabilities are that more sales will eventually be realized from the prospects secured. Another feature of this particular display is that the central idea can be used in a series of displays. In fact, it is the intention of Mr. Edlund, soon, to arrange another display in which the Victor family will



The Unusually Clever Window Display Arranged by the Rudolph Wurlitzer Co.

arms. Also on each model was a placard announcing the "family" name of that particular instrument, consisting of Victor Console, Sr., Mrs. Victor Console, Miss Victoria Console, Victor Console and Little Victor, Jr., and the upright machine as a traffic cop.

According to Norman K. Edlund, manager of the talking machine department of the Rudolph Wurlitzer Co., this display during the first week

be shown at home. The scene of this exhibit will be a living room of a home with the Victor family enjoying the music of a Victrola.

This window display proved in a concrete manner that it possessed the power to attract the attention of passers-by, arouse interest in the goods exhibited and induce action, the three things upon which hinges the success of any window. In the case of the Wurlitzer Co., fortunately, the window is large and there is ample room for an extensive display without danger of crowding, which is one of the most common faults of the average window.

The Evil of Crowding

Reiteration of the fact that crowding nullifies any possible favorable effect of a window display will do no harm. Although this has been stated and restated in various ways many dealers still seem to think that a window is a kind of stockroom and they put as much of their merchandise in the window as it will hold. Windows in which are exhibited several machines, a number of records, sheet music and a conglomerate mass of musical merchandise are not uncommon. There apparently is no attempt to deliver a message through the display which will bring interested prospects into the store. A display of this character is confusing to the onlooker and, although passers-by may stop to look at it, there is nothing to hold attention or set forth the merits of the products handled.

Merchants pay rent in proportion to the value of their location and this is measured, to a large extent, by the number of people who daily pass the store and, one might truthfully add, to the number of people who have an opportunity of seeing the window displays. That is why, all other things being equal, a dealer who carefully arranges his window displays on a street which is not quite so crowded with shoppers will often succeed when a competitor in a more popular thoroughfare who is careless about the "eye of the store" will lose out.

We Serve New York!



ALL along the line, preparations for a busy season are being made. Fall business is rapidly getting under way. A short time will see it hitting its full stride. Don't be caught short. Prepare for that inevitable increase in the demand for

OKeh Records

The Records of Quality

As always, we are ready to serve you quickly and efficiently no matter what your demands for these fast-selling records may be. We are able to do this because we carry at all times a thoroughly complete stock of OKeh Records that is never allowed to deplete.

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15 West 18th Street

New York City

Distributors
for
OUTING
and
ODEONETTE
Portable
Machines

Here is the FAMOUS X-T AUDAK UNIT

Which Has Become So Popular Not Only With Dealers, But—
What Is Even More Important—With Record Purchasers

Read what retailers say about this modern system for demonstrating records without the use of booths

We find that the use of AUDAKS in record sales increases receipts 30% to 50%.

Our record sales have increased considerably since the installation of AUDAKS.

The AUDAK is certainly a great aid and stimulant to record sales and we wish you the continued success your product truly deserves.

Eliminating as it does the excessive cost of retailing records, the AUDAK is bound to have the serious attention of every progressive dealer.

I have seen the AUDAK record demonstrator in successful use in the New Brunswick Hall, Toronto, and am now more than interested.

We have received the outfits recently shipped us and are very much pleased with them.

The AUDAKS have been in work here for some time, very much to the gratification of all concerned.

We are now using one of your machines and are interested in buying five or six more.

STYLE X-T AUDAK

As shown in illustration - - - - - \$69.00

STYLE X AUDAK

Equipment for Counter Installation - - \$39.00

STYLE VI AUDAK

Equipment for Victrola VI - - - - - \$39.00



THIS UNIT SUPPLIED COMPLETE AS SHOWN, READY FOR USE ON REMOVAL FROM CRATE

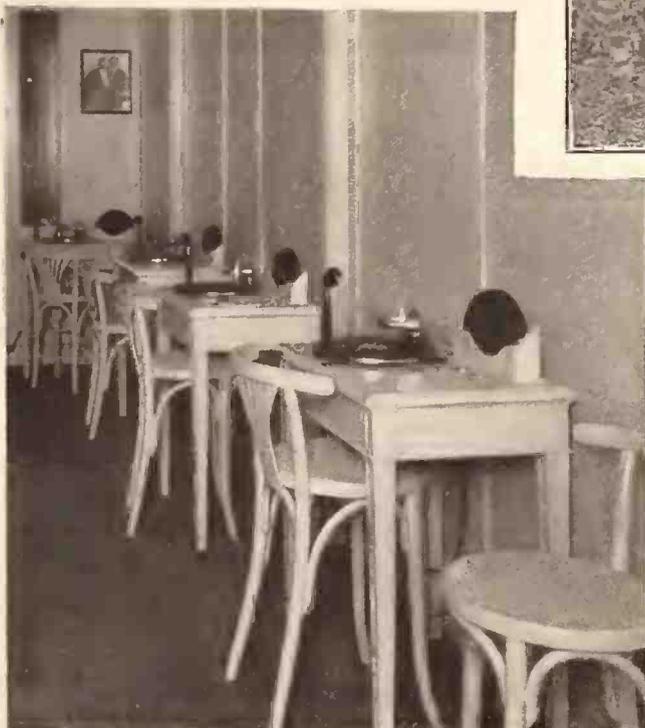
HERE ARE A FEW AUDAK USERS

- | | |
|--|---|
| Wanamaker's, New York and Philadelphia | Frederick Loeser & Co., Brooklyn, N. Y. |
| Saul Birns, New York | Bloomingdale Bros., New York City |
| J. L. Brandeis & Sons, Omaha | Lit Brothers, Philadelphia. |
| Gimbel Brothers, New York and Philadelphia | The Fair, Chicago, Ill. |
| Jordon Marsh & Co., Boston, Mass. | Rothschild & Co., Chicago |
| Bamberger's, Newark, N. J. | The Boston Store, Milwaukee, Wis. |
| Kaufman's, Pittsburgh, Penna. | R. H. Macy & Co., New York City. |
| May & Co., Cleveland, Ohio. | Levin's Victrola Shop, New York City |
| Forbes & Wallace, Springfield, Mass. | Abraham & Straus, Brooklyn, N. Y. |
- and many others*

AUDAK IS recognized as the greatest modern step forward toward the reduction of the cost of selling records and bringing the increased profit to the Dealer which, today, he must have.

Distributors in All Principal Cities—

Edison Jobbers—Audaks also made for Edison Records. Write for details.



A CORNER IN STORE SHOWING SEVERAL X-T AUDAK UNITS

AUDAK CO., 565 Fifth Avenue, N. Y. City

Originality Pays in Foreign Record Sales

How a New York Retailer Does a Big Business in Foreign Records by Concentrating on One Language — Linguist Salesmen Help

Sales opportunities in the foreign record field are practically unlimited; in fact, the surface in this branch of the talking machine record business has scarcely been scratched. This is indicated from time to time by the exploits of live dealers who are resorting to original methods of building up foreign record trade with gratifying success.

A very large proportion of the population of this country consists of people of foreign birth. Each month, year after year, many thousands of people come from foreign shores to make their permanent homes in cities, towns and farms throughout the entire country, and it is safe to say that only an infinitesimal number of these people are acquainted with the talking machine or the fact that the songs and music of their homelands in the original language can be obtained on records. Therefore, the talking machine dealer has at his disposal a most profitable asset to stimulate sales, for a large percentage of these people are always anxious to keep in touch with the music and songs of their homelands.

Foreign Record Orders Through Mails

One of the most successful stunts in building up a demand for foreign records which have come to our attention is the building up of a mail-order business in French records which was instituted some time ago by Edmund V. Bragdon, treasurer of the Ideal Music Co., Victor dealer, New York City. Mr. Bragdon inserted an eye-attracting advertisement in a French newspaper of national circulation, announcing that an extensive line of records in the French language could be secured through the Ideal Music Co. This announcement, read by French people from coast to coast, aroused their interest afresh and this was evident from the number of inquiries received. In response to these inquiries the Ideal Music Co. sent out the following form letter, written in French, which explained the system used:

"It is with pleasure that we are sending you herewith the new catalog of French records that the Victor Co. has just published. All French records released up until the first of January are included therein.

"We have all these records in stock and we will take pleasure in sending you parcel post, C. O. D., those which you may choose. We pay the postage on all orders in excess of \$5.

"Awaiting the pleasure of hearing from you, we are

"Very truly yours."

An important feature of this campaign is the fact that all correspondence is carried on in the French language, thus insuring the message being properly interpreted at the other end. The campaign has already resulted in the sale of thousands of records, with a fair sprinkling of orders for as many as twenty and thirty records. Great care is exercised in packing records for shipment and prompt attention is given the demands of customers. This service has resulted in mutual satisfaction, demonstrated in a concrete manner through continuous repeat orders. As has been stated, these French records are shipped to customers all over the country, from Maine to California, and even to the West Indies, proving that the man or house that goes after business can get it.

Linguist Salesmen Get Results

Another stunt that has been instrumental in stimulating sales of foreign records consists of having salesmen who speak foreign languages serve customers of foreign birth, especially those who speak English poorly. Widener's, Inc., which operates a branch store in Newark, N. J., has found this method popular and profitable for the store. One of the salesmen of this

store speaks several Latin languages and the credit manager also speaks the languages of northern European countries. As an illustration of how the thing works out Widener's recently had a prospect come into the store, whom L. A. Dexter discovered was a Spaniard. The salesman-linguist also happens to be Spanish by birth and Mr. Dexter immediately turned this prospect over to this salesman. As soon as the Spanish prospect realized that he was speaking with a countryman his face lighted up and his satisfaction was apparent. To make a long story short an expensive instrument and a number of records were sold on the spot and the customer was so enthusiastic over this service that he voluntarily declared that he would tell all his friends about the store where they could be served by one of their own countrymen. The result cannot be doubted!

Opportunities Awaiting Development

The foregoing examples are only a few of the

real profit-making opportunities existing in the foreign record field, which now covers every language; but they are sufficient to prove that the live dealer can make this an important branch of his business if he cares to do so, and thus also aid his sales of talking machines and supplies. The foreign element of our population is for the most part thrifty and it must be remembered that the salaries paid all classes of skilled and unskilled workers are higher than at any time in the history of industry, hence this class of people can well afford to invest in a talking machine and records. Another thing which should not be lost sight of is the great number of educated, cultured people who come to this country from abroad. Then, too, every American-born person who possesses a knowledge of a foreign tongue and a love for music is a legitimate prospect for foreign records. Yes, the opportunity is there and foresighted dealers should seriously plan to cash in on it.

J. K. LOVETT JAILS SWINDLER

Man Operating in Ohio and Regarding Whom the Trade Was Warned Captured in Ambridge, Pa., by Observant Dealer

John K. Lovett, talking machine dealer of Ambridge, Pa., and an old-time subscriber of *The World*, writes us as follows:

"Gentlemen: I have the crook you mentioned in enclosed article in Beaver County Jail, Beaver, Pa., charged with fraudulent conversion. When I discovered his trick I immediately phoned neighboring dealers and, as a result, had him in jail in twenty-four hours after I employed him."

The article Mr. Lovett referred to was that published on page 54 of the September *World*, in which Secretary Hyre, of the Music Merchants' Association of Northern Ohio, warned the music merchants against a man who was swindling dealers by entering their employ, selling machines on commission and turning in checks at closing time, on which he secured

cash and then disappearing. Needless to say, the checks were no good. Mr. Hyre described this man in detail in *The World* story and we are pleased, thanks to the efforts of Messrs. Hyre and Lovett and the publicity in *The World*, that the rascal has been captured and will receive his just deserts.

S. L. SCHOTT, INC., STORE CHANGES

MT. VERNON, N. Y., October 2.—S. L. Schott, Inc., well-known Victor dealer of this city, with an attractive store at 64½ South Fourth street, has made a number of important changes to the interior of the store which add greatly to its appearance and to efficiency in handling customers. The record racks, which were formerly located in the rear, have been moved forward and a musical instrument department has been installed in the front of the store. Additional booths for record demonstrations have been added. The work was done by the Zimmerman-Bitter Construction Co., which specializes in interior store and fixture installation.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

EIGHT POPULAR VICTOR ARTISTS

In Concert and Entertainment

Personal Appearance of

Eight Popular Favorites on One Big Program

A live attraction for live dealers and jobbers

Bookings now for season 1923-1924

Sample program and particulars upon request

PHILIP W. SIMON, Manager

1674 Broadway

New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



RUDY WIEDOEFT



FRANK BANTA

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

The CAMP=FONE

at \$ **25**⁰⁰
List Price

Sells All Year Round

FOR THE HOME



Camp-Fone weighs only 15 pounds. Measures 14x11½x6, closed. Retails at \$25; Middle West, \$27.50; Far West, \$30.00. Quick sales and liberal profits for live dealers.

The Camp-Fone has superseded the old-fashioned "table model" phonograph as a machine for the home.

◆ ◆ ◆

Your prospective customer reasons "Why should I buy a table model, when I can get a **Camp-Fone** that looks just as well; plays just as well—in fact has all the features of a table model, and in addition can be carried as a portable if I ever want to do so?"

◆ ◆ ◆

CAMP-FONE is the choice of thousands of students who want a small high-class machine for the dormitory room or fraternity house.

◆ ◆ ◆

CAMP-FONE is an ideal holiday gift.

The **Camp-Fone** is a quick easy sale at \$25 because it looks like a lot more money. Handsome mahogany finish, hardwood case, trimmed in nickel, comfortable leather handle, 10 inch turn table, heavy-duty noiseless motor, triple weight governor, speed adjuster, needle cup with safety cover, sturdy 10 inch piano hinge with strong top holder catch. Equipped with album holding 6 records. The first high-class small portable ever produced.

HEALTH BUILDERS, Inc.

DEPARTMENT W 10

334 FIFTH AVENUE

NEW YORK, N. Y.

I Love You

That Irresistible Melody from
The Musical Comedy
"Little Jessie James"

You can't go wrong
With any FEIST songs



© LEO. FEIST Inc. N. Y. C.



"I love you, I love you," is all that I can say.—

UNIT OPERATIONS NOT INTERRUPTED

Kern Dodge Appointed Receiver for Unit Construction Co.—No Insolvency, as Assets Greatly Exceed Liabilities—Business, Now Active, Continues Under Receiver's Direction

PHILADELPHIA, PA., October 2.—Receivership proceedings were instituted by and for the Unit Construction Co., of this city, on September 13, in the United States District Court. The company's assets are stated to be very greatly in excess of liabilities and there is no insolvency.

Operation of the company will continue under the receiver's direction, with the management unchanged, and service to the talking machine trade will be maintained on the same efficient basis as heretofore.

Kern Dodge, of Philadelphia, who has been appointed receiver, is an engineer of national reputation and has a very successful record in the handling of receiverships such as the above.

There has been no interruption in the Unit Co.'s operations and the demand for Unico equipment is reported as very active at this

time. In addition to the usual number of talking machine and phonograph departments in process of installation in various sections of the country Unico equipment is now being widely adopted for radio merchandising. The Unit Co. also has in hand some large orders for radio cabinets, in which field the company has been specializing for the past year. Among the prominent radio manufacturers using the Unico cabinets for their products are included the Radio Corp. of America, General Electric Co., Westinghouse Electric & Mfg. Co., DeForrest Co., Cardwell Co., A. C. Gilbert Co., Timmons Talker Co., National Radio Corp., Atwater-Kent and many others.

RECORD BROADCASTING INTERESTS

J. N. Pitts, of Connecticut Agricultural College, Pays Tribute to the Aid of a Brunswick Phonograph in Its Broadcasting Plans

J. N. Pitts, dean of the mechanical engineering department of the Connecticut Agricultural College at Storrs, writes the Brunswick-Balke-Collender Co., of New York, that a powerful radio broadcasting station, ranking with the best in that locality, has recently been installed and remarks:

"As part of our equipment we have purchased a Brunswick phonograph to be used for the broadcasting of records. Results of our tests have been very satisfactory in a radius including Maine, Canada, Ohio and Maryland. A number of those replying are complimenting us on the talent of our 'artists' and 'quartets,' when, in reality, it has all been taken from records and delivered by the Brunswick phonograph. We believe that the Brunswick is the machine for radio broadcasting."

STEINERS OCCUPY NEW QUARTERS

DAYTON, O., October 7.—Charles E. Steiner, formerly with Niehaus & Dohse, has joined his brother, Frank N. Steiner, as partner in a new, up-to-date store at 120 East Fifth street, to which they have removed. The latter has been in the talking machine business for the past twenty-six years, his store being formerly known as the People's Music Co. The Steiner brothers, who are carrying a complete stock of Edison and Victor machines, are well and favorably known in this city.

A LETTER THAT BROUGHT CUSTOMERS

Excellent Returns From Personal Letter Sent Out by Burgess-Nash Co., Omaha, Neb., Show Value of Reaching Public Through the Mail

OMAHA, NEB., October 4.—Ten new customers a day were brought to the Burgess-Nash Dry Goods Co. store's phonograph department recently by a letter written by H. L. Obert, manager. The letter was sent to a large list of prospects and it had immediate results.

Talking machine dealers are to-day up against the fact that owners tire quickly of the jazz records which are sold. This fact has resulted, unfortunately often, in a decrease of interest in the greatest developer of musical taste and appreciation in America.

In the opinion of Mr. Obert, the way out is the sale of records of better music, classical and opera selections, and so his letter was drafted with the idea of bringing this about. He sought to interest owners of talking machines in higher type music.

The letter which produced such surprising results follows:

"This is a personal letter from the writer to you. Its purpose is to convey a message and extend a personal invitation.

"Each month, as you know, a list of records is issued, which comprises the really beautiful music, sung and played by the world's greatest artists.

"Statistics, however, show that less than 10 per cent of those who purchase phonograph records ever hear more than six records, of which five are dance numbers or popular songs.

"This means that approximately 90 per cent of the people never hear the world's most wonderful music. And this leads to the purpose of this letter, mentioned in the first paragraph.

"We who comprise the personnel of this department of the Burgess-Nash store—Miss Ferrin, Mr. Capron and the writer—extend to you a personal invitation to visit us and hear that portion of the list of new records each month which represents really worth-while music.

"Do not come as a customer, but rather as an acquaintance. Ask for any one of us, mention that you received this letter, introduce yourself and feel as you do when visiting at the home of a friend.

"Above all, feel absolutely free from any obligation to buy. We want you to hear this wonderful music every month.

"We have the most beautiful phonograph shop in Omaha. The booths are spacious, cool and equipped for your comfort and enjoyment. You are away from the hustle and bustle of the street—away from the noise, heat and congestion associated with the average phonograph shop.

"May we not anticipate your acceptance of this invitation, and look forward to adding your name to the list of those who now enjoy this treat regularly?"

MAIN SPRINGS FOR ALL MOTORS

Best Quality - Quick Service - Low Prices



Each spring packed in a separate, numbered box. Each spring made of best crucible steel, tested and carefully inspected before leaving our factory.

Send us your order to-day.

	Price each	Price in lots of 50	Price in lots of 100
No. MSW 1—1 inch wide, .022x13 feet long, pear shaped hole at both ends.	50c	48c	45c
No. MSW 2—1 1/4 inch wide, .022x17 feet long, pear shaped hole at both ends.	75c	72c	70c
No. MSW 19—New Style, 1 inch x .022x13 feet long, crimp end on inside.	50c	47c	45c
No. MSW 20—New Style, 1 1/4 inch x .022x17 feet long, crimp end on inside.	75c	72c	70c

For Columbia Motor

No. MSW 21—25/32 inch wide, .025x10 feet long, pear shaped hole.	45c	43c	40c
No. MSW 22—29/32 inch wide, .025x11 feet long, pear shaped hole.	45c	43c	40c
No. MSW 3—1 inch wide, .028x10 feet long, pear shaped hole.	50c	48c	45c

For Heineman Motor

No. MSW 21—25/32 inch wide, .025x10 feet long, pear shaped hole.	45c	43c	40c
No. MSW 4—1 inch wide, .025x12 feet long, pear shaped hole.	50c	48c	45c
No. MSW 23—1 3/16 inch wide, .026x19 feet long, pear shaped hole.	80c	77c	75c

For Brunswick, Krasberg, Saul, Sonora, Stevenson, Silvertone, Aeolian, Cheney, United, Meiselbach or Thomas Motors

No. MSW 8—1 inch wide, .026x13 feet long, oblong hole.	55c	53c	50c
No. MSW 9—1 inch wide, .026x15 feet long, oblong hole.	65c	63c	60c
No. MSW 10—1 inch wide, .026x18 feet long, oblong hole.	75c	73c	70c
No. MSW 25—1 inch wide, .027x10 feet long, oblong and pear shaped hole.	45c	43c	40c

We punch both an oblong and pear shaped hole on the end of these springs, so that they may be used for any type of motor.

Other Standard Makes

No. MSW 17—3/4 inch wide, .025x10 feet long, pear shaped hole.	40c	38c	35c
No. MSW 18—7/8 inch wide, .025x10 feet long, pear shaped hole.	45c	43c	40c

These prices are F. O. B. Chicago. Send enough to cover postage if wanted by parcel post or we will ship by express. Combination orders may be made to obtain quantity price.

COLE & DUNAS MUSIC CO.

430 S. Wabash Ave. Chicago, Ill.

Headquarters for Everything in Musical Merchandise. Write for our new bargain bulletin; 1000 different items at special prices.



PHONOGRAPH CASES RADIO CASES

Reinforced 3-ply Veneer

The Standard Case for Talking
Machines and Radio Sets

Let us figure on your requirements

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

**Radiola IV.**

complete with all
batteries, four
tubes, (one spare),
head telephones,
and silk-covered
wires. \$275.

In the finest music rooms Radiola IV.

REMEMBER the days—not so long ago—when the fun of “listening in” meant a confusion of coils, tubes, batteries? Of things with long names and intricate uses? A jumble fit only for the attic!

But now! A most attractive and dignified cabinet of rich mahogany finish stands on a console in the music room. Joy for all the family! Its mechanism infinitely better in performance—worked out in the great RCA laboratories. Operated by the turn of a knob. Keenly sensitive. All its batteries hidden away. And its loudspeaker built in—notable for acoustical correctness and purity of tone. Famed, too, for long-distance receiving, with the headphones plugged in.

Radiola IV. means radio for the most exacting. For the music lover who wants real music. For the fan who wants big distance. And the home lover who wants both in a piece of furniture that will strike a pleasing note in the finest room.

Radio Corporation of America

Sales Dept. Suite 3007: 233 Broadway, New York

District Sales Offices:

10 So. LaSalle Street, Chicago, Ill.

433 California Street, San Francisco, Cal.

Radiola

REG. U. S. PAT. OFF.

Dealers

Write to-day for the RCA catalog, full description of the Radiola IV., and the RCA selling plan for dealers.



This symbol of quality
is your protection.

Interesting Analysis of Status of Radio

Evolution of Radio Compared With Early Talking Machine Days
by Walter L. Eckhardt, President of the General Radio Corporation

Shoes, hats, etc., are merchandised and sold through many exclusive shops specializing on one item or the other, although a survey will conclusively prove that a greater volume of business in any such items is being done through apparel shops wherein such merchandise is a part of the necessary personal equipment. Shoes and hats are a totally different line of merchandise. Shoe shops do not necessarily handle hats any more than hat shops handle shoes, but they are relative and are sold through the same firms to a large extent, although it required years before such procedure was established by enterprising merchants.

Radio as a Musical Product

While exclusive shops of one kind or another are much in evidence to-day, as a rule, they are rapidly adding lines that are relative or akin to the general plan—so will it be in the radio business. Although radio broadcasting has been an established fact for the past twenty-odd years it was only after the great World War that the public became acquainted with its great possibilities as a means of entertainment and instruction. While the general broadcasting of weather reports, market reports, important subjects, topics of the day and musical programs awakened the public interest, it was not until the past several years that the improvement in broadcasting apparatus and receiving apparatus influenced the public at large to appreciate radio as a household necessity and, in reality, as a musical instrument of unusual charm and entertainment. Therefore, with this an established fact, it is only proper that radio receiving sets should be classed as musical merchandise and sold through establishments fully organized and experienced in merchandising musical instruments.

Several years ago, when a very limited number understood the merits of radio, it was more of a fancy to be tolerated, just as we looked upon the motion picture when it was usually served at the end of a vaudeville show, accompanied by the prompt departure of the audience, because it had not yet been fully developed. But to-day people are known to remain through

two or more shows of the same picture, and those who judge radio reception by what they heard several years ago will to-day form a totally different impression and be compelled to promptly realize that a good radio receiving set "in the home" is sure to play a very important part in our future lives.

Trade Should Be Proud of New Member.

The piano, phonograph, violin, harp, music box, etc., can justly be proud of its new member, "radio," which, in reality, is all in one, plus so many additional advantages that are needless to relate, while it does not directly compete with any. I mean by this that it will not take the place of some other musical instrument, but, rather, that it occupies a unique position entirely its own, properly located in the musical instrument field, and fortunately so, because, in the writer's opinion, no other line of trade is quite so well qualified to undertake the job.

It was a long time before the piano and music trade realized the important part to be played in their businesses that was to come through the medium of the phonograph. And in the early days of the phonograph many of the principal music houses of the country hesitated to handle this instrument, feeling that it would detract from their piano sales.

Back in the late 90's and the early days from 1900 to 1905 many of to-day's largest phonograph merchandisers were only lukewarm to the possibilities of the phonograph. These same houses have followed somewhat their early impressions in this respect with reference to the radio receiving set, but on all sides we are learning, from day to day, of new additions to the radio business in the talking machine and music trades. These firms are adequately equipped, firstly, with suitable showrooms, demonstration booths, sales organizations and service departments to properly install and service the merchandise after installation. They are trained and make it their business to follow up each and every individual sale for a definite period, to insure the perfection of satisfaction on the part of the purchaser. This is rather better business than it is an absolute necessity

and greatly increased sales are justly attributed to this service.

Radio in the Phonograph Field

Prior to 1900 it was quite the exception when a talking machine was sold on instalments, paid for on time payments, just as it is to-day in the radio business, but by 1904 it was generally accepted by all leading merchants that the sale of phonographs would be substantially increased by offering the same on time payments, or club plan, and this is bound to follow at a very early date in the radio business, although it is being done at the present time to a modest extent by a number of enterprising merchants. The musical instrument trades are well equipped and trained to handle this class of business, although it is needless to state that, inasmuch as the phonograph business was not exclusively confined to the phonograph and the music trade, but was merchandised frequently through the sporting goods shop, the hardware shop, gas and electrical companies, jewelers and the like, radio will also be handled by a miscellaneous line of trades, but in the course of a very short time I am of the opinion that we will see the bulk of the radio trade—that is, with reference especially to the completed sets—handled through the phonograph and the music trades.

ISSUES FOLLOW-UP PROSPECT CARDS

Musical Instrument Sales Co.'s New Dealer Help Enables Merchants to Keep Accurate Record of Prospects and Customers

The advertising department of the Musical Instrument Sales Co., New York, Victor wholesaler, has just issued six card forms which can be used to advantage by Victor retailers in following up prospects. This plan comprehensively covers the dealers' Victrola and record prospects and regular customers and, if closely followed, enables the retailer to have at his disposal a careful analysis of sales possibilities at all times.

The cards in this valuable series are designated as follows: "Victrola Prospect Follow-up," "Record Customer Follow-up," "General Data Card," "Mailing List Revision Slip," "Supplement Request Post Card," "Now in Stock Notification Card." The company has prepared printing plates for these card forms and the dealer is offered a choice of either the printed forms or the plates.

SPEED UP TO MEET ALBUM DEMAND

Max Willinger, president of the New York Album & Card Co., New York and Chicago, reports that Fall orders are coming through in substantial quantities. He fears that there may be a stock shortage before the season is over, although both factories of the company are working to full capacity. The delivery envelope produced by the company is also selling well.

BRUNS MADERITE Phono Moving Covers

Cover, Straps Attached



*For all models of Upright and
Console Machines*

Every progressive dealer needs a supply of dependable moving covers. Mr. Average Man dislikes to unpack anything he buys. By using padded delivery covers you protect and deliver a perfect instrument with no necessity for dirt, inconvenience or trouble to your customer.

It is much more simple to slip a cover over an instrument at the store and off at point of delivery and the impression left with your customer is pleasant. MADERITE covers are strong, well padded and satisfactory from every standpoint.

Consult your accessory jobber, phono distributor or write us for literature and prices.

A. BRUNS & SONS

Manufacturers of Canvas Goods

50 Ralph Avenue

BROOKLYN, N. Y.

See what
\$2.85
will buy
Page 47



The New Columbia is Superior!

True in tone!

The New Columbia Reproducer is uniquely satisfying in its trueness to every musical tone.

It gives the soprano as a true soprano, and not as a contralto. It gives the tenor as a true tenor, not as a baritone. It presents the violin as a violin, not as a 'cello. Through it every instrument in the orchestra is heard—and every note of every instrument.

COLUMBIA GRAPHOPHONE CO.
New York

National Music Week to Be Held May 4 to 10

Postponed From April 27 to May 3 in Order to Avoid Conflict With Boys' Week—Three-fourths of Local National Music Week Committees Approve of Choice of Date

The National Music Week Committee, of which Otto H. Kahn, financier and patron of music, is chairman and C. M. Tremaine, director of the National Bureau for the Advancement of Music, is secretary, has announced the selection of the first Sunday in May as the opening date of the annual observance of National Music Week. In 1924 this fixes the celebration of the event during the week of May 4 to 10.

The original date set for next year's observance was the week of April 27 to May 3, but, as this was the period already chosen for Boys' Week, the music interests decided to postpone their celebration in order to give the youngsters full sway. At the same time it was decided that the opening day of National Music Week should be fixed and popularized, so that a close connection between the date and the event would be established in the mind of the public. Inquiry to this end was made of local Music Week committees in all parts of the country and three-fourths of those heard from approved the selection of the first Sunday in May.

Members of Committee

In addition to the chairman and secretary the heads of thirty-one prominent organizations in all walks of life are members of the National Music Week Committee, including Joseph N. Weber, president, American Federation of Musicians; Kenyon L. Butterfield, president, American Country Life Association; O. E. Bradfute, president, American Farm Bureau Federation; Samuel Gompers, president, American Federation of Labor; Frank L. Sealy, warden, American Guild of Organists; George Maxwell, president, American Society of Composers, Authors and Publishers; Colin A. Livingstone, president, Boy Scouts of America; Julius H. Barnes, president, Chamber of Commerce of the United States; Joseph Lee, president, Community Service, Inc.; Mrs. Herbert Hoover, president, Girl Scouts, Inc.; Richard W. Lawrence, president, Music Industries Chamber of Commerce; Charles N. Boyd, president, Music Teachers' National Association; J. E. Edgerton, president, National Association of Manufacturers; Robert N. Watkin, president, Na-

tional Association of Music Merchants; T. Tertius Noble, president, National Association of Organists, and others.

Thirty-four State Governors

Governors of thirty-four States and Hawaii already have accepted membership on the Honorary Committee of State Governors. These are: William W. Brandon, Alabama; Thomas C. McRae, Arkansas; W. A. Sweet, Colorado; W. D. Denney, Delaware; Clifford Walker, Georgia; Wallace R. Farrington, Hawaii; C. C. Moore, Idaho; Len Small, Illinois; Warren T. McCray, Indiana; Jonathan M. Davis, Kansas; Edwin P. Morrow, Kentucky; J. M. Parker, Louisiana; Albert C. Ritchie, Maryland; Channing H. Cox, Massachusetts; Alexander J. Groesbeck, Michigan; J. A. O. Preus, Minnesota; Lee M. Russell, Mississippi; Arthur M. Hyde, Missouri; Joseph M. Dixon, Montana; Charles W. Bryan, Nebraska; J. G. Scrugham, Nevada; Fred H. Brown, New Hampshire; George S. Silzer, New Jersey; Alfred E. Smith, New York; R. A. Nestos, North Dakota; J. C. Walton, Oklahoma; Walter M. Pierce, Oregon; William S. Flynn, Rhode Island; Thomas G. McLeod, South Carolina; W. H. McMaster, South Dakota; Charles R. Mabey, Utah; E. Lee Trinkle, Virginia; Ephraim F. Morgan, West Virginia; John J. Blaine, Wisconsin; William B. Ross, Wyoming.

The first Music Week on a city-wide scope was held in New York City in February, 1920. Since then the movement has spread rapidly, until, according to the records of the National Bureau for the Advancement of Music, celebrations have been held in 150 cities to date. It is expected that all of these and many more as well will participate in the first National Music Week next May. The offices of the National Music Week Committee are located at 105 West Fortieth street, New York City.

L. L. Murphy, assisted by Mrs. S. M. Rouse, recently opened an attractive talking machine department in the store of Taft & Pennoyer, Oakland, Cal. The Cheney line is handled and a sales drive is under way.

L. L. THOMAS IN NEW QUARTERS

Popular Marshfield, Ore., Music Merchant Opens Handsome and Spacious Establishment

MARSHFIELD, ORE., October 1.—The L. L. Thomas Music Co., of this city, is now located in attractive new quarters at 162 South Second street. The illustration shows the large and attractively arranged talking machine department of the



Interior of New Thomas Store

new establishment, where a complete line of Victor and Brunswick machines and records is handled. Mr. Thomas has been in the music business in this city for eleven years and he is one of the most successful as well as one of the best-known music merchants here.

GERALD GRIFFIN SCORES ABROAD

His Play and His Songs, Widely Known Through Okeh Records, Win Favor in England

Gerald Griffin, Irish tenor and exclusive Okeh artist, is scoring a great measure of success in his own play, "His Heart's Desire," in which he is now appearing in various parts of England. The English press has spoken very highly of this singer, as well as of his play, in which he is starring. Mr. Griffin introduced into the action of the story eight songs which he has composed, and most of which were recorded for Okeh records before he sailed for England in the early Summer.

ORION CORP. OPENS IN SCRANTON

SCRANTON, PA., October 3.—The Orion Corp. has engaged a factory at Poplar street and Wyoming avenue for the manufacture of portable talking machines. The officers of the firm are L. S. Greenman, president; J. H. Brandamore, secretary and treasurer; J. F. O'Brien, factory manager, and F. C. Cawtra, sales manager.

CREATES HEALTH RECORD DEMAND

SIoux CITY, IA., October 2.—The Davidson Bros. Co., Victor dealer of this city, is creating a demand for Victor Health records by having two representatives of the concern demonstrate the exercises at various clubs. The plan also has been productive of much valuable publicity.

SUPERIOR QUALITY COUNTS

"SPECIALTY BRAND" PRODUCTS

ARE IN DEMAND BY EVERYONE

MAIN SPRINGS—REPAIR PARTS—MOTORS

Write for our descriptive catalogue and price list
which will be of great interest and value to you
(Something New)

THE SPECIALTY PHONOGRAPH AND ACCESSORIES COMPANY
210-212 East 113th Street New York, N. Y.

Collecting Overdue Accounts Efficiently

Mails Inexpensive and Effectual—Expense of Collecting and Retaining the Good Will of Customers Are Important Considerations

In collecting overdue accounts in any business there are several factors to be considered if the money is to be brought in without working to the disadvantage of the business itself. In the first place, it is desirable as far as possible to avoid offending the customer wherever possible, and in the second place it is a matter of wisdom to keep collection costs at a minimum figure.

In keeping the good will of customers, particularly those who allow payments to lapse through carelessness rather than intention, it is necessary that the dealer or his collection manager have a proper understanding of the class of people with which he is doing business, for methods that will work out successfully with one class will have little or no effect on another.

Retaining Customer's Good Will

There are, of course, some collection departments which appear to work under the impression that when a customer allows an account to lapse that customer ceases to be a friend of the house and should be proceeded against accordingly. As a matter of fact, every effort should be made to retain the good will of the buyer, not necessarily because he himself is likely to prove a future asset to the business, but because he may have friends considering the purchase of a talking machine and a good word from him will have a desirable effect.

It has been proved possible for a competent collection man to mix firmness and courtesy in his work to a degree that will permit of his getting the money and still retaining the respect of the customer, for firmness properly exercised is likely to win respect from the majority of individuals.

There is a certain type of wage-earner, for instance, who exists, so to speak, from week to week and, while he is in a position to meet his current financial obligations, is likely to do so only if he has been impressed with the importance of making the weekly or monthly payment on a specific date. In such a case it is necessary for the collection man not only to send a reminder of the date upon which the payment is due, but to adopt energetic measures immediately if the obligation is not met.

There are other types of buyers better fixed financially who, through carelessness, neglect to meet some of their current obligations and require a jacking up that may be less energetic but nevertheless persistent. Customers of this type prove costly to the dealer who hesitates about offending them, for it often happens that unless the collection department operates promptly, though courteously, the account will

be allowed to drag until the amount involved is considerable. In this case it is not so much the question of getting the money before it is lost, but of getting it so that it may be used in the business rather than lie dormant in the customer's bank.

First Consideration Expense

In every collection plan the first consideration is that of expense and this is naturally sound business practice. If the proper collection system is put into effect and carried out wisely it is possible to confine the expense to the cost of stationery and stamps and the actual labor of preparing and sending out the letters, for the right kind of letters are likely to be more effective than the services of a personal collector resorted to at a later date.

There are some concerns which have met with considerable success in using a series of four or five form letters, copies of which are sent to all delinquent customers. But where the character of the trade varies it is often found a matter of wisdom to send different letters to different classes and, with this in mind, several music houses have in their files as many as twenty-five different forms of collection letters from which selections can be made to meet each special case.

It is the experience of many managers of music stores that it is not good business to start the collection series by informing the customer he has neglected to meet his payments and a check is required immediately. If the customer happens to be of the wage-earner type a printed form, rather legal in aspect, will have a good effect. One concern, for instance, sends out a printed notice of an instalment due five days before the date of payment. If the payment is passed another printed form is sent, reading as follows: "Second Notice. We would appreciate your kindness in sending payment, which became due on May 10," or whatever the date happens to be. In the event that there is still no response a third printed notice, with plenty of red ink and reading: "This is to remind you. Your account is slightly in arrears. Possibly this matter has been overlooked. Your prompt remittance will be appreciated." Then comes the series of collection letters which become increasingly severe in tone as the payment is delayed, until repossession is threatened.

Handling the Series

The notices and form letters are handled by a girl clerk, the accounts being entered on a card system and followed up systematically through the medium of "ticklers." Where the record shows that the customer has been prompt in making payments in the past the

clerk is instructed to make a telephone call at least before resorting to a more drastic letter, for it sometimes happens that the customer has met with temporary difficulties of which he hesitates to write, but which are likely to be adjusted so he can continue his payments regularly.

It has been found that a letter that suggests politely to the customer that he has simply overlooked sending a check is likely to prove more productive of results from customers of the better type than a note intimating that the payment is past due and immediate attention to it is demanded.

A well-known talking machine dealer who keeps his overdue payments down to a very low point insists that a form letter does not serve the purpose so well as a special letter written to fit each case. He agrees that the latter method requires more time and attention, but at the same time maintains that the percentage of results is higher.

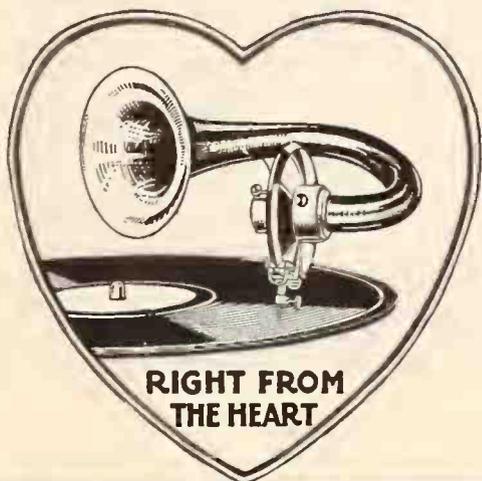
The personal letter, of course, has the advantage of impressing the customer with the fact that his particular account is being watched and that the exact details of it are familiar to the collection manager. This has an advantage over the form letter, for the intelligent customer frequently accepts the latter for what it is and figures out that he is only one of many who have received similar letters. It sometimes happens in the case of form letters that after three or four of the series have been ignored a personal letter referring to the customer's own credit standing and the exact status of his account will jolt him into action and bring the money.

It is the consensus of opinion in practically every line of business that the mails should be used as the first move in any collection system, for Uncle Sam, given the proper tools, has done and can do some mighty fine collection work at a surprisingly low cost. Then, too, the dealer or his collection manager can see every letter that goes out and judge what effect it may have on the customer.

GOTHAM BUSINESS CHANGES HANDS

The talking machine business conducted at 133 Canal street, New York City, by Schmukler-Singer, Inc., has been taken over by the Ben Cohen Phonograph Co., Inc., 83 Bowery, New York, who will continue to operate the store at that address. This concern has been successful in building up a large demand for foreign records. Victor, Sonora and Columbia machines are handled.

NATURELLE



For
Portable
and
Cabinet
Phonographs



The Naturelle Co.
125 East 23rd St.
New York, N. Y.

NATURELLE is the original Reproducer of its kind—a chemically prepared wooden diaphragm—with complete sound box and horn attachment. Buy NATURELLE and you get the natural voice of the singer and instrument, very distinct and musical, without the metallic sound which the mica diaphragm gives out. All infringements will be prosecuted. Beware of imitations.

An Open Letter to the trade

*Important
Advice*

ESTABLISHED 1870
INCORPORATED 1917
W. H. BAGSHAW CO. TEXTILE PINS
NEEDLE POINTED GOODS
USED IN PREPARATION
OF FIBRES
Talking Machine Needles
LOWELL, MASS.

TO THE TRADE:

As the holiday season approaches, we want to be sure every dealer of BAGSHAW NEEDLES is fully supplied.

To avoid disappointment, we have doubled our factory production at least partly to meet the phenomenal demands that are being made upon us.

What's most important is this: All orders received before our present supply of raw materials is exhausted will be filled at present prices in the order in which they are received. Your own judgment should prompt you to order your entire season's needs of BAGSHAW NEEDLES NOW!

To those who inform us of their requirements immediately, we shall do everything possible to fill orders in their entirety--at present prices.

W. H. BAGSHAW COMPANY.

BAGSHAW NEEDLES

MANUFACTURED BY

W. H. BAGSHAW CO.

Factory, Lowell, Mass.

AT 31st STREET

370 SEVENTH AVENUE

NEW YORK

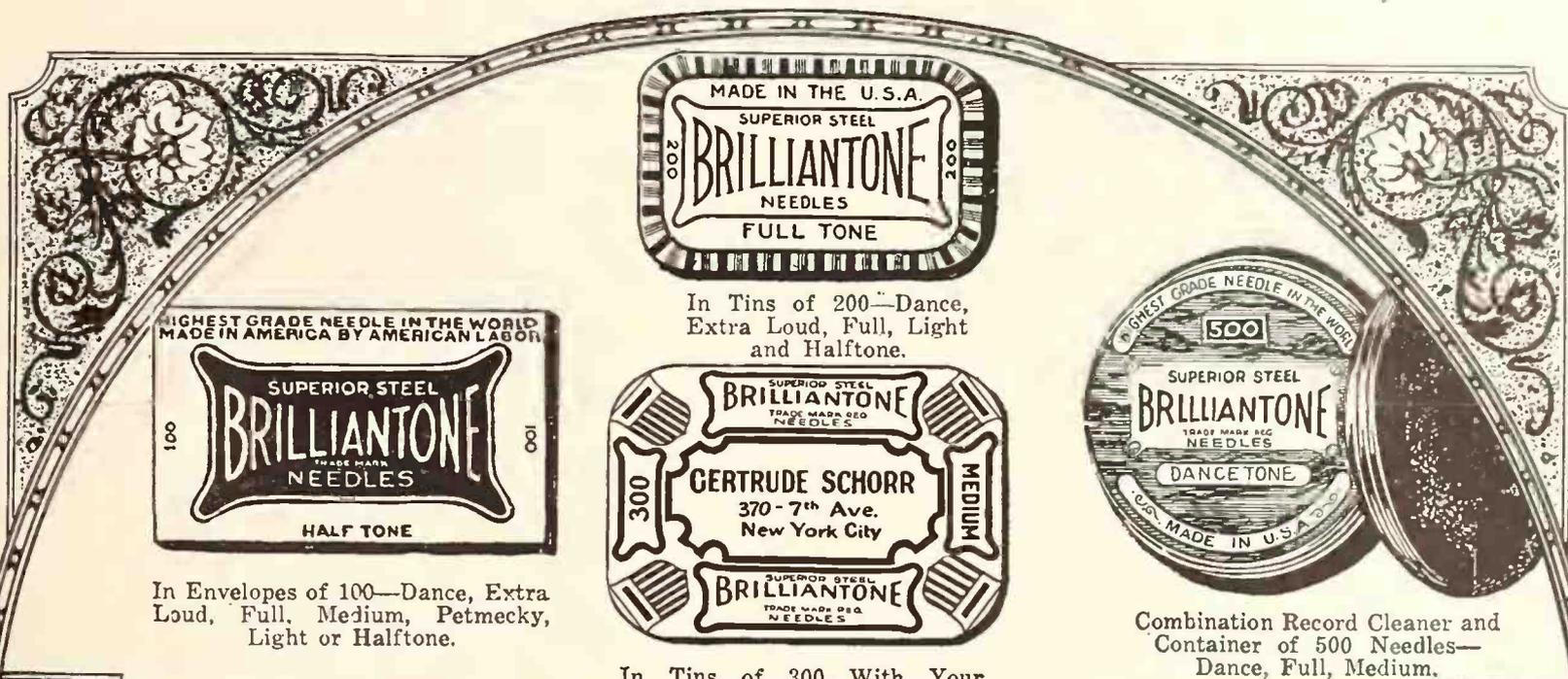
SUITE 1214

Pacific Coast Distributor:
Walter S. Gray Co.
1054 Mission St.
San Francisco, Cal.

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

Western Distributor:
The Cole & Duvas Music Co.
430 So. Wabash Ave.
Chicago

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



HIGHEST GRADE NEEDLE IN THE WORLD
MADE IN AMERICA BY AMERICAN LABOR

SUPERIOR STEEL
BRILLIANTONE
TRADE MARK
NEEDLES

100

HALF TONE

In Envelopes of 100—Dance, Extra Loud, Full, Medium, Petmecky, Light or Halftone.

MADE IN THE U.S.A.
SUPERIOR STEEL
BRILLIANTONE
NEEDLES

200

FULL TONE

In Tins of 200—Dance, Extra Loud, Full, Light and Halftone.

SUPERIOR STEEL
BRILLIANTONE
TRADE MARK REG
NEEDLES

300

GERTRUDE SCHORR
370 - 7th Ave.
New York City

MEDIUM

SUPERIOR STEEL
BRILLIANTONE
TRADE MARK REG
NEEDLES

In Tins of 300, With Your Name on Each Can—All Tones.

HIGHEST GRADE NEEDLE IN THE WORLD
500
SUPERIOR STEEL
BRILLIANTONE
TRADE MARK REG
NEEDLES

DANCE TONE

MADE IN U.S.A.

Combination Record Cleaner and Container of 500 Needles—Dance, Full, Medium.

As we predicted!

It is getting more and more difficult to Fill Orders

If the rush continues for BRILLIANTONE NEEDLES for the Fall and Holiday Season, we shall be swamped. We are doing our utmost to meet all demands, having made provision for an enormous supply. At present our deliveries are comparatively prompt, but the outlook for late buyers is very uncertain. We cannot guarantee present prices, nor can we guarantee complete deliveries at any prices. Again we caution all dealers to send us their complete Fall and Holiday requirements, and we shall do everything humanly possible to fill these orders complete and at present prices.

BRILLIANTONE

STEEL NEEDLE COMPANY of AMERICA, Incorporated

Selling Agents for W. H. Bagshaw Co.; Factorics, Lowell, Mass.

370 SEVENTH AVENUE, at 31st St., Suite 1214, NEW YORK

Pacific Coast Distributor:
Walter S. Gray Co.
1054 Mission St.
San Francisco, Cal.

Western Distributor:
The Cole & Dunas Music Co.
430 So. Wabash Ave.
Chicago

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

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

A Unique Idea in Retailing Spanish Records

Daniel Castellanos, in the Shipping Center of New York, Carries a Stock of 75,000 Recordings in the Spanish Language to Meet the Demand From Spaniards in All Parts of the Country

Down at the southernmost end of Manhattan Island, within sight of the water teeming with incoming and outgoing vessels from and to all parts of the world, is probably the most unique talking machine business in existence. It is the business of Daniel Castellanos, on the second floor of an old and rickety building at 4 South street. From the window of this shop one looks down upon a busy scene of unloading vessels, stevedores rushing about and swarms of foreigners, mostly sailors, and those connected with shipping. Although the store is only twenty-five feet by seventy-five feet, a record stock of 75,000 discs is carried, and the strangest part of all is that these records are all in the Spanish language. There are Spanish records made by the Columbia Co. and many imported ones. There are records in pure Castillian and many other varieties of the various dialects in

use throughout the Latin-American countries.

Mr. Castellanos' trade covers the entire country and is carried on by mail. He gets his business through advertising in Spanish newspapers and his annual trade is very close to \$25,000, which means the sale of over 30,000 records. This is all the more remarkable when one considers that these records go only to Spaniards. According to Mr. Castellanos, a peculiar phase of the handling of Spanish records is that there are so many dialects in use and there is a certain amount of clannishness among people from various countries which precludes the sale of any but the songs in use in their former home territories.

"For example," he declared, "in Spain alone there are approximately forty-eight provinces and in each of these there are certain folk songs and dances peculiar to that particular territory.

IMICO INDIA RUBY
MICA
DIAPHRAGMS
ALL SIZES—IMMEDIATE DELIVERY
Samples and quotations on request
INTERNATIONAL MICA CO.
 Phone Baring 535 PHILADELPHIA Cable Filasse

The people of one province do not purchase music of folk songs and dances popular in another province and, in view of this, it can be seen that handling Spanish records has some problems not met with in any other branch of the record business." However, dealers in cities and towns where there are Spanish communities can certainly make capital by going out after some of this business. These people are easy of approach and will prove good customers once their confidence is secured.

Although Mr. Castellanos does not make a regular practice of selling talking machines he does sell quite a few of them. Very often sailors come into his shop and purchase instruments, for the most part portables. He extends no credit, all transactions being on a strictly cash basis, greatly simplifying his bookkeeping and eliminating entirely the possibility of loss through dishonest or indigent creditors.

BUY RIGHTS TO ELLIS REPRODUCER

Arthur Brand & Co., Cincinnati, to Manufacture and Distribute That Reproducer in Future—Handle Large Line of Talking Machine Parts

CINCINNATI, O., October 2.—Arthur Brand & Co., the distributors of and dealers in talking machine supplies and repair parts, with headquarters at 1602 Race street, this city, have recently purchased the patent rights to the Ellis reproducer from the Fern-O-Grand Co., of Milwaukee, and in future will act as sole manufacturers and distributors of that product, which has made many friends in the trade.

Arthur Brand is head of the company, which carries a complete line of motors, tone arms, repair parts and needles, etc., and is distributor for the Spencerian portable machine. Associated with him is his son, Arthur, and Paul Maysvom, the latter being in charge of the repair department of the company. He is an expert repairman and was formerly in charge of the repair department of the Cincinnati branch of the Columbia Co.

OLD NEWS IN NEW DRESS

The daily papers, both in text and illustrated departments, have devoted considerable space to the discovery of Harold Bell Wright, the novelist, that the prickly spines of the "bisnaga" cactus possess great musical possibilities as a means of playing records. Mr. Wright claims to have discovered this type of cactus while in the desert country gathering material for a novel.

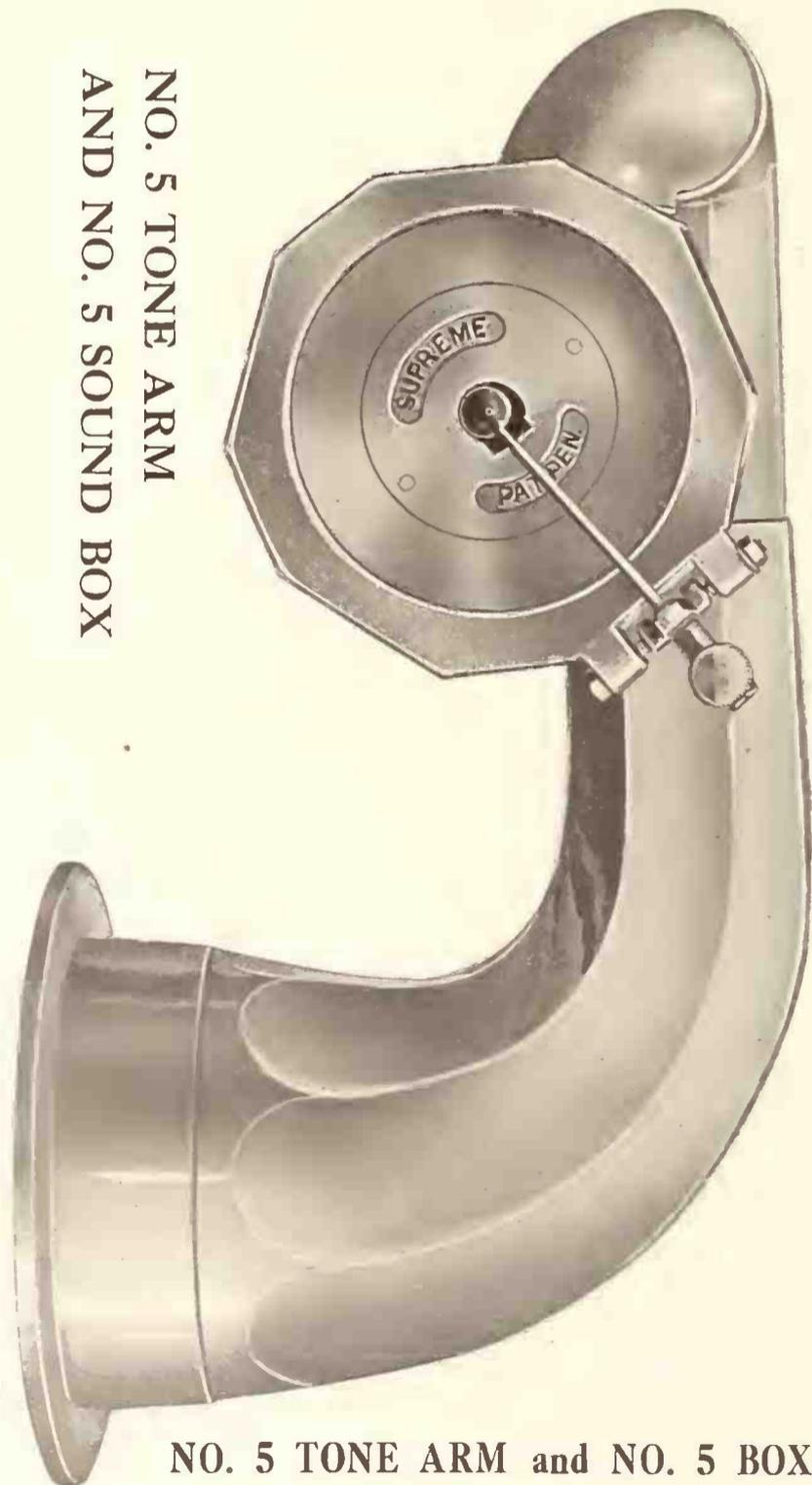
With all due respect to the daily papers and Mr. Wright the cactus needle is not by any means a new discovery. It was introduced and known to the trade many, many years ago and was found very effective in producing a soft tone. Inasmuch as the same effect was possible with fiber and certain types of steel or tungstone needles the demand fell off.

APPRAISERS' REPORT APPROVED

The report of the assets of the Griswold, Richmond & Glock Co., prominent Meriden, Conn., music house, recently filed by R. G. Church and C. N. Flagg, appraisers, has been accepted by the court. The assets of the concern are valued at \$356,596.90, according to the appraisers' statement.

The PHONOGRAPH'S "RIGHT ARM" is the PHILLIPS TONE ARM

NO. 5 TONE ARM
AND NO. 5 SOUND BOX



NO. 5 TONE ARM and NO. 5 BOX

WILL HELP SELL YOUR PHONOGRAPH
Pleasing to the Eye!
Pleasing to the Ear!

WM PHILLIPS PHONO PARTS CORP.
145 West 45th Street New York City
CABLE ADDRESS: PHONOPARTS

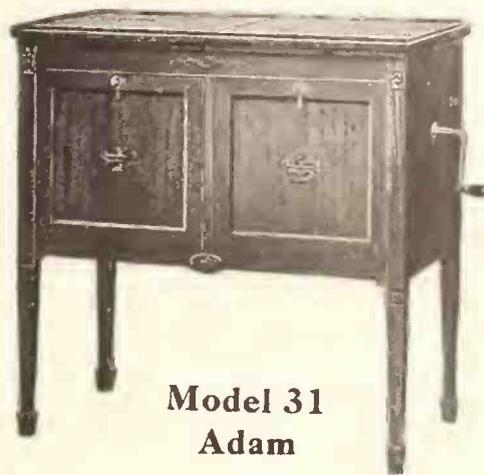
Announcing the New Pathé Models



**Model 27
Sheraton**

In strength and simplicity this Sheraton Model is exactly typical of the period in which it is designed. It is furnished in mahogany and walnut; universal tone arm; Pathé perfect tone control; Pathé reproducer; nickel fittings; new oval horn; double spring motor or noiseless electric motor; automatic stop; size 35 inches high; 32 inches wide; 19 inches deep.

PRICE, with spring motor.....\$ 95.00
 " with electric motor.....\$110.00



**Model 31
Adam**

This handsome model is furnished in mahogany, walnut and oak; exposed metal trimmings in antique silver finish; universal tone arm; Pathé perfect tone control; Pathé reproducer; nickel fittings; new oval horn; double spring motor or noiseless electric motor; automatic stop; size 35½ inches high; 35 inches wide; 20½ inches deep.

PRICE, with spring motor.....\$110.00
 " with electric motor.....\$125.00



Model 15

Every detail is perfectly carried out in this luxurious model No. 15. It is furnished in mahogany, walnut and oak; all exposed parts nickel-plated; universal tone arm; Pathé perfect tone control; Pathé reproducer; new oval horn; double spring motor or noiseless electric motor; automatic stop; size 44 inches high; 20 inches wide; 21 inches deep.

PRICE
 With spring motor.....\$100.00
 With electric motor.....\$115.00

THE NEW

PATHE—A name famous the world over is indeed dignified by this really wonderful new and complete line of Phonographs. Every model priced right, artistic in design, beautifully finished and, of course, equipped with new and exclusive PATHE features.

All the new models are equipped with the New PATHE automatic stop.

All the new models (except the Portable) have the new oval PATHE horn.



**Model 36
Queen Anne**

The Queen Anne Model illustrated above is furnished in mahogany and walnut; exposed metal trimmings in antique silver finish; universal tone arm; Pathé perfect tone control; Pathé reproducer; nickel fittings; new oval horn or noiseless electric motor; automatic stop; size 35½ inches high; 35 inches wide; 20½ inches deep.

PRICE, with spring motor.....\$125.00
 " with electric motor.....\$140.00



**Model 40
Italian Renaissance**

This Italian Renaissance Model is furnished in mahogany, walnut and oak; universal tone arm; Pathé perfect tone control; Pathé reproducer; nickel fittings; new oval horn; extra large double spring motor or noiseless electric motor; automatic stop; size 36½ inches high; 41 inches wide; 21½ inches deep.

PRICE, with spring motor..\$185.00; 40 A—Gold Equipment...\$195.00
 " with electric motor..\$200.00; 40 A—Gold Equipment...\$210.00

Pathé the World Over

Pathé Phonograph and Radio Corporation—20 Grand Ave., Brooklyn, N. Y.

Widening Sales Opportunities of Portables

Gift-Giving Is a Thoroughly Established Practice and Dealers Can Cash in on Sentiment by Pushing Portables Throughout Year

Reports of talking machine dealers from various parts of the country indicate that a great change has taken place in the trade attitude toward the portable talking machine. The feeling that the portable is exclusively a Summer product, something to be taken to camp, mountains, beach or on outings, has been replaced with the growing conviction that these small, inexpensive instruments can be sold in large volume throughout the year if a vigorous and thorough sales promotion campaign is resorted to. There is a large sales outlet for these small instruments, one which the live retailer will have little difficulty in breaking into if he pursues the proper methods.

The Portable as a Gift

As an all-year-round product peculiarly appropriate as a gift, birthday, Christmas, anniversary, etc., the portable talking machine is in a class by itself, as a certain retailer in a small city a few miles from Gotham has discovered. This dealer has secured information from his prospects which it is safe to say few merchants possess. In short, he has made particular efforts to secure the birthday dates of the various members in the families of his customers and prospects and, in addition, he has a special list of those customers and prospects who have children in preparatory schools and colleges. His plan is simple, but the results in sales have proved the possibilities of the portable as an all-year-round seller. Shortly before the birthday of any member of a family which is listed as a customer or a prospect he sends a letter to some other member of the family, pointing out the appropriateness of a portable talking machine as a gift. His letter describes the satis-

faction and enjoyment which the particular instrument he handles will give to the recipient. The number of sales on the books of this concern from this plan alone has resulted in a handsome profit.

Christmas Gifts to Students

Especially satisfactory have been the sales of portable instruments as Christmas gifts to students in prep schools and colleges. It is not a difficult matter to convince parents whose children are away to school that a small talking machine will add greatly to the happiness of a son or daughter away from home during the entire year and is, therefore, about the most suitable gift obtainable. In this case, also, letters are sent to prospects and, consequently, the pre-Christmas sales of portables have been excellent.

The opportunities for sales of portables as gifts to students may be realized when the fact is taken into consideration that each year thousands of new students enter all of the schools. The places of those who have completed their courses are immediately filled by hordes of young men and women from every city, town and hamlet in the country, and it is safe to say that on the customer list of every live dealer there are many sales opportunities of this nature in the portable field.

Sales Where Price Is Paramount

There is still another all-year-round sales opportunity for portables which the dealer can take advantage of with comparatively little trouble. All over the country there are people who would gladly purchase talking machines if they had the price. The dealer hesitates to make a drive on the more expensive instruments di-

rected toward this class because he feels that, while these people are honest, their financial circumstances are so unfavorable that the risk involved in granting credit is too great. Because of this the average merchant ignores these people as possible prospects, forgetting the golden opportunity which exists for the exploitation of portable instruments. Now, it is a fact that, while these poor people cannot afford to purchase an upright or console talking machine without straining their purses beyond all reason to make the initial payment and those that follow, in many cases they can and will purchase an inexpensive portable instrument. The down payment is less and the weekly or monthly instalments are also less. Where often there would not be money enough to meet the payments if a more expensive instrument were purchased, to say nothing of buying records, if a portable has been purchased the instalments can be met promptly without any great hardship and the dealer also has the advantage of having made another record customer. Also the portable buyer of to-day may be in the market for a larger instrument later.

RECEIVER FOR L. A. SCHWARZ, INC.

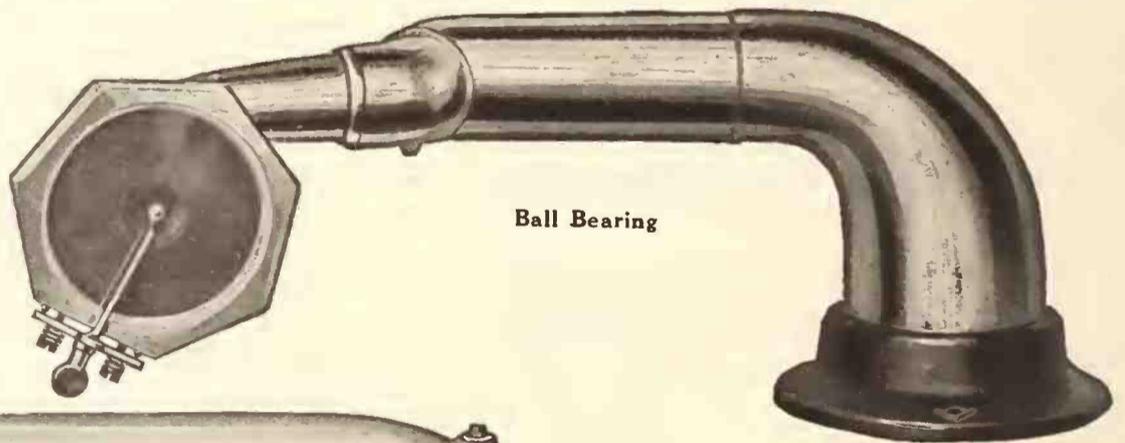
W. L. Bryant has been appointed receiver for Louis A. Schwarz, Inc., talking machine and accessories dealer, at 1350 Broadway, New York. Liabilities of the concern are \$6,000 and assets are estimated at \$1,000.

Organization and concentration are two of the most vital forces in the success of the retailer as well as the manufacturer or jobber.

THE EMPIRE UNIVERSAL TONE ARMS AND REPRODUCERS

Positively Create Richness and Fullness of Tone Combined with Perfect Reproduction.

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.



Ball Bearing



Pivot Base

We invite a personal test. There is nothing more convincing. Order a sample arm and test it out. It will win you on merit only. Our prices are low and the quality second to none.

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

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.

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

Cable Address "Emphono"

VINCENT LOPEZ

Exclusive OKeh Artist

expresses an opinion—

WILLIAM HAMILTON, GEN. MGR.

JAMES F. GILLESPIE, PRESS REP.

VINCENT LOPEZ ORCHESTRAS

HOTEL PENNSYLVANIA NEW YORK

Sept. 13, 1923

Mr. Otto Heineman,
General Phonograph Co.,
25 W. 45th St.,
New York City

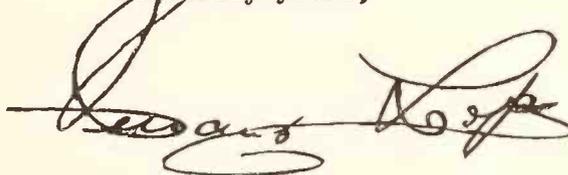
My Dear Mr. Heineman:

May I advise you that within the past several months I have received numerous communications from O-keh dealers throughout the country complimenting me on my various releases and informing me that O-keh records were in great demand?

While I deeply appreciate their interest and courtesy in the matter, I really believe that the manufacture of the records are just as important as the orchestral recordings and in replying to my well wishers I did not hesitate to state that fact. Therefore, a compliment to me is also a compliment to the efficient staff of the O-keh laboratories and I assure you it is a pleasure to share the honors.

With every good wish, I am

Sincerely yours,



—concerning

OKeh Records

The Records of Quality



General
Phonograph Corporation
OTTO HEINEMAN, President
25 West 45th St. New York

EDISON SALE SHOWS NEW OUTLET

Expensive Edison Placed in Reception Room of Physician by R. T. Dennis & Co., Inc., Suggests Undeveloped Field for Sales

WACO, TEX., October 3.—The illustration reproduced herewith shows the reception room of a prominent local physician, J. R. Maxfield, and a Century model Edison phonograph, costing \$500, which was sold by S. B. Wallace, of the phonograph department of R. T. Dennis & Co., Inc., one of the largest concerns in this city. The sale of this instrument for use in a public reception room is especially significant because so few are equipped in this manner, and there



Edison in Dr. Maxfield's Office

is a thought here which other dealers may put to good use in their efforts to find new outlets for the sale of machines. Mr. Wallace is further capitalizing on their sale by bringing prospective customers to Dr. Maxfield's reception room, where they can view this beautiful instrument in its effective setting.

WHITESIDE OPENS IN REDLANDS

REDLANDS, CAL., October 4.—A branch store of the Whiteside Music Co., of San Bernardino, was opened here recently at Orange street and Central avenue. E. H. Whiteside, proprietor of the company, has secured the agency for the Knabe piano and the Victor line. A stock room has been arranged for 35,000 records and six demonstration booths have been built in. Sheet music will also be carried. The Redlands store will be in charge of E. H. Roy, who has been associated with Mr. Whiteside in San Bernardino for the past five years.

TOKYO EDISON AGENT IN QUAKE

Mitsukoshi, Ltd., Edison agents and one of the largest department stores in Tokyo, Japan, was destroyed in the recent earthquake, according to advices received by Walter Stevens, vice-president of Thomas A. Edison, Inc., who is in charge of the Edison export interests. The disaster left the large, modern structure of the firm a mass of ruins.

"TALKING" LIBRARY IN GERMANY

A "talking" library has been established in Germany and efforts are being made to collect the actual sounds of all languages and dialects of the earth and to record and reproduce them with the aid of a special type of talking machine. Specimens of the languages of 217 nationalities already have been recorded for study.

IT PAYS TO KNOW YOUR BUSINESS

Pertinent Queries Prepared by the Chamber of Commerce of the United States Are Well Worth Checking—Leads to Better Business

Pertinent queries about your business are contained in a quiz sheet prepared by the Chamber of Commerce of the United States. Look over the following questions. Check yourself up on these points and see how nearly 100 per cent you measure:

1. Do you keep a "purchase account" that shows total of all goods bought?
2. Do you know what you save annually by discounting bills?
3. Do you know what it costs to buy goods?
4. Do you know what you owe?
5. How often do you take stock?
6. Do you figure stock at cost or selling price?
7. Do you make allowances for depreciation and dead stock?
8. Do you make depreciation allowances of fixture and delivery equipment?
9. Do you know what is due you?
10. Can you furnish your bank a financial statement at once?
11. Are collections made as rapidly as accounts increase?
12. Do you know what it is costing you for allowances for customers?
13. How often do you make up a "Profit and Loss Account"?
14. Into how many separate accounts are your expenses divided?
15. Do you own the building in which you do business?
16. Do you charge rent therefor?
17. Do you charge your own salary as an expense?
18. Do you charge interest on money invested?
19. Do you know the percentage of expense to sales?
20. If a fire took place could you from your books give a complete statement of all accounts?

DEVICE TO PREVENT BROKEN SPRINGS

Dutch Inventor Credited With Device to Prevent Overwinding of Springs

WASHINGTON, D. C., October 5.—The elimination of broken spring troubles in phonographs is promised by an invention just perfected in the Netherlands which prevents overwinding and consequent breaking of springs, details of which have just been reported to Washington by a Government official abroad. The invention is in the nature of a winding key adjustable to various tensions, so that it will "free wheel" when the proper tension is reached. It is claimed that the device entirely prevents overwinding of clock, phonograph and other springs of a similar character.

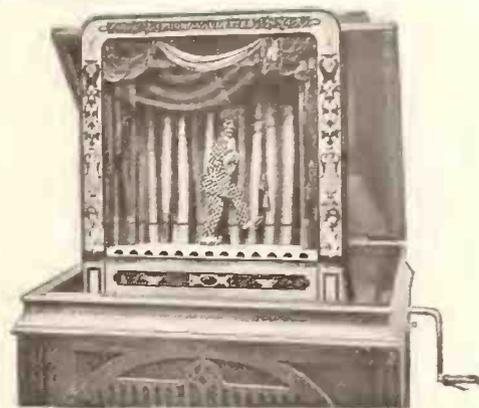
A DENVER INCORPORATION

DENVER, COLO., October 4.—The Glidden Marsh Music Co. was recently chartered with a capital stock of \$25,000 and will have its principal office in Denver. The incorporators are E. M. Glidden, Maude Glidden and W. F. Marsh.

**Entertainment - Fun
Laughter - Merriment**

Mirth-Producing Vaudeville Characters

dance captivatingly to the music of the phonograph, in a stage setting which suggests the realism of the theatre.



(Patents pending)

SHUFFLING SAMBO

is a star minstrel and dances with the skill of a professional. He is happy to the tune of any lively record and is a tireless performer.

Put a lively record on the phonograph, select one of the dancing performers and place it according to the directions given, then stand the stage in front of the turntable, start the phonograph and the show is on.



HAWAIIAN DANCER

puts action into her native music and trips lightly through a performance which holds the eye in rapt attention.



TRAMP COMEDIAN

is comical and dances in a droll way to whatever music is furnished for him to "cut up" by.



SCOTCH LASSIE

is the most nimble girl in kilts and is keenly alive to dance exuberantly at the first note of a rollicking record.

There are no fastenings or attachments of any kind to mar or deface the finest instrument.

Retail price, complete outfit, \$3.50

A supply of original order-getting circulars, imprinted with the Dealer's name, goes with every shipment of one dozen or more of the outfits.

Holiday season almost here. Write for particulars NOW.

COMMERCIAL ART SHOP
Dept. "W" Covington, Ky.

OKeh Records

STRAND and OUTING PHONOGRAPHS

Brilliantone, True Tone, Tonofone and Gilt-Edge NEEDLES
DELIVERY BAGS AND ACCESSORIES

Complete Stocks and Prompt Service

IROQUOIS SALES CORPORATION

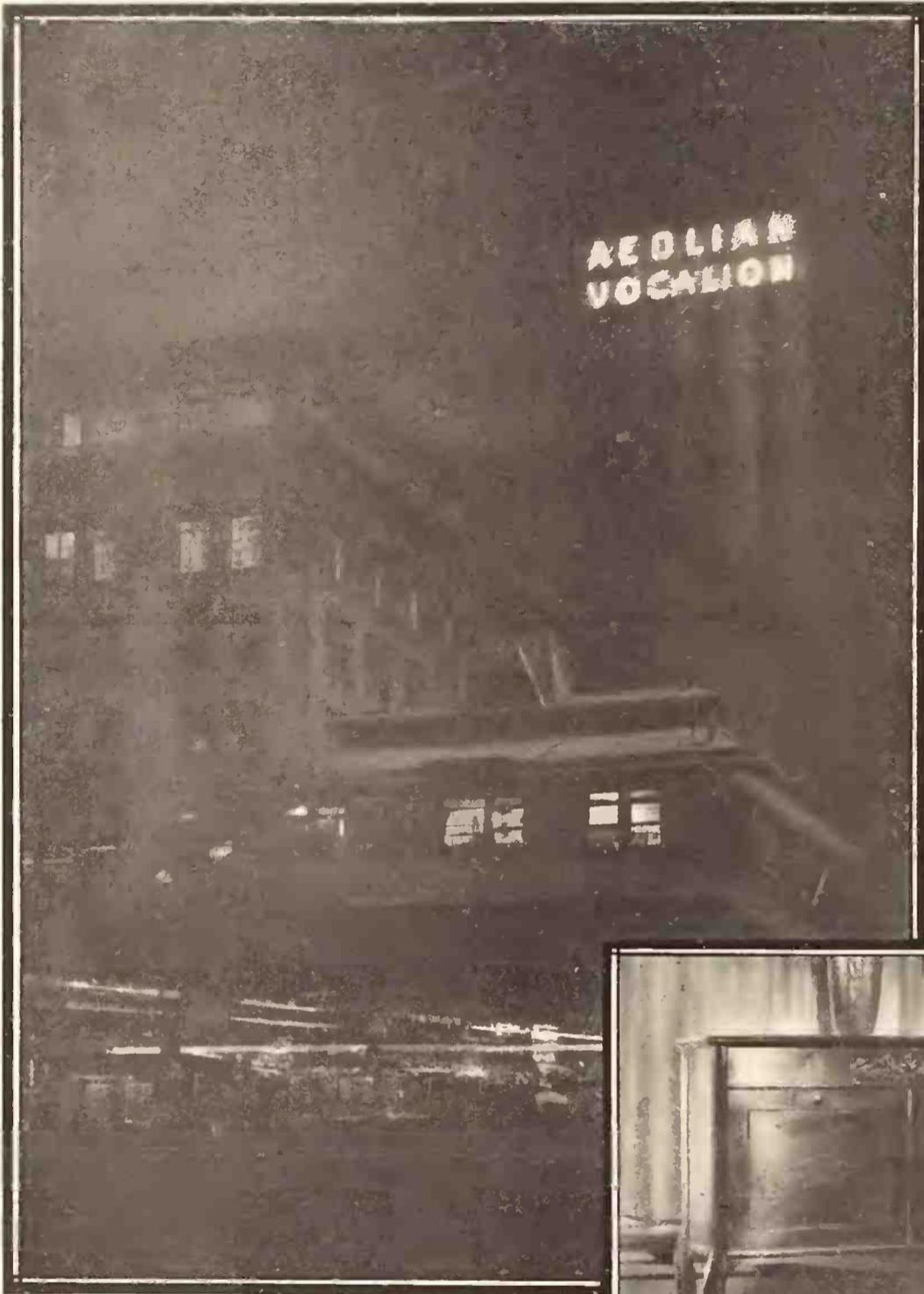
Wholesale Distributors

210 Franklin Street

BUFFALO, N. Y.

TOPPING THE WORLD

The AEOLIAN-VOCALION MESSAGE

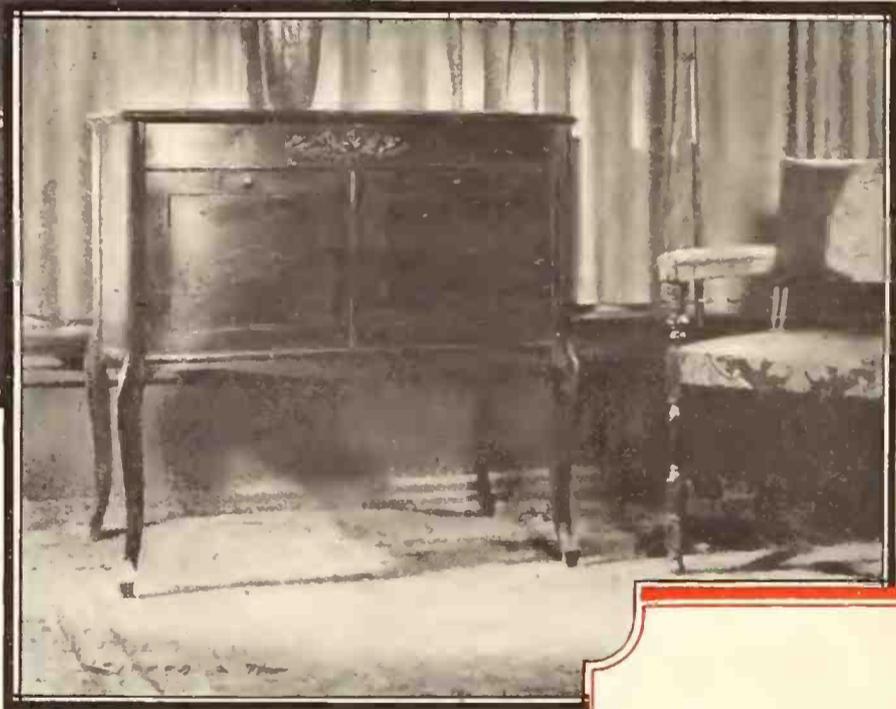


NEW YORK is conceded to be the "Hub of the Commercial World" and Aeolian Hall is the center of this Hub.

From Aeolian Hall spokes in the merchandise wheel reach out to the big centers of transportation, shopping, residences and entertainment.

Atop of Aeolian Hall two big electric signs flash the name AEOLIAN-VOCALION to the wealthy Fifth Avenue motorists and pedestrians. The millions of out-of-town people crossing 42nd Street read this radiant advertisement. The duplicate sign on the west side of Aeolian Hall broadcasts in lighted letters the name "Aeolian-Vocalion" to the pleasure-loving markets of Broadway and Sixth Avenue.

Could Aeolian-Vocalion dealers have a more prominent way of making millions of prospects familiar with the name AEOLIAN-VOCALION, which means the Utmost in Phonograph Perfection.



A Quality Period Phonograph

Queen Anne Console Model
Style 1646

It's an Aeolian-Vocalion, which means it is musically superior and assures you a cabinet high grade and artistic.

At the Low Price of

\$150

The AEOLIAN COMPANY
AEOLIAN HALL NEW YORK

VOCALION RED RECORDS



PAUL KOCHANSKI

*A sensational violin artist
who records exclusively for*

VOCALION RED RECORDS

THE AEOLIAN COMPANY, always seeking for artists who have not only great musical prestige but who have the qualities essential to a perfect phonograph record, has added this young Polish violinist to its impressive list.

Paul Kochanski is more than a violin virtuoso. He is a supreme musician, a dynamic artist. At 18 he was awarded the first prize at the Brussels Conservatory and later succeeded the great Auer at the Petersburg Conservatory.

When Kochanski records for Vocalion Red Records he will use his wonderful Stradivarius violin, the instrument formerly owned by the world's greatest violinist, Ole Bull.

The following numbers have been recorded by Paul Kochanski—

La Gitana (Fritz Kreisler) coupled with Hungarian Dance No. 1 (Brahms-Joachim)	60010	10	\$1.50
La Carnaval Russe (Wieniawski) coupled with Malaguena (Sarasate)	70005	12	\$2.00

Vocalion Red Records Play on All Phonographs

The AEOLIAN COMPANY
AEOLIAN HALL NEW YORK

Distributors of Vocalion Red Records

MUSICAL PRODUCTS DISTR. CO.,
37 E. 18th St., New York City.

WOODSIDE VOCALION CO.,
154 High St., Portland, Me.

A. C. ERISMAN CO.,
174 Tremont St., Boston, Mass.

GIBSON-SNOW CO.,
306 W. Willow St., Syracuse, N. Y.

LINCOLN BUSINESS BUREAU,
1011 Race St., Philadelphia, Pa.

SONORA DISTR. CO.,
217 Stanwix St., Pittsburgh, Pa.

VOCALION RECORD CO. OF MD.,
305 N. Howard St., Baltimore, Md.

O. J. DEMOLL & CO.,
12th and G Sts., N. W. Washington,
D. C.

LIND & MARKS CO.,
530 Bates St., Detroit, Mich.

VOCALION CO. OF CHICAGO,
Distributors of Vocalions and
Vocalion Records,
529 S. Wabash Ave., Chicago, Ill.

VOCALION CO. OF OHIO,
328 W. Superior St., Cleveland, O.

LOUISVILLE MUSIC CO.,
570 S. 4th St., Louisville, Ky.

HESSIG-ELLIS DRUG CO.,
Memphis, Tenn.

GUEST PIANO CO.,
Burlington, Ia.

D. H. HOLMES CO.,
New Orleans, La.

STONE PIANO CO.,
Fargo, N. D.

STONE PIANO CO.,
Distributor of Vocalion and Vo-
calion Red Records
826 Nicollet Ave., Minneapolis,
Minn.

STREVELL-PATERSON HARD-
WARE CO.,
Salt Lake City, Utah

MOORE-BIRD CO.,
1751 California St., Denver, Colo.

MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.

MUNSON-RAYNER CORP.,
36 Third St., San Francisco, Cal.

COMMENTS ON CONDITIONS IN CUBA

Jos. M. Lacalle, of Columbia Graphophone Co., Returns From Recording Expedition to Island Republic and Brings Back Interesting Report Upon Cuban Taste in Music

Joseph M. Lacalle, musical director of the export department of the Columbia Graphophone Co., has just returned from a recording



Joseph M. Lacalle expedition to Cuba, bringing back with him some interesting facts regarding general conditions in the Island Republic. He declared that despite the progress made in Cuba since the Spanish-American War the population is faced with many political troubles to-day which, in the opinion of some of the leading business men, can best be ironed out by the direct influence of the United States.

In commenting upon the musical development of Cuba, Mr. Lacalle stated that the most typi-

cal of all Cuban music was the Danzon, which he held was the real source of the old American rag-time and our present jazz. Much has been done to improve this type of music, particularly through better orchestration to eliminate the predominating influence of the cornet, which heretofore has proved unpleasant to the ears of non-natives. Mr. Lacalle stated that the Cubans were liberal supporters of the opera, as was evidenced during the season in Havana when orchestra seats bring \$15 with the demand greater than the supply. There has also been organized in Havana a splendid symphony orchestra and several fine schools of music are maintained by the Federal Government and various municipalities. There are also a number of excellent bands.

While in Havana Mr. Lacalle ran across two interesting collectors of talking machine records, one having over 15,700 records in his library and another over 11,000. Few personal libraries in this country reach that figure.

He spent an evening with one of the collectors, who is the owner of many Columbia records, and declared that he had rarely met a man better posted on the music of the world.

WEIMER IN NEW WAREROOMS

CONNELLSVILLE, PA., October 6.—The second floor of the Odd Fellows' Building will be utilized in the future by Peter R. Weimer, piano and phonograph dealer on East Crawford avenue. Mr. Weimer plans to construct a partition, dividing the space into halves. One part is to be used for display purposes and the other for a studio and storage room.

The Victor Talking Machine Co.'s regular quarterly dividends of 2 per cent on the common stock and 1.75 on the preferred stock have been declared payable October 15 on stock of record September 29.

COLLINGS SERVICE PLAN ANNOUNCED

Victor Wholesaler, of Newark, N. J., to Give Preference to Dealer Customers in Deliveries When Expected Shortage Comes

Several years ago Collings & Co., the well-known Victor distributors of Newark, N. J., in time of shortage adopted the constructive policy of making deliveries of Victor product only to those dealers who had received Collings service in months preceding. This plan, so successfully tested by the Collings organization, naturally received more attention from dealers during the second and third years following its adoption than was the case after the first announcement.

Collings & Co. again announce that during the present season the Victor dealers who have been on their books during the earlier months of the year are to receive equitable distribution of Victor goods as they arrive. According to the sales department of the above organization the supply of Victor products, particularly machines, has been less than the demand.

The company confines its activities to dealers situated in northern New Jersey and northeastern Pennsylvania territory. This policy, according to Mr. Collings, enables his sales staff to keep in personal touch at all times with the retailers in the territory and it is thus enabled to understand the individual problems of such merchants and, in many cases, make deliveries of particular and much-needed goods on short notice.

RECEIVER FOR BROOKLYN FIRM

A petition in bankruptcy has been filed against Max Klaidman, operating a talking machine business at 368 Livingston street, Brooklyn, N. Y., under the firm name of the Elite Talking Machine & Piano Co. Amy Wren has been appointed receiver.

To Increase Victor Record Sales



The DA-LITE Electric Display with new original hand-colored panels each week featuring the outstanding record on the list will increase your Victor Record sales. The dealer who features new records in the most effective way obtains the most sales.

Announce the latest Victor releases with a DA-LITE Electric Display. Used by hundreds of prominent Victor dealers for the past two years.

The DA-LITE Display with its bright rays of light attract the eye to the novel panels announcing the new records.

The Da-Lite Service is what you need. Write for descriptive circular and a sample panel.

The Da - Lite Electric Display Co.
116 No. Erie Street - - Toledo, O.

The Circular as a Sales Promotion Factor

How Persistence and Cleverly Conceived Literature Widely Distributed Brought Business to an Aggressive South Bend Dealer

Although there seems to be a tendency among talking machine dealers to steer clear of circularizing, with the exception of sending out the monthly record supplements, it is a form of publicity which can be made a most valuable addition to the advertising campaign. Like everything else pertaining to advertising, however, if a campaign is started it should be conducted in a persistent manner in order that the full effect may be realized. In business it is the continual hammering away at a proposition that brings results. Experience has taught talking machine dealers and salesmen that, while one visit to a prospect may not be productive of a sale, a half-dozen visits may do the trick. It is just so with advertising, and this includes circularizing. One letter, booklet, stuffer, etc., may not bring results which seem worth while, but a series of letters or any of the other forms of circular publicity will often bring returns of a most satisfactory character. The trouble with many dealers seems to be that they send out a batch of circular matter and then wait several months before they follow up with a repetition of the performance. When the returns are not up to expectations they discard circularizing as a useless waste of time and money.

A Circularizing Drive That Paid

A concrete illustration of the proper methods of circularization is afforded by a publicity tie-up with record artists staged by C. J. Lenhard, proprietor of the Brunswick Shop, South Bend, Ind., one of the most progressive dealers in the Middle West. In fact, he is continually attracting the attention of the public through

stunts. A short time ago he arranged for the appearance of Isham Jones and His Orchestra, Brunswick artists, and during this period his activities resulted in the sale of many of these artists' recordings. On October 1 and 2 Mr. Lenhard arranged for the appearance of the Oriole Terrace Orchestra at a dance in the Palais Royale, one of the largest and best-known dance palaces in South Bend. As soon as he had completed negotiations for the appearance of the artists Mr. Lenhard launched a publicity drive, an important feature of which was a circularizing campaign. A steady stream of circular matter was sent at regular intervals to over 10,000 people within a radius of fifty miles of South Bend. Booklets, stuffers and tags were used to keep the event constantly in the minds of the public. There was no chance of forgetting about it and, consequently, when the evening of the dance arrived a steady stream of people poured into the Palais Royale, despite the fact that tickets were held at \$3.50.

Well-planned Publicity

The publicity included a four-page folder, on the cover page of which was an illustration of the orchestra and the following announcement: "An opportunity to hear in person the celebrated Brunswick Oriole Orchestra." The two inside pages were devoted to a brief history of the orchestra, while the outside page contained a list of some of their recordings. A well-balanced piece of publicity! In addition thousands of stuffers announcing the event were distributed and, to cap the climax, the night before the dance small tags, on which appeared a picture

of an oriole, were hung on door knobs throughout the city and the surrounding communities, so that the first thing members of families would see in the morning when they opened the front doors of their residences were these tags. The reverse side of the tags contained a brief reminder of the date of the dance.

This is the kind of publicity work that pays big dividends, and it is an excellent example of how circularizing can be used to good advantage. Of course, much depends upon the character of the copy used. The greatest expense which the dealer encounters in a campaign of this kind is that of distribution, whether it be by mail or by means of boys. The cost of the circulars themselves when printed in quantity will be found to be comparatively low. Summing the whole question up in a few words: Circularizing is a worth-while publicity medium, it is comparatively inexpensive and results are sure if persistence and good copy are used.

TO MAKE AUTOMATIC ATTACHMENT

CHAMBERSBURG, PA., October 3.—Plans are under way by the Automatic Repeating Phonograph Co., Inc., which was recently incorporated, to locate an assembling plant here for the production of an attachment for talking machines which automatically repeats any desired record or plays successively six different records without requiring attention. The directors of the new firm are A. S. Meadoff, president; Abraham Dreyer, secretary and treasurer; T. J. Quinn, G. S. Mason and S. Silverman.

CONFIDENCE

When you deal with Collings & Company you have the assurance that your jobber is distributing in a concentrated area.

Thus, during a shortage, your interests are protected, because allotments are not scattered in the pursuit of new business.

By supporting your logical jobber, you help build a service of efficiency which a prospering retail business demands.

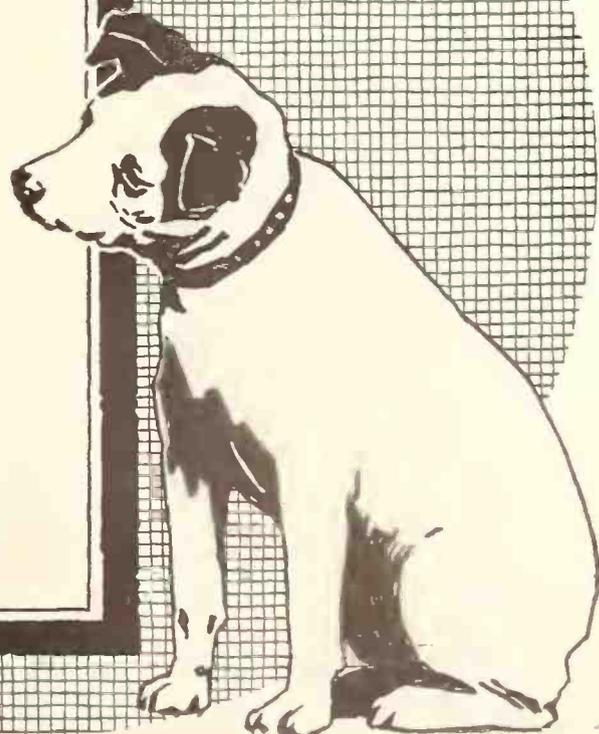
COLLINGS & COMPANY

Victor Distributors throughout Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts.

(Plum Building)

Newark, N. J.



LITTLE TOTS' NURSERY TUNES

SONGS, GAMES, STORIES -- ON RECORDS

REG. U.S. PAT. OFF.



SIX SELECTIONS **LOOSE LEAF** **7" DOUBLE FACED**

SPECIAL ENVELOPE **INDIVIDUAL RECORDS 25¢**
KEEPS RECORDS FROM **IN THE LOOSE LEAF ENVELOPE**

Opinion Is Unanimous!

"The wonderful value offered in LITTLE TOTS' NURSERY TUNES is an absolute revelation in juvenile records!"



Complete Book \$1.00

Six selections on three 7 inch double faced records —with beautifully colored picture and verse cards in a beautiful LOOSE LEAF Album—\$1 retail!

Five Books Ready Now!



Individual Records 25c each

Two selections on a 7-inch double-faced record, with picture and verse cards in a printed envelope—ready for insertion into the loose-leaf book.

Liberal Discounts to Jobbers and Dealers!

REGAL RECORD CO. Little Tots' Record Division
 20 West 20th Street, New York

LITTLE TOTS' NURSERY TUNES

SONGS, GAMES, STORIES -- ON RECORDS

And Now!—a **Christmas Record Book!**

Six wonderfully descriptive
Christmas Selections on three
7 inch double faced records—
with picture and verse cards
\$1 retail!

Here they are!

N i g h t B e f o r e C h r i s t m a s
S a n t a C l a u s H i d e s I n T h e P h o n o g r a p h
T h e C o m i n g o f S a n t a C l a u s
C h r i s t m a s M o r n i n g
T o m o r r o w W i l l B e C h r i s t m a s
S a n t a C l a u s W i l l S o o n B e H e r e

with special and original descriptive arrangements

OTHER LITTLE TOTS' BOOKS

BOOK No. 1

Jack and Jill
Little Bo Peep
Mary Had a Little Lamb
Old King Cole
Rock A-Bye-Baby
Sing a Song of Sixpence

BOOK No. 2

Tom, Tom, the Piper's Son
The Three Little Kittens
Simple Simon
Cock-a-Doodle Doo
Where Are You Going,
My Pretty Maid?
Old Mother Hubbard

BOOK No. 3

Here We Go Round the
Mulberry Bush
London Bridge Is Falling
Down
The Farmer in the Dell
Lazy Mary Will You Get
Up
Ten Little Indians
Oats-Peas-and-Beans

BOOK No. 4

Little Red Riding Hood
The Three Bears
Tom Thumb
The Frog Prince
Cinderella
Jack and the Beanstalk

The demand will be big! The supply is limited
Order thru your nearest jobber—NOW!

These Distributors Will Give You Quick Service On "Little Tots"

Belknap Hdwe. & Mfg. Co., 127 N. Washington St., Louisville, Ky.	A. C. McClurg & Co., 330 E. Ohio St., Chicago, Ill., also New York, Kansas City, and 20 other offices.
Cheney Phonograph Co., Omaha, Neb.	Moore Bird & Co., 1720 Wazee St., Denver, Col.
Clawson & Wilson Co., Buffalo, N. Y.	Munson Rayner Co., 643 S. Olive St., Los Angeles, Cal.
Consolidated Talking Machine Co., 227 W. Washington St., Chicago, Ill., also Detroit, Mich.	Plaza Music Co., 18 West 20th St., New York.
Diamond Music Co., 341 Barronne St., New Orleans, La.	Proudfit Sporting Goods Co., 2327 Grant Ave., Ogden, Utah.
A. C. Erisman & Co., 175 Tremont St., Boston, Mass.	Root & McBride Co., Cleveland, Ohio.
Hessig Ellis Drug Co., 113 E. Markham St., Little Rock, Ark.	Stone Piano Co., Minneapolis, Minn.
Holton Distr. Co., 266 Larned St., Detroit, Mich.	M. D. Swisher, 115 S. 10th St., Philadelphia, Pa.
Shapleigh Hardware Co., St. Louis, Mo.	Yahr & Lange, Milwaukee, Wis.
	Schmelzer Co., Kansas City, Mo.

REGAL RECORD CO. Little Tots' Record Division
20 West 20th Street, New York



The New Columbia is Superior! Accuracy!

The New Columbia Motor runs with absolute regularity and accuracy. It is made of finest steel. Its various parts are machined—not stamped; and there is not a deviation of 1-1,000 of an inch from true in even the minor members. Each motor is run for hours and is given twenty inspections before it leaves the factory.

COLUMBIA GRAPHOPHONE CO.
New York

PROPER SELLING ELIMINATES LOSS

Better to Refuse Sales of Expensive Instruments to Those Who Cannot Afford Them Than to Be Forced to Repossess Later

Many talking machine dealers underestimate the importance of making sales on a proper basis. By "proper basis" is meant making the sale so that the transaction is one which gives the dealer a profit, without the necessity of repossessing the instrument or finding it necessary to continually dun the customer before the payments are met. It is a comparatively easy thing for a glib salesman to foist an instrument on a customer who had never intended purchasing anything expensive, and the consequence is that the danger of repossession and laxity of payments is greatly increased.

The salesman owes a real duty to his employer to see to it that he sells the type of instrument to each customer which is best suited to each individual patron's purse. When harsh measures are necessary before the dealer gets the money due him or he is compelled to repossess an instrument he invariably makes an enemy and he suffers further loss in losing a potential customer. In justice to the average salesman, it can safely be said, however, that in the great majority of cases he does his best to make sales in a manner that will result in a mutually satisfactory transaction between the customer and the house.

L. W. COLLINGS, JR., INJURED

L. W. Collings, Jr., son of the head of Collings & Co., Inc., well-known Victor jobbers, Newark, N. J., was confined to a hospital several days last month following an accident in which he had his forearm broken. The fracture was of such a nature that a well-known surgeon was called in to make the setting. The boy is doing nicely and has returned to school.

KEREKJARTO HONORS PRES. HARDING

Duci de Kerekjarto, world-famous violinist and exclusive Columbia artist, recently donated the wizardry of his bow to aid the Harding Fund Drive in San Francisco. Instead of the



Duci de Kerekjarto

usual concert stage the background was a prize ring at the Association Club show. Fight fans were enthusiastic in their applause when Kerekjarto climbed into the ring and played as he had never played before. The silver horde of coins is to be used to erect a permanent memorial to the late President.

OPENS STORE IN SPRINGFIELD

SPRINGFIELD, MASS., October 5.—Chester E. Griffin has opened a music store in the Smith Building, at 519 Main street. He was formerly connected with the musical merchandise department of Forbes & Wallace and is widely experienced in the trade.

THE PORTABLE GROWS IN FAVOR

General Manager Ohlson, of Modernola Co., Thus Reports as Result of Trip to West

JOHNSTOWN, PA., October 1.—A. A. Ohlson, general manager of the Modernola Co., of this city, returned recently from a business trip throughout the Middle West, where he visited important trade centers, such as Minneapolis, Duluth, Detroit, Chicago and Toledo. Mr. Ohlson found conditions in this territory very promising and reported that he succeeded in opening up a considerable number of new agencies. The plant of the Modernola Co. in this city is very busy with Fall orders. The demand for the Modernola is greater than ever before and the portable machine, the Modernollette, is proving a good all-year-round seller. In commenting on this situation Mr. Ohlson drew particular attention to the increasing popularity of the portable and the change in its accepted use. While the portable was originally designed as a camp and vacation instrument, it is Mr. Ohlson's contention that it is now being used to a great extent in the home in conjunction with a table. Its popularity in this manner and its value as a holiday proposition would tend to show big sales ahead for the trade during the coming holiday and Winter seasons.

NEW TEMPLIN STORE OPENED

GOSHEN, IND., October 3.—A new music store on South Main street has just been opened here by Wilbur Templin, proprietor of the Templin Music Stores in Elkhart and Mishawaka. The Goshen store will be in charge of V. H. Nelson, of this city, who has been in Mr. Templin's employ about seventeen years. The concern will carry a complete line of pianos and players. An exclusive Goshen agency for the Brunswick and Edison phonographs and records has also been obtained.

HEAR THIS

Perfect reproducing phonograph. You'll agree it will be a whirlwind seller at . . .

\$10

Play it, listen to it, compare it. Then consider whether there is a table phonograph on the market to-day that offers so many sales advantages as this splendid, clear-toned instrument.

The full, rich, vigorous tone of the Yale is due to the reproducer and the unique arrangement of the tone chamber. Only very much higher-priced machines use a reproducer of equal quality.

Write for trade prices, details and a sample machine

DAVIS MFG. & SALES CO., 763 State Street - NEW HAVEN, CONN.



YALE Phonographs

Dealers Who Make Canvassing Profitable

How Several Live Retailers Are Placing Many Talking Machines in the Homes of Prospects by Intensive Outside Sales Drives

There are many "Doubting Thomases" throughout the trade who, when the possibilities of profit and increased business through canvassing are mentioned, give one a wearied look and take time and trouble to explain just why the talking machine business is "different" from other business enterprises which have been made successful through outside solicitation. It is the hope of the writer that many of the non-believers in canvassing will read the following unvarnished statements of dealers who oppose the view that canvassing is a waste of time and effort. In several instances dealers did not desire their names used and this wish is respected, although their experiences are outlined:

Home Demonstrations Bring Business

"We get business by going out after it," said the Brunswick Shop (Music for the Home), New Rochelle, N. Y. "We load several instruments on two trucks which we maintain for that purpose and these trucks, in charge of salesmen, cover this city and surrounding territory thoroughly. We have found this a very successful method of interesting people in the several lines of instruments we handle. The middle classes, of course, are our one best bet, insofar as canvassing is concerned. Experience has taught us that it is impossible to reach the wealthy and exclusive people in this manner. The salesmen do not get further than the door and usually the maid or butler returns with the message that his mistress is indisposed. The middle-class people, however, take to this form of selling very kindly. In most cases our men are well received and a fair percentage of sales per number of visits during a week or month are made."

Soliciting Among Foreigners

The Mamaroneck Music House, Mamaroneck, N. Y., started in business little more than a year

ago and a substantial foundation for future business prosperity has already been built through unremitting canvassing, especially among the foreigners residing in that territory. Many concerns fight shy of catering to foreigners because of the feeling that these people are poor and there is a certain risk in allowing them to obtain instruments on the instalment plan. The Mamaroneck Music House has sold many talking machines and pianos to foreigners during the last year and collections have been most satisfactory. Most of these people were sold through the canvassing route. One reason for the lack of credit loss is given as prompt collecting. This concern does not wait for the customers to come into the store to make their weekly or monthly payments. On the contrary, if the contract calls for weekly payments a representative of the firm visits the home of the customer to collect the money due. Prompt collection becomes a habit and thus negligence in meeting obligations is made very difficult. Then, too, the personal contact with patrons proves very valuable as a friendship builder and often the collector gets a tip on other live prospects from satisfied customers. While in the home chatting with the customer there is an excellent chance to diplomatically question concerning likely people to visit regarding the sale of instruments.

Importance of Follow-up

Another successful merchant stated to a representative of The World that in his fifteen years of experience in the talking machine business the thing which he had found most important in selling is following up the customer until the sale is definitely made or lost. "The trouble with many salesmen and canvassers is that they let up too soon," he declared. "Often it seems that the limit has been reached in ag-

gressiveness, when if one more visit had been made to the prospect a sale would have resulted. This was again forcibly brought to my attention only a few weeks ago, when we succeeded in making a sale of a talking machine only after five visits. It was our persistent follow-up that finally made that sale. If we had let go after the fourth visit someone else would have sold this prospect. There comes to mind another prospect who was eventually sold because we were determined to do business with him. We knew he was in the market for an instrument because he first visited our establishment to look over our line. He went out without buying, but not before we had his name and address, and also a promise to come in the next day after talking matters over with his wife. When he failed to come in the next afternoon as he had promised we sent one of our salesmen out to see him and in less than a half hour he returned with the prospect, who picked out an expensive period model. He declared that he had been in a number of stores, but we were the only ones who had thought enough of securing his trade to follow up with a salesman. These are only two instances where consistent follow-up did the trick. I could tell you many more, but these will illustrate the point."

Helping Canvassers by Phone

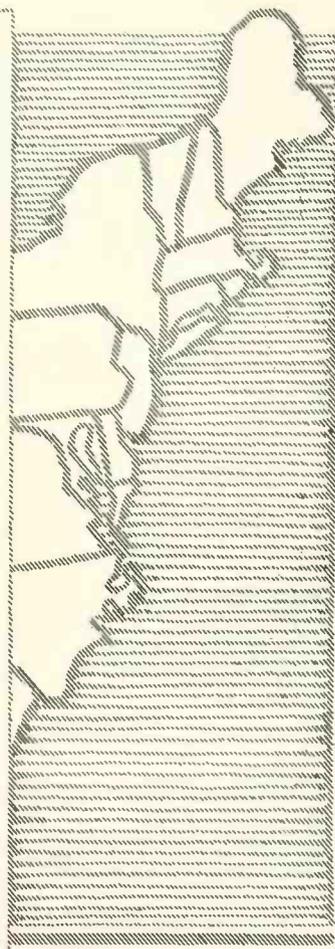
Another live dealer personally selected the prospects which his three salesmen were detailed to call upon during each day. The day before the men went out this dealer made good use of the telephone by calling up the potential customers and explaining to them that one of their salesmen would call. Of course, this made it easy for the housewife, who did not want to see the salesman, to "be out," but in many instances it made the path of the men much easier, increasing chances of making sales.



Sherman, Clay & Co.
*Victor Distributors
 on the Pacific Coast*
 Victrolas Victor Records
 Victor Accessories

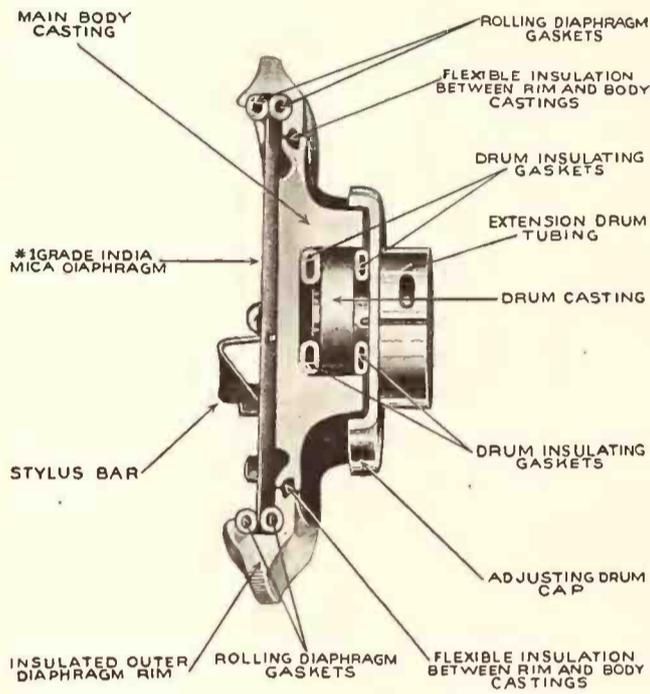
Main Wholesale Depot:
 741 Mission Street, San Francisco, Cal.

Branch Wholesale Depots:
 10th and Santee Streets, Los Angeles, Cal.
 N. W. Corner 13th and Glison Streets,
 Portland, Oregon
 Oceanic Bldg., Cor. University and Post Streets,
 Seattle, Washington
 330 West Sprague Ave., Spokane, Washington



5 DISTRIBUTING DEPOTS for YOUR CONVENIENCE

Look Below the Surface!



**The Sonora Reproducer
Is Thoroughly Insulated**

Increased tone vibration through perfect insulation which permits maximum flexibility!

Here lies the vital element of Sonora Reproducer construction which is largely accountable for Sonora's superior tone.

The Sonora reproducer is more thoroughly insulated than any other. These flexible gaskets greatly increase diaphragm vibration, allow free movements of *all parts*, and contribute to the elimination of disagreeable, metallic tones so noticeable in ordinary phonographs.

Partial reproduction of ad running in newspapers throughout the country

**Sonora Is a Better
Line to Handle**

Sonora dealers do not have to be content with mere general statements regarding Sonora's tone and construction. For this obviously *superior* construction makes the actual showing of the various interior features a powerful asset with which to clinch sale after sale. Graphically illustrating their sales talks by showing their prospects the various parts of Sonora instruments forms convincing proof that Sonora *is* a better buy.

The illustration at the left, showing a cross section of the more thoroughly insulated Sonora Reproducer, is only one of the many sales weapons which are increasing profits for Sonora dealers every day.

You, too, should know the story of Sonora's superior construction. Send for it today.

The choice of those who've heard them all

Sonora Phonograph Co.

INCORPORATED

279 BROADWAY

NEW YORK

Canadian Distributors

SONORA PHONOGRAPH, Ltd.

Toronto



The Highest Class Talking Machine in the World

The distributor named below who covers the territory in which you are located will be glad to answer all inquiries regarding a Sonora agency on receipt of a letter from you

The New England States

Sonora Phonograph Co. of New England,
221 Columbus Ave., Boston, Mass.

New York City, with the exception of Brooklyn and Long Island

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.

Greater City Phonograph Co., Inc.,
234 W. 39th St, New York

All of Brooklyn and Long Island

Long Island Phonograph Co.,
17 Hanover Place, Brooklyn, N. Y.

State of New Jersey

Sonora Sales Co. of New Jersey,
605 Broad St., Newark, N. J.

Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia

Sonora Co. of Phila., Inc.,
1214 Arch St., Philadelphia, Pa.

State of New York

with the exception of towns on Hudson River below Poughkeepsie and excepting Greater New York.

Gibson-Snow Co.,
Syracuse, N. Y.

Western Pennsylvania and West Virginia

Sonora Dist. Co. of Pittsburgh,
217 Stanwix St., Pittsburgh, Pa.

Ohio and Kentucky

Sonora Phonograph — Ohio Company,
417 Bulkeley Bldg., Cleveland, Ohio.

State of Indiana

Kiefer-Stewart Co.,
Indianapolis, Ind.

Wisconsin and Michigan

Yahr & Lange Drug Co.,
Milwaukee, Wis.

Illinois and Eastern Iowa

Illinois Phonograph Corp.,
616 S. Michigan Ave., Chicago, Ill.

States of North Dakota, South Dakota, Minnesota and Northern Iowa

Doerr-Andrews-Doerr,
Minneapolis, Minn.

Missouri, Northern and Eastern Part of Kansas, and 5 counties of N.E. Oklahoma

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

States of Montana, Colorado, New Mexico, Nebraska and Wyoming East of Rock Springs

Moore-Bird & Co.,
1720 Wazee St., Denver, Colo.

Utah, Western Wyoming, Southern Idaho and Eastern Nevada

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

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

THE MAGNAVOX CO.,
115 Jessie St., San Francisco, Cal.



The New Columbia is Superior!

Banishes Screeching!

Reproducers pitched to emphasize instrumental recordings unfailingly misrepresent the human voice—and vice versa. They give the tones a metallic harshness that is unnatural and unpleasant.

The New Columbia Reproducer imparts a more refined, mellow and resonant tone to both vocal and instrumental recordings. It positively banishes strident screeching in any type of record.

COLUMBIA GRAPHOPHONE CO.
New York

Use of Talking Machines in Funeral Chapels

An Interesting Article Suggesting That Dealers Try to Sell the Local Undertaker on the Idea of a Talking Machine for Use in His Chapel, Written for The World by Mary L. Tennery

There has recently been a tendency, augmented by the increasing number of funerals to be conducted from the undertaker's chapel, to use the talking machine to supply the music for the funeral service. Those funeral directors who have used this instrument have found it, perhaps more than any other, adapted to their services and have placed upon it the stamp of approval.

In the first place, it offers the patron a choice of the music of the world. Soft violin selections, rendered throughout the service, and lending dignity and beauty, are possible. Songs, perfectly sung, and without that pitiful break that so often marks the notes of a funeral song, may be had. The richness of Chopin's "Funeral March," in fact any musical number in any medium that is wanted, may be readily supplied. And this at a more nominal cost than could possibly be provided by any other musical instrument. The most simple service may have a musical setting which would be prohibitive to all but the very rich.

And yet I have found it to be the funeral director who appreciates this instrument and who goes to the dealer, rather than the dealer taking cognizance of the undertaker as a prospect. Perhaps he reads in his trade paper of one of his profession who has used the phonograph and for the first time is impressed with its adaptability. He buys, but entirely of his own initiative.

To the wide-awake, progressive talking machine dealer this should suggest that he make a list of the funeral directors in his field and make a try for this business. The salesman, and the best salesman, should handle these prospects, should explain the advantages the phonograph has to offer. He should be able to suggest to the funeral director settings for their services, perhaps using a demonstration with a carefully worked out program. A soft violin number, a few of the best sacred numbers, a quiet, calming piano selection, will serve to give the undertaker an idea of what this instrument has to offer for his services.

As a customer the funeral director is in the

best class. He wants a high-priced instrument, in keeping with the refinement of his chapel. He will want an unusually large selection of records at the outset, and these records will be the higher-priced ones. Then he will add to

EDISON TONE-TEST STIRS MEXICO

First Comparison Recital in Mexico Staged in Olimpia Theatre, Mexico City, During Edison Week, Inaugurated by Live Dealer

Marked success attended the first Edison tone-test recitals ever held in Mexico, when José Mojica, eminent Mexican tenor, who has achieved considerable fame in this country with the Chicago Opera Co., appeared in seven comparison recitals in the Olimpia Theatre, Mexico City, during the "Week of the Edison," inaugurated by Cia. Alba, S. A., live Edison agent in that city.

Capacity houses marked the recitals, as may be seen by a glance at the accompanying illustration, which shows the crowded interior of the Olimpia Theatre, with Mr. Mojica and the Edison on the stage in the foreground. The tone-tests were a success from every viewpoint, and so great was the general interest in the event that the leading newspapers of Mexico City devoted

considerable space in enthusiastic comments on the performance of the Edison and the artist. Another feature of the "Week of the Edison" was the publicity campaign conducted by Cia. Alba, S. A. This included, in addi-

his record library frequently and as numbers are requested by patrons.

He is often a cash customer, too, and, if not, will meet his payments promptly. Neither will he expect his machine to last indefinitely. Perhaps in a few years he will want an even higher-priced instrument, or decide to have a machine especially made, with a cabinet to carry out a decorative scheme in his chapel. There is a real opportunity here for making substantial sales which merely awaits action of dealers.

tion to newspaper advertising, the publication and broadcasting of a booklet, the first pages of which were devoted to the tone-test, followed by illustrations of the various Edison phonographs, and the printing of special programs of the recitals.

NEW MUSIC STORE IN DEEP RIVER

DEEP RIVER, CONN., October 6.—A new music store was opened in the Union Block here about October 1 by W. Bentley Stevens, who has taken over the Victor and Brunswick phono-



José Mojica and the Edison in Mexico City Tone-test

graph business formerly carried on by S. R. LaPlace, the furniture dealer. A first-class line of pianos and a sheet music department will be incorporated in the business in the near future.

Phonograph Parts and Supplies

MOTORS, TONEARMS, SOUNDBOXES, SPRINGS AND NEEDLES OUR SPECIALTY

Lowest Prices and Best Qualities Always Available for Delivery Anywhere

Send for Bargain List of Repair Parts and Motors

THE VAL'S ACCESSORY HOUSE

1000-1002 Pine Street

St. Louis, Mo.

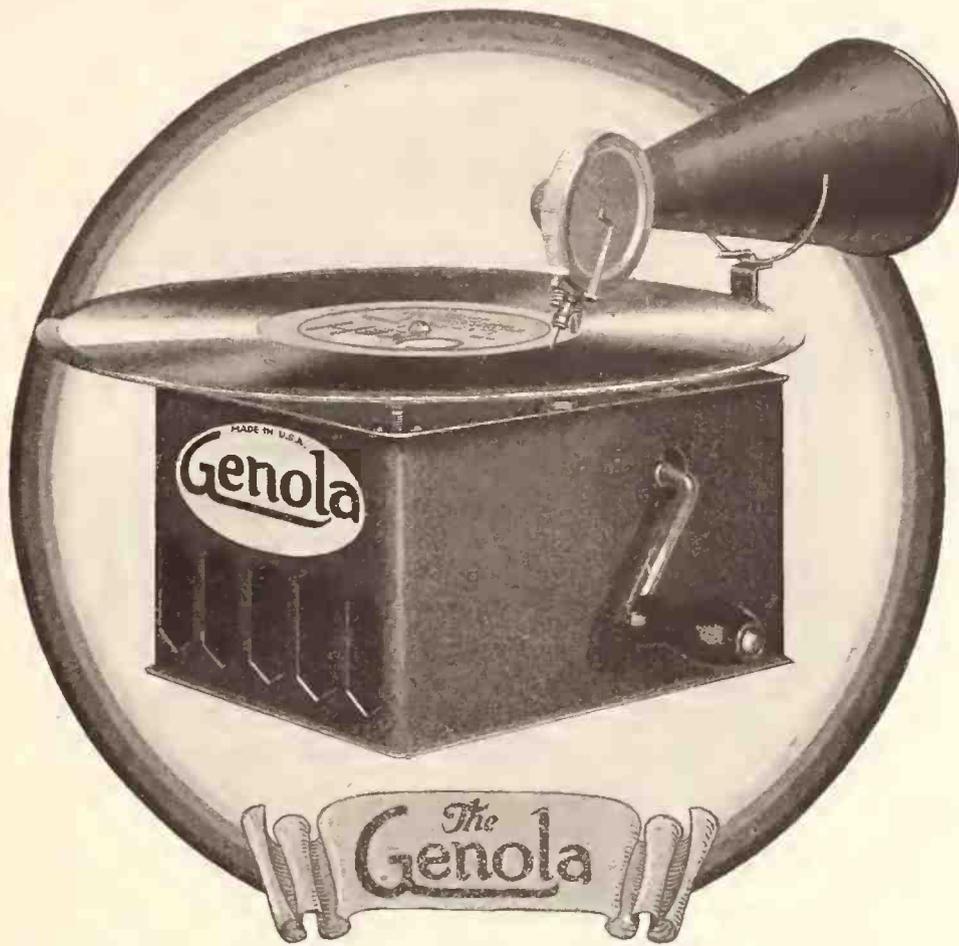
STYLUS BARS

Stylus Bar & Mfg. Co.

Clague Rd.

North Olmsted . . . OHIO

P. O., ROCKY RIVER, O.



a **\$5**
Retail Article
 (and 500,000
 can be sold
 in the next
 three months)

**What it is and
 what it's not**

The Genola is a genuine phonograph—not a toy. It is the product of quantity manufacturing methods. Nothing else on the market approaches it in value. It is American made, thoroughly backed by our name.

**How this little
 marvel is made**

We say it's not a toy—and it

isn't. The Genola has a real phonograph motor. You will be even more surprised at its price after you have heard the smooth reproduction and powerful tone. It is small only in size!

**Plays all lateral cut
 10 inch records**

Complete with horn. Handsome black japanned finish. Size 8¼x5½x7½ inches.

**Who will buy it?
 you can answer best**

At \$5.00 retail there is profit enough and a ready sale. You can place the Genola in every home. It opens the way for a sale to everybody. People won't buy it from its picture, but when they hear it—then listen to the praise! Give the Genola a chance to demonstrate itself on your counter.

Sample for \$3.50

Dozen for \$3.35 each,
 50 for \$3.25 each,
 100 for \$3.10 each,

f.o.b. Chicago, Detroit or Minneapolis.
 “ “ “ “ “
 “ “ “ “ “
 “ “ “ “ “

1,000 for only \$2.85 each, f.o.b. factory

CONSOLIDATED TALKING MACHINE CO.

2957 Gratiot Ave.
 Detroit, Mich.

227-229 W. WASHINGTON ST.
 CHICAGO

1121 Nicollet Ave.
 Minneapolis, Minn.

A SNAPPY FOX TROT SONG

Oh, You Little SUN-UV-ER-GUN

You can't go wrong
with any FEIST song



© 1923
Leo Feist, Inc.

NEW HOME FOR McMAHON PIANO CO.

Youngstown, O., Music House Leases Theatre Property, Which Will Be Remodeled to Meet the Requirements of Its Business

YOUNGSTOWN, O., October 3.—The McMahon Piano Co. has taken a ten-year lease on the Capitol Theatre building at East Federal and Champion streets. The lease calls for complete remodeling of the theatre into a three-story commercial building. It will be ready for the piano company January 1.

The Capitol Theatre building is 56x112 feet in ground dimensions. The fifty-six-foot frontage on Federal street will be divided into three store rooms on the ground level, the McMahon Piano Co. taking one of these three stores and the second and third floors.

President E. C. McMahon, of the McMahon Co., in speaking of his plans, said: "We will conduct a general music store, carrying everything from a harmonica to a theatre pipe organ. We are going to give the city a music establishment that it will be proud of and that will serve its every need."

The unique theatre ceiling will be dropped so as to be used as the ceiling of the third floor. This will be the big display room of the McMahon Co. E. C. McMahon is president and treasurer of the company. K. R. McMahon is vice-president and secretary.

The dealer who just jogs along never gets anywhere, but the man who plans wins.

ADVERSE TAX RULING REPORTED

Internal Revenue Department Holds That Coin-operated Musical Instruments Are Taxable as Automatic Vending Machines

Advice of a formal ruling by the Internal Revenue Department on the taxability of coin-operated musical instruments has been received by the Music Industries Chamber of Commerce through its general counsel, George W. Pound. The Department has ruled that such instruments are subject to a tax of 5 per cent as automatic vending machines.

This tax applies to the value of the entire instrument and is retroactive as to all sales made since January 1, 1922, when the regular sales tax was withdrawn and superseded, as to coin-operated musical instruments, by this vending machine tax.

It is stated that the efforts which the Music Industries Chamber of Commerce has been making to obtain a ruling on this tax favorable to the industry will be continued, in spite of the recent adverse ruling; and, if found advisable, a test case will be brought to determine the matter.

Pending further developments Mr. Pound advises all manufacturers of coin-operated instruments to sell, ship and bill the coin-operating device separately, if possible, so that the tax will be applied only to it and not to the entire instrument as would be the case if the coin-operated instrument were shipped complete and ready for operation.

TO FEATURE VOCALION DEPARTMENT

Elridf Department Store, Charlotte, N. C., Arranges to Handle That Line

The latest addition to the list of Vocalion representatives is the new Elridf Department Store, Charlotte, N. C., which, it is declared, will be one of the finest department stores south of Washington and which will include an elaborate department devoted to the sale of Vocalion phonographs and Red records. The new store is housed in a fine new building and was opened to the public on October 1.

OKEH ARTIST BECOMES OKEH DEALER

Sam Cook, the whistling minstrel, is cleaning up the shekels in his little shop in the heart of Coney Island, N. Y. Cook is the inventor of



Sam Cook's New Store

a little whistle through which almost anyone can warble a tune with telling effect, but, of course, he developed the art of whistling to the Nth degree. He stands before his little shop whistling with much spirit the popular airs of the day and, when a crowd has collected, he sells not only his little whistles, but the Okeh records he has made as well.

People who hear Okeh record No. 4846, "Dearest" and "Crying for You," think it is a very pretty whistling solo record, but they do not realize that it was made with the peculiar little instrument sold by Sam Cook himself. Sam Cook leaves no doubt in their minds and many of his customers go away with both records and whistles.

HOT STUFF!

An oil stove that looks like an upright talking machine, with mahogany or oak finish to the metal, is made for heating and cooking. Opening the top doors reveals not a sound box but the plate for boiling and frying. The heat that warms the room does the cooking, the flame being made on a small burner.

Donahoe & Donahoe, Fort Dodge, Ia., Victor dealers, distributed ten thousand special fans at the county fair recently held in that city. The fans contained an illustration of Victrola No. 405, as well as the firm name and address.

BLACKMAN AND DEPENDABILITY

Blackman

TALKING MACHINE CO
28-30 W. 23RD ST. N.Y.C.

ONE SUGGESTS THE OTHER

Victor Dealers who co-operate with Blackman by placing advance orders now are entitled to first consideration during the inevitable holiday shortage.



VICTOR WHOLESALE DISTRIBUTORS

PROGRAM OF MUSIC CONTESTS FIXED

New York Music Week Committee Arranges Schedule of Competition for Musicians in Greater New York—Forty-five Classes of Competitors in Each District

Supplementing its initial announcement, made some weeks ago, of the contests to be inaugurated under its auspices in every section of the city, beginning October 15 and to continue through the Winter, the New York Music Week Committee, through its honorary president, Otto H. Kahn, and its director, Miss Isabel Lowden, has announced the program of the contests.

There are to be forty-five classes of competitions in each of the forty-eight districts now being established. The plan is, by restricting preliminary competitions to districts limited in size, to throw open the door of opportunity for everyone, old and young, with any musical skill at all.

Not only individuals but organizations, choruses and orchestras will thus be included, and added to these events will be competitions that will bring to the fore the native music of the foreign born.

The committee has issued this program in the form of a printed syllabus that is now ready for distribution.

The syllabus includes not only the program in detail, giving the test pieces that contestants must use, but full information as to the districts and names of the chairman and the vice-chairman of the local committees and the date of each district competition.

In addition there is a registration blank. No one may compete without registration and agreeing to comply with the rules and regulations, all of which are set forth in the syllabus.

A synopsis of the contest follows:

Choral societies, church choirs, men's choruses, women's choruses, business choruses, Sunday school choirs, racial choruses, public and parochial school choruses, high school choruses, private school choruses, choral sight reading, ear tests for children, action songs.

Orchestral competitions, string orchestra competitions, orchestral competitions for high schools, violin solos, viola solos, violoncello solos, string quartets, sonatas (violin and piano), trios (violin, 'cello and piano), ensemble (for string and wind instruments), flute solos, oboe solos, clarinet solos, bassoon solos.

French horn solos, trumpet solos, trombone solos, pianoforte solos, pianoforte sight reading, organ solos, vocal solos (soprano, contralto, tenor, baritone, bass), boys' solos, sight reading for solo voices, brass bands' competition—for a prize of \$100.

The lower end of Manhattan Borough, a portion of Brownsville and a section of Queens Borough have been selected for the first three weeks of contests.

Manhattan has been divided for this purpose into sixteen districts, Bronx, eight; Brooklyn, sixteen; Queens, six, and Richmond, two.

As each borough's contests are decided a contest of the entire borough will be held, that for Bronx on March 31, that for Brooklyn on April 7, that for Richmond on January 7, that for Queens on February 11 and that for Manhattan on April 21.

VAN WICKLE PIANO CO. ASSIGNS

Business of Well-known Washington, D. C., Music House Assigns for Benefit of Creditors and Will Be Continued by Assignees

WASHINGTON, D. C., October 3.—As a result of several meetings of creditors, the Van Wickle Piano Co. made an assignment for the benefit of creditors on September 20, naming Robert C. Rogers, Ralph P. Barnard and Stanley B. Willis as assignees. The latter have filed the required bond and have taken charge of the business of the company with a view to continuing it as long as a profit can be obtained.

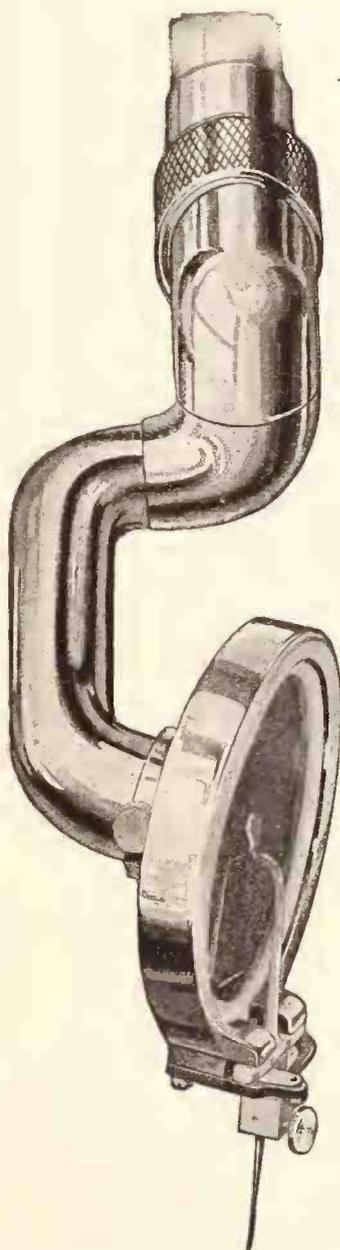
DON'T SAY

"KAN'T"

Say

"KENT"

Successfully used for TEN YEARS as a Sales Clincher by hundreds of EDISON DEALERS



The KENT PRODUCTS excel in:

Value
Quality
Material
Workmanship
Simplicity
Durability
Practicability

The KENT COMPANY is noted for:

Stability
Versatility
Excellent Service
Square Business Methods



Reg. U. S. Pat. Off.

As our KENT No. 1 with soundbox, as illustrated, comprises only a part of our line, write for our catalog. Highest grade TONE ARMS made to order. Your inquiries are solicited.

F. C. KENT COMPANY

IRVINGTON, N. J., U. S. A.

Every Night I Cry Myself To Sleep Over You

"You can't go wrong With any FEIST song"



Ev-ry night I cry my-self to sleep o-ver you, —

A FOX TROT BALLAD—with a punch in both melody and lyric

© LEO. FEIST Inc. N.Y.C.

HARGER & BLISH'S GREAT BUILDING

Edison Distributors in Des Moines Have Concentrated Their Wholesaling Interests in Spacious Building, Which Is Modernly Equipped

DES MOINES, IA., October 6.—Harger & Blish, Edison jobbers of this city, are located in one of the finest "jobbing homes" to be found anywhere in the industry. Whereas some time ago the business of this enterprising concern was handled through several subdistributing points



The New Home of Harger & Blish, Edison Jobbers located in important centers of the State, the entire business is now concentrated in the splendidly equipped building shown in the accompanying picture. The premises, with their extensive facilities, as well as the land are owned by Harger & Blish and the land at the right of the building has been developed into a very attractive park for the use of members of the Harger & Blish organization and others. In a recent interview with The World H. H. Blish, Jr., stated that the business during the Summer had been good and the outlook is encouraging.

WORK OF DES MOINES ASSOCIATION

Des Moines Music Merchants Agree on Delivery Charges and Bar Records on Approval

DES MOINES, IA., October 2.—The recently organized Des Moines Music Merchants, an organization taking in the great majority of the representative piano and talking machine dealers of this city, have already accomplished much for the benefit of the local trade as a result of the conferences held in connection with the monthly luncheons of the association.

Of particular interest to the talking machine trade is the fact that members of the association have agreed upon a fixed charge of 25 cents for the packing, mailing and insuring of all records sent by parcel post where the aggregate amount of the sale does not exceed \$5; when the sale amounts to over \$5 this charge is eliminated. It was also agreed to charge the customer for cost of service where record orders are delivered locally by special messenger.

Another move of importance was an agreement to discontinue the sending of records on approval, as it was found in all too many cases the practice resulted in the return of scores of records which were left on the dealer's shelves at the end of the month when the new releases were stocked. Although this move met with considerable opposition at the outset even those most strongly opposed to it are now agreed on its success.

R. B. Townsend, of Davidson Bros., is president of the Des Moines Music Merchants and H. B. Sixsmith, of Mickel Bros. Co., is secretary and treasurer.

PERTH AMBOY FIRM IN NEW HOME

Albert Leon & Son Celebrate Formal Opening of Fine New Home and Nineteenth Anniversary—"Talker" Department a Feature

One of the most unusual openings in the talking machine trade was that of the new store of Albert Leon & Son, at Perth Amboy, N. J., last month. The concern carries a general house-furnishing line, but they are important phonograph dealers, carrying Victor and Brunswick machines, and in the new six-story building, which was opened on the nineteenth anniversary of the business, an unusual talking machine department is located on a mezzanine floor, made easily accessible by stairways on each side of the main floor, ascending from the front of the building.

One of the striking features of the celebration was the fact that the Perth Amboy Evening News published a sixteen-page special section, carrying pictures of the firm, a page of the history of the company, illustrations of the building, photographs of the personnel of the organization and information about the wonderful business which this live merchant has built up and which extends over six counties in New Jersey and into Staten Island. Open house was kept at the store for each of the three days and there were refreshments and music.

A striking example of the popularity of the company was contained in the fact that more than one hundred floral pieces, all of the most elaborate, were received. Among those from the talking machine trade was a tribute from the Brunswick-Balke-Collender Co. and one from the New York Talking Machine Co. The opening was attended by P. A. Ware, sales promotion manager, Eastern phonograph division of the Brunswick Co., and E. L. Brown, sales representative of New Jersey, as well as many other business friends of the firm.

The talking machine department of Brueners in Oakland, Cal., has been considerably enlarged and remodeled. Increasing business and the expectation of a record holiday trade made the move advisable.

We Will Buy for Export Phonograph Records in Large Quantities

They may be obsolete numbers but must be brand new, unused and in perfect condition, 10 and 12 inch double-faced lateral cut records. Give full details such as make, prices, assortments and quantities in first letter.

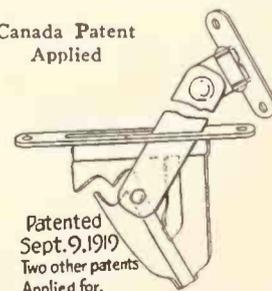
THE MELBOURNE IMPORT COMPANY

40 Rector Street

New York City

SECOND YEAR SUCCESSFUL LEADER

Canada Patent Applied



Patented Sept. 9, 1919
Two other patents Applied for.

Samples on request.

two styles—flexible and bent.

The Most Dependable and Inexpensive Lid Support on the Market

The bottom plate is constructed of one piece of metal and it works automatically perfect. No parts to go out of order. The hinges are made in

STAR MACHINE & NOVELTY CO.

81 MILL STREET

BLOOMFIELD, N. J.

G. L. LAING CO., Canadian Distributor
41 Richmond St., East Toronto, Ont.



Windsor Phonograph

Florentino Model

Carvings executed by hand in solid mahogany.
 The tone quality of the Windsor is in keeping with its artistic cabinets.
 A portfolio showing sixteen beautiful models will be sent upon request.

WINDSOR FURNITURE COMPANY

INCORPORATED 1885

1420 CARROLL AVENUE
 CHICAGO

America's Oldest Makers of Console Phonographs

U. S. Letters Patent No. 1279743

*Exhibited and
 sold to dealers by*

CHICAGO
 WINDSOR FURNITURE COMPANY
 1414 S. Wabash Avenue

LOS ANGELES
 WINDSOR FURNITURE COMPANY
 917 Maple Avenue

BOSTON
 PECK & HILLS FURNITURE CO.
 127 Clarendon Street

KANSAS CITY
 KANSAS CITY CASKET & FURNITURE CO.
 626 Broadway

PHILADELPHIA
 PECK & HILLS FURNITURE CO.
 642 N. Broad Street

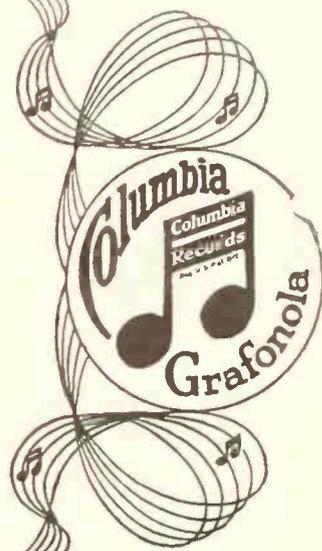
The New Columbia is Superior!

Endurance!

The New Columbia Motor has unrivalled length of playing life.

Its gears are machined from finest steel. Its bearings are entirely bronze and brass. Every exposed part is heavily nickel-plated to resist wear and climatic conditions. And its easy-to-reach oiling system provides unfailingly effective lubrication—the life of every motor.

COLUMBIA GRAPHOPHONE CO.
New York



ANNOUNCES HEINEMAN 1924 MOTORS

General Phonograph Corp. Delivering Heineman Nos. 55 and 66 Motors—Represent Important Constructional Improvements—Produced Under Otto Heineman's Supervision

Otto Heineman, president and founder of the General Phonograph Corp., New York, manufacturer of Heineman and Meisselbach motors, tone arms and sound boxes, Okeh and Odeon records, Dean steel needles and other products, announced recently the new 1924 models of the



Otto Heineman

Heineman motor. This latest product from the company's factories will be known as Heineman motors Nos. 55 and 66, being double spring motor and triple spring motor, respectively.

In a chat with *The World*, Mr. Heineman stated that the five salient features of the new 1924 Heineman motors are direct drive, double worm gears, noiseless operation, steady power and simplicity in construction. Mr. Heineman refers to this product as the "Motor of Perfection," emphasizing the care and attention that has been bestowed upon every detail of the motor's construction. The Heineman motors Nos. 55 and 66 were introduced to the trade a few weeks ago and were given an enthusiastic reception everywhere. Orders from the leading phonograph manufacturers have been received in large quantities and the factory facilities are being increased in order to take care of the requirements of the trade.

The perfection of the Heineman 1924 models was consummated under Mr. Heineman's personal direction and no detail of manufacture escaped his official okeh. The General Phonograph Corp.'s sales organization is planning an intensive drive in behalf of the new motors and there is every reason to believe that they will soon prove the leaders in the Heineman line of motors.

BRUNSWICK FEATURED IN MODEL HOME

Brunswick Dealer Links Up Instruments With Home Displays—Exhibits Attract Thousands

The New York & Queens Electric Light Co. has arranged a series of exhibitions on Long Island showing an electrically equipped home, using the exhibition name "The Home Electric," and Archie Smith, enterprising owner of Smith's Brunswick Shop, in Jamaica, L. I., has linked up the Brunswick line with this show. The first exhibit was held in Jamaica, featuring a \$7,000 home, and everything exhibited was in keeping with the assumed income of a \$7,000 owner. With this idea in view Mr. Smith exhibited the Brunswick "Raleigh" model as the proper instrument for this type of home.

Shows are now being held at other points in Long Island and a notable one is scheduled for Kew Gardens, where a \$30,000 home will be exhibited, at which a Brunswick Art model will be one of the features. It is estimated that 30,000 people viewed the home in Jamaica and the series of exhibits will undoubtedly reach the attention of hundreds of thousands.

CATALOG OF IMPORTED RECORDS

Syrian and Arabian Records Featured by A. J. Macksoud—Demand Is Steadily Increasing

A new catalog of Syrian and Arabian records, imported under the trade names of "Macksoud," "Baidaphone" and "Odeon," has just been issued by A. J. Macksoud, New York, importer and distributor of these records. Mr. Macksoud has been engaged in the importation of these records for the past twenty years and he states that the demand for these foreign language selections is increasing daily. The new catalog comprises selections by foreign artists who are well known in their respective countries. Classical and popular numbers are represented and Mr. Macksoud is making prompt deliveries to the dealers featuring these records.

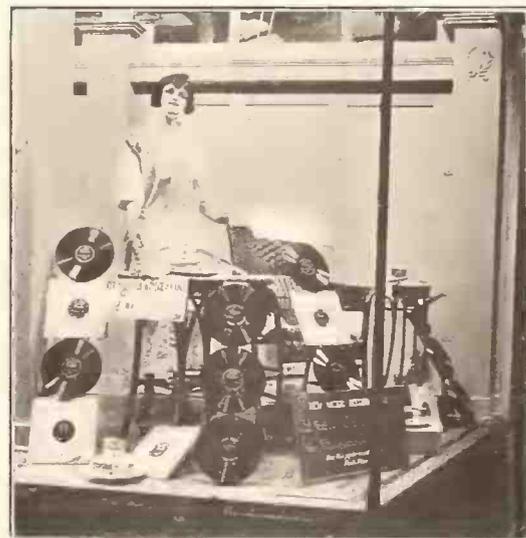
HALL CO. BUYS VICTOR STOCK

The Hall Music Co., of Brainerd, Minn., recently purchased the entire stock of Victor talking machines and records of the H. F. Michael Co., which will confine its efforts to the dry goods business.

EXCELLENT WINDOW IN SMALL SPACE

Mandel & Schwarzman Show What Can Be Done With Limited Window Space in Featuring Records of a Popular Song Hit

BLOOMINGTON, ILL., October 5.—Small space is not always a detriment to effective window display, if the work of H. C. Kupfer, manager of the Victrola department of Mandel & Schwarzman, this city, may be taken as a criterion. Recently this enterprising manager staged a



Mandel & Schwarzman's Clever Window window display in which he featured the Victor record of the song hit, "Cut Yourself a Piece of Cake and Make Yourself at Home." A photo of the display is reproduced herewith and a study of it shows in what an admirable and efficient manner a most effective window was arranged despite necessary limitations. The homy scene pictured brought many interested persons to a stop before the window and the publicity thus secured made this a most profitable display.

ARNOLD-EDWARDS CO. TO MOVE

JACKSONVILLE, FLA., October 5.—The Arnold-Edwards Piano Co. expects to move into its attractive new headquarters about the fifteenth of the month. The Victrola, record, sheet music and musical merchandise departments will be located on the main floor and the mezzanine floor will be devoted to radio. A musical program will feature the opening.



Patent Pending
Button 1 1/4" dia., with body 2 3/4" long

GET THE BOYS AND GIRLS TO GIVE YOU HOLIDAY PUBLICITY

Here is a novelty that will cost you little and bring you business. Sample, all details, and distributing plans ready. Write. Jobbers—get your salesman on to this at once.

Philadelphia Badge Company
Manufacturers

942 Market Street Phila., U. S. A.

JUNIOR OPERETTAS

Little Red Riding Hood—the first Junior Operetta on the market, has met with immediate success. Parents, educators, musicians—all who have the interests of children and child education at heart—are enthusiastic over them.

A Real Operetta

Here is a record produced for the entertainment of children. The subject, of course, is juvenile; but the music, far from being the usual nursery rendering of Mother Goose rhymes, is an artistic, musical composition—a real operetta—performed by real artists and musicians.

Adopted by Schools

That is the chief reason why it has already been adopted by the Boards of Education of five of the principal cities in the United States, including Boston, Baltimore and Washington, as part of the authorized school curricula. Another reason is that the RECORD IS UNBREAKABLE--will withstand almost any amount of the roughest handling.

Read What Dealers Say

One Big Brunswick Dealer Writes:

"Your set of Junior Operetta received.

"We must admit that it is the finest of its kind."

One Big Victor Dealer Writes:

"We received the sample of your Junior Operetta of 'Little Red Riding Hood,' which we think is about the finest thing yet in the line of records for children."

Ideal Gifts for Children

Solves the Xmas Gift Problem

Parents and Christmas shoppers will welcome the happy solution of the problem, "What shall I give the children for Christmas?", for the Junior Operettas are the ideal Christmas gift records for children. And they are the ideal records for you to sell—three at a time, a complete set—

3 in Set—in Display Container

Each Junior Operetta is in six parts, on three double-faced
10-inch Unbreakable Records

The complete, wonderfully attractive and compact folder in which the records are packed, is its own display container (see illustration) and sells itself on sight. "Little Red Riding Hood" Junior Operetta is the first in the series. Other subjects coming.



Front of Container

Container Open as a Display

Back of Container

**RETAILS FOR
\$2.50**

Order Direct or from the following Distributors:

New
England

A. C. Erisman Co.
175 Tremont Street
Boston, Mass.

Pennsylvania
Maryland
Southern Jersey

General Radio Corp.
10th and Cherry Streets
Philadelphia, Pa.
and
1005 Liberty Avenue
Pittsburgh, Pa.

Metropolitan
District

Bristol & Barber, Inc.
3 East 14th Street
New York City

VULCAN RECORD CORPORATION
15 East 40th Street
New York City

RICHMOND

*Business Good—Trade Expansions
—Fairs Bring Business—M. N.
Kuhn Resigns—The Month's News*

RICHMOND, VA., October 7.—The Corley Co., Victor distributor, reports that dealers in its territory are greatly pleased over the Victor weekly release plan. They also voice pleasure at the liberal policy of the Victor Co. in giving full credit for single-faced records exchanged for the new double-faced Red Seals. These records are reported to be meeting with a ready sale throughout the territory. The Corley Co. is finding the new Victor art models very popular with the trade, the demand being considerably in excess of the supply. Frank W. Corley, vice-president of the company, has just returned from a visit to the factory in Camden, where he placed orders for the Fall trade.

Enlargements and Removals

The McGehee Furniture Co., of Lynchburg, which is moving into a new store, has taken over the Victor business of the Beardsworth-Bond Music Co.

The Efrid Department Store, Charlotte, N. C., has also taken on the Victor and, with C. E. F. Inman in charge, is prepared to push that line and to make it one of its leaders. Mr. Inman was formerly with the A. M. Alexander Co., of Spartanburg, S. C.

Frederick W. Schwoebel, manager of the wholesale department of the Corley Co., recently made a business trip through western North Carolina, finding business in practically all lines of trade in prosperous condition.

Miss Gertrude Miller, clerk in the retail department of the Corley Co., has returned from a vacation trip spent in the Middle West. This department reports medium-priced consoles as the best sellers in the line of models.

Cash in on Fairs

But few of the Richmond talking machine stores had exhibits at the Virginia State Fair, held the first week in October, but they cashed in on the crowds that flocked to the city to attend this annual event. Lack of suitable provision for display of their special wares is understood to be the reason why more of them do not exhibit at the Fair.

Several other Virginia cities held fairs in September, among these being Lynchburg and

Fredericksburg. In both these places dealers report increased business resulting from the fair crowds. In Fredericksburg R. A. Kishpaugh, Victor dealer, had an exhibit and was pleased with results attained.

Colonial Corp. Expands

James Cowan, president of the Colonial Piano Corp., Columbia dealer in Richmond, and family have returned from a three weeks' camping trip to Canada. Mr. Cowan is planning to double the number of booths in his store to accommodate his trade, the plans calling for the addition of six booths.

Continued demand for concert Actuelles is reported by the Goldberg Bros. Co., Pathé distributor. Several of these machines are now being tried out by fraternal organizations in Richmond as entertainment features at lodge meetings and luncheons. LeRoy Goldberg and H. B. Goldberg were both in New York recently on a buying trip.

Activity With C. B. Haynes Co.

The C. B. Haynes Co. reports good business throughout its territory. It recently received a shipment of four carloads of machines for distribution to its trade.

M. M. Kuhn, assistant sales manager of the

C. B. Haynes Co., Edison jobber, resigned on October 1. Mr. Kuhn had been with the firm for several years, coming to Richmond from the Edison factory. It is understood that he plans to connect with another line of business. No successor to Mr. Kuhn has yet been named.

Reason for Optimism

According to the October 1 report of the Federal Reserve Bank of Richmond for the Fifth District the Carolinas in particular have fine tobacco crops and prices are considerably higher than a year ago. Cotton prospects are declared to be better in the district than in most other cotton growing sections, with prices quite satisfactory, conditions which make for general good business, in which the talking machine trade will share.

New "Talker" Departments

The Worley Furniture Co., which operates furniture stores in Wilson, Selma and Smithfield, N. C., is opening a talking machine department and will handle Victor machines and records in all three stores.

Sterchi Bros., Inc., are opening a furniture store in Asheville, N. C., and will have a talking machine department. They will handle the Columbia.

DESCRIBES CONDITIONS IN GERMANY

Robert B. Wheelan, President of Health Builders, Makes Some Interesting Observations Anent His Visit to European Countries

Robert B. Wheelan, president of Health Builders, Inc., New York, producer of the Health Builder record sets of Walter Camp's "Daily Dozen," made an interesting survey of European conditions during his vacation abroad with Mrs. Wheelan. Mr. and Mrs. Wheelan spent considerable time in Germany, Switzerland and England. Conditions in Germany Mr. Wheelan described as unbelievable. In discussing the situation in that country Mr. Wheelan stated, in part: "Theoretically, there should be a tremendously good demand for talking machines and records in Germany, for, due to the fluctuation of the mark and its steady downward tendency, people are spending money as quickly as they receive it. The savings bank has been obliterated in Germany, for what might be a fortune one day within a week will not be enough to purchase a postage stamp. The drop in the valuation of the mark is so great from day to day that the average person hesitates to hold the money even overnight and

usually seeks to buy something of standard value as soon as he receives the money. While in Berlin I visited one of the leading talking machine stores and asked the price of a standard record in marks, which had to be looked up according to the current rate of exchange before the price could be stated. I found it was a custom in talking machine establishments to reprice every article at the opening of each business day in accordance with the current value of marks in relation to foreign money. It, therefore, seemed to me that talking machines and records, being of standard value, a great number of people would want to spend their marks in this direction, although I never noticed any heavy buying in any of the talking machine establishments while I was in Germany. The talking machine situation in Switzerland and England seemed fair, although not to be compared in any sense to the advanced conditions in the trade in this country. I found a number of portables were being sold abroad, but these seemed all to be of decidedly cheap construction and not comparable with the portables made in this country."

NEW LOPEZ RECORD POPULAR

Okeh dealers generally are evincing keen interest in the latest record made by Vincent Lopez and His Hotel Pennsylvania Orchestra. This record features on one side "I Love You" and on the other "What Do You Do Sunday, Mary?", both numbers being from popular musical comedies. "I Love You," from "Little Jessie James," is proving one of the best-selling hits of the day and Vincent Lopez gives this selection his usual individual interpretation.

DEATH OF R. S. PEER'S FATHER

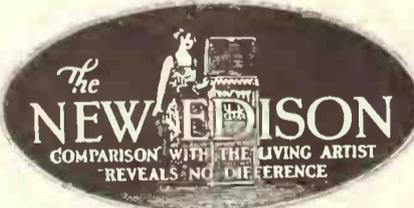
R. S. Peer, of the general sales department of the General Phonograph Corp., New York, manufacturer of Okeh and Odeon records, is receiving the sympathy of his many friends in the trade upon the death of his father, A. B. Peer, who died at Greensburg, Pa., on September 26. The late Mr. Peer was well known in the talking machine trade, having been identified with the industry for many years as a member of the Columbia Graphophone Co.'s staff at Kansas City, Mo. The interment was held at Canandaigua, N. Y., and was attended by friends and relatives.

BRUNSWICK SHOPPE IN ELYRIA

Elyria, O., has a new talking machine agency in the Brunswick Music Shoppe, which was opened this week. This is one of the recent newly opened Brunswick agencies, under supervision of the Cleveland headquarters.

THE C. B. HAYNES, CO. INC.

Disc and Amberola Instruments
DISTRIBUTORS
Recreations and Amberol Records



\$ A L E S P R O F I T S \$

Brisk fall business has begun and the busy winter season is approaching

A few more dealerships must be established to serve this growing demand

Our Salesmen are now in the Carolinas and Virginia calling on interested merchants

A letter from you may result in the most profitable transaction you have ever made

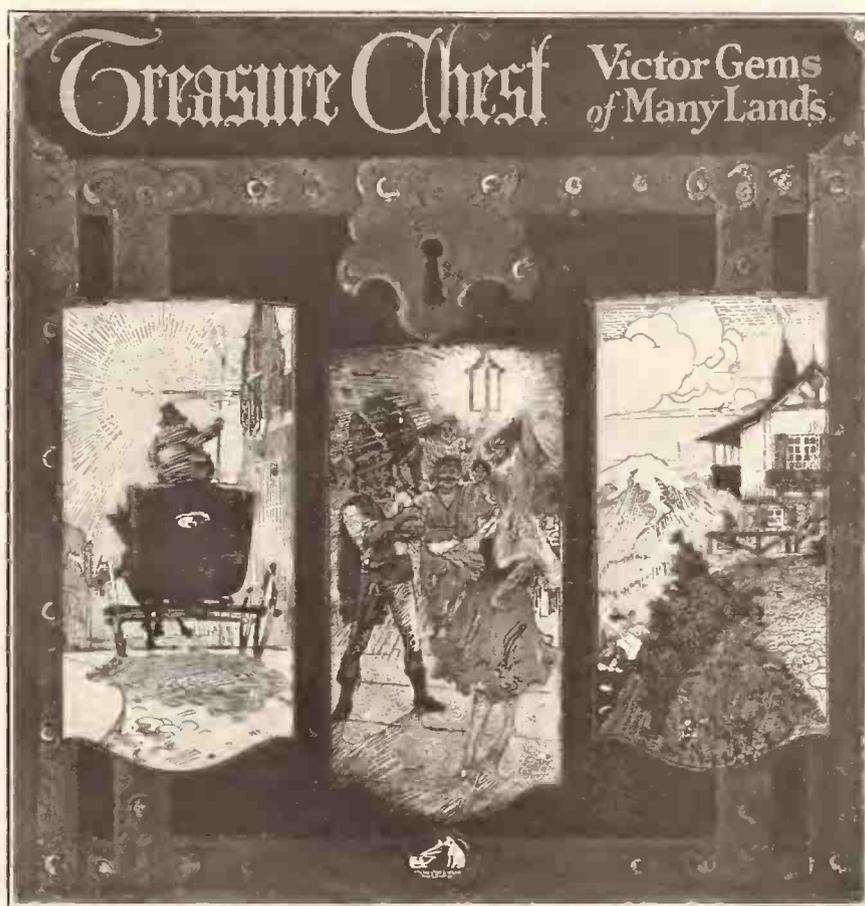
ACT NOW

RICHMOND, VIRGINIA

EDISON SERVICE
THAT SATISFIES

The "Treasure Chest"

*A
Novel
Creation*



*The
Ideal
Holiday
Gift*

Thousands of homes are now enjoying the exquisite music of the "Treasure Chest." Many more thousands will be added during the Fall and Holiday seasons. People who have heard the six Victor Records of the "Treasure Chest" frankly say, "It is a revelation, we had no idea that there were such beautiful *instrumental* recordings of foreign music."

The "Treasure Chest" with its six ten inch Victor Records (12 instrumental recordings) is distinctly unique, and is something that presents to every Victor Dealer a most unusual selling item. As a gift there is hardly anything more appropriate or desirable, especially during the Holiday Season.

To sell your customer a "Treasure Chest" is to do him a decided service, for it means his happiness, entertainment, recreation and education—all for the modest price of \$5.00.

You, Mr. Victor Dealer, will do well to have the "Treasure Chest" in full display both in your show window and on your service counter. It is an item that will sell itself at sight. Remember, too, there is nothing in the Talking Machine Business that has such a strong appeal. Not only will the sale of the "Treasure Chest" prove profitable to you, but it will create good will on the part of every customer who buys it.

Progressive, alert and up-to-the-minute Victor Dealers will have the "Treasure Chest" on hand to meet the demand of their customers.

This is the moment for you to put in a liberal stock. Every Victor Wholesaler is now in a position to supply you immediately.

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

Victor Wholesalers to the Dealer Only

BUFFALO

Instrument Shortage Is the Only Cloud in Bright Fall Business Sky—The Month's News Budget

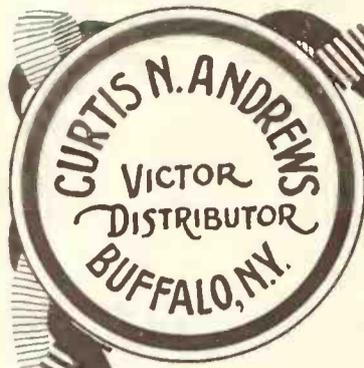
BUFFALO, N. Y., October 7.—Early October shows the talking machine trade to be in a flourishing condition. Dealers and jobbers throughout the western New York district have had one of the best early Fall seasons they have known for a number of years. Many report that sales have far surpassed the great volume of last year's business. Shortage of instruments is the only thing that is casting a shadow over the horizon of a bright Fall and Winter season.

C. E. Siegesmund, sales manager of Curtis N. Andrews, Victor jobber for western New York, says that business for September showed a much larger sales volume than the same month a year ago. "I do not believe that stock in the dealers' and jobbers' hands was ever so low at this period of the year," Mr. Siegesmund said. "It is the hope of Victor dealers and ourselves that the factory will be able to speed up production to meet the Fall demand, and the enormous holiday demand that is bound to come." Since the beginning of cool weather, the record business has been good, and the new Red Seal records are meeting with public favor.

F. D. Clare, of the Iroquois Sales Corp., distributor of Strand talking machines and Okeh records, reports Fall trade far exceeding their expectations. G. R. Kuehner and H. A. Schensborn, district salesmen, are sending in very large orders for early delivery of Strands and Okeh Records. Mr. Kuehner has opened up several new accounts in the western section of the State. The Camp-Fone, a new portable machine recently added to the Iroquois Sales Corp.'s line, is meeting with favor of dealers here, and many accounts have been opened in surrounding towns.

A. H. Fleishman, manager of the Victor department of the Wm. Hengerer Co., says they have had an unusually good Fall trade. This department received a great deal of advertising through the store's anniversary sale.

The new piano department of Neal, Clark & Neal, who have had one of the finest Victor stores in this part of the country, will formally open about November 1, according to Clarence Lucore, manager of the department. The store is going through the process of reconstruction, and the rapid progress made indicates it will



Victor Supremacy

Victor weekly releases, coupled with the double facing of Victor Red Seal records, means unlimited sales possibilities for the aggressive Victor retailer. The new Victrolas 400, 405 and 410 are the finest instruments ever presented to the trade, and will be important factors in making 1923 "A VICTOR YEAR."

Victor products will be at a premium this Fall. There is going to be an unprecedented demand for Victrolas and Victor records, and orders placed now will enable you to meet this demand.

We are at your service

CURTIS N. ANDREWS

Victor Distributor
BUFFALO, N. Y.



soon be ready for opening. Besides featuring the Ampico and the Knabe they will carry a full line of pianos, Q R S rolls and sheet music, as well as band and orchestral instruments. The Victor department will remain on the first floor, and will receive the same close attention that it has heretofore had.

Stanley Bros. Furniture Co., Erie, Pa., recently suffered the entire loss of its stock through fire. The loss is estimated at \$100,000. Strand talking machines and Okeh records were featured in the music department.

Dealers in Columbia records benefited by the appearance of Ted Lewis and His Band which gave a concert dance in Elmood Music Hall recently. The band came to Buffalo with "the Passing Show," and left with them on their trip to Chicago.

John G. Schuler, Inc., has erected a very attractive sign board at Delaware avenue and Tacoma street, featuring the Sonora. Numerous new accounts brought to the store have been the direct results of the sign.

The Hoffman Piano Co. is tying up with

large and attractive newspaper advertising of the Brunswick. R. E. Smith, salesmanager, reports that good results of the advertising have already been felt.

"The talking machine business is showing a marked improvement over that of last year at this time," said O. L. Neal, of the Buffalo Talking Machine Co., Victor distributor. "The principal thing concerning us this year is the supply of goods. The shortage of supply in the most popular models is becoming serious," he said. "There is every indication of a tremendous Fall business."

The Bellanca Furniture Co. has opened its new store on Niagara and Virginia streets, with a very attractive Victor department.

C. Fred Danielson, of Jamestown, N. Y., opened his new store on October 5. About a year ago, one of his two Jamestown music stores was destroyed by fire. The building was replaced by a beautiful structure, modern in every respect.

Charles Liske has begun work on the addi-

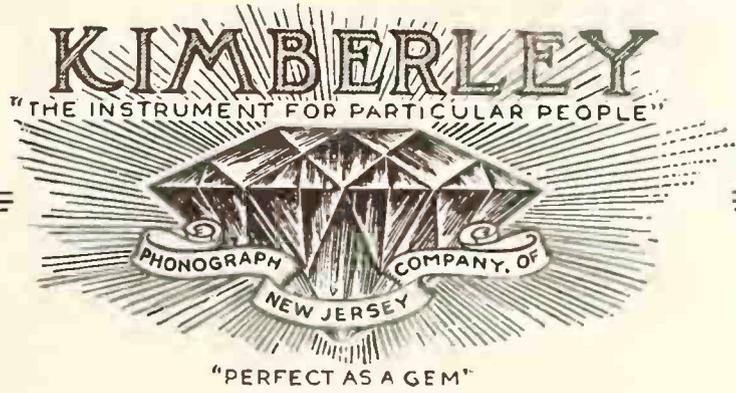
(Continued on page 58)

Buffalo means power

As Buffalo is the power distribution center of this great territory
So is the
BUFFALO TALKING MACHINE COMPANY
776-778 WASHINGTON STREET
Buffalo, New York

the power distribution center of Victor machines and records. The Buffalo Talking Machine Co. service forms a truly appreciated work. It furnishes a power of incentive to the Victor dealer that helps materially. Why not let us help you?

Just write or wire



The INSTRUMENT FOR PARTICULAR PEOPLE

Three Reasons Why the Kimberley is a Sales Leader

1. DISTINCTIVE CABINET DESIGNS
2. HONEST VALUES
3. UNUSUALLY LIBERAL DISCOUNTS

Unusually Liberal Discounts

The discounts we offer to the trade are exceptionally liberal, but we are not sacrificing quality to provide for this discount. By cutting down our overhead to a minimum, by manufacturing in large quantities and by reason of unusually favorable factory and shipping facilities, we can give the dealer or jobber far larger discounts than the recognized trade figures.

You Need the Kimberley Agency Now

The Fall season is here, and you must have a recognized sales leader to get your share of the business. Write today for our illustrated catalog, showing the complete Kimberley line, consisting of seven models, retailing from \$100 to \$275. Let us tell you all about our special dealer proposition. It will mean money in your pocket.



"Favorite" Model 300
Height, 36"; Width, 42";
Depth, 25½". List price \$275



"Grand" Model 100
Height, 33"; Width, 32¾";
Depth, 20½". List price \$100



"Exeter" Model 230
Height, 34½"; Width, 37";
Depth, 22". List price \$175

There is limited territory open for a few jobbers. If you are interested write today

The Kimberley Phonograph Company of New Jersey

Perth Amboy, N. J.

Factory:
Perth Amboy, N. J.

Office and Show Rooms:
206 Broadway, New York City



REGAL 50c RECORDS



In New York as in Chicago, Boston, St. Louis, Detroit and other cities throuout the country, dealers are featuring the 50c record heavily.



Experience has taught them that the public has become buying wise.



That public now knows beyond all doubt that the good 50c record (one that retails at 50c) gives full 75c worth of record value. Therefore it insists on the good 50c record.



And always the dealer finds that the 50c record brings him a greater turnover and a larger total profit than he ever believed possible.

REGAL RECORD CO.

20 W. 20th ST.

NEW YORK

GLEANINGS FROM TRADE IN BUFFALO

(Continued from page 56)

tion to his music store on Genesee street, which will greatly add to the space and attractiveness of his sales department.

Oscar Stransburg, of Jamestown, has returned from a visit to relatives in Sweden. He greatly enjoyed his ten weeks' tour of Europe.

The S. J. Butler Piano Co. has moved from 496 Genesee street to larger quarters at 1414 Jefferson avenue.

William Goold, father of T. A. and George Goold, of Goold Bros., Inc., has returned from a four months' tour of Europe.

The American Music Festival, held in Buffalo during the week of October 1, was backed by the local music trade, and received the moral and financial support of many talking machine jobbers and dealers. Boxes were held by the following members of the talking machine trade: C. N. Andrews, W. H. Daniels, E. L. Hengerer, B. E. Neal, O. L. Neal, Edward P. Erion and Arthur Victor.

The Howard Furniture Co., Inc., of Jamestown, has moved from the Hall block to the Lyric Building.

The Victor Dealers' Association will hold its annual meeting in the Hotel Statler about the middle of October, when officers for the year will be elected.

W. C. Fuhri, of the General Phonograph Co., New York, stopped over in Buffalo en route to Texas and was a visitor at the offices of the Iroquois Sales Corp.

J. H. Robertson is a new member of the Victor sales staff of the J. N. Adam Co. He was formerly with the Heintzman Co., in Toronto, Can.

G. H. Woodcock, formerly with G. H. Hoppenberg, is now a member of the sales force of the piano department of the Brunswick Shop. Salesmanager C. O. E. Curtis, of the Brunswick Shop, says the Brunswick is meeting with great favor. The new model Columbia has been received, and the new automatic motor is a good selling point, which has produced good results, he says.

E. A. FEARN VISITS OKEH OFFICES

President of Consolidated Talking Machine Co. Calls on New York Trade—Gives Optimistic Reports on Business Conditions

A recent caller to the offices of the General Phonograph Corp., New York, was E. A. Fearn, president of the Consolidated Talking Machine Co., Chicago, with branches in Minneapolis and Detroit. This company is one of the most successful Okeh jobbers in the country and while in New York Mr. Fearn conferred with W. C. Fuhri, general sales manager of the General Phonograph Corp., regarding plans for the coming year. In a chat with *The World* he stated that record business in the Middle West was excellent, with the dealers in his territory keenly enthusiastic regarding the latest lists of Okeh, Odeon and Fonotopia records. Mr. Fearn is generally recognized as one of the best-posted wholesale men in the country and his comments regarding general business conditions are based on the report of his sales staffs in Chicago, Detroit and Minneapolis.

NEW COLUMBIA AGENCY IN DETROIT

Among the new accounts recently opened by the Columbia Graphophone Co.'s Cleveland branch is that of M. McCaffrey, of Detroit, who for a number of years has been the leading Singer sewing machine dealer in that city and who at present has four stores. He has an outside selling organization of twelve men and they are all going to be turned loose on phonograph sales. The McCaffrey organization and the Summerfield & Hecht Co. salesmen are making preparations to stage a contest, the results of which should be of considerable interest from a sales standpoint.

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

H. L. DAHNER OPENS NEW STORE

Formal Opening of Mandan, N. D., Establishment Draws Crowds—Edison Phonographs and Musical Instrument Lines Featured

MANDAN, N. D., October 6.—The formal opening of the new store of H. L. Dahner, Edison dealer, this city, was an event that will long be remembered. The illustration shows the



Crowd at Formal Opening of Dahner Store establishment during the opening and the large crowds which filled the interior and the sidewalk and street in front of the store. The concern features Edison phonographs and records and handles pianos and musical merchandise of all kinds. Mr. Dahner is widely experienced in the music business and is well known as one of the liveliest members of the trade in this territory.

NEW MUTUAL TONE ARM A WINNER

Represents Departure From Usual Design of Tone Arm—Well Received by the Trade

The Mutual Phono Parts Mfg. Corp., New York City, which recently introduced the No. 4 tone arm with the new No. 4 reproducer, reports that this new phono part has gained considerable popularity throughout the industry. This new addition to the Mutual line is entirely original as to design in both the tone arm and reproducer, but retains the standard of construction and finish which has characterized Mutual products in the past. Discussing the new arm, Andrew P. Frangipane, secretary of the company, stated: "In the No. 4 tone arm and the reproducer we endeavored to give the trade something different in this respect and yet attractive and good. The arm is of the popular throw-back type and with its swelled base presents an attractive appearance. We believe that the pentagon-shaped sound box will be a welcome relief to many from the staid equipment used heretofore. We were not content, however, to alone improve the appearance of the tone arm and sound box, but our engineers spent a long period of time to improve the tone, which is full and resonant."

MOTORS

Ready for Delivery

Double Springs; play two 10-inch Records; suitable for Portable Phonographs. Sample, \$3.75. Larger motor playing two to three 12-inch Records; suitable for Phonograph selling for \$100. Sample, \$5.75.

MERMOD & CO., 16 East 23d St. N. Y.
Telephone Ashland 7395

The Player-Tone

IT'S SIMPLY GREAT

No Better Tone Instrument In the World

TWO

High Grade Lines of Phonographs With a Price That Will Sell

Every instrument on this page is exceptionally good, regardless of price, with the house back of it for years.

We offer you phonographs that are masterful in their perfection of high grade cabinet work, exquisitely finished by skilled workmen, and when you sell one of these perfect tone producing instruments, you prepare the way for another sale.

The more closely you analyze our high grade construction, combined with perfect tone quality, the more fully will you realize its unqualified value.

Write for our booklet and net prices, which are exceptionally low, in large or small quantities of either line.

Player-Tone Talking Machine Co.

Office and Salesrooms

632 Grant
Street

Pittsburgh,
Pa.



New List \$100.00
Model 17
Brown Mahogany or
American Walnut
Round Ivory Horn,
record shelves, gold
equipment.



New List \$125.00
Model 20
Brown Mahogany Only
Music Master Horn
No. 44 Motor, record
album filing device.
All exposed parts gold-
plated.



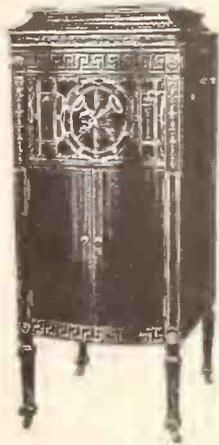
Model 100
Height, 36"; width, 36";
depth, 24". Adam Brown
Mahogany or American
Walnut.



Model 125
Height, 36"; width, 36";
depth, 24". Adam Brown
Mahogany or American
Walnut.



Model 40
All gold equip-
ment, with 5
record filing al-
bums. \$150.00



\$150.00
Model 901
All Gold Equipment

Model 30
All gold equip-
ment, with 5
record filing al-
bums. \$135.00



\$80.00
Model 310
Mahogany and Oak



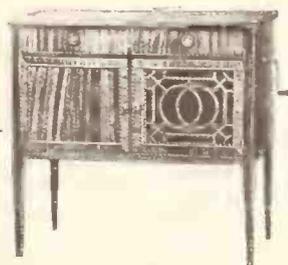
\$100.00
Model 311
Oak or Mahogany



\$110.00
Model 314
Oak, Mahogany or Walnut



\$125.00
Model 316
Oak or Mahogany



HEALTHY CONDITIONS IN BROOKLYN TRADE

Dealers and Jobbers Are Optimistic Over Outlook for Winter Months—Dealers Broadening Out Their Lines—Window Displays Prove a Profitable Investment—Featuring Musical Merchandise—Talking Machines at Nassau County Fair—Other News of Interest

The business outlook in the Brooklyn and Long Island territory is better than it has been for some time, according to reports of jobbers and retailers. One indication of the optimistic feeling prevailing in the trade is the number of dealers who are adding new lines of talking machines and records. There seems to be a growing tendency to handle more than one line of instruments because, as one dealer expressed it, "Some people have preferences for certain makes of machines which no amount of argument can change. Indeed, where only one line is handled and the fact is generally known, we have found in our outside selling efforts that we never had a chance with these particular prospects." Another factor which is the basis for considerable optimism is the general prosperity among all classes of workers. There is plenty of work, especially in the building trades, and salaries are as high and in many cases higher than they ever have been. The middle classes, to whom the great bulk of sales are made, are liberal spenders and this year they will have plenty of money to spend for Christmas and other holiday gifts.

Window Displays Draw Trade

Window displays are proving good business getters for those dealers who are devoting time and attention to this particular phase of publicity. One of the leaders in the matter of window display in this territory is the Brooklyn branch of the Aeolian Co. C. G. Davis, manager of the branch, gives a great deal of thought to his windows and invariably the displays are out of the ordinary and eye-arresting. Another window which is attracting considerable attention is that of Krakauer Bros., 1653 Pitkin avenue, which is featuring the Sonora. The talking machine department of the Sterling Piano Corp., 81-87 Court street, under the management of E. T. LeTure, has also arranged some excellent window displays. The Sterling Piano Corp.'s new quarters at the above address are located on a busy corner and the window facilities are unusual. Both the talking ma-

Better Now, Than Too Late

WEEKLY RELEASES OF
DOUBLE FACED RED SEAL
RECORDS, PLUS THE MOST
COMPLETE LINE OF INSTRU-
MENTS, INSURE BIG BUSINESS
FOR VICTOR RETAILERS THIS
FALL AND WINTER.

Have You Anticipated Your Requirements?

AMERICAN

TALKING MACHINE CO.

BROOKLYN, N.Y.
VICTOR WHOLESALERS



chine and piano departments are on the main floor, with a partition dividing the two departments, each of which has its own windows for display purposes. Another publicity stunt which this company is about to launch consists of a booklet in which illustrations of the various departments appear. The talking machine section will be given prominent space. According to Mr. LeTure, these booklets will be mailed to a selected list of prospects and customers. Direct mail has proved a real business stimulator for this live manager.

Dealers Displaying Musical Merchandise

Many talking machine dealers are devoting window display space to small musical instruments, indicating that the importance of a musical sideline is being more generally realized. Indeed, many of the concerns in this territory have installed complete and up-to-date musical merchandise departments which are in charge

of experienced men. The opportunities in this field of the music business are right in line with those in the talking machine field, according to a Brooklyn dealer who handles both. He declared that he had sold a surprising number of small musical instruments to members of families who had purchased a talking machine and records from him.

Hempstead Shop Displays at Fair

One of the finest exhibits at the annual Nassau County Fair, which is held at Mineola, L. I., was that of the Hempstead Music Shop, of Hempstead, which had a large booth, in which were displayed Sonora phonographs and Vocalion records. This booth was one of the centers of interest and, while no sales were made during the Fair, a number of live prospects were secured. Several people, after viewing the exhibit, requested that a representative of the Hempstead Music Shop call at their homes to give further information concerning the various instruments.

Stores Change Hands

Among the stores which changed hands during the past few weeks was the Fort Hamilton Music Co., 446 Eighty-sixth street, Brooklyn, which is now owned by Mrs. Eskrin, who formerly owned the Flatbush Music Shop and who has had wide experience in the merchandising of talking machines and records. Brunswick, Columbia and Sonora instruments are handled.

The Park Music Shop, 1514 New Utrecht avenue, has been purchased from J. F. Kissel by John Strigliano. This concern features the Sonora line.

Brooklyn Concern Chartered

The firm of Edward Strauss, of this city, has been incorporated under the laws of New York to deal in talking machines, with a capital of \$50,000. Directors are Howard Strauss, Elizabeth Satlein and Celia Cartoon.

A. Centonze Co. in New Home

The A. Centonze Music Co., distributor of records and music rolls, is now occupying spacious and attractive new quarters at 174 Johnson avenue, Brooklyn. The concern reports a growing demand for records and rolls. The roll catalog has been increased by the addition of the following new numbers: "Labruzza Duci," "Felicita," "Paradise," "Dolce Speranza," "Angelo Maestono" and "Alba D'Amore."

Expect Big Sonora Holiday Trade

The Long Island Phonograph Co., Sonora jobber, with headquarters in Brooklyn, is ex-

*Liberal and Active Service
to Dealers*

**Four Points of
SERVICE
to Dealers this Fall**

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



1. Sonora is accepted as the Finest Talking Machine in the World.
2. The models are the most artistic in the market.
3. Strong National advertising and plenty of display material.
4. Our service to dealers in efficient deliveries and 100% selling co-operation.

Write and ask us to analyze your proposition. All letters are answered promptly.

Long Island Phonograph Co., Inc.
17 Hanover Place, Brooklyn, N. Y. Telephone Main 1217-18
Sonora Distributors for Brooklyn and Long Island



The New Columbia is Superior!

No more blast!

The New Columbia Reproducer makes blast a thing of yesterday.

Excessive vibration, the cause of blast, is taken up at its source by the patented, exclusive Columbia "shock absorbers" that eliminate this distressing defect. All records sound better on the New Columbia.

COLUMBIA GRAPHOPHONE CO.
New York



pecting the heaviest Fall and holiday business in its history as a result of the unusually heavy ordering by dealers, who apparently are determined not to be caught short of stock when the holiday buying begins in real earnest. The Long Island Phonograph Co. recently urged the dealers to estimate their requirements for the Fall, so that it could make some provision to meet all demand, avoiding, as far as possible, the usual annual dearth of instruments.

Among the new Sonora accounts opened recently is included Harold R. Mulford, Greenport, L. I.

Through error there appeared in this section of the last issue of The World the statement that the Pravder Music Shop had added the Sonora. The Pravder Music Shop handles the Edison and Columbia lines.

American T. M. Co. Busy

The American Talking Machine Co., Victor distributor for the Brooklyn and Long Island territory, is enjoying a busy season. Fall orders are coming in in excellent volume and the outlook for an unusual holiday business is bright. R. H. Morris, president of the company, has just returned from a vacation which he spent motoring to Massachusetts. He drove his daughter to Mt. Holyoke College, South Hadley, Mass.

Moves to New Quarters in Corona

The Corona Music Store, which is conducted by Vincent M. Padula, has removed from 129 Forty-sixth street to 99 Forty-sixth street, Corona, N. Y., where larger and admirably equipped quarters are now occupied. This concern handles Sonora phonographs and Vocalion, Columbia and Victor records.

Mager's Music Shop Expands

Mager's Music Shop, Victor dealer, recently purchased the business of Benton's Music Shop, Cedarhurst, L. I., which will continue under the new management. A complete line of Victor machines and records, pianos and musical instruments is handled.

BUSINESS VALUE OF CONCERT WORK

Excellent Opportunity of Gaining Good-will of Music Lovers Through Co-operation in Staging Concerts and Recitals

The experiences of talking machine dealers who have co-operated in staging concerts have proved that work of this character is decidedly profitable. There are many dealers who have a regular program of concerts which they stage in their stores or in special quarters secured for that purpose. Window displays and advertising are resorted to to tie up with these events and in all cases where the plan has been given a

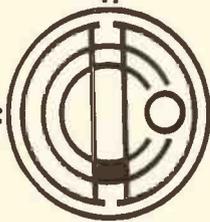
thorough tryout sales of records have been stimulated.

This is an excellent work and the value which the dealer can derive therefrom cannot be emphasized too strongly, but there is another field where concert work can be made to pay dividends in sales and good-will. In practically every city, town and village throughout the country there are music clubs, social organizations and a variety of other groups where music is a welcome addition. The organizations devoted principally to music offer probably the best outlet for the energy of the dealer in this direction. Co-operating with these bodies in making their concerts and recitals a success will

do much to build good-will and, furthermore, it must not be forgotten that the best type of customer for the music store is the music lover, and members of musical organizations are certainly in that class.

LOUIS UNGER ON MID-WEST TRIP

Louis Unger, general manager of the Reflexo Products Co., Inc., New York, sole distributor for the W. H. Bagshaw Co., left recently on a six weeks' sales trip through the mid-West in the interest of Gilt Edge and Reflexo blue steel needles. He reports the prevalence of an active demand.



DOEHLER

The World's Largest Producer of
DIE-CASTINGS



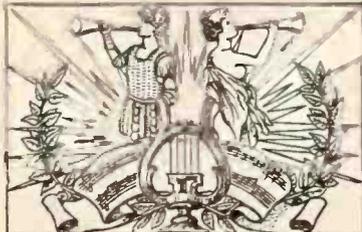
Doehler Die Cast Zinc and Aluminum Alloy Phonograph Reproducers.

The finish to be given die-cast parts in various metal alloys—plating, enamel, etc.—sometimes involves problems new to the die-casting user.

Daily contact with every phase of industry using die-castings, and constant research along chemical and metallurgical lines, enable Doehler engineers to be of material assistance in special problems like this.

The Doehler Company willingly places its experience and resources at the disposal of its customers, in using Doehler Die-Castings for the best results.

DOEHLER DIE-CASTING CO.
BROOKLYN, N. Y.
TOLEDO, OHIO.



A. CENTONZE MUSIC CO. PUBLISHERS

Distributors and Jobbers in

RECORDS and PIANO ROLLS

174 Johnson Avenue

Brooklyn, N. Y.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

Hark! It must be



The **NEW**
P H O N O

Rachmaninoff himself!

THE inference was excusable; for, in everything except actual physical presence, the New Edison Re-Creates the living artist's true performance.

This almost miraculous achievement was made possible only by the unusual ideal of Mr. Edison and his unlimited facilities for the research which required years of painstaking study and the fortune of \$3,000,000 poured into laboratory tests which resulted in the New Edison—the actual Re-Creator of the living voice.

Its superiority is continually proven—by contrast with phonographs of other make—and by the final, conclusive test of comparison with the living artists.

Small wonder, then, that the public has responded with a demand that taxes Edison manufacturing resources and makes good business for Edison dealers.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

EDISON
G R A P H

—and it is Rachmaninoff



The **NEW**
P H O N O

Re-Created!

EVERY glorious color and tint of tone; every delicate shading; every perfection that distinguishes the master musician, have been preserved and Re-Created by the New Edison.

Wherever shown, wherever heard, the New Edison wins public approval; and the ever-increasing demand is opening up new, profitable territories for Edison dealers.



William and Mary Console

This model truly reflects the spirit of stately olden times. Its rich, brown mahogany, with inlaid borders, its gracefully turned legs and stretcher — all are authentically typical of the period.

EDISON

G R A P H

A SCOTCH-FOX TROT

HOOT MON

You can't go wrong with any FEIST song

"Hoot Mon, High-land Hoot Mon! Since you said toot-toot Mon, My heart's call-ing you-oo!"

VISIT STARR PLANT AT RICHMOND

Delegations of Retail Distributors From Pennsylvania, West Virginia, Eastern Ohio, Indiana and Chicago Entertained at Starr Plant

RICHMOND, IND., October 6.—Ideal weather, together with the enthusiasm of the visitors, made the trip of the delegation of dealers headed by H. C. Niles, of the Starr Phonograph Co., Pittsburgh, to the factories of the Starr Piano Co. a most happy and profitable occasion recently. H. C. Niles, formerly advertising manager of the Starr Co., is distributor of that organization's products for Pennsylvania, West Virginia and Eastern Ohio. The trip was the occasion for a general inspection of the great Starr factories and their products. Visitors from the company's Chicago, Indianapolis, Cincinnati and Richmond branches with dealers were also in attendance.

The day started with a breakfast at the Arlington Hotel, followed by a thorough trip through the Starr factories, where every department was visited and all operations of production were

observed. All visitors, officers of the company, heads of departments and factory foremen wore badges bearing their names and information as to company connections, which added greatly to the get-together spirit.

At noon a lunch was served buffet style in the phonograph inspection department. At the end of this room, amid Fall decorations, were exhibited Starr pianos, Starr phonographs and the latest Gennett records, which were admired and created much interest. The styles were demonstrated continuously throughout the day.

Late in the afternoon phonograph records were made by the party at the factory recording room, a feature which was enjoyed on account of its novelty.

The visitors motored at the close of the day to the farm of the Starr Piano Co., west of Richmond, where a barbecue of beef, lamb, pork and all the trimmings occupied their attention until train time.

Among the guests of the company were A. O. Lechner, Lechner & Schoenberger, Pittsburgh; Wm. Cooper, Cooper Bros., New Kensington, Pa.; R. E. Stone, R. E. Stone Co., McKeesport,

Pa.; H. C. Millemen, Millemen Piano Co., Elwood City, Pa.; John Cooper, Cooper Bros., of New Kensington, Pa.; Paul Mechling, Dawson Bros. Piano Co., of Pittsburgh, Pa.; R. R. Myers, Spear & Co., Pittsburgh; C. W. Books, Pioneer Music Co., Indiana, Pa.; I. D. Walker, Faller Bros. Furniture Store, Donora, Pa.; J. W. Gongaware, Latrobe, Pa.; Ira D. Mencher, Ligonier, Pa.; F. A. Faller, Faller Bros. Furniture Stores, Wilmerding, Turtle Creek and Donora, Pa.; H. C. Niles, Starr Phonograph Co., Pittsburgh, Pa.; Oscar Decoster, Decoster Bros., Jeanette, Pa.; B. S. Lyde, Spear & Co., Pittsburgh, Pa.; L. C. Milheim, Butler, Pa.; Richard Winter, Robert Winter Music Co., Irwin, Pa.

The Indianapolis visitors were H. G. Hook, A. J. Apple, Russell Dierdorf, Mrs. Ruth Troup, Miss Johanna Gilday, all of the Indianapolis Starr store; also W. G. Wilson, Widener Grafonola Shop; Minnie Springer, Taylor Carpet Co.; D. H. Craft, D. H. Craft Co.; I. Seidel, Seidel Music Co.

The Chicago visitors were William P. Krause, Walter Melrose, music publisher; C. H. Buell, Remick's Department in Hillmans; S. J. Hein, Waterson, Berlin & Snyder; Mr. Conover, Starr branch; F. D. Wiggins, manager Starr branch.

From the Richmond retail store were W. P. Benner, manager; F. C. Templin; J. M. Wallace, Jr., Wallace Music Co., Marion, Ind.; G. W. Duckwell, Palace Department Store Co., Greenville, Ohio, and E. I. Pauling, manager, Cincinnati Starr branch.

MOVES TO LARGER QUARTERS

Musical Products Distributing Co. Increases Wareroom Space at Same Address

The Musical Products Distributing Co., New York, distributor of Pooley phonographs and Vocalion records and manufacturer of the "Standex" display stands, is now occupying new and larger quarters at 37 East Eighteenth street, New York. The company has been established at this address for several years past, but increased business necessitated more adequate facilities and the entire sixth floor was leased. The interior has been attractively decorated with a handsome display room for the accommodation of Pooley phonographs. B. D. Colen, president of the company, states that the sales totals for September were far ahead of last year, with every indication that the last quarter of the year will exceed all expectations.

EDISON AGENCY TO A. C. BURGESS

The music store of the George A. Clark Co., in Oberlin, O., has been discontinued. The Edison agency, with Edisons in stock, has been sold to A. C. Burgess.

The M. H. Housel Co., of Williamsport, Pa., is remodeling the building at 143 West Fourth street, into which it will move November 1.

VICTOR WHOLESALE DISTRIBUTORS



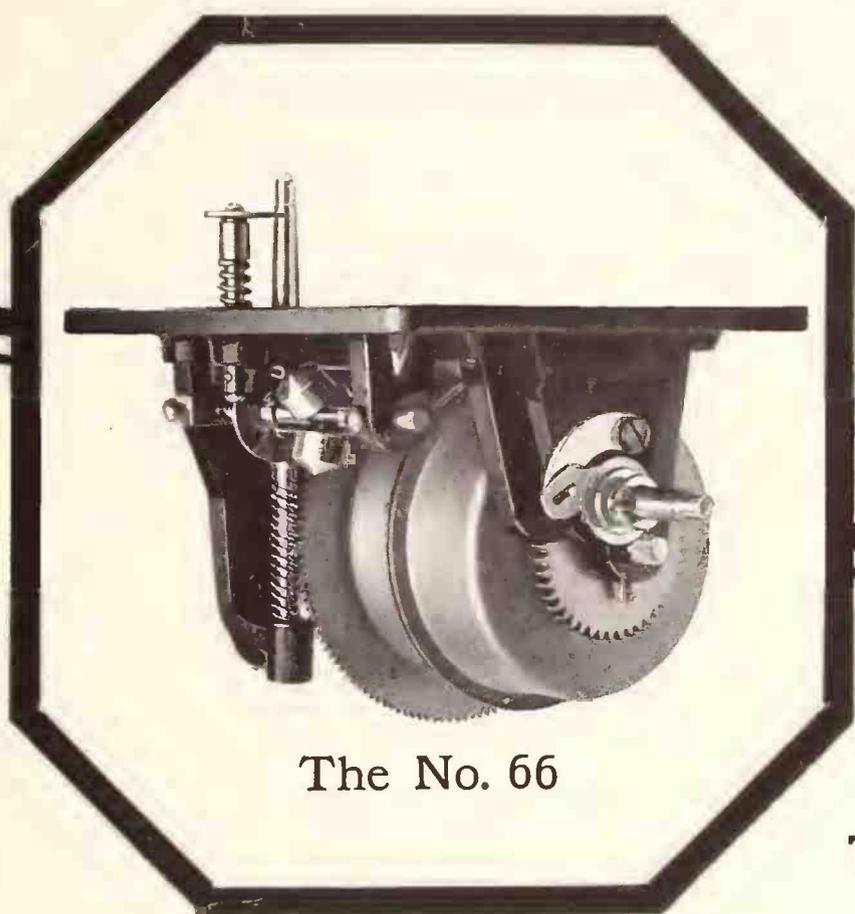
Blackman Victor Dealers have never been encouraged to over-buy. The long-established Blackman Policy, which permits revision of advance orders for Victrolas according to current needs, is evidence of this fact.

BLACKMAN AND DEPENDABILITY

Blackman
TALKING MACHINE CO.
28-30 W. 25TH ST. N. Y. C.

ONE SUGGESTS THE OTHER

Our 1924 Models Are Ready Now!



The No. 66

The Newest Heineman Motor

Five Features of the New No. 66

1. Direct drive.
2. Double Worm gears.
3. Noiseless operation.
4. Steady power.
5. Simplicity in construction.

THE No. 66 is the newest addition to the large family of Heineman Quality Motors. This new model is manufactured under the same exacting conditions that have made "The Motor of Quality" the watchword of the industry.

General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street,

New York

The New Columbia is Superior!

Perfect Automatic Start and Non-Set Stop!

The New Columbia Automatic Start and Stop is an exclusive, patented feature that affords unmatched convenience of operation.

The motor starts when the tone-arm is moved to playing position. It stops when the music ceases.

There is absolutely nothing to adjust. And in ten thousand times, by actual test, it has never failed to operate.

COLUMBIA GRAPHOPHONE CO.
New York



New York Sonora Dealers Hold Busy Meeting

Retailers Served by the Greater City Phonograph Co., Sonora Jobber, Listen to Instructive Talks and Discuss Trade Problems at Convention in the Hotel Pennsylvania

Sonora dealers in the territory served by the Greater City Phonograph Co., New York, Sonora jobber, attended a convention held at the Hotel Pennsylvania on September 25. Maurice Landay, president of the Greater City Phonograph Co. and one of the most popular members of the Sonora jobbing organization, presided at the convention and in an address of welcome stated that it was planned to hold

capacity until March. He congratulated the dealers present upon the aggressiveness and co-operative spirit manifested by the Greater City Phonograph Co., complimenting Mr. Landay upon the splendid strides attained by the Sonora product in his territory. S. O. Martin, vice-president and general manager of the Sonora Co., gave the dealers and their guests one of his usual forceful addresses, wherein he

Mr. Landay was the outlining of the plans that his company had made to meet the requirements of the Sonora dealers in this territory and the efforts that were being made to distribute Sonora merchandise evenly and efficiently. He stated that in order to carry out these plans to advantage it was necessary for the dealers to anticipate their needs as far in advance as possible, placing their orders accordingly. An interesting open forum was then held among the dealers and among those who contributed brief talks were Lambert Friedl, manager of the John Wanamaker phonograph department, New York; H. S. Conn, manager of the phonograph department of Ludwig Bauman & Co.; Herbert D. Berkeley, manager of the phonograph department of Bloomingdale Bros., and A. H. Mayers.

Among those seated at the speakers' table at the convention were the following: Geo. E. Brightson, S. O. Martin, O. S. Keyes, treasurer of the Sonora Phonograph Co.; L. C. Lincoln, advertising manager of the Sonora Phonograph Co.; Frank Goodman, E. S. White, Sonora Co., of Philadelphia; Fred Allen and Herbert C. Young, Sonora Co. of New Jersey; Robert W. Keith, president, and J. J. Schratweiser, sales manager of the Long Island Phonograph Co.



Sonora Dealers at Greater City Phonograph Co. Meeting

similar meetings throughout the coming year. Prior to the opening of the business sessions the dealers enjoyed a typical Hotel Pennsylvania luncheon and an entertaining musical program was furnished by Clarence Bush's Orchestra.

George E. Brightson, president of the Sonora Phonograph Co., was introduced by Mr. Landay as the first speaker and during the course of an interesting address told the dealers that the company had received enough orders from its distributors to keep the factory working to

illustrated graphically sales possibilities for Sonora phonographs during the entire year. This chart showed the various fluctuations and sales totals during the different months and emphasized the fact that by anticipating their orders for the Fall and holiday season, the dealers would be adding materially to their profits. Brief addresses were also made by Frank Goodman, assistant general sales manager of the Sonora Phonograph Co.; R. W. Keith, president of the Long Island Phonograph Co., and others.

One of the features of the address made by

CONSOLE DEMAND GAINING STEADILY

Pathé Introduces New Console to Meet Demand for Popular-priced Instruments

The demand for the popular-priced console model talking machine, which is expected to be more insistent than ever during the present Fall season, has been met in the case of the Pathé Phonograph & Radio Corp., by the presentation of a new model known as No. 27. This console model is in the Sheraton period and built on strong and attractive lines in both mahogany and walnut. Furnished with the usual Pathé refinements, this new model is expected to be a very popular sales number. Although all numbers of the Pathé line are receiving their just share of popularity, attention is directed by the officers of the company to the all-year-round popularity that the Pathé portable is enjoying. Whereas in past years the portable was more or less a Summer or vacation instrument, it is now being purchased for the home and it is expected that in the coming holiday season the portable will play an important role among holiday gifts.

HIRSCH BROS. IN FINANCIAL TROUBLE

A petition in bankruptcy has been filed against Samuel and Joseph Hirsch, trading as Hirsch Bros., with a talking machine store at 309 Bedford avenue, Brooklyn, N. Y.

RUST MUSIC CO. INCORPORATED

PASADENA, CAL., October 5.—A charter of incorporation has just been granted to the Rust Music Co. here, with a capital stock of \$25,000.

Why Not Create Two Record Sales Where Now But One Exists?

The phenomenal improvement in all vocal, instrumental and orchestral reproductions with the use of the Violin Spruce Reproducer will enhance the value of every record you play or sell. This unusual reproducer will not only resell your old customers but also create many new, enthusiastic buyers.

Show and sell the Violin Spruce Reproducer to all your trade—it is unique and a non-competitive article. It will effectively increase your record sales; and your record canvassers will find it a sure and steady trade stimulus.

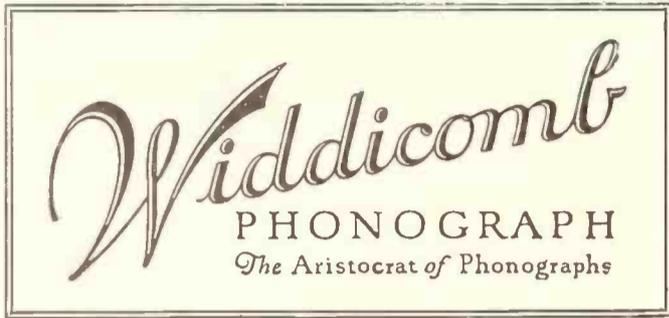
Write today for trial sample and our splendid dealer's sale franchise

THE DIAPHRAGM COMPANY

1836 EUCLID AVENUE, CLEVELAND, OHIO.

New York Representative:
LOUIS JAY GERSON, 63 Reade Street

Chicago Representative:
ILLINOIS DIAPHRAGM CO., 208 N. Wabash Ave.



Chippendale Model 4—finished in Red or Antique Mahogany and Walnut. Equipped with albums for records, automatic stop and patented tone control.

Why the Widdicomb appeals to the better class of buyers

CONSIDER first of all the fact that the Widdicomb Phonograph is the product of an organization which for three generations has held a position of undisputed leadership among artificers of fine furniture.

Consider also the fact that the Widdicomb Phonograph embodies the results of years of painstaking research in the field of acoustics as related to the reproduction of recorded music.

You will then appreciate, we believe, why it is only natural that the Widdicomb should possess the qualities which appeal both to lovers of the beautiful in furniture craftsmanship, and to lovers of the beautiful in the realm of music.

To merchants who seek to build up a business among this better class of trade, the Widdicomb line of phonographs in period styles offers an opportunity that is well worth investigation. A complete catalog and full particulars regarding the Widdicomb franchise will be gladly furnished upon request.



Queen Anne Model 6—finished in Red or Antique Mahogany and Walnut. Equipped with albums for records, automatic stop and patented tone control.

THE WIDDICOMB FURNITURE COMPANY, GRAND RAPIDS, MICH.

Fine Furniture Designers Since 1865

Radio—Its Yesterday—To-day—To-morrow

Basic Principles of Radio Progress and Merchandising Discussed
by H. H. Roemer, Sales Manager, DeForest Radio Tel. & Tel. Co.

That the talking machine dealer is acting cautiously in the matter of radio goes without saying. And, I dare say, never in his experience as a merchant of reproduced music has he been confronted with quite as perplexing a problem.

If he is not one who "dipped in" when the premature "blow off" occurred—he at least heard the unfortunate story through his less fortunate brothers who did. And right here is where the grief began. They were "burnt"—and in many cases they were burnt badly. They have a right to think cautiously and act likewise. And without disregard for those who did suffer, I might add that theirs was an experience which has done more for the industry than many other conditions which demanded closer attention in the production of radio and in the perfecting of a merchandisable product in order that the public's interest remain with the art.

In a measure, skepticism to-day is as rampant as in any previous days of epoch-making periods in the history of invention. We are no older than our forefathers in their time. Our beliefs are equally as primitive in the acceptance of anything that smacks of mystery—the new things which cannot be "seen" especially. A condition due to the layman's lack of technical knowledge or closeness to the "inside track," whatever the subject.

And as we have the skeptic, so have we the "progressive" and, likewise, the "impulsive" types. It requires all types to make a people, and all types to awaken a people. Were it not for the skeptic improvement and refinement would remain ever at a standstill. The skeptic, that "show me" half-brother to conservatism, demands more than the progressive and counter balances the impulsive.

Nor does the category of these classes apply exclusively to the buying public. It has reached out and found its way to the dealer himself, until we have as strong a classification of similar types among our dealer friends as has been described above.

So when one morning we awakened and found ourselves in the maelstrom of a public's clamoring demand for a practically unheard-of something—when radio burst in upon us with far greater disorder than the gold rush to Nevada or the Yukon—there was a mad scramble by the trade to get in and we all know the results. Here arose an industry overnight, unknown to mechanical skill, we might say, and certainly unknown to manufacturing science when considering volume output. A field untilled, with absolutely no established dealer outlet, much less a sales or advertising organization in back of it. There wasn't time for organization—much less the necessary time for proper manufacture. The public demanded radio, and the public will have what it demands.

Influence of Music in Radio Popularity

After that first flash, when the entire country was attracted to radio—what made radio popular? Was it the voice from a hundred or a thousand miles away? No—this only sharpened the appetite for more—but when music came over the air, then, and then only, did radio rip holes in the public's pocketbooks and anything that "squawked" sold for a time. But it was music that did the trick. Music was the carrier wave of radio's phenomenal grip on the public—and is to-day.

Little wonder the talking machine dealer jumped in and bought. It was music, and isn't music his field—his province?

But—radio two years ago and radio to-day are as foreign to each other as Edison's first record compared with the product of to-day.

In my close daily contact with the dealer trade I have had ample time to study the talking machine trade's viewpoint. Its attitude is well found-

ed, based upon that experience any dealer feels who has bought an unknown quantity and each day sees that "graveyard of dead stock"—a monument to "snap judgment"—and a constant reminder of impulsive and untimely action. But yesterday has gone and to-day finds us with what the skeptic of a year or so ago looked forward to. To-day presents that something which the skeptic found lacking yesterday—the public's tuned ear and understanding of radio's practicability and actuality—plus engineering and manufacturing skill to produce that which can be merchandised with safety to their good-will and without the aid of a great machine shop and engineering corps to attend to service.

One need only read a little, see a little and hear a little to satisfy himself completely that as suddenly as radio hit us, just that sudden has its development progressed, until to-day a trip through Grand Central Palace's exhibits will compel admission of the absolute fact that products in radio do exist which have eliminated the greatest objectionable features necessary to the talking machine trade's class of merchandising and are being produced with that same dependable precision as any talking machine, from the finest materials and workmanship in artistic cabinet construction as would meet and satisfy the most fastidious taste of any buyer and add beauty and refinement to any home throughout the land.

The Radio Service Bugbear

We have heard so much about "service." Yesterday? Yes, service was not alone servicing the set—it was *teaching how to operate*. Even in the earlier days of radio so-called service was not servicing sets because of being out of order, but the pioneering of education. Look about you. You cannot pick many men on the street who do not know something of radio. And as for boys? It's fifty-fifty as to which stands first—the big league or radio. But the public does not really know a great deal of radio. Servicing to-day is not the bugbear of yesterday, and as fast as manufacturers realize that, "instruction sheets" of less technical nature and more profuse in ordinary terms are eliminating service materially. Service,

on the part of the dealer, is growing less and less, until to-day you require very little, especially in the better-built cabinet types.

The service scarce the talking machine dealer has felt is largely the fault of manufacturers' salesmen, in many cases, who have not talked the line properly. Too much technical stuff. Dealers I have interviewed have displayed their fear of the technical side of the business. Salesmen have juggled the vernacular of this new-found language—radio parlance—until the dealer has stood aghast and bewildered. I dare say the percentage of lost sales to dealers, due to technical fear, would astonish our manufacturers.

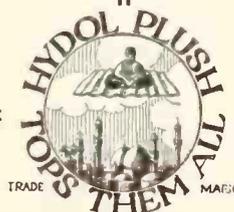
Sell Results—Not Technical Knowledge

Servicing radio can be made a disease or a negligible quantity by the dealer. Talk a buyer into opening his set and by one stunt or another he can produce this or that and you are laying the most beautiful background for "service" that can be put over. A man goes in to buy a clock. The clerk does not open it up and expose its entrails. He sells it on its appearance and on the reputation of his place and the manufacturer behind it. He sells results backed by confidence. Radio, Mr. Dealer, is not one bit different to-day, except possibly in that a clerk or salesman should at least know the fundamentals of the art, and your manufacturer's selling program should include that educational data as a part of his "selling helps." This data is no heavier than your comparative sales points in the talking machine or piano field.

Beyond the minor details of knowing each set sold functions properly when delivered there should be no further servicing (under correct usage) than keeping an eye on the batteries (the automobile has taught every man that) and the tubes.

When considering the fact that little boys, not alone the city chap, but the little fellows far back in remote spots of this country in the hills or on the plains, with the most impoverished tools and materials, without the advantages of anything more than a little red schoolhouse education, are

(Continued on page 72)



Beware of Imitations

Upholstery and Decorative Fabrics

Hydol Silk Plush, in the new and beautiful range of colors, is being used extensively for decorating windows.

Its brilliant lustre and high quality is recognized by all display men as unequalled.

If you want the original Hydol Silk Plush, look for the name HYDOL on either end of the piece.

Hydol Silk Plush is carried by all the leading fixture people throughout the United States. If your fixture house doesn't carry our line, write to us direct.

Samples and color card illustrating latest shades on request. Among the beautiful shades are Shadow Lawn Green, Sand, Scarab, American Beauty, Royal Blue, Majestic Purple and others.

HYDOL PLUSH MFG. CO.

The house of Service and Originality

Established 1889

41 East 20th Street

New York City

Turning to



45000
10000



Leopold Godowsky

Joset Hofmann



Elly Key



Claire Dux



Mario Chamlee



Max Rosen



*Always Something New
on Brunswick Records*

Brunswick

*Musical World and Public
Acknowledge Leadership of The Brunswick*



Michael Bohnen



*Marie
Tiffany*



Bronislaw Huberman



Giuseppe Danise



Theo Karle



Giacomo Lauri-Volpi



Sigrid Onegin



Maria Ivogun



*Florence
Easton*

Dealers Find That Public Demands Brunswick Phonographs and Records

The leadership of The Brunswick is being emphasized every day. Dealers recognize this fact.

The public asks for Brunswick Phonographs and Records.

The perfect interpretations of classical and popular music by Brunswick Phonographs and Records is the talk of the musical world.

The clear, perfect renditions of the so-called "difficult" tones of Brunswick Records, free of metallic suggestion, is spoken of everywhere. So people who want the best in phonograph music turn to Brunswick.

Highest musical authorities say

Brunswick Records are ten years ahead of their time. Great musicians recognize this fact and the new artists of this generation have turned to Brunswick to immortalize their art.

Brunswick Phonographs enjoy the same leadership. The first phonograph to play perfectly all makes of records. The clearness, beauty of interpretation and tonal volume it reproduces is not equalled by any other make of phonograph.

So wise dealers have turned to Brunswick phonographs and records to meet the ever increasing tide of popular demand.

New England Distributors:
Kraft, Bates & Spencer, Inc.,
80 Kingston St.,
Boston, Mass.

THE BRUNSWICK-BALKE-COLLENDER CO
Manufacturers—Established 1845
General Offices: Chicago Branches in All Principal Cities

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

Brunswick

PHONOGRAPHS AND RECORDS



RADIO—ITS YESTERDAY—TO-DAY—TO-MORROW (Continued from page 69)

hooking up their home-made sets with no other teacher than a mail-order circular—it seems to me this much-discussed "service" problem is a little far fetched and is an unconscious camouflage to get away from what every talking machine dealer must know is the inevitable "writing on the wall." Facts are facts. No matter how we dress them up, they still remain as cold and immovable as the rock of Gibraltar. The talking machine dealer is *not* going to force what rightfully belongs to him into other channels. But there is a stern reality that is going to be made to exist if that talking machine dealer doesn't arouse himself to the call—*dealers in other lines* who have fathered radio becoming so thoroughly entrenched—so thoroughly established in the confidence of the people, that they *will be made to believe* that there is a *technical side to radio* that makes necessary the merchandising through the electrical trade.

There is room for both classes of trades. More than enough to satisfy both, but as assuredly as a record is best sold through the talking machine dealer just so is it true of the complete cabinet sets of the higher types of radio being a part of the talking machine dealer's merchandise.

Some Actual Experiences and Facts

Here are a few actual experiences and facts, actual conditions and not the results of so-called surveys or investigations. One of the largest and best-known talking machine distributors on the Pacific Coast became interested in radio a little over a year ago. Following a careful study of

the industry he employed a radio buyer. He decided upon a line which in his knowledge best suited the particular needs of his trade. With the opening of this year's business he requisitioned his radio factory for what was considered almost three times the amount of any one month's business produced by distributors in other lines of merchandise. Within three months and up to this date this talking machine distributor has requisitioned three times the former amount *per month* and which equals six times the monthly requirement of any other jobber of any other class. And, mind you, the list of retail dealers he is supplying is less than seventy-five.

These points may astonish the average talking machine dealer. But there is still a more surprising condition. Out of this vast volume of sales and distribution comes the strange fact that not 10 per cent of the usual run of complaints and servicing trouble has come from this distributor. And why? Because he has avoided the "screw-driver" and "plier" technicalities. Because he has sold his dealers on the idea of selling *results*, not machinery—because he has touched only upon a language the layman understands—because he has pointed out "*quality in tone value*"—*distance—simplicity*—all in all, he has sold them on the idea of the *purpose* of the set and not what is in back of the panel.

What of To-morrow?

And what of to-morrow? Is radio here to stay? Are we going to repeat the doubts expressed in

the beginning of the phonograph, the telephone and the automobile? Is not that same atmosphere prevalent in radio?

The public rules in all things commercial. Public interest keyed up to demand compels manufacture and distribution. Both compel competition and competition takes up the reins and forces improvement in a product and forces desire and demand through the advertising which competition makes necessary. Is it reasonable to believe that the millions and millions of dollars invested in plants, equipment and material and the vast sums now being expended in research are going to be allowed to drop unrewarded? Is it reasonable to believe that the millions of dollars thus far spent in advertising and sales organization are going to pass on to the junk heap of misplaced confidence and lost endeavor. No American who understands our great country's characteristics can honestly express such a doubt.

The to-morrow of radio will be the absolute necessity of radio in every walk of civilized life, in the home, in the business and in the hours of recreation. The to-morrow of radio will be profited on by the men who realize to-day that they must become established in the industry. That's history. And history has never yet failed to repeat itself.

We have seen and felt the YESTERDAY of radio. The TO-DAY is here and carries with it "OPPORTUNITY" to get aboard and ride into TO-MORROW, because the TO-MORROW of radio is the path to the receiving teller's window, while the doubter—the skeptic—the waiter—of yesterday and to-day will spend much of HIS TO-MORROW looking on.

NEW CATALOG OF DIE-CASTED PARTS

Booklet Just Issued by Doehler Die-Casting Co. Replete With Interesting Data

Profusely illustrated, printed in colors on super-calendered stock and bound in stiff covers, the Doehler Die-Casting Co., Brooklyn, N. Y., has just issued a very attractive eighty-four-page booklet which ranks among the most attractive and is, at the same time, a genuinely useful contribution to the literature of the industry; in fact, helpful to everyone interested in the use of die-casted parts. Entitled "Doehler Die-Castings," this book contains a brief review of the process—the evolution of Do-Di brass castings, engineering and metallurgical data—and a pictorial review of recent accomplishments. Described as "the plants behind the Doehler products," the exceptional facilities of the factories, both in Brooklyn, N. Y., and Toledo, O., are shown. A description of the many parts made by the Doehler Die-Casting Co. for the talking machine industry is very interesting to the talking machine trade and the general information contained in this admirably arranged volume will be found of value.

The A. L. Cummings Music Co., Sheridan, Wyo., Victor dealer, has moved its business into a new building in a fine location.

THE marked increase in the sales and popularity of Okeh Records for 1923 firmly establishes them as one of the fastest selling records on the market today.

To the dealer who handles a record with so rapid a turnover as Okeh, prompt delivery of all record orders is of vital importance. Our complete stock of every record in the Okeh catalog enables us to give dealers in the South quick, reliable service.

Our dealer proposition is an interesting one. It will pay you to investigate the advantages that accompany the handling of

A Better
RECORD



A Better
SERVICE

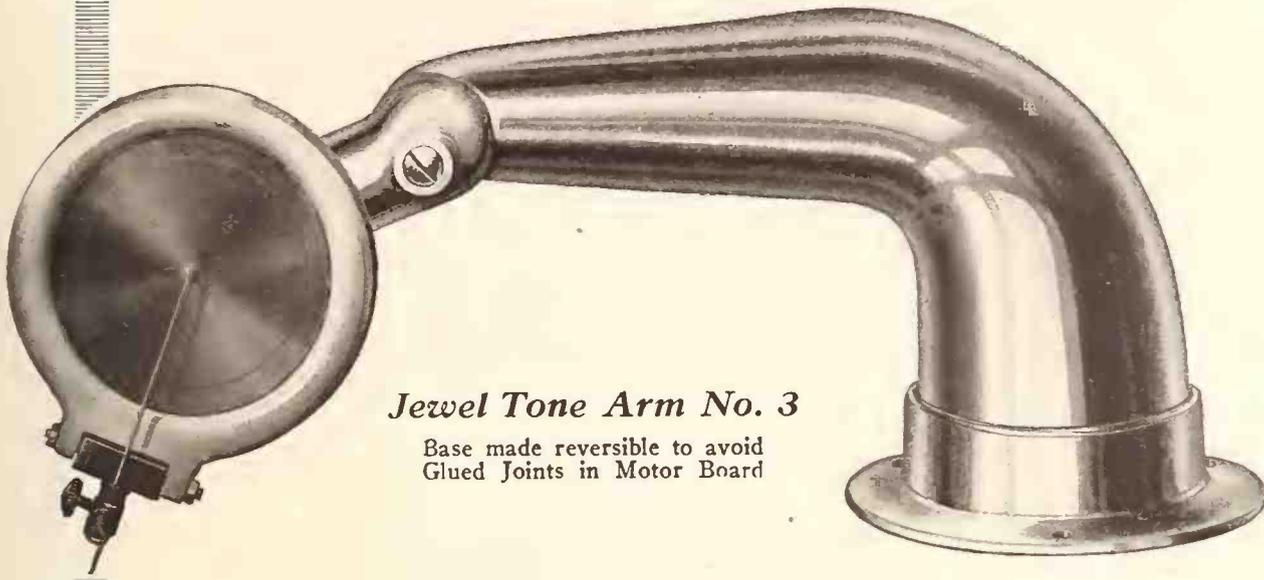


Okeh Records

The Record of Quality

INDEPENDENT JOBBING COMPANY
122 East Centre Street, N. Goldsboro, N. C.

The Jewel-Tone Reproducer and Tone Arm



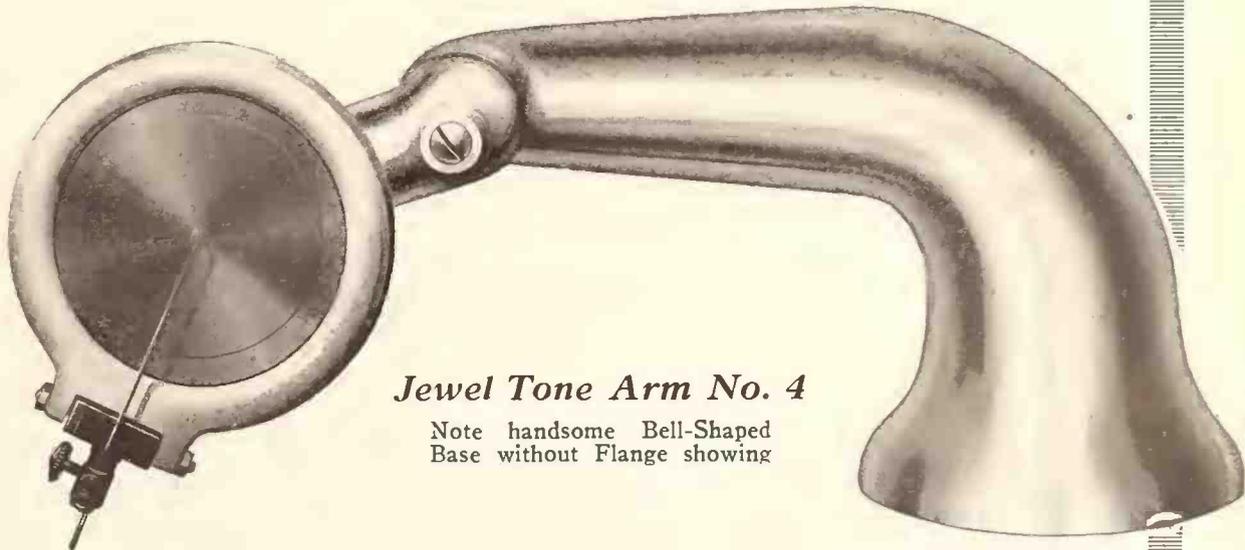
Jewel Tone Arm No. 3
Base made reversible to avoid
Glued Joints in Motor Board

Original and Exclusive Features

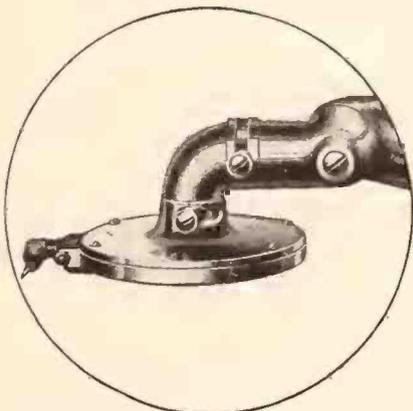
Play Edison and Pathe Records in actual Edison position and with a fibre needle.

Made in 8½", 9½", 10½". When thrown back on tone arm in Edison position, the reproducer lies flat, so dome cannot touch it when closed.

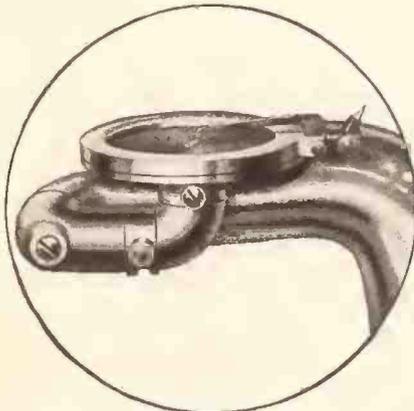
Finished in nickel or gold plate.



Jewel Tone Arm No. 4
Note handsome Bell-Shaped
Base without Flange showing



*Reproducer in position to play
Edison Records with Saffo
point or fibre needle.*



*Shows reproducer thrown back
on tone arm in Edison position.
Dome cannot touch it.*



*Equipped with or without
Mute, Mica or NOM-Y-KA
Diaphragm.*



150-160 Whiting Street

CHICAGO, ILLINOIS, U. S. A.

OUR EXPORTS OF TALKING MACHINES

Export Figures on Talking Machines and Records Show Increasing Tendency as Compared With Last Year—Our Buyers Abroad

WASHINGTON, D. C., October 8.—In the summary of exports and imports of the commerce of the United States for the month of July, 1923 (the latest period for which it has been compiled), which has just been issued, the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during July, 1923, amounted in value to \$59,627, as compared with \$49,081 worth which were imported during the same month of 1922. The seven months' total ending July, 1923, showed importations valued at \$442,185, as compared with \$311,032 worth of talking machines and parts during the same period of 1922.

Talking machines to the number of 5,187, valued at \$213,401, were exported in July, 1923, as compared with 4,839 talking machines, valued at \$181,193, sent abroad in the same period of 1922. The seven months' total showed that we exported 34,765 talking machines, valued at \$1,387,960, as against 28,042 talking machines, valued at \$1,001,020, in 1922.

The total exports of records and supplies for July, 1923, were valued at \$132,511, as compared with \$74,440 in July, 1922. The seven months ending July, 1923, show records and accessories exported valued at \$832,073, as compared with \$611,250 in 1922.

The countries to which exports were made in July and the values thereof are as follows: France, \$1,910; United Kingdom, \$11,946; other Europe, \$8,983; Canada, \$38,240; Central America, \$8,331; Mexico, \$17,835; Cuba, \$18,827; Argentina, \$5,212; other South American countries, \$9,462; China, \$6,292; Japan, \$25,149; Philippine Islands, \$2,199; Australia, \$28,807; Peru, \$5,738; Chile, \$3,336; New Zealand, \$5,954; other countries, \$15,179.

CLINE-VICK FLOAT WINS PRAISE

CARTERVILLE, ILL., October 3.—The Cline-Vick Drug Co., Victor dealer, with stores in this city, Herrin, Murphysboro, West Frankfort, Zeigler, Johnston City and Marion, Ill., attracted considerable attention to its line of machines and records by entering an artistic motor float in the Labor Day parade held here. The float was, without question, one of the most attractive in the parade and it excited much praise.

RECORD SETS OF OPERA OVERTURES

General Phonograph Corp. Announces New Sets of Odeon Records in Special Albums of Complete Overtures of Two Operas

The General Phonograph Corp., New York, manufacturer of Okeh and Odeon records, has just announced an album set of Odeon records comprising the complete overtures to the operas "Der Freischütz" and "Oberon," composed by Carl Maria von Weber, internationally famous as one of the founders of the romantic school of music. These complete overtures are played for the Odeon library by the orchestra of the German Opera House, Berlin, under the direction of Eduard Moerike. This same orchestra recorded the series of Odeon records of the "Unfinished Symphony," which was introduced by the General Phonograph Corp. a few months ago as an album set and which has met with phenomenal success.

Each set of the overtures to "Der Freischütz" and "Oberon" consists of three twelve-inch double-faced records, contained in a handsome black leatherette album imprinted in gold and bearing on the inside cover a biography of the composer of the overtures. The complete set retails for \$5. The matrices of these records were specially imported from Europe by the General Phonograph Corp., pressed in the Okeh factories and released under the Odeon label. Otto Heineman, president and founder of the General Phonograph Corp., has been congratulated by the trade upon his initiative and progressiveness in sponsoring album sets of records and this method of record merchandising is winning recognition as one of the most important selling plans that have been introduced in the record field for many years.

BUYS THE TAYLOR MUSIC CO.

MEXICO, Mo., October 4.—The stock and fixtures of the Taylor Music Co. were recently purchased by the Walter Sannebeck Music Co. here and their removal to the latter store has just been completed. R. M. Bagby, who has been manager of the Taylor concern for the past year, plans to sever all connections with the music business. It is likely that he will move further West to open a drug store.

Frisco, the famous xylophonist, is scheduled for three tours on the Keith and Orpheum vaudeville circuits. His act will include the Edison tone-test feature.

H. C. COOLEY WITH DIAPHRAGM CO.

Made Director of Sales—Company Planning to Increase Production—New Agencies Opened

CLEVELAND, O., October 5.—The Diaphragm Co., of this city, manufacturer of the Violin Spruce Reproducer, has announced the appointment of H. C. Cooley as director of sales. Mr. Cooley is well known in the local trade, having been formerly associated with the Columbia Graphophone Co. as assistant manager of the Cleveland branch and having also occupied the same position in New Haven, Conn. His previous experience in the phonograph industry will undoubtedly enable him to attain pleasing success in developing the sale of Violin Spruce Reproducers, and it is interesting to note that the Diaphragm Co. has made plans whereby its factory facilities will be increased materially during the coming year. During the past few months dealer agencies for this reproducer have been established throughout the country and an intensive sales campaign has been inaugurated for the Fall and holiday season.

NEW RADIOLA LOUD SPEAKER

The Radio Corp. of America, New York, manufacturer of Radiola products, has just introduced a new Radiola loud speaker.



Radiola Loud Speaker

This new product adequately covers a speaking range of 300-2,200 cycles and a musical range of 100-5,000 cycles. The design of the magnetic system, the shape of the horn and the material of which it is made are all such that the voice or music reproduced will be true to tone. No auxiliary battery is needed, for the Radiola loud speaker is merely connected in place of the telephones. A single adjustment by means of a large knurled nut, which can be locked in place, is provided for securing maximum efficiency on different values of signal strength.

"PHONO-VAUDETTE" BOOST SALES

Dealers Using Toy Dancing Figures With Excellent Effect in Window Displays

COVINGTON, Ky., October 5.—"Phono-Vaudettes" are, apparently, meeting with considerable favor throughout the trade, for, according to the Commercial Art Shop, of this city, manufacturer of these turn-table toys, repeat orders are being received from dealers everywhere. This novel toy was introduced in the September issue of The World and dealers have been quick to appreciate its value as a sales medium and for use as a window display.

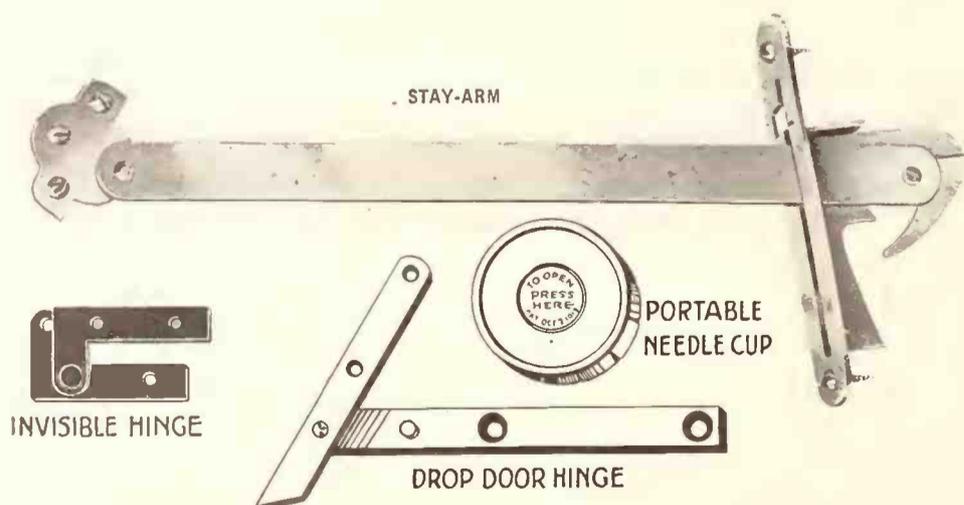
The Commercial Art Shop has received a number of interesting letters from talking machine retailers, stating that through the use of the "Phono-Vaudettes" passers-by have been attracted to window displays, with the result that sales were increased materially. For example, one dealer arranged a talking machine in his window with a turn-table revolving continuously, placing the "Phono-Vaudettes" in position and at night, with the window darkened, the rays from an electric light were directed on the miniature stage with the dancers performing, to the admiration of crowds in front of the window.

OPENS IN STEPHENS, ARK.

STEPHENS, ARK., October 4.—A branch music store to handle the Edison line of phonographs and records has lately been established here by G. J. Bensberg, proprietor of the Bensberg Music Shop, of Camden. Mr. Bensberg has the only Edison agency in this part of the State.

FULL LINE of HARDWARE

FOR UPRIGHT, CONSOLE AND PORTABLE PHONOGRAPHS. IN NICKEL, GOLD AND SPECIAL FINISHES.



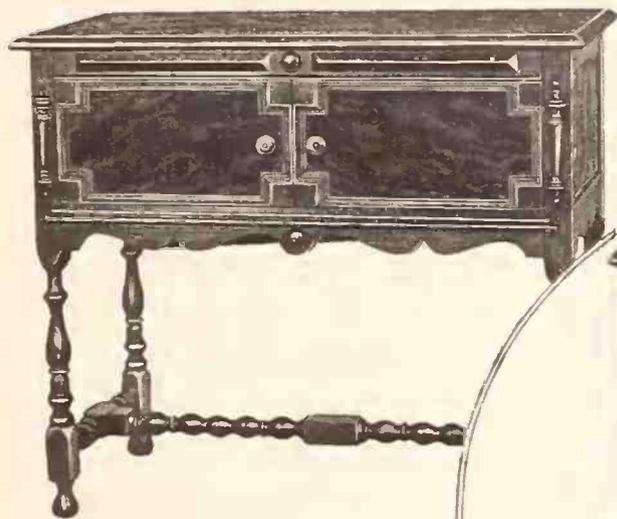
We have been catering to the hardware needs of the talking machine industry for a number of years. Consequently we are in a position to give attention and service of the highest calibre.

H. A. GUDEN CO., Inc.

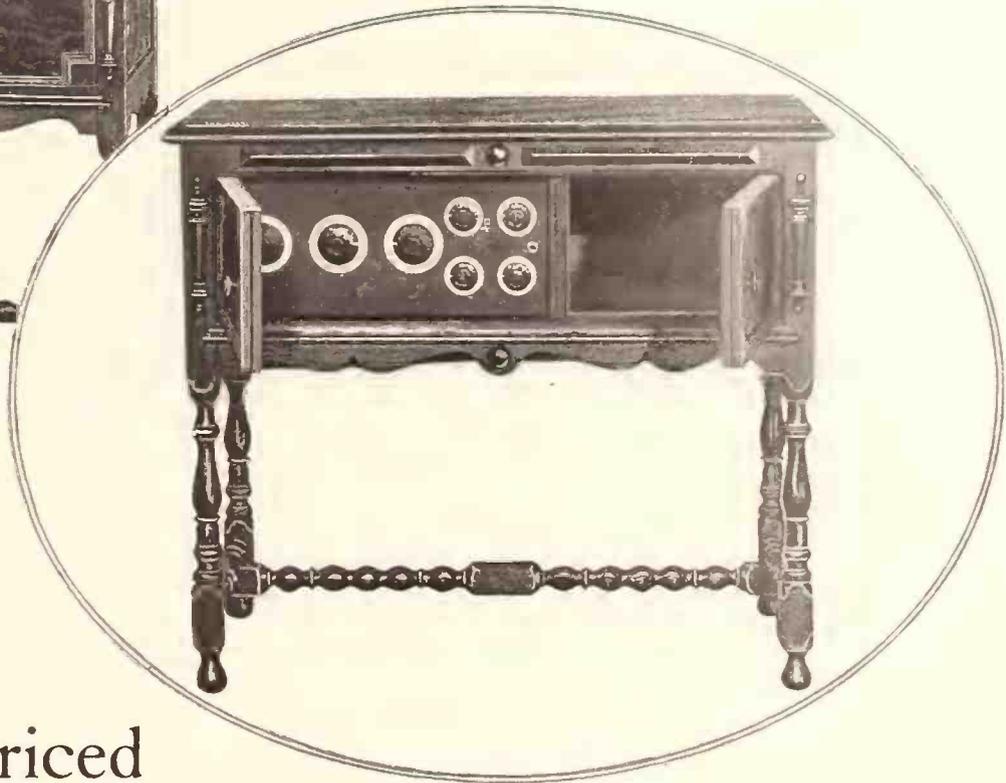
227 CANAL STREET

NEW YORK, N. Y.

—specially designed for the Talking Machine Trade



Cutting and Washington Radio Receiver 11C—cabinet design console type. Completely self-contained, a three-tube set that has proved in comparative tests to have higher selectivity and volume than any other instrument in its class.



A moderate-priced Cabinet Receiver—Console Type

Here at last is the instrument which enables the talking machine dealer to enter confidently into the radio business, feeling that he is now assured of success.

Designed by Cutting and Washington, two of America's best-known radio engineers, pioneer manufacturers of radio equipment—a concern with strong financial backing that has a reputation for service. This new instrument is the leader

of the C. & W. line, which covers all ranges of price. All sets licensed under the Armstrong Patents—admittedly the best for radio reception.

Dealers securing the C. & W. franchise are given territorial protection and backing by a comprehensive advertising campaign.

Secure the details at once and be in position to profit by the radio business this Fall and Winter.



Cutting and Washington Receiver 12A—"Town and Country" model (portable type). A two-tube set which makes an ideal receiver both for the home and for outing use. For either single circuit or double circuit.



Cutting and Washington Radio Receiver 11A—similar in mechanical design to the receiver used in the cabinet model but of the box type—an instrument that has already had a big sale all over the country.

TALKING MACHINE DEALERS & DISTRIBUTORS

Write for full details of the Cutting and Washington dealer plan and copy of the book, "The Future of Radio Retailing," sent without obligation to Talking Machine Dealers.

Cutting and Washington Radio Corp.
Operating Station WLAG—"Call of the North"
Minneapolis Minnesota

Cutting and Washington

America's oldest manufacturers of commercial radio



The New Columbia is Superior!

Worth Waiting For!

The New Columbia Phonograph was perfected only after five years' painstaking research and experimental work by Columbia musical experts and engineers. Four hundred and ninety-one reproducers alone were made and rejected by our tone experts before the present New Reproducer was approved. But the final result of this exhaustive preparation was the most perfect music-reproducing instrument ever built—a phonograph well worth waiting for.

COLUMBIA GRAPHOPHONE CO.
New York

OMAHA

Festivals and Fairs Interest Public and Help Sales — Cheery News From Jobbers and Dealers

OMAHA, NEB., October 5.—The latter half of September and the early part of October form the high tide of the year in Omaha and the surrounding region, for that is the period when "King Ak" reigns supreme over his kingdom of Quivera. One of the greatest organizations in Nebraska, in fact, in the Middle West, is that of the "Knights of Aksarben" (Nebraska, with the spelling reversed). One of their achievements is the great Aksarben race track. The Fall meet marked the opening of the Aksarben festival, beginning September 11 and continuing until after the first of October. This event brings to Omaha crowds of out-of-town visitors and stimulates trade along all lines. This event and the wonderful pageant which is presented each Fall on the evening preceding the coronation keeps Omaha filled with visitors, not only from the immediate vicinity, but guests from coast to coast, and is naturally a great stimulus to trade along every line. The streets are gayly decorated and shopkeepers vie with each other in preparing the most attractive windows, among which the displays of talking machines are by no means the least.

When you add to these attractions a street fair which is now in progress, and a Pure Food Show which has just been concluded, it is evident that this has been a season for crowds and, in consequence, if not business coming to the door, at least being near enough to the door to be drawn inside.

Among the "live-wire" salesmen who have been going after business and getting it is Phil Haney, of the Mickel Bros. Music Co., Victor

wholesaler. Mr. Haney, who is an enthusiastic Victor man, was formerly with the Curtice Co., which was consolidated with the Mickel organization a few months ago. The Victor people, both wholesalers and retailers, are delighted with the way the new double-faced Red Seal records are being received. The comparatively low price and the excellence of the records are putting them over in fine shape.

The Lee-Coit-Andreesen Co., Sonora phonograph and Okeh record jobber, reports business as showing a good increase over that of the preceding month. There has been a strong demand for the Okeh popular records throughout the Summer and it has increased with the homecoming of vacationists. The Rialto Music Shop, 1416 Douglas street, and the Shales Phonograph Co., 1404 Dodge street, report big business in Okeh records.

The branch office of the Cheney Phonograph Co., located in Omaha, through its local retail dealers, the music department of the large Burgess-Nash store, put on an interesting program recently when Prof. Cheney, inventor of the Cheney talking machine, was in this city. The Burgess-Nash Co. arranged a delightful musical program in its auditorium, after which Prof. Cheney lectured on the Cheney organization and its product to a large crowd assembled to hear him.

On the night of the Dempsey-Firpo fight the Burgess-Nash Co. not only gave out fight returns but furnished a free concert in its auditorium. On that evening for the first time it used a combination radio-phonograph built in its own factory. This unique machine not only answers the purpose of a loud speaker in receiving radio, but also plays phonograph records. It comes in the usual phonograph art model case and has no unsightly attachments.

The Orchard-Wilhelm Co., probably the largest and most successful furniture retailer in the States west of Chicago, displays Brunswick and Victor machines in its talking machine de-

partment. The store is noted for its beautiful and artistic display rooms and the phonograph department in no wise differs from the rest of the store in this respect. Ed. Schuett, manager of the talking machine department, states that business shows a very substantial increase over last year.

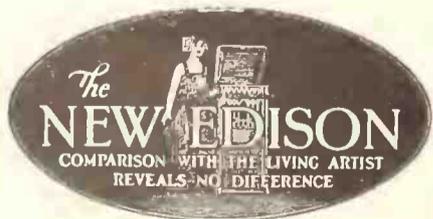
The Schmoller-Mueller Co., one of the largest music houses in Omaha, dealers in Columbia machines and records, has recently remodeled its first floor display rooms, which now present a very attractive appearance. Manager Henry Bushnell, of the talking machine department, reports himself as well pleased with the outlook for Fall and Winter business. This company includes in its sales force Charles F. Kob, a thoroughly trained musician, who is not only a good salesman but is able to put on a program of his own for the store whenever called upon. This firm has recently installed a radio department under the management of L. W. Chansky. They are showing the following models: The Zenith, Moretone, Cutting and Washington and Air Way sets.

Two musical events booked for early Fall are the concerts to be given by Martinelli, leading tenor of the Metropolitan Opera Co., and Rosa Ponselle, Victor and Columbia artists respectively, and are expected to increase the sale of these records.

One of the busy concerns is Shultz Bros. Co., Edison jobbers, who report that they have opened many new accounts in their territory, with an increasing demand for Edison phonographs and records.

The Brunswick-Balke-Collender Co. reports from its branch office in Omaha increased business not only within the city, but from its out-State representatives. At the various county fairs which have been held during the past month this line has been displayed with good results. R. S. Pribyl is much pleased over the increased Brunswick output, as it will facilitate delivery of orders.

Edison Is Always First!



The first Phonograph
First with Console Phonographs
First with Broadway "Hits"
First to play all makes of Records

EDISON INVENTED IT—EDISON MANUFACTURES IT

SHULTZ BROTHERS, Inc.

16th and Howard Streets
OMAHA

Edison Distributors for Nebraska
and Western Iowa

A few dealerships open. Write
or wire

Radio-

The Wonderful New Field for the Talking Machine Dealer

HAVE you watched the growth of the radio business? Do you realize that this wonderful new thing will soon be in the home of every family in the land? The demand for radio is increasing by leaps and bounds, and no one is more suited to satisfy this demand than the Talking Machine Dealer.

You are accustomed to selling large units. Your customers are that class of people who seek amusement in the home. You can make them come to your store more frequently by establishing a radio department with the Crosley line of radio receivers.

CROSLEY Better - Cost Less Radio Products

Are nationally known through consistent advertising and exceptional performance over a period of time. They are easy to sell. The public is waiting for you to supply them. Increase your business and bring new customers into your store by installing a Crosley Radio department.

Write today for dealers' proposition.

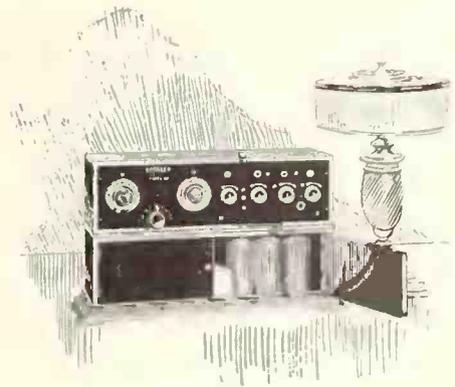
List prices on our equipment west of the Rockies 10% higher. In Canada, add duty.

CROSLEY MANUFACTURING CO.

POWEL CROSLEY, Jr., President

1026 Alfred Street

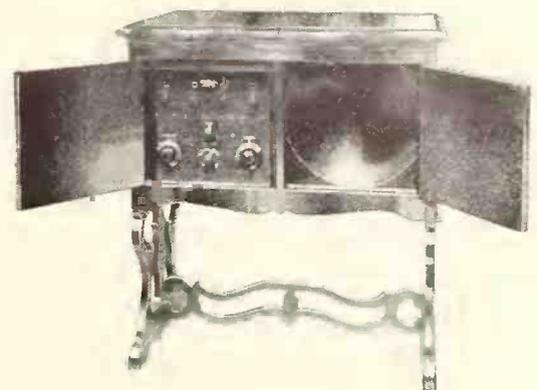
Cincinnati, Ohio



CROSLEY MODEL X-J WITH BATTERY CABINET

This is the same instrument as the Model X-J illustrated below, fitted into a beautiful mahogany cabinet that makes the set completely self-containing.

Price of Cabinet \$16.00.



CROSLEY MODEL XXV

A handsome mahogany, oil finished Console Model that makes an attractive piece of furniture for any home. The instrument contains the same units as the Model X-J. The loud speaker allows the entire family to enjoy it at the same time.

Price \$150.00.

CROSLEY \$65 MODEL X-J

A four tube, long range broadcast receiver, consisting of one stage of radio frequency amplification, detector and two stages of audio frequency amplification.

CLEVELAND

*Edison Sales Contest Resulted in Sales Boom—The Winners—
Sonora Publicity Beat—Dealer Co-operation—News of the Trade*

CLEVELAND, OHIO, October 6.—That the so-called dull period during the Summer months is the result of lack of constructive effort has been proved by the accomplishments of close to 100 retailers and their sales staffs who participated in the drive for new business conducted by the Phonograph Co., Edison distributor in the Cleveland zone, which have just been made public by E. S. Hersberger, secretary, who conducted the contest.

This contest was made attractive in that cash prizes were awarded to the six leaders among contestants, and there was also a special cash prize. The contest proved to sales people that they had latent ability they had not used before, and in many instances it brought business to a par with the busiest season of the year, and finally developed a lot of prospects, many of whom were sold at the close of the contest. To equalize the chances the district was classified into three divisions according to population. Like awards were made in each division. The contest was arranged by points, the lower number of points applying on machines that sell more readily, and the higher points to those machines that ordinarily do not move so easily. The extent to which this worked to the benefit of contestants and business as well may be illustrated by the fact that the six prize winners in the three groups sold 218 machines during the contest, a worth-while showing.

Accomplishment of A. B. Sauer

The greatest accomplishment was by A. B. Sauer, of the George A. Clark Co., Lorain, who sold fifty-eight machines and attained the high point record of 500. Mr. Sauer, in the opinion of Phonograph Co. executives, is the type of aggressive salesman who knows his business and knows how to go after it. Of course his work is backed by years of experience. In 1913 he started with the Columbia Graphophone Co. Later he was with the W. F. Frederick Piano Co. and the Poling Piano Co., then outside salesman for the William Taylor Son & Co.'s talking machine department, and later manager of the talking machine department of the McMillan Music Co. In 1918 he joined the Clark organization, and has been developing the business steadily ever since. Commenting on his accomplishment in the Edison drive this year, he said:

"The fact that I made more Edison phonograph sales during the so-called dull months (May through August) in this contest than I did two years ago in a similar contest in the so-called good months (September through December) proves conclusively to me that real

salesmanship, consistently and persistently applied, will make every store a winner."

J. F. Hoppe, of C. M. Zitzer, Mansfield, was second to Mr. Sauer in the division for population more than 15,000. Other winners were: Population up to 5,000: C. S. Stilson, S. B. Stilson & Son, Gibsonburg; C. J. Benedict, of



A. B. Sauer, High Pointer

his own firm, Utica. H. M. Fashbaugh was third. Population from 5,000 to 15,000: O. D. Zoll, Norwalk Piano Co., Norwalk; H. E. Olin, N. E. Olin & Son, Kent. Miss Olive Laws was third. Dan Thomas was third in the 15,000 and over division. B. T. Lemox, of DeForest & Son, Sharon, Pa., won the grand prize.

A Publicity Scoop

A notable accomplishment in the way of publicity was achieved by J. T. Pringle and J. L. Du Breuil, of the Sonora Phonograph Ohio Co., in placing a Sonora machine in the apartment of Miss America (Miss Mary Catherine Campbell, Columbus) at the Hotel Winton, during her appearance in Cleveland at a local theatre. A picture was taken of Miss Campbell, the machine and her dog, and it appeared in a local newspaper later. This story, and an original photograph of the group, were framed, and used in an exhibit of Sonora material that occupies six windows at Buescher Co., and which was arranged by Ralph H. Meade, assistant advertising manager of the Sonora Co. This exhibit will appear later at the Euclid Music

Co., which supplied records for Miss Campbell's use while she had the privilege of using the Sonora machine.

Sonora Executives Helping Dealers

Executives from the Sonora home office, headed by Frank J. Coupe, vice-president and general sales manager, have been calling on all Sonora dealers in the Ohio territory, planning with them how to increase their business and emphasizing the merits of the Sonora instrument. The group includes Frank J. Goodman and E. D. Coots, assistant sales managers; H. J. O'Connor and J. M. Ervin, field sales managers; F. E. Roediger, factory mechanical expert, and Mr. Meade. From the Ohio territory they will go to the Chicago territory, where they will continue their missionary work.

Looking Forward to Big Season

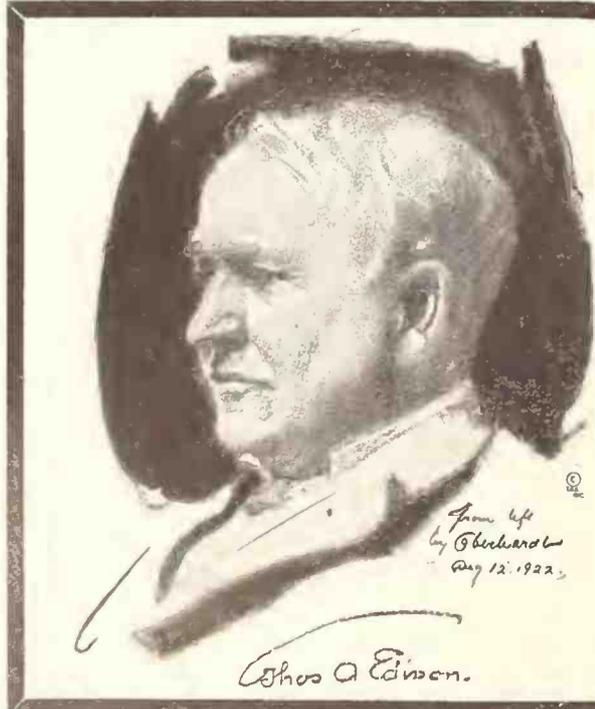
Talk to the contrary notwithstanding, the 1923-1924 season will be the biggest in the history of the talking machine industry in these parts. This is the opinion of leading jobbing factors, based on the manner in which most dealers have anticipated their pre-holiday and later season needs. The product of the Sonora factory is well sold out, and those dealers who have not provided for their machine needs will have difficulty in meeting the demand when the public starts its own drive, in the opinion of J. T. Pringle, general manager of the Sonora Phonograph Ohio Co. The move by Victor in making Red Seal records double-faced has already had its effect toward stimulating interest in the talking machine itself, according to Howard J. Shartle, general manager, the Cleveland Talking Machine Co., Victor wholesaler. Already sales in both records and machines have jumped far ahead of last year. Early requirements have been filled for several weeks now on certain models of machines, according to Edward B. Lyons, general manager, the Eclipse Musical Co., Victor wholesaler, due largely to the renewed interest in machines that the more attractive lines have created. Edison dealers have taken hold so early that they have provided for their needs well toward the end of the year, reports received by E. S. Hersberger, secretary, the Phonograph Co., show.

Dealer Co-operation

Following its program of consistent co-operation with dealers, the Sonora Phonograph Ohio Co. has been sending W. E. Carter, special representative, and others to the county fairs in the territory, supplying dealers with advertising material, literature and sales helps to close prospects attending the fairs. Meanwhile the national advertising campaign of Sonora is being augmented locally with dealer advertising, in which the local Sonora offices advertise as well.

Carola Co. Continues Expansion

Expansion plans by the Carola Co. continue to be developed by N. I. Schwartz, general manager. Five road representatives have been developing both the retail and jobbing element



Become the Leading Music House

of your community by adding The New Edison to your business.

The New Edison adds PRESTIGE and PROFITS; both are essential for success.

Edison is First in Quality, Cabinets and Late Hits. (New records are issued weekly.)

Already a machine shortage is forecasted for the coming season and it appears that we will be unable to accept new accounts after October 31st, being forced to conserve our stock for established dealers. Write or wire us at once for information.

THE PHONOGRAPH COMPANY

Exclusive Edison Distributors

Cincinnati, Ohio:
314 West Fourth St.

Cleveland, Ohio:
1240 Huron Rd.

in the last few weeks, and beginning October 1 they were to be augmented by three more sales operatives. Already close to thirty jobbers have been established, which is something of a departure from the original plan of Carola to confine itself to the retail trade. Daily shipments of Carolas from the enlarged plant of the company are being made. The chief factor in perpetuating interest in the moderate priced machine, in the opinion of Mr. Schwartz, is the new and permanent baked enamel finish it is being produced in and the improvements to the mechanical properties of the machine.

L. Meier & Sons Co. to Celebrate

Plans for its twenty-sixth anniversary celebration are being made by the L. Meier & Sons Co. The festivities will start November 1 and last for twenty-six days, according to Louis Meier, head of the firm. Although a West Side institution, the entire city will be covered in the drive, which will include many novelties.

Columbia Activities

Columbia activities throughout the Cleveland territory are reflected in the amount of new business being done by individual dealers. This is consistently aided by the sales promotion staff under the management of S. S. Larmon, district manager. At Detroit recently a nice stunt was put over by H. C. Schultz, Detroit representative. Cameron McLean, Columbia artist, was a guest of the convention of the Scottish Clans of America. A Columbia machine played McLean records during his stay with the convention. Demand for McLean records exceeded the supply.

At Detroit also a novel Columbia competition has started, between the organizations of M. McCaffery and Summerfield & Hecht, to see which can take in the most new business during a certain period. Last reports were that both were far ahead of what they started out to do.

New Columbia dealers established recently include Karl W. Boock, Cleveland; the Federal Mercantile Stores Co. and A. Friedman, Detroit.

The Brunswick Co-operative Drive

Brunswick dealers elsewhere who have been awaiting the results from the co-operative campaign being conducted from Brunswick headquarters here for dealers in the Buffalo district may gain something from the reports just received by Leslie I. King, phonograph division sales manager for Brunswick in the Cleveland territory. This campaign has been conducted for the last five months. During that time the dealers have been guided in placing their advertising, locally, much after the manner that the Brunswick itself has been doing in national class journals and magazines.

The aim was to acquire 33 per cent of the prospects that responded. The reports now show that 71 per cent of the prospects thus obtained have been sold, more than doubling the quota set. This was accomplished by the direct appeal of Cleveland headquarters to the prospects lined up by the dealer. Each dealer was asked to send in names of thirty prospects each month for three months. These prospects were sent literature and pictures of Brunswick machines. They were told just why they ought to buy the particular machine pictured. This work has been confined largely to the smaller dealers. Applied to the larger interests an even better showing is not unlikely, says Mr. King.

Help Dealers Order New Red Seals

In connection with the change of Red Seal records to double-face by Victor an adequate catalog, alphabetically arranged, has been distributed among the dealers. A numerical catalog will follow at an early date, but meanwhile dealers have much difficulty in placing their orders for records, since they must be ordered by number on the usual numbered order blank. To overcome this difficulty the Eclipse Musical Co. at once prepared a temporary numerical catalog, containing all the information about each record, with the number given first consideration, and dealers can now order quickly and easily until they get their regular catalogs.

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

Dealers have expressed their appreciation to Edward B. Lyons, general manager of the Eclipse Co., of the company's enterprise.

H. Fraiberg & Son Robbed

H. Fraiberg & Son, talking machine dealers and jewelers on the South Side, were robbed of \$20,000 in jewels and cash, by daylight robbers who entered the store, bound, gagged and trussed Henry and Frank Fraiberg up in a talking machine booth, locked the front door and made a getaway with their loot by the rear. The proprietors were released only when customers noted their plight through the windows and summoned police.

Changes in Sonora District

Rapid development of the Ohio territory by the Sonora Phonograph Ohio Co. has made for some changes in the district covered from the Cleveland headquarters. Lower Michigan will henceforth be covered by Yahr & Lange, Milwaukee, already the jobbing factor for upper Michigan and Wisconsin. The Cleveland office will continue to cover Ohio and Kentucky.

H. C. Cooley With Diaphragm Co.

Change in organization and plans for developing its distribution are announced by the Diaphragm Co., manufacturer of the violin spruce reproducer. H. C. Cooley, formerly branch manager of the Columbia in Cleveland, has been appointed sales manager. G. H. Vanderslice,

who has been sales manager and secretary, will continue in the latter post. The wider distribution of the reproducer, which has unique tonal qualities, will be accomplished through record salesmen of dealers and demonstrations in the homes of the consumers.

Fifth Store Opened by Euclid Co.

Another store to its already large chain has been added by the Euclid Music Co., making this the largest talking machine factor, in number of stores, in this section. The new store, its fifth, is located at 12338 Superior avenue, in a new residential and business section, with J. W. Schwindler in charge.

C. H. Kennedy Introduces Duo Vox

Introduction to the Ohio, Detroit and western Pennsylvania trade of the new Duo Vox machine of the Bush & Lane Co., is being made by C. H. Kennedy, jobbing factor for these districts. Showrooms have been established at H. B. Bruck & Sons Co., 1240 Huron road. Already many new accounts have been added, according to Mr. Kennedy, and keen interest in the reproducing qualities of the instrument, which has the added value of being able to play both lateral and hill-and-dale cut records, without change of the reproducing device, is being shown. At the Cleveland quarters the full line of seven consoles and five uprights is being shown and demonstrated.



Predicated Profits

Those Victor dealers who make the most profit this season are not being satisfied in merely *finding* buyers.

They are going out and *making* buyers out of otherwise doubtful prospects.

No man so good, however great

The things he now aspires;

But yet can be out-distanced

By the one who creates buyers.

THE ECLIPSE MUSICAL ©
VICTOR WHOLESALERS EM CO. CLEVELAND OHIO

The New Columbia is Superior!

Beautiful to look at!

Merely to see the New Columbia is to be convinced of its superior excellence. It is a handsome piece of fine furniture that will beautify any room. Each individual model—and there is one for any purse—has been thoughtfully and artistically designed. Only the choicest woods are used, and the finishings are perfectly executed in even the most minor detail.

COLUMBIA GRAPHOPHONE CO.
New York



THE VOCALION RECORD EXCHANGE

Dealers Authorized to Return 75 Per Cent of Stock of High-class Single-faced Records on a Record-for-record Basis

The Vocalion Red record division of the Aeolian Co. announced, under date of September 17, an extensive exchange plan on single-faced Vocalion Red records, under the terms of which dealers were authorized to exchange through their distributors 75 per cent of their present stocks on hand of single-faced records of the 30,000, 52,000 and 55,000 series for new records on a record-for-record, class-for-class basis, the dealer to pay the wholesaler the difference between the cost to him of the records returned and the ones ordered in their places.

The new double-faced couplings and the old single-faced records will both be listed in the new complete Vocalion record catalog now in preparation and which will be issued shortly. The exchange follows a recent announcement by the Aeolian Co. of the completion of arrangements for the issuance of all high-class

records in double-faced form and is designed to enable the dealer to clean up his stock and put it in the best possible shape for Fall business. October 15 was the final date set for the return of records to distributors under the exchange plan.

In completing arrangements for the double-facings of high-class records a readjustment of list prices was made on single-faced records, the 30,000 series being offered at \$1 and the 52,000 and 55,000 series at \$1.50.

OPERA TIE-UP HELPS RECORD SALES

WACO, TEX., October 5.—R. T. Dennis & Co., Inc., Edison dealers of this city, are featuring Edison operatic records in a most successful manner in connection with the appearance here of the San Carlos Opera Company at Texas Cotton Palace. Although advertising announcing the sale of tickets for the event, which will be held from October 20 to November 4, has just started the tie-up of R. T. Dennis & Co., Inc., has already resulted in a noticeable stimulation in the demand for opera records.

FALL SALES DRIVE ON "LITTLE TOT"

Regal Record Co. Rushed to Meet Influx of Orders—Fall Sales Campaign Just Launched to Be Featured by Extensive Publicity

The Regal Record Co., Inc., manufacturer of the "Little Tot Nursery Tunes," has received orders in such volume as to require its pressing



Rotogravure Sign for Dealers' Windows plant to work overtime. Originally this product was introduced in Eastern territory and the movement of the goods was quite heavy. Its introduction in the Middle and Far West has met with the same response.

H. G. Neu, sales manager of the company, recently made a tour through Middle West territory and booked some large orders for immediate delivery and closed arrangements whereby considerable stocks are to be shipped between now and the holiday season. The other traveling representatives of the company also are finding an active sale for these children's records.

The Regal Record Co., Inc., has inaugurated a Fall sales drive which is to continue in activity until the close of the holiday season. Publicity in numerous channels is included in this exploitation program. Particular attention is given to dealer hook-ups and special consumer literature with dealers' imprints is one of the features of this publicity. A beautiful rotogravure sign for dealers' windows or for counter use has been forwarded to "Little Tot" dealers. This is most attractive and where displayed has been the means of creating sales.

The Fay-Buchanan Music Co., taking machine dealer, is now in new quarters at 1236 Olive street, St. Louis, Mo.

VICTOR WHOLESALE DISTRIBUTORS

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

Why Take a Chance
When
Blackman Service
Costs No More?

BLACKMAN AND DEPENDABILITY

Blackman
TALKING MACHINE CO
28-30 W. 23RD ST. N.Y.C.

ONE SUGGESTS THE OTHER



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., 116-122 West Illinois Street, Chicago, Illinois

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

FLETCHER REPRODUCER

Scientifically

Constructed



Gives Perfect
 Reproduction
 of Voice
 or Instrument

Volume and
 Perfect Detail

Dealers, Send for
 Prices and Terms

Reproducer
 and Connection
 for
NEW EDISON
 Plays all Records

ACTUAL SIZE

Carried in Stock for Victor and Columbia

THE FLETCHER "STRAIGHT"

Design Patented November 29th, 1921



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

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

116-122 WEST ILLINOIS STREET

CHICAGO

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

A "Blues" Fox trot song



I Don't Care Who's Mamma You Were

You can't go wrong with any FEIST song



I don't care whose mam-ma you were, But you're my sweet mam-ma now

NEW MUSIC HOUSE IN AKRON, O.

Smith & Mitten Piano Co. Organized in That City and Secures Quarters in New Masonic Temple Building—Experienced Men at Head

AKRON, O., October 6.—The Smith & Mitten Piano Co. is the latest addition to the retail music houses of this city, Ernest E. Smith and Carr A. Mitten having organized the new company and arranged for quarters at 78 East Mills street, in the new Masonic Temple Building. The building is in the heart of the city and the store is now being arranged in a most modern manner to accommodate the line of pianos, talking machines, etc.

Mr. Smith comes here from Grand Rapids, Mich., where he was recently manager of the Friedrich Music House, that city. He has had over twenty-five years' experience in both retail and wholesale departments of the trade. Mr. Mitten has been identified with the trade in Akron for the past twelve years, having recently been general manager of a retail music house. Both partners have been in Chicago arranging for lines of goods and will shortly visit the New York market.

BUYS CONTROL OF AUBURN HOUSE

AUBURN, WASH., October 5.—W. M. Hartman, a prominent music dealer of Seattle, has just purchased the controlling interest in the Auburn Music House, of which Fred Anrooney is proprietor. Mr. Hartman plans to move to Auburn and to take possession of the store immediately. For the time being, Mr. Anrooney will remain in Auburn and he is considering taking the wholesale agency of a well-known line of pianos for the State of Washington.

ITALIAN Popular Music



AND

ITALIAN STYLE MUSIC ROLLS

MONTHLY RELEASES
WRITE FOR CATALOG
Out-of-Town Agents Wanted
Distributed by

ITALIAN BOOK CO.
145 Mulberry St. New York, N. Y.

NEWS OF COLUMBIA ACTIVITIES

Several New Stores and Changes Among the Dealers—What Company Officials Are Doing

The Alnutt Music Co., Savannah, Ga., recently became a Columbia agency and a Fall drive on this line is being planned. The deal was closed by the Atlanta branch of the Columbia Co.

H. C. Fowler, formerly manager of the Columbia department of the W. L. Hall Furniture Co., is now manager of the music department of the Sterchi Bros. Furniture Co., Asheville, N. C., which has one of the most modern Columbia departments in the South.

O. F. Benz, record sales manager of the Columbia Co., has just completed a tour of the principal cities of the South, where he found an excellent Fall outlook.

George Schafer, who recently opened a new Columbia shop in Batavia, N. Y., created a strong demand for the record "Cut Yourself a Piece of Cake" through the medium of an unusually attractive window display.

A Columbia department has been opened by the Hamp-Williams Hardware Co., Hot Springs, Ark. A large stock of instruments and records has been ordered and the concern will soon launch an advertising and canvassing drive.

Robert Porter, field sales manager of the Columbia Co., returned recently from a successful Western trip.

B. W. Jennings, branch service manager of the company, has returned to the New York headquarters from a trip to Cleveland, O., where he found conditions good.

Fred Mann, manager of the Boston branch, was a visitor to the New York headquarters the last week in September.

E. C. RAUTH ON VACATION IN EAST

Well-known Victor Wholesaler Enjoys Fortnight at Atlantic City—Calls on Trade Friends

E. C. Rauth, of the Koerber-Brenner Co., St. Louis, Victor wholesaler, with Mrs. Rauth, has been spending his annual vacation at Atlantic City, making his headquarters at the Chalfonte, from which point he has made short trips to visit the Victor factory and his friends among the jobbers in New York and Philadelphia. Mr. and Mrs. Rauth motored East late in September and after a fortnight or so at the shore drove back over the northern route through the Berkshires, the Mohawk Valley and along the lake shore.

FORMAL OPENING IN TOLEDO

Large Crowd Attends Opening of Remodeled Quarters of J. W. Greene Co.—Elaborate Concerts and Demonstrations a Feature

TOLEDO, O., October 6.—The formal opening of the remodeled music store of the J. W. Greene Co., Jefferson avenue and Ontario street, was held recently and a special musical program was arranged in celebration of the occasion. The principal attraction was Hans Barth, the celebrated pianist, who gave recitals both afternoon and evening. In addition, there was orchestra music and a demonstration of all kinds of musical instruments. The new store is now equipped with a recital hall on the third floor, which will be at the disposal of any Toledo artists who wish to give concerts.

LOPEZ "PUTS OVER" A NEW ONE

A new idea in orchestra circles was introduced recently at the Hotel Pennsylvania when Vincent Lopez and His Hotel Pennsylvania Orchestra, exclusive Okkeh artists, used three pianos in the presentation of their entertainment. A special piano of white and gold was made for Mr. Lopez, to be used exclusively by this popular orchestra leader. Lopez and His Orchestra have already received booking dates for the Palace Theatre in New York, the most famous vaudeville house in America, and it is planned to give the organization a booking of eight weeks at this theatre, presenting a new program each week. The orchestra has been headlining in the Keith houses in New York and vicinity for the past few months, terminating its engagement within the next few weeks in order to appear regularly at the Hotel Pennsylvania Grill.

M. MAX HOME FROM EUROPEAN TRIP

M. Max, in charge of the music and talking machine interests of Gimbel Bros., with headquarters at the New York store, is again actively at work, following a combined business and pleasure trip with Mrs. Max to England, France, Switzerland, Germany, Belgium and Italy, where he visited the Gimbel foreign offices and closed deals for a number of foreign musical specialties. Mr. Max is a student of business and while abroad he made a study of European methods, which, he stated, are inferior to those practiced by American music merchants.

QUALITY IS NOT AN ACCIDENT

The superior quality of our COTTON FLOCKS for record manufacture is the result of continual study of the manufacturer's requirements—diligent adherence to the use of raw materials which will produce the best flocks and scrupulous attention to every detail of their manufacture. Numerous record manufacturers are profiting by the cleanliness and uniformity of our product through reduction in spoilage of records.

ARE YOU ONE OF THESE MANUFACTURERS?

CLAREMONT WASTE MFG. CO.

Claremont, N. H.

Imported **ODEON** Recordings

of

THE OVERTURES TO

Der Freischütz and Oberon

Sold in Sets

Complete With Individual Album

So well has the album set of the complete recordings of Schubert's "*Symphony in B Minor*" been received, we have prepared a new album set along similar lines, featuring the complete overtures to the operas *Der Freischütz* and *Oberon*.

These splendid compositions are undoubtedly the most brilliant parts of the supreme efforts of Carl Maria von Weber, the celebrated founder of the romantic school of music. They vividly reveal the true melodic originality, sustained dramatic vigor, and tender lyrical charm that have brought immortal fame to the composer.

The complete Overtures are played by the same famous orchestra whose splendid symphonic effects are contributing so largely to the phenomenal sales of "*The Unfinished Symphony*" album set. The Orchestra of The German Opera House, Berlin, under the masterful direction of Eduard Moerike, is recognized as one of the finest orchestras of its kind in the world.

The matrices of these unusual records were specially imported by us from Europe, pressed in the Okeh factories and released under the ODEON label. They are sold in sets only. Each set consists of three 12-inch, double-face records contained in a handsome black leatherette album imprinted in gold and bearing on the inside cover a biography of the composer of the Overtures. The complete set retails for five dollars.

Like "*The Unfinished Symphony*" album set, this opportunity to possess the complete Overtures to *Der Freischütz* and *Oberon* is one that will be quickly appreciated and taken advantage of by every true music lover in the country. ODEON RECORDS are

Pressed by the Manufacturers of

Okeh Records
The Records of Quality



Carl Maria von Weber

The composer of *Der Freischütz* and *Oberon*, and world-famous as the founder of the romantic school of music.

At the age of thirty-one, Weber began the composition of *Der Freischütz*. Three years later, upon its completion, it met with tremendous success in Berlin. Weber became a national hero.

Oberon was produced in London in 1826. Although the work of a man dying by inches from consumption, *Oberon* bears not the slightest traces of mental exhaustion. Upon its initial presentation, Weber received one of the greatest ovations of his career. Death came to Weber eight weeks after the production of *Oberon*. He was buried in London, but later his body was taken to Dresden, where a statue to his memory was unveiled in 1860.

Although many noted composers have succeeded him, Weber's fame as a dramatic composer still shines undimmed.



**General
Phonograph Corporation**
OTTO HEINEMAN, President
25 West 45th St. New York

Are You Prepared?

Preparation is the Keynote to Success in Business

The Holiday Season is rapidly approaching and general conditions indicate that every Victor Dealer should enjoy a large volume of business. Only those, however, that have planned ahead can expect to reap the harvest.

We are ready to accept the responsibility of serving Victor Dealers in our territory and urge the immediate placing of orders with us for your anticipated needs for the balance of this year. You, of course, can revise these orders from time to time in accordance with your current needs.

THE LOUIS BUEHN COMPANY

of Philadelphia

Victor Wholesalers



"HIS MASTER'S VOICE"

REG. U.S. PAT. OFF.



\$100
RETAIL
PRICE

In constant demand
The NEW EDISON

GIRARD PHONOGRAPH CO.

A FEW
DEALERSHIPS OPEN
WRITE US

Edison Distributors Exclusively
1819-1859 NORTH 10th STREET
PHILADELPHIA, PA.

PLAYS ALL RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 83)

in all the Philadelphia papers. In conjunction with this direct advertising the John Wanamaker department store also is featuring a regular Brunswick advertisement, apart from its usual full-page presentation. Manager Jester has just returned from a trip to Bethlehem, Allentown, Easton and other Pennsylvania points where he found a favorable Fall outlook, with orders presaging brisk business, and he is a little concerned that the demand may exceed the stock available for prompt shipment. The firm feels very much gratified over the exceptionally large number of applications for agencies on file, but decision is being made slowly because the company wants to be assured it can meet all the requirements for stock of those it may select as retail distributors. R. O. Danforte, formerly manager of the Fair Store, of Chicago, has joined the sales forces and is now taking care of the coal region section.

The Vassallo Music Shop, of Bryn Mawr, Pa., has taken over the distribution of the Brunswick for that town and is carrying on a campaign among the students at Bryn Mawr College.

An Eye-arresting Window Display

Catching the spirit of the times, with zest added by snappy October days, the Starr & Moss Co., 3639 Germantown avenue, is making a very appealing display of its talking machines and records under the direction of Harry S. Somers, a member of the firm, who is in charge of the phonograph department. The firm carries the Edison, Brunswick and Sonora lines, and these are shown under a trellis festooned with Autumn leaves, and illuminated at night by the golden glow from a flood light, giving all the appearance and atmosphere of Autumn in the woods. Meanwhile, looking ahead, the sales organization is concentrating on holiday prospects. Very active in this cause is Elmer T. Walls, who, for the last three years, has been outside representative of the company.

Important Suggestions From Weymann

H. W. Weymann, wholesale manager of H. A. Weymann & Son, Inc., Victor wholesalers, this city, reports that dealers are entirely optimistic and enthusiastic over the prospects for the Fall season. Mr. Weymann called attention

to the scarcity of some models and the available supply of some others and urged that the retailer center his activities on such models as were available, calling attention to the fallacy of featuring in either window or newspaper publicity such models as were hard to obtain.

Takes on the Brilliantone Needle

The Guarantee Talking Machine Supply Co. has passed all records thus far this year in volume of sales. This company has built up good business in springs and other parts and has lately added Brilliantone needles to the lines which it distributes.

Many Visitors to Buehn Co.

The headquarters of the Louis Buehn Co., this city, were the mecca for many out-of-town visitors recently. Among those who called were T. H. Smith, manager of F. A. Winter & Son, Tyrone, Pa.; W. P. Roach, manager of the wholesale department of Lyon & Healy, Victor distributors, Chicago; S. W. Christian, Victor dealer, of Bangor, Pa., and S. S. Frank, of the Scranton Talking Machine Co., Victor retailer, of Scranton, Pa. An optimistic viewpoint of the coming Fall season is to be found in the number of retailers improving their warerooms for the development of increased business. The Louis Buehn Co. reports that the following dealers have made recent alterations in their warerooms: Rihl Bros., M. M. Johnson and

Joseph Krygier, all of Philadelphia; Frank Tolin, of Chester, Pa., and Nathan Worth, of Riverside, N. J.

Witlin M. I. Co.'s Business Drive

Exceptionally large orders are reported by the Witlin Musical Instrument Co. for its Starr phonographs and Gennett records. The increased business in the direct Philadelphia district is due to the advertising campaign in the Sunday papers, where a large space is being devoted to publicity on Gennett records. Enough orders have been procured to keep up shipments until the first of the year for the Starr Phonographs made at the Richmond, Va., factory of the Starr Piano Co. The Washington and Baltimore business is running way ahead of any year of the firm's business history of four years' standing. Several carloads are being shipped to two of the leading Washington dealers. Additional salesmen will be added to the force, and two already have been secured for the Washington and Baltimore territory, with J. A. Wascow, formerly salesman with Droop & Son, of Baltimore, looking after the District of Columbia sales, and D. D. Samelson taking care of the Monumental City and surrounding territory for the Gennett records. Plans are now being developed by Ben Witlin, head of the firm, for the expansion of phono-

(Continued on page 86)

H. A. WEYMANN & SON, INC.

1108 Chestnut Street

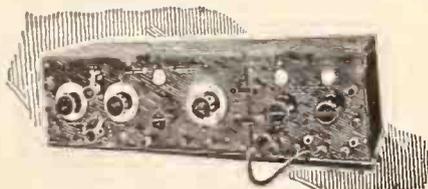
Philadelphia, Pa.

VICTOR WHOLESALERS



AT YOUR SERVICE

Colin B. Kennedy Radio Equipment



Jobbers of only Nationally Advertised
Radio and Musical Merchandise

UNITED MUSIC STORES

619 Cherry St. Philadelphia, Pa.

There is a lot of lost motion and complications in selling what you haven't got. Although our every effort will be to supply your wants, we suggest, in the interest of good merchandising, that you place your special sales efforts on the models available.

Model No. 215 is your best bet.

The Talking Machine Company
Victor Wholesale Exclusively

1025 Arch Street Philadelphia, Pa.

"LET PHIL FILL 'EM"

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 85)

graph and record business. New dealers will be appointed in Pennsylvania, south Jersey, Delaware, Maryland and District of Columbia. The salesmen in Baltimore and Washington have been successful in opening up many new connections, and other salesmen will carry on campaigns in the States not yet canvassed.

George A. Platen, of the sales force of the Talking Machine Co., has just returned from the coal regions after a month's trip. He found the business outlook very encouraging.

Extensive advertising on the Edison and Brunswick machines is resulting in increased business for the phonograph department of the Ludwig Piano Co., 1103 Chestnut street.

Fine Sonora Demand

Demand for the Barcarolle model of the Sonora is so great that the Sonora Co., of Philadelphia, is experiencing difficulty in promptly filling orders. Manager S. S. White, who has just returned from a trip over the entire territory during the month, also found a rush of business, and is more concerned over filling orders than securing them.

Big Columbia Ad Drive

Following out its policy of national advertising, the Columbia Co.'s Philadelphia branch is running a full-page rotogravure Sunday advertisement for the entire month in the Phila-

delphia Ledger, and it is also featuring daily advertisements in all the Philadelphia papers and the Saturday Evening Post. This local advertising supplements the 1,373,708,000 issues carrying advertisements which are to appear in the national campaign conducted through newspapers and magazines. There are also being featured advertisements in twenty-four foreign languages, in foreign newspapers and in publications reaching the colored population for special colored records.

Dealers Preparing Tone-test Tie-ups

Edison dealers in the territory covered by the Girard Phonograph Co., Philadelphia distributor, are busily engaged these days in anticipation of their coming tone-test recitals during the latter part of October and the fore part of November.

The insistent demand for tone-test engagements this season made it necessary for the distributor to contract for two separate companies to tour the territories. Beginning October 22, Elizabeth Spencer, the popular concert soprano, accompanied by Lucille Collette, violinist, and Harold Lyman, flutist, will spend two weeks in the territory and will appear in ten separate recitals in as many different cities.

By special arrangement and as the result of numerous requests the Girard Phonograph Co.

has announced a return engagement of Marie Morrissey, soprano, accompanied by Jacques Glockner, 'cellist, and Earle Beattie, pianist. Miss Morrissey's appearances last Fall won for her considerable popularity among the dealers, with the result that the demands for a re-engagement this year have been far in excess of the actual number of bookings permitted by her limited stay.

Very Effective Dealer Service

An original form of service has been evolved by the Penn Phonograph Co., of this city, Victor wholesaler. From the reports gathered from the various Penn salesmen there is a strong indication that dealers will quite generally mail out each week the supplements for the weekly releases of the Victor records. It is the plan of the company to lessen the work of the dealer in this respect by assuming the labor of addressing these envelopes for the dealers at no cost whatsoever for the work. The plan provides for the furnishing of a good grade envelope, standard supplement size with un-gummed flap, at a low cost, and to address the envelopes by using an Addressograph. The dealer pays for the stencil at cost. A four weeks' supply of envelopes will be shipped at one time. It is guaranteed that the names contained in the list will be carefully guarded. It is expected that many dealers will take advantage of this service and although it is entirely without profit, the Penn Co. is making extensive plans to take care of this increased work.

G. R. C. Adds Junior Operetta Records

Walter L. Eckhardt, of the General Radio Corp., is featuring the Okeh records and Strand phonographs, and has taken on the distribution of the Junior Operetta records for juveniles, the first of these being a complete operetta, "Little Red Riding Hood." A series of these operettas will be issued by the Vulcan Record Corp., of New York, and if the sales of the first of the series, "Little Red Riding Hood," are a criterion they will go over big. Large orders are being placed for holiday stocks of these records, which, by their novelty and decided merit, have deservedly won a very high place in the esteem of the purchasing public.

Victor Moore Resigns

Victor Moore, for the past six years in charge of the record department of the Penn Phonograph Co., has resigned.

Improve Estey Department

The talking machine department of the Estey Piano Co., Seventeenth and Walnut streets, has been improved and redecorated. The department is on the main floor and now is one of the most attractive in the city. Mrs. M. S. Davidson, Josiah Bacon and J. Roeger have been added to the sales organization.

Remodeling Ballens Shop

Remodeling and rearrangement of the stock of Ballens Modern Musical Shop, 2144 North

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

JOBBER'S

REPAIR PARTS

GRAPHITOLEO

ALBUMS

BRILLIANTONE

NEEDLES

SAPPHIRES



TRADE MARK

"All that the name implies"

To know that the part you get is the right one, and genuine, is the first and most important step in a satisfactory and enduring repair job on your motor; and to get that part promptly is the next important consideration. From the smallest screw to a completely assembled unit, we give you accurate, speedy service.

Let us co-operate with you in making 1923 your banner year.

GUARANTEE TALKING MACHINE SUPPLY CO.
109 N. TENTH STREET, PHILADELPHIA

JOBBER'S

MOTORS

TONE ARMS

SOUND BOXES

ADDATONES

3-IN-1 OIL

ATTACHMENTS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 86)

Front street, were recently completed. Modern equipment has been installed and every convenience has been added to facilitate service. Sonora, Columbia and Cheney instruments are handled.

New Edison Plan of Sample Records

Announcement has just been made by the Girard Phonograph Co. that the new plan of distributing sample records to dealers, originated at the instance of Thomas A. Edison, will be inaugurated and in full swing by October 15.

Under the new plan the Edison dealers throughout the Philadelphia territory have been divided into clubs of six each, according to their geographical locations. Immediately newly released records come off the presses at the Edison laboratories they are dispatched simultaneously to dealer number one in each of the clubs, who hears them and passes them along to the next dealer, and so on.

The new plan facilitates the distribution of samples and provides each dealer with the opportunity of hearing the very latest recordings even before they have been manufactured in quantities sufficient for general distribution.

Mr. Edison has chosen the Philadelphia territory in which to determine if the plan is workable and to test its adaptability to other territories. The Girard Phonograph Co. has the assurance of practically 100 per cent co-operation among the dealers in its territory, most of whom are anticipating the plan with considerable enthusiasm.

Philadelphia Badge Co. Increases Lines

The Philadelphia Badge Co., producer of record cleaners and combination cleaners and needle containers, reports that the increased demands for the Fall season have already been felt. The production of novelties constitutes a goodly proportion of the sales of this company and several new items of interest to the trade are now in the course of preparation.

To Market New Type of Instruments

The Solotone Manufacturing Co. plans to replace all the former designs by entirely new creations. These will be announced by President F. H. Alaman during the coming month.

Expanding Business With Cheney Sales Corp.

The Cheney Sales Corp., distributor of the Cheney phonograph, is now well established in

its new location in the Jefferson Building, on Chestnut street above Tenth street. The increased facilities made available were badly needed, as the sales of this company have far exceeded any year in the history of the organization. The New York and Philadelphia offices both are securing substantial business and the New England office, the newest of the three, has passed all expectations in sales volume.

Everybody Co.'s New Catalog Under Way

Business at the headquarters of Everybody's Talking Machine Co., this city, continues to be active and in good volume. Contemplated changes increasing the facilities of the organization at the headquarters have been made and everything is set for a record Fall season. The new catalog is well under way and will probably be ready at the time of our going to press.

NEW POWER UNIT AND LOOP AERIAL

General Radio Corp. Introduces Two Contributions to the Advancement of Radio

PHILADELPHIA, PA., October 1.—The General Radio Corp., of this city, well-known radio distributor and manufacturer of the Music Master horn and Geraco parts, has again contributed to the advancement of radio through the placing on the market of two new products, a new power unit and a new loop aerial.

The new power unit is a triple duty amplifier which has been named the Music Master power unit. It is compact and handsomely finished to form a base, if desired, for the Music Master radio reproducer made by the same company. The Music Master power unit has three uses; first, as a one-stage amplifier in connection with any detector, except the crystal; second, as a two-stage amplifier with any detector or in connection with a receiving set that already has one stage of amplification; third, it can be used with the ordinary two-stage amplification, increasing signal strength to an exceptionally loud volume. This unit is reputed to be remarkably free from distortion and extremely simple in operation, having only one main control and a switch. It can be made selective by its switch without changing the plug. Its "A" battery is mounted inside. The "B" battery used on the

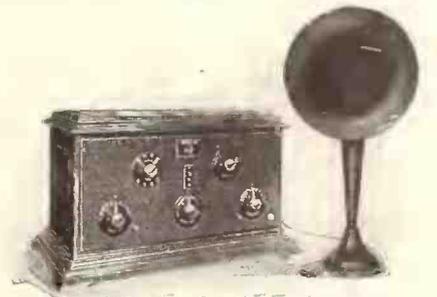
radio set may be used for this unit. No field current is required. It plugs into any set with the cord in place of head phones.

The new Geraco loop aerial takes the place of the ordinary antenna and ground connection and is built to receive satisfactorily present popular broadcasting wave lengths. It measures twenty inches over all and is easily handled. It is claimed that it is the only loop equipped with a dial. This dial records accurately the direction of the station being brought in for future reference. The Geraco loop aerial is designed for use with any ordinary or regenerative set for local programs and will even work with a crystal set if near the broadcasting station. It is claimed that excellent results have been obtained with radio frequency outfits, in one instance a station 2,000 miles away. This loop aerial is furnished in two types at present; (1) with base, direction dial and vernier condenser; (2) with base and direction dial.

ANNOUNCES THE RADIOLA VII

Radio Corp. of America Adds Handsome Instrument to Line—Adaptable to Outdoor, Indoor or Loop Antenna

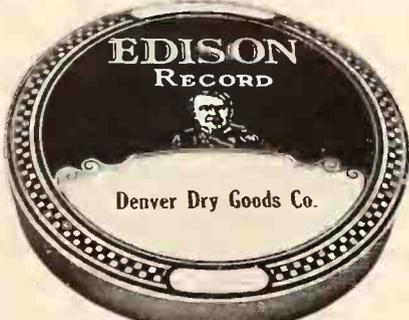
The Radio Corp. of America, manufacturer of Radiola products, has just announced the Radiola VII, which is adaptable to outdoor, indoor or loop antenna and may be shifted from an antenna to a loop by simply turning a knob on the front of the panel. The Radiola VII



The Radiola VII

provides two stages of radio frequency amplification, detector and two stages of audio frequency amplification. Special radio frequency transformers are provided whereby the entire broadcasting wave length schedule now in effect in the United States (ranging from 220-550 meters) may be covered. In addition the Radiola VII is designed for long distance reception, as well as selectivity and efficiency in amplification. Under favorable conditions reception has been obtained at 2,000 miles.

In appearance the Radiola VII is most attractive, as all of the batteries are self-contained. It is dry-cell operated, requiring no storage batteries or charging equipment, and is furnished in a polished mahogany case with Bakelite panel. The Radiola VII, including the type FH loud speaker and with batteries and tubes complete, is listed at \$290.



3 1/2" Dia.

DISTRIBUTERS

Get your trade to order their stock of VELVALOID RECORD CLEANERS EARLY so they can get the benefit of holiday souvenir distribution and boost business when there is business to boost.

Philadelphia Badge Company
Manufacturers
942 Market Street Phila., U. S. A.

FIGHTING FOR MILEAGE BOOKS

International Federation of Commercial Travelers' Associations Seeks to Intervene in Case Now Before the Supreme Court

WASHINGTON, D. C., October 8.—The International Federation of Commercial Travelers' Associations, representing nearly three-quarters of a million traveling men, has asked the United States Supreme Court for permission to intervene in the case brought by the Interstate Commerce Commission against some fifty railroads to enforce its order providing for the sale of non-transferable, interchangeable scrip coupon tickets.

The motion filed by the Federation asserts that it is of vital importance to American industry as a whole that the tickets should be issued and that, as the traveling men it represents are important users of railroad facilities, they should be represented in the case. The Interstate Commerce Commission issued its orders early in the year, but was unable to put them into effect as a result of an injunction issued by the Federal District Court of Massachusetts on petition by the railroads. The Interstate Commerce Commission immediately carried the case to the Supreme Court, and an effort will be made to have it heard and decided during the coming Fall term.

INCREASE IN RECORD ORDERS

Weekly Victor Record Release Enjoys the Favor of the Trade and Public

David B. Roche, traveling representative of Collings & Co., Newark, N. J., is enthusiastic over the response from dealers on the new weekly record releases issued by the Victor Co. He states that while for the first few weeks the dealers ordered with great care they are now becoming used to the new situation, with the result that the orders are in larger volume. This also demonstrates that the public is receiving the new releases with favor.

Business throughout New Jersey and north-eastern Pennsylvania, the territory covered by Collings & Co., is quite active. Orders for machines particularly are on the increase.

JACKSON SHOP INCORPORATED

ROCKFORD, ILL., October 4.—The Jackson Talking Machine Shop, 114 West State street, this city, was recently incorporated for \$25,000 to deal in talking machines, records and other musical instruments. Incorporators are Ernest H. Jackson, Perry F. Jackson and Paul Stich. No changes are contemplated in the business policies of the concern.

Forbes Magazine made a very good point in a recent issue when it said: To win over a customer is more useful than putting over a sale.

OGDEN

Excellent Prices for Big Crops Reflected in General Business Prosperity—News of the Trade

OGDEN, UTAH., October 6.—Harvesting of bumper field and orchard crops has left the farmer in a pleasant mood on the eve of gathering the sugar beet crop, which, though only a normal production is anticipated, will mean a distribution of approximately \$12,000,000 in this district to farmers of Utah and Idaho.

This always stimulates business, and talking machine dealers will figure in the general benefits. Already salesmen are in the field and they report excellent returns. It is generally reported that the farmers are making larger initial payments and heavier monthly installments on their purchases.

This new business, together with the sales from the removal sale of the Glen Bros.-Roberts Piano Co., Victor and Edison dealer, has almost depleted the company's stock of talking machines and rush orders have been placed for more instruments.

Double a normal month's turnover was accomplished by Glen Bros.-Roberts, according to Thomas J. Holland, sales manager of the company, during the first fifteen days of the firm's removal sale which is now going on.

The Glen Bros.-Roberts Piano Co. expects to move into its new three-story home at 2546 Washington avenue by October 15, or soon after. There will be ten phonograph booths on the main floor, in addition to the display cases for small goods and an Ampico and player roll demonstration department. To the rear will be the shop and varnish department. The third floor will have a concert hall, capable of seating 500, and a stage, where talking machine concerts will be given. In the large display windows there will be a twelve-foot turntable, large enough to accommodate grand pianos or the large console type talking machines.

Marcellus Smith, of the company, has just returned from a trip into the Nevada territory, where he reported business exceedingly bright. Dan Brian, who went into the Idaho and Wyoming territory for a two weeks' trip, is finding business so good that his stay has lengthened to more than a month.

The Jones Phonograph Shop, Brunswick and Sonora dealer, has been redecorated for the Fall trade.

C. E. Armstrong, Pathé and Edison dealer, tells of a brisk Fall business. The Williams Music Co., handling the Steger and Pathé, reports the same satisfactory condition.

The Proudfit Sporting Goods Co., district Edison distributor, reports an impetus in the Utah and Idaho territory, with prospects of an excellent business this month, due to the general stimulation of business by the improved con-



The demand of the public for the NEW EDISON was never greater.

The models never more artistic

The records never better.

The service in record releases never so prompt.

These with the new low level in prices on instruments and records make

Large Profits Certain

We have a few towns open for dealers.

Write for particulars.

Proudfit Sporting Goods Co.

OGDEN, UTAH

Intermountain Distributors

Utah, Idaho, and Part of Wyo. and Nev.

ditions in the rural sections of the two States.

Browning Bros., Brunswick dealers, report business fair in talking machines and active in the sale of records.

MARKELS SCORES AT MONTMARTRE

Michael Markels, who with his orchestra spent the Summer at Newport playing for the dances and receptions given by the society people of that resort, scored a tremendous success at his recent appearance at the opening of the Montmartre, one of New York's smart supper clubs. There was a great gathering of society people, who had assembled to do homage to their favorite, among the patronesses being such well-known society figures as Mrs. Vincent Astor, Mrs. W. K. Vanderbilt, Mrs. Harry Payne Whitney and Mrs. Wm. G. Rockefeller. For some time the general public has been privileged to hear Markels' Orchestra through the medium of Okeh records, for which he records exclusively. Some of the most recent Markels records are "Carolina Mammy," "Love Tales," "Dreamy Melody" and "Foolish Child."

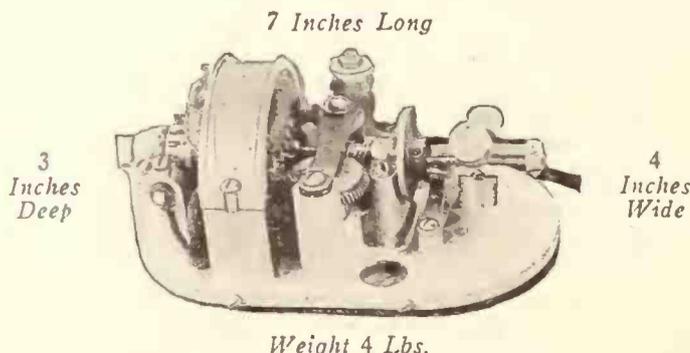
L. L. HUTTON TO OPEN IN CLINTON

CLINTON, ILL., October 5.—L. L. Hutton, of Saybrook, has opened a new music store in the Sweeney Building, 100 North Center street, this city. The store is known as the Hutton Music House and is in charge of Mrs. Hutton. Mr. Hutton and his wife have recently made a trip to Chicago to select stock.

Kendrick & Davis Electric Drive for Phonographs

Price but little higher than standard spring motor

The MOTOR is UNIVERSAL, DIRECT DRIVE, 110-volts, with standard resistance unit which cares for varying voltage; the SHAFT is ONE-PIECE TOOL STEEL; the BRASS WORM with one FORMICA GEAR constitutes the simple working gears. The GOVERNOR is mechanically controlled. Phosphor bronze bearings. Friction idler in spindle prevents stripping gears.



A VERY UNUSUAL FEATURE OF THE KENDRICK & DAVIS ELECTRIC DRIVE IS THE SWITCH CONTROL, operating through spindle, SERVING AS A POSITIVE PLAYING-STOP, STARTING-SWITCH AND PROTECTIVE-LOCK. THESE THREE TALKING POINTS ALONE HAVE IMMENSE MERCHANDISING VALUE IN MODERN PHONOGRAPH COMPETITION

H. A. ROBBINS

Sales Agent

142 Berkeley St., Boston, Mass.



for beauty—for tone—for price

STRAND
Queen Anne
Special



LISTS
at \$150
Costs You \$66

Two-tone shortage, we said!

(And it has come—but we can still supply you)

Business already in tells the story

(When two-tone finish is demanded, nothing else will do)

Dealers ordering *now* get the merchandise

These Direct STRAND Representatives Are Ready to Serve You:

- R. H. ARNAULT, 95 Madison Avenue,
New York City.
- ARTOPHONE CORPORATION, 1213
Pine Street, St. Louis, Mo.
- ARTOPHONE CORPORATION, 317
Kansas City Life Bldg., Kansas City,
Mo.
- CONSOLIDATED TALKING MACHINE
CO., 227 W. Washington Street, Chi-
cago, Ill.
- OTIS C. DORIAN, 321 King Street,
E. Toronto, Ont.
- A. C. ERISMAN, 174 Tremont Street,
Boston, Mass.

- W. L. ECKHARDT (General Radio
Corp.), Tenth and Cherry Streets,
Philadelphia, Pa.
- W. S. GRAY, 1054 Mission Street, San
Francisco, Cal.
- W. S. GRAY, 926 Midway Place, Los An-
geles, Cal.
- L. D. HEATER, 357 Ankeny Street,
Portland, Ore.
- IROQUOIS SALES CORPORATION,
210 Franklin Street, Buffalo, N. Y.
- R. J. JAMIESON, 625 Sweetland Bldg.,
Cleveland, Ohio.
- M. E. LYLE, 65½ Walton Street, At-
lanta, Ga.

- RICKEN, SEEGER & WIRTS, Globe
Bldg., Detroit, Mich.
- STERLING ROLL & RECORD CO., 137
West Fourth Street, Cincinnati, Ohio.
- GENERAL RADIO CORP., 1005 Liberty
Avenue, Pittsburgh, Pa.
- L. C. LE VOIE, 622 Nicollet Ave., Min-
neapolis, Minn.
- SHARP MUSIC COMPANY, 823 Fif-
teenth Street, Denver, Colo.
- W. O. CARDELL, Box 1271, Tulsa, Okla.
- R. W. ORTTE, 310 Magazine Street, New
Orleans, La.
- H. J. IVEY, Box 235, Dallas, Texas.

To responsible dealers we offer a profitable franchise in localities not yet being covered. *Write or wire.*
MANUFACTURERS PHONOGRAPH CO., INC., GEO. W. LYLE, President, 95 Madison Avenue, NEW YORK

IN PITTSBURGH

Continuation of Industrial Prosperity Increases Optimism in the Trade—Arranges Series of Tone Tests—Month's News Budget

PITTSBURGH, PA., October 7.—The general industrial prosperity here continues unabated and, consequently, not only are local dealers enjoying a fair business right now, but the outlook becomes increasingly bright as the weeks pass by. Jobbers report quite heavy ordering, indicating that the trade generally is preparing for a busy holiday season, and it is very probable that there will be a shortage of certain models of machines before the holidays.

Buehn Co. Arranges Edison Tone-Tests

A series of Edison tone-tests is being sponsored by the Buehn Phonograph Co., Edison distributor for this territory. Elizabeth Spencer, assisted by Lucille Collette, pianist, and Harold Lyman, flutist, Edison artists, will appear in these recitals, which will be given for the following dealers: W. H. Bonnage, Beaver Falls, Pa., October 8; McDonald Furniture Co., McDonald, Pa., October 9; G. A. Myringer, Ambridge, Pa., October 10; G. W. P. Jones Music Co., Washington, Pa., October 11; J. M. Burns & Son, Waynesburg, Pa., October 12; L. C. Milheim, Butler, Pa., October 15; Frank Crook Co., East Liverpool, O., October 16; R. E. Kaplan, McKeesport, Pa., October 17; Decoster Bros., Jeannette, Pa., October 18; Louis Luxenberg, Barnsboro, Pa., October 19.

New Edison agencies opened by the Buehn Co. include G. R. Gross, Bellwood, Pa.; W. P. Risinger, Homer City, Pa.; Guth & Co., St. Mary's, W. Va.

New General Radio Corp. Accounts

Everybody is happy at the offices of the General Radio Corp., Strand phonographs, Okeh records and Radio Corp. of America products, as September business exceeded all previous records, and there is no sign of a let-up. Walter L. Eckhardt, president, wired his congratulations. New dealer accounts opened recently are: Plodenic Furniture Co., Woodlawn, Pa.; John Castagnola, Pittsburgh; P. Giuliani, Pittsburgh; M. Holtzman, Windber, Pa.; League Jewelry Co., Gassaway, W. Va.; Campbell's Department Store, Pittsburgh; Palace Furniture Co., Clarksburg, W. Va.; Smith Electric Shop, North Fork, W. Va.; Glade Jones, DuBois, Pa., and Todd & Stevens, Monongahela, Pa.

The new showroom of this concern has attracted considerable attention and among the visitors in September were Wm. Polangin, of Farrell, Pa.; Robert Jackson, Wheeling, W. Va.; Geo. W. Barnwell, Steubenville, O.; Jones & McMillen, Beaver, Pa.; John Manganelli, New Kensington, and C. F. McCaw, New Brighton.

Lectures on Motor Troubles

Parker Willis, formerly a traveling representative of the Victor Talking Machine Co. in the Buffalo territory, but more recently connected with the repair department, has spent the last three weeks in the Pittsburgh territory, specializing on motor troubles and giving the Victor dealers first-hand information on this subject. Two meetings were held in the auditorium of the Standard Talking Machine Co., Victor jobber, attended by the repairmen and salesmen of many nearby Victor dealers. Mr. Willis discussed motor repairs, particularly electric motor repairs, and he also discussed the increasing popularity of the electric motor.

Those attending the meeting in the Standard auditorium included: Spear & Co., G. S. Donagy, John Harrison; S. Hamilton Co., J. N. Zweidinger, Mr. Schobe; S. Hamilton Co., East Liberty, Pa., Miss Ritchey; S. Hamilton Co., Wilksburg, Pa., Miss McLean; Beechview Pharmacy, M. F. Wilson; Boggs & Buhl, H. W. Lang, Henry Wood; Rosenbaum Co., C. R. Parsons, W. White; Dave Krasik, Monessen, Pa.; Geo. S. Hards, Dormont, Pa.; Spear & Co., Brent Lydey, F. Gottshal, G. Raub; Kaufmann's, R. Sherode, L. P. Kirstein, Mrs. Wolrath, Miss Bitner; Lechner & Schoenberger, Wm. R. Hallier, John Haggerty; W. F. McLay, Carnegie, Pa.; Joseph Horne Co., O. Pohl; Wm. Sagner & Co., Wm. Sagner; F. C. Wampler & Son, Inc., McKeesport, Pa.; W. R. Reynolds Co., Canonsburg, Pa., F. L. Hill, Jr.; Cooper Bros., New Kensington, Pa., John Cooper, Wm. Cooper; Linc-hi-wa Furniture Co., East Pittsburgh, Pa., Clarke Wright; South Hills Music Shop, J. W. Schell; Menzer Music Shop, Louis Menzer; Kaufmann & Baer, J. P. Ward; W. F. Frederick Piano Co., W. A. Dempsey, B. Boycott, Mr. Kinch; C. C. Mellor Co., Messrs. T. T. Evans, Baish, Burbeck, Fritz, Trexler, Coll,

See what
\$2.85
will buy
Page 47

Mrs. Lyon, Miss McCabe, Miss Gillen, Tony Lascola, J. J. Cvetic, R. Sidenstricker; Standard Talking Machine Co., J. C. Roush, Wallace Russell, R. J. Coleman, C. E. Willis, A. E. Ferguson, H. A. Davies, J. E. McCormick, Geo. Dorsey, Miss M. I. Watson.

Business Houses Change Hands

D. O. Morgan, druggist and Victor dealer, of Crafton, Pa., recently sold his business to A. L. Chapman, Jr.

H. P. Griffith, of State College, Pa., who for some time has been in failing health, has sold his music shop to Charles F. Morrill, who will hereafter conduct the business under the name of "The Music Shop." He is making extensive improvements in the store preparatory to an aggressive Fall and holiday sales campaign.

Formal Opening of Fine New Store

Some time ago E. E. Schellhase, music merchant and Victor dealer, of Waynesburg, consolidated his business with that of Long & Co., home furnishers, of Uniontown, Pa. A new building was constructed and the formal opening was held recently. Victor jobbers of Pittsburgh and other business friends were present.

The new establishment is, without exception, the finest retail building in town and probably one of the finest in any town of 10,000 population or less in the country. The building is approximately seventy-five feet front by 200 feet deep, of stone and brick construction, three stories and basement. The entire first floor is given up to an unusually fine display of home furnishing, with the Victrola department occupying a large portion of the front and right side of the store. Among the representatives of the Victor jobbers present were Wallace Russell, R. J. Coleman, of the Standard Talking Machine Co.; Boyd Kinch, of the W. F. Frederick Piano Co., and W. A. Fritz, of the C. C. Mellor Co., all of this city.

Some Live News Gleanings

J. C. Roush, president of the Standard Talking Machine Co., motored to Birmingham, Pa., with his daughter, Josephine, last week, where she was entered in the Birmingham School for Girls. Recent visitors to the Standard offices included G. S. Flesher, Victor dealer of Cairo, W. Va.; J. H. Phillips, of N. S. Pittsburgh, and T. R. Towell, Eclipse Musical Co., Cleveland.

Max Willinger, of the New York Album & Card Co., Inc., Chicago, Ill., recently called on the talking machine trade in this section in the interests of his company.

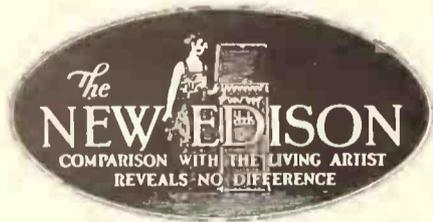
C. H. Yahrting, president of the Yahrting-Rayner Piano Co., Youngstown, O., and Gus Hellman, manager of the Victrola department, were recent visitors to Pittsburgh.

Cooper Bros., of New Kensington, Pa., recently installed a Victor record window of the popular Victor record "Annabelle," which sold over 750 records of this selection during the two weeks the window was in use.

Geo. W. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Piano Co., is taking a well-earned two weeks' vacation. Miss Friess, his assistant, is in charge during his absence.

Ben Reynolds, of Washington, Pa., president of Ben Reynolds & Co., music dealer of that place, is recovering from a severe illness.

During the illness of Thos. R. Windsor, of Tarentum, Pa., Victor dealer, Wm. A. Such, manager of the store, conducted the business.



The increasing demand for THE NEW EDISON is but a reflection of the ever increasing interest of the public in this quality product. Today's interest means tomorrow's sales. *Will YOU make those sales?*

BUEHN PHONOGRAPH CO.

EDISON DISTRIBUTORS

421 SEVENTH AVE.

PITTSBURGH

New Edison Records Every Week

DALLAS

Jobbers and Dealers Campaigning for Business — Rural Districts in Prosperous State—Other News

DALLAS, TEX., October 5.—Unusual activity in the talking machine trade in Texas and Oklahoma is reported by practically all dealers having headquarters in Dallas. Better crops than had been expected, with good prices for cotton and other farm products, have brought about a feeling of prosperity in the rural districts and small towns, and it follows that when the rural population and the people in the small towns feel prosperous the city folk soon see the difference in their daily balance sheets as business begins to pick up.

Talking machine companies with district offices in Dallas are just now staging campaigns to put on more dealers and increase sales in their territory, and in this unusual success is reported.

The Texas-Oklahoma Phonograph Co., Edison jobber, 2025 Jackson street, is in the midst of a drive which will cover its entire territory of Texas and Oklahoma, with the exception of a few counties; a large part of New Mexico and part of Arkansas. Intensive salesmanship methods are being followed in this territory, which has been thoroughly circularized in advance, and an effort is being made to place an Edison dealer in every town of 1,000 population or over, according to F. F. Dawson, sales-manager of the Texas-Oklahoma Phonograph Co., who is directing the field force which is now covering this territory.

In preparation for this drive, Mr. Dawson has just completed what is declared to be the first and most complete analytical survey of the territory. This survey shows that the Texas-Oklahoma Phonograph Co. is distributor for 289 counties in Texas, Oklahoma, New Mexico and Arkansas. This territory has a population of 5,635,844. There are 477 cities and towns of 1,000 population or more, with a total population of 2,183,404. This leaves a rural population of 3,452,440 in the entire district.

The survey made by Mr. Dawson goes farther and lists the towns in which there is an Edison dealer, and the towns where there is no dealer. Towns where the Edison dealer is regarded as wide-awake and the towns where it might be desirable to change dealers are also listed. With this information thoroughly digested, Mr. Dawson set to work to increase Edison sales in his territory.

"A survey such as this is needed in order that a sales manager may direct his field force intelligently," Mr. Dawson says, "for the same sales methods employed in the city will not bring results in the small towns and rural communities. This survey shows that three-fifths of our population is in the rural districts, and our sales methods must be designed to reach these people if we ever expect to sell our goods to anything like even one-half saturation."

The campaign put on by the Texas-Oklahoma Phonograph Co. is bringing results, Mr. Dawson says, and he reports the following new Edison dealers during the last two weeks: Canady Drug Co., Rockwall, Tex.; Palace Pharmacy, Teague, Tex.; Dollar Furniture Co., Chandler, Okla.; G. W. Waldrop & Co., Abilene, Tex.; Bosatko Bros., Uvalde, Tex.

Charles Kipp, formerly Edison jobber at Indianapolis, Ind., was in Dallas last week visiting friends and looking around before he enters business again.

C. S. Holderness, of the Phonograph Co., Edison dealer in Greenville, Tex., visited Dallas offices last week and placed orders for Fall stock. L. H. Walter, of the Walter Piano Co., Hillsboro, Tex., also was a visitor to the Texas-Oklahoma Co.

A. F. Beyer, Edison dealer in San Antonio, Tex., has gone to New York on a combined



EACH IS A NEW EDISON.
Each will sustain the test of direct comparison with the living artist. Each is a money-maker for the fortunate merchants who represent the NEW EDISON

TEXAS-OKLAHOMA PHONOGRAPH CO.
2025 Jackson St. Dallas, Texas

pleasure and business trip. He will visit the Edison factory before returning.

The Columbia Graphophone Co., 316 North Preston street, is also making a drive throughout its territory, placing many new dealers and taking orders for the Fall trade, which retailers everywhere believe will be unusually heavy. Fred R. Erisman, general manager of the Dallas branch, reports a feeling of optimism throughout the Southwest, which is being reflected in heavy orders and in this the Columbia machines are receiving due consideration.

In the retail trade in Dallas, Sanger Bros., the Edison Shop, the D. L. Whittle Music Co., Bush & Gerts, Will N. Watkin Co., W. A. Green & Co. and other music houses are pushing sales through special drives.

All music shops and retailers of musical instruments and talking machines took part in the fifth annual Music Day activities in Dallas. Display windows for several days prior to this event, which held sway throughout the day of

September 29, had music as their central idea. All the luncheon clubs, radio programs and other activities of the city intensified the idea of music. Special sales of musical instruments and records were arranged in all the music shops and retail stores. Unusually heavy sales are reported as a result.

The new Victor and Columbia console models have met with instant favor throughout Texas, and dealers have difficulty in meeting the demand.

A. H. Curry, vice-president and manager of the phonograph division of the Edison Phonograph Co., East Orange, N. J., has returned to Dallas, his former home, and he will devote his entire time to his official duties as president of the Texas-Oklahoma Phonograph Co. and other local business ventures. Mr. Curry was called to the home office of the Edison Co. to accomplish some special merchandising improvements proposed in the central organization. He has completed this work and has returned to his home in Dallas.



"We Serve the Southwest"

AS new distributors for "The Records of Quality" in the Southwest, we plan to play no small part in aiding hundreds of dealers to reap the benefits that come from handling the famous, fast-selling Okeh Records.

We have gained the invaluable reputation among our dealers that comes only through handling their orders—large or small—with unfailing promptness and absolute dependability, and offering them our hearty co-operation in the solution of their merchandising problems.

Okeh Records

The Records of Quality

Wholesale Record Division

TEXAS RADIO SALES CO., Inc.

Offices and Show Rooms:

2005 Main Street DALLAS, TEXAS

Inquiries from Dealers Solicited

MILWAUKEE

Business Continues Active—Possible Shortage of Machines Is More Evident—Sonora Distributor Expands—News of the Month

MILWAUKEE, Wis., October 8.—It is becoming more strongly evident every day that there is going to be a serious shortage of talking machines by the time Christmas and New Year roll around; in fact, there is a shortage already and it is growing more serious as dealers who have failed to exercise due caution in the matter of anticipating their requirements for the holiday season are coming to their wholesalers and jobbers for merchandise for quick as well as later delivery.

Current demand at retail is reported active, as early Fall usually goes. Jobbers, likewise, are busy and are finding retailers responding more alertly to their solicitation for business than usually is the case. The big selling season

is still a month to six weeks away and things are moving faster as the time approaches for final gift buying.

Jobbers say that, while dealers apparently are duly impressed with the actualities of a shortage of merchandise, the buying public has not yet taken this talk seriously and is in no particular hurry to place orders for holiday delivery. Nevertheless, sales are of good proportions. The call for records has picked up appreciably and dealers are pushing these with growing vigor, realizing the constantly increasing importance of the record department to the general profits accruing from store operations.

Victor Shortage Imminent

"Fall and holiday business is going to be big,

if we can only get enough instruments," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "Back orders continue to grow and the factory is not able to give any material relief because it is working night and day without stopping the flood of demand. The situation is worse in regard to the console style than with the upright models, which is bad enough."

Larger Sonora Field for Yahr & Lange

One of the most important news developments in the local wholesale trade during the past month was the announcement that the Sonora Phonograph Co., Inc., New York, has awarded the lower Michigan territory to the Yahr & Lange musical merchandise division, heretofore exclusive distributor in Wisconsin and upper Michigan. This addition to its territory, considered one of the most fertile markets in the country, is accepted as recognition of the power and influence of the Yahr-Lange organization, already one of the principal outlets the Sonora Co. possesses.

Enlargement of the territory came shortly after Fred T. Yahr, president and general manager of the company, announced that he had succeeded in acquiring the services of Irving S. Leon as sales manager. Mr. Leon is a veteran Columbia man and has been covering northern Illinois territory for a number of years. In less than three months he has demonstrated splendid capabilities, which increased the Sonora Co.'s confidence in the ability of Yahr & Lange to handle lower Michigan in the same effective manner.

Manager Leon has secured the services of R. H. Walley as representative in lower Michigan, with headquarters in Detroit. Mr. Walley has been with Columbia over ten years and was for five years wholesale representative of the Chicago branch in Milwaukee and eastern Wisconsin territory. For the present no branch store will be maintained in lower Michigan, as all shipments to dealers in that territory can easily and speedily be made direct from the Sonora factory, located at Saginaw, Mich.

Discussing general business conditions, Manager Leon is enthusiastic over current trade and the promising outlet for the holidays, commenting particularly upon the fact that the supply of merchandise will be very much inadequate to handle all orders. The Yahr & Lange organization also is distributor of the Okeh and Odeon records, which are making remarkable strides in building up volume and becoming increasingly popular with owners of all makes of talking machines.

The newest Sonora style, the Argyle console, has struck a most popular chord with Yahr-Lange dealers. At the first showing of the sample instrument dealers placed orders which absorbed the first carload shipment before it arrived.

Brunswick Demand Exceeds Supply

The local Brunswick branch is struggling against odds in filling its orders from dealers in this territory. Despite the material increase in the manufacturing capacity of the Brunswick Co. at Muskegon, Mich., output has not reached an equality with demand and, as a result, the local branch, like others, is entering the active Fall and holiday season behind on orders. P. H. McCulloch, manager of talking machine sales at the Milwaukee house, says that on some Brunswick styles it is impossible to guarantee more than a percentage of those wanted by dealers, but every effort is being made to satisfy the needs of those dealers who looked forward to the condition and had their orders in early.

The Kesselman-O'Driscoll Co., one of the leading Brunswick dealers, has effected a large sales volume in the York, a popular-priced Brunswick console type.

Edison Cabinet Plant Expanding

The Wisconsin Panel & Veneer Co., New London, Wis., one of the largest among the numerous factories owned by Thomas A. Edison, Inc., is erecting a large two-story addition for production and warehousing purposes. The

Two handsome models your customers want!

Fischer



Isabelle
Height 34 1/4". Width 35 1/4". Depth 21"
Mahogany and Walnut
\$185.00

ISABELLE—Here is a superb, exclusive design, exquisitely finished, in richly figured Walnut or Mahogany. Its appearance and tone make it a matchless value.



Peter Pan
Height 35 1/4"
Width 18 1/4"
Depth 20 1/2"
Mahogany and Walnut
Owing to convenient dimensions this model is packed two to a case for shipping. **\$100.00**

PETER PAN—This is an extremely smart, compact model which is now enjoying great popularity because of its graceful design and its unusual convenience.

THE Fischer is sold direct to you—no local distributor's profits to be added on. It is quickly making a place for itself because of its rare beauty of wood, workmanship, design and tone. Has every modern improvement and can easily be sold in competition with much higher priced models of other makes.

With the Fischer you get the maximum discounts and you can be sure of speedy turnover. Dealers who try out a Fischer send in orders for from six to twenty of these phonographs because they learn that the Fischer is a most remarkable seller.

Now, before the holiday rush reaches its peak, have us send you a

Fischer on a trial order. It's the easy-selling prestige-making phonograph you'll want to add to your line, no matter what makes you are handling.

Write us TODAY.

Mayer Bros. & Bramley, Inc.

417 W. 28th St., New York City

Fischer—The Soul of Harmony

CUT OUT AND MAIL THIS COUPON NOW

Mayer Bros. & Bramley, Inc., 417 West 28th Street, New York
Please send (2) Peter Pan
(Check model desired)
Forward freight prepaid. If not satisfactory we have
the privilege of returning these to you at your
expense.
Name _____ State _____
Street _____ City _____
(Please give bank and commercial references if you have not dealt with us before.)

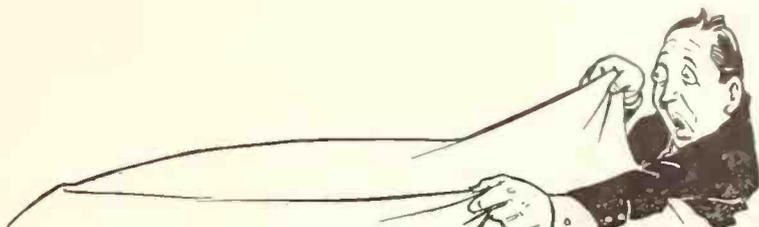
The Big Comedy Song Sensation
CUT YOURSELF A PIECE OF CAKE

And Make Yourself at Home

"You can't go wrong
 With any FEIST's song"



©LEO FEIST Inc.
 N.Y.C.



New London factories have been operating on a nine-hour working schedule for some time and this will be continued throughout the Fall and Winter months in order to meet the heavy demands for stock and finished cases.

G. F. Ruez on Important Mission

George F. Ruez, president of the Badger Talking Machine Co., Victor jobber, accompanied a delegation of twenty-five leading business men as representatives of the Milwaukee Association of Commerce on a journey across Lake Michigan to Muskegon, Mich., to be guests of the local Chamber of Commerce. Milwaukee and Muskegon at present are developing a very important traffic arrangement, whereby the Michigan port, gateway to the East by lake, will become even a greater outlet for Milwaukee and Wisconsin manufactures.

Expect Big Kimball Sales

Kimball phonograph sales by the Lyric Music Co., factory distributor in Milwaukee and vicinity, have established new high marks so far this year and J. Rousselot, president and

general manager, says there is no question that holiday trade will be the biggest ever known, depending upon the ability of the factory to supply the necessary number of instruments.

Edison Dealers Optimistic

Edison dealers throughout this territory speak with the greatest of confidence concerning trade prospects for the remainder of the year. They are entering the last and most fruitful lap of the year with a record of achievement in sales that goes beyond anything ever known.

Cheney Favor Growing

The Cheney has been kept conspicuous in Milwaukee by Edmund Gram, Inc., and these instruments are making their way into more and more of the wealthier homes, as well as those owned by people of more modest circumstances.

Period Vocalions Popular

The Vocalion is a big seller in Milwaukee and vicinity and the art period styles are causing especially favorable comment. The J. B.

Bradford Piano Co. has effected a number of sales of art styles running well into four figures and the owners, all prominent and representative families, have been responsible for numerous additional sales.

NEW ASTORIA MUSIC HOUSE

A new talking machine shop has been opened at 153 Main street, Astoria, L. I., by Thomas H. Cabasino, who has been engaged in the talking machine business for the past eight years. Brunswick phonographs, pianos, sheet music, etc., are handled. Among those present at the formal opening was H. L. Obert, of the New York branch of the Brunswick Co.

Thorson & Anderson, Victor dealers, Wahoo, Neb., have remodeled their store and removed the Victor department to the front of the establishment. Wayne Lorenz, who was formerly with R. B. Hetzel, Harlan, Ia., has been placed in charge.

We have no monopoly on virtue in merchandise—BUT—we manufacture a supreme phonograph at a knock-out price.

Write for open territory.

THE WOLF MANUFACTURING INDUSTRIES
 MAKERS OF "MASTERCRAFT" PHONOGRAPHS
 116 NORTH THIRD STREET
 QUINCY, 3, ILLINOIS

IN DES MOINES

Fall Buying on in Earnest—Trade Looking Forward to Very Busy Holiday Season—Trade Changes, Visitors and Other Activities

DES MOINES, IA., October 6.—Fall buying in the talking machine trade has begun at a lively rate, according to local jobbers. Although it is a little early in the season for the peak of the volume to be attained, early buyers are placing comparatively large orders. All orders received so far show substantial increases over those placed by the same dealers last year. This is interpreted by jobbers to mean that dealers' stocks are very low and that 1923 business has cleaned out most of the old stock in the dealers' hands.

There is every indication of a big business this Fall and Winter, according to local jobbers and retailers. There is a healthier note in business than was evident a year ago. Dealers are buying with good judgment, but are not over-cautious as some were last year. Record sales show the same healthy increase as the machine business. The weekly release plan adopted by Edison, Brunswick and Victor has been partially responsible for the better demand for records. Dealers like the plan, as it gives them new offerings to feature each week. Since the Victor Co. adopted the plan a few weeks ago there has been a substantial increase in the sale of Victor records.

Console models continue to retain their popularity with the trade. This has extended to the rural districts and is reflected in Fall orders of dealers. A large percentage of the out-of-

town dealers are including a fair percentage of these models in their orders.

H. H. Blish, Jr., of Harger & Blish, local Edison jobbers, returned the first part of September with the winning delegation of Edison dealers. All report a thoroughly enjoyable time on the extended trip through the East. Harger & Blish report that the contest was very successful in that it stimulated dealers to dispose of machines on hand and clean up their stock before placing Fall orders.

Among Edison dealers calling at the Harger & Blish establishment the past month were E. A. Thomas, Hartley, Ia.; J. F. Shuey, Jefferson, Ia.; C. R. Quade, Ames, Ia., and G. B. Baker, Ottumwa, Ia.

W. D. Duning, of the Duning Co., jobber of Starr machines, returned the latter part of September from a business trip through the north-western part of Iowa, where he found the trade in an optimistic mood.

W. O. Walker, who travels northeast Iowa for Mickel Bros., announces that he is the proud parent of a baby girl.

Harry A. Dixon has purchased the Victor stock of a retired dealer at North Platte, Nebr., and will continue the Victor business at that place.

Willard Brewster has assumed charge of the record department of the Ross P. Curtice Co., Victor dealer, in Lincoln, Nebr.

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

out a number of things regarding the new Red Seal double-faced records which have puzzled dealers.

A feature of the Tuesday morning session was a talk by Professor Bristol, of Iowa State College. Professor Bristol's talk was based on a recent survey of the State in a number of different lines of business.

George E. Mickel, of Mickel Bros., Victor jobbers, was called upon for a short talk and spoke on the subject, "The Outlook for Fall and Holiday Business." John Vance and Mort Duncan each spoke on some of the problems encountered in present-day business and how solutions to these problems were found.

R. S. Boas, of Rock Island, Ill., delivered a talk preparatory to an open discussion on the subject, "Which is Best—Outside Selling, Store Selling or the Combination?" In the discussion that followed many dealers joined in and gave incidents based on actual experience.

Mickel Bros. Co. entertained the visitors at a dinner held Monday evening, followed by a theatre party.

At the business session of the convention the following officers were elected: Mark W. Duncan, Albia, president; Earl E. Mason, Valley Junction, vice-president, and Frank H. Walter, Cedar Rapids, secretary-treasurer.

FT. WAYNE FIRM CHANGES NAME

Spiegel Sonora Shop Incorporates and Changes Name to Spiegel Music Co.

FT. WAYNE, IND., October 6.—The Spiegel Music Co., 1223 Calhoun street, this city, which was formerly known as the Spiegel Sonora Shop, was recently incorporated under the laws of this State and the name changed to the above. The concern has one of the most attractive stores in this vicinity. There are ten booths for the demonstration of machines and records and the whole interior has been pleasingly decorated in old ivory. Miss Ida Pickmeyer is president and general manager of the concern and has been in active charge of the business for the last two years. Brunswick and Sonora phonographs are handled.

The W. J. Sannebeck Music Co., Mexico, Mo., has secured the Brunswick agency in that city, following the dissolution of the business of the Taylor Music Co., which formerly handled that line.

DES MOINES VICTOR DEALERS MEET

Instructive Sessions and Interesting Talks Mark Sixth Annual Meeting of Iowa Victor Dealers' Association—New Officers Elected

DES MOINES, IA., October 6.—While the sixth annual gathering of the Iowa Victor Dealers' Association, which met here recently, had its attendance retarded somewhat, what it lacked in numbers was made up by enthusiasm. Rainy weather kept many of the Victor dealers of the State from attending, but those present found a most interesting and instructive program arranged.

Monday, September 17, was devoted mostly to renewing old acquaintances and making new friends. Frank H. Walter, of the Morris Sanford Co., Cedar Rapids, read an exceedingly interesting paper on the subject, "The Record Overstock Situation," and told of a number of clever ideas for the disposal of surplus records, based on results from his own store.

An interesting discussion was made by Mrs. Jesse Vance, of Mason City, Ia., on the question of operating a musical instrument department in connection with a Victor store. Mrs. Vance

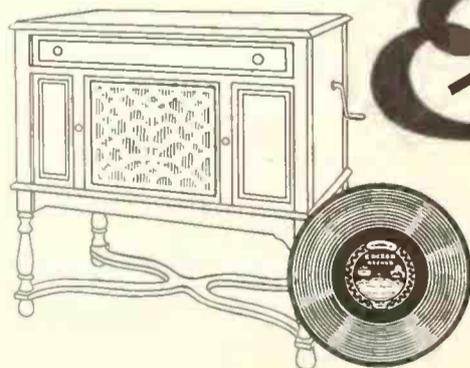
conducts one of the most successful music stores in the northern part of the State and her talk was based on actual experience.

A debate was held on the question of the Victor club plan. The affirmative side held that the Victor club plan was entirely successful as a business stimulator and won the decision of the judges on their able presentation.

L. R. Spencer, of Iowa City, Ia., chose the subject, "The Value of Organization Among the Victor Dealers" for his talk and told of some of the helpful ideas he had received from attending the conventions and how he adopted them very successfully in his own business.

The question of radio and the talking machine dealer was taken up by C. E. LeBlatt, of Clinton, Ia., who gave his experiences covering several years in developing the radio branch of his business. D. Earl Combs spoke on the negative side of the question.

The Victor Co. was represented by C. L. Enger, who told something of the care exercised in the manufacture of Victrolas and the plans of the Victor Co. for the following years. He also was called upon to answer a number of questions pertaining to the new marketing policies of the company. His talk straightened



Edison

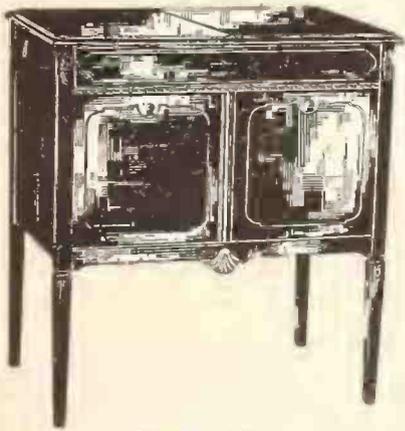


COMPARISON WITH THE LIVING ARTIST
REVEALS NO DIFFERENCE

HARGER & BLISH DES MOINES

The Pooley

PHONOGRAPH



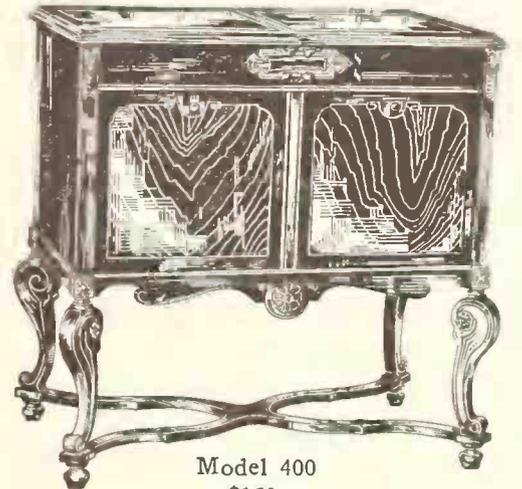
Model 220
\$115
Figured Mahogany or Walnut



Model 230
\$135
Figured Mahogany or Walnut



Model 225
\$120
Figured Mahogany or Walnut



Model 400
\$160
Figured Mahogany or Walnut

A reputation for excellence in manufacturing, which is faithfully carried out down to the smallest detail, has for the past thirty-five years set the Pooley Co.'s standard of quality above all others. In superiority of figured veneers, beauty of design, solidity of construction and in its wonderfully clear appealing tone, THE POOLEY PHONOGRAPH is unequalled in the world of today.

POOLEY PHONOGRAPHS are established throughout the country today as one of the foremost and best selling phonograph lines on the market. This success has been attained through the quality of the product, the practical selling plan behind it and the splendid proposition offered to wide-awake, aggressive dealers. If you are a phonograph merchant who appreciates these important manufacturing and merchandising factors, you will find the Pooley agency the most valuable franchise you can possibly secure. Write to the distributor in your territory for further details or direct to the factory at Philadelphia if there is no distributor in your territory.

An unusually attractive proposition for the aggressive wide-awake dealer.

A quality product made and unqualifiedly guaranteed by one of the country's foremost manufacturers.

POOLEY DISTRIBUTORS

MUSICAL PRODUCTS
DISTRIBUTING CO.
37 East 18th St., N. Y.
Greater New York and a
50-Mile Radius

W. B. GLYNN
DISTRIBUTING CO.
Saxtons River, Vt.
New England States

C. L. MARSHALL CO.
514 Griswold Street
Detroit, Mich.
328 Superior St., W.
Cleveland, Ohio
Michigan and Ohio

VOCALION CO. OF
CHICAGO
529 So. Wabash Avenue
Chicago, Ills.
State of Illinois

COLE & DUNAS
MUSIC CO.
430 So. Wabash Avenue
Chicago, Ills.
State of Wisconsin



Lin - dy La - dy come out and meet me 'neath the mel - low moon.

A Southern Mellow Moon Song—

"You can't go wrong
With any FEIST song"

Lindy La-dy



©LEO FEIST INC NYC.



DISCUSS RECORD EXCHANGE PLANS

Talking Machine Men, Inc., Endorse 10 Per Cent, Two-for-one Exchange—Trade Urged to Tie Up With Opera—Annual Ball Date Set

At the monthly meeting of the Talking Machine Men, Inc., held at the Café Boulevard on September 26, the chief subject of discussion was an equitable record exchange plan of permanent character to enable the dealer to keep his record stock in proper condition by weeding out slow-selling records at regular intervals and returning them to the manufacturer on a credit basis fair to both interests.

The record exchange plans now in effect were cited and, after a short discussion participated in by several dealers and a couple of manufacturers and their representatives, a resolution presented by the executive committee of the association was adopted, endorsing a plan providing for the return to the manufacturer by the dealer each quarter of a maximum of 10 per

cent of the records bought during that period on a two-to-one basis, that is, that he order two records for each one returned. This system is already in effect with one manufacturer. The other record manufacturers will be advised officially of the opinion of the association.

Chas. D. Isaacson urged that dealers support the opera during the season, particularly the San Carlos Opera Co., now playing in New York, and tie up with it for the purpose of selling operatic records. He urged that, where possible, sets of records covering complete operas be offered to the public for sale as units. This idea was further enlarged on by Mr. Kurtz, who told of various plans of the same order that have been worked out successfully in England and were now being tried out here.

The plan for the holding of a phonograph show in New York at the time of the convention of the allied music trades next year was also presented and put over for further discussion. President Kurtz, incidentally, has been appointed on the 1924 convention committee.

It was announced that November 15 had been selected as the date for the annual ball of the association, to which the general public will be invited. Tickets will be priced at \$1.65 and the affair is expected to yield a large profit for the organization.

A representative of the Artists' Publishing Co., New York, sang several songs to be featured by that company in the near future, including "Remember, I'll Never Forget," "Where Can My Sweet Mamma Be" and "Down Old Chesapeake Bay." A representative of the Gibson Art Co., manufacturer of greeting cards, also addressed the dealers.

VISITED THE MIDDLE WEST

C. R. Wagner, vice-president and general manager of the Musical Instrument Sales Co., New York Victor jobber, is back at his desk after a trip through the leading Middle Western trade centers. He declared that increased buying in this territory presages a Victor shortage.

TO OUR DEALERS.

It is our business to better your business. With this ambition ever and always in mind, Dealers have come to know and depend upon the merits and advantages of our

DE LUXE NEEDLES

(Best By Every Practical Test)

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.



Full Tone

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS



Medium Tone

Three for 30 cents (40 cents in Canada)
LIBERAL TRADE DISCOUNTS

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

DEALERS STOCKING UP EARLY IN ANTICIPATION OF MACHINE SHORTAGE AS FALL DEMAND GROWS

Auspicious Opening of Fall and Winter Sales Season—Promotions in Steinert Organization—New Models Please—Dealers Add New Lines—Visitors, and Other Activities of the Month

BOSTON, MASS., October 6.—The talking machine business has started off briskly for the Fall and Winter and dealers for the most part are in a happy frame of mind. This year, as not in a long time, dealers are heeding the advice of the jobbers and stocking up early, but nevertheless they are purchasing rather cautiously, some of them especially stocking up on the higher-priced goods, others finding their biggest call for the lower-priced models of machines. For the most part collections are good and there is little complaint heard along this line.

Changes in Steinert Organization

On October 1 Herbert Fleischman, who has been with M. Steinert & Sons for ten years,

Massachusetts, Connecticut and Rhode Island. He was very reluctant to sever his pleasant relations with his old associates, with whom he had established the most cordial relations, and they, in turn, were equally sorry to lose his society, so, by way of showing their appreciation of him as a man and as a friend, they presented him on Saturday with a handsome gold watch suitably inscribed.

Stepping into Mr. Fleischman's place is Emmet Ryan, who has been with the Steinert house four years. He saw service in the late war and was on the Texas border and also in France. Henceforth he will travel through Mr. Fleischman's territory.

James Graham, who up to now has looked after the Victor interests for the Steinerts in suburban Boston and has been with the house nearly nine years, and is, therefore, well acquainted with the Steinert way of doing business, will step into Mr. Ryan's shoes. Charles Von Euw, who has been in charge of the record stockroom for five years and also saw service in the late war in France, will take over Mr. Graham's territory, while Fred O'Leary will be in charge of the wholesale record stockroom.

New Brunswick Accounts

At the Brunswick headquarters here in Boston one hears of splendid orders ahead, with the prospects most rosy for a very busy Fall. A new concern to lately sign up to carry the Brunswick line is the R. H. McWhirr Co., of Fall River, which has received its first shipment of late models. This is the first time that this Fall River concern has ever handled talking machines and, with a Unico equipment, the department is admirably adapted to take care of customers. The manager of the department is Robert Salmond, who is an experienced man in the talking machine business. Another concern to take on the Brunswick line is the W. G. Shaw Furniture Co., of Quincy, and at New Bedford there is E. J. Remillard, and still another of the new concerns to handle the Brunswick is L. N. Longe, of Springfield, Vt., and the Barton Co., of Manchester, N. H. The new



Left to Right, Front—C. Von Euw, J. Graham. Second Row—E. Ryan, F. O'Leary, G. L. Koote. Standing—Herbert Fleischman

rising from stock boy to salesman, and one of the best-liked men in the Steinert organization, severed his connection with the house to begin his new duties as manager of the talking machine department of the Marcellus Roper Co., of Worcester. Mr. Fleischman, who has wanted to get into the retail business for some time, has devoted all of his time of late to the outside interests of the Steinert Co., having had as his territory southern and western Massa-

Don't Wait For The "Rush"

Exclusively



Wholesale

The Eastern Talking Machine Co.
85 ESSEX STREET
BOSTON MASS.

Raleigh model of Brunswick is going big and dealers are constantly dropping into the Boston quarters to examine it and to place orders.

Enthusiasm Over New Columbias

There is considerable enthusiasm in the Boston headquarters of the Columbia Co. over the new models which have been received, eight of the fourteen having already reached the city.
(Continued on page 98)

Fall Business Is Here Are You Ready for It?



Are your Victrola and record stocks complete and ready to meet the demand? Are your sales policies for the coming months fully settled upon? Have you arranged for wholesale service that is dependable in a pinch?

DITSON SERVICE

Victor Exclusively

will help you meet your problems.

OLIVER DITSON CO.
BOSTON

CHARLES H. DITSON & CO.
NEW YORK

Love of Good Music Is Not Limited to Any Class, Creed or Race

The NEW EDISON

Through its marvelous REALISM, bringing to actual LIFE the subtle personalities of the artist, perfect technique, the individual tone of voice and instrument, this

phonograph, The NEW EDISON, fully meets every desire of all exacting MUSIC LOVERS. It will bring increased patronage to every Edison Dealer's store.

FULL CABINET MODELS IN CONSOLE AND UPRIGHT DESIGNS, \$100 UP

Certain Localities Offer Dealership Opportunities. Write us.

THE PARDEE-ELLENBERGER CO., Inc.

Edison Jobbers for New England

26 Oliver Street

Boston, Massachusetts

Edison is FIRST with HITS

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 97)

There is equal enthusiasm over the new W motor with automatic stop and the new No. 12 reproducer, all of which, together with the new process records, are playing a conspicuous part in bringing the Columbia line to the fore. Manager Fred E. Mann, of the Boston branch, was over in New York toward the latter part of September, stopping in Bridgeport, Conn., en route. Manager Mann was accompanied by Frank Fiumara, who has the Connecticut and Massachusetts territory, the latter having succeeded Salesman Frederick C. Collins, who was recently transferred to the jurisdiction of the New York branch of the Columbia Co.

Many Hear Popular Brunswick Artist

Segrid Onegin, the popular artist whose Brunswick records are so popular, was in Brockton Sunday, September 30, where she was greeted by a very large audience, many of whom are familiar with her recordings. The concert in Brockton was under the auspices of the local Brunswick dealer. On October 2 this star appeared at Fitchburg, Mass.; Bangor, Me., October 4, and at Portland, Me., October 8.

F. E. Fiumara With Columbia Co.

Manager Fred E. Mann, of the Boston branch of the Columbia Co., announces that Frank E. Fiumara has been chosen as the successor to Frederick C. Collins, the Columbia representative in eastern Connecticut and western Massa-

chusetts. Mr. Fiumara has had a wide sales experience and is the son of Placido Fiumara, who was well known to the music lovers of a past generation when he was 'cellist with the Boston Symphony Orchestra for thirty-five years. Mr. Fiumara, naturally, brings to the Columbia Co. a fine appreciation of music and musical merchandise and an ability to co-operate with Columbia dealers in their merchandising problems. Mr. and Mrs. Fiumara and their two children will make their home in Springfield, Mass.

F. C. Collins Transferred to Gotham

Frederick C. Collins, lately traveling salesman for the Columbia's Boston branch in eastern Massachusetts, Connecticut and western Massachusetts, has gone to New York, from which he will cover southern Connecticut. This transfer is made at Mr. Collins' own request. His home is in New Haven, the headquarters city of the new territory. The dealers with whom he heretofore has been keeping in close touch regret his departure.

New Victor Red Seals Popular

Herbert Shoemaker, speaking of the Eastern Talking Machine Co.'s experience, says that the Victor weekly release system is meeting with marked favor among the dealers, who claim that it is far easier now to assimilate eight or nine records than it was the thirty or more

under the old conditions. It is easier under the new conditions, too, to become acquainted with the selling value of these fewer records and another splendid advantage is that the timely hits, especially those of current musical comedies, can be put out much quicker than formerly. Mr. Shoemaker is very enthusiastic over the prospects for a big Fall business.

Erismar Co.'s Handsome Display Rooms

Here are two views of the talking machine display room of the A. C. Erismar Co., 175 Tre-



Palatial Erismar Art Rooms

mont street, corner of Avery street, this city. The display room is one of the handsomest in the city and the instruments which one sees in



Another View of Strand Home in Boston

the picture are all Strand models, most of them in two-tone effects. The Erismar Co. is the distributor of the Strand line throughout New England.

D. M. O'Brien Ends Long Trip

D. M. O'Brien, in charge of the Columbia department of Smith Bros., Boston, is back home from a 2,600 mile automobile tour which he took through New England and into Canada, getting as far as Toronto, where he attended the Toronto Exhibition.

Heavy Demand for Okeh Records

Manager Smith, of the General Phonograph Corp., manufacturer of Okeh and Odeon records, has found business, in the Okeh line especially, moving so fast that the offices and stock-rooms have had to be rearranged so as to give more room. He says everything looks good for

We Serve New England!



PREPARE now for a busy Fall season. Examine your stocks and plan your campaigns for bigger and better business. Then, call on us. We can and will gladly be of service to you.

Our complete stocks of all Okeh Records, including the foreign language and Irish records, and the employment of modern methods of distribution assure you of speedy and accurate filling of all record orders. The benefits of our experience in, and the knowledge of, the New England market are at your service at all times in the solution of arising sales or business problems.

General Phonograph Corporation of New England

142 Berkeley Street

Boston, Mass.

Okeh Records

a big Fall business, and, what is better, collections are coming along more satisfactorily than for some time. There are several hits that are making heavy demand, among them "Hot Roasted Peanuts" and the Mariechen waltz, as recorded in Czecho-Slovakia by the Danubia Municipal Band. The "Laughing Record," so popular a year ago, is again coming into a large measure of favor.

Lester Jones a Busy Traveler

Lester Jones, in charge of the talking machine department of the Hallet & Davis Co., lately spent ten days in western Massachusetts and Connecticut in the interest of the product of this company. Mr. Jones has other trips planned for the near future by way of increasing interest in the Hallet & Davis line.

To Open New Victor Store

A new Victor store is soon to be opened in Rumford, Me. It is located on Main street and is to be conducted by H. W. Hanson, who has been a Victor dealer in that town for a number of years. The new store is beautifully equipped. The official opening is scheduled for October 15, when several trade members will go up from Boston for the inaugural.

Encouraging Sonora Outlook

Joe Burke, of the Sonora Co., makes a most encouraging report of business and says September was one of the best months in a long time, and the only thing that troubles him now is the possible difficulty of getting a sufficient supply of the low-priced models. A first shipment of the new two-tone Argyle model, which dealers are most enthusiastic over, has just come to the Columbus avenue headquarters of the Sonora Co. Joe's two brothers, Tom Burke and Ray Burke, are on a fortnight's trip through Maine, going up by automobile. They plan to thoroughly cover the territory from Portland to Fort Fairfield and will carefully study the needs of the trade in that territory.

Some Local Visitors

A Boston visitor the other day was Harry Yagoobian, who is associated with the Royal Piano Co., Worcester. He was a caller at the General Phonograph Corp., whose lines of Okeh and Odeon records this Worcester house is featuring.

Edward A. Welsh was a welcome visitor to Boston the other day when he dropped in from New Bedford, where he is associated with the M. Steinert & Sons' store in that city. Mr.



TODAY, Not TOMORROW,

is the time to send in your order for Victrolas.

A shortage on certain popular types already exists which we regretfully predict will spread to other models during the busy season.

Your order should NOW be on file with your Wholesaler, assuring you of participation in shipments as they are received from the Factory.

Do It Now

M. STEINERT & SONS

Victor Wholesalers

35-37 Arch Street Boston, Mass.

Consult Us for Proposition on DeForest Radio Merchandise

ANYWHERE IN NEW ENGLAND

Welsh is pleasantly remembered from the old days when he was one of a live group at the Eastern Co. when the wholesale and retail departments were together on Tremont street.

Miss E. Armitage in New Post

Miss Ethel Armitage, under the expert tutelage of Mrs. Alice W. Graves, record and stock-keeping expert of the Boston branch of the Columbia Co., has become head of the record department of Lord & Co., Inc., Lawrence.

C. H. Farnsworth's Motor Vacation

Charles H. Farnsworth, head of the Eastern Talking Machine Co., Victor distributor, has just returned from an enjoyable vacation which he took with Mrs. Farnsworth via automobile. They motored to Lake Mohonk, N. Y., where they stayed for a few days, then to Stockbridge

and finally to Manchester, Vt., where they had a pleasant time with friends.

Robert Steinert to Go Abroad

Robert Steinert, of M. Steinert & Sons, has been spending a fortnight at Chocorua, N. H.,



Three Brunswick Boosters

From Left to Right—C. P. Shaw, of Baltimore, district manager for the Brunswick; O. F. Jester, district manager at Philadelphia, and Harry Spencer, manager at Boston and on October 10 he left for Europe, where he will join his mother, Mrs. Alexander Steinert, and his brother, Alexander Steinert, Jr., who are now in Paris. In the late Fall Mr. Steinert and his mother will return home.

Changes in Positions

Mrs. Cobb, heretofore with the talking machine department of the F. N. Joselyn department store in Malden, is now with Henry Kahn's Washington street store, Boston.

Le Roy Mann, formerly manager of the Conclave Store, 39 Washington street, Boston, is now operating a store of his own on Chelsea street, Charlestown, under the name of the Mann Music Co. He is handling the Okeh and Odeon lines of records.

Exhibits at Brockton Fair

The Trinity Radio Phonograph (maclite equipped) was on exhibition at the Brockton Fair, which came off early in October and is one of the great annual features of eastern Massachusetts.

Another exhibitor at the Brockton Fair was the C. C. Harvey Co., whose Brockton store is

(Continued on page 100)

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAPHS AND RECORDS

New Brunswick Records Every Day

No waiting now for Brunswick records—they come **NEW EVERY DAY.** A constant stream of the novelties in music to bring customers into the store of Brunswick dealers every day, instead of once a month.

Always something in advance to play for the record customer. The public is pleased. The sales of records prove it. Dealers like it. Their profits prove it.

Brunswick records can be played on any phonograph. Brunswick phonographs play all records.

KRAFT, BATES & SPENCER, Inc.
80 KINGSTON STREET, BOSTON, MASS.
New England Distributors

Steel Needles Motrolas Record Brushes Khaki Covers



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 99)



Getting
More
AND
Giving
More

The
CHENEY
The Master Phonograph

The success which the Cheney has achieved, the character of the merchants who sell it, the appreciation of those who have purchased it, and the fairness of Cheney prices bespeak a line of unusual merit.

Cheney success is undoubtedly due to the ability of a quality product and exclusive Cheney franchise to give more and thereby getting more.

If you are interested in generous and permanent phonograph profits, we urge you to write at once.

We offer the maximum of service to Cheney dealers in the above territory.



(Distributors) Cheney Sales Corporation

376 Boylston St., Boston

1015 Chestnut St., Philadelphia

1107 Broadway, New York

usually represented there. The exhibit was under the direction of V. Merrill Jones, manager of the Brockton store.

Discuss Exhibition Plans

Members of the New England Music Trade Association were invited yesterday at luncheon at the Adams House by the officers of the National Exhibition Association, Inc., whose headquarters are at 18 Boylston street, which organization, as mentioned several times in this department, is endeavoring to father a national music exposition at Mechanics Building the week beginning November 26. The special hosts of the luncheon were H. L. Katz, the president of the National Exhibition Association, and John A. Davis, one of the directors. Following the luncheon, Mr. Davis spoke at length, going into more or less detail what it was planned to do. He stated that several large concerns already had taken space in the exposition and it was planned to include every branch of the music industry. By way of interesting the general public there was a plan being carefully worked out whereby there would be frequent concerts, a voting contest which might start a few weeks in advance of the exhibition, and other features that might tend to keep up the interest of the public to the end. The luncheon was attended by piano men and by talking machine men, but the music publishing business was not represented.

Finds Business Good

P. J. Donovan, of the traveling staff of the General Phonograph Corp., has returned from a business trip which he took into Vermont and northern New Hampshire, finding time to run over the border into Canada. Mr. Donovan found business quite good in his territory.

Miss Barr Now in the West

Miss Grace Barr, whose home is in Worcester, who was long associated with the Victor interests in New England and who has a number of friends hereabouts, is now associated with the educational department of the Victor and at the present time is assigned to the Western territory and is making her headquarters in Chicago.

Hudson Dealer Commands Public Attention

In the latter part of September A. E. Champagne, manager of the Grafonola Shoppe, exclusive Columbia dealer at Hudson, put across a novel advertising stunt. He took the empty

talking machine cases which were piling up to an enormous extent in the rear of his store and placed them on carts owned by every boy that he could get hold of in town. These were lined up in parade formation and as the "Parade of the Wooden Boxes" the line was started from in front of the Grafonola Shoppe

immediately after the supper hour and filed down Main street. On the sides of the cases were painted such catch phrases as: "Why Girls Stay at Home," "If It's Music See the Grafonola Shoppe," "George Washington Did Not Own a Phonograph—Poor George," "Prohibition Has Not Killed Champagne," "No Champagne for Champagne." The idea took immensely in the town.

Kenneth E. Reed Reviews Situation

Manager Kenneth E. Reed, of the Victor wholesale department of M. Steinert & Sons, says that as he views the field during the month of September the retail business was a bit quiet, but the wholesale business was very good, and he was glad to say that dealers were taking the advice early given them and stocking up well for the holiday trade. Of course, there always are some backward ones and, naturally, they will be the losers in the long run. The weekly release plan, he says, is being favorably received and is making for bigger sales. The first shipments of the new double Red Seal records were sold out in a few days, so eager were the dealers to acquire them.

Secure Columbia Franchise

The Prince-Walters Bungalow Shop, of Lowell, has secured a Columbia franchise and will carry a complete line of new model Columbias and New Process Columbia records. Fred H. Walters, manager, is well known to the trade in New England, having been at one time representative of the Brunswick Co. for several years before entering the retail field.

Takes on Junior Operetta Line

Arthur C. Erisman, of Boston, has taken on the new Junior Operetta line of records which is put out by the Vulcan Record Corp., of New York, and the first of the series, "Little Red Riding Hood," is being eagerly called for by dealers who see in it a splendid holiday seller. Mr. Erisman also has received the first
(Continued on page 102)

Edison Dealers:—

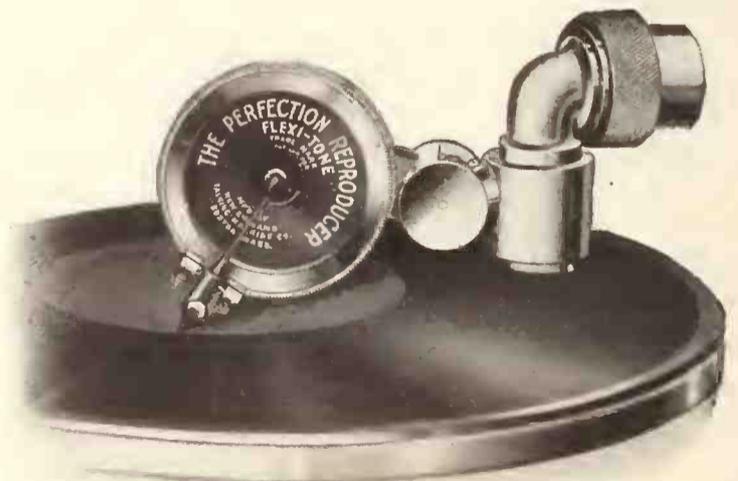
Here is a way to make extra profits. Investigate the "Perfection" and see for yourself its big possibilities.

A new gold finish by the Chesley process is now being put on all Perfection attachments. It's a good, heavy, durable gold finish—a "five-ply" finish. You can recommend and sell Perfection attachments, with a guarantee of 100% service.

Every Edison owner is a prospect.

It makes possible the playing of all makes of lateral cut records on Edison machines.

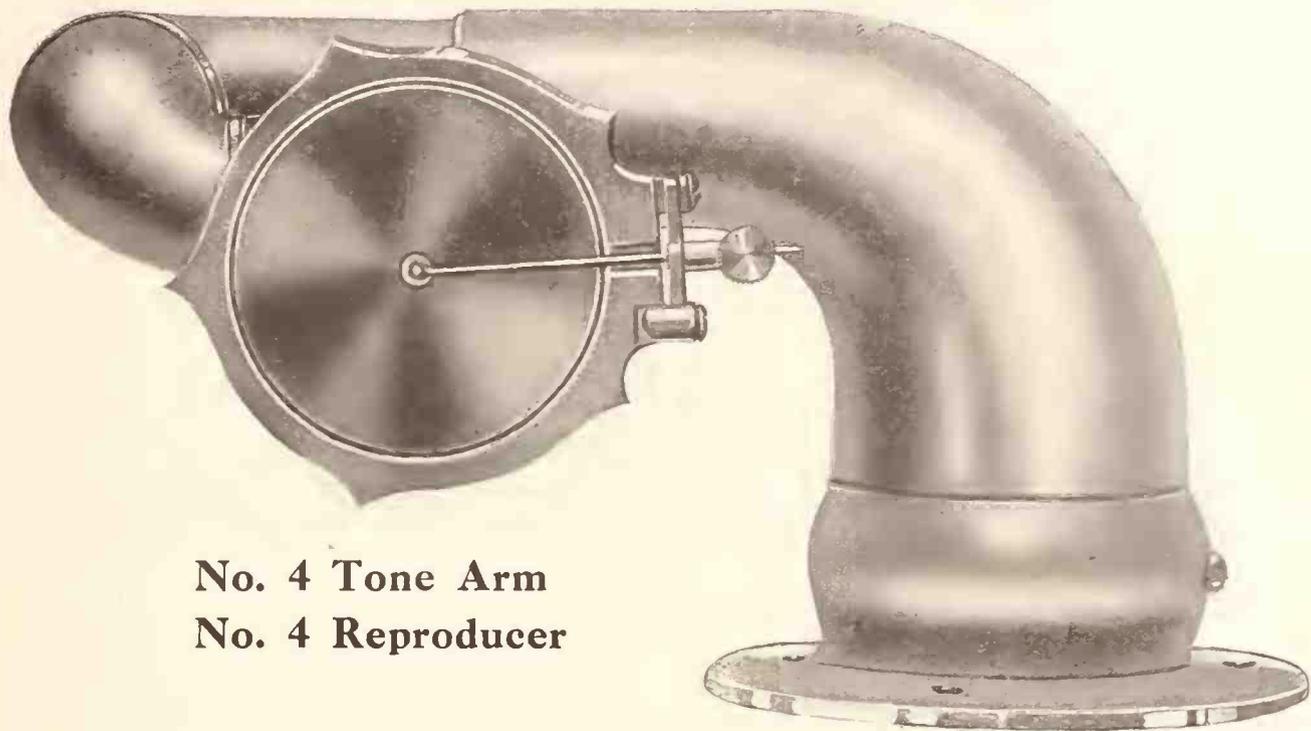
Construction and finish—the best.



This is the "Perfection" Edison Attachment (Nos. 4 and 7)

Send today for complete information, prices and dealers' proposition.

NEW ENGLAND TALKING MACHINE CO.
16-18 BEACH STREET BOSTON, MASS.



No. 4 Tone Arm
No. 4 Reproducer

New Number Four Proves a Big Success

The initial announcement of the Number Four arm and reproducer resulted in orders from all over the country

The phonograph world moves in common with the rest of the universe. People are trying to get away from the conventional, always in quest of things new and better. Realizing this our engineers set to work to design a Tone Arm and Reproducer that is original, attractive and good.

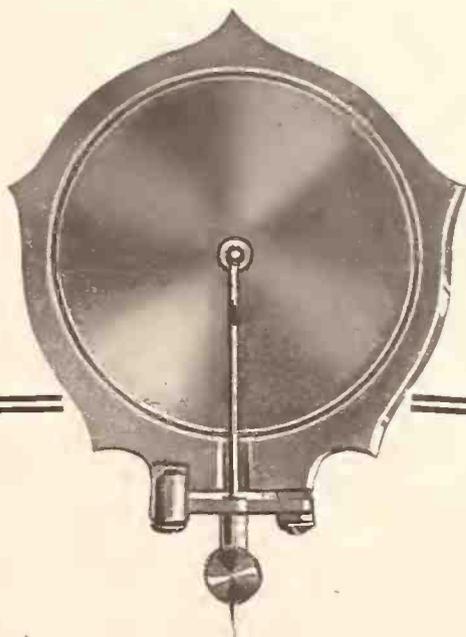
The result is our No. 4 Throw-back Tone Arm with Swelled Base and No. 4 Pentagon-shaped Sound Box—a welcome

relief from the staid equipment used heretofore. Its pleasing appearance lends an air of distinction to the best of phonographs, and appeals to the taste of the purchaser.

But the real achievement of our engineers was not alone in the design, for a phonograph cannot sell solely on its outward aspect. After weeks of experimenting they perfected a full, resonant-toned reproducer which defies comparison.

**MUTUAL PHONO
PARTS MFG. CORP.**

149-151 Lafayette Street
New York City



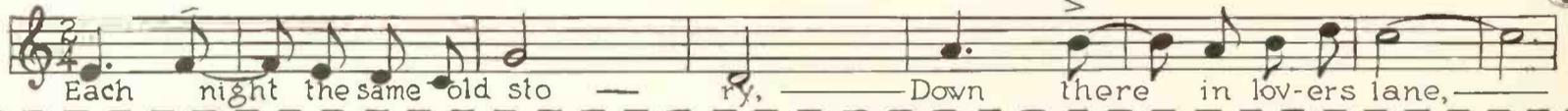
The Russell Gear & Machine Co., Ltd.,
1209 King St., West, TORONTO, CAN.

Exclusive Distributors for Canada and All
Other British Possessions

INDUSTRIAS UNIDAS, S. A.
Balderas 110, MEXICO CITY,
Exclusive Distributor for Mexico

Another "McCarthy-Tierney" Masterpiece!—
SAWMILL RIVER ROAD
 That Irresistible Fox Trot

"You can't go wrong
 With any FEIST song"



THE TRADE IN BOSTON AND VICINITY
 (Continued from page 100)

sample of the Outing, Jr., machine which is receiving much attention from dealers and which is to be put on the market in November. Mr. Erisman now carries forty-one different lines of talking machine merchandise.

Big Demand for the Strand Line

Mr. Erisman is finding the Strand business immense, and he says it is going to be difficult to fill the orders for Fall delivery. A new concern to sign up with him for the Strand is the R. A. McWhirr Co., of Fall River. Another concern to take on this line is the Tilden-Thurber Corp., of Providence, R. I. Miss Hennessey, who is in charge of the talking machine department at this latter-named store, is a bright and capable young woman with worthwhile ideas on merchandising.

Takes Over Stores in Haverhill and Portland

J. L. Prosser, of Boston, who already conducts stores in Athol, Fitchburg, Waltham, Somerville and Peabody, has taken over the talking machine departments in the two stores at Haverhill, Mass., and Portland, Me., conducted by Simonds & Adams, where he will carry the Edison and Columbia lines and general talking machine merchandise.

Vocalion Popularity Grows

The Vocalion business continues big in the New England territory. Oscar W. Ray, of the New York office, was over in town for a day the latter part of September and was the guest of Arthur Erisman. From Boston Mr. Ray went to Brattleboro, Vt., for a few days.

Columbia Dealers Active

Carbone Bros., Columbia dealers, Broadway, South Boston, have remodeled their store and installed new fixtures in preparation for the expected holiday rush. Mrs. Mary Cobb, formerly with the J. W. Philbrick Co., Malden, Mass., has been added to the record sales organization of this progressive concern.

The first New Process Columbia recordings of Leo F. Reisman and his orchestra are being received with enthusiasm by both the trade and the public here.

The Columbia September Sales Conference was held in this city on the fifteenth and plans for the Fall and Winter advertising campaign were thoroughly discussed.

Charles Morse, Lancaster, N. H., and J. D. Symons, Skowhegan, Me., were recent exhibitors at the county fairs in their territories. Salesman Ingalls, of the local Columbia branch, co-operated in making the exhibits a success.

News Gleanings

Otto Piesendell, of the Victor department of the Oliver Ditson Co., has been on his vacation, which was spent mostly around home.

John White, formerly with one of Henry Kahn's stores and with Carbone Bros. in South Boston, is now associated with the talking machine department of the Bahr Piano Co., Quincy.

Charles E. Hodgkins, one of the traveling staff of the General Phonograph Corp., is back home from his vacation, which was spent at Belfast, Me.

Lloyd Spencer, of the traveling staff of the Brunswick, is home from a good trip to Maine during which he visited dealers in Bangor, Augusta, Lewiston, Holton, Portland, Bath, Biddeford and Saco, in all of which places he found the Brunswick line going strong.

RESULT OF GOOD BUSINESS METHODS

The Song Shop, Lowell, Mass., Although in Business Only a Year, Has Become Established With Public and Is a Success

LOWELL, MASS., September 8.—One of the most successful dealers in this vicinity is H. B. Leggatt, proprietor of the Song Shop, 127 Merri-



Warerooms of Song Shop of Lowell
 mack street, this city. Although the store was opened less than a year ago, November 20, 1922, to be exact, the business has been a success from the start, largely through the aggressive policy inaugurated by Mr. Leggatt, and the Song Shop is now a favorite rendezvous for music lovers. The lines handled include Hallett & Davis talking machines, portable instruments, Okeh, Vocalion, Columbia and Banner records, as well as a complete line of sheet music.

John Di Fiore, of Red Bank, N. J., will soon open his large remodeled talking machine establishment at 126 Shrewsbury avenue.

A CLEVER DEALER SALES HELP

Talking Machine Toys Perform on Turntable on Rear of Ford and Create Sales

BOSTON, MASS., October 1.—The National Co., of this city, manufacturer of Ragtime Rastus, the Magnetic Dancers and other well-known talking machine toys, has evolved an ingenious circulating dealer help that is creating con-



Novel Means of Creating Interest

siderable comment. A phonograph turntable has been set up in the rear of a Ford coupé where all the various toys perform their fun-making antics. The car is usually stopped in front of a talking machine store which carries the line, the salesman turns the crank and the crowd gathers. The National Co. reports that it is bringing very satisfactory results in the sales of these toys for dealers in the towns visited.

Victor Wholesalers



The House of Mellor in Pittsburgh since 1831



No. 35769/11
 Areca Plant, natural prepared, 36 inches high, with 11 leaves and pot, complete \$3.50 each, per dozen \$35.00.
 Our Fall Catalogue No. 35, with illustrations in colors of Artificial Flowers, Plants, Vines, Trees, etc., Mailed Free for the Asking.

FRANK NETSCHERT, Inc.
 61 BARCLAY ST. NEW YORK, N. Y.



CONSOLIDATED SERVICE

quickly earns and retains the unlimited confidence of those OKeh dealers who partake of its many merits and advantages.

Why? Because we keep on hand at all times a thoroughly complete stock of all records listed in the OKeh catalogues. Because we use only the speediest of modern methods of distribution. Because we constantly offer new and valuable sales helps. Because we are always ready and cheerfully willing to lend a helping hand in the sensible solution of our dealers' sales and business problems. In other words, we are striving just as earnestly and just as conscientiously to *maintain* the present efficiency of Consolidated Service as we did to *attain* it.

A more reliable combination could hardly be found than that of Consolidated Service and

OKeh Records
The Records of Quality

Consolidated Talking Machine Co.

227 W. Washington Street

CHICAGO, ILL.

Branches:

2957 Gratiot Ave., Detroit, Mich.
1121 Nicollet Ave., Minneapolis, Minn.



Your Slice of Victor Business

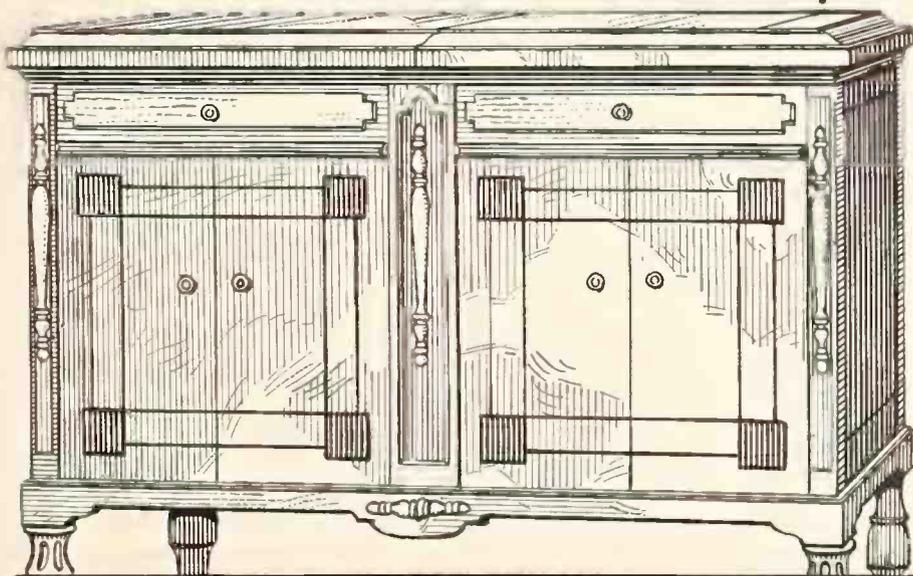
How Big will it be this Holiday Season!

THE man who wins success and fame in the prize ring or the man who wins success and fame in business — each gets out of his business in life just what he puts into it. Clear thinking and good hard effort are vital essentials.

You are now in training for the Holiday season. The size of your Holiday Slice of Victor Business depends on the consideration you give now to the formation of your selling plans.

W. D. Geissler

President



**NEW YORK
TALKING MACHINE Co
521 West 57th Street**

**CHICAGO
TALKING MACHINE Co
12 North Michigan Ave**

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., Oct. 8, 1923.

GENERAL business continues to be prosperous, with signs that the expectations now rife about an equally prosperous Winter will not be disappointed. There certainly is no boom to be anticipated, but, at the same time, there can be no doubt that, short of some calamity which is not imminent at this time, nothing can stop the orderly flow of commerce and trade. The general economic situation of the country is clearing up and there is evidence that much of the political unrest of the last two years is gradually subsiding. When Congress next meets we are likely to find that some of the wild and woolly bewhiskered gentlemen, who have been pawing the ground with their hoofs and snuffing the air with their nostrils, are wondering just how they are going to bring about that revolution in Congress, if not in the Government itself, of which they were talking so lustily during the last elections. The European situation, of course, remains unfortunate, but it is also not quite so bad as the isolationists would have us believe. On the contrary, there is steadily growing an enlightened public opinion which sees that American prosperity and world prosperity are one and the same, and which perceives that for a real, genuine boom we must have the purchasing power of all the world in some way brought to a common denominator. With this growing feeling one must, for the moment, remain content, realizing that general business meanwhile will not suffer. As Roger Babson has remarked, however, next year the greatest of national industries will be flourishing; with possibly adverse effects upon other industries. This industry is the Manufacture of Lies, for 1924 is a presidential election year. Till then, however, let us be of good cheer; for if we continue to be cheerful, as at this time we well may, we shall perchance be able to go on during next year quite as well, despite the overtime operations of our quadrennial Greatest National Industry.

Now and
Next
Year

LARGE promises are made for the forthcoming Chicago Radio Show and much interest will doubtless be developed. Radio interests great numbers of people, but, from the viewpoint of our industry, distinction should be carefully drawn between the two chief divisions of this interest. Radio attracts a great army of small boys, young men and others who take delight in tinkering with mechanical devices of all descriptions. But this type of enthusiast is not keenly interested in complete sets, for it is the fascination of making a radio set that appeals to the high school boy, amateur or so-called inventive genius. It is that portion of the public which is interested in complete outfits that will prove a sales outlet for the talking machine merchant. If the radio set can be merchandised to the prospective purchaser as a musical media, and if the dealer can be impressed with the musical value of the radio set, the distribution problem is solved so far as this industry is concerned. If the talking machine merchant believes in radio then the forthcoming show will be well worth a visit. For the makers of complete outfits know that they need the music merchant quite as much as, if not more than, he is ever likely to need them. There should be then a large attendance of music men at the show who may thus obtain an opportunity to learn what will enable them to frame a logical opinion as to the sales possibilities of radio in this industry.

Music
Dealers
and Radio

IN a certain flourishing part of Chicago's uptown are three talking machine shops within one block. Each is well equipped and good to look at. Each carries a good line of standard machines and fine stocks of good records. Yet all that the proprietor of each can think of to attract attention to himself is to install a "loud-sounder" above the entrance of his store and play dance music all day long to the noisy street. The reproduction is bad, naturally, for the street is very busy and noisy. The musical effect

What's
the
Answer?

is worse than bad, for it is totally unlike the natural sounds of the talking machines which the music is supposed to be advertising. Moreover, the noises neutralize each other and the cumulative effect is simply nil. There, if you like, is a fine example of lack of imagination. Why on earth does not one of the young men in this trio of competitors stop his noise machine and try running a dance contest, or a daily afternoon concert of operatic vocal music, or a public demonstration of all the new numbers of each release as it comes out? In a word, what on earth is the matter with retailers of this type? Do they not realize that these practices are not only harming themselves but the entire trade as well?

THERE seems to be a shortage developing, if not already developed, in practically all types of console machines. About a year ago retail merchants began to put pressure upon manufacturers to design and produce consoles which might be sold at prices scarcely, if at all, above what standard uprights previously commanded. The manufacturers responded to this demand and many styles of moderate-priced consoles were quickly placed on the market. They immediately attracted the public's attention and it might be said that the public was attracted to them, perhaps, in too great a measure, for the manufacturers and the dealers soon found themselves unable to take care of the demand. The upright was comparatively neglected, which means that there is now a shortage of consoles, with a fair supply of uprights on the market. While this situation is causing considerable concern to manufacturers and dealers alike, at the same time it is somewhat of a blessing, for it may influence merchants to sell more uprights and thereby solve the manufacturers' production problems in addition to producing tangible profits from every sale. Within the past fortnight several prominent manufacturers have commented upon the tendency of their dealers to give more attention to uprights in ordering their merchandise for the holiday season. Musically and tonally the upright is certainly on a par with the console, and talking machine dealers who have been affected by the marked shortage of consoles will find it to their distinct advantage to apply their knowledge of salesmanship to the stimulation of the demand for uprights. It is a demand that is healthy and substantial, particularly when it is almost impossible to secure an adequate number of console models.

Dealers
Featuring
Uprights

ONE can never too often talk good sense or tell the truth. There are talking machine merchants who sometimes complain that there is too much preaching in the trade papers; but those who do the complaining are usually those who most need reminding of their faults. Talking machine merchants have vastly improved, during the last ten years or so, the general physical makeup of their stores. The old-fashioned gloomy, dingy room, conducted by the old-time music dealer, with its moth-eaten showcase in front and the two or three rather battered-looking pianos in the background, has about disappeared. The modern piano or talking machine store, even in small communities, is to-day commonly a place of business quite worthy the study of experts in merchandising methods. But there is one point in respect of which merchants dealing in any or all kinds of musical instruments still need to be reminded gently. And that is that a music store ought not merely to be physically as perfect as possible, but also to be a place radiating musical influence throughout the community. Music merchants are too often slow in realizing that they should be leaders, so far as they can, in the community's musical life. It is here that too often there is a lack. The talking machine man ought to think of his store as a place to which every person will naturally gravitate who has anything to say or do relating to the musical activities of the community in which he is located. It will be found to be good business viewed from any and every standpoint. The man or establishment that aids in musical culture is sowing seed that will inevitably yield a fruitful harvest.

Centers of
Musical
Influence

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CAPACITY PRODUCTION ON THE PART OF MANUFACTURERS INDICATES GREAT RETAIL ACTIVITY

Standard and Widely Advertised Products Prove Best Investment for Dealers—Console Shortage Here—Retailers and Wholesalers Busy With Fall Plans—General Activities of the Trade

CHICAGO, ILL., October 8.—Never, in the memory of the local trade, has there been such tremendous activity as is now going on throughout the individual plants in this section. This is particularly true of those plants which make parts. In them, generally, wheels of industry are spinning as fast as they possibly can. Many of the manufacturers of talking machine parts

are able at present actually to show unfilled orders which will keep them busy for weeks. This picking up of orders has in several cases necessitated putting on night shifts to take care of trade demands.

Truly, the past year and a half has been a severe test to all manufacturers throughout the industry in this section and one which has re-

sulted in the survival only of the fittest. The materials now being put into instruments are so superior to those which were used commonly during the war that there is practically no comparison. As a matter of fact, it is said by some members of the trade, particularly retail men, that the instruments selling to-day, say, for \$150 are parallel in quality to the machines which retailed for from \$250 to \$300 during the war.

In cold, plain facts, the day of the junk machine has passed and, like the small boy who touched the stove and had his fingers burned, the retailers of to-day have learned their lesson and refuse to be burned again. That, in a nutshell, is the reason why only machines actually worth the prices asked for them are being disposed of to-day.

From the retail standpoint we find that the dealers are actually going out and getting business. These men tell us that from present indications their inventories at the end of the year will show surprising results. The retail trade is more firmly establishing itself with the purchasing public and retail dealers are doing everything they can to maintain this standing. They are intensifying their activities by taking on lines of small goods. In numerous cases, moreover, these men who have made a practice of selling nationally advertised phonograph merchandise are so strongly entrenched in the communities they serve that they are beginning to take on nationally advertised lines of pianos and player-pianos. In other words, they are branching out so as to take in every line of activity in the music business.

This, in turn, is causing many music shops, which formerly were comparatively insignificant, to broaden out and become important factors, especially in the outlying communities of the Chicago territory.

On every hand plans are being made for a Fall business that will far overshadow any previous season in the history of this section. In other words, "Music in the Home" is here to stay throughout Chicago and the trade as a whole is about to cash in and reap the rewards due for long, hard labor.

Shortage of Consoles Apparent

Reports from all over the country indicate that the tremendous demand for console talking machines is already causing a shortage of these instruments. According to the views of J. G. Sills, manager of the wholesale department of the W. W. Kimball Co., the shortage is quite evident now, but dealers are making the best of it by boosting upright instruments. There are many dealers in the trade who wonder how there can be a shortage of consoles, for example, on one hand and on the other hand a good supply of upright cabinets. Some of them fail to see why, when a concern manufacturing talking machines sees a demand for a certain style, it cannot instantly quit making other styles and concentrate its energy on the particular model.

However, if these men take the trouble to look into the matter, they will soon appreciate the predicament of the manufacturers. When this is done there will be better co-operation all along the line. In taking cognizance of the demands made upon the talking machine manufacturer the questioning dealer can easily see that in some sections of the country there will be a demand for a certain type of console, where in others there will be a demand for certain upright models. Be this as it may, it will at times have a tendency to spread through the entire trade and, consequently, increase when orders for other models are decreasing.

(Continued on page 108)



For The New Edison



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 Edison Record With Fibre Needle.

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 with a Fibre needle in the proper "EDISON" position with the Reproducer turned FACE DOWN to the record, giving it a floating action.

Needle CENTERS on all records.

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

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

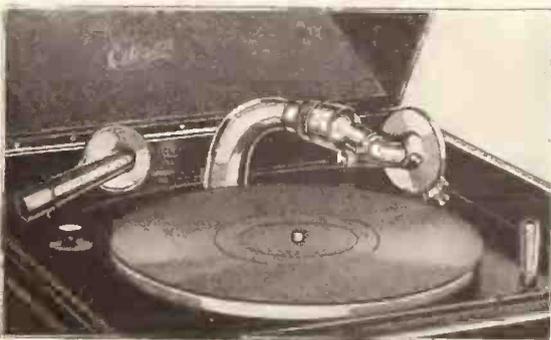
Weight is the lightest that can produce perfect results, thus saving the record, and permitting a freedom and sweetness of tone considered impossible.

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

N O T
Just Another Equipment
B U T
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."
**WRITE YOUR EDISON JOB-
BER. HE HAS IT.**
Price the same. Liberal dis-
count to dealers.
**GUARANTEED IN EVERY
WAY.**
**MONEY BACK IF NOT
SATISFIED.**
We handle highest grade
Jewel Point Needles.



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 PHONOPARTS COMPANY, 160 W. Whiting St., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

So the basis of the shortage, after all, is merely a shortage in style which may develop overnight. The question, then, is what can the manufacturers do to take care of such sudden demand? The answer is that, while the popularity of a certain style may grow overnight, an entire production plant of a concern manufacturing talking machines cannot be changed without some lapse of time. In fact, it would be foolhardy for the manufacturer to readjust his plant every time demands are made upon him for certain instruments in large quantities, as it would necessarily increase his overhead expense. On the other hand, in making the changes gradually, if after careful consideration the demand for a particular style looks as though it were here to stay, the entire change of the plant is then warranted. Therefore, if the dealers will take note of the problems facing the manufacturer, they will appreciate the various situations governing the manufacture of talking machines and much good will come from the realization.

Death of Mrs. Grace Healy Woodruff

Cable news has reached Chicago from Algiers of the death of Mrs. Grace Healy Woodruff, wife of Frederick W. Woodruff, president of the First National Bank of Joliet, Ill., and daughter of Mr. and Mrs. Raymond J. Healy, of Chicago. Mr. Healy is a son of the late P. J. Healy, founder of Lyon & Healy, Inc., and is president of the Knabe-Edison Shop at Adams and Wabash on Piano Row. With her parents the former Miss Healy sailed for Europe on the Leviathan on July 4 and three weeks before her death she became the wife of Mr. Woodruff in Paris. Funeral plans have not yet been announced, but it is surmised that funeral services will be held at Joliet at the home of the bereaved husband.

Hall Needles Sell Where Raw Material Grows

Several months ago a deal was consummated between the Hall Mfg. Co., of Chicago, and

Okamoto, Ltd., of Tokyo, Japan, whereby the latter concern became distributors of the Hall fibre needle throughout the Japanese Empire. The deal was made by Okamoto, Ltd., after considerable investigation of the Hall fibre needle and the interesting part of the deal lies in the fact that the raw material comes from Japan, so that Okamoto, Ltd., might be supposed to be in a position to manufacture fibre needles for itself. The various items of manufacture are said to have been taken into consideration by Okamoto, Ltd., but after investigation the heads of this organization decided that nothing so good as the Hall fibre needle



Hall Fibre Needle Publicity in Japan could possibly be reproduced outside the Hall factories.

When the horrible details of the recent Japanese calamity reached Chicago the Hall Mfg. Co. sent Okamoto, Ltd., a cablegram inviting them to entirely disregard their contract for needles until the business situation of Japan had righted itself. A few days afterward the New York representative of Okamoto, Ltd., advised the Hall Mfg. Co. to continue its shipments, as there was every evidence that Japanese business is quickly recovering itself and that, although the business and residential districts of Tokyo and Yokohama were practically

in ruins, commercial activity was going on as well as ever. The communication also enclosed an advertising proof from a Japanese newspaper, which gives a sample of how enthusiastically the Okamoto Co. is going after business.

Celebrate Twenty-first Convention

The twenty-first annual convention of the International Lyceum and Chautauqua Association was held, from September 17 to Friday, September 21, inclusive, at the Auditorium Hotel, with a large registration and eighteen exhibits of sheet music publishers, who occupied the entire ninth floor of the hotel for exhibiting purposes.

The exhibitors had a separate room with piano and artist to play their numbers, of which they had complete selections on display. Among those exhibiting were the following: W. Witmark & Sons, New York, N. Y., with N. V. Joseph in charge of exhibit; Oliver Ditson Co., Chicago, with C. F. Manner in charge of exhibit; J. Fischer & Bro., New York City, with Joseph Fischer in charge of exhibit; Leo Feist, New York City, with Harry Coon in charge of exhibit; Jack Mills, Inc., New York City, with Clara Edwards in charge of exhibit; Will Rosser, Chicago, with T. Van Gelder in charge of exhibit; Sam Fox, Cleveland, with L. Greenberger in charge of exhibit; the Heidelberg Press, New York City, with C. Harold Lowder in charge of exhibit; Jerome Remick, New York City, with Harry Holbrook in charge of exhibit; G. Schirmer, Inc., New York City, with E. G. Marquard in charge of exhibit; the John Church Co., Cincinnati, with W. L. Coghill in charge of exhibit and Chas. Gilbert Spross at the piano; Hinds, Hayden & Eldredge, New York City, with John A. Usher in charge of exhibit; Chas. E. Roat, Battle Creek, Mich., with F. W. Clement in charge of exhibit; Clayton F. Summy Co., Chicago, with Harriet Barnett in charge of exhibit; Sherman, Clay Publishing Co., San Francisco, with Ford Rush in



Style J Mahogany



Style M One of several beautiful console models

KIMBALL PHONOGRAPHS

Fall Buying Now Active

BE prepared for phonograph business that is sure to come at this season—Send your orders Now and avoid disappointment in getting the particular styles and designs that meet the demand of your local trade.

We manufacture a variety of models and have a wide distribution, but in your own field you know best the demand—therefore anticipate your needs.

The Kimball Phonograph, either of the Upright type, or Console type, has greater value for the money in comparison with others.

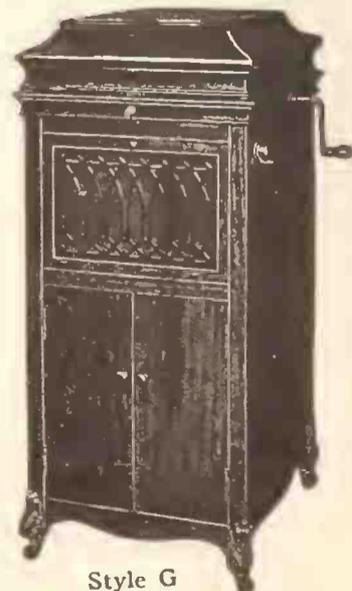
Ask about Territory and Agency Terms.

W. W. KIMBALL CO.

Established 1857

Kimball Hall 306 So. Wabash Ave. CHICAGO

Manufacturers of Phonographs, Pianos, Player Pianos, Pipe Organs; Distributors of Okeh Records



Style G One of several beautiful upright models

KIMBALL PHONOGRAPHS PLAY ALL RECORDS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 108)

charge of exhibit, and McKinley Music Co., Chicago, with E. Clinton and T. Henri Klickman in charge of exhibit.

G. P. Hough Visiting the Trade

G. P. Hough, sales manager of Westphono, Inc., left headquarters in Chicago on the first of the month for a visit to the South Central and Southeastern States. He will call on the various dealers and jobbers of that section, not only in the interests of Westphono, Inc., but also of the Bush & Lane line of talking machines. This beautifully artistic line was recently introduced to the trade by the Bush & Lane Co., which has gone over its product very thoroughly and has brought out some of the most desirable designs of talking machines that have appeared in the trade for a number of months. The Bush & Lane Co. is one of the oldest institutions in the country and manufactures a full line of upright, player and grand pianos.

Hold Annual Election

In the recently held annual meeting of the Hall Mfg. Co. the following officers were named: L. C. Wiswell, president; Columbus Healy, vice-president; Marquette Healy, treasurer; H. J. Fiddelke, secretary and general manager, and Mrs. Elizabeth S. Hall, assistant secretary and assistant treasurer.

Mr. Fiddelke's appointment as secretary of the Hall Mfg. Co. comes as a reward for services rendered during the past year as general manager for the company, during which time he has succeeded in increasing the sales of the Hall fibre needles to an extent which has necessitated enlarging the plant.

Mrs. Hall, who was appointed assistant secretary and assistant treasurer, is the widow of the late Frederick D. Hall, originator of the Hall fibre needle and founder of the factory, who at the time of his death was chairman of the board of directors.

New Orotone Reproducer

The Orotone Co., of this city, has announced a new model reproducer, the stylus bar anchorage of which carries some interesting features which, the Orotone Co. believes, will fill a long-felt want. The anchorage of the stylus bar contains a depression containing a stiff, oil-tempered spring which, in turn, is compressed by a plunger screw. This idea was devised to prevent side-shake, which sooner or later comes in many reproducers from wear upon the sharp screws of the solid sides of the anchorage.



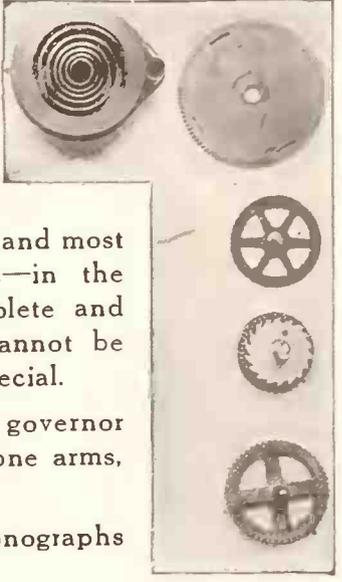
Repair Parts

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.



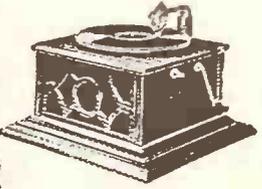
INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

SUCCESSORS TO:
Standard Talking Machine Co.
Faded 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.
Branches: 2957 Gratiot Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.



TRADE MARK
'CONSOLA'
CABLE ADDRESS
'CONSOLA'

These sharp screws in many instruments wear a depression in the side of the stylus bar, as a result of which there sooner or later comes a side-shake. With the compression spring, however, all danger of this side-shake is automatically taken up, whether the slack be due to wearing or from the shock of high notes during reproduction.

Coming Radio Show Will Be Big

Details for the Chicago Radio Show, to be held at the Coliseum November 25, inclusive, are practically perfected, according to James F. Kerr, manager of the Show, at his headquarters, 127 North Dearborn street. Mr. Kerr states that practically every manufacturer of high-grade radio receiving sets and accessories has already signed up and that the Chicago Radio Show this year will probably be the greatest of its kind ever held in this section, from both

the standpoint of exhibits and that of attendance.

Although last year's show was a big success, it did in some details fall a little short of expectations, but now all these shortcomings have been rectified and present plans indicate that the coming show will be 100 per cent perfect. Plans have been made this year to encourage dealers to attend and special stress is being laid by the management of the Chicago Radio Show on the talking machine dealer. Manufacturers of radio sets now realize that the talking machine man offers the logical outlet for high-grade receiving sets, owing to his familiarity with nationally advertised goods and music's close relation to radio.

It is due to these essential features, which are a part of the talking machine man's everyday life, that the radio industry has taken this step. Because of this reaction the Radio Show men feel that it is their duty to encourage the music dealers and jobbers to attend the coming Show in full force. Manufacturers of radio are appreciating this co-operation on the part of the Radio Show management and, in turn, are co-operating with the Show management in sending out special admission tickets to the music dealers.

Westphono Head on Trip

Ben Wood, general manager of Westphono, Inc., started on a business trip throughout the Central Western territory on October 1. Mr. Wood reports that dealers are still enjoying a splendid business with portable talking machines and that large numbers of them are taking advantage of this. Westphono is using individual hard packing boxes for the purpose of disposing of these portables during the

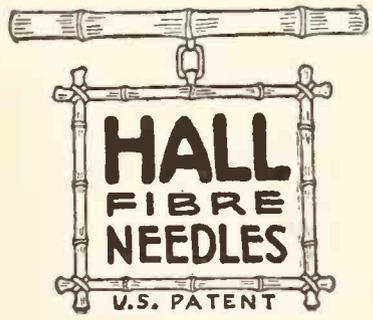
(Continued on page 112)

Positively

Eliminate

Surface

Noise



U.S. PATENT

Cannot

Possibly

Injure

Records

Your Trade Wants These Wonderful Needles

Talking machine owners who appreciate the marvelous musical value of their machines want to bring out the best in records—the way to accomplish this is to play with HALL FIBRE NEEDLES.

Semi-permanent; play 30 to 50 records with each needle.

Profitable—will sell more better-class records.

HALL FIBRE NEEDLES Combine Quality and Service.

Stock them at once and avoid disappointment by not having them during the Holiday period.

Ask your wholesaler for circulars or send direct to us for The Needle the "Tongue of a Talking Machine" and "Records on Approval" for your trade.

HALL MANUFACTURING CO.

Successors to B & H FIBRE MFG. CO.

33-35 West Kinzie Street, CHICAGO, ILL.

See what

\$2.85

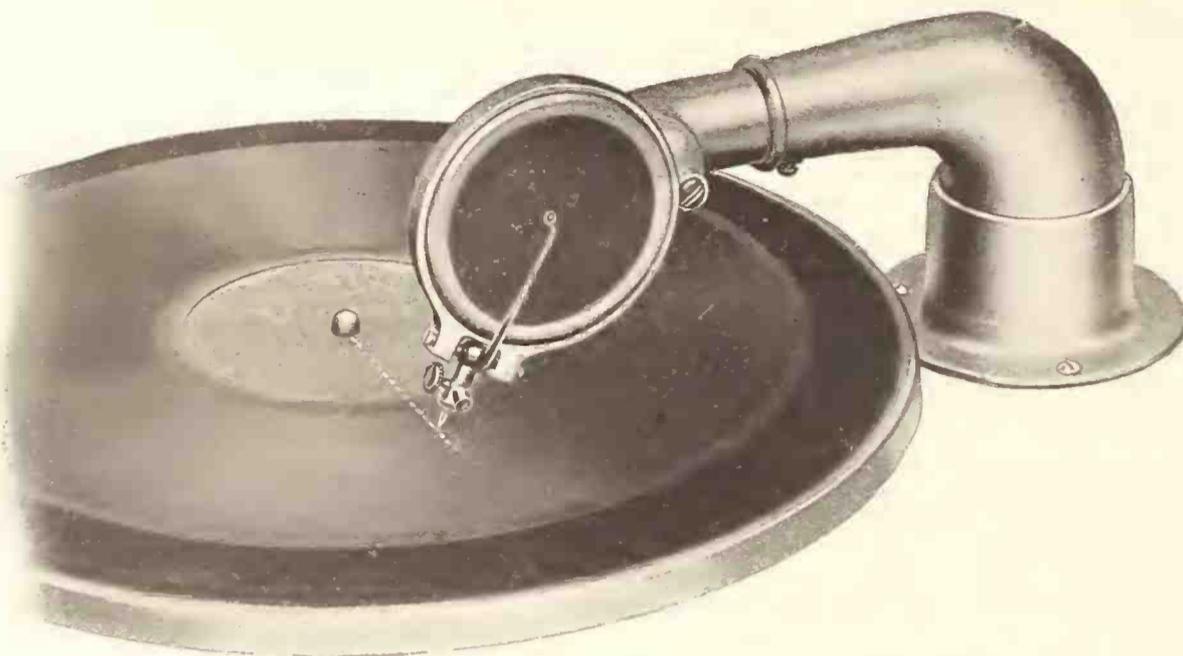
will buy

Page 47

ORO-TONE AUTOMATIC No. 16

THE PERFECT TONE ARM FOR YOUR PHONOGRAPH

(PATENT PENDING)



POSITION FOR LATERAL CUT RECORDS

Note the dotted line showing correct angle and perfect needle center when reproducer is turned to play Victor or other lateral cut records.



POSITION FOR HILL AND DALE RECORDS

A turn of the hand and the reproducer is in the correct or Edison position with correct angle and perfect needle center—note dotted line.

AUTOMATICALLY

Adjusts reproducer to correct weight on record for both vertical and lateral cut records.

AUTOMATICALLY

Centers needle on record—no coasting to center.

AUTOMATICALLY

Adjusts reproducer to correct angle or position on record. No weights to shift, no adjustments to make.

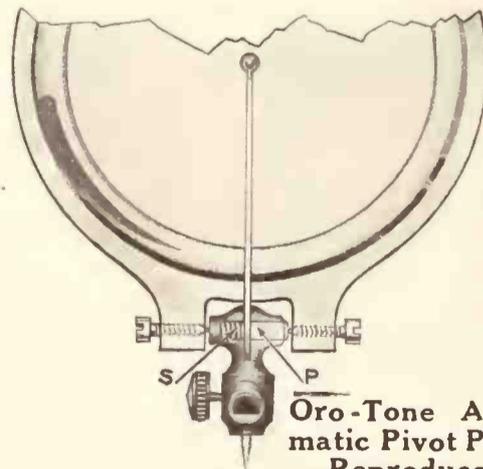
Give Your Phonograph More Selling Power

The Oro-Tone Automatic No. 16 Tone Arm and Reproducer represents the highest achievement in principle, scientific construction, operation and tone quality. The manufacturer who offers this arm on his phonograph will receive a quick response from dealers.

It is human nature to want something new and better. The most exhaustive tests have been made among dealers and phonograph users proving that the attractive appearance, perfect operation and rich, powerful tone of the Automatic No. 16 are preferred both by the dealers and the public.

Equip your phonographs with this perfect automatic tone arm and reproducer and note the increased interest your line will create.

We will send you a No. 16 Automatic on 30 days' trial. Write us on your letterhead today.



Oro-Tone Automatic Pivot Point Reproducer

This reproducer represents another big step in advance. No more trouble with loose pivot screws. Perfect, even contact under all conditions and temperatures. Softens high overtones, high notes, etc. This construction exclusive with Oro-Tone equipment.

The Oro-Tone Co.
QUALITY FIRST

1000-1010 George Street

Chicago, Illinois, U. S. A.

NEW ORO-TONE No. 4 AUTOMATIC

IT OPERATES WITH THE RAISING AND LOWERING LEVER THE SAME AS THE REGULAR EDISON REPRODUCER

(PATENT PENDING)

The Most Scientific Edison Equipment Ever Produced

The Oro-Tone No. 4 Automatic for the first time gives the correct weight or pressure on the record you are playing, the correct needle center and correct angle or position of the reproducer.

There are no weights to shift, no adjustments to make. A simple turn of the hand and the reproducer will play either lateral or vertical cut records perfectly. It will not damage the records due to the perfect automatic weight adjustment feature and the correct needle center and sensitive operation when playing.

All equipment is fitted with Oro-Tone Automatic Pivot Point Reproducers.

PEOPLE who buy an Edison do so because they are convinced that it does re-create the original. In comparison with the living artist there is no difference. This is not only admitted, it is a positive proven fact.

It is an established conclusion, therefore, that the customer who buys an Edison wants the best. They also want the best attachment for playing such lateral cut records as they want to hear.

The new Oro-Tone No. 4 Automatic is worthy of being associated with the wonderful Edison. It reproduces lateral cut records beautifully, giving a deep rich tone quality, eliminating the thin mechanical tones often so pronounced in ordinary phonographs.

With the No. 4 Automatic you can play Edison records with the ordinary fibre needle.

Dealers who are selling the new Automatic say that it is a valuable asset in closing sales for Edison phonographs.

A sample No. 4 Automatic equipment will be sent to you on 30 days' trial. All equipment packed in fancy boxes with our two-year guarantee seal on every box.

Prices are as follows:

Nickel	\$7.00
Gold	\$9.00
Oxidized (Antique Bronze)	\$9.00

Less Usual Discount to Dealers



SHOWING POSITION FOR PLAYING VICTOR OR OTHER LATERAL CUT RECORDS

Turn reproducer to play Victor or other lateral cut records and you automatically secure the correct weight on the record, correct needle center (see dotted lines), and correct position of reproducer.



SHOWING POSITION FOR PLAYING EDISON OR OTHER HILL AND DALE CUT RECORDS

Turn reproducer to play Edison or other hill and dale cut records and the weight of reproducer is automatically decreased to the Edison weight, the needle is centered and the reproducer assumes the flat or Edison position.



SHOWING CONVENIENT POSITION FOR CHANGING NEEDLES

The clever height adjustment arrangement insures the perfect operation of the No. 4 with the regular raising and lowering lever of the Edison.

Order Your Sample Today on 30 Days' Approval

The Oro-Tone Co.
QUALITY FIRST

1000-1010 GEORGE STREET :: CHICAGO, ILLINOIS, U. S. A.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

Christmas holiday trade. This special package is of cardboard and is beautifully decorated with holly leaves, etc., in color, making a very neat Christmas article.

Change in Lyon & Healy Management

After many years of active service as manager of both the wholesale and retail Victor departments of Lyon & Healy, Inc., L. C. Wiswell has relinquished a part of his duties, particularly those of manager of the wholesale department, and will, in the future, confine his



Walter F. Roche

activities exclusively to handling the retail Victor department of this concern. As wholesale manager, Mr. Wiswell is succeeded by his former assistant, Walter F. Roche, who for the last several years has been Mr. Wiswell's right-hand man.



THE LIDSEEN FIBRE NEEDLE CUTTER

Is the Only Cutter which will sharpen the needle without necessitating its removal from the tone arm.

It thereby overcomes the only objection to the fibre needle.

Selling Lidseen Fibre Needle Cutters will not only be profitable to you, but will greatly increase your fibre needle sales.

Write today for further details and prices

LIDSEEN PRODUCTS
830-846 South Central Ave., CHICAGO

This separation in the Victor department was occasioned by the increased demands made by the retail department upon Mr. Wiswell. Release from activities in the wholesale field comes as a relief to him. When he first came with Lyon & Healy Mr. Wiswell's activities were devoted practically entirely to the retail division and his success was very noticeable. Through his unremitting efforts, in fact, Lyon & Healy's retail Victor department became a very important factor in the musical merchandising field in this territory.

Mr. Roche comes not as a stranger to fill the position vacated by Mr. Wiswell, as he has been connected with Lyon & Healy for the past eighteen years. He began as a stock boy and was rapidly promoted to the retail department, thence to the wholesale department and from there to traveling salesman. Then he became assistant to Mr. Wiswell. His long

activities and good work in these various positions have now obtained complete recognition in his appointment to succeed Mr. Wiswell in the Victor wholesale department.

New Cole & Dunas Catalog

A sixty-four-page catalog, one of the largest ever published by local distributors in the Chicago section, has just come from the printers for Cole & Dunas. This catalog has everything from talking machine parts and accessories to small goods of every description. It is being mailed out to dealers throughout the country.

Everything handled by the Cole & Dunas Co. is shown within the pages and many of the items shown are among the best of their kind throughout the music industry.

Doing Well With the Pooley Line

Cole & Dunas report very favorable progress with the Pooley instruments, of which they
(Continued on page 114)



Vitanoia 46
List Price, \$175.00
Height, 35 1/4"
Width, 40"
Depth, 24"



Vitanoia 49
List Price, \$125.00
Height, 34 1/4"
Width, 36 1/2"
Depth, 22"

VITANOIA
The Phonograph of Marvelous Tone

The Biggest Dollar for Dollar Value on the Market

There must be a reason why our factories are working to capacity.

Quality machines at prices that allow dealers to make their necessary profit.

Write for catalogue "F" and dealers' prices, from which you will understand why Vitanoia dealers stick to the line and prosper.

VITANOIA TALKING MACHINE CO.

738 So. Michigan Avenue

CHICAGO, ILLINOIS

"It is easier to sell the Vitanoia than to compete with it"



Net Profits— and United Motors

SERVICE Departments can soon eat up profits, and in the phonograph business most troubles are motor trouble.

Users of United Motors have cut and cut the number of employees in their service department until today they are mere skeletons of the old departments.

All because United Motors do not require attention.

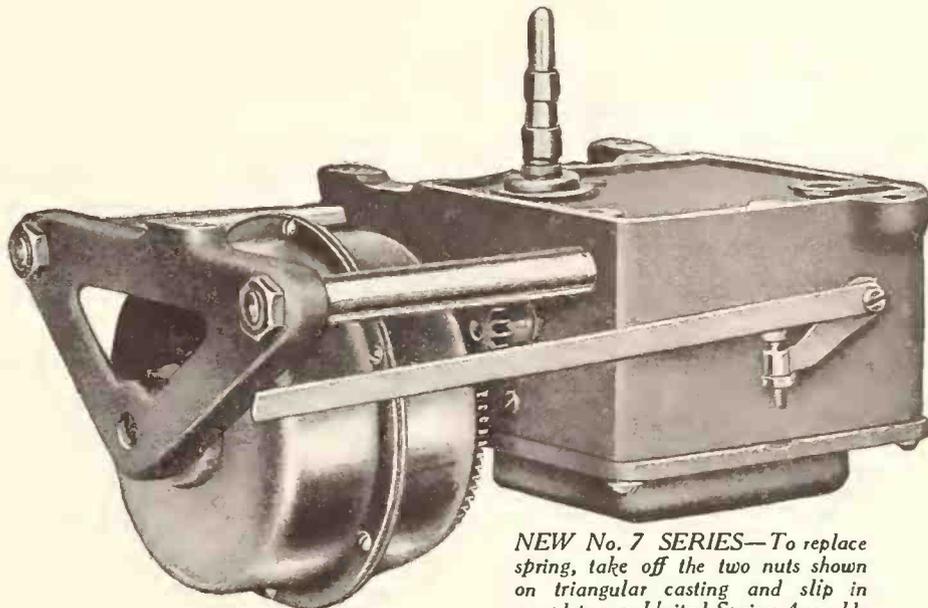
Dust-Proof — Air-Tight. The entire mechanism is housed in a dust-proof, air-tight cast iron box. Dust and needles cannot get in. Air is kept out, with the result that the oil in United Motors does not dry up or become full of grit, but stays moist and does not have to be replaced. Our automatic self-feeding oiling system keeps oil on the gears at all times.

This means longer service to the user — less servicing by the seller.

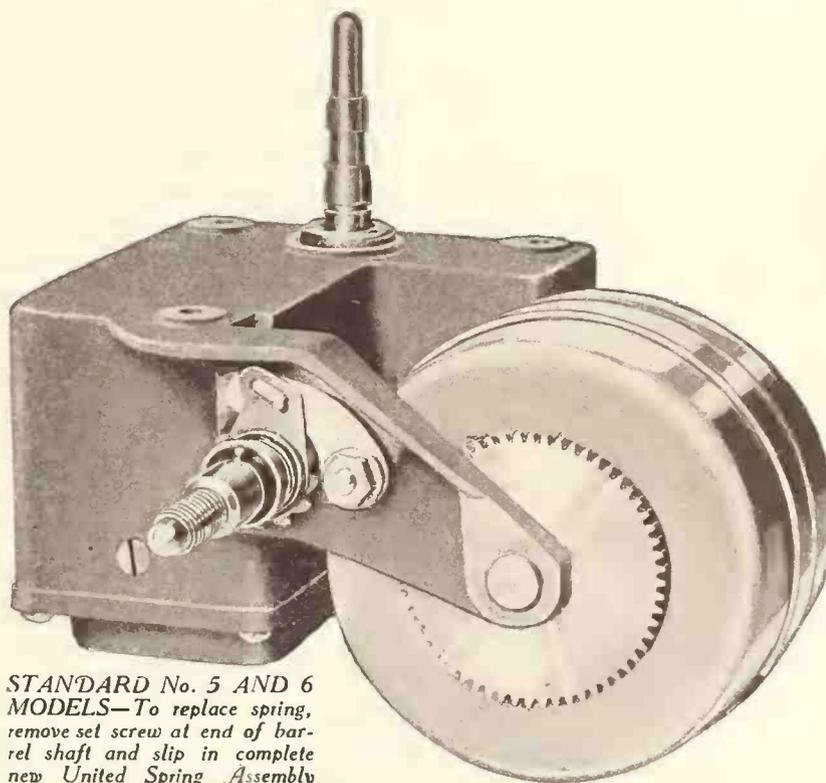
Our special spring construction enables spring to be replaced in a few minutes. We supply our customers with complete spring assembly—all that is necessary is to slip out the old barrel and slip in a new one.

So it is that United Motors increase the net profits.

Is it any wonder that we are working day and night to fill orders from the world's best phonograph makers?



NEW No. 7 SERIES—To replace spring, take off the two nuts shown on triangular casting and slip in complete new United Spring Assembly



STANDARD No. 5 AND 6 MODELS—To replace spring, remove set screw at end of barrel shaft and slip in complete new United Spring Assembly

Send for Samples, Prices and Discounts

UNITED MANUFACTURING AND DISTRIBUTING COMPANY
9705 Cottage Grove Avenue, Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

recently have been named distributors. A large part of the show space located in the front of their warerooms has been devoted to the Pooley line and at present the exhibit consists of a large number of Pooley console types, which have met with much favor by the Chicago trade. The territory handled by Cole & Dunas consists of Wisconsin, northern Indiana and a considerable part of Missouri.

Jackson Talking Machine Shop Chartered

The Jackson Talking Machine Shop, Inc., 11 West State street, this city, was recently incorporated under the laws of Illinois, with a capital of \$25,000. The concern deals in talking machines, records and musical instruments. Incorporators are Paul Stich, P. F. Jackson and E. H. Jackson.

Returns From Northern Trip

F. R. Decker, sales manager of the Ampli-phone Co., has returned to Chicago headquarters in the Republic Building from a protracted trip which took him throughout Canadian and

northern States territories. Mr. Decker reports increased demand for instruments in every section he visited, and this is especially true of American-made goods in the Canadian territory. There is every indication that the coming Christmas will see one of the biggest sales periods for talking machines, according to Mr. Decker, and many of the dealers believe that this increased activity will continue well into the new year.

Broadcaster Corp. in New Home

From S. S. Zax, general manager of the Broadcaster Corp., we get the information this month that the terrific moving job on the hands of this concern is practically finished and that the corporation is now comfortably housed in its new plant at 2414-2430 North Cullerton street.

During the move there was no let-up in the manufacturing of Broadcaster instruments, as the old plant was kept working steadily while the new one was being fitted up. The new



Patented Aug. 14, '23
Other Patents Pending

Secret of Success

lies in ability to make turnovers. About all you must do is to show the *Triplex*. It sells better than the ordinary type of talking machines.

Triplex Artistic Phono. Co.

Pershing Road and Ridgeland Avenue
BERWYN, ILLINOIS

plant, by the way, is said to contain the most modern and up-to-date woodworking machinery obtainable, and when everything was in readiness it only remained for the workers to hop on a street car and begin activities at the new manufacturing headquarters.

There has been a sort of a mysterious air enveloping the offices of the Broadcaster Corp. for the past week or so, but no one seems to know exactly what it is all about. Of course, there are many rumors, etc., but at the same time no one will officially state what his opinions are. Anyway, we know this much, Manager Zax says that the president of his concern is spending quite a bit of time around the photographic galleries lately. For the benefit of the unmarried ladies who read *The Talking Machine World*, we should say that it might be well for them to look carefully through their mail during the next week or so, as it may be possible that one of them is going to get a handsome photograph. "A word to the wise is sufficient," girls, so watch your step.

Some Record as a Fisherman!

Harry D. Schoenwald, sales manager of the Consolidated Talking Machine Co., of this city, is generally recognized in the trade as a mighty good salesman, but on a recent visit to Long Lake, Wis., he demonstrated that his ability as a fisherman must also be given due recognition. The accompanying illustration presents Mr. and Mrs. H. D. S., together with Mrs. Carl Bruch. The photograph was snapped by Carl Bruch,



Yes, We Have No Bananas

one of Mr. Schoenwald's "buddies" overseas, who is a direct descendant of the founder of Brooklyn. The latter statement has been questioned several times, but Mr. Schoenwald maintains that it is absolutely correct.

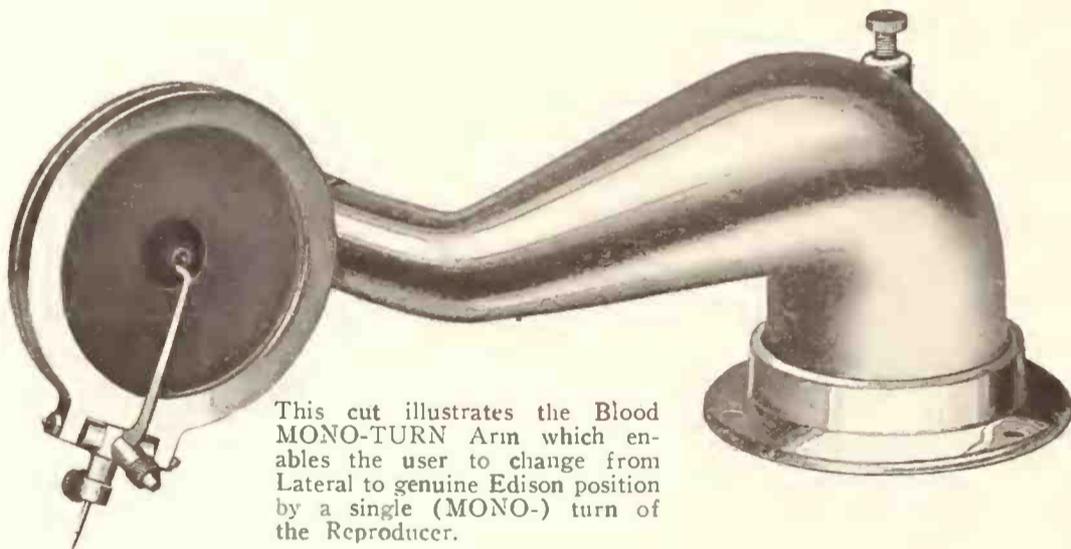
New Brunswick Cut-out List

The sales promotion department of the Brunswick-Balke-Collender Co. has announced the new one-for-one cut-out list to dealers. Any record listed in this cut-out list can be exchanged for any other number listed in the catalog up to and including the September supplement. This department is also supplying

(Continued on page 115)

WHY NOT

Look about you and see the number of very successful concerns marketing original or modifications of original BLOOD ideas—there's a reason:



This cut illustrates the Blood MONO-TURN Arm which enables the user to change from Lateral to genuine Edison position by a single (MONO-) turn of the Reproducer.

BLOOD ideas and products are accepted and recognized by the trade as being mechanically perfect—that's why they're big sellers and keep our factory working night and day.

When in need of high grade tone arms and reproducers why not come to the original source of production.

*Save Money—Worry—and
Confusion*

The Blood Tone Arm Company

326 River St.

CHICAGO, ILL

"BROKEN-HEARTED MELODY"
 By Isham Jones
 THE MOST ORIGINAL-MOST HAUNTING-SWEETEST WALTZ PUBLISHED

FORSTER MUSIC PUBLISHER INC.
 232 SOUTH WABASH AVE.
 CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

dealers with beautiful window and store hangers of both the Lyman Ambassador Hotel Orchestra and Paul Ash and his Grenada Theatre Orchestra.

Cheney President Optimistic

There is every indication of a most remarkable Fall business, according to views of W. A. Harper, president of the Cheney Talking Machine Co. "We are getting reports," said he, "from every part of the country from our dealers, who assert that prospects never looked so good. Furthermore, the dealers are backing up their assertions with orders and it is remarkable that, although the demand for consoles is very heavy and, no doubt, will lead to a shortage of these instruments, the upright types are holding up also very well."

In further emphasizing his views, Mr. Harper pointed out an article appearing in the October issue of the Cheney Resonator from the pen of G. Dunbar Shewell, of the Cheney Sales Corp., of Philadelphia, Boston and New York, Eastern Cheney distributor, who has the following to say regarding the outlook for the coming months:

"Undoubtedly, every person who reads this issue of the Resonator has one idea uppermost in his or her mind, an idea which may be expressed in the form of a question: What will the Fall business be like, good, bad or indifferent?"

"Now, I do not pretend to be a prophet. I am only an analyst. But from much recent contact with business men, and especially with phonograph dealers from Maine to Washington,

D. C., I have come to certain conclusions, or, rather, am able to condense opinions heard on all sides, into two or three sentences.

"First: Everybody is optimistic. That is very good to begin with.

"Second: Most dealers seem to feel assured that public buying power is as great as it ever was, if not actually greater than ever.

"Third: The recent chill in the phonograph industry has roused dealers to see that they must work harder to get business. This in itself will build business.

"Fourth: The phonograph market has gone through a thorough house-cleaning and consequently sales resistance should now be markedly less than it has been.

"In our territory Cheney orders are greater in number than they have ever been at this time of the year. In checking up we find everywhere that dealers are individually ordering much more than they did last year. The Cheney business has ever grown slowly, but steadily. Once a Cheney dealer always a Cheney dealer.

"Merit and a good merchandising policy—these are the elements which count.

"The weak-kneed merchants never get there, but those who make bold and aggressive efforts will surely this Winter have all the success they can hope for."

Returns From Eastern Trip

E. A. Fearn, of the Consolidated Talking Machine Co., spent the first week of the month visiting the trade in New York, where he went to make arrangements to take on several well-known lines of small goods, the details of which

will be announced within a short time. On the return trip from New York Mr. Fearn stopped off at the Detroit headquarters of the Consolidated Talking Machine Co. and spent some time in going over plans for the coming Fall season.

Splendid Up-town Store

One of the most progressive outlying music stores in Chicago is that of the J. M. Dvorak Music Co., 3844 West Twenty-sixth street. An idea of the rapid growth of this concern may be gathered when it is taken into consideration that only three years have elapsed since the company was organized, and that since its organization it has built up one of the most progressive and up-to-date music establishments in Chicago, as well as building and owning its own home, a two-story building.

The Dvorak Music Co. is located in the Bohemian center of Chicago. An idea of the character of the company's business may be had when we learn that this concern in carrying out its business is not depending upon any of the local banks to carry its paper. Not only does this concern devote a great amount of its time to the handling of retail Victor business, but, on the other hand, it has built up a considerable wholesale clientele all over the United States in Bohemian musical instruments.

Plans are being made by the concern to extend its holdings further by the erection of an additional building in the rear of its present one. The various branches of this organization are looked after by O. E. Pribyl, Frank Karlick and Joseph Halama. Mr. Pribyl was for

(Continued on page 116)



Model No. 3
BROADCASTER
50" High, 20" Wide,
20 1/2" Deep. Guaranteed
two-spring motor. Figured
birch 5-ply. Finished in
mahogany and walnut.
French polished, finish or
dull. A Rare Buy!

The BROADCASTER CORPORATION

A Bigger Plant
A Greater Organization

Facilitates a larger and more
Superior Talking Machine
Production at LOWER PRICES

Users of either large or
small quantities of talking
machines are urged to
write for information re-
garding our line — useful
for special sale purposes.

Write for price list and specifications of our other models



Model C-3
Specifications:
39 inches wide, 23 inches deep,
35 1/2 inches high. Gold plated.
Three-spring motor. Plush-velvet
turntable. Piano hand-polished
finish. Finished in Mahogany
and Walnut. 5/8-5 ply
Veneers

BROADCASTER CORPORATION

(SUCCESSOR TO THE LINERPHONE T. M. CO.)

New Plant 2414 to 2430 N. Cullerton St. CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 115)

thirty years associated with Lyon & Healy, Inc., and has a wide acquaintance all over the United States. This experience has made him thoroughly familiar with both the retail and wholesale end of the business.

Parts Makers Show Tremendous Activity

In every direction we turn, and no matter with whom we come in contact, we have been hearing lately of the tremendous increases in business. From no one with whom we have come in contact have we heard anything that was other than highly optimistic. But the question arises, is there really business being done or is it "a lot of talk." After thinking the situation over seriously, it came to the mind of The World representative that it might be a good idea to step out and go through the plants that manufacture parts and accessories for talking machines, the idea being that if these men were busy surely the manufacturers of the completed instrument must be busy. So, in order to get at the real facts of the case, an expedition was carried out by The World representative and here's what he found:

At the plant of the Orotone Co. the actual working force has been increased 100 per cent, the shipping force and the office force both have been increased and the working hours have been lengthened. This concern is working to its full capacity in turning out Orotone sound boxes, tone arms and attachments. In the department devoted to the manufacture of portable instruments there is also much activity and the working force of this department has been considerably augmented within the last couple of weeks. Inspecting shipping tags, The World man found them to be directed not only to local and other talking machine manufacturers throughout the United States, but to foreign countries as well, particularly Australia, New Zealand, England, Japan and various South American countries.

At the plant of the United Mfg. & Distributing Co. The World representative beheld a sight truly amazing. Tally sheets in the various departments showed that this concern is turning out nearly 1,000 motors per day and there are still a few bits of space throughout the plant where additional machinery is being erected. Due to the activities of H. L. Mills, vice-president and general manager of the company, assisted by F. F. Paul, general sales manager, the various departments have been arranged so that there is a continuous flow of material from one department to the other without the least interference or lost motion. Since taking over the new plant the United Co. has cut down its overhead to an amazing degree and at the same time has built up its efficiency in a like manner.

A visit to the plant of the Jewel Phonoparts Co. disclosed activities which were far greater than could have previously been imagined. A. B. Cornell, sales director of the company, was found to be in a very optimistic frame of mind and under his guidance a trip through the Jewel plant was made. The impression left by this

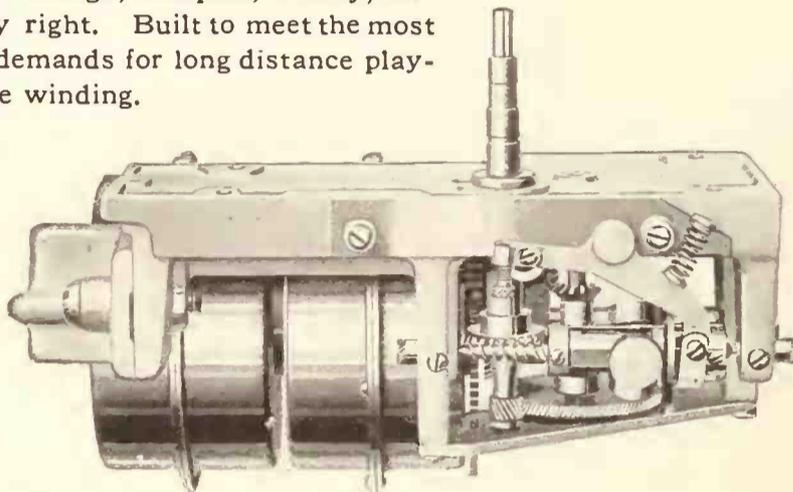
The Name "KRASCO" on a Talking Machine Motor means that you are assured of the best possible quality of high grade material and workmanship.

The Hall Mark of Dependability, Service and Quality

"KRASCO"

A Revelation in Smoothness and Quietness

Simple in design, compact, sturdy, mechanically right. Built to meet the most exacting demands for long distance playing on one winding.



Six sizes, from a double spring motor playing four 10-inch records to a four-spring playing ten.

Each and every part used in the building of Krasco Motors is produced by the Krasco Manufacturing Co. Krasco is built—not made or assembled.

May we quote you prices and send descriptive literature?

KRASCO MFG. COMPANY

451 East Ohio Street

CHICAGO

visit was that the Jewel plant, which one heretofore had thought capable of taking care of a very large part of the business of the trade, was, after all, strained to the utmost in trying to take care of orders that were far behind shipping dates. Every employe was working at top speed and spaces that were previously very ample for each individual worker were now crowded by the addition of newcomers on the working force.

In its new home at 116 West Illinois street, the Fletcher-Wickes Co. is closing the most active season in its history. The company's recent move was necessitated by the increased demand for its product from manufacturers and dealers throughout the country, as well as an exceptionally large export demand. The old quarters on Lake street were inadequate over a period of several years, but in its new home the Fletcher-Wickes Co. has ample room to take care of its expanding business and give its clientele maximum service and co-operation.

Several important contracts with prominent manufacturers have been closed during the past months and what is more important is the fact that business on hand for 1924 is far greater than in previous years.

The same kind of activity prevailed throughout the plant of the Krasco Mfg. Co. Everywhere in this plant there was the buzzing of machinery, and the pounding of hammers in the shipping departments could be heard all through the plant. A great deal of this activity is due to the good work of Mervin F. Ashley, vice-president of the Krasco Co., who is making a trip throughout the Pacific Coast territory. Mr. Ashley has been very successful in closing quite a number of new Krasco accounts while on this trip and the addition of these new orders coming on makes it necessary for the working force of this concern to be enlarged by the addition of many new skilled mechanics.

In an effort to take care of its constantly

W. W. KIMBALL CO. SERVICE

Oké Records
Records of Quality

We have the records, *best sellers*, latest "hits," *famous singers* and *instrumentalists*.

W. W. KIMBALL CO., Wholesale Distributors.

306 So. Wabash Ave.

Kimball Building

CHICAGO

All the year around the ready, friendly Kimball Service is available for the dealer anywhere who has established his connections here. Our experience helps to solve his selling problems.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

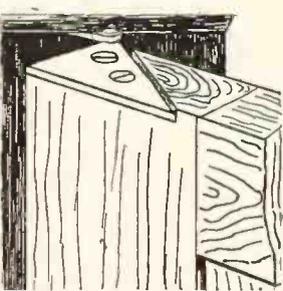
growing business the Blood Tone Arm Co. has found it necessary to look about for increased room and has been successful in obtaining additional space in the building where it is already located. This company's force of mechanics has lately been largely augmented by additional workers, and several of the departments, particularly the soldering and plating department, which heretofore were at some distance from the factory, are now under one roof, which permits greater efficiency throughout the entire plant. This concern is working two shifts a day at present in an effort to meet the influx of orders for its products.

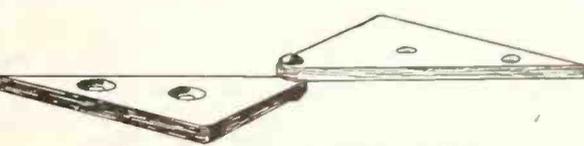
Upon arriving at the plant of the Sterling Devices Co. we discovered Fred. Keller, Jr., up to his ears behind a pile of correspondence which cluttered up the whole top of his desk. Upon asking the "whyfor" of all the literary efforts we were escorted into the assembly department of this concern. Here we found activities going on at full tilt in spite of the fact that every bit of assembly space was being utilized to turn out Sterling devices. This concern recently announced to the trade its new Edison attachment and as a result orders have been coming in from every section of the country, which have in turn caused the intensified activity.

Our next venture was through the plant of Barnhart Bros. & Spindler, manufacturers of the well-known Scotford tone arms and superior reproducers. Accepting the kind invitation of R. N. McArthur, sales manager of the phonograph parts division and advertising manager of the company, we were escorted through the various departments of this institution. This concern places on the market perhaps the greatest assortment of types and designs used in the printing arts that is being made in this country. In the manufacture of this material the most complicated die castings are made use of and it is due to this long experience in die casting that Barnhart Bros. & Spindler have come to

Improve the appearance of your doors by using our No. 1008 semi-concealed hinge

Hinge in Position





Cut Above Shows Exact Size of Hinge

Regular finish is in nickel, but other special finishes may be had upon writing for samples and prices.

This little device is especially sturdy in construction and is made so that the screw holes are set in a position to readily adapt themselves to practically any sized door without fear of losing screw grip solidity. Can be used on any door from five-eighths inch to seven-eighths inch in thickness.

LAKESIDE SUPPLY COMPANY
73 W. Van Buren Street CHICAGO, ILL.

be famous throughout the world. It was therefore an easy matter for them to take up the matter of die-casting for tone arms and reproducers and in the years they have been doing this sort of work they have added to their recognition.

In our rounds throughout the various departments we found the die-casting machines squirting out the metal just as fast as could be done. At the same time we visited the plating and assembly departments and here the work is given utmost care, in spite of the terrific rush. In his comments on the present tendency of the trade, Mr. McArthur remarked that he did not know where all of the talking machines were going. Nevertheless, the orders continue to pour in every day and this has necessitated lengthening labor hours throughout the plant in an effort to take care of the steadily increasing demand.

How A. J. Peterson Builds Trade

The illustration produced herewith shows a single shipment of instruments piled in front of Peterson's Milford Music Shop, 3301 Milwaukee avenue, Chicago, Ill. When one considers that this concern's store measures only seventeen feet by fifty feet this is a considerable order and it also means that here is a dealer

who is making sales. According to Andrew J. Peterson, proprietor, he is doing a nice business.

In answer to an inquiry as to how he secures prospects and other information concerning his methods the following statement may prove of value to other merchants who find business below par:

"How do we get prospects? Work—work—



The Psychology of Advertising the Store work—in other words, give the shoe man plenty to do. We usually find a few hours every week to ring about fifty bells. This nets us about five pretty live prospects to follow up by per-

(Continued on page 118)

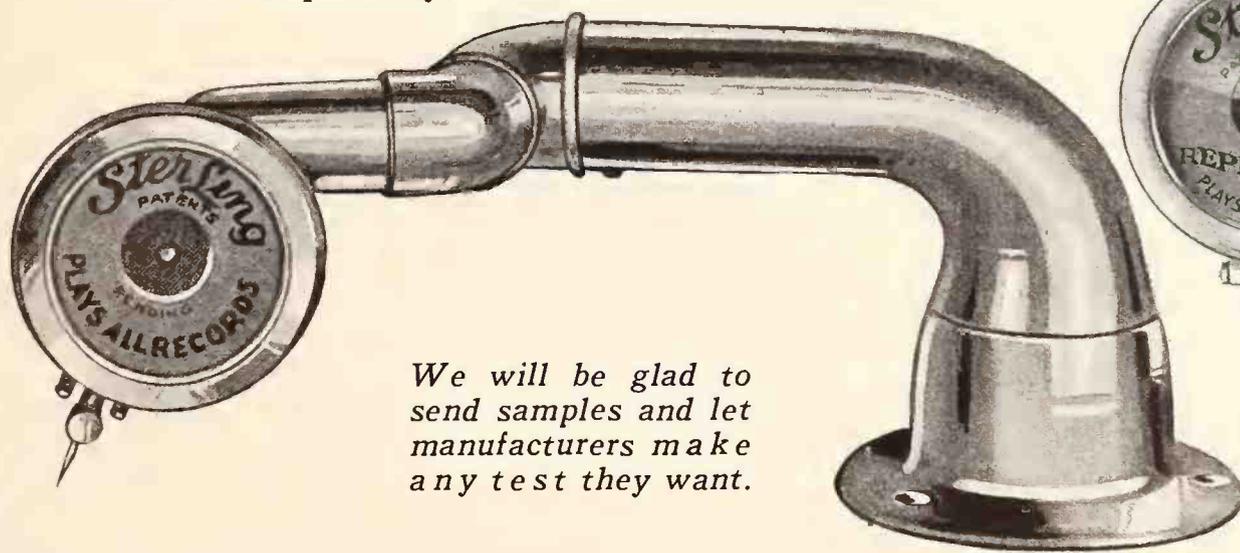
Sterling Attachments and Tone Arms

STERLING Edison Attachments operate with the lever the same as the Edison. Needle is always central. Made in heavy nickel, gold and oxidized. Satisfaction guaranteed or money refunded.

STERLING Tone Arms are made in several different styles to satisfy all requirements.

STERLING Tone Arms combine Quality, Appearance and Price.

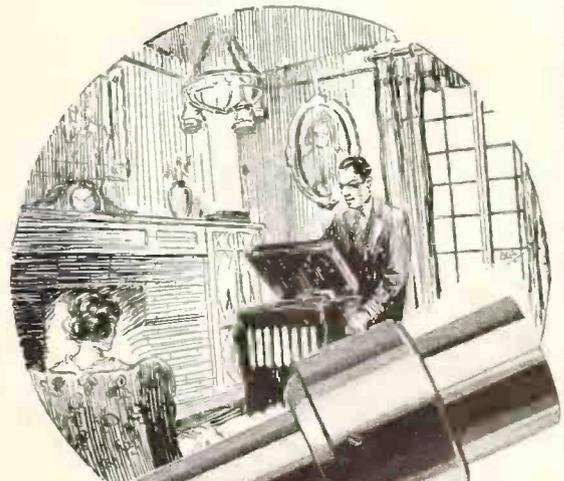
STERLING Reproducers play Victor, Edison or any other record perfectly.



We will be glad to send samples and let manufacturers make any test they want.

It pays to be an Edison dealer. See your jobber or write us.

STERLING DEVICES MFG. CO. 412 Orleans St., Chicago, Ill.



**An Exceptional Line
for
Wide Awake Dealers
COLUMBIAN BABY GRAND**



Elastic touch. Faultless Action. Mahogany Finish Only. Size, 59"x56".

These high-grade Consoles come in Mahogany and Walnut finishes.



No. 20



No. 30

Nickel or Gold Hardware. Workmanship Guaranteed. Prices that appeal.

Our No. 10 identical to No. 20, except Gum Panels and Straight Back Legs.



No. 40



STYLE No. 4
48" high, 21" wide,
23" deep; 5-ply.
Genuine
Mahogany or Oak



STYLE No. 16
2-Spring Motor
Holds 10 Records
Plays All Disc Records

EXCEL PHONOGRAPH CO.

Manufacturers

400-412 West Erie St. CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

sonal calls. The others are followed up by mail. "As to handling collections, this is the easiest part of our work. If one will insist on at least a 10 per cent down payment and a like amount every month one will always get a sale that is worth while having. If we cannot get these terms from our prospects we let the other fellow have the sale and, incidentally, the worry of collecting from one who we believe cannot afford that certain instrument.

"We are great believers in direct-by-mail advertising. Occasionally we get up a circular descriptive of our line and put one in each letter box in our immediate neighborhood. This is rather expensive, so far as direct results are concerned, but the publicity we get is well worth the money and effort."

New Retail Store in Chicago

The latest retail establishment in this city is the new and attractive store recently opened at 11015 South Michigan avenue, better known as Roseland, by J. O. Twichell, formerly connected with the Wade-Twichell Co. Mr. Twichell has been in the business for over forty years. Some time ago he retired from the Wade-Twichell Co., but evidently finds it hard to leave the field of battle, for he has opened one of the handsomest stores in this section, carrying a full line of uprights, grands, reproducing pianos, talking machines, records and radio. Charles R. Newman, widely experienced in the business, is manager of the store.

To Manufacture Portable Talking Machines

The McKenzie Co., 311 River street, this city, was recently incorporated in this State with a capital of \$5,000, to assemble portable talking machines. Incorporators are W. S. McKenzie, D. W. McKenzie and E. B. Burger.

Enthusiastic Welcome for B. E. Bensinger

B. E. Bensinger, president of the Brunswick-Balke-Collender Co., received an enthusiastic welcome at the offices of the organization recently upon reaching his desk, after a ten weeks' stay in Europe. Mr. Bensinger, accom-

panied by Mrs. Bensinger, arrived on the French liner "Paris," after a delightful European trip devoted principally to a well-earned vacation. The accompanying photograph was



B. E. Bensinger Arriving in New York snapped on the "Paris" just as she approached the Statue of Liberty and, apparently, Mr. Bensinger is well pleased at the fact that he is approaching an American harbor.

The "Turntable" Appears

The Turntable is the name of a house organ issued by the Reincke-Ellis Co., of this city, for the use of the sales staffs of the nineteen Vic-

**INTRODUCTORY OFFER
OF
THE KRASCO ASSEMBLED UNIT**

\$24.³⁰ For a nickel-plated sample unit consisting of a powerful, silent, four-spring Krasco motor containing 64 feet of spring, a perfect drawn brass tone arm without die-cast parts of any kind, a reproducer of the finest quality possible to make and a dependable in-built automatic repeater and stop, all mounted upon a black enameled plate. Exactly as shown below. A half hour and a half dozen screws install it in any cabinet. Plays and repeats any make of record any number of times, then stops automatically with the needle suspended above record.



Will play ten 10-inch records with one winding. The greatest single talking machine improvement since the invention of the disc record.

WILL GO IN ANY CABINET

Licensed under the Brooks-Klemm Patents

MANUFACTURERS, JOBBERS and DEALERS using the KRASCO ASSEMBLED UNIT are more than doubling sales. Ask for full particulars—THE PRICE IS LOW.

KRASCO MFG. COMPANY

451 East Ohio Street

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

A Better Fibre Needle Cutter for Less Money

RETAIL PRICE \$1.00

The ALTO



Manufactured by
ALTO MFG. CO.
1801-1803 Cornelia Ave., CHICAGO, ILL.

tor jobbers who carry the sales and publicity helps conceived by the Reincke-Ellis organization. Arno B. Reincke, president of the Reincke-Ellis Co., is in personal charge of the production of the Turntable, assisted by his editorial staff. The issue of September 15 contained a number of interesting articles, together with personal items and a group of semi-humorous contributions.

The Okeh Record Football Team

E. A. Fearn, president of the Consolidated Talking Machine Co., 227 West Washington street, is considered one of the foremost wholesale men in the country, but he is also keenly interested in outdoor sports. For several years past Mr. Fearn has been the manager of a champion football team, which in 1921 won the pennant in the Midwest League. With a keen insight for timely publicity Mr. Fearn has named his organization "The Okeh Record Football Team" and a mammoth Okeh record is the official mascot. The team opened its 1923 season with a tie game against one of the



Some Record Football Team in Chicago strongest organizations in the field and, without being unduly optimistic, it is predicted that the "Okeh Team" will finish either first or second in the Midwest League this year.

Another Association Formed

For the purpose of promoting interest and good-fellowship throughout the Chicago trade a number of well-known members of Chicago's retail dealers met on the evening of October 1 at the Kunz-Remmler Restaurant and formed an organization which will be known as the Chicago Musical Merchandise Association. The meeting was called to order and presided over by George M. Bundy, general manager of Tom Brown's Music Co., to whom much credit is due for his activities in bringing about the organization.

Dinner was served through the courtesy of the Tom Brown Music Co., after a preliminary announcement to the gathering was made by Mr. Bundy. A motion was put before the body for the permanent founding of the Association and election of officers. This motion was followed by the election of C. H. Flint, manager of the musical instrument department of Lyon & Healy, Inc., as president and J. D. (Cap.) Henderson, of the Conn Chicago Co., as secretary.

It was spread on the minutes of the Association that meetings were to be held every second week on a Monday evening until after the holiday season, at which time the final work in the formation of such an Association shall be completed.

It was further moved that C. D. Greenleaf, president of the American Band Instrument Manufacturers' Association, be invited to ad-

dress the first regular meeting of the new Association, which will be held at the City Club on the evening of October 15 at 6 o'clock.

The following dealers were present at the initial meeting: Harry C. Reinwald, of the Rudolph Wurlitzer Co.; C. H. Flint, of Lyon & Healy; John R. Dubbs, of Lyon & Healy; W. H. Scouton, of Lyon & Healy; Howard J. Wallace, of Tom Brown Music Co.; Wm. H. Lyons, of Tom Brown Music Co.; J. D. Henderson, of Conn Chicago Co.; M. Berlin, of Musical Instrument Co.; J. H. Robinson, of Harry B. Jay Co.; Fred W. Plain, of Harry B. Jay Co.; Louis B. Malecki, of Carl Fischer; C. H. Taylor, of C. H. Taylor Co.; John L. Luellen, of Conn Chicago Co.; Frank L. Gault, of Dixie Music House; George C. Diver, of Holton Sales Co.; Harry Brooks, of Brooks Band Service; John Burch, of Burch & Ponder; George M. Bundy, of Selmer, Inc., New York.

Windsor Does Fine Publicity Work

One of the most beautifully designed catalogs that has ever been gotten out in the Chicago

district has just been issued by the Windsor Furniture Co. The book is got up in folder style, with a beautifully embossed cover. On one of the inside leaves of this cover is a tabulation of the various Windsor models shown within the catalog. The folder is a sixteen-page affair, each page of high-grade stock and printed in four colors. The instruments shown are all of the console type, made famous by the Windsor Co. and considered by many in the trade to be the most artistic consoles ever offered. The reproductions are not made from retouched photographs, but are reproduced from the original drawings and designs of the Windsor designing department.

On the back of each picture are printed descriptive data concerning the instrument pictured.

Another interesting piece of literature which is at present being gotten out by the Windsor Co. is a chronological chart of art in furniture. This chart dates back to the antediluvian ages

(Continued on page 120)

**The Second Annual
Chicago Radio Show
Coliseum, Chicago**

November 20-25, inclusive

Every dealer in musical instruments is interested in Radio, either directly or indirectly, and this exposition of all that is newest and best in the Radio field will afford a positive demonstration of the fact that the general public no longer regards the Radio Receiving Set as a toy or novelty, but as a

Music in the Home Instrument

Acquaint yourself with every detail of this new industry!

Be prepared for the calls you are certain to receive for information, supplies and service!

The field is far broader than was the talking machine field twenty years ago!

Are you taking steps to reap your share of the harvest?

Manufacturers who have not as yet obtained space allotment are advised to get into immediate touch with the Management of The Show.

Office: Suite 520
127 N. Dearborn St.
Chicago

James F. Kerr
Manager
Telephone State 4161

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

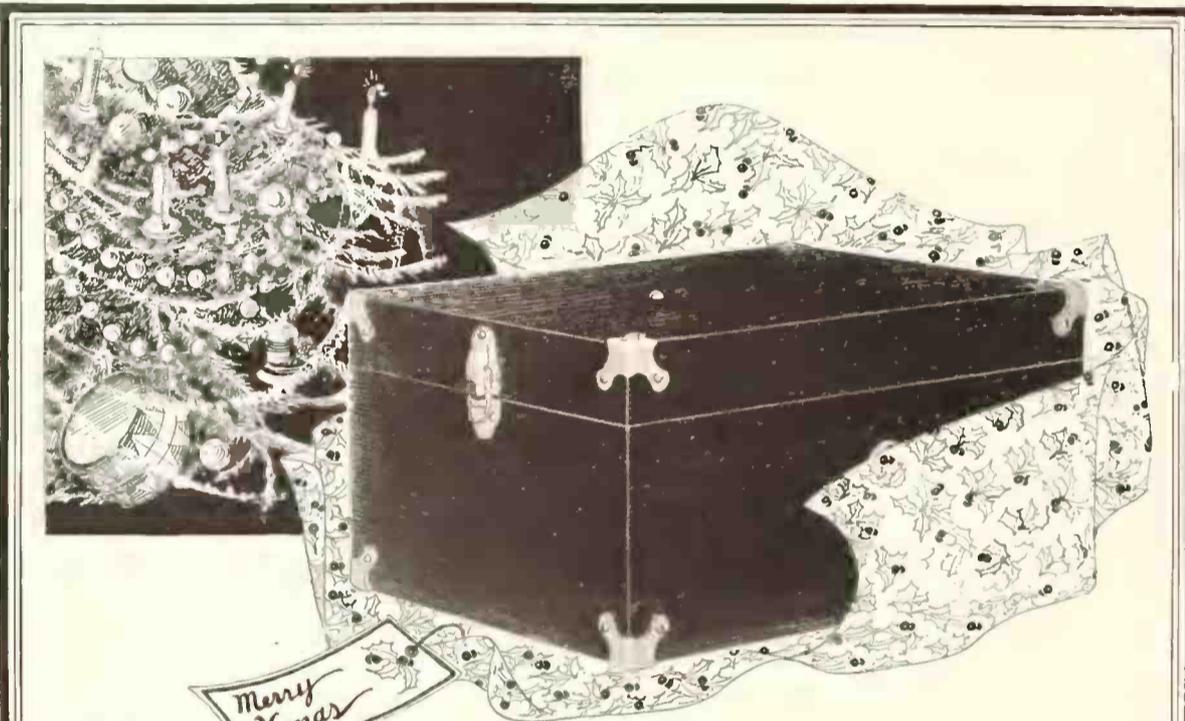
and begins with the first furniture ever made, the date of which is said to be 5000 years B. C. In bringing this out the Windsor Co. has developed the well-known graphic scheme of the "family tree." The graphic lines go forward from the origin and branch out, from time to time, into the various ages, until the chart has shown every period up to the present. By following this outline one can easily appreciate the various influences governing the history of art in furniture.

The Windsor Furniture Co. is a pioneer in the making of console cabinets. In fact, it is said that this concern can lay claim to being the originator of this type of instrument.

For many years the Windsor Co. has been internationally known for its artistry in furniture and practically every employe has been "born and raised" in the factory. There is a homelike feeling prevailing throughout the entire plant, due to the long associations of the employes with each other, and methods of in-

struction have been handed down from father to son. For example, it is said that the general manager of the plant learned the trade from his father, who was, in turn, an employe of the Windsor Co. Both father and son are still in that concern's employ. The same holds true of the general foreman and many other employes throughout the institution. An idea of the long service record of the Windsor employes may be gained when it is taken into consideration that there are ninety-two employes now in the concern who have seen continuous service ranging from twenty-five to thirty-eight years.

When this record is taken into consideration it can be easily seen that there is bound to be a thorough appreciation of art work. It predominates throughout the Windsor plant, and it is because of this appreciation on the part of its employes that the Windsor Co. has been able to maintain its high standards throughout the present era of increasing art appreciation in talking machine designing.



SPENCERIAN for Holiday Trade

*In a
Christmas
Box*

Each Spencerian comes packed in a beautiful holly designed Christmas box. Get your share of this big portable holiday business.

AT \$30 the Spencerian has an unequaled gift appeal. It places a standard phonograph within the means of every purse.

The Spencerian is a useful gift the year around—a joyous companion to the entire family in winter as well as in summer. A practical portable that is essentially a table phonograph.

Swell your Christmas sales by pushing the Spencerian. Rapid turnover, minimum investment, cash sales and liberal discounts assure big profits.

Hurry a letter to us now.

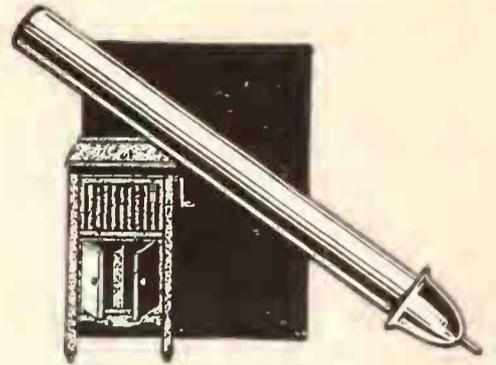
Liberal trade discount. Splendid dealer proposition.

Cole & Dunas Music Co.

430 South Wabash Ave.

Chicago, Ill.

"Tonofone"



Semi-Permanent Needles are now being sold by over 8,000 dealers.

Play 20 to 50 selections each.

Give Accurate Reproduction.

Absolutely DO NOT DAMAGE the Finest Records.

Play with Minimum Surface Noise.

Medium

For all Vocal and Instrumentals Records.

Loud

For all Dancing and Band Records.



Packed in Colored Display Cartons

One hundred packages to carton.

Red and White cartons contain 25c packages; Blue and White, 10c packages.

RETAIL PRICES

Package 12 needles.....25 cents

Package 4 needles.....10 cents

100% Profit to Dealers

Jobbers' proposition on request.

THE TONOFONE COMPANY

110 So. Wabash Ave., CHICAGO, ILL.

Inventors and Sole Makers

Eastern and Export Representatives:
South Atlantic Export Co.
25 Broad St., New York, N. Y.

VALUABLE SALES AID FOR DEALERS

Health Builders, Inc., Provides Pictorial News Service for Use in Dealers' Windows Bearing on Walter Camp's "Daily Dozen"

Health Builders, Inc., producer of the Health Builder record sets of Walter Camp's "Daily Dozen" exercises, has provided an exceptionally attractive sales aid for its dealers. This new aid is a pictorial news service to be pasted on the dealer's window. The first of a long series that has been prepared is entitled, "Merton Has Ten Minutes Fun Each Day." Merton Gill, in the big comedy hit, "Merton of the Movies," does Walter Camp's "Daily Dozen" in each performance of the show. The picture shows Merton Gill in the stage scene doing the "Daily Dozen." The "Daily Dozen" is receiving considerable publicity through this comedy, as it has played in over 400 performances at the Cort Theatre, New York, to capacity audiences, and there is a second company on the road also playing to filled houses.



List \$225
The "Bergundy," an Emerson Console
World's Greatest Phonograph Value
A wonderful example of the Louis XV
period. Choice of warm Ale Brown
Mahogany or sumptuous deep toned
American Walnut. Width 40 inches,
height 37 1/2 inches, depth 21 inches.

Greater Profits from the New Emerson Console Line

Live merchants are finding the new Emerson line the most valuable Console line ever created.

Because we are building and delivering the most practical and attractive period designs which at list prices of from \$110 to \$225 are unequaled by competition.

Because Emerson exclusive features, such as the "Fount of Pure Tone," are sales makers.

Because our remarkable discounts allow you long profits on "quick turnovers" popular-priced Consoles.

Order promptly to insure prompt delivery

Since we offered the new Emerson Console our distribution has increased beyond expectations. This valuable merchandising opportunity has attracted carload orders from Coast to Coast. To insure full advantages of special service and discounts order now.

List of Models and Prices

- List \$110—"Wayne"
Adam design. Brown Mahogany finish. Height 35 inches, width 33 inches, depth 21 inches.
- List \$125—"Lady Churchill"
"Queen Anne" Period. Brown Mahogany finish. Height 35 inches, width 33 inches, depth 21 inches.
- List \$135—"Piedmonte"
Italian Renaissance. Brown Mahogany finish or American Walnut finish. Height 35 inches, width 36 inches, depth 21 inches.
- List \$150—"Blenheim"
"Queen Anne" Special. Brown Mahogany or American Walnut finish. Height 35 inches, width 36 inches, depth 21 inches.
- List \$175—"Beverly"
"William and Mary" design. Brown Mahogany or American Walnut finish, gold trim. Height 35 inches, width 36 inches, depth 21 inches.
- List \$200—"Alaric"
"Gothic" design. Brown Mahogany or Walnut finish, gold trim. Height 40 inches, width 27 inches, depth 22 inches.

WASMUTH-GOODRICH COMPANY Peru, Indiana

Manufacturers of Emerson Phonographs

Eastern States Distributor
Emerson Phonograph Co.
105 West 20th Street
NEW YORK, N. Y.

Central States Sales Representative
L. C. Samuels
22 Quincy Street
CHICAGO, ILL.

Southern State Sales Representative
L. W. Freeman
306 Candler Building
ATLANTA, GA.

Western States Sales Representative
Thomas W. Hindley
New Montgomery and Howard Sts.
SAN FRANCISCO, CAL.

WASMUTH-GOODRICH Co., Peru, Indiana
Gentlemen: Please send me complete catalog and your special introductory offer.

Name

Address

City..... State

The cross section of the "Music-Master" horn shows how the fibres of spruce lie paralleled. Only in this manner can the rich, warm resonance of the famous Stradivarius violin be obtained.



The Fount of Pure Tone



The New Columbia is Superior!

True to international pitch!

The New Columbia Reproducer is absolutely true to international pitch.

This is the pitch to which pianos and other musical instruments in the home are tuned. It is the pitch to which the ordinary voice is accustomed. With the New Columbia, music lovers can accompany their favorite artists without inconvenience or tonal discord—an immensely appreciated feature.

COLUMBIA GRAPHOPHONE CO.
New York

INDIANAPOLIS

Industrial and Agricultural Prosperity Made the Basis of Sanguine Expectations—Dealers Ordering Heavily—News of Month

INDIANAPOLIS, IND., October 9.—The month of October opened with the most favorable indications for a record-breaking business for talking machine dealers. Indiana is an agricultural and mining State, the central part being chiefly agricultural. The southern section, which is generally included in what is considered Indianapolis territory, is interested mainly in mining and agriculture. The extreme northern, or industrial, section is more properly included in Chicago territory, although Indianapolis houses draw much business from this district. Large crop yields mean greatly increased buying power in the agricultural communities. The mining communities are generally active and in good circumstances.

Dealers, as a rule, have enjoyed a good volume of Summer business, in most cases their sales for the first nine months of the year being far in excess of their sales for the same period of preceding years. As F. X. Donovan, manager of the talking machine department of the Pearson Piano Co., points out, "This business is not done in any sensational way. We go along at a steady gait and when our final

reports for the month are completed we find that we are far ahead of previous months. We have placed the largest order for machines in the history of the Pearson house to take care of expected Fall demand."

The Baldwin Piano Co., of Indiana, Brunswick dealer, has also placed a large order for machines, anticipating a rush season. According to C. P. Herdmann, sales manager of the talking machine department, this order will not be sufficient to cover their needs for Fall business. The Raleigh console has been a particularly popular model and there is a great demand for this machine.

Sonora has added two Indianapolis dealers during the month, the Banner Furniture Co. and Widener's Grafonola Shop, now handling this line, in addition to the Charles Mayer Co., which has heretofore been the only retail representative in the city. The Banner Furniture Co. has not handled any talking machines in the past and the new department will be in charge of P. E. Leffler. The Widener Co. now handles Victor, Sonora and Columbia machines and Victor, Columbia and Vocalion records.

Victor dealers report business in excess of last year's sales. The console model selling at \$150 is the best seller at this time, according to R. M. Follis, manager of the Victrola department of L. S. Ayres & Co., one of the city's leading department stores.

Miss Minnie Springer, who for some time has been manager of the Victor department of the Taylor Carpet Co., has resigned this position, which in the future will be taken care of by W. A. Armstrong. The Taylor Carpet Co. featured "Gold Diggers," by Dornberger's Orchestra, in a large window display, which had considerable effect on sales.

The Brunswick Shop featured the appearance of the Oriole Terrace Orchestra at a local function on October 5 and 6.

L. P. Brock and H. G. Anderson, of the Phonograph Corp. of Indiana, recently called on the Edison dealers in the State and report splendid prospects for an unusually good Fall business. The Meskill Music Co., local Edison dealer, recently placed Edison machines in every ward of the Central Indiana Hospital for the Insane.

This house was represented by an exhibit at a local Industrial Show, held last week. F. C. Pullen, manager of the Phonograph Corp., is moving his family to this city from Orange, N. J. He will make his permanent home here.

The Pettis Dry Goods Co., celebrating the seventieth anniversary of its founding, as a novel advertising feature for the week, offers to deliver any model Victor for a 70-cent cash payment.

Albert Graham has been appointed manager of the Indianapolis Talking Machine Co., taking the place of W. G. Hawkins. Mr. Graham comes from Philadelphia. This house handles the Victor line and has recently added the Unique Gift Shop to its store.

Miss Ida Gear has resigned her position in the sales department of the Baldwin Piano Co. to become the bride of C. F. Silver, of Duluth, Minn. Her place with the Baldwin organization will be filled by Miss Roebina Sample. Miss Sample was for some time with the wholesale branch of Columbia.

C. B. DUNBAR NOW SALES MANAGER

The American Radio & Research Corp., Boston, Mass., producer of the well-known Amrad sets, has announced the appointment of C. B. Dunbar as general sales manager of the organization. Mr. Dunbar, for the past fifteen years, was connected with the office appliance field and has taken over entire charge of sales while the corporation is changing its selling plans and building a substantial national organization for merchandising Amrad products. The country is being divided into territorial divisions, with division headquarters, from which sub-branches will be directed. Twelve offices have already been opened in various parts of the country and this part of the company's reorganization schedule is rapidly being perfected.

SALES RESISTANCE is more easily overcome by confining Sales Effort to a Standard line of merchandise

The Edison Line gives any merchant



Prestige-Profit-Progress

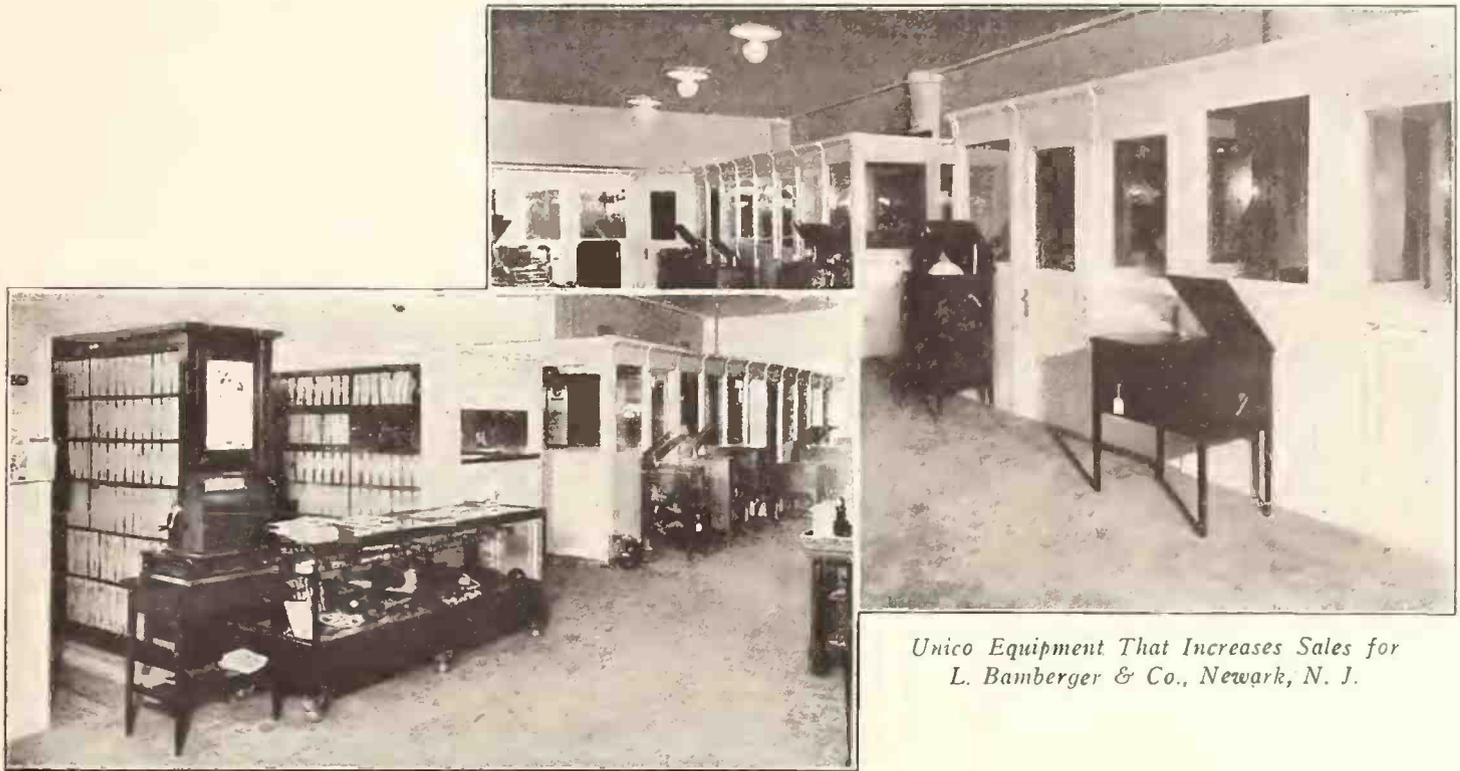
Better get in while the getting-in is good!

Your inquiry will receive prompt attention—without obligation to yourself. Write right now!

Phonograph Corporation of Indiana

325 North Delaware

Indianapolis, Indiana



Unico Equipment That Increases Sales for L. Bamberger & Co., Newark, N. J.

Clothes Make the Man

*—and Good Equipment “Makes” the Store—
Increasing Its Value as a Profit Producer*

THE reason that attractive stores make more sales is simple enough. A Music Store sells to the best homes in town—homes where quality is appreciated.

A Quality Atmosphere in your store, in line with the Quality Product you sell, begets confidence—and that lessens sales resistance, increasing sales.

Unico Service specializes in attractive Equipment, creating an environment that instills confidence.

Take advantage of Unico confidence building, sales increasing service now. Prices are moderate, and deferred payment plan enables you to pay out of profits.

SPECIAL PRICES ON TWO UNICO PRODUCTS

Unico Efficiency Bench—especially manufactured for Phonograph Repair Service—accommodates all necessary repair parts, eliminates loss, promotes efficiency.

Former Price \$135.00, Special Price on Limited quantity \$50.00.

Special Price solid mahogany Unico Stand for Victrola No. 50—\$5.00. Less in quantity lots. All prices f.o.b. Philadelphia.

UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, *President*

KERN DODGE, *Receiver*

58th Street and Grays Avenue,

NEW YORK, N. Y.
299 Madison Ave.

CHICAGO, ILL.
30 N. Michigan Blvd.

ATLANTA, GA.
25 Moore Bldg.

NEW ORLEANS, LA.
506 Marine Bank Bldg.

English Sales Agents — H. A. MOORE & CO., LTD., Premier House, London, England.

Branches:

DALLAS, TEXAS
209 Dallas Co. Bank Bldg.
SAN FRANCISCO, CALIF.
275 Post St.

S. African Sales Agent—PHILIP M. COHEN, Johannesburg, South Africa.

Philadelphia, Pa.

SALT LAKE CITY, UTAH
150 Main St.
DENVER, COLO.
1642 Arapahoe St.



THE TWIN CITIES

*Campaigns of Retailers and Wholesalers Bring Up Sales Volume—
Cardozo & Bros.' Fine New Store—New Agencies and Other News*

MINNEAPOLIS and ST. PAUL, MINN., October 6.—One of the most prepossessing talking machine shops in the Twin Cities opened in St. Paul September 22 when R. N. Cardozo & Bros. introduced its exclusive Victor store. Great festivity and gratifying purchasing activity featured the store's opening, which is situated at 136 East Seventh street, adjoining the big furniture store owned by Cardozo's. A five-foot horseshoe of flowers, the gift of the Victor Co., occupied prominent space and conveyed greetings from Camden, N. J. A large bouquet from the George C. Beckwith Co., jobber, and a profusion of garden flowers provided further decoration. At the formal opening Saturday roses were given to women visitors and balloons to the children. An oil painting of the Victor dog was displayed, as well as paintings of four famous Victor artists.

The event was heralded in the newspapers by full-page advertisements featuring the Victor console, 210. An interesting sidelight was that the firm on the opening day sold a half dozen models No. 215, retailing for \$50 more than the advertised machine. The record sales, according to report, went into three figures.

Roy Swanstrom, popular and experienced, is in charge of the Victor shop. The place is equipped with fourteen hearing rooms fitted with electric fans and other conveniences. The whole is decorated in old ivory in paneled effects. The place is given prominence by an electric Victor sign which can be seen for two blocks in either direction. Cardozo's, which is noted for its enterprise in selling not only furniture, but talking machines, also operates the Brunswick Shop.

Victor Dealers Ordering Heavily

"Business in Minnesota and Wisconsin is very good," states Charles K. Bennett, manager of the George C. Beckwith Co., Victor distributor. "The new Victrola art models are selling very well and the only concern of the dealers is that they may not be able to get enough to supply the demand," he continued. Fred. H. Strum, salesman, reports business much improved after a trip through Wisconsin and Minnesota, where he booked many orders. He was particularly

impressed with the prosperity in Wisconsin.

F. K. Dahlberg, sales manager of the Victor Co., spent two days in the Twin Cities and left encouraging assurances for Victor deliveries for the balance of the year. C. C. Hicks, of the Victor Co., has been in town for a fortnight.

Victor Educators Lecture Here

Miss Grace Barr and Miss Conn, representing the Victor educational department, have been arranging meetings with the Teachers' Institutes all over Minnesota. Miss Barr spent two days in Faribault, where she gave talks not only before the grade and high, but before the well-known private schools, these including St. Mary's School for girls and Catholic institutions. She also talked at the State School for the Blind.

Brunswick Business Improves

"Doc" O'Neill, of the Brunswick Co., states that conditions are improving, especially along collection lines. The dealers in the larger towns are starting to build up their holiday stocks. The purchasing power of the dealer in the very small town is a very dubious question. Most of the smaller town merchants have extended credit to the farmer up to their capacity and their purchasing power will depend largely upon collections during the next sixty days. One real trouble with the farmer is that he bought land during war time at from 50 to 100 per cent above its real productive value when grain alone is raised. The tendency, however, is upward.

Fred Nelson, Brunswick salesman, in his travels finds conditions better in Wisconsin than in Minnesota and pretty fair on the Iron Range.

Big Brunswick Advertising Drive

The Brunswick full-page advertisement appeared in Sunday, September 30, Minneapolis Tribune with tie-ups with most of the local dealers. Large advertisements also appeared October 1 in the St. Paul Pioneer Press and Dispatch, the Duluth Herald and the Butte (Mont.) Miner, as well as special advertisements in connection with the appearance of Frederic Fradkin, violinist, playing on the Orpheum Circuit, the week beginning September 30 in Min-

neapolis and the week of October 7 in St. Paul.

The Brunswick two-page spread in the Saturday Evening Post, September 15, has been posted in the windows of a number of dealers. The trade is enthusiastic about the new "Raleigh" model.

Meanwhile the Brunswick girl, familiar to all readers of the company's advertisements, has been fitted with a motor by the ingenious "Doc" O'Neill and apparently places records on the nearby phonograph. The girl has been on display in the Davis and Ruben windows and will move about, visiting the various Brunswick stores.

Many New Edison Agencies

"Business the first half of September has been very good," according to J. Unger, of the Laurence H. Lucker Co., Edison distributor. "The warm weather caused a falling-off the middle of the month, but the results of the entire month have been pretty good. The wholesale business is fine and results in Wisconsin are very good. Record business is improving throughout the country, I believe."

The Edison people have a great list of new accounts during the past month, including C. P. Buzzell, Cleveland, N. D.; C. C. Eikeness, Edinburgh, N. D.; F. L. DeMark, Catawba, Wis.; A. E. Stucht, Iron River, Mich.; McDonald Furniture Co., Hancock, Mich.; C. A. Henk Drug Co., Waverly, Minn.; J. L. Boline, Parkers' Prairie, Minn.; O. M. Erickson, Evansville, Minn., and William De Grote, Clara City.

Thousands of names were added to the list of Edison prospects as the result of the State Fair contest conducted the first week in September at the annual Minnesota Fair. Ten machines have been sold in Minneapolis as the result of this exhibition and in St. Paul sales have been equally as good.

Milton H. Lowie, of the Edison retail store, the Minnesota Phonograph Co., has returned from a hunting trip to Silver Lake, Minn.

Recent visitors at the Lucker offices were R. E. Kreader, Cogswell, N. D.; T. L. Lee, Mable, Minn., and Mrs. W. W. Christianson, Winona.

George A. Mairs, manager of the Victrola department of W. J. Dyer & Bro., jobbers, has no complaint to make of business and states that local dealers are doing a nice trade in talking machines.

Death of W. L. Harris

Of great concern to talking machine men was the recent death of W. L. Harris, president of the New England Furniture Co., one of the earliest dealers here and a Victor jobber until about ten years ago. Mr. Harris dropped dead in the midst of a very busy, public-spirited life at mid-day on the corner of Sixth street and Hennepin avenue. He was born in Boston and came here thirty-five years ago.

Bequests of Late C. L. Waldo

The late Carlos L. Waldo, of the Foster & Waldo Co., which deals in Brunswick, Cheney and Victor machines, left in excess of \$100,000 to local charities, regardless of denomination. His foster-son, Walter P. Nestler, of Flaxton, N. D., to whom Mr. Waldo bequeathed a half million, is expected to come to Minneapolis to make his home.

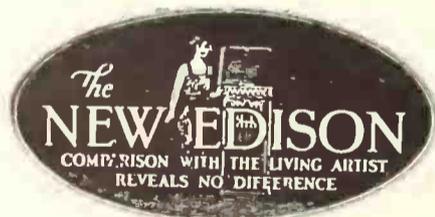
Festival Tie-up Pays

Joe Nylin, aggressive Victor dealer in East St. Paul, recently co-operated in celebrating the Payne Avenue Merchants' Annual Harvest Festival. Joe had two window displays, one an appropriate setting of the Victor model 400 with a background of pumpkins, corn stalks and the other with smaller Victor instruments. Several sales were made and many prospects obtained.

The Victor dog will be on exhibit at the Winter circus which the St. Andrew's Club, an organization of northeastern Minneapolis merchants, is arranging for the near future.

Many Prospects From Fair

The Hennepin County Fair, at Hopkins, yielded M. B. Hagen, Hopkins Victor dealer, a raft of prospects for Winter work as the result of a contest which the firm conducted in



The New Edison is recognized as the foremost phonograph of all time. It means prestige to the merchant who sells it.

The new low priced models—upright and console—new increased discounts, quick turnover and timely release of the latest hits offers steady increasing profits.

We have a liberal proposition and open territory for live merchants of the Northwest. Write now. Cash in on the Fall and Holiday demand.

LAURENCE H. LUCKER

Northwest Edison Distributor

Established 1902

17 South Sixth St. Minneapolis, Minnesota

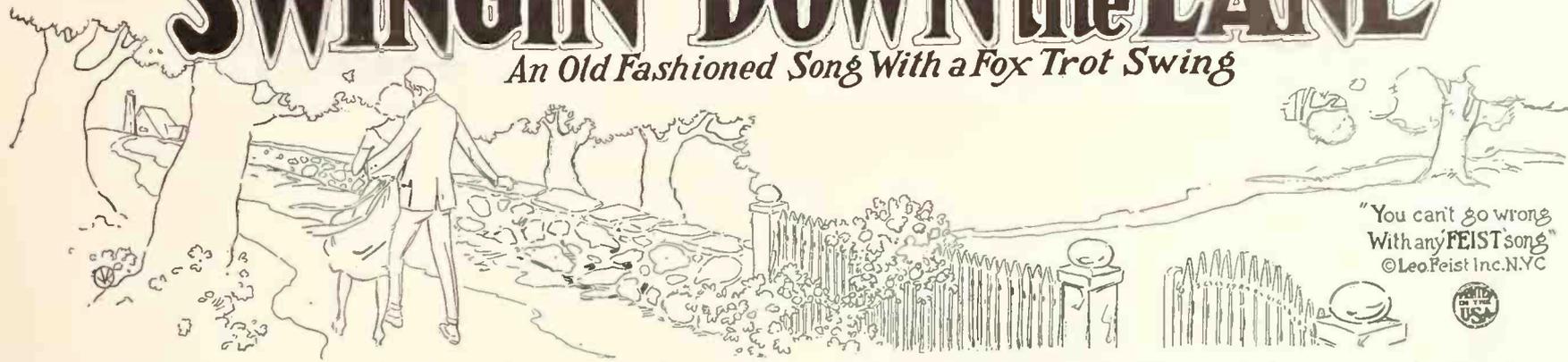
**Edison
Dealers
Enjoy
Every
Advantage**



Ev - 'ry - bod - y hand in hand, Swing-in' down the lane,

SWINGIN' DOWN the LANE

An Old Fashioned Song With a Fox Trot Swing



"You can't go wrong
With any FEIST song"
©Leo Feist Inc. N.Y.C.



its display booth a fortnight ago. Among the entrants was the new Senator Magnus Johnson, farmer-senator from Minnesota. Mr. Hagen has left for Los Angeles to join his family, which has been in California for some time, leaving the store in charge of his sister, Miss Lillian Hagen.

Biggest Per Capita Business

Lucas Knese, of Roscoe, Minn., which boasts a population of 186, claims the championship for per capita sales in Victrolas. His sales ran more than \$5 per capita for 1922 and so far this year the figure has been doubled. It is said that hard work is his secret and that he does not consider he has done a day's work until he has traveled 100 miles in his car.

News Gleanings

Sewall D. Andrews, of Doerr, Andrews & Doerr, Sonora distributors, left September 29 for the East, accompanied by Mrs. Andrews and their daughter, Miss Mary Andrews. Miss Andrews will sail Wednesday from New York on the "Conte Rosso" for Naples, where she

will attend Miss Moxley's school. Mr. and Mrs. Andrews have closed their Summer home at Ferndale, Lake Minnetonka, and will remain in the East for some time.

Milton Swanson, who has been with the Beckwith Co. for some years, is representing the firm in central and northwest Minnesota.

John Lang, manager of the phonograph department at the Dayton Co., is the proud parent of a new eight-pound daughter. Congratulations!

Harold Ruben, of Davis & Ruben, has just completed a new home on a bluff overlooking Lake Harriet.

C. H. DITSON BUYS BUILDING

The New York building which houses the music publishing firm of Charles H. Ditson & Co., 8-12 East Thirty-fourth street, has been purchased by that organization from the estate of William Waldorf Astor. The Ditson Co. occupies the ten-story building built in 1912, close to Fifth avenue, near the shopping center. Although the Ditson Co. held a long lease on the land, it deemed it more advantageous to control the ownership of both land and building.

NEW STORE OPENS IN AKRON

AKRON, O., October 5.—A complete talking machine department will be a feature of the new music store of the Smith & Mitten Piano Co., which will open late this month at 78 East Mill street, in the new Masonic Temple Building. Ernest E. Smith and Carr E. Mitten, both long experienced in the music game, are interested in the new firm.

TAKES ON THE SONORA LINE

The Ober Furniture Co., at Chagrin Falls, O., has taken on the Sonora line of talking machines, and alterations to the store to permit the opening of a Sonora talking machine department have been started. Modern fixtures will be installed throughout.

THE SEASON'S BEST BUY

Dealer's Price, \$45.00

CHARMAPHONE No. 18



MODEL 18

31 1/2" Long
21 1/2" Wide
34" High

This offer for the new Charmaphone has placed this high-grade product in hundreds of stores. Send for sample at once and get your share of sales.

Fine mahogany finish—excellent workmanship—double spring motor—fine nickeled parts—Charmaphone tone arm and sound box.

This is a fast seller—act at once.

Immediate Delivery.

CHARMAPHONE CO.

39 W. 32nd St., New York City

BALTIMORE

Dealers and Jobbers Hard at Work Making Sales—Growing Demand for Popular Models Bringing About Machine Shortage—The News

BALTIMORE, MD., October 8.—Business is good in the talking machine line here, and, according to the majority of dealers, has steadily increased. Dealers generally are looking forward to one of the best Fall and Winter seasons in several years. The only thing that now bothers practically all jobbing firms is the question of being able to supply the orders already booked for early delivery.

Another encouraging feature of the retail trade is the fact that the public is now turning to the higher-priced machines and in a great many cases is paying cash for them or on short terms of thirty, sixty or ninety days. The retail record business on all makes of records has been going forward by leaps and bounds and on some of the more popular pieces it is practically impossible to supply the demand.

W. F. Roberts, manager of F. F. Droop & Sons, Victor distributors, said his business is limited only by the number of machines he is able to get, as he has been oversold on practically all popular types for several months. "I have been making 'curbstone' deliveries of some models for so long that I hardly know what one looks like myself," he declared. "In our retail department I find a very noticeable increase in the sale of the higher-grade models and many of these are for cash."

Cohen & Hughes, Inc., Busy

Practically the same condition prevails with the firm of Cohen & Hughes, Inc., another local Victor jobber. I. Son Cohen, head of the firm, said he had not opened any accounts during the past month for the reason that he wanted to take care of his old customers and orders on the books now before going after new trade. He also reports shortage of 80's and 210's but feels that he will be able to catch up on deliveries before long. September business, Mr. Cohen said, was about the same as last year and that it did not run ahead considerably more was due entirely to the fact that the firm could not get enough machines to fill orders already booked.

"The new double-faced records are going big and it is about impossible to supply the demand on some of the more popular pieces," said Mr. Cohen. "Our business has just about doubled in the past month and orders keep coming in faster than we can fill them." Mr. Cohen has just returned from a trip to Canada by auto and reports one of the most enjoyable trips he has ever taken.

William Biel, son-in-law of Mr. Cohen and a member of the firm, is coming to take charge of the business here and in Washington as soon as he closes up his affairs in New York, where he is now located.

New Columbia Agencies

The Columbia Wholesalers, Inc., report very gratifying results in all parts of their territory on the new model Columbias. Dealers generally are very enthusiastic over the machine, according to L. L. Andrews, president of the company. The big Columbia advertising campaign has resulted in a stimulation of business in this city and vicinity.

The following new accounts were opened recently: W. E. Jacobs, Bedford, Va.; Banner Furniture Co., Charlotte, N. C.; Butler Furniture Co., Roseboro, N. C.; Weaver Music Co., this city; E. D. Hubert, Victoria, Va.; Cobb Furniture Co., Newton, N. C.; T. J. Truitt, Salisbury, Md.; Carver Furniture Co., South Hill, Va.; J. J. Bolling, Blackstone, Va.; W. B. F. White, Richlands, Va.; C. L. Totten, Saltville, Va.; Kenbridge Drug Co., Kenbridge, Va.; Imperial Music Co., Salem, Va., and Bertha Mineral Co., Austinville, N. C.

The record business, according to Mr. Andrews, is showing a marked increase since the

first of the month, especially on the Bessie Smith records, which have had the biggest sale in the Southern territory of any record ever put out by the company.

Recent visitors to the office of the Baltimore Columbia branch in the last several weeks include Mr. Thompson, of Thompson Bros., Anacosta, D. C.; James Cowan, of Colonial Piano Corp., Richmond; Sol. Friedberg, Grafonola Shop, Inc., Norfolk, Va.; Morris Baron, of Cumberland, Md.; H. W. Hall, of Emporia, Va.; W. F. Cheers, Sanford, N. C.; Mr. McDaniels, of Adkins & Co., Lynchburg, Va., and Tony Durso, Washington, D. C.

Columbia dealers in Baltimore territory celebrated the wonderful sales they have been getting on records for the colored trade by holding a big "Bessie Smith Week" during the second week of September.

New Kranz-Smith Manager

Edward Keefer, who has just been appointed manager of the talking machine department of the Kranz-Smith Piano Co. here and is only twenty-two years old, has been in the talking



Edward Keefer

machine business for four years, starting with Kranz-Smith as an outside salesman. He is a violinist of note and leader of a jazz orchestra, and he has the distinction of being the youngest manager of a music department in the city.

Brunswick Ad Drive Resultful

The local Brunswick branch is gradually catching up on deliveries, according to Manager C. F. Shaw, who hopes soon to be in a position to fill Fall orders more promptly. The advertising campaign which the Brunswick has been conducting in this territory is producing big results and dealers generally are placing larger orders than has been the rule in the past. New accounts opened during the past month included the Reynolds Music Co., of Clifton Forge, Va.; Martin Music Store, of Annapolis, Md., and the Sprinkle Piano Co., of Norfolk, Va., which firm has just opened its handsome new store at 440 Grandby street. The whole first floor of the establishment is devoted to the sale of talking machines with twenty-four booths and one of the largest window displays south of Washington. The opening was attended by H. A. Beach, of the Brunswick Co., and Manager Shaw, of the local branch.

Store Rack System of Sales

The Record Distributing Co., a recently incorporated firm, which is handling Pathé records and machines, reports big results from a store rack system of sales which it inaugurated a few months ago. Taking in small stores throughout the residential sections of the city which are supplied regularly each week by auto trucks, it has placed handsome racks holding twelve records in hundreds of places where

they are brought to the attention of customers when they make their daily purchases at the various stores. According to Frank Cozzens, president of the company, the firm started out with one truck and the business has increased to such an extent that it now operates four trucks daily on regular schedules throughout the city. The firm also reports very good results from a block carnival recently held for the benefit of a local hospital, at which it had a large Pathé machine playing records which were sold from a booth.

To Hold Columbia Dealers' Meeting

As soon as a complete line of Columbia machines has been received, which is expected to be about the latter part of this month, a dealers' sales meeting will be held in the Columbia salesrooms, at which G. W. Hopkins, general sales manager of the Columbia Co., will give a series of talks on salesmanship. Dealers from all parts of the territory, which includes Maryland, District of Columbia, Virginia and North Carolina, have signified their intention of attending.

William H. Swartz, secretary and treasurer of the company, has been confined to his home by illness.

Here and There in the Trade

Miss Agnes Hopper, billing clerk at the Brunswick agency, will be married on the twentieth to Charles Elwood Gross, of Belair. Miss Hopper, who is one of the most popular employes of the company, was the recipient of a linen shower when she tendered her resignation this week.

Josef Hoffman and Isa Kremer, Brunswick artists, appeared here this month and dealers took advantage of this to boost sales of their records on both occasions, featuring them in window displays with good results.

W. N. Kuhn is now the North Carolina representative for the Brunswick, with headquarters in Richmond, while D. W. Causey is representing the company in the Virginia territory.

T. Ralph Clark, sales manager of Cohen & Hughes, Inc., resigned on the first of the month.

Edward Keefer, manager of the talking machine department of the Kranz-Smith Piano Co., has augmented his sales force since the first of the month. With the assistance of Samuel Fink he has worked out a new sales plan which he believes will produce big results.

President Andrews, of the Columbia Wholesalers, Inc., is looking for big results from the extensive campaign of advertising that the Columbia Co. is going to start on the twenty-first of this month and continue until after the Christmas business season.

The Lexington Talking Machine Shop is making a drive on the single-faced Red Seal Victor records.

The Cheney Westminster and Salisbury models are being featured in the advertising in the daily papers of the Chickering, Kranz-Smith and Knabe warerooms.

THE PORTABLE AS A CHRISTMAS GIFT

The Plaza Music Co., New York, manufacturer of the Pal portable phonograph, has been sponsoring an aggressive sales and publicity campaign among its dealers, based on the idea that this phonograph is an appropriate Christmas gift. The response to the campaign has been far beyond expectations and the orders placed by the Pal dealers indicate that the company will receive practical co-operation from its representatives in making the campaign a signal success.

Dealers' Repairs

FINEST SHOP IN THE CITY
Facilities for the repair of every make of sound box and motor

Special attention to out of town trade sent to us by mail

IDEAL REPAIR SERVICE

284 East Houston St. New York City



“Being there” when wanted is another attribute of Cohen & Hughes service. It is not thrust unwillingly on the retailer, but is ready at all times when and as needed.

Cohen and Hughes, Inc.
Baltimore, Md. VICTOR DISTRIBUTORS Washington, D. C.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE.—This is the thirty-first of a 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.]

TALKING MACHINE AND THE TEACHER

The musical possibilities of the talking machine are commonly understood by almost any class of the community better than by the one class of men and women which is naturally expected to know most about them. Musicians, as a rule, are vastly ignorant concerning anything more than the veriest superficialities of the matter and, in consequence, both they themselves and the music industries fail to obtain advantages which await being grasped.

The failure of musicians generally to recognize the beauties of the talking machine and its power as a teacher and inspirer is largely due, of course, to the innate conservatism of the profession; a conservatism which itself is to be traced mainly to the narrowing effects of the current system of musical education. Musicians are trained to play the piano or the violin, the 'cello or the organ. Commonly they are trained to do little else. The body of professional musicians is, therefore, not unnaturally narrow and prone to scornful skepticism in its attitude towards all musical innovations, especially to any which can easily and safely be brought under the general, the sweeping and the inaccurate charge of being "mechanical."

Some musicians, fortunately, see further than this and many have admitted the talking machine to their studios. In so doing these followers of the tone-art have been guided by an intense desire to make their teaching a living thing and not merely a dry-as-dust drill in the technical complexities of fingering, pedaling and phrasing this or that piece of music. There are teachers, unfortunately, who insist upon each pupil learning a set method of playing every piece which he or she undertakes to master. There is, of course, no warrant for so absurd a proceeding, save in the hopelessly inartistic belief that the one perfect way of performing any art work can be set down in formulas which must not be subjected to any change or modification. Such teachers—and they are many—are responsible for the stagnant condition of musical art in most communities.

What the Talking Machine Offers Them

Now, the talking machine comes and offers something new and living to these threshers of dead straw, these grinders of old bones. Today the best voices, the best instrumental artists offer to the music student an almost unlim-

ited quantity of examples in every kind of musical interpretation. The best singers in the operatic field give us a variety of examples in the interpretation of almost every one of the better known arias and scenes. One can get half a dozen renditions of the "Lucia Sextette," of the "Celeste Aida," of the "Jewel Song" from "Faust," of the "Maiden's Wish," of Schubert's "Du Bist Die Ruh'," of Liszt's "Lorelei," of Gluck's "Che Faro." One can get rival readings of a dozen Chopin Nocturnes, Etudes, Preludes and Scherzi. One can get the glorious Andante of Goldmark's Concerto for the violin in A from two masters, and the Romance from the Tchaikowski violin concerto at the hands of three. Month by month additions are made to the lists of master interpretations available to the owner of a talking machine in every branch of musical performance. Already there are rival renderings of great orchestral works. I possess four orchestral interpretations of the great introduction to the third act of Wagner's "Valkyr," that which is generally known as the "Ride of the Valkyries." And any such list, by search of the catalogs, can be vastly increased.

Adding Weight to Authority

With all this wealth of interpretative material cannot a musician, and especially a teaching musician, gain immensely in the life and value he can give to his work by having at his disposal an instrument which permits him to illustrate his precepts by actual examples of the inspiration of men and women who have made world-wide reputations for themselves as expositors of the practical art of musical performance? In a word, if one desires to show a pupil the inner beauty, the deepest significance of a certain idea in music which that pupil is striving to render through the keyboard or the bow, how much easier is the task when to one's personal authority can be added the authority of Paderewski, of Hofmann, of Cortot, of Heifetz, of Kreisler, or of Casals!

Even more obvious is the strength of the idea when we are dealing with voice teaching. Allowing for every criticism which can safely be made on the score of defects in reproduction, no voice teacher has ever yet denied that, when it comes to style, phrasing, breath-control and attack, the talking machine and its records provide auxiliaries simply unsurpassable. They give the details of the vocal work of, perhaps, half a dozen great artists who have preserved their personal interpretation of a passage, of a scene, or of a song, in as many individual records. They thus provide what otherwise could not possibly be provided: a living example always at the disposal of the student and ever ready to point the way to attainment.

The use of talking machines and their records by teachers of vocal or instrumental music should not, however, be conducted in any unsystematic manner, if the utmost good is to be had from them. The teacher must study this material as carefully as he studies any other teaching aid, as carefully as he studies a score for fingering and phrasing marks. Records abound, but they have not been prepared, in the majority of cases, specially to be used by musicians for teaching. Consequently, they will usually have to be carefully studied, printed music in hand, in order that any cuts may be noted and especially that the music reproduced on them may be collated with the printed text and the interpretation thus made valuable.

Making the Material Practical

From a practical standpoint it will probably be necessary to study every record in this manner and so relate it to a printed text as to make the interpretation it represents practically as well as aesthetically valuable. For instance, if one wishes to compare a recorded interpretation of a piano piece with the pupil's own attempts at the keyboard the very first thing to be done will be to adjust the speed of revolution of the talking machine until the pitch of record and of studio piano is identical. Once such an adjustment has been made the speed should be noted on the label of the record. It will also usually be necessary, and always advisable, to note such facts as (a) speed of revolution needed, (b) relation of record to printed text, with notes of where record begins and ends, what cuts if any are made, etc., and (c) special places where interpretation requires explaining or points a lesson in artistic handling of musical material. A book of such notes might, in fact, be kept, with the proper entries made against each title of record.

Then it becomes possible to use the talking machine as a constant companion to the teacher, drawing upon its unrivaled store of musical material for illustrations and examples. Music teaching is likely to be dreary to many, but the talking machine offers a relief, if it be rightly used, of fascination and power.

If the makers of records felt that musicians appreciated the talking machine they would be only too willing to listen to requests for special material of the kind described and to do their best to supply it. Until, however, such a request is made—and more than once—it is too much to expect that they shall take the first step themselves.

Retail merchants, too, who are looking out for fields to conquer may see in these paragraphs the indications of a way to the hearts of the musicians in their communities.

WALL-KANE NEEDLES

Each needle guaranteed to play ten records.

CONCERT NEEDLES

Steel needles in tones of extra loud, loud, medium and soft.

JAZZ NEEDLES

The special extra loud needle. The only one of its kind in the world.

Profit-Producing Jobbing Proposition

WALL-KANE NEEDLE MFG. CO., 3922 14th Avenue, BROOKLYN, N. Y.

Leaders *in the* Orsenigo Line



WREST GOTHIC

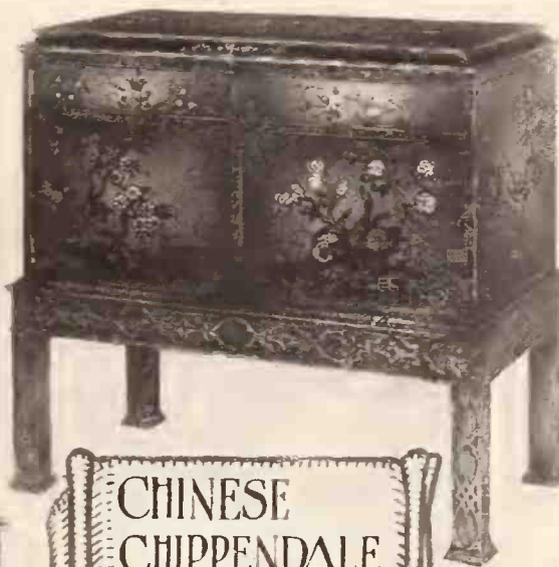


BERESFORD



BUCKINGHAM

DONATELLO
DESK



CHINESE
CHIPPENDALE



BELMONT



LORETO

JUNIOR OPERETTAS IN THE SCHOOLS

Records Made by Vulcan Record Corp. Endorsed by School Authorities—Robert Foresman Joins the Vulcan Organization

The Vulcan Record Corp., New York, manufacturer of the Junior Operetta series of records, has been attaining excellent results in the introduction of these records to the various educational authorities throughout the country. Robert Foresman, a well-known educational authority, has joined the forces of the Vulcan Record Corp., and in conjunction with F. E. Hedinger, secretary and treasurer of the company, has been responsible for the endorsement of the records by many well-known educators.

The "Little Red Riding Hood" records in the Junior Operetta Series have been carefully tested by the different departments of education in the leading cities and the letters of endorsement received by the company have been highly gratifying. An interesting letter received recently from Edwin N. C. Barnes, director of music for the public schools of the District of Columbia, Washington, D. C., read as follows: "I have listened to the new operetta, 'Little Red Riding Hood,' with absorbing interest and a great deal of satisfaction. I believe that your new Junior series of operettas is destined to fill an important place in the musical development of the children of the land. I am delighted with your initial number. The members of my department are all equally pleased with it. Of course, the home is the real place for the operettas as they come along, but I see a place for them also in the schools, and I shall be very glad to recommend the purchase of 'Little Red Riding Hood' for the schools of the city by our department. I shall watch the development and growth of this new movement in amusement and music education with great interest. You can count on my cooperation and assistance at all times. Very truly yours (Signed) Edwin N. C. Barnes."

From New Rochelle, N. Y., an interesting communication was received from Albert Leonard, superintendent of schools, who referred to the Junior Operetta series as follows: "I am delighted with the idea on which 'Little Red Riding Hood,' a Junior operetta, is based. In these days of endless so-called pedagogical devices it is refreshing to find one certain to be so useful to the school and home as this appeal to the literary sense of the child through music. This will be particularly useful in the literature work in the elementary grades. I am so confident that this will prove helpful in our schools that a set will be placed in each school in this city. It is my opinion that the authors and publishers of this plan to foster in our school children a love of folk-lore and story through music are to be congratulated on the service they are rendering. (Signed) Albert Leonard, superintendent of schools."

The National Council of Women, Inc., which is affiliated with the International Council of Women, and which is recognized as one of the most important and influential women's organizations in the world, is keenly interested in the "Little Red Riding Hood" records. Mrs. Ola B. Campbell, chairman of the department of music of this organization, after hearing the records, wrote as follows: "I have just listened to the records of 'Little Red Riding Hood.' The operetta is a revelation. The adaptation of the story is equal to any of our dramatists, while the music has a remarkable charm. The whole thing is a creation of highest standard. I congratulate you on the co-operation you have received in the manufacture and make-up of the records. Too often the commercial interests come in and break down the finest conception. You have surely been fortunate in this respect. When the operetta is completely finished I will be glad to have you send me a set for the office where I can bring it to the attention of the various women's organizations throughout the country that make my office a sort of national headquarters. I thank you for

bringing this beautiful work to my attention. The country is ready for it and I am positive the venture will meet with the commercial success its artistic qualities merit. Yours sincerely, (Signed), Ola B. Campbell, Chairman Music Dept., National Council of Women."

"AD" SECURES SPEEDY RESULTS

Gourlie Music Co. Sells Columbia Phonograph Five Minutes After Ad Appears

The general sales department of the Columbia Graphophone Co. received an interesting communication recently from the Gourlie Music Co., of Tampa, Fla., referring to the consummation of a remarkably quick sale. Within five minutes after an eighty-inch advertisement had appeared in the Tampa Times a lady came into the store and purchased a Columbia Gramonola No. 2, referring directly to the advertisement. The following day the company sold twenty-nine Columbia phonographs as a result of the advertising and the response to the campaign was so great that further insertions of the copy were found inadvisable.

OKEH RECORD HAS NEWSY CONTENTS

The October issue of The Okeh Record, the house organ issued by the General Phonograph Corp., New York, manufacturer of Okeh and Odeon records, contains a number of interesting items that can be used to advantage by the company's dealers. The first page of the house organ features the complete recordings of the overtures to "Der Freischütz" and "Oberon," now issued in a special album in the Odeon library. The Markels Orchestra, an exclusive Okeh organization, is presented to the dealers through the medium of a good-sized photograph, and photographs are also shown of Kiraly Erno, Hungarian tenor, and Thomas La Rue, a negro singer, who has made records in the Hebrew, Polish and Russian languages.

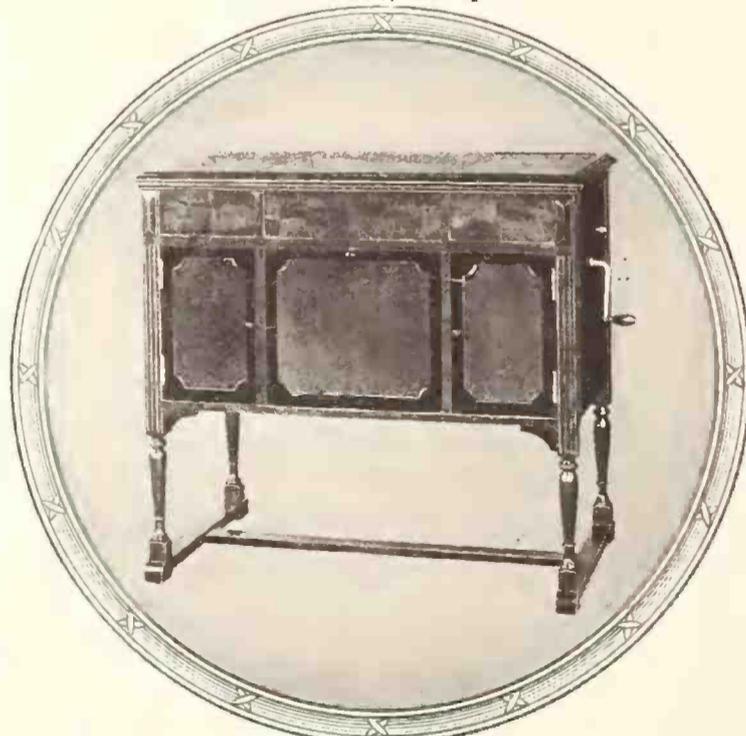
HERE is another of the nine 1924 WOLVERINE PHONOGRAPH models that are showing the trade what can be done when a manufacturer really sets out to give value received.

A Portable machine listing at \$35.00, upright conventional models listing at \$100.00 and \$150.00, and period console models listing at from \$100.00 to \$215.00, the Wolverine Line furnishes a range of price and design to fill any demand.

ALL Wolverine Phonographs are covered by a manufacturer's Guarantee that enables the dealer to sell Wolverines with the utmost confidence. Customers appreciate the protection of the manufacturers of the goods they buy.



The New 1924
Wolverine
PHONOGRAPH
"The Standard of Comparison"



Style No. 800
\$175.00

Tudor Period Console

Dimensions—Height, 35 inches. Length, 38 inches. Depth, 22 inches.
Motor—Guaranteed for five years.
Equipment—Universal Tone-Arm (plays all records), Automatic Stop, Scientific Tone Modifier. All exposed metal parts heavily gold-plated. Full set of record albums; drawer for accessories. Plush-covered Turntable.

EVERY instrument in the Wolverine Line is built to the same standard. We have only one manufacturing standard. Materials and workmanship must be the best that money can buy. All equipment must be of a quality that we can stand behind without fear or qualification. Final list prices must be low enough to place and keep the Wolverine Phonographs in a class by themselves.

WHO SHALL IT BE?
For the first time since we started manufacturing the Wolverine Line three years ago, our production has caught up with and passed the local demand for our product. This permits us, for the first time, to cover a wider range of territory and open some very desirable territories to dealers. Somebody will sell Wolverine Phonographs to your trade—WHO SHALL IT BE?

For catalogue and particulars write

LIND & MARKS COMPANY

Manufacturers

Congress and Bates Sts., Detroit, Mich.

Wholesale Distributors Aeolian Vocalions and Vocalion Red Records

A. H. Curry Signally Honored by Associates

Testimonial Dinner Given to Retiring Vice-president of Thomas A. Edison, Inc., by His Friends in the Edison Organization—Presented With Loving Cup—Will Devote Time to Texas Business

As reported more extensively in the September issue of The Talking Machine World, a very sumptuous testimonial dinner was given on Thursday evening, August 20, to A. H. Curry by his friends in the Edison organization, who

large private dining room of the Washington Restaurant, Newark, N. J.

At the conclusion of the dinner all those at the speakers' table and several others made short speeches, in which much warranted em-

son, in view of his having been out of town the night of the dinner.

Dan Haggerty, secretary to Charles Edison,

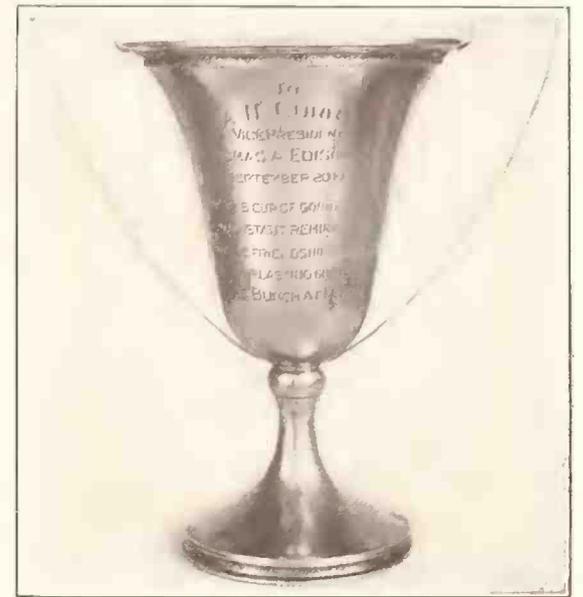


A. H. Curry and Edison Executives at Testimonial Banquet

have been associated with him during the two-year term he has served as vice-president in charge of the phonograph division of Thomas A. Edison, Inc. The dinner was held in the

phasis was placed upon the superior qualities of Mr. Curry as a man, as a friend and as a business executive. A telegram of similar purport was read, which was sent by Charles Edi-

Loving Cup Presented to Mr. Curry acted as toastmaster. When the speeches had been ended a formal presentation was made to Mr. Curry of a loving cup in token of the love and friendship and good wishes which his associates wish him to take with him to Texas, on the occasion of his retirement from an official capacity in the Edison Co. and a resumption of his duties as head and owner of the Edison jobbing institution located in Dallas, well and favorably known as the Texas-Oklahoma Phonograph Co.



ADVERTISING HELPS SPECHT'S CASE

Orchestra Director Wins Lawsuit by Showing Buescher Publicity—Window Cards and Hangers Used as Evidence in the Case

Paul Specht, well-known orchestra director and exclusive Columbia artist, recently filed a damage suit against the Recreation Amusement Center Corp. of Baltimore, Md, during the course of which his attorney was obliged to prove to the satisfaction of the court that Mr. Specht had made diligent efforts to insure the success of his appearance with his orchestra by advertising co-operatively with the defendant in the suit. This was accomplished through the introduction of handsome window cards issued by the Buescher Band Instrument Co., which had been placed in Baltimore store windows, announcing the local appearance of Paul Specht and His Orchestra. Buescher lobby displays and local advertising were also shown. Mr. Specht won his case, proving to the satisfaction of the court that he had fulfilled his obligations in every possible way.

PLANS TWO NEW DAVEGA STORES

The S. B. Davega Co., prominent New York chain store concern, in line with its policy of expansion, is planning to open two additional establishments, one at 102 West Thirty-second street, and the other at 10 Wall street. The first store will be located in one of the busiest shopping centers in the city and the second will be in the heart of New York's financial district. The Victor line of talking machines and records will be handled here, as in all of the Davega stores.

UNIQUE ODEON RECORDING

Dajos Bela, the famous European gypsy conductor, has made a complete recording of the "Light Cavalry Overture," which is featured in the November Odeon record list, issued by the General Phonograph Corp. Practically all of the recordings of this famous overture that have heretofore been presented have been made by bands, but the Odeon record is presented by a symphony orchestra featuring the complete overture, including the Hungarian motif, which has seldom been recorded.

BRUNSWICK EXHIBIT AT FAIR

RIVERHEAD, N. Y., October 8.—Charles McCabe, well-known Brunswick dealer here, staged an attractive exhibit at the Suffolk County Fair, which was one of the centers of interest. Mrs. Florence Haenle, of the record promotion department of the Brunswick-Balke-Collender Co., assisted at the booth.

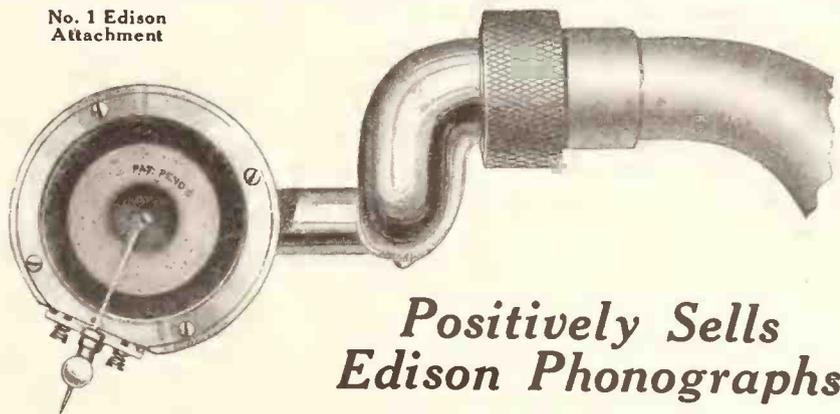
ROSE BUYS ROCKFORD CO. STOCK

The M. J. Rose Co., operating furniture stores in Canton and Akron, O., has purchased the entire stock of the Rockford Phono. Co., Rockford, Ill., including several hundred machines.

The Morris Music Shop, 659 Lenox avenue, New York City, has added the Brunswick line.

CLARAVOX REPRODUCERS REFLECT CREDIT ON EDISON PRODUCTS

No. 1 Edison Attachment



Positively Sells
Edison Phonographs

CLARAVOX

Correctly Plays Lateral Cut Records on Edison Phonographs

Edison dealers everywhere recognize this attachment as best ever. Claravox Diaphragm gives results never before heard on lateral-cut records.

One Edison dealer in a small city averaged a phonograph sale a week, during August and September, directly credited to demonstration of this No. 1 Edison attachment. Every dealer customer repeats.

Usual discounts to dealers. Retail price complete, nickel-plated, \$7.50.

STANDARD DIAMOND POINT

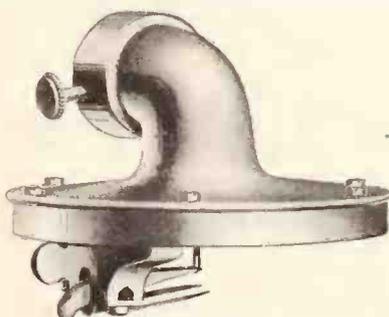
Original Claravox Reproducer. Employs a genuine flawless diamond and CLARAVOX stylus and diaphragm.

Usual discounts to dealers. Retail price, nickel-plated, \$12.50.

SPECIAL JEWEL POINT

Special jewel which nearest approaches permanency of diamond. New CLARAVOX diaphragm and stylus.

Usual discounts to dealers. Retail price, nickel-plated, \$7.50.



Correctly Plays Edison Records on Talking Machines

A post card will bring any of these products on ten days' trial.

THE CLARAVOX COMPANY, Youngstown, Ohio

CLARAVOX—MAKES PHONOGRAPHS SOUND REAL

Van Veen Equipment for Phonograph Dealers and the Musical Merchandise Trade

For those who cannot afford to experiment. Efficiency assured at the lowest consistent cost. Hearing Rooms, Record Racks, Dealers' Service Counters and general equipment for the sale of musical merchandise.

Our guarantee adds to the value but not to the cost.

VAN VEEN & COMPANY, Inc.

Offices and Warerooms:
413-417 East 109th Street

'Phone Lehigh 5324

NEW YORK CITY

ALBANY

Edison Dealers Hold Annual Convention — Tie-up With Artist — Other News and Trade Activities

ALBANY, N. Y., October 8.—The annual convention of the Edison dealers of the American Phonograph Co., serving this section of the State, Massachusetts and Vermont, met at the Ten Eyck Hotel Wednesday, October 3, with about sixty dealers in attendance. N. D. Griffin, of the American Phonograph Co., directed the meeting and conducted the question box of merchandising ideas, which were informally discussed, as well as sales plans for the promotion of business. The latest models of talking machines were shown, concerning which the dealers were enthusiastic as to the sales prospects. Since the last convention more radical changes have been made in the models than ever before, thereby increasing the demand for

the latest styles as well as introducing the problem to the dealers of handling used machines taken in trade. The spirit of optimism prevailed among all the dealers without exception as to the outlook for Fall business and this was backed up by the heavy orders placed for records. F. C. Beatty, Lawrence L. Scholl and R. R. Karch were the representatives present from Thos. A. Edison, Inc., Orange, N. J. A luncheon was served at noon and in the evening the dealers and their wives were the guests of Mr. Griffin at a banquet. Set speeches were tabooed and the singers present were heard in solos as well as an improvised quartet. The health of Thomas A. Edison was drunk with a cheer.

Pommer & Sons have established a sub-agency at 306 Central avenue, in charge of George Kluck, who will handle the Brunswick machines and records exclusively. This is in the up-town section of the city, where there is little competition in the sale of talking machines and records.

The appearance of John McCormack in con-

cert and the delightful Schubert musical scores in "Blossom Time" at the opening of the new Capitol Theatre led to a general window display of the McCormack and Schubert records by most of the Albany dealers. The Baker Music House, Inc., had a window display advertising the new popular song, "Cut Yourself a Piece of Cake," with a real cake, a piece of which was presented to each purchaser of a record of the song. General Manager Kellogg says many records were sold and he is planning unique window displays each week.

The first of the Vocalion Red records, "Zampa Overture," made by the Metropolitan Opera Orchestra, conducted by Gennaro Papi, has arrived among the dealers and is having large sales, owing to extensive advertising.

Among the new corporations recently chartered at the Secretary of State's office during the month was the Advance Metalized Records Co., Inc., to manufacture phonograph records in the Borough of Manhattan, with a capital stock of \$50,000. Directors are: Robert Quait, Jr., 210 Fifth avenue; John E. Leddy and Elizabeth Hagan, 120 Broadway, New York.

Leader's Music Store, Inc., to deal in musical instruments at Liberty, N. Y., with a capital stock of \$20,000. Directors are: Harry Kaufman, Helen Cohen, Joseph Steinbrink.

W. M. Whitney & Co., department store, featured a special three-day sale of Sonora, Columbia, Victor, Edison and Pooley machines.

O. W. RAY VISITING DISTRIBUTORS

Discussing Plans for Coming Vocalion Red Record Campaigns With Wholesalers

O. W. Ray, manager of the Vocalion Red record department of the Aeolian Co., returned recently from a short trip to Boston, where he conferred with A. C. Erisman, the local distributor, regarding plans for Fall and particularly as to arrangements for increasing shipments of Vocalion records to New England territory, which have been perfected by the Aeolian Co. Mr. Ray will leave shortly for Chicago to confer with the officials of the Vocalion Co. of Chicago regarding sales plans for Winter.

NEW VOCALION RECORD CATALOG

A complete new Vocalion Red record catalog, including all previous single-faced listings, together with the new double-faced listings of Vocalion records, is now in the hands of the printers and is expected to be ready for distribution in about a month. The volume will be a most comprehensive one, of over 100 pages.

EDISON—

The Key to Opportunity!

Do you know that right now—this very day—in your town, the opportunity to develop a highly profitable Edison business is before you?

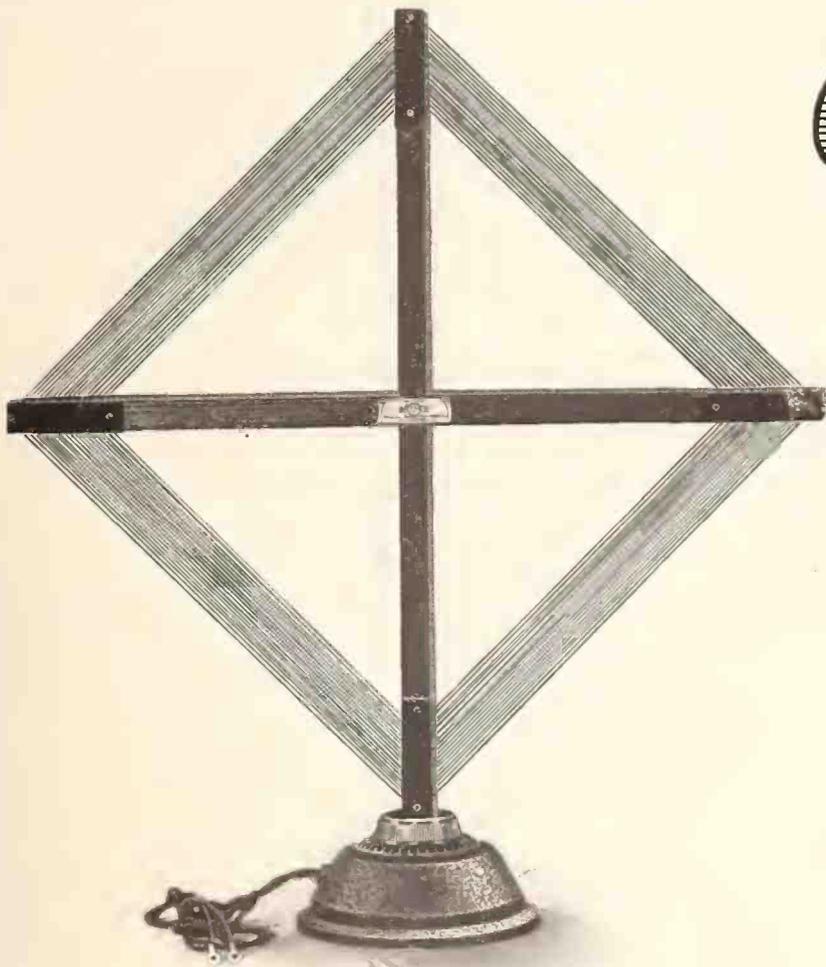
You should know—and you should act.

Nominate yourself for this opportunity of profit before it is too late. Find out all about this "once-in-a-lifetime" Edison sales opportunity.



Write or telephone today. Don't delay finding out all you would like to know about an Edison franchise.

AMERICAN PHONOGRAPH CO.
707-09 BROADWAY, ALBANY, N. Y.



Frame, antique mahogany. Wire, our own specification (green, silk-covered). Stand, lustrous black, crystal finish. Equipped with standard plug-connection and dial, stand, jack and leads.

Price..... \$10

distance!

New GERACO LOOP AERIAL Solves the Antenna Problem

The new GERACO LOOP AERIAL has perfect "aim" and extraordinary "reach." It brings into the home broadcasts from distant cities easily and quickly.

Users of radio-frequency sets report receiving distances up to 2,000 miles with the GERACO LOOP. Also loud-speaker reception of as many as fourteen stations in one evening. Works with ordinary regenerative sets for local programs and with crystal sets if close to broadcasting station.

Its range includes all present-day broadcasting wave-lengths. Takes the place of the usual antenna and ground connection. Neat and compact, measuring only 20 inches over all.

The GERACO LOOP is the only indoor aerial with a dial. This makes direction-recording easy. Local stations are tuned out readily when D-X stations are wanted.

Send today for full information and trade prices!

volume!



Base, antique mahogany. Cover, lustrous black, crystal finish. Serves as a perfect sub-base for the MUSIC MASTER Reproducer.

Price..... \$50

And here is another recent radio improvement—the MUSIC MASTER POWER UNIT, one of the most highly developed items in radio.

It has three uses: 1—as a one-stage amplifier in connection with any detector; 2—as a two-stage amplifier with any detector or with a receiving set that already has one stage of amplification; 3—with the ordinary two-stage amplifier, thus greatly increasing signal strength. One or two of its steps may be used as desired.

Contains "A" Batteries. Requires two UV 199 Raditrons, but price does not include tubes. No field-current required; operates on "B" batteries used with set.

Write at once for further description and prices to the trade.

GENERAL RADIO CORPORATION

Walter L. Eckhardt, President

Makers and Distributors of High-grade Radio Apparatus

CHICAGO

PHILADELPHIA

PITTSBURGH

S. W. Cor. 10th and Cherry Sts.

Music Master POWER UNIT

"TIE UP WITH A WINNER!"

The NEW EDISON Phonograph

Is Acknowledged "THE DADDY OF THEM ALL"

THE LIVE DEALER

Can take advantage of this public confidence by tying up with an agency for the New Edison Phonograph.

"YOUR MIND IS AT REST WHEN YOU SELL THE BEST"



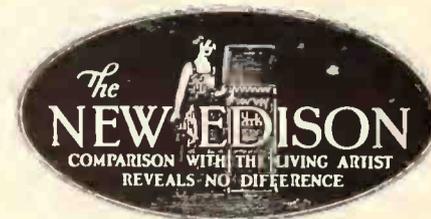
1114
Olive
Street

Write for the LIBERAL Edison Agency Proposition for Your Town

Southwestern

EDISON DISTRIBUTOR

St. Louis, Mo.



SAINT LOUIS

Early Holiday Gift-buyers Selecting Instruments—Concerts by Record Artists Help Trade—Dealers and Jobbers Busy—The News

St. Louis, Mo., October 8.—With the air in and about St. Louis early in October filled with a mixture of jazz records, vocal records and airplane speed records, there seems to be growing a record call also for a "console for Christmas." Early holiday planners are already visiting the talking machine shops in this district trying to select the "best to be found" model of talking machine to present to "the folks" or some other recipient-to-be of the "big present." And the console models are much in demand at this time.

The first talking machine artist concert of the season was on October 4, when the Eight Famous Victor Artists—Henry Burr, Rudy Wiedoeft, Frank Croxton, Billy Murray, Albert Campbell, John Meyer, Frank Banta and Monroe Silver—appeared at the Odeon. Victor dealers made capital of the event.

This seems to be the season for the local appearance of artists. Ben Bernie and His Orchestra, Vocalion artists, recently appeared in a local theatre. Paul Whiteman's Collegians, Victor artists, are playing at the Hotel Chase

and others are scheduled to make their appearance here during the present season.

The Silverstone Music Co., Edison distributor, with headquarters in this city, is rushed to meet the growing demands of dealers. Edison dealers are unanimous in their expressions of good business and expectations of a busy holiday trade, according to Manager Gold. The more expensive Edison models are the leaders at the present time.

The Artophone Corp., jobber of Okeh and Odeon records, is enjoying its busiest season of the year. H. S. Schiele, vice-president, has just returned from a ten days' trip through the Arkansas and Louisiana territory.

The St. Louis Symphony Orchestra announces the signing of a contract with the Victor Co. to make records.

Miss Marie Auberman has returned to her work in the Victrola department of Scruggs-Vandervoort-Barney after a very pleasant vacation spent in Colorado.

The Todd Jewelry Co. is doing some splendid advertising with the help of its multigraph. A

recent card sent to the mailing list and used as handbills announces a popular record in this manner:

"Yes! We Have No Bananas"

but

"Tell Me, Gypsy" is "Stella"

"That Red Head Gal" "Swingin' Down the Lane"

"Beside the Babbling Brook" to get a "Kiss in the Dark" from "Aggravatin' Papa" or from

"Barney Google" "After Every Party"?

Signed "I Love Me."

In Rolla, Mo., each year a fair is held in August. The James A. Spilman Hardware Co., which has a Victrola department in the very efficient charge of Miss Lillian M. Allen, had a large booth this year in which some 12,000 people gathered.

The Artophone Corp., located temporarily at 1213 Pine street, will return to its old quarters at 1103 Olive street as soon as repairs are completed at the old store. The removal was necessitated by a fire. It is expected the remodeling of the Olive street store will be completed this month, adding greatly to the service facilities of the Artophone Corp.

Miss Wallie Griesedieck, formerly with the Kieselhorst Piano Co., is a new member of A. W. Hosier's Victrola selling staff, of Scruggs-Vandervoort-Barney.

Miss Ruth Graham, for several years in charge of the record department of the Adams Music Co., Victor dealer, Canton, Ill., lost her life in an automobile accident recently. At a dangerous turn in the road the car in which Miss Graham was riding overturned, pinning her beneath.

A. Crossen, Victor dealer, of Mounds, Ill., is cashing in on educational work in the schools. Recently he loaned an instrument and records to the Music Institute held in Mounds for use in the music appreciation classes held under the direction of Miss Golda Airy, of the Koerber-Brenner Co., and he also offered to loan a machine and records to any teacher who desired to conduct similar classes.

During two days of the week Miss Airy was asked to appear before the Alexander County teachers in their institute at Cairo, Ill.

At the close of the institute at Mound City the committee on resolutions incorporated the following in their list of resolutions adopted by the Association: "Whereas, practically all of the progressive schools use the Victrola for different purposes, we urge the teachers to purchase a Victrola, if possible, and use it in the many ways we have seen it used in this institute."

Mark Silverstone, of the Silverstone Music Co., left on September 29 for a ten-day visit to the Edison Laboratories, Orange, N. J.

Mr. Perkins, of the Keach Furniture Co., Hopkinsville, Ky., arrived in St. Louis October 3 for a one week's schooling in the sale of Edison phonographs and records.

THE Artophone CORPORATION

Complete stock of all

OKEH and ODEON Records

The OKEH policy of "Hit numbers when they are Hits" is a tremendous advantage to the dealer. There are still some very valuable OKEH agencies open. WRITE FOR FULL PARTICULARS.

THE Artophone CORPORATION

1213-15 Pine Street

St. Louis, Mo.

203-5-7 Kansas City Life Bldg., Kansas City, Mo.

Complete stock of all phonograph accessories and supplies

The CHENEY

THE MASTER INSTRUMENT

The most perfect music-reproducing instrument



The SALISBURY

A Lovely Adaptation from the Work of Sheraton and Shearer

Top measures 21 3/16 by 38 7/8 inches. The instrument stands 33 3/4 inches high. Heavily gold plated exposed metal parts. Two reproducers for playing all records. Six standard Cheney Blue Albums.

Retails for \$200—East of the Rockies

A Beautiful Cheney Console Model

Unusual in treatment—remarkably rich in its effect—made in both mahogany and walnut

The country-wide reputation which The Cheney has earned for designs of elegant simplicity is enhanced in the addition of The Salisbury to the line.

The two-tone effects which have proved so popular are perpetuated in this model, yet with a richness of handling which befits the most carefully furnished home.

Cabinet against cabinet, phonograph against phonograph, value against value, The Cheney is more than a match for

any other phonograph. Consider these five great selling features:

- 1 An acoustic system that develops and restores the original tone from the record.
- 2 Practical elimination of needle scratch.
- 3 A violin resonator which makes Cheney tones grow sweeter with age.
- 4 Designs which set the standard in the industry for elegant simplicity.
- 5 Cabinet workmanship which bears the imprint of craftsmanship.

THE CHENEY TALKING MACHINE COMPANY . CHICAGO

CHENEY PHONOGRAPH SALES CO.
1965 E. 66th St., Cleveland, O.
806 Pennsylvania Ave., Pittsburgh
Ohio, W. Va., Western Pa.

DISTRIBUTORS

CHENEY SALES CORPORATION
1107 Broadway, New York City
Greater New York, Western Conn.,
New Jersey

CHENEY SALES CORPORATION, Jefferson Bldg., 1015 Chestnut St., Philadelphia
Eastern Pa., Del., Md., Washington, D. C.

CHENEY SALES CORPORATION, 376 Boylston St., Boston
New England

CHENEY SALES COMPANY
Brandeis Bldg., Omaha
Iowa, Nebr., Colo., Wyo.

EDW. G. HOCH & CO.
27-29 Fourth St., N., Minneapolis
Minn., N. D., S. D., Northern Wis., Mont.

RIDDLE PHONOGRAPH CO., 1205 Elm St., Dallas, Tex.
Texas, Southern Okla.

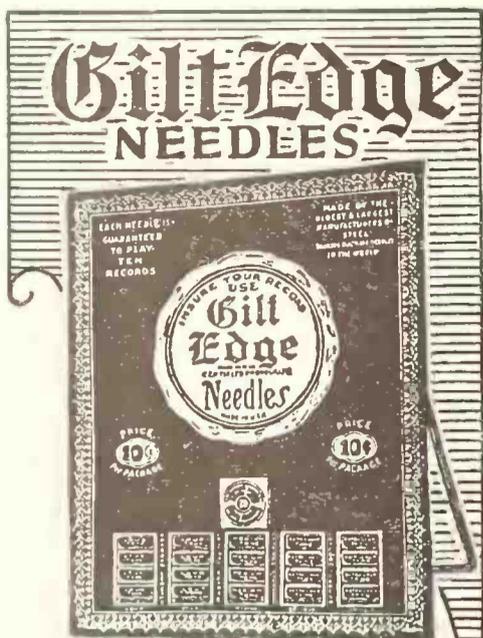
ROLYAT DISTRIBUTING CO.
Provo, Utah
Utah, Southern Idaho

CHENEY PHONOGRAPH CO.
212 Selling Bldg., Portland
Washington and Oregon

MUNSON-RAYNER CORP., 643 S. Olive St., Los Angeles
California, Western Nev., Ariz.

MUNSON-RAYNER CORP., 86 Third Street, San Francisco, Cal.

All territory not listed above is handled direct by The Cheney Talking Machine Company, Chicago



Muger Says

Give the Public the Best Value

That's the secret of the most successful dealers! Give them Gilt Edge, the needle that plays ten records—gives ten times the satisfaction and ten times the value of the ordinary kind!

From the first record to the tenth, each Gilt Edge Needle will bring out every tonal beauty originally put into the record—a feature that creates many more satisfied customers.

100% PROFIT BRINGERS

Besides being a quality product that once introduced, becomes a steady repeater—Gilt Edge allows you a liberal profit. Our assortment (four tones) of 100 packages sells for 10c each—\$10.00 total—Costs you \$5.00—and we furnish the most attractive Counter Display Stand—solid metal—that catches attention and doubles your needle business! A trial is more convincing than anything we could say!

Reflexo

The blue steel Needle that plays every tone, loud, soft or medium, is a scientific achievement that wins all phonograph fans! Stand of 100 packages sells for 15 cents each—\$15.00 total. Costs you \$7.50.

WRITE FOR SAMPLES
ASK YOUR JOBBER

REFLEXO PRODUCTS CO., Inc.

Selling Agents for
W. H. Bagshaw Company
347 Fifth Avenue, New York



FINE "TREASURE CHEST" WINDOW

Many Sales of Records and Several Machines Result From Special Display Staged by M. Rappaport, Gotham Victor Dealer

M. Rappaport's Music Shop, 880 Westchester avenue, New York, has been featuring the "Treasure Chest," twelve selected Victor records of the music of the world packed in special containers originated by C. Bruno & Son, Inc., New York Victor jobber, in a big way through the medium of a special window display and the distribution of prizes to customers. The window display is probably one of the most effective, from the standpoint of sales of both the "Treasure Chest" and other records, and even talking machines, that have ever been staged in this section of New York. The floor of the entire window was covered with white sand. In the center was a "treasure chest" filled with coins and scattered about were the colorful containers of the records. During the evening "Captain Kidd," a man dressed as an old-time buccaneer, stood in the window and the curious of the entire neighborhood gathered outside to gaze at the display. They crowded the sidewalk and street in front of the store and many came in to secure further information, a number going out with "Treasure Chests" under their arms, as well as various other records which they remained to purchase. During the first evening several talking machines were sold. Such is the power of a desirable product, plus a good window display!

During the first evening a number of prominent members of the trade visited the store, including W. J. Haussler, general manager of C. Bruno & Son; Miss H. Marjorie Brown, E. G. Evans and Phillip Silverman, of the same concern; B. F. Bibighaus, of the New York sales organization of the Victor Co., and Mr. and Mrs. N. Shilkret. Mr. Shilkret is in charge of the Victor foreign record department, with headquarters in New York.

SPECIAL COLUMBIA PUBLICITY

Complete Advertising Campaign Features Records by Race Artists—Bessie Smith and Clara Smith Among Headliners of the Company

Special material, including monthly supplements, hearing-room hangers, special fliers and a complete campaign of advertising material, is now being issued by the Columbia Graphophone Co. in connection with its "blues" recordings made by negro artists. For more than two years the sales volume of this class of records has increased rapidly and among the Columbia headline artists to-day are Bessie Smith and Clara Smith. Records by these artists are meeting with popular reception everywhere, especially in the South, where it is not surprising to hear of dealers ordering as many as 2,000 of a selection within a period of a week or two.

In preparing these special monthly supplements and hangers to feature the records made by its various race artists the Columbia Graphophone Co. recognized the remarkable strides in popularity attained by this type of record during the past few years. The Columbia library includes records by many well-known negro artists, and their distinctive rendition of the leading "blues" selections have won enthusiastic praise from Columbia dealers.

COLUMBIA ARTIST IN STORE CONCERT

VICKSBURG, MISS., October 6.—The Delta Furniture Co., of this city, sponsored recently an interesting concert by "Lasses" White, Columbia artist, who with his company arrived in this city for a two days' engagement. Manager Franklin, of the Delta Furniture Co., invited the public to visit his store during Mr. White's appearance in Vicksburg and, following the rendition of several of his hits on a Columbia phonograph, Mr. White sang "Sweet Mama" and his own composition, "Broken Blossoms," which has not yet been recorded.

The Ellis Reproducer Stands Supreme



The Ellis Reproducer is recognized by the critical musician and the music lover as the most perfect sound box made. Adaptable to all tone arms. Dealers and manufacturers proposition submitted upon request.

Manufactured by

Arthur Brand & Co.
1602 Race St. Cincinnati, O.

Distributors of Talking Machine
Repair Parts and Supplies

FEATURING THREE MODELS

Mayer Bros. & Bramley Concentrating on Three Period Designs—Walnut Finish Proving Popular—Many Dealers Adding Fischer Line

Mayer Bros. & Bramley, Inc., New York, manufacturer of the Fischer phonograph, is concentrating all of its activities upon three models, designated as the "Peter Pan," a compact design for metropolitan homes where floor space is limited; the "Rosemary," a phonograph in the popular two-tone wood effects, and the "Isabelle," a high-grade instrument of exceptionally artistic design. The company states that walnut finishes are gaining rapidly in favor and in many sections of the country are running mahogany a close race for first honors.

The early part of this year Mayer Bros. & Bramley adapted a policy whereby its factory and sales facilities were concentrated on the three period models mentioned above and this policy is working out very satisfactorily. New dealers are being established in all of the important trade centers and, in addition to closing a splendid Fall business, the company states that the outlook for the new year is very gratifying.

CLEVER CARD BOOSTS RECORD SALES

PEORIA, ILL., October 8.—The P. A. Bergner Co., this city, has issued an interesting card advertising Victor records. A list of two dozen records is given on a card of shopping list size and each record number is followed by some mysterious letters, such as V.V.G.—W. A key at the bottom of the card explains this to mean "very-very good waltz." It certainly holds the attention long enough to register the idea.

John Chas. Thomas, the popular concert and operatic star and Vocalion record artist, arrived from England on October 3, after filling an engagement at Albert Hall, in order to appear in recital at Aeolian Hall, New York, on October 14.

Federal RADIO

helps the Phonograph Dealer

THE beauty, finish and workmanship of Federal radio sets place them on a par with the finest phonographs made. And just as piano dealers, years ago, learned that the sale of phonographs stimulated their business—phonograph dealers today have learned that the sale of Federal radio sets helps their business to an even greater degree.

Phonograph dealers also know that the day of experiments in selling radio apparatus has ceased; that they may now buy with assurance, and safely take on the Federal line.

Today the Federal Telephone and Telegraph Company has an offer of great interest to dealers who can qualify. It is suggested that dealers who are interested write to the Federal Telephone & Telegraph Company at Buffalo, New York.

Federal Telephone and Telegraph Co.

BUFFALO, N. Y.

Boston New York Philadelphia Chicago Pittsburgh
San Francisco Bridgeburg, Canada London, England

SALT LAKE CITY

Trade in Healthy State—Dealers Reorganize to Increase Efficiency During Holiday Rush—General Prosperity—Month's News

SALT LAKE CITY, UTAH, October 6.—The talking machine business here seems to be in a very healthy condition. Most of the leading musical organizations of the city have been reorganized for their Winter activities and this has created a demand for records and machines, too. But good as business is, it is only good to those merchants who go after it. Most of the local houses have staffs highly trained in both salesmanship and musical directions. These are the firms that are getting the business.

As regards the industrial situation, there seems to be nothing one could say that is not of a highly optimistic nature. Even wheat, which is not an altogether vital crop in this State, but the low price of which many thought would affect the purchasing power of the farmer to an appreciable extent, is bringing more money than it did some weeks ago and wheat is about the only agricultural crop here that did not turn out entirely satisfactory. Mining, manufacturing and building are in good shape, furnishing employment for all who care to work, while the tourist business this season has been the biggest in the history of the State.

Miss Beth Erickson, representative of the John Elliot Clark Co.'s educational department, is very active these days. She recently returned from Medicine Bow, Wyo., where she went to talk to the delegates to an educational convention and demonstrate the possibilities of the Victor machine. Miss Erickson is in great demand at these conventions.

Walter Robinson, of Robinson Bros. Co., with stores in Salt Lake City and Provo, will hereafter run the Provo establishment on his own account. Victor talking machines and pianos are handled.

The Bates Stores Co. is to have a fine new display room for its "period" models in connection with its Provo store. It handles Brunswicks and Edisons. P. S. Heilbut, secretary-treasurer, and manager of the phonograph department, was formerly with the O'Loughlin people, of Salt Lake City, Brunswick dealers.

W. P. Berry, assistant manager and head of the phonograph department of the Glen Bros.-Roberts Piano Co., has just returned from a duck-shooting expedition. He was accompanied by A. L. Card, of the firm.

The O'Loughlin store on Main street, until about a year ago an exclusive phonograph

establishment carrying the Brunswick line, but later adding musical merchandise and pianos, has done considerable remodeling of late. There is an entirely new floor—a very small affair—and a neat, attractive mezzanine floor for offices and display purposes. The phonograph booths on the ground floor have new French windows and the entire establishment has been redecorated and improved.

The Clayton Jewelry Co., of Sugar House, is adding a piano and talking machine stock.

The Dixon-Taylor-Russell Co., of Provo, has moved its phonograph department from the front to the back of the store, where it occupies more space. It recently added the Sonora line. Miss Jessie Russell, a cousin of S. W. Russell, of the firm, has been placed in charge of the department.

R. F. Perry, of the phonograph division of the Brunswick Co., has returned from a trip into the Idaho territory and reports business as most satisfactory.

The local Brunswick office announces the appointment of two new Brunswick dealers in Idaho, the F. M. Williams Co., of Montpelier, and the Frank Popma Music Co., of Boise.

The Jenkins Furniture Co., Brunswick dealer, Boise, Idaho, which operates the radio broadcasting station KFBJ, has arranged for weekly concerts, featuring radio programs of Lyman's Ambassador Orchestra with new Brunswick record releases.

Edward Thoreson, of the Palace Drug Store, Brunswick dealer, Blackfoot, Idaho, was a recent visitor to the local branch.

O. C. Sheppard has joined the sales force of the T. C. Martin Music Co., Pocatello, Idaho.

The Bruce Music Co., Brunswick and Sonora dealer, Pocatello, expects to be in new and larger quarters by the tenth of this month.

The Ferry Furniture Co., Brunswick dealer, Glenn's Ferry, Idaho, expects to be in its new building soon.

The Boyden Drug Co. has arranged for an attractive Brunswick display at the Coalville Utah Fair to be held the last week in this month.

Frank Cerne, Columbia dealer, of Cleveland, O., has opened a new store at East Seventy-ninth street, in which the complete Columbia line is carried.

Our A A A Quality India Ruby Mica DIAPHRAGMS

Are, without doubt, the finest Diaphragms manufactured.

Samples and Prices on Request

WILLIAM BRAND & CO.
27 East 22nd Street New York City
Telephone, Ashland 7868

STOEHR & FISTER'S NEW HOME

Scranton Victor Retailer Now Located in Million-dollar Building—Prominent Victor Distributors Present at Opening

SCRANTON, PA., October 5.—Quite a number of representatives of the various Victor wholesalers were present last Saturday at the opening of the new million-dollar building of Stoehr & Fister, in this city. This establishment is considered one of the finest furniture and music retail stores in this section of the country and the members of the firm have been congratulated upon their progressiveness and initiative in erecting a building of this magnitude.

In the talking machine department Victrolas and Victor records are handled exclusively and this department, which is located on the main floor of the building, is one of the most attractive spots in the entire building. Among the representatives of the New York Victor wholesalers who were present at the opening were the following: Chas. B. Mason, sales manager; L. E. Francis, credit manager; Ernest Fontan, traveling representative, and A. J. Wilckens, traveling representative of the New York Talking Machine Co.; J. J. Davin, of the Musical Instrument Sales Co., and S. W. Williams, of the American Talking Machine Co., Brooklyn, N. Y.

NEW STORE IN EL DORADO, ARK.

EL DORADO, ARK., October 2.—Terry's Music Shop started business operations here recently in its new quarters and is now one of the most modern and complete music establishments in the State. The store is equipped with five booths for phonograph demonstrations and additional booths are being completed for pianos. Four makes of talking machines will be carried by Terry's Music Shop, including the Victor, Edison, Brunswick and Columbia lines. R. H. Blanton is manager of the establishment.

OUTING TALKING MACHINE CO., Inc., Mount Kisco, N. Y.

JOBBERS

A. C. ERISMAN CO. 174 Tremont St., Boston, Mass.
BRISTOL & BARBER CO., INC. 3 East 14th St., New York, N. Y.
CABINET & ACCESSORIES CO., INC. 3 West 16th St., New York, N. Y.
GENERAL PHONOGRAPH CORP. 15 West 18th St., New York, N. Y.
GEORGE C. ULRICH & CO. 56 Estey Bldg., Philadelphia, Pa.
BENNETT PIANO CO. 52 W. Market St., Wilkes-Barre, Pa.
STARR PHONOGRAPH CO. 634 Grant St., Pittsburgh, Pa.
J. K. POLK, INC. 294 Decatur St., Atlanta, Ga.
IROQUOIS SALES CORP. 210 Franklin St., Buffalo, N. Y.
VOCALION CO. OF OHIO. 328 Superior St., W., Cleveland, O.
C. L. MARSHALL CO. 514 Griswold St., Detroit, Mich.
CONSOLIDATED TALKING MACHINE CO.,
227 Washington St., Chicago, Ill.
CONSOLIDATED TALKING MACHINE CO.,
1121 Nicollet Ave., Minneapolis, Minn.
FAHR & LANGE DRUG CO. Milwaukee, Wis.
THE DUNNING CO. 303 Second St., Des Moines, Iowa
RENIER MUSIC HOUSE. 545 Main St., Dubuque, Iowa
ARTOPHONE CORP. 1103 Olive St., St. Louis, Mo.
ARTOPHONE CORP. 203 Kansas City Life Bldg., Kansas City, Mo.
TEXAS RADIO SALES CO., INC. 2005 Main St., Dallas, Texas
CARL FLORINE 131 East 4th Ave., Denver, Colo.
WALTER S. GRAY & CO.
1054 Mission St., San Francisco Cal.; Los Angeles, Portland, Seattle

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GLEANINGS *from the* WORLD *of* MUSIC

DOWN SOUTH MUSIC CORP. FORMED

Opens Offices in Roseland Building, New York —Fletcher Henderson and Andrew Sissle the Managers of New Publishing Corporation

The Down South Music Publishing Corp. has opened offices in the Roseland Building, 1658 Broadway, New York, and will henceforth devote itself to the exploitation of characteristic "blues," by race artists and composers and stage and record stars.

Fletcher Henderson will be general manager of the company and Andrew Sissle, formerly connected with the Clarence Williams Music Co., will be business manager. The leaders of the new company's catalog will be "Down South Blues" and "I Want My Sweet Daddy Now." Now in preparation are "It Won't Be Long Now," "Every Woman's Blues," "Kind Lovin' Blues," "Potomac River Blues" and "Awful Moanin' Blues."

NEW OFFICES FOR JACK MILLS, INC.

New offices have been opened by Jack Mills, Inc., in Chicago and Boston. The Chicago office is located in the Grand Opera House Building and is managed by Roy Thornton.

MARKS CO. NEW BERLIN OFFICES

The Edward B. Marks Music Co. has just opened offices in Friedrichstrasse, Berlin. It is the purpose of the company to gather a series of German songs which will later be exploited in the American market.

BRINGS RESPONSE FROM DEALERS

Feist Window Display Contest on "Saw Mill River Road" Participated in by Many Dealers

The sales campaign and window display contest recently announced by Leo Feist, Inc., has already brought a heavy response from sheet music retailers throughout the country. The window competition will be in effect during the entire month of October and the number selected for this special exploitation and publicity is one of the biggest successes in the current catalog of the publishers, namely, "Saw Mill River Road." Some unusually effective advertising material is being placed in retailers' hands and the campaign under way, considering the enthusiasm, promises to be one of the most successful ever arranged by this enterprising organization.

NEW NUMBER BY IRVING COHN

Irving Cohn, who collaborated in the writing of "Yes! We Have No Bananas," has placed with Jerome H. Remick & Co. a new song, entitled "Sweet Butter" (I'd Love It On My Toast). The Remick organization has decided to exploit it on a wide scale. Orchestrations will be released at once and several weeks later it is to be placed with vaudeville artists.

Jack Mills, Inc., has accepted a song from Mickey Caleo, a young composer from Utica, N. Y. Mr. Caleo's first production is entitled "In Old Bombay," a novelty Oriental number that promises well.

STRONG PUBLICITY FOR FOX SONGS

"Nights in the Woods" and "Just One More Kiss" Being Backed by Publicity Campaign. Including Richly Lithographed Cut-outs and Special Symphonic Orchestrations

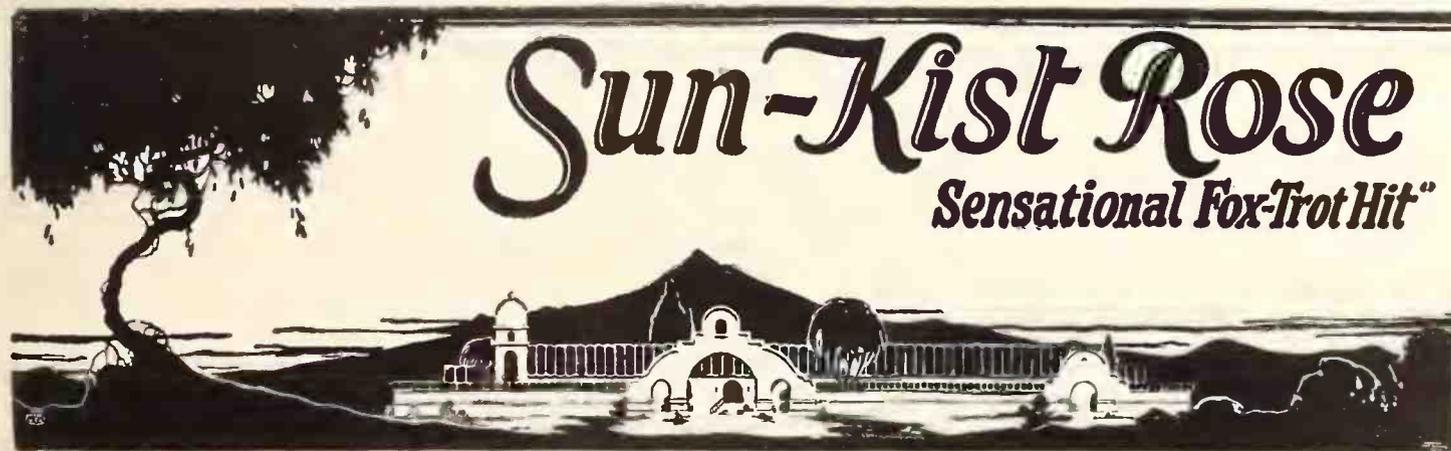
The Sam Fox Publishing Co. is now concentrating on two distinctly promising numbers, namely, "Nights in the Woods" and "Just One More Kiss," which have been taken up strongly by dealers. The campaign of the Fox Co. includes particularly attractive advertising matter such as large and small cut-outs lithographed in several colors and supplied free to dealers all over the country. The leading orchestras have been provided with symphonic dance arrangements which have been well received and the regular straight dance arrangements have been made available to the smaller orchestras.

The Fox Co. ballad "Maid of the West" was featured recently at the I. L. C. A. convention held in Chicago, where it was introduced before several hundred Lyceum and Chautauqua artists from all sections of the country attending the convention. The number was sung by the well-known Chicago tenor, Walter Pontius.

NEW LEO FEIST, INC., NUMBERS

Among the new songs issued by Leo Feist, Inc., is "Tell Me a Story," a fox-trot by the writers of the well-known "Whispering." Another new issue added to this catalog is "Every Night I Cry Myself to Sleep Over You." The writers are Howard Johnson, Leo Wood and Irving Bibo. Others are coming.

Stasny's International Hits

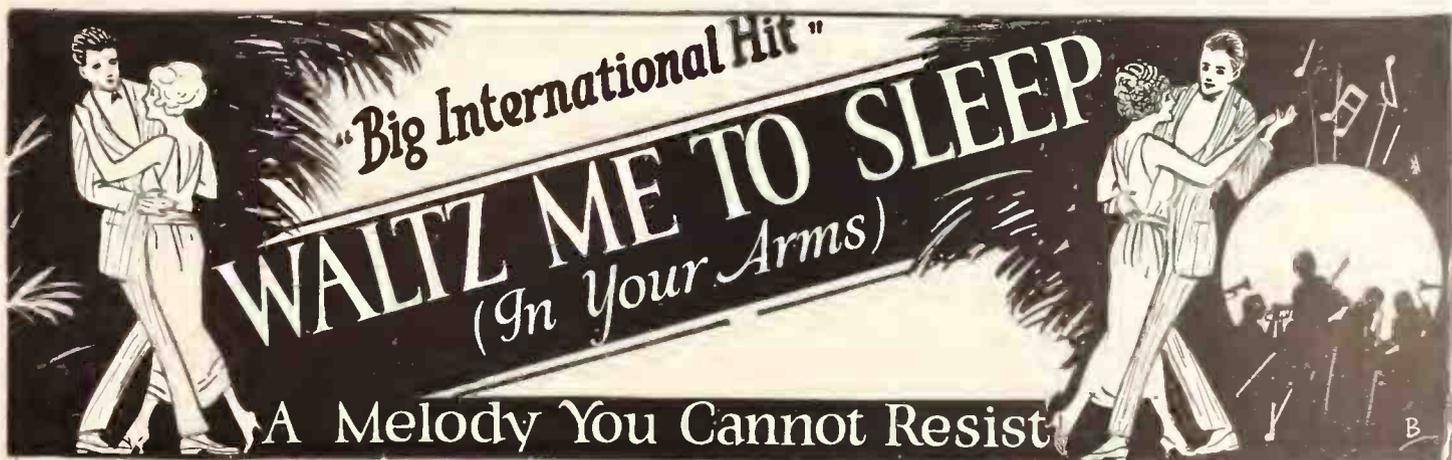


Sun-Kist Rose

Sensational Fox-Trot Hit

Featured by
Vincent Lopez
and his
Hotel
Pennsylvania
Orchestra

The Biggest
Selling Waltz
of the
Season
Featured
by
Ray Miller's
Orchestra



"Big International Hit"

WALTZ ME TO SLEEP

(In Your Arms)

A Melody You Cannot Resist

ORDER NOW

A. J. STASNY MUSIC CO., Inc.
56 WEST 45TH STREET, NEW YORK CITY

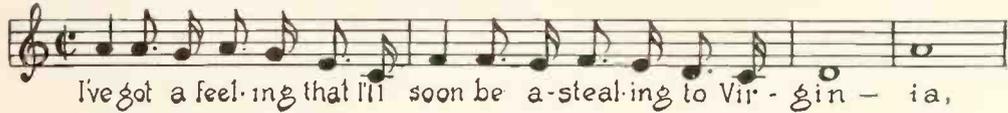
Released by Leading
Record and Roll Companies

STEALING to VIRGINIA

A Dancing Song

"You can't go wrong
With any FEIST song"

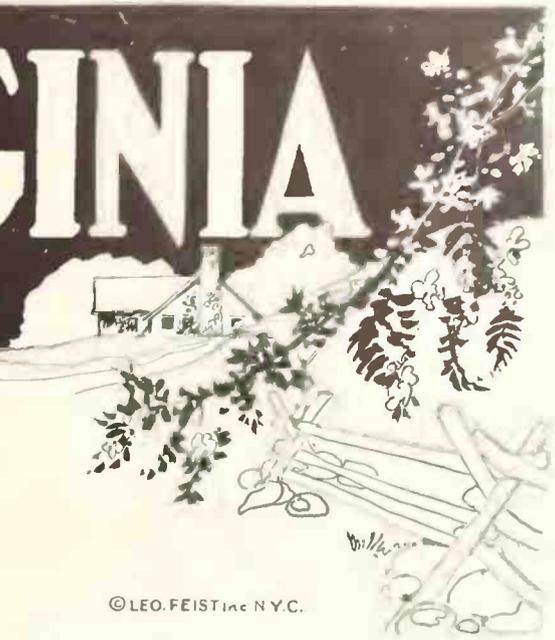
Words by **GUS KAHN** Music by **WALTER DONALDSON**



I've got a feel- ing that I'll soon be a- steal- ing to Vir- gin - ia,



© LEO. FEIST Inc. N.Y.C.



NEW FORSTER NUMBERS FEATURED

"Hula Dreams" and "Lou'Siana Blossom" Two New Hits Published by Forster Music Publisher, Inc., Featured in Attractive Window Display by the Song Shop in Petoskey, Mich.

CHICAGO, ILL., October 8.—The two new waltz numbers that have recently been added to the catalog of the Forster Music Publisher, Inc.,

Mr. Callahan and the music by Rose Richard-ville.

The Forster Music Publisher, Inc., reports that these numbers are making a very creditable showing in view of the fact that they have just been issued. Their popularity is shown in the large number of sales over the counter; in their being taken up by orchestras for dance numbers and by singers and glee clubs as vocal offerings; also by their reproduction on player rolls.

The title pages of these two songs lend themselves admirably to window displays and seem to go hand in hand. The accompanying photograph shows a very attractive display by N. J. Stone, proprietor of the Song Shop, Petoskey, Mich., who featured the two songs together in an exclusive window. To this dealer the result of the display proved three things: that window advertising pays, that the waltz song is coming into popularity again and that the



A Great Window Display of Forster Publications

235 South Wabash avenue, namely, "Hula Dreams" and "Lou'Siana Blossom," are fast becoming two of the most popular songs of the season. The first was written by Will Callahan and Lee S. Roberts, writers of the famous "Smiles," while of the second, a semi-dialect crooning song, the lyric was also written by

Forster House has two exceptional numbers in "Hula Dreams" and "Lou'Siana Blossom."

The Hearst Music Publishers of Canada, Ltd., Winnipeg, Man., has been incorporated with capital stock of \$1,000,000 to engage in the business of music publishing.

J. WITMARK BACK WITH GOOD NEWS

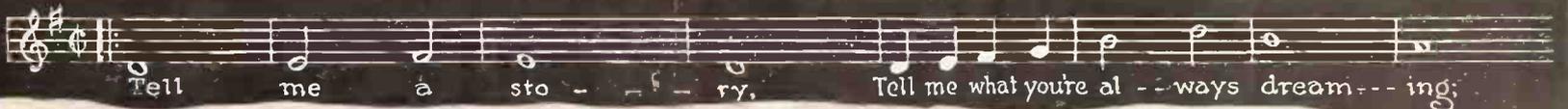
Finds Big Demand for Witmark Numbers Throughout Entire West

Jay Witmark recently returned from an unusually successful trip West and brought back with him abundant evidence of the tremendous popular interest in M. Witmark & Sons' publications. Orders for the leading successes both in the Popular-Standard-Pictorial numbers and the Witmark Black and White series were prodigious. Among the popular numbers the leaders are "Bebe," which is a fox-trot success. Other active numbers are "Midnight Rose" and "Long Lost Mamma," which is especially big in the West; "When Will the Sun Shine for Me?" and the latest successes, "I'm Sitting Pretty in a Pretty Little City" and "That Bran' New Gal of Mine." Both in Chicago and Detroit Mr. Witmark found that already the new rearrangement and organization of the professional departments of the firm had borne remarkable results, reflected in enormously active demand and a fine enthusiasm on the part of the trade.

SPECIALIZING IN "BLUES" MUSIC

The Demand Indicates That Goodly Proportion of Public Favors Such Compositions

The list of "blues" numbers being published by the Spencer Williams Music Co., Inc., New York, of which a half dozen or so stand out prominently, are meeting with general favor from that portion of the public appreciating music of such character and the rolls and records that have been made of several of the numbers are selling in substantial numbers, according to reports received. The Spencer Williams Co. specializes in blues and plans some early additions to its catalog of such numbers.



Tell me a sto - ry, Tell me what you're al - ways dream - - ing.

TELL ME A STORY

Light, Tuneful and Original Fox Trot

You can't go wrong with any FEIST song



THREE SNAPPY, PEPPY TUNES

"You Darling You"
The Song Everybody Is Talking About

"Sittin' in a Corner"
Positively Another "All by Myself"

Nobody Else Can Love Me Like
"My Old Tomato Can"
By Far the Greatest
Comedy Song in Years

IRVING BERLIN, Inc., 1607 Broadway, New York City

"SWINGIN' DOWN THE LANE" ACTIVE

Receiving Wide Exploitation in Display Windows of Retail Music Dealers

The Gus Kahn and Isham Jones number "Swingin' Down the Lane," which had its original popularity in the Middle West, has suc-



Kresge "Swingin' Down the Lane" Display succeeded in becoming one of the most important popular prints of the present season. According to late sales reports it has continued a leader over a period of weeks. No other number of the early Fall season has been more active in point of sales and, inasmuch as both the melody and lyric of this issue are far above the average, its life as a sales creator will, doubtlessly, be extended.

Irving Mills, vice-president of Jack Mills, Inc., is away on a trade trip which will include a ten weeks' trip through Canada and the Middle West of the United States. While away he will feature "Love Is Just a Flower," "Havana," "Just a Girl That Men Forget" and "Down-hearted Blues."

"WE HAVE NO BANANAS" IN COURT

Even the Judge in Suit in Maryland Smiles When Witness Calls Attention to the Superior Merits of That Very Popular Song

In the suit of Paul Specht, the orchestra leader, against a corporation of Baltimore for non-payment for musical services rendered Sam Tumin, Baltimore manager for Shapiro, Bernstein & Co., plugged the latter's hit song, entitled "Yes! We Have No Bananas," in the Superior Court.

Tumin was a witness for the plaintiff and testified that he had tried to see Paul Specht on the first night of his engagement in Baltimore. He said: "I tried to see Paul Specht at the Recreation Centre Ballrooms on the night of April 3." Then he added, in a loud tone: "I wanted to give him a copy of our sensational hit, entitled 'Yes! We Have No Bananas.'" The introduction of the title of the famous comedy song in a dignified Superior Court caused much mirth and even Judge Gorter laughed, endeavoring in vain to cover his laughter with his gavel. Specht won the case.

SCHOOLS ADOPT CONFREY COURSE

Christensen Music School to Use Course in Novelty Piano Playing in All Its Branches Located Throughout the Country

It is announced that Zez Confrey's Modern Course in Novelty Piano Playing, prepared by the popular composer of such successes as "Kitten on the Keys," "Stumbling," etc., and published by Jack Mills, Inc., New York, has been adopted officially by the Christensen School of Music, with some sixty branches in various sections of the country, and will be used by that school in conjunction with its other methods.

The new Confrey course, although only re-

cently introduced, has proved very popular and the first edition was so quickly exhausted that even in some cases they had difficulty in getting sufficient copies to meet the demand, although this condition is being overcome.

PHILADELPHIA BRANCH ACTIVE

Feist Branch in That City, Since Entering New Quarters, Increases Sales by 75 Per Cent

There has been reported by Quaker City Manager Floyd Kinney the biggest season in the history of Leo Feist, Inc., whose local branch occupies the fourth floor of the building at 1228 Market street, Philadelphia. Just at the present moment the big sellers are "Swingin' Down the Lane," "Wonderful One," "Carolina Mammy," and these are being distributed through the M. D. Swisher Co., Tenth street above Walnut street, and the United Music Co., Cherry street above Sixth street. The Feist house has arranged with William Sheppard, director of the music department for the various Stanley theatres in and out of Philadelphia, to feature Feist's hits both in the performance and by orchestral accompaniment. The Feist concern recently acquired the larger quarters at 1228 Market street, having outgrown its former location on the floor above the Globe Theatre Building at Juniper and Market streets. Since its removal to the larger quarters there has been an increase of 75 per cent in sales.

NEW BERLIN PHILADELPHIA BRANCH

The fifth floor of the building at 1228 Market street, Philadelphia, has been acquired by Irving Berlin, Inc., music publishers, as a Philadelphia headquarters. It is under the supervision of Harry Pierson, who for the last several years has been the Philadelphia representative. The Berlin headquarters occupy the same building as Leo Feist, Inc., and are on the floor just above.

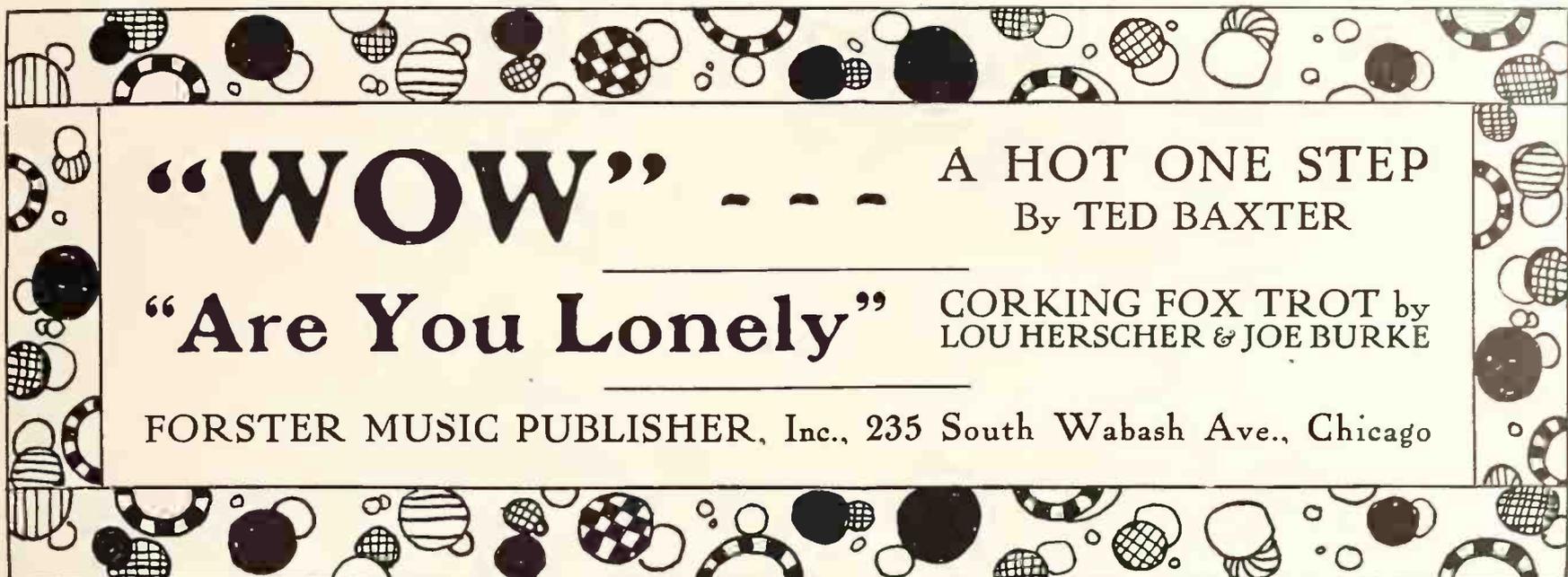
THREE RECORD RECORD-BREAKERS

Treat 'Em Rough
A Real Peppy, Snappy Jazz Tune

Three Thousand Years Ago
The Greatest Comedy Song in Years

Black Sheep Blues
Blues, 'Nuff Said

IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK CITY



“WOW” A HOT ONE STEP
By TED BAXTER

“Are You Lonely” CORKING FOX TROT by
LOU HERSCHER & JOE BURKE

FORSTER MUSIC PUBLISHER, Inc., 235 South Wabash Ave., Chicago

THIRD ANNUAL “MUSIC BOX REVUE” PROVES A SUCCESS

New York Critics and Public Acclaim Third Production—Press Devotes Large Space to It Despite the Pressmen’s Strike—Irving Berlin’s Melodies and Lyrics Score

The “Music Box Revue” opened its third season at the Music Box Theatre on a recent Saturday evening and, as was the case with its predecessors, it created unusual comment for its gorgeousness, humor, tuneful music and originality.

There are two acts and twenty-seven scenes, the latter giving effective settings to the lyrics and music of a number of songs provided by the inimitable Irving Berlin himself. The songs, too, are well sung, as the cast not only includes some well-known vaudeville and concert artists, but also a number of newcomers who have been hailed by dramatic critics as exceptional finds.

The principals include Frank Tinney, John Steel, Florence Moore, Joseph Santley, Ivy Sawyer, Solly Ward, Grace Moore, Hugh Cameron, Florence O’Denishawn, Phil Baker, Laura Sonderson, Brox Sisters, Nelson Snow, Charles Columbus, Dorothy Dilley, Frances Mahan, Helen Lyons and a new Russian operatic singer, Mme. Dora Stroeva.

From a publisher’s standpoint there are certainly not too many songs, but those that are included are sung so well and are so tuneful that they undoubtedly will be remembered by audiences to the advantage of the sales. Some of them make particularly effective dance numbers, carrying as they do a Berlin rhythm. Doubtless, a means will be found of releasing at least one or two of them for use by dance orchestras of the country, with the result that “Music Box” show numbers will be heard in various sections of the country long before the road show in which they undoubtedly will appear later in original form.

Among the songs are “An Orange Grove in California,” “Learn to Do the Strut,” “Little

Butterfly,” “Climbing Up the Scales,” “The Waltz of Long Ago,” “One Girl” and “Tell Me a Bedtime Story.”

Despite the pressmen’s strike on the New York papers, the press managed without exception to give reviews of the new “Music Box” offering on Monday morning in their eight-page sheets. Invariably, these comments by critics were quite lengthy and in every case the show was hailed as a huge success.

Miss Grace Moore, a newcomer, seemed to particularly please. She has a voice of operatic timbre which adds some improvement to the revue type of production. Robert C. Benchley added considerably to the humor of the show by a series of satires on club reports and money drives which are undoubtedly one of the hits of the piece. Irving Berlin, Inc., is the publisher of the music.

POPULAR SELLERS IN PORTLAND

Local Dealers Report Demand for Sheet Music Steadily Increasing

PORTLAND, ORE., October 4.—Miss Maybelle Elliott, manager of the sheet music department of the Seiberling-Lucas Music Co., says that since the season has opened the sale of sheet music in her department has materially increased and that among the best sellers at the present time are the Sherman, Clay publication, “The West, the Nest and You,” and Forster’s waltz, “When the Clouds Have Vanished.” But good sales are also being made of “Love Tales,” “Cut Yourself a Piece of Cake” and “Tell Me a Story,” published by Feist, Inc., and the Jerome H. Remick numbers, “Big

Blonde Mama,” “First, Last and Always” and “My Lady and Me.” This department had a visit from Bill Jacobs, representing the Irving Berlin publications. He had a good list of new numbers, among them “That Old Gang of Mine,” “Indiana Moon” and “Love, I Hear You Calling.” Miss Elliott’s department was also visited during the week by Bob Cole, of Stark & Cowan, and by Nick Lang, the representative of the B. F. Wood Publishing Co.

HARRY VON TILZER REORGANIZED

James Fero and Sammy Smith Enter Publishing Firm—Active Campaign Planned

The Harry Von Tilzer Music Publishing Co., of 719 Seventh avenue, New York, was recently reorganized, with James J. Fero and Sammy Smith joining the concern as stockholders. Fero has been prominently identified with the amusement business in general, while Sammy Smith is well known in the publishing industry. He will be professional manager of the Harry Von Tilzer Co. Edgar Selden, a music salesman, has been chosen sales manager. The Harry Von Tilzer Co. will concentrate its advertising and plugging campaign on “Dear Old Lady,” a fox-trot ballad, and “Chief Hokum,” a novelty fox-trot.

TWO NEW MARKS CO. NUMBERS

The Edward B. Marks Music Co. recently accepted for publication two new songs from the pen of Eddie Leonard, entitled “Oh, Didn’t It Rain” and “Oh, What Eyes.” Eddie Leonard, who is probably the best-known minstrel singer appearing in vaudeville, will be remembered for his great song success, “Ida.” He is now appearing in a featured vaudeville production comprising a number of dancers, a banjo orchestra and Mabel Russell.



THE NEWEST SONG SUCCESS

“ROSE SUNNY ITALY”

FORSTER MUSIC PUBLISHER, Inc., 235 South Wabash Avenue, CHICAGO ILL.

THREE HOT TUNES—HOT OFF THE PRESS—BEING PLAYED EVERYWHERE

“All Wrong”
All Right with the Dancers

“Salt Your Sugar”
A Real Snappy Jazzy Tune

“What Could Be Sweeter”
A Sensational Dance Tune

IRVING BERLIN, Inc., 1607 Broadway, New York City

“LOVE TALES” WIDELY FEATURED

Johnston's Music Store in Los Angeles Gives It a Striking Window Display

“Love Tales,” from the catalog of Leo Feist, Inc., had its original success on the Pacific Coast. Later the number became quite popular in the Middle West and East. Its success, however, as a Pacific Coast issue has continued, so much so that the dealers in that territory have found it one of the most active numbers of the Fall season.

“Love Tales” has been featured by Max Fisher's Orchestra in Los Angeles and is one of the most successful fox-trots of his nightly program. In connection with the featuring of this number by the above orchestra, Johnston's Music Store, of Los Angeles, recently made a full window display showing “Love Tales” advantageously. The title pages of the number were effectively grouped around a large placard carrying the title with descriptive matter and mentioning the authors, Vincent Rose and Ben Ryan.

According to Sid Johnson, the proprietor, the sales of the song during the past few weeks have increased considerably and the fact that the numerous orchestras in Los Angeles territory have shown unusual interest in this fox-trot number undoubtedly will be the means of keeping the song active for weeks to come in that locality.



Featuring “Love Tales”

ago, is being converted into a musical comedy and will be given a production the latter part of this month by William A. Brady. Philip Bartholmae, author of the original farce, will handle the book, while Joseph McCarthy and Harry Tierney will contribute the lyrics and music. Nancy Welford, now on tour in “Up She Goes,” will be featured in the new production. Leo Feist, Inc., will publish the music.

Ernest Ball has cabled his publishers, M. Witmark & Son, that he has had to extend his English engagement indefinitely, owing to his success with the public.

TO BE MADE MUSICAL COMEDY

“Little Miss Brown” to Have Music by Joseph McCarthy and Harry Tierney

“Little Miss Brown,” the comedy in which Madge Kennedy was featured some ten years

HEARST FEATURED BALLADS

Hearst, Music Publishers, Ltd., has been successfully featuring the two ballads, “Wonderful Child” and “Beautiful Rose.” These numbers have been placed in the repertoire of a long list of vaudeville performers, including Jack Sherman, the well-known baritone. The professional department of the above company has decided to make these two songs the feature issues of a Fall campaign among singers.

There was recently added to the catalog of Irving Berlin, Inc., a new song entitled “Nobody Can Love Me Like My Old Tomato Can,” which has made an impression upon a number of dramatic critics of New York dailies, including S. Jay Kaufman, who writes a column for the Evening Telegram. In his column, in one of the recent issues of the Telegram, he carried a full chorus of the above song and made some very pointed comments regarding the possibilities and the popularity of this issue.

DEALERS—ATTENTION NOW READY
ZeZ Confrey's Modern Course
in
NOVELTY PIANO PLAYING

<p>Endorsed by Lee S. Roberts Pete Wendling Victor Arden Max Kortlander Phil Ohman, etc.</p>	<p>Containing more than 50 pages of explanations of figures and breaks used by the famous composer in his recordings of Victor records and Q R S piano rolls, as well as a previously unpublished syncopated waltz solo, and Mr. Confrey's conceptions of some of the old favorites.</p>	<p>For Students and Advanced Pianists as well as Professionals, Teachers, Conservatories, etc.</p>
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WHOLESALE PRICE 90c. Each (\$1.50 RETAIL)
JACK MILLS, Inc.
MUSIC PUBLISHERS
Jack Mills Building 148-150 W. 46th St., New York, N. Y.

The recognized
WALTZ HIT
of the
OLD and NEW WORLD!

SONG VERSION BY
BALLARD MACDONALD

JUST FOR TO-NIGHT
(NUR EINE NACHT)

PUBLISHERS OF THE WORLDS ORCH.
MILLION DOLLAR FOX-TROT BAND
“PARADE OF WOODEN SOLDIERS” \$1.00

SPECIAL ORCH. JUST FOR TO-NIGHT 25¢ BAND 50¢
MUSIC RECORDS ROLLS ON SALE EVERYWHERE

Edmund B. Marks Music Co.
225 WEST 46th ST. NEW YORK

BERLIN GETS "YOU DARLING, YOU"

Extensive Publicity Campaign on New Number to Be Started Immediately—Advertising Material Now in Course of Preparation

Irving Berlin, Inc., has purchased from James Brockman the new song entitled "You Darling, You." It has been said in publishing circles that there were several bidders for the number, but the enthusiasm shown and the appropriation planned for publicity by the Berlin organization made Mr. Brockman decide in favor of placing it in its hands.

The band and orchestra, professional and sales departments of the Berlin Co. state it is a song of real merit and expect, with the exploitation campaign now being arranged, to make it one of the best known popular airs of the current season.

The campaign will not only involve the activities of the above departments, but the various branch offices of the Berlin Co. will aid in giving "You Darling, You" national publicity. Orchestrations are now being forwarded to all parts of the country and it is expected in a very short space of time to have the campaign well under way.

Special advertising material, covering every channel of sheet music publicity, has been planned. This will include consumer literature, window strips, hangers, streamers and other effective matter. Many vaudevillians will be induced to sing the song and, with the aid of dance orchestras, motion picture houses, cabarets and other entertainment resorts, a response to the number's merit is looked forward to shortly.

The acceptance by Irving Berlin, Inc., of the above song, "You Darling, You," brings to mind a little of the earlier history of the number. Originally it carried an entirely different title and was presented to the Berlin organization for publication. Owing to the fact, however, of the wealth of material then in the Berlin catalog, its publication was refused. Brockman, though, decided to make some changes and give the song early exploitation through his own efforts, with the result as outlined above.

There have been several instances where songwriters have carried out some preliminary work on numbers in which they had the greatest of confidence.

NEW CANTOR STARRING VEHICLE

"Kid Boots" is the new musical comedy in which Eddie Cantor will be starred this season by Flo Ziegfeld. Arrangements have been made to put the show into rehearsal October 15 and open out of town about November 1. After three weeks on tour Ziegfeld proposes bringing the show into New York. The book for the show was written by William Anthony McGuire, lyrics and music by Tierney and McCarthy. Leo Feist, Inc., will publish the score.

SHERMAN, CLAY NUMBER IN DEMAND

PORTLAND, ORE., October 6.—The new waltz number of Sherman, Clay & Co., "The West, the Nest and You," is being put over big in Portland and all of the local dealers report large sales. The local Sherman, Clay music house, at Sixth and Morrison streets, has an attractive window display of the number and the George Olsen Orchestra, of the Hotel Portland, plays the waltz on every occasion. Portland music lovers always follow George.

SONGS HAVE WON GREAT VOGUE

Chappell-Harms, Inc., New York, has an impressive number of successful songs in its catalog which will make a wide appeal to dealers and to the general public which has rapidly become acquainted with them through the theatre, the music roll and the talking machine record. Some further "hits" will soon be forthcoming from this house.

Just One More Kiss

The Popular Viennese Success



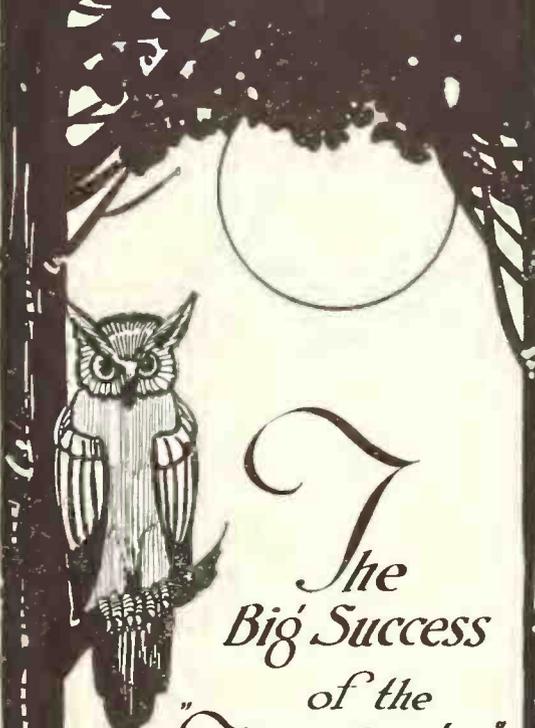
The European Song and Fox Trot Sensation direct from Vienna



Sam Fox Pub. Co. CLEVELAND NEW YORK

NIGHTS IN THE WOODS

Sensational Parisian Hit



The Big Success of the Folies Bergeré Paris, that is now captivating America.

Sam Fox Pub. Co. CLEVELAND NEW YORK

DUSTING THE KEYS

"You can't go wrong
With any FEIST song"
© Leo Feist Inc. N.Y.

A Dusty Rag Fox Trot—

© 1923 Leo Feist, Inc. Our maid Hannah plays pi-an-o, in a funny sort of way, By dusting off the keys.

NEW STASNY CO. REPRESENTATIVES

Frank Gibney Handling Stasny Catalog on Pacific Coast. With Billy Newsome Rendering the Same Service in Chicago

Frank Gibney, recently connected with J. H. Remick & Co., Seattle, has arranged to again represent the catalog of the A. J. Stasny Music Co. on the Pacific Coast, making his headquarters in San Francisco. He has a fine tenor voice and will exploit the Stasny feature numbers "Sun-Kist Rose" and "Waltz Me to Sleep in Your Arms" in the theatres and over the radio. Harry Tobias, New York salesman for Stasny, who is now on the Coast, is sending in good orders for various numbers in the catalog.

Billy Newsome, formerly connected with Waterson, Berlin & Snyder and Irving Berlin, Inc., is now representing the A. J. Stasny Co. catalog in Chicago and surrounding territory and is arranging some effective exploitation stunts for the various numbers.

WIDE "INDIANA MOON" CAMPAIGN

Berlin Undertakes Heaviest Exploitation on Number in History of That Publishing House

According to reports from Rochester, N. Y., during a week's featuring of "Indiana Moon," a waltz from the Irving Berlin, Inc., catalog, in that city by the various dance orchestras, motion picture houses and other channels of publicity, there were exceptionally heavy sales of the number, one store alone selling over 2,000 copies. This was the opening feature of one of the biggest campaigns ever inaugurated by the

above publishing house. Similar activities are to be carried out in hundreds of other centers. In Rochester these publicity and sales exploitation methods are to be supplemented by a newspaper campaign there and some surrounding cities.

This publicity will appear in over 200 papers throughout the United States. Most of this advertising will appear in story form and will be illustrated with thematics of "Indiana Moon." In all territory where this advertising will appear the usual publicity, through the aid of the theatres, motion picture houses and orchestras, will be a part of the program.

PRINCE DANCES TO "SUN-KIST ROSE"

Prince of Wales Among Those Who Have Danced to Music of Stasny Number as Played by Jack Hylton's Grafton Galleries Orchestra

One of the leading fox-trot hits in England for some time past has been "Sun-Kist Rose," the A. J. Stasny Co. publication which, in addition to being featured by a number of orchestras in and about London, has been recorded for His Master's Voice record by Jack Hylton's noted Grafton Galleries Orchestra, the organization which plays dance music for royalty, which patronizes the Galleries regularly to dine and dance. The Prince of Wales and other members of the royal family have danced to the music of "Sun-Kist Rose" while at Grafton's, and it was there that Whiteman and His Orchestra appeared for a time while in London, playing alternately with the Hylton organization.

Another Stasny number that has won a place for itself in England as well as in the United States is "Waltz Me to Sleep in Your Arms," which is being featured by a large number of orchestras and was also recorded on records and music rolls.

SPECIAL BANNERS TO BOOST RECORDS

In connection with the special release of the Okeh record of the fox-trot success, "Sun-Kist Rose," as played by Vincent Lopez and His

Hotel Pennsylvania Orchestra, the A. J. Stasny Music Co., the publisher of the number, has provided attractive banners announcing the release for the use of Okeh record dealers, the banners being supplied through the regular distributors.

TALKING MACHINE MEN'S BALL

Plans Completed for Gala Event on November 21—Many Prominent Orchestras Will Attend—Sol Lazarus in Charge of Details

The entertainment committee of the Talking Machine Men, Inc., held a meeting at the Hotel Pennsylvania October 3 at which plans were made for the forthcoming annual ball. After a conference with the management of the Hotel Pennsylvania it was found that November 21 was the best date available for the ball and the committee thereupon decided to hold the affair on that date. Arrangements are now being made for the orchestras that will appear that evening and it is quite probable that Vincent Lopez and His Hotel Pennsylvania Orchestra, exclusive Okeh artist, will be the resident orchestra of the evening. Among the orchestras which will contribute to the evening's entertainment are the following organizations, all of which are well known to the talking machine trade and to the dance-loving public (this list being arranged alphabetically): Ben Bernie, California Ramblers, Columbians, Coleman's Montmartre, Dixie Land Jazz, Carl Fenton, Bennie Krueger, Ted Lewis, Memphis Five, Ray Miller, Gene Rodemich, Ben Selvin, Joseph C. Smith, Paul Specht, Paul Whiteman and the Yerkes Flotilla.

It was decided that tickets to the annual ball will cost \$1.65 each and an aggressive publicity campaign will be instituted with the idea of making this event the most successful that the Talking Machine Men, Inc., has ever held. The details of the ball will be in the hands of Sol Lazarus, chairman of the entertainment committee, and among the members of the committee who were present at the recent meeting were the following: E. G. Brown, Chester Abelowitz, A. Galucie, J. J. Davin, W. C. Conn, N. Goldfinger, Erwin Kurtz and Otto Goldsmith.

LATEST BROADWAY BLUES

"YOU'RE ALWAYS MESSIN'
'ROUND WITH MY MAN"

"KEEP YOURSELF TO-
GETHER SWEET PAPA"

"BLACK MAN" (Be On Yo' Way)

"TIRED O' THE BLUES"

"COTTON BELT BLUES"

"LOW-DOWN PAPA"

SPENCER WILLIAMS

MUSIC COMPANY, Inc.

1547 Broadway New York



Size 13x13x7 1/2"
Wonderful—Loud—Clear—Tone
Mahogany finish or Leather-
oid covering. Weight, 13 lbs.

NEW IMPROVED Fulton "AUTOMATIC" Portable Model No. 25

Sample to Dealers \$12.50 Discount in Quantities

CASH WITH ORDER

This remarkable new portable is equipped with a durable motor, and a new feature patented throw-in-arm. No parts to disconnect when closing up. Simply close the lid, and the tone arm falls in automatically with it; open the lid and the tone arm comes up in position ready to play.

We still have a limited quantity of our Model 35 at the same price, \$12.50.
Phonograph and Accessories, Repair Parts for All Makes.
Puritone and Truetone Needles at 25c per M in lots of 10 M and up.

Fulton Talking Mach. Co.

253 Third Ave.
New York City

TOLEDO

Delayed Machine Shipments Hurt Business — General Sales Gains — Trade Activities of the Month

TOLEDO, O., October 8.—A fact about the immediate future which is contributing to the enthusiasm of talking machine dealers, and at the same time giving satisfaction with the splendid showing of the past weeks, is that sales increases average about 12 per cent. Some say, however, that if deliveries of certain new models were more rapid orders now held up could be filled. Christmas Clubs for customers desiring to have machines delivered during the holidays, are now being formed in several stores, the idea meeting with general favor.

The Toledo Talking Machine Co. is regularly receiving shipments of new model Victrolas, but the demand is so great that they are shipped out immediately. Chas. H. Womeldorf, commenting on conditions, pointed out that a year ago machine stocks in the warehouses of jobbers amounted to a four months' supply, giving distributors plenty of goods to work on. This year, however, the available supply totals only sufficient merchandise for one month, with no surplus.

The opening of the Rivoli City concert series, with Mme. Ernestine Schumann Heink as soloist, not alone drew a crowd of 3,200 persons to the Rivoli Theatre, but also produced a handsome volume of record sales for dealers. She visited Victor dealers during her stay in the city and autographed a number of photographs.

The Lion Store Music Rooms staged a successful tie-up with the concert and, as a consequence, a large number of her records were sold. The annual Christmas talking machine club was launched on October 1. Full-page display newspaper advertisements were employed for the push. Harry Reeves, formerly with the department, has rejoined the organization as a member of the sales organization.

Recent visitors included Wm. C. Hutchings, assistant general sales manager, and H. G. Burr, of the Brunswick Co. of Chicago; H. Kane, of the Chicago Talking Machine Co.; Geo. Deagon, of the Cleveland Talking Machine Co.; C. K. Wagner, of the Musical Instrument Sales Co.; Chas. Kennedy, of the Bush & Lane phonograph division; Harry Levy, of the Aeolian Co., and Harold Goldie, of the Columbia Co.

At the Goosman Piano Co. talking machine and record sales the past month have showed a splendid growth. Miss Kirschner is now in charge of the record department.

Miss Grace Greenman, formerly manager of the Goosman talking machine department, has opened a service bureau for dealers. This is a merchandising service, which will teach better store management and sales promotion. At present she is conducting a thirty days' sales campaign for Compton Bros., music dealers, Findlay, O.

Don Van Breimer, connected with Toledo music stores at various times, has been appointed manager of Compton Bros.

Miss M. Plotkin, formerly with the Whitney-Blaine-Wildermuth Co., has joined the sales force and will have charge of the records of the Peoples Outfitting Co. Miss Farrell, who has been in charge of the department, is ill at a local hospital.

The Cable Co., October 1, launched an aggressive Fall sales program on Victrolas and Brunswicks, W. A. Grubbs, talking machine department manager, reports. Lina Striggow, an experienced record saleslady, is now in charge of the record department here.

Miss Maud Winchell, formerly with the Cable Co., has been made manager of the Victrola department of the Whitney-Blaine-Wildermuth Co.

At the LaSalle & Koch Music Shop Red Seal record sales have increased since double-faced records appeared, Forrest O. Edwards says. A

Why Advertise a Registering Piano in a Phonograph Journal?

For just this reason: we are able to present a product with an active, profitable market, merchandised on much the same lines as are talking machines.

Your merchandise, generally speaking, is Nationally advertised. So is the Gulbransen.

Your merchandise, generally speaking, is Nationally priced. So is the Gulbransen.

Your merchandise, generally speaking, is at a point where the service expense is so small as to be practically negligible. The same is true of the Gulbransen.

Your merchandise opens a way to continued profit from the original transaction through the sale of records. So does the Gulbransen.

Your manufacturers, generally speaking, concentrate on few styles, requiring minimum investment in stock of machines, by the dealer. So do we, making four models only.

In the phonograph field are some of the world's greatest "human interest" trade marks. The Gulbransen also has such a trade mark—the famous Baby that means "Easy-to-Play".

These are a few reasons why the Gulbransen "fits in" with the average retail talking machine business, and why it is now handled in so many stores of this type. Many merchants heretofore handling talking machines exclusively have changed their policy on account of the Gulbransen opportunity.

You may find that there are many points of similarity in your own case—enabling you to sell the Gulbransen at a very slight increase in overhead.

Why not find out? We'll gladly send the full details to any dealer in communities where representation is available. Just fill in the handy coupon.

GULBRANSEN-DICKINSON CO., 3236 W. Chicago Ave., Chicago
GENTLEMEN: Tell us how the Gulbransen "fits in" with a talking machine business.

Name

Address

City



Gulbransen Trade Mark.

(Pronounced Gul-BRAN-sen)

GULBRANSEN

The Registering Piano

large number of patrons of this quality store have, as a consequence, started Red Seal libraries.

Grinnell Bros., in order to properly serve their growing clientele, have added two Victrola display rooms to the second floor.

The United Music Store, which caters largely to foreign buyers, experienced a pleasing sales volume the past month, according to Harry Wasserman, proprietor. While experience has shown that the foreign patron is always sensitive about inquiring about new records, courtesy and a knowledge of his language break down his natural timidity. Permitting customers to play records and respecting their tastes are other points which create patronage, Mr. Wasserman declares.

The Frazelle Piano Co., Adams street upstairs music house, will soon occupy a store on the first floor under the present location, in addition to the double upstairs store now used. Sonora and Vocalion machines are featured by this progressive dealer.

The J. W. Greene Co., on September 25, in-

vited the public to inspect its enlarged store. Almost double the former space is now occupied. New booths have been added and service facilities have been increased. A story of the opening appears elsewhere in this issue.

The conductor of the column appearing daily in the Toledo Times, under the caption "The Town Crier," on last Monday eulogized the Lion Store service. Valuable publicity!

MOLINE, ILL., FIRM BANKRUPT

Bankruptcy proceedings have been started against Thor Norberg, who formerly conducted music stores on Fifth avenue, Moline, and Third avenue, Rock Island, Ill. Liabilities are \$38,177.23 and assets are estimated at \$10,456.38.

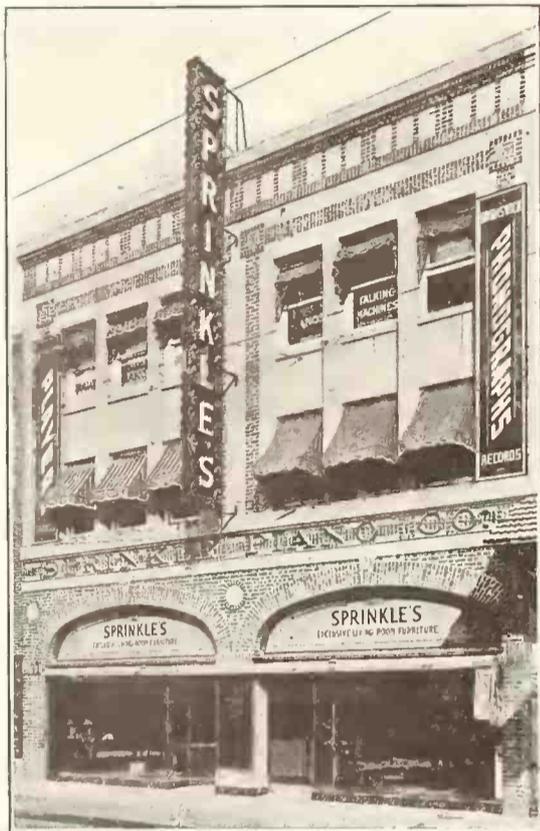
TAKES OVER R. O. BUEHL STORE

The Columbia establishment of R. O. Buehl, Buffalo, has been purchased by J. R. Pancok, who has inaugurated a sales drive on Columbus.

SPRINKLE PIANO CO.'S NEW HOME

Progressive Brunswick Dealer Occupies Handsome Building—Uses Extensive Newspaper Publicity to Feature Brunswick Products

NORFOLK, VA., October 5.—The Sprinkle Piano Co., 442 Granby street, recently completed an addition to its large store and this concern, which is one of the leading retail music estab-



Sprinkle's New Warerooms

lishments in the South, now occupies two three-story buildings, twenty-five by ninety feet, with an additional story extending into another building fifty by ninety feet. The company handles but one line of furniture and its music business is by far the largest part of its activi-

COLUMBUS

Dealers Preparing for Year-end Business—Artist Honored—Ad Tie-ups Pay—News of the Month

COLUMBUS, O., October 8.—Music dealers, generally, are using a great deal of their time in preparing for Fall and Winter business. Orders for both talking machines and records are being placed and several of the dealers are remodeling their stores and making ready their stockrooms and show windows prior to the receipt of the shipments.

Among the firms planning to enlarge their quarters is the Robert L. Seeds Co., Cheney and Edison dealer, at the McAllister-Mohler Furniture Co.

An honor, seldom accorded an artist who comes here on the occasion of a concert, will be conferred upon Mme. Ernestine Schumann-Heink, famous Victor artist, in November, when she will be entertained in the Governor's mansion by Mrs. Vic. Donahey, first lady of Ohio. She is scheduled to appear in concert here under the auspices of the American Legion. Other artists who will appear at the same time are Mischa Elman, Victor artist, and Louis Grature, Columbia artist.

The Z. L. White Co. is doing considerable advertising in explaining to the public the new Victor weekly release plan and the double-faced Red Seal records. It is the opinion of various Victor dealers that it will take some

ties. Several lines of pianos are carried, and in the phonograph department Brunswick phonographs and records are featured exclusively. The Brunswick department is one of the most attractive in the entire establishment and in its newspaper advertising, which calls for full pages almost invariably, Brunswick products are prominently displayed.



little time to get the general public acquainted with these innovations, but once that is accomplished its reaction is expected to be very favorable.

The Robbins Piano Co. and the Goldsmith Complete Music Store, both Brunswick dealers, have found it profitable to tie up their advertisements with the larger advertisements placed by the Brunswick Co. In this way Brunswick advertisements stand out conspicuously in the newspapers.

For the past three weeks the Elite Music Co. has been engaged in putting on special Victrola shows. These displays are put on either in a prominent hotel or a popular store in small towns nearby. House-to-house canvasses are made by members of the sales force, announcing the show and extending invitations to come and view it. The results have been very satisfactory.

A new way of tying up Victrolas with other merchandise handled in a department store was shown when the F. & R. Lazarus Co. used an art model Victrola in featuring the new Fall draperies in a window display. In a smaller window of the same store different models of Victrolas were on display. Manager C. C. Hinterschied will soon launch an extensive advertising and publicity campaign. A. C. Rundio, well-known banjoist, is now connected with the Victrola department of this company.

Mrs. Catherine Nicklus, of the C. C. Baker firm, has resumed work in the sheet music department, after a year's leave of absence.

Alberto Salvi, harpist and Victor artist, and Rosa Ponselle, soprano and Columbia artist, will give a joint recital on the evening of October 12 at Memorial Hall, and this concert will open the concert series of the Women's Music Club. The entire seat sale for this course is conducted in the box office at the Otto B. Heaton Co., Victor dealer. In addition to providing a box office, and private telephone service in the box office, this firm has also run large advertisements, featuring the six big concerts and emphasizing the individual artists.

W. F. Davisson, vice-president and general manager of the Perry B. Whitsit Co., Victor jobber, is spending a few days in Cincinnati, visiting Victor dealers and friends.

THOMAS MUSIC CO. OPENS

MARSHFIELD, ORE., October 6.—A branch store for the Thomas Music Co., of this place, has been opened on Spruce street, Myrtle Point. L. L. Thomas, proprietor, has just arranged for a carload shipment of pianos and musical instruments with which to stock the store. The new branch will be in charge of George E. Cooper, an experienced music dealer from Walla Walla.

THE TRINITY Radio-Phonograph

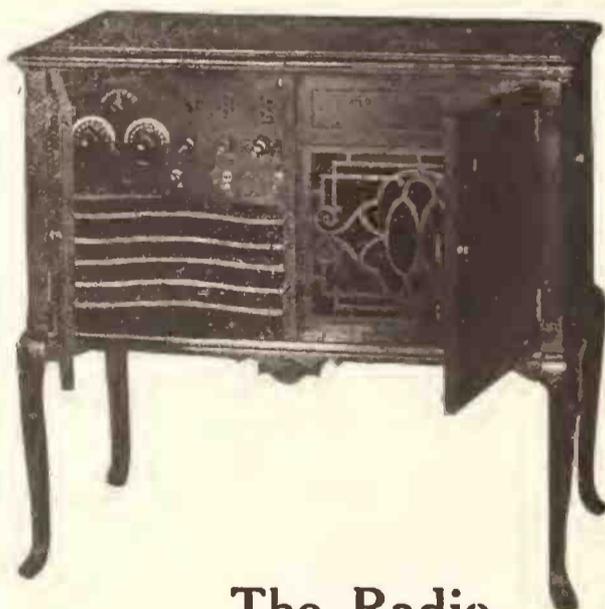
(Maclite Equipped)

The Trinity Triumph

As the scope of both the phonograph and radio has advanced, so has the popular desire grown for the instrument that combines the wonders of both into a single unit of amusement and beauty at a moderate price.

In the *Radio-Phonograph* the most advanced principles of both instruments are built into one cabinet of the same dimensions as Console type phonograph.

All equipment is contained within the cabinet, including the loud speaker. No wires are visible excepting the new type antenna and ground leads, which are readily hidden.



The Phonograph

A Trinity—"Sweet as the Chimes." Cabinet of five-ply veneer; English Brown or Dark Red Mahogany; Queen Anne Period. Standard type motor and reproducer of quality. Tone chamber of selected spruce. K. & D. electric drive optional.

The Radio

A Maclite—A four-tube set; a successful tuned impedance type radio frequency set; a singular achievement in advance radio engineering that brings in distant stations (through the tone chamber of the phonograph, which acts as a loud speaker) with exceptional clarity and without distortion. The "A" and "B" batteries are of the highest standard (Maclite).

Representatives Desired Everywhere

Trinity Phonograph Company

142 Berkeley Street

Boston, Mass., U. S. A.

Long Console Cabinet No. 90

*Designed to accommodate the VICTROLA IX
The most attractive console cabinet on the market*

List Price \$40



Long Console Cabinet No. 90
Four Doors and One Horizontal Drawer



Long Console Cabinet
No. 90, Open

The LONG CONSOLE CABINET No. 90, designed to accommodate the VICTROLA IX, is, without question, the finest cabinet ever introduced to the trade. It is finished in mahogany and its attractive lines compare favorably with the most artistic period console talking machines marketed by the leading manufacturers.

Deliveries start October 15th.

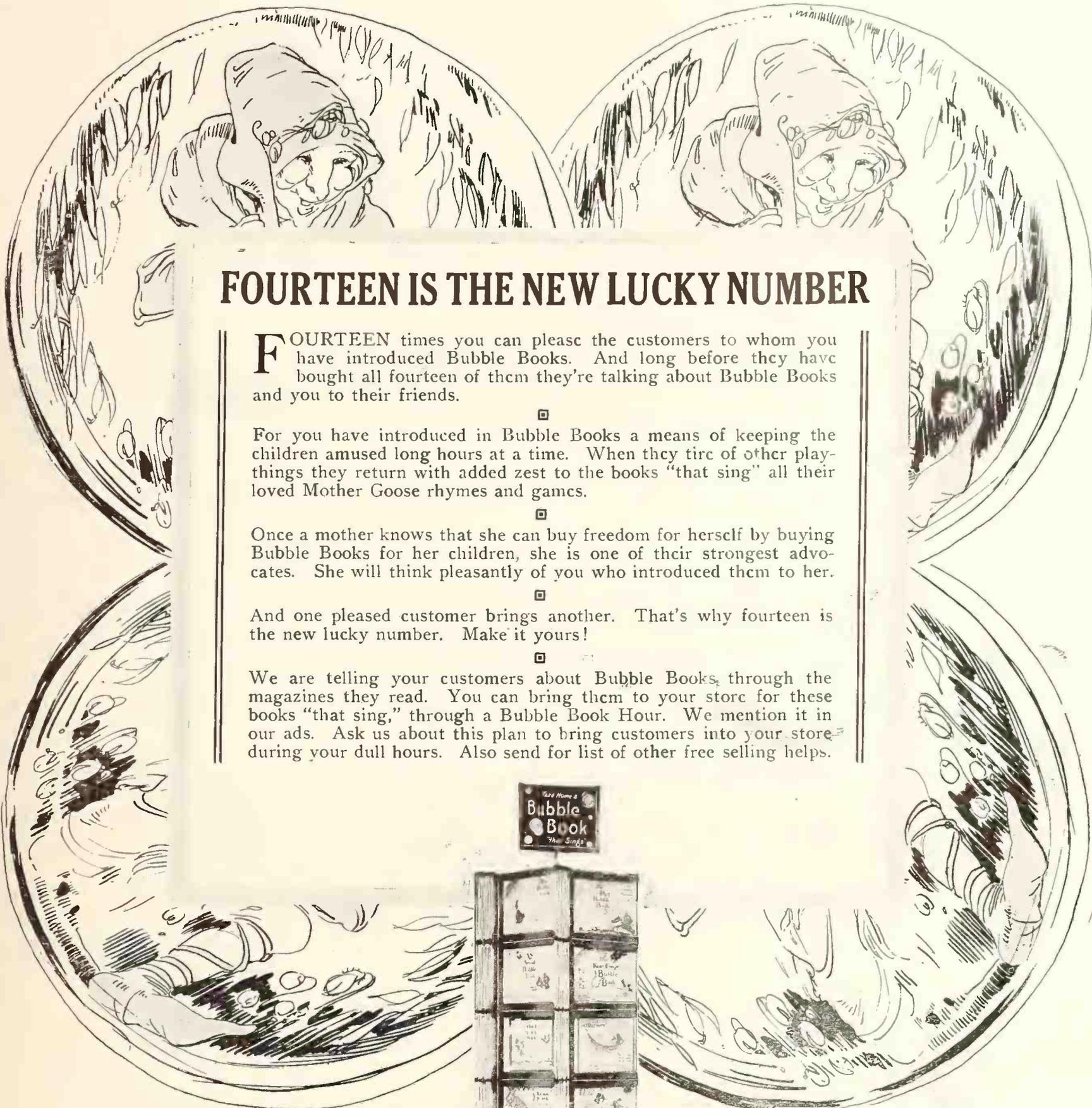
Order *now* to avoid delays.

Can also be fitted to accommodate Victrola VIII.

We would suggest that you place orders now for Long Console Cabinets Nos. 601, 603, 608 and 610, designed to accommodate Victrolas VI and IV, and for Upright Cabinet No. 606 for the Victrola IV.



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



FOURTEEN IS THE NEW LUCKY NUMBER

FOURTEEN times you can please the customers to whom you have introduced Bubble Books. And long before they have bought all fourteen of them they're talking about Bubble Books and you to their friends.

□

For you have introduced in Bubble Books a means of keeping the children amused long hours at a time. When they tire of other playthings they return with added zest to the books "that sing" all their loved Mother Goose rhymes and games.

□

Once a mother knows that she can buy freedom for herself by buying Bubble Books for her children, she is one of their strongest advocates. She will think pleasantly of you who introduced them to her.

□

And one pleased customer brings another. That's why fourteen is the new lucky number. Make it yours!

□

We are telling your customers about Bubble Books through the magazines they read. You can bring them to your store for these books "that sing," through a Bubble Book Hour. We mention it in our ads. Ask us about this plan to bring customers into your store during your dull hours. Also send for list of other free selling helps.



BUBBLE BOOKS "that Sing"

by RALPH MAYHEW
and BURGESS JOHNSON
Illustrated by Rhoda Chase

Retail at \$1.00
with three records

When you sell one you sell a habit
and when you sell a habit you're
building business.

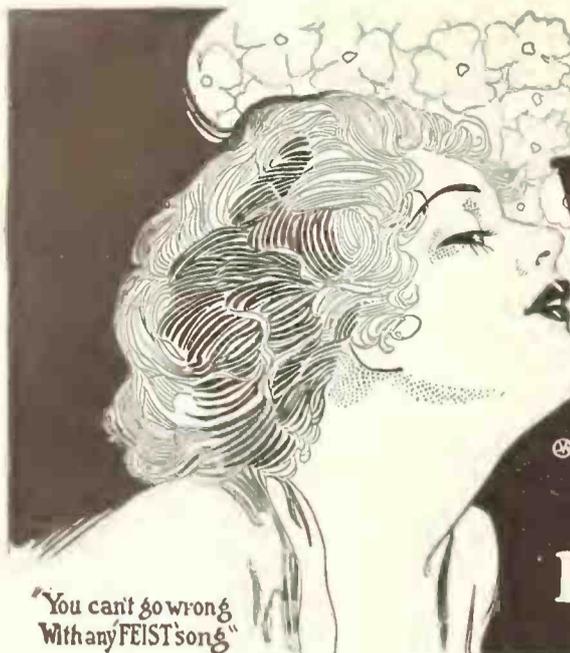
THIS handsome stand is yours free with an order for three gross of Bubble Books—a smaller stand is given free with one gross.

HARPER & BROTHERS, BUBBLE BOOK DIVISION

ESTABLISHED 1817

49 EAST 33rd STREET

NEW YORK



My won-der-ful one, When - ev - er I'm dream-ing, Love's love-light a-gleam-ing, I see.—

Wonderful One

Music by
PAUL WHITEMAN
and **Ferdie Grofé**

Lyrics by
Dorothy Terriss
author of
Three O'clock in the Morning

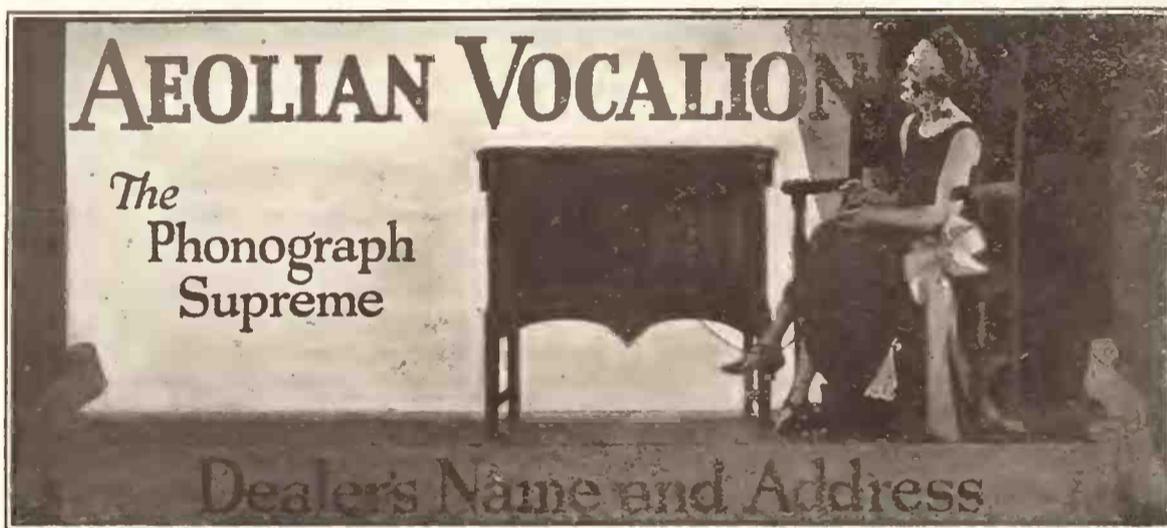
BIG WALTZ HIT

"You can't go wrong
With any FEIST song"

ATTRACTIVE NEW VOCALION POSTER FOR DEALERS' USE

For the benefit and convenience of Vocalion dealers who believe in outdoor advertising the wholesale Vocalion department of the Aeolian Co. has prepared a most attractive twenty-

The accompanying illustration gives a general idea of the design of the poster which is supplied to the dealer complete with his imprint. A number of retailers have shown much



Artistic New Twenty-four Sheet Vocalion Poster in Colors four-sheet poster in several colors designed for billboard use, which is supplied free to those retailers who see fit to provide suitable display space for this effectively designed poster.

interest in the new poster and a goodly number of them are already placed along the highways in the Middle West, calling the attention of travelers to the Aeolian-Vocalion.

HELPS TO MERCHANDISE NEEDLES

Silent Salesman or Counter Display Which Admirably Displays the Product Introduced

The problem of increasing needle sales is one that is being given considerable attention by the talking machine retailer. An obstacle has been always met, however, in the reluctance of the salesperson to give time to the selling of such small articles as needles, not realizing the cumulative profit. The silent salesman or counter display has, therefore, arisen to fill this need. Many needle manufacturing and dis-



New Wall Kane Needle Display Stand tributing firms have evolved attractive stands for this purpose. Among the newest is one produced by the Wall Kane Needle Mfg. Co., Brooklyn, N. Y., which provides for 100 packages of this ten-time needle in a variety of tones. These needles are stocked at the back of the stand and only a fair proportion of the packages are on display. This also provides against the casual removal of packages by others than the salesperson. Through its general attractive color scheme and display it is expected that this new stand will materially aid the sales of the brand of needles that it contains.

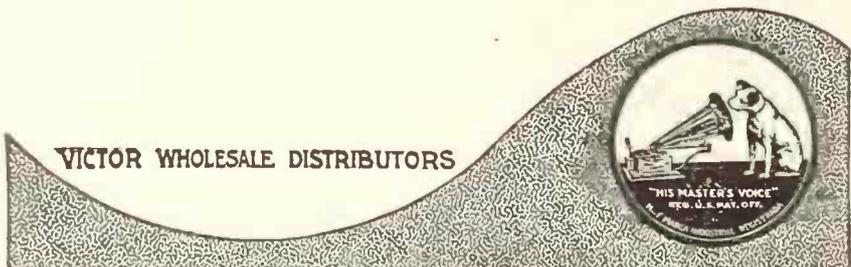
OPENS "TALKER" DEPARTMENT

UTICA, N. Y., October 9.—An attractive talking machine department has been opened on the third floor of the John A. Robert Co.'s store in this city. There are seven sound-proof machine and record demonstration booths, in addition to a large central machine display room. Victor talking machines and records are handled.

The Spector Music Co., of Cumberland, Md., has been putting on a big Columbia sales campaign. Several outside canvassers were employed and not only a large number of actual sales were made, but a good list of prospects was secured.



It is the Blackman Policy to so inspire the confidence of its Victor Dealers that they will never question our motives though they may at times disagree with our methods.

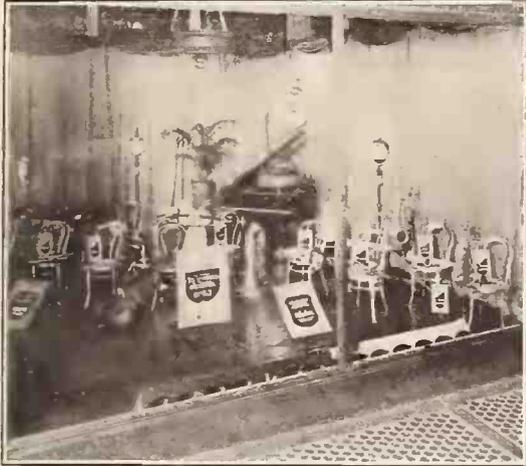


IN THE MUSICAL MERCHANDISE FIELD

FEATURES BUESCHER INSTRUMENTS

Whiteman's Leviathan Orchestra Exhibits Instruments in Buffalo Dealer's Window—Stimulates Instrument and Record Sales

Paul Whiteman's S. S. Leviathan Orchestra, which records for the Victor library, recently played a week at Shea's Hippodrome Theatre, in Buffalo, N. Y., where it received an enthusiastic reception at every performance. This theatre directly adjoins the music establishment of Denton, Cottier & Daniels and the accom-



Denton, Cottier & Daniels' Buescher Display panning illustration shows the set of Buescher band instruments used by the Leviathan Orchestra. The "parking" of these instruments in the store window mornings and between the afternoon and evening performances attracted a great deal of attention from passersby and stimulated the sale of Victor records and Buescher band instruments. Denton, Cottier & Daniels maintain an extensive musical merchandise department wherein Buescher instruments are featured.

Hohner Registers "Music Box"

WASHINGTON, D. C., October 8.—The firm of M. Hohner, distributor of the Hohner harmonicas and accordions, New York City, has obtained registration for the words "Music Box" to be used as the name of a harmonica, it was announced by the Patent Office. The name has been used by M. Hohner for the past year.

TIME PAYMENTS ON SAXOPHONES

Talking Machine Dealers Widen Scope of Sales Possibilities by Granting Credit

Saxophones and trap drum outfits are proving particularly good sales numbers in the line of the Fred. Gretsch Mfg. Co., importer and wholesaler of musical merchandise, Brooklyn, N. Y. E. E. Strong, sales manager of the company, in a recent interview with The World, stated that talking machine dealers in particular were finding these items big sellers. "The talking machine retailer," stated Mr. Strong, "is selling these high-priced instruments on the deferred payment plan, which greatly widens the scope of prospects. Time payments on musical merchandise are just as necessary as time payments on talking machines and pianos. In fact, it is the higher grades of all musical instruments that are selling best. For instance, our professional banjo is far more in demand than the cheaper numbers in the line."

INSTALLING DEALER EQUIPMENT

The Zimmerman-Bitter Construction Co., New York, manufacturer of equipment for musical merchandise departments, has closed a number of important orders during the past few weeks for this type of installation. A. Bitter, of this company, states that the dealers are installing sheet music, musical instrument and small goods departments in preparation for a banner Fall and holiday trade and that, in order to display musical merchandise advantageously, the use of store display cases is considered almost imperative.

LARGER QUARTERS IN DECATUR, ILL.

DECATUR, ILL., October 6.—With the addition of the Lyon & Healy line to its piano department the William Gushard Co., one of the leading music houses here, has been forced to enlarge its quarters. For this purpose the mezzanine floor has been remodeled and is now given

To Dealers:

When considering the proposition of taking on a full line of musical instruments and accessories why not give "Strings" your earliest approval. WHY? Because of small investment—steady sales—fine profits—then get the best—



"AN ASSORTED GROSS AT LESS THAN GROSS RATE"

DISPLAY CASE

For Window and Counter

Write for Introductory Offer

STANDARD MUSICAL STRING & MFG. CORP.

104 South 4th Street Brooklyn, N. Y.

over entirely to the display of musical merchandise. New record-demonstrating booths have been built along the north wall, where the Brunswick department is situated.

W. R. McClelland, president of the National Music String Co., manufacturer of Black Diamond strings, has returned to the New Brunswick, N. J., headquarters from a business trip through the Middle West.

Exclusive
Territory Now Open
for

Holton

Band Instruments

WRITE, PHONE
OR
CALL

Musical Instruments of Every Description

Progressive

MUSICAL INSTRUMENT CORPORATION

319 Sixth Avenue, New York

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale

ESTABLISHED 1834

C. BRUNO & SON, INC.

351-53 FOURTH AVE. NEW YORK CITY

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 153)

POPULARIZING HOHNER HARMONICAS

Extensive Publicity Campaign of M. Hohner Reaching Millions of People—Newspapers, Magazines and Theatre Play Part in Drive

An impressive example of dealer co-operation and the creation of the demand, nation-wide, throughout the buying public is to be found in the varied and extensive publicity conducted by M. Hohner, manufacturer of harmonicas and accordions, New York City. This campaign was inaugurated solely for the purpose of increasing Hohner harmonica sales for the dealer. It is wide in scope and represents well-laid plans. In the national magazine advertising conducted by the company forty-five national periodicals are used, with a circulation of over 50,000,000. An idea of how all classes are reached through this publicity is found in a few of the publications selected, such as Life, American Legion Weekly, Literary Digest, Ainslie's, Photoplay, Detective Stories, Moving Picture Magazine, Boys' Life and The Christian Herald.

The advertising appearing in leading newspapers in strategic trade centers all over the country is also increasing demand for the Hohner harmonica. Combined with this paid publicity is a great volume of free publicity, editorial comment, photographs and rotogravure pictures, etc., which have appeared, due to the general interest aroused by this effective campaign. The radio has been used to broadcast harmonica playing. In the moving picture field Wesley Barry, celebrated juvenile star, is giving the Hohner publicity on the screen. Forty-five vaudeville stars are entertaining their audiences with the Hohner harmonica and it is estimated that 117,000,000 people annually are entertained in this way.

The progress of Borrah Minevitch, well-known harmonica player, from city to city is arousing considerable interest and receiving much comment in the daily press. Mr. Minevitch will appear in Kansas City at an early date, where, through the combined efforts of Mr. Minevitch, the daily press and dealers, it is planned to feature Hohner harmonicas in a particularly big way. Demonstrating artists, therefore, are an important part in the campaign.

Of course, the usual dealer aids, such as window display charts and instruction booklets, are used and, in keeping with the extensiveness of the whole plan, these are very attractively prepared. Artists' testimonials and the selection of the Hohner harmonica by such well-known organizations as the Boy Scouts contribute their share. But, perhaps, the most important part in increasing the popularity of the harmonica and, therefore, the demand upon the trade, are the harmonica contests that have been and are continuing to be held in various cities with the combined co-operation of M. Hohner, newspapers, civic and State authorities and other organizations. It is reported at the headquarters of M. Hohner, New York City, that dealers find a decided increase in the demand for harmonicas since this campaign was inaugurated. Dealers, too, are doing their part and it shows how the combined efforts of dealer, distributor and manufacturer are creating an interest in a product in the music field that is sweeping from coast to coast.

To Sell Musical Merchandise Advantageously You Require
MUSICAL INSTRUMENT CASES
SMALL GOODS DISPLAY COUNTERS
SHEET MUSIC RACKS

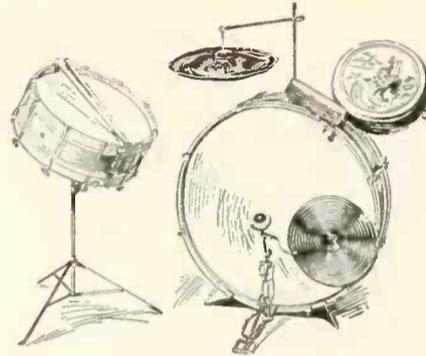
Complete store interiors carried in stock. Prices on request.

ZIMMERMAN-BITTER
CONSTRUCTION COMPANY
325-27 East 94th Street, New York
Phone Lenox 2960

Your Trade Wants Drum Outfits**And We Have the Assortments That Sell!**

Practical drummers selected our new trap-drum outfits—there is no essential trap left out—no unnecessary article retained. Each outfit is equipped with Twentieth Century **GUARANTEED** Drums, and this in itself is assurance of satisfactory value for the dealer who handles them and the drummers who play them. These outfits meet practical drummers' needs. And believe us—drummers buy them.

Pictured Here
Is Our New
"DANCE"
Drum Outfit
—a \$60.00
Retail Value



Write Us For
Dealers' Prices
on This and
Other Popular
Outfits, Retail-
ing \$50.00 and
up.

The FRED. GRETSCH MFG. COMPANY*Musical Instrument Makers Since 1883*

60 BROADWAY

BROOKLYN, N. Y.

EXPANDS CITY DELIVERY SERVICE

C. Bruno & Son, Inc., 351-353 Fourth avenue, New York City, the large wholesale musical instrument and Victor Victrola jobbing house, has recently made a great improvement in its city delivery service department by the addition of several trucks.

The recent additions to Bruno's fleet of auto trucks now give them one 5-ton Pierce-Arrow, three 2½-ton Whites and one Dodge and one Chevrolet light delivery truck.

SMALL GOODS MEN ORGANIZE

CHICAGO, ILL., October 3.—Representatives of most of the band and orchestra instrument houses of Chicago met the night of October 1 at the Kunz-Remmler Café on Wabash avenue

and formed the Chicago Musical Merchandise Association. Executives from the following local firms were in attendance: Lyon & Healy, Inc., Rudolph Wurlitzer Co., Chicago Conn Co., Tom Brown Music Co., Dixie Music House, C. H. Taylor Co., Brooks Band Service, Chicago Band Instrument Co., Harry B. Jay Co., Carl Fischer, George Diver, Burch & Ponder.

BUESCHER FACTORY EXPANDING

ELKHART, IND., October 1.—The newest addition to the mainmoth Buescher factory is now in process of construction. Ground was broken for this addition in May last. It will house correspondence and clerical departments now in the main building, whose removal to the new wing will allow expansion of various mechanical departments heretofore crowded.

GOOD PROFITS

BANJOS

MANDOLINS

LUTES

GUITARS

V
E
G
A

TRUMPETS

TROMBONES

SAXOPHONES

CLARINETS

*New Catalogs—Just Out***THE VEGA COMPANY**

155 Columbus Ave.

Boston, Mass.

HOHNER Harmonicas and Accordions

THE WORLD'S BEST



Hohner publicity which now begins will include magazines of national circulation reaching over 50 million readers each month. Plan to benefit by this publicity.

Ask Your Jobber

M. HOHNER

114-116 East 16th Street
New York City

HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915



INSTALL SMALL GOODS DEPARTMENT

Sherman, Clay & Co. Open Musical Merchandise Department in Their Portland, Ore., Branch—Complete and Varied Line Carried

PORTLAND, ORE., October 6.—“Everything now in music” is the slogan of the Sherman, Clay & Co. store since the installation of its new



Band Instrument Section

musical merchandise and sheet music departments and well can it lay claim to this with the addition of these two handsome and fully equipped departments. For many years Sherman, Clay & Co. have been known in Portland as the home of the Steinway and other good pianos, Victor records, Victrolas and player rolls and all that was lacking to make this store a musician's paradise were these two lately installed departments.

T. G. Towner, formerly of the Sherman, Clay & Co. establishment, of Oakland, Cal., has been made department manager. Mr. Towner not only has taken charge, but arrived in Portland in time to supervise the installation of the entire department. Before coming to Portland he supervised the installation of a similar de-

partment in the Sherman, Clay & Co. store of Seattle, Wash.

The new department carries all musical instruments and accessories for band and orchestra and the stock is complete in every detail, including King band instruments, King saxophones, Bacon, Gibson and Orpheum banjos, Martin guitars and mandolins, Bacon and Gibson mandolins, Robert, Penzel-Mueller & Buffet clarinets, Haynes flutes and piccolos, Christenson oboes, Heckel bassoons, Ludwig drums and traps, Victor drums, Deagan marimbas and xylophones, imported and domestic violins, 'cellos and string basses, with a full and complete line of Lifton cases.

Mr. Towner reports excellent business in spite of the fact that the department is in its infancy



In the Sherman, Clay Small Goods Department and he is looking forward to a very busy Fall and Winter trade. Palmer S. Smith is first assistant to Mr. Towner. The department is allotted a generous amount of window space for display purposes and some most attractive arrangements of the department's goods have thus far been featured with excellent effect insofar as sales are concerned.

NEW VEGAPHONE BANJO SCORES

Attractive Booklet Featuring Banjos Prepared for Dealer Distribution by the Vega Co.

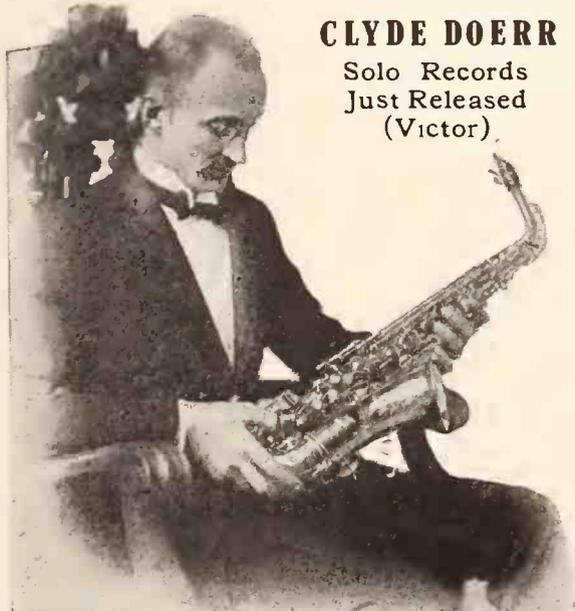
BOSTON, MASS., October 1.—The new Vegaphone banjo, produced recently by the Vega Co., of this city, has proved very popular and the orders for this instrument are coming in in a volume that well surpasses the demand for the lower-priced instruments. In a number of letters of commendation received at the headquarters of the company various artists have expressed themselves enthusiastically over the new banjo and stated that they found it especially adapted for orchestra work and recording.

Following the presentation of the new Vegaphone line, the Vega Co. produced an attractive twelve-page booklet in colors on the Vegaphone banjo, which is described as “An Instrument That Exceeds the Ideals of the Artist.” The Vegaphone tenor banjo line at the present time consists of three models, the “Professional,” the “Artist” and the “De Luxe” Vegaphone, with a list price ranging from \$187.50 to \$468.75. The literature sets forth that the Vegaphone banjo embodies many new features of construction with an entirely new tone volume. This tone is described as resonant, sustained and more powerful. The many features of the Vegaphone are well calculated to appeal to both the professional banjoist and the player who wishes to advance his standards.

DEALERS TAKE ON BRUNO LINE

The advisability of carrying “everything in music” is taking hold increasingly among talking machine dealers, according to C. Bruno & Son, Inc., New York, importers and wholesalers of musical merchandise. Many talking machine retailers are adding this line.

CLYDE DOERR
Solo Records
Just Released
(Victor)



Solo Records Demonstrate Buescher Saxophones

TWO new Saxophone Solo Records (Victor) made by Clyde Doerr should be used by every Record Dealer to demonstrate to prospective Saxophone purchasers the fine qualities of the Buescher Saxophone.

The Record Dealer is in an especially favored position to make many sales of Saxophones to customers who ask for these Doerr Records, and to sell Saxophones and Band Instruments to all buyers of Dance Records.

75% of the nation's records (all makes) are played by bands, orchestras and soloists using Buescher instruments. Most of the Buescher window, counter and mail publicity material is devoted to Record Makers. The two lines—Records and Buescher Instruments—are complements. One sells the other.

If you are not carrying Buescher Instruments, write for trade prices and literature. We'll tell you what territory is open, what your annual sales should be, how fast the turn-over, etc., etc.

BUESCHER BAND INSTRUMENT CO.
G-93 Buescher Block ELKHART, INDIANA

KANSAS CITY

*Combination of Many Factors Results in Increased Business—
Eliminating Contests From Fair Displays Pays—Trade Activities*

KANSAS CITY, Mo., October 8.—All talking machine jobbers in Kansas City report that business during September has been exceptionally good and that their establishments have been very busy stocking up the dealers with goods for Fall trade. In nearly every case the report is to the effect that the orders of a year ago have been exceeded and in some cases the increase is more than 40 per cent. The increase is attributed to the improved conditions in business generally, the growing interest in music and the introduction of new styles and better service.

The weekly releases of the Victor Co. are resulting in a substantial increase in record sales.

One of the means by which dealers have been stimulating the demand throughout the territory were displays at the county fairs. These displays have been made this year almost exclusively for the purpose of directing attention to the merits and attractiveness of the goods themselves. This is in sharp contrast to some of the stunts put on in the past, where contests were the feature, and the interest centered in who would win the prize.

According to Manager Schoenly, of the Brunswick Co., dealers report that scarcely 10 per cent of the cards which have been signed in the past where the interest centered in the contest and prize were really prospects for the sale of phonographs. These contests occasioned a large amount of work, not only in putting them on, but also in weeding out the names of those who were not interested in buying a machine. Learning their lesson in the past, the dealers are appealing to the public interest in music and showing their machines as instruments which will produce it in the most attractive manner. The cards, though less in number, are of much more value, the dealers say. Among the dealers who have had considerable success with their fair displays are the Topeka Music Co., the Schroyer Music Co., of Bethany, Mo.; Chappell Music Co., of Salina, Kans., and L. H. Peck, of Carthage, Mo.

The Herbert A. Kroh Music Co., of Muskogee, Okla., one of the oldest music estab-

lishments of the State, has installed a complete line of Brunswick instruments and records.

The new Columbia models are being received with enthusiasm by the public and the dealers have been sending in orders to such an extent that jobbers have been kept very busy in meeting the demand.

V. K. Henry, formerly field representative of the Brunswick Co., in Kansas City territory, is now with Geo. A. Anderson in the Exclusive Brunswick Shop, in Kansas City.

Under the management of Roy Oliver, the talking machine department of the Rorabaugh-Brown Dry Goods Co., Oklahoma City, has become so important it has been moved to the main floor.

C. M. Williams, formerly manager of the talking machine department of the Rorabaugh-Brown Co., is now manager of a similar department with the Leader Department Store, St. Joseph, Mo.

R. L. DuBois, manager, called on several nearby dealers in the past month and received very nice orders for immediate delivery. Business is better than it was last year at this time and all dealers interviewed so far seem to be very optimistic.

A new Edison agency has just been opened at Hillsboro, Kans., with Hoepfner Bros.

The Moberly Music Co. is now an authorized Edison dealer at Moberly, Mo.

The following dealers called at the Phonograph Co., Edison distributor, during the past month: C. B. Kelley, Kent-Long Drug Co., Beloit, Kans.; O. A. Panton, Ponca City, Okla.; Carl Botefuhr, Botefuhr Music Co., Pittsburg, Kans.; Ed Uden, Uden's Book Store, Sapulpa, Okla.; H. P. Ripley, H. P. Ripley & Co., Leavenworth, Kans.; Walter Eshelman, Eshelman Music Shop, St. Joseph, Mo.; F. E. Parker, Crosby Bros., Topeka, Kans.; Geo. Reynolds, Mace & Reynolds, Argentine, Kans., and H. L. Kelley, H. L. Kelley & Son, Lexington, Mo.

Mrs. M. M. Paul recently opened the Paul Record Store, Inc., at 1103 Walnut street, in this city. The Audak counter service has been installed—the first installation of the kind in the city. Victor records are handled.

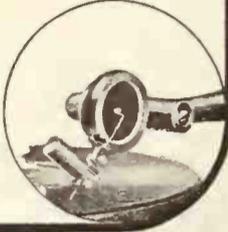
Bakertone

for Phonographs

No surface noise and no sacrifice of volume or tone quality.

No need to alter the phonograph. A simple attachment that can be added by anyone. Helps record sales. Sells at \$3.50.

Ask for discounts.



Bakertone Corporation

408 Pearl Street
BUFFALO, N. Y.

The Steinola Co., of this city, manufacturer of phonographs, has enlarged its sphere of activities and is now furnishing a number of distributors of Radio machines with walnut cabinets.

Miss Roe Wise, formerly secretary of the Artophone Co., is now appearing in orchestral concerts, playing the saxophone.

NEW ARGYLE CONSOLE POPULAR

Two-tone Sonora Model Meets With Immediate Favor—Now Being Shipped to Trade

The "Argyle," a two-toned console model, is the latest addition to the Sonora line and the jobbers and dealers are delighted with its perfect proportions, artistic lines and its beautiful panelings, which embody two shades of walnut. This instrument was added to the Sonora



The New Argyle Console

line to accommodate the fast-growing demand for two-tone models, and the equipment of the Argyle comprises the many distinctive features which are part of Sonora product, including an electric light, gold-plated two-spring motor, envelope filing for sixty records, etc. The instrument, which lists at \$275, is now being shipped throughout the country and promises to be a leader in the Sonora line this year.

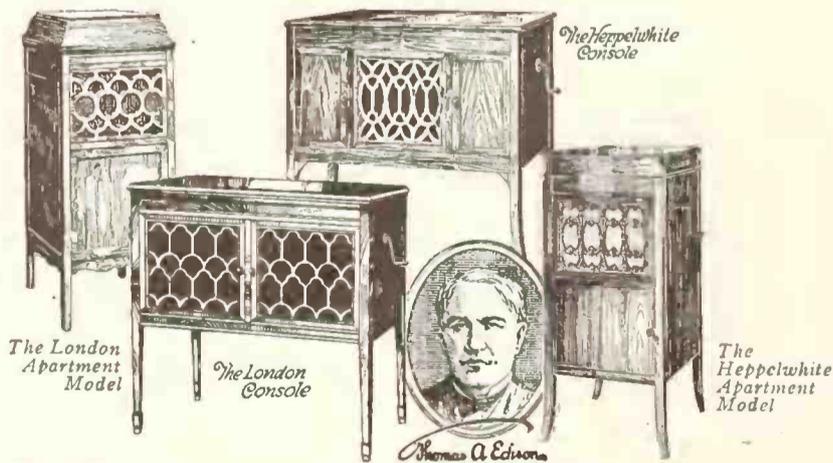
ISSUES ATTRACTIVE CATALOG

Frank Netschert Features Products in Color—Areca Plant a Favorite With Dealers

Four pages in color which faithfully reproduce the various flowers in their original shades are among the several features of interest in the new 1924 catalog of artificial plants and flowers for store decoration, which has just been issued by Frank Netschert, Inc., of New York City. The remainder of the catalog is given over to descriptive matter and prices of the full Netschert line. The company is at present featuring the Areca plant, which is sold in three colors—red, orange and green. The leaves are changeable and may be substituted to correspond to the different seasons of the year.

How EDISON Meets the Popular Price Demand

Four Winners Ranging in Price from \$100 to \$175 list



A few good dealer territories open in Missouri, Kansas and Oklahoma

Write

The Phonograph Co.
1215 McGee St.
KANSAS CITY, MO.



PAL



\$ 35

RETAIL

Made in Genuine
Dupont Fabrikoid
(A fine imitation leather)

**LIBERAL
DISCOUNTS**

A Premier CHRISTMAS Gift!

Its outstanding quality—its remarkable tone—its beauty make it as ideal a phonograph for the home as it is for the outdoors.

This, together with its low retail price, produces a Christmas gift that will bring you a sale well worth while!

For the rest of the year there is no phonograph that is so certain to produce profits as the PAL PORTABLE.

Holiday Orders Are Being Filled Now!

PLAZA MUSIC CO.

18 WEST 20th STREET

NEW YORK

W. D. ANDREWS CO.

DISTRIBUTORS OF
VICTROLAS and VICTOR RECORDS

"Service That Satisfies"

SYRACUSE, N. Y.

IN SYRACUSE

*Business Continues Brisk—Exposition Proves Business-getter—
 Advocates Canvassing as a Sales Aid—New Accounts—The News*

SYRACUSE, N. Y., October 8.—The talking machine business in this city and the surrounding territory is most satisfactory, according to reports of retailers and wholesalers. The latter are finding it difficult to supply some of the most popular models of talking machines, orders coming in so rapidly and for such quantities of instruments that they are shipped out almost as quickly as they are received. The trade situation, insofar as holiday expectations are concerned, is the cause of considerable optimism throughout the trade. Record business also is holding up well. Briefly, there are a good many factors working to the advantage of the trade and this, coupled with the energy of dealers, practically assures an unusual business for the remainder of the year.

Cash In on Exposition

Fowler, Dick & Walker, Edison dealers in Binghamton, N. Y., recently staged a profitable display at the Binghamton Exposition which resulted in considerable publicity and the secur-

ing of a number of live prospects. The Baby console is especially popular, according to Jas. E. Greene, popular and progressive manager of the phonograph department.

Fowler, Dick & Walker also had the pleasure recently of supplying an Edison phonograph to the American Legion, of Johnson City, after that organization had compared and tested a number of other makes.

Live Dealer Advocates Canvassing

Curt C. Andrus, Edison phonograph dealer at North Tonawanda, N. Y., recently employed A. H. Stanley as an outside salesman. He has made sufficient sales to date to make his services mutually satisfactory, and is securing a large number of desirable prospects for the holiday trade. With business conditions as they are in most cities it will prove profitable to any dealer to put on one or more outside men to make a thorough canvass, in the opinion of Mr. Andrus. This live dealer reports selling five phonographs on a recent Saturday and re-

ports business increasing right along, with good prospects for a big holiday trade. Mr. Andrus is now selling more Edisons than needle types of instruments, for which he also has the agency, due principally to the seven Edison tone tests which he has put on in the Tonawandas. The baby console model Edison is proving the leading seller with this store and he just placed his order with his jobber for thirty of this particular style. The city just installed a new lighting system on the main business street here and the Merchants' Association engaged two dance orchestras of six men each, and two comedy singers, and advertised the celebration widely. A large crowd came up to witness the turning on of the new lights and to hear the music. The cash record sales this night were the largest so far this season and the extra profit more than covered the contribution made to the expense of the celebration. Mr. Andrus employs four clerks on Saturdays to handle his cash trade, and pays his clerks a commission on the instrument sales they make.

Heavy Orders of New Red Seal Records

Victor dealers throughout this territory are keenly enthusiastic regarding the new Victor double-faced Red Seal records and the orders placed for them indicate that during the coming holiday season there will be as large a shortage of records as there is of Victrolas during that time of the year. The W. D. Andrews Co., Victor wholesaler, is doing everything possible to co-operate with the Victor dealers in this territory in making the coming season the most prosperous period in history and the results to date are very gratifying.

Many New Edison Jobbers Appointed

Frank E. Bolway & Son, Inc., Edison distributors, with headquarters on South Clinton street, this city, have recently opened a number of new agencies here and in the surrounding territory which they serve, as a result of an intensive sales drive which was recently inaugurated. Among the dealers who have signed up in the last few weeks are B. L. Bush, Jordan & Camillus; L. W. Culver, Chittenango Station; W. H. Denison, Peterboro; E. A. Field, Altmar; Nettie M. Gates, North Syracuse; Hamilton & Clark, Wilson; Wm. H. Griffin, Norwich; Joiner & Hirschey, Sandy Creek; Edward F. McCormack, Mexico; H. B. Shapley, Earlville; W. E. Strong, Owego.

The Gibson-Snow Co., Inc., of this city, Sonora distributor, is receiving and delivering many large orders for Sonora products from the dealers in this territory. Syracuse dealers report healthy conditions all along the line, with the majority of sales leaning towards the higher-priced instruments.

Edison Wins in Competition

Tribute was recently paid to the merit of the Edison phonograph when that instrument was selected by the Rome High School, Rome, N. Y., after three makes of talking machines had been thoroughly tested and compared. The



THE PERFORMANCE OF SERVICE

is the test of any organization

The Gibson-Snow Co. as distributors in New York State for the Sonora phonograph and Vocalion records, accomplishes this test of service that does help the dealer merchandise his product in an efficient manner.

We are prepared to help you. Ask us for our co-operation.

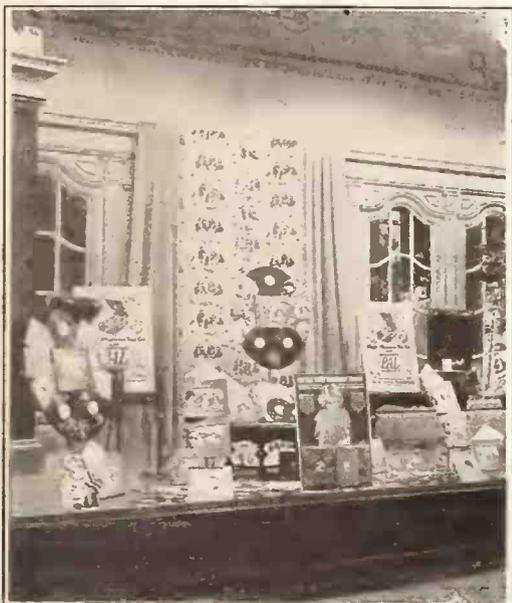
Sonora phonograph and Vocalion record distributors for New York State.

GIBSON-SNOW CO., Inc.
 Syracuse, N. Y.

deal was closed by Schuderer & Castle, live Edison dealers in that city. This concern, through its aggressive policies, has enjoyed a steady growth in business and it is looking forward to the biggest year-end business, both in machines and records, in its history.

LITTLE TOTS' RECORD DISPLAY

The accompanying illustration presents an attractive window display used by Eisenberg's store, Baltimore, Md., to feature Little Tots' records made by the Plaza Music Co., New York. This display not only attracted considerable attention from passers-by, but was directly responsible for the sale of a large number of Little Tots' records. These records and



How Eisenberg Features "Little Tots"

their albums are particularly adaptable to unique displays and Eisenberg's window presents the product to excellent advantage.

CELEBRATES FIFTH ANNIVERSARY

The Kings Highway Music Shop, 1408 Kings Highway, Brooklyn, N. Y., H. A. Freyman, proprietor, recently celebrated the fifth anniversary of the opening of the store. Invitations were sent to the large circle of customers, prospects and friends of the concern and a special program of music and entertainment was enjoyed. Among the attractions was Main M. Rountree and His Orchestra, and Jack Eagen, author of the song hit, "Three Thousand Years Ago." The store has just been remodeled and the celebration was staged immediately following the reopening. Victor talking machines, records and pianos are handled, and these were attractively displayed.

LARGER QUARTERS IN AKRON, O.

AKRON, O., October 5.—With the acquisition of 3,000 square feet of floor space, which includes the possession of the adjacent building, the Music Shoppe, South Main street, will have much more space available for its talking machine department. This store features the Brunswick line exclusively. The enlarged talking machine section will be ready for occupancy about November 1.

BUILDING EXTENSIVE BUSINESS

Although it has been in business only a few months the Specialty Phonograph & Accessory Co., New York, manufacturer of the "Specialty Brand" phonograph parts and products, has established a good-sized clientele throughout the country. The company states that during the past few months there has been a steadily increasing demand for springs, motors and motor parts and the outlook for the coming year is very promising.

The Grand Pharmacy, of Du Quoin, Ill., has opened a talking machine department. The booths, record racks and counters are Unico construction. Ray Kennedy is the proprietor.

The NEW EDISON

in

New Models, New Prices

EDISON FEATURES

Permanent Diamond Point Reproducer.
Plays all Makes of Records Better.
Edison Records Play Longer, Wear Longer.
New Improved Records.

Dealers proposition submitted upon request

Frank E. **BOLWAY** & Son Inc.

SYRACUSE

Jobbers

Est. 1889

IRVING KAUFMAN WITH VOCALION

Well-known Vaudeville Star and Record Artist Signs Exclusive Contract

The Aeolian Red record department of the Aeolian Co. announced on October 1 the signing of a contract with Irving Kaufman, the well-known record artist, whereby he will in future make Vocalion Red records exclusively.

Mr. Kaufman, who is particularly popular in the vaudeville field, has for some years been making records for various companies and has achieved marked success in that line, creating a substantial following among record buyers. Mr. Kaufman will make his first Vocalion record upon his return from a Canadian engagement.

The Dixon Music Shop, 518-520 Dewey street, North Platte, Nebr., has added Victor machines and records to its stock. In addition the concern handles the Edison and Columbia.

BUBBLE BOOKS CAMPAIGN STARTED

Harper & Bros. Preparing Sales and Publicity Drive—Sales Totals Show Substantial Increase

Harper & Bros., New York, publishers of the popular Bubble Books, are well pleased with the outlook for the Fall and holiday trade, and Bruce McClure, publicity director of the company, is in personal charge of an intensive sales and advertising campaign that is meeting with exceptional success. It is interesting to note that the sales of Bubble Books have increased steadily for the past four years, with the figures for the first nine months of 1923 showing a substantial increase over the corresponding period of 1922. Mr. McClure is particularly interested in the fact that talking machine dealers are featuring Bubble Books as appropriate gifts during the Christmas season and the timeliness of the present campaign is proving an important factor in its success.

Phonographs—Radio

If you would be interested in the sale of a new article of great merit that will quickly sell to present owners of phonographs who already have added the radio outfits to their homes or who may do so in the future, write for full particulars to

The Regina Phonograph Co.

Manufacturers

Rahway

New Jersey

Regina Phonos—Regina Hexaphones and Music Boxes



The New Columbia is Superior! Unobstructed Sound!

The New Columbia Phonograph throws the sound fully and freely instead of straining it through interrupting fabric or lattice work. And its patented, "organ-pipe" tone control leaves deliver the music on a level with the auditor's ear. This exclusive Columbia feature is but one of the many refinements to be found in every model of the New Columbia.

COLUMBIA GRAPHOPHONE CO.
New York

DETROIT

Busy Industries Presage Brisk Trade—Discontinue Sending Records Out on Approval—The News

DETROIT, MICH., October 8.—There is only one thing that can prevent a big talking machine business this Fall—it is the lack of energy of the dealers themselves. Speaking for Michigan, latest reports from the Manufacturers' Association indicate that there is sufficient work ahead to keep everybody employed for the coming season and that for the past year employment and wages have been the greatest in the history of the State. Bank deposits substantiate these statements.

Sales of talking machines have been brisk all through September and a big increase in sales is anticipated by the retailers for the month of October. Already some of the stores have announced special Christmas offers and many dealers are planning holiday drives.

The J. L. Hudson Music Store came out with a rather startling announcement the other day—that of discontinuing the policy of sending records out on approval. This has been the practice of the Hudson and other downtown stores for many years. It was their belief that it created sales. But, apparently, the Hudson Store realizes that, while it creates sales, it also brings losses and entails a lot of delivery and bookkeeping expense.

The writer can recall some years ago in the early days of the Detroit Talking Machine Dealers' Association, when this subject of approval records came up for discussion. Many were opposed to it, but quite a few of the big downtown dealers, including the Hudson Store, were inclined to favor it on the ground that it

did stimulate record sales. These dealers also admitted that the policy had its faults, but they felt that the good points overshadowed the bad. In view of the Hudson announcement it would not be at all surprising to see others follow suit.

A. A. Grinnell, treasurer of Grinnell Bros., who is back from an extended European trip and who is in touch with every phase of the company's business, is very optimistic about the balance of this year and looks for a big volume of sales in all of the company's forty branch stores.

All through the month of October Grinnell Bros. will conduct their twentieth annual sale of used musical instruments, mostly pianos and players, but including some talking machines. These instruments have been out on rental at the Summer resorts.

The Crowley, Milner Co., Detroit, has added the Brunswick line of phonographs and records to its line.

In the neighborhood sections, especially Polish and Hungarian, we find dealers selling a great many cheap machines—without manufacturers' names, priced around \$65. There seems to be quite a demand in the foreign neighborhood for machines that can be sold at a very low price. These people do not buy the nationally advertised brands and only know one thing—the cheapest in price. Why?

Sam Lind, of the Lind & Marks Co., distributor of the Vocalion records and manufacturer of the Wolverine phonograph, reports that the past month has brought a tremendous volume of new business. "We are adding new accounts right along on our Vocalion records, while all over the country inquiries are pouring in regarding our line of Wolverine phonographs, which are manufactured exclusively for us," said Mr. Lind.

One of the finest neighborhood stores is that of Ray J. Youngblood, on East Jefferson ave-

nue, Detroit. Mr. Youngblood was for many years in the dry cleaning business. Some time ago he got the "bug" to have his own talking machine store, so that he could sell the records of his sister, Margaret Young. So he secured a location adjoining his dry cleaning place and then, when business got good, moved to his new location on East Jefferson avenue. He handles the Brunswick line exclusively and does a very nice business.

Okeh records are selling very big in Detroit. They are featured by ten or twelve of the regular music dealers and, the other night, we noticed them in the Brownie Drug Stores, of which there are some thirty in this city.

Fall orders are being received in good volume by the Phonograph Co. of Detroit, Edison distributor for this territory. Edison dealers in this city and surrounding territory are apparently receiving their share of the business and the outlook for one of the busiest holiday seasons on record is exceptionally bright. The Edison line is one of the leaders in popularity here and, if the orders constantly being received by the Phonograph Co. of Detroit may be taken as an indication, Edison dealers throughout this section, at least, are enjoying a demand equal to that for any other make of instrument.

CABINET HARDWARE DEMAND GROWING

The H. A. Guden Co., Inc., New York, manufacturer of cabinet hardware and accessories, announced recently the appointment of Edwin Wood to represent the company in Australia and New Zealand. H. A. Guden, president of the company, states that there has been an exceptionally active demand for the invisible hinge, which was introduced a few months ago, and that cabinet manufacturers generally are ordering hardware in larger quantities than in previous years, particularly stay arms.

**If the Best is the Cheapest to Buy,—
Then the Best is the Cheapest to Sell.**

Music lovers everywhere recognize that only the New Edison can give real music; for it is the only phonograph that actually Re-Creates the artist's performance. Its realism is so profound that the music critics have been unable to distinguish the original from the Re-Creation.

Write us for our latest agency proposition



The Phonograph Company of Detroit

Distributors for Michigan and Northern Ohio

1540 Woodward Avenue

Detroit, Michigan



Our Slogan

“Service that Satisfies”

means in a word “Dependability.” This season will be a busy one. Be ready for it and rely on us for what you want. Our products not only carry our guarantee but the guarantee of the Starr Piano Company, whose half century’s experience in fine musical instrument building has made for them a reputation known the world over.

We are district distributors for

Starr Pianos

Gennett Records

Starr Phonographs

Service that Satisfies

The Starr Phonograph Company
634 Grant Street PITTSBURGH, PA.

HAPPENINGS IN THE DOMINION OF CANADA

FINE EXHIBITS AT NATIONAL EXPOSITION IN TORONTO

Talking Machine Displays a Center of Interest at Forty-fifth Annual Canadian Exhibition—Vocalion Display a Winner—A. C. Valeur a Benedict—Advises Making Radio an Ally

TORONTO, ONT., October 4.—One of the particularly interesting exhibits at the Canadian National Exposition held here recently was that of the Scythes Vocalion Co., Ltd., of this city, which had on display a representative line of Vocalion phonograph models ranging in price from \$135 to \$425, the latter being an Italian Renaissance model of the seventeenth century that attracted considerable attention. Among the other instruments shown were a Queen Anne period model, a Queen Anne console and a late seventeenth century period model.

E. C. Scythes, head of the company, attended the exhibit personally and declared that the



Display of the Scythes Vocalion Co.

most popular selling model in Canada just now is the Style No. 450 console, with Style No. 550 being a close second. In addition to machines displayed there were also demonstrated for the benefit of exhibition visitors all the latest Vocalion records, those by the London String Quartet, H. B. M. First Light Guards Band, Colin O'More, tenor, and various dance orchestras proving especially interesting. A number

of excellent prospects, together with fair volume of immediate sales, were made during the course of the show.

The forty-fifth annual Canadian National Exhibition is now a matter of history. The paid attendance this year was 1,493,000, a gain of more than 120,000 over last year. "Music Day" brought an attendance of 118,000, as against 109,500 last year. Ten phonograph and record exhibits were on display, taking up the entire floor space of the Phonograph Building. Those in attendance were as follows: Sun Record Co., Ontario distributor of Apex records and phonographs; Starr Co. of Canada, Ltd., London; Scythes Vocalion Co.; R. S. Williams & Sons Co., Ltd., Canadian Edison distributor; Columbia Graphophone Co.; Gerhard Heintzman, Ltd.; His Master's Voice, Ltd.; Sonora Phonograph, Ltd.; McLagan Phonograph Corp., Ltd., Stratford; Russell Gear & Machine Co., Ltd., phonograph equipment; Musical Merchandise Sales Co., Ltd., Brunswick records.

A. C. Valeur, managing director of Sonora Phonograph, Ltd., this city, recently was married. He was the recipient of a handsome mantel clock presented by his staff. Harry R. Braid has been made sales manager of the company.

The Charles Kirke Music Co., Ltd., Ottawa, has moved to its new quarters at 195½ Sparks street and has taken on the Vocalion line.

"Do not let radio become a competitor of the phonograph," advises S. C. Thornton, the well-known music dealer of Dundas, Ont. "Make it an ally." Mr. Thornton has given the question of music men handling radio business considerable thought and experience and is an eager student of anything pertaining to radio development. He quite believes it will become an important proposition for the music trade.

RESUMPTION OF FALL DEMAND FELT IN MONTREAL TRADE

Weddings and Reopening of Schools Result in a General Stimulation of Business—Charles Edison, Vice-president of Thomas A. Edison, Inc., a Visitor—The Month's News

MONTREAL, CAN., October 8.—Talking machines played a prominent part in September as wedding gifts, numerous brides being the recipients of instruments. This, together with the opening of schools and the returning of people from the country, has resulted in the resumption of the usual Fall activity.

The Berliner Gramophone Co., Ltd., has announced the introduction of three new Victrola art models, Nos. 400, 405 and 410, which are available with either spring or electric motor. The company has also announced the introduction of double-sided Red Seal records.

The new Music Salons recently opened by Charles Culross, local Sonora and Vocalion dealer, have evoked considerable attention from all who have inspected this homelike rendezvous for the public.

G. F. Byrne, of North Sydney, N. S., has purchased the music business of M. J. McPherson, of that town.

Phinney's, Ltd., Halifax, N. S., has started alterations on its store. The record department is being moved to the third floor. The ground floor will be given over to talking machines and pianos.

Philip E. Layton, president of Layton Bros., Ltd., Edison, Columbia and Brunswick dealers, has just returned from a three months' trip to England, Scotland, Wales and France. While in these countries he visited a large number of institutions and schools for the blind.

A. C. Valeur, manager of the Sonora Phonograph, Ltd., Toronto, was a recent trade visitor.

Layton Bros., Ltd., have taken on the representation of the His Master's Voice Victor line.

Signor Friscoe, xylophone artist, who appeared at the Princess Theatre last week, used a laboratory New Edison model. Layton Bros., Ltd., ran attractive newspaper copy, drawing attention to the act and featuring the Edison.

Charles Edison, vice-president of Thomas A. Edison, Inc., recently motored from New York to Montreal and while here he dropped in on the Edison jobbers, the R. S. Williams & Sons Co., Ltd. Mr. Edison left Montreal for a visit to the St. Maurice Fish and Game Club, going home via Quebec.

MUSIC AT THE VANCOUVER FAIR

Talking Machine and Piano Displays Lead—On Novel Selling Expedition in Motor Launch Stocked With Musical Goods—The News

VANCOUVER, B. C., October 6.—Music played an important part in the Vancouver Fair just concluded, practically one-quarter of the Manufacturers' Building being devoted to the display of pianos and phonographs. His Master's Voice products were well represented by Messrs. W. F. Evans and Switzer Bros. Geo. Goulding, winner of the world's walking championship, Olympic games, and now conducting a sporting goods store in Vancouver, believes in publicity. During the Fair he borrowed a Victrola No. 50, a set of Victor health exercises and a set of reducing exercises from the display stand of W. F. Evans, Ltd., and, donning a gym suit, he demonstrated them.

Tom Switzer, of Switzer Bros., has undertaken one of the most novel expeditions known to the music world. Tiring of city life and the daily routine he hired a gas launch, loaded it with records, Victrolas, musical instruments and sheet music and went up the coast in search of business, rest and adventure. He is reaching hamlets that perhaps see a boat once in a month, people who have the opportunity of getting into town once in two or three years wake up to find a city music store at their door, and reports are that sales are coming easy.

G. F. Curtis, of Hanley, Sask., is going out of the drug business to devote his entire time to selling the New Edison phonographs, regarding which he is particularly enthusiastic.

Kent's new phonograph store in Victoria was recently opened to the public. Edison and Brunswick phonographs are handled.

The first of a series of radio concerts to be broadcasted this season took place recently from the premises of one of the leading music houses in Winnipeg. The artists were all members of the Mason & Risch Co. store.

When the Grand Theatre, Calgary, Stock Co., recently put on the show "It Pays to Advertise" several merchants displayed goods in the theatre lobby. Matthews Music House had a Brunswick York console on display.

TRUESOLO CANADIAN DISTRIBUTOR

The Peate Musical Mfg. Co., Montreal, Can., a wholesaler of musical instruments and accessories, has been appointed Canadian distributor of Truesolo strings, made by the Standard Musical String & Mfg. Corp., Brooklyn, N. Y. G. F. Chapin, manager of this company, returned recently from a Canadian trip, upon which he closed this important deal. In a chat with The World Mr. Chapin stated that talking machine dealers throughout the country are evincing keen interest in the sales possibilities of the Truesolo strings and that new dealer agencies have been established in important trade centers.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

3 years ago many regarded the 50¢ record an absolute impossibility.

But look Now

12 times more 50¢ records sold in 1923 than 1921

2 MILLION 1921

12 MILLION 1922

25 MILLION 1923!

Certainly the Public has made up its mind that it wants the 50¢ record!

—and *BANNER* is supreme in this field!

Read what one successful dealer writes:

“AT the beginning (in 1921) we believed that the tremendous turnover on *BANNER* was due to the fact that it was a new idea in record merchandising here. But the demand has continued most satisfactorily and at this time our record business on the *BANNER* line represents a mighty proportion of our gross sales.

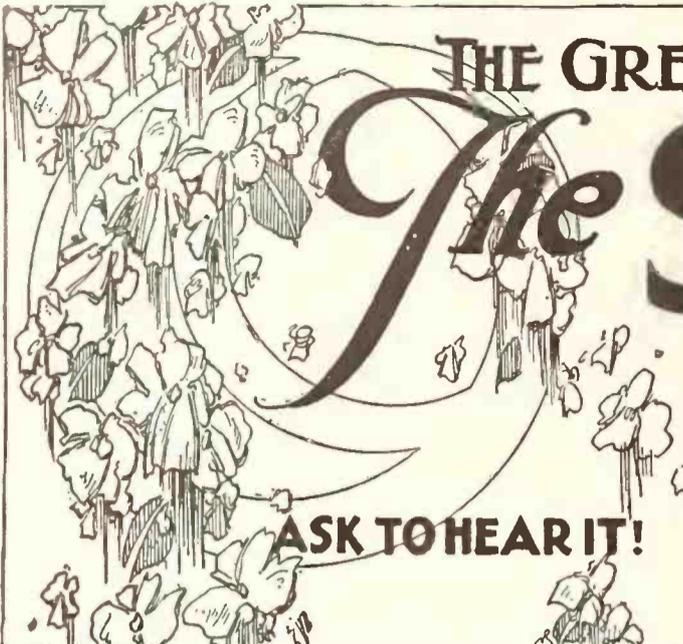
“I might also add that their sale has helped our department materially in selling other merchandise, as they prove a great drawing card in bringing new customers to the department.”

Write for full particulars—NOW!

PLAZA MUSIC CO., 18 West 20th St., New York

FENBERG

BANNER 50¢ RECORDS



THE GREATEST MUSICAL HIT OF AGES

The SONG OF LOVE

From "BLOSSOM TIME"

ASK TO HEAR IT!

Selling Bigger Than Ever
Four Companies Now
Touring

*"You can't go wrong
with any Feist song"*

APPOINTS JUNIOR OPERETTA JOBBERS

Prominent Wholesalers Appointed by Vulcan Record Corp.—Factory Facilities Increased to Meet Constantly Growing Demand

F. H. Hedinger, secretary and general manager of the Vulcan Record Corp., New York, manufacturer of the Junior Operetta series of records, announced this week that arrangements have been made whereby the following well-known concerns will act as distributors for these products: A. C. Erisman Co., Boston, Mass., New England territory; General Radio Corp., Philadelphia, Pa., and Pittsburgh, Pa., Pennsylvania, Maryland and Southern New Jersey; Bristol & Barber, Inc., New York, N. Y., metropolitan district and New York City. Several other important jobbing deals are now in process of consummation and will be announced to the trade during the next few weeks.

In order to accommodate the demands of the dealers for the Junior Operetta records, the company's factory facilities have been materially increased and the plant at Belleville, N. J., has been enlarged considerably. Mr. Hedinger

states that, in addition to the Little Red Riding Hood records, his company will be ready to place on the market very shortly five other subjects comprising standard children stories.

SOLVES GIFT RECORD PROBLEM

Luckey, Platte & Co. Use Label That Permits Gift Exchanges—Practical and Timely Idea

Luckey, Platte & Co., Victor dealers, of Poughkeepsie, N. Y., have solved one of the problems that usually arise during the holiday season, namely, the gift record problem. These enterprising dealers use a label bearing the following inscription: "This record is exchangeable within seven days if seal is unbroken." The use of this label permits the sending of records as a gift and the privilege of exchanging them if the seal is unbroken. It frequently happens that the recipients of gift records already have the gift selections in their record libraries or wish to exchange them for other reasons. This label makes it possible to take care of the exchange to the satisfaction of all concerned, doing away with misunderstandings.

JOINS NEW YORK T. M. CO.'S STAFF

Albert G. Linzig Appointed Head of Foreign Language Record Department—Co-operating With Victor Retailers to Advantage

Charles B. Mason, sales manager of the New York Talking Machine Co., Victor wholesaler, announced recently the appointment of Albert G. Linzig as head of the company's foreign language record department. Mr. Linzig is concentrating his activities on the development of Victor foreign language record sales for the New York Talking Machine Co.'s clientele and the results of his work to date have been very gratifying. He is well qualified for this special work, as for a number of years he traveled through South American countries for the Victor interests and possesses a thorough knowledge of the foreign language records presented in the Victor catalogs.

VINCENT LOPEZ IN A NEW ROLE

Vincent Lopez, leader of the Hotel Pennsylvania Orchestra and exclusive Okeh artist, added to his accomplishments this week, when he consented to pose as a model for Stetson and Long hats, two well-known lines of hats merchandised throughout the country. His photograph will be featured in the Long and Stetson magazine and newspaper advertisements to be presented during the season, in addition to the distinctive window displays prepared by these hat manufacturers. Mr. Lopez was not able to devote a great deal of time to this special work, as, in addition to his playing at the Hotel Pennsylvania Grill, he has been appearing as a headliner at Proctor's Palace Theatre, Newark, N. J.

FRANKLIN DUNHAM WITH AEOLIAN CO.

Franklin G. Dunham, formerly connected with the educational department of the Victor Talking Machine Co. and more recently head of the educational department of the American Piano Co., has become director of the recently organized educational division of the Aeolian Co. and will give his attention to the introduction of the Duo-Art reproducing piano in educational institutions.

**ZIMMERMAN · BITTER
CONSTRUCTION · COMPANY**

Presents a New Installation



EMANUEL BLOUT, 2786 B'way, N. Y. C.

This interior gives an excellent illustration of how musical instruments, sheet music and small goods can be arranged in order to show an attractive, well balanced equipment.
Stock ready for immediate shipment.

quality  *design*

Record Racks	Display Cases
Hearing Rooms	Musical Instrument Cases, Etc.
Service Counters	

Prices on request

**ZIMMERMAN-BITTER
CONSTRUCTION COMPANY**
325-27 East 94th Street, New York
Phone Lenox 7960

See what
\$2.85
will buy
Page 47

Immediate Delivery Guaranteed!!

on All Samples of

Oh! Pep!

SOLID BRASS

DRAWN TONE ARMS

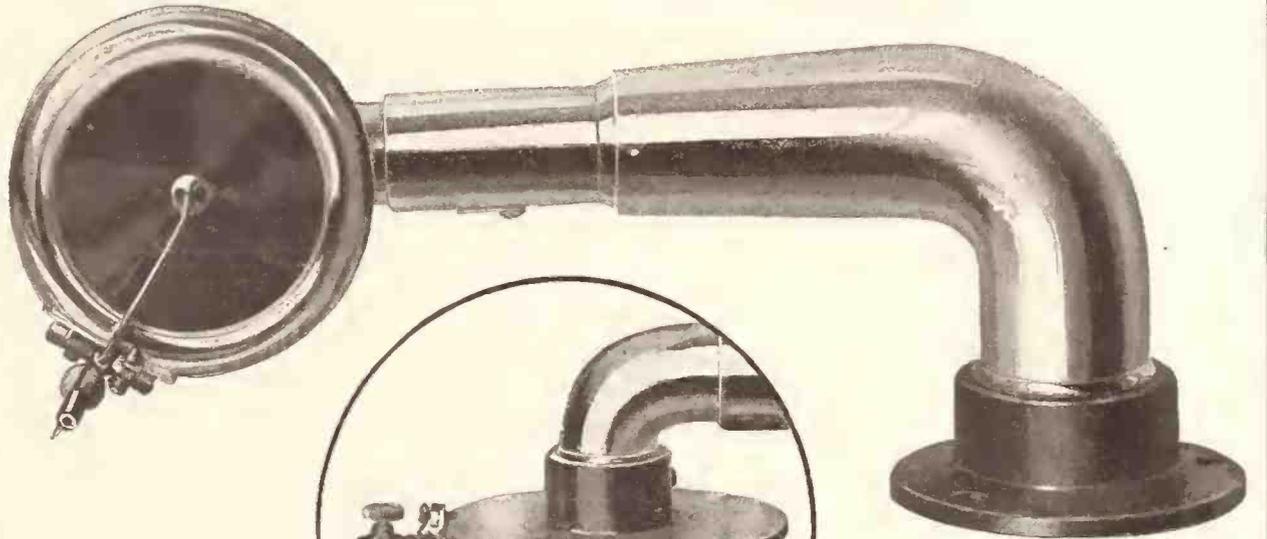
The Oh Pep Phonoparts Co. has at last surmounted all difficulties incident to the bringing out of its SOLID BRASS DRAWN TONE ARM and is now in position to make immediate delivery of samples of all sizes of its product.

Remember

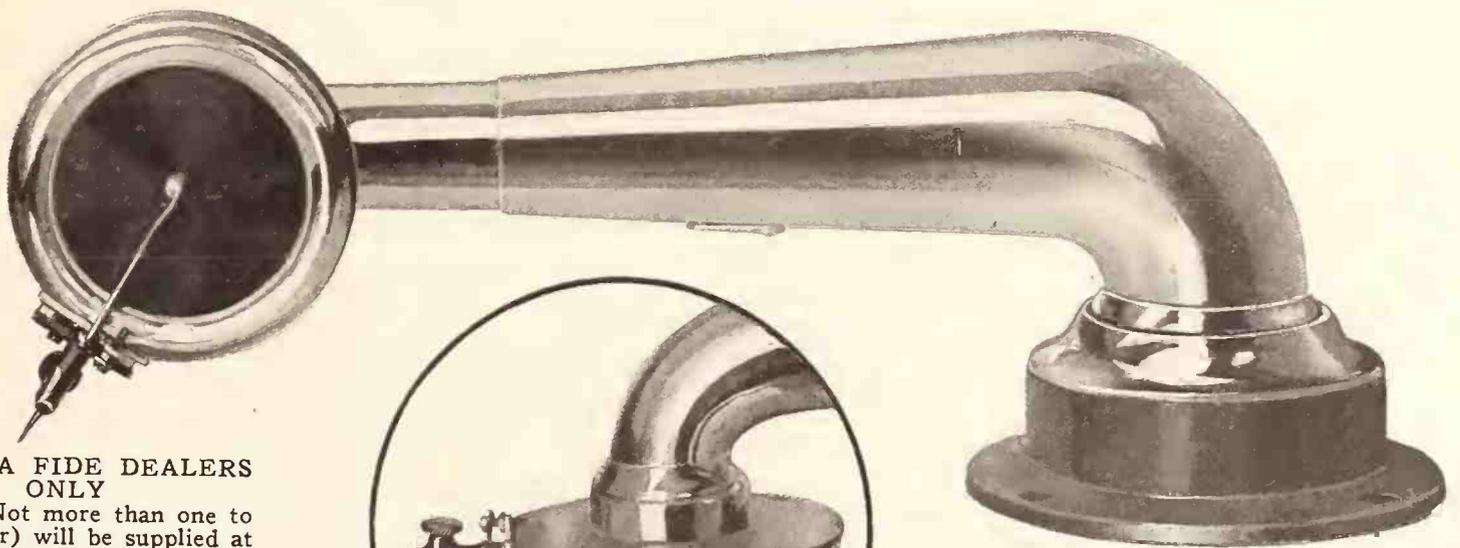
Oh! Pep! Tone Arms and Reproducers incorporate no Die Castings whatsoever.

Oh! Pep! Tone Arms are of one piece Solid Brass Tubing, bent and tapered to shape, and of uniform thickness throughout.

Oh! Pep! Tone Arms will be shipped at once upon receipt of order accompanied by check covering cost of sample.



No. 1
Size 7½"—8½"



No. 2
Size 8½"—9½"

TO BONA FIDE DEALERS ONLY

Sample (Not more than one to each dealer) will be supplied at following prices which apply to this transaction only:

- No. 1 ARM
- 7½" \$2.50
- 8½" \$2.75
- No. 2 ARM
- 8½" \$3.50
- 9½" \$3.75

The above prices include an Oh! Pep! Reproducer which is of Pressed Steel. If Solid Pressed Brass Reproducer is desired add 25c extra.



6912 Cottage Grove Ave.

Chicago, Ill.

LOS ANGELES

Death Takes Away Frank J. Hart, Popular Trade Member—Music Trades Ass'n of Southern California Convenes—News of the Month

LOS ANGELES, CAL., October 4.—Death took away one of the pioneers of the local music trade on September 26 in the person of Frank J. Hart, founder of the Southern California Music Co. Mr. Hart, who was sixty-two years old, leaves a widow and two sons, one of the latter being a member of the musical merchandise department of the Southern California Music Co. The funeral took place on Saturday, September 29, at the Church of the Flowers, Forrestlawn Cemetery, Glendale, and was attended by representatives from practically every music house in Los Angeles. The pallbearers consisted of George S. Marygold, vice-president and general manager; Ralph E. Hovey, treasurer; Scott Williamson, Jr., secretary; Irving Westphal, manager of the talking machine department; Worth Hathaway, piano sales manager, and Herb. Fish, phonograph department.

Convention Held in Long Beach

A convention of the music trades of Southern California took place in Long Beach late in September, and was attended by more than 150 music dealers and members of their sales forces. E. Palmer Tucker, president of the Music Trades Association of Southern California, occupied the chair and gave an opening address of welcome, in which he expressed the hope that the convention would become an annual event. He also enumerated a number of the benefits which the Association had accomplished in the past and urged all music dealers to become members. Mr. Tucker then introduced R. M. Mattson, of the Mattson Music Co., Long Beach, and Robert R. Shafer, of Shafer's Music House, Santa Ana, chairmen of the Long Beach and Orange County divisions of the Association respectively, both of whom made suitable replies. He then introduced Professor Cheney, of the Cheney Phonograph Corp., who was one of the guests of honor.

Professor Cheney won the admiration and applause of his hearers by delivering a clever and entertaining speech on the origin of music as one of the main branches of art. He also described the general application of periodic vibrations which exists in all healthy and normal states, from the heart beats of a man to the business of a nation, including the music business, in which harmony must predominate inside their several businesses and also in their relations with competitors.

Harry James, exclusive Gennett record artist, was also a specially invited guest and entertained the company with humorous stories and jokes, concluding with one of his famous monologues, "An Englishman at a Baseball Game," which was greatly enjoyed.

A number of members were called on by President Tucker, including E. A. Geissler, of the Geo. J. Birkel Co.; George P. Bent, of national fame; Harold Jackson, of Sherman, Clay & Co.; J. W. Boothe, of Barker Bros.; H. W. Masters, of the Wiley B. Allen Co.; Worth Hathaway, of the Southern California Music Co.; Harry Clubbe, of the Redondo Beach Music Co.; Herb. Fish, of the Southern California Music Co., and Frank Moreno, of Barker Bros.

Musical numbers were given by an orchestra supplied by Cal. Houlette, Long Beach branch manager of the Platt Music Co., and songs were sung by Mrs. Eddie Cline, wife of Eddie Cline, of the Platt Music Co.

Adjournment was later made to the ballroom, where dancing took place until midnight.

Southern Cal. Co.'s New Store

The new premises of the Southern California Music Co., consisting of the recently completed eight-story building at 806-808 South Broadway, were formally opened recently. A reception was held, all business being suspended and no sales made, and musical entertainment was provided.

All of the eight floors, five of which are occupied by the company—the others being rented to a number of high-class musicians for studios—are uniformly decorated in the Italian period style. The Victor and Brunswick departments are especially attractive; they are situated on the second floor overlooking the main floor, while the record department is on the main floor and consists of a very large record service counter in the center, with about twenty record demonstration rooms of unusually handsome construction, each room being a perfect example of Italian architecture—each with its arches and curved, hand-painted ceilings. On the eighth floor there is an auditorium capable of seating 300 people.

Heavy Sale of Gennett Records

The popularity of Gennett records has been demonstrated in this section of the country by the remarkable increase of sales this year, as compared with the corresponding period of last year. H. L. Nolder, Western general manager of the Starr Piano Co., states that, month after month, a gratifying increase has been shown in sales, both retail and wholesale, until the volume for the first eight months of 1923 reveals a gain of about 200 per cent over that for 1922.

Platt Music Co. Celebrates Anniversary

The Platt Music Co. celebrated its eighteenth anniversary with a picnic and outing at Los Angeles harbor, and a pleasant trip to the famous houseboat of Marco Hellmann, prominent Los Angeles banker. The ladies were

taken for a cruise on a boat around the harbor and then, during supper and afterwards, a most enjoyable time was spent in dancing and numerous songs and musical numbers, all of which were furnished by the home talent. Speeches were made by Messrs. Platt, Hellmann and Epstein, and L. A. Fleischman, sales manager of the piano department, acted as chairman. P. H. Beck, manager of the Victrola department, played a prominent part during the evening, receiving the hearty support of Miss R. Johnson, manager of the record department, as well as Miss Angus, who literally whistled herself to fame.

New Brunswick Shop in Gardena

T. T. Gardner, who was for some time a member of the phonograph department of the Southern California Music Co., has recently opened a Brunswick Shop in Gardena, known as the T. T. Gardner & Sons Music House. In addition to a full line of Brunswick phonographs and records the new store will have piano and musical merchandise departments.

Schireson Bros. Open New Branch Store

Schireson Bros. have opened their third store at 107 West Third street, where they are featuring Starr phonographs and Gennett records, in addition to musical merchandise and music.

Takes on Okeh Record Line

"Okeh" Smith, distributor of Okeh records in this city, is closing an excellent business with this popular record line. Among the new accounts which have recently been added in this territory are the following: Urner & James, Bakersfield, Cal.; W. H. Butts, Los Angeles, Cal.; Bolton & James, Santa Barbara, Cal.; Borden's Cash Store, Oceanside, Cal.; Belvedere Gardens Pharmacy, Belvedere Gardens, Cal.; Coops & Sons, Pasadena, Cal.; Campbell Music Co., Alhambra, Cal.; Cooper's Phono Co., Claremont, Cal., and G. B. Ennever, Ocean Park, Cal.

The California Record Mfg. Co., with headquarters at 703 Southern California Music Building, is the name of a new concern recently opened here for the purpose of making records, largely from local vocal and instrumental talent. The officers of the company are H. P. Fay and A. E. Suerkert, who have been interested in the record business for several years.

CLOSES INSTALLATION CONTRACTS

Among the recent installations closed by the Zimmerman-Bitter Construction Co., New York, were orders for the sheet music and musical instrument departments in the Brooklyn and Poughkeepsie stores of Emanuel Blout. Hecht Bros., 53 West Fourteenth street, New York, have just installed a department for the presentation of radio and phonograph instruments and a new sheet music department has been added to the store of A. L. LeJeal, Erie, Pa.

J. L. Frame & Son recently opened a new store in the downtown district of Toledo, O., in which the Columbia line is featured.

Easiest to Carry—Easiest to Play—Easiest to Sell

THE SWANSON PORTABLE

**DEALERS
IMPORTANT
ANNOUNCEMENT**



Put a display of Swanson Portables and a sign, "Don't Be a Wanter, Be an Owner," in your windows when the feature picture "The Wanters" appears at your local theatre this fall. The Swanson Portable has an important part in this movie, a John M. Stahl production with an all-star cast, including Marie Prevost, Huntley Gordon and Louise Fazenda. Tie up to this—It will mean good business.

SWANSON PORTABLE PHONOGRAPH DISTRIBUTORS

738 So. Los Angeles St.

LOS ANGELES, CALIFORNIA





THE ORSENIGO PERIOD PHONOGRAPH



BUCKINGHAM

From an assortment of seventeen period models you can choose the ones which are most suitable for your clientele; oak, walnut, fine lacquers made by artisans who take infinite pains with their work.

Cabinets of the finest construction; mechanism which needs no adjectives to emphasize its tonal qualities; and priced lower than any high grade cabinet on the market.

THE ORSENIGO COMPANY, Inc.

Showrooms: 383 Madison Avenue
New York City, N. Y.

Factory: Skillman Ave. and Rawson St.
Long Island City, N. Y.



C. R. SALMON REJOINS COLUMBIA CO.

Well-known Wholesale Man Joins Chicago Columbia Branch—Will Cover Loop Trade

CHICAGO, ILL., October 8.—C. R. Salmon, for two years identified with the New York wholesale branch of the Brunswick-Balke-Collender Co. as metropolitan representative, has been appointed a member of the sales staff of the local branch of the Columbia Graphophone Co. and will cover the loop trade, heretofore handled by Raymond Reilly. Mr. Salmon is ideally qualified for his new work, as he has been a member of the wholesale trade for a number of years, having been associated with the Artophone Corp., of St. Louis, and prior to that a member of the Columbia Graphophone Co.'s staff at St. Louis. He is thoroughly versed in Columbia merchandising plans and policies and has a host of friends in the trade who will be glad to know that he has rejoined the Columbia organization.

OH PEP NOW IN PRODUCTION

Chicago Tone Arm Manufacturer Now Working to Capacity—Closes Deals With Well-known Manufacturers—Ad Drive Helped

CHICAGO, ILL., October 8.—The Oh Pep Phono Parts Co., of this city, manufacturer of Oh Pep solid brass tone arms and sound boxes, now has its factory working at full capacity and is filling orders for hundreds of samples received from members of the trade throughout the country. During the past few weeks several large accounts with well-known manufacturers were closed, whereby Oh Pep tone arms and sound boxes will be used exclusively in the instruments produced by these companies during the next year. The intensive advertising campaign

SYRIAN AND ARABIAN RECORDS

IMPORTED AND DOMESTIC

Of the Best Artists

“Macksoud,” “Baidaphone” and “Odeon”

10, 11 and 12 Inches. Double Faced

Liberal Discount to Dealers. Ask for Catalogue

A. J. MACKSOU

77 WASHINGTON STREET

NEW YORK, N. Y.

sponsored by this company in The World plus the personal visits of its sales representatives have enabled the company to definitely establish itself in the industry and it is expected that production will reach 500 units per day in the very near future.

While the Ludwig Bauman establishment is essentially a furniture store, the talking machine department is located in a prominent section on the ground floor and is one of the most attractive departments in the New Jersey trade.

LUDWIG BAUMAN & CO.'S NEW STORE

Well-known Furniture House Opens Second Newark Store—Victor, Brunswick and Sonora Lines Featured in Fine Department

The Newark talking machine trade was well in evidence at the opening of the new store of Ludwig Bauman & Co. on Broad street and Central avenue. This well-known furniture house handles Victor, Brunswick and Sonora products, and general newspaper publicity was used featuring the various lines coincident with the opening of the store. The new establishment is in the so-called “high rent” district of Newark, adjacent to such well-known concerns as the Lauter Piano Co., Griffith Piano Co. and the large department store of Hahne & Co.

G. W. LYLE VISITS WESTERN TRADE

Geo. W. Lyle, president of the Manufacturer's Phonograph Co., New York, maker of the Strand phonograph, spent last week visiting the company's factories in Indiana and calling upon the Strand representatives in Kansas City, Mo., Minneapolis, Chicago and Buffalo. His reports while on this trip indicate that the company's representatives and dealers are closing a banner business, with the probability of a shortage in various Strand models.

R. P. DUNLAP BUYS TONOLIN STORE

OSSINING, N. Y., October 8.—The music store of H. A. Tonolin has just been purchased by Ralph P. Dunlap, of Peekskill. Mr. Dunlap is the proprietor of Dunlap's Music Store at the latter location.

Four New Models

You can make money quickly by selling “Natural Voice” machines, for their cabinet designs, splendid tone and excellent workmanship produce profits and quick turnover.

These machines represent 10 years' experience and are not guesswork or experiments. The four new models illustrated are the last word in present-day phonograph construction.

Write for prices and catalogs for the complete instruments or the cabinets only. **QUICK SERVICE.**

Natural Voice Talking Machine Co.
(Ben Ferrara, Prop.)
ONEIDA, N. Y.



ST800
H32W28D20 1/2



ST915
H34W36D21



ST909
H33W33D21



ST900
H32W28D20 1/2

The New Columbia is Superior!

Silence!

Strain your ears as you will—you cannot hear the New Columbia Motor run. Its gears are beveled and machined so accurately that gear meets gear without a whisper. Its correctly balanced governor spins on its perfectly lubricated bearings with less noise than the ticking of a finely jeweled watch.

COLUMBIA GRAPHOPHONE CO.
New York



VICTOR WEEKLY RELEASE POPULAR

Double-Faced Red Seal Records Bringing Increased Business—Victor Co. Speeds Production to Meet the Demand

The new Victor plan of weekly release of records has had an auspicious beginning and has been granted a very favorable reception by both the Victor dealer trade and the consumer public, according to R. L. Freeman, director of distribution of the Victor Talking Machine Co. Mr. Freeman added that the newspaper advertising program of the Victor Co. has been increased approximately 33 per cent, so that the public throughout the entire country may be promptly informed of each new weekly release of Victor recordings.

The recently adopted plan of offering Red Seal records, double-faced, and at greatly reduced prices, it was learned, has also met with a very gratifying response on the part of the public. In fact, the number of copies of individual Red Seal records that have been sold by certain dealers since the introduction of this new policy has been of an astounding character.

Mr. Freeman also stated that the Victor Co. is pushed to capacity to meet the demand for both Victrolas and records, and that as fast as parts of the new addition to the Victor plant are completed, the company is immediately moving in, thereby as rapidly as possible increasing its output. This great new addition to the Victor plant is already completely erected and presents a very impressive appearance as one approaches Camden from the Philadelphia side. The interior portions are being finished up at a rapid rate.

BRILLIANTONE PRESIDENT IN WEST

B. R. Forster, president of the Brilliantone Steel Needle Co., New York City, left on an extended business trip which will take him as far as the Pacific Coast. Just before going to press, Mr. Forster was reported in St. Louis. His trip thus far has been a decided success. The new Brilliantone daylight display, which is illuminated entirely by daylight and needs no electric current, is proving popular and many requests are being made for this device.

FOREST CHENEY VISITS DENVER

Forest Cheney, inventor of the Cheney phonograph, who is touring the West in the interest of this instrument, recently stopped off at Denver, Col., on his way to the Pacific Coast. While in that city he visited the American Furniture Co., Cheney dealer; renewed old acquaintances, and described the development of the Cheney phonograph from its inception.

Reinhardt's, Inc., prominent dealer of Memphis, Tenn., has moved from the Peabody block to a temporary location on Madison avenue. The new quarters of the firm on South Main street are being rushed to completion.

BLACKMAN T. M. CO. AUDAK JOBBER

Well-known Victor Wholesaler to Distribute Audak—J. N. Blackman Enthusiastic in His Praise of Record Demonstrating Device

Maximilian Weil, president of the Audak Co., New York, manufacturer of the Audak record demonstrating unit, announced this week the appointment of the Blackman Talking Machine Co., New York, Victor wholesaler, as a distributor for Audaks, this deal being closed after J. Newcomb Blackman, president of the company, had tested the Audak for nearly a year. After Mr. Weil had addressed the Blackman sales force he was congratulated upon the practical value of his device, which was given Mr. Blackman's unqualified approval. The Blackman sales staff will participate in an active campaign to bring the Audak to the attention of the company's dealers, especially in view of the fact that the biggest record months of the year are awaiting the trade at the present time, and speed is an important service consideration.

DEATH OF DAVID B. MILLER

Advertising Manager of the Brunswick Co. Succumbs to Effects of Operation in Chicago Hospital—Widely Known in the Trade

CHICAGO, ILL., October 10.—David Blaine Miller, advertising manager of the Brunswick-Balke-Collender Co., died in the American Hospital in this city on Monday of this week, after a two months' illness following an operation for appendicitis. Mr. Miller, who had a host of friends in the trade, was thirty-three years old. He began his career with the General Fire Proofing Co., Youngstown, O., later becoming the advertising manager of the Eclipse Musical Co., of Cleveland; then becoming associated with the Toledo Metal Furniture Co., coming from there to the Brunswick Co. in March of this year. He is survived by his widow, a daughter, sister and mother. The remains were shipped from his Chicago home, 548 Brompton avenue, to the family home in Rockwood, Pa., where interment was made.

New at Prices Below Cost of Production on COLUMBIA GRAFONOLAS AND RECORDS

"COLUMBIA RECORDS" in bulk
Assorted Current Numbers in 1922 Catalogue

POPULAR AMERICAN SELECTIONS

Series "A"
TEN-INCH 75c DOUBLE DISCS
(Packed 10 of Each Number)
(400 Records to a Case)

1,200	14½c
5,000	14c
10,000	13c
20,000	12½c

LATEST 1923 SUPPLEMENTS

(Including June Records)
TEN-INCH 75c DOUBLE DISCS
(Packed 25 of Each Number)
(400 Records to a Case)

1,200	18c
2,000	17c
5,200	16c

OPERATIC SERIES

Red, White and Blue Labels

TEN-INCH \$1 OPERATIC LABEL
(Packed 25 of Each Number)
(400 Records to a Case)

5 Case Lots of 2,000 Records at 24c each
TWELVE-INCH \$1 TO \$3 DOUBLE DISCS
(Packed 15 of Each Number)
(315 Records to a Case)

1,200	30½c
5,000	38c
10,000	37c

FOREIGN LANGUAGE RECORDS

Series "B"

Write us what language you are interested in and we will submit you lists showing assorted cases, each case of 400 being packed 25 each of a different number.

TEN-INCH 75c DOUBLE DISCS

(Packed 25 of Each Number)
(400 Records to a Case)

(Each Language Grouped Separately)

1,200	25c
2,000	24c
5,000	23c

"COLUMBIA GRAPHOPHONE EQUIPMENT"

Consisting of Double Spring Motor, Turntable Complete, Nickered Tone-Arm and Sound Box

PACKED IN COMPLETE UNITS.

PRICES ON APPLICATION.

Prices subject to change without notice.

Terms: Net Cash—F. O. B., Bridgeport, Conn.

Write for Catalog of New Consoles

LOUIS JAY GERSON

High Grade Radio and Phonograph Specialties

63 Reade Street [Telephone 0146 Worth] New York City
Cable Code, "Gersondale," New York

LABOR PRAISES VICTOR CO. POLICY

Ability of the Victor Co. to Keep Plant Operating Throughout Period of Depression Cited as Example of Capable Management

Organized labor paid the following tribute to the capable management policy of the Victor Talking Machine Co. in an article published in the American Federationist, the official magazine of the American Federation of Labor. It indicates that the worker is directly interested in the efficiency of the management in that his regularity of employment depends largely upon that factor. The article in question reads:

"It may be opportune to relate some facts about the Victor Talking Machine Co., since it has come into the discussion. The late unemployment crisis didn't bother this company.

"This has nothing to do with the company's employment policy, be that what it may. But it does show that a company's marketing ability and its ability to find out who wants what it sells and to form a connection has much to do with employment. Management needs brains, from raw material to ledger entry.

"During the whole unemployment period the Victor Co. went on making talking machines, with full-time employment for its entire force throughout the whole depression. And that was something of an achievement when 5,000,000 workers couldn't find even a ghost of a payroll connection.

"The Victor Co. kept its advertising campaign going full blast—it spends something like \$6,000,000 a year. It scratched its head, figuratively, and looked for new buyers. It didn't pull a long face and call the battle lost. It not only made talking machines talk; it made them move. This it did on a depressed market.

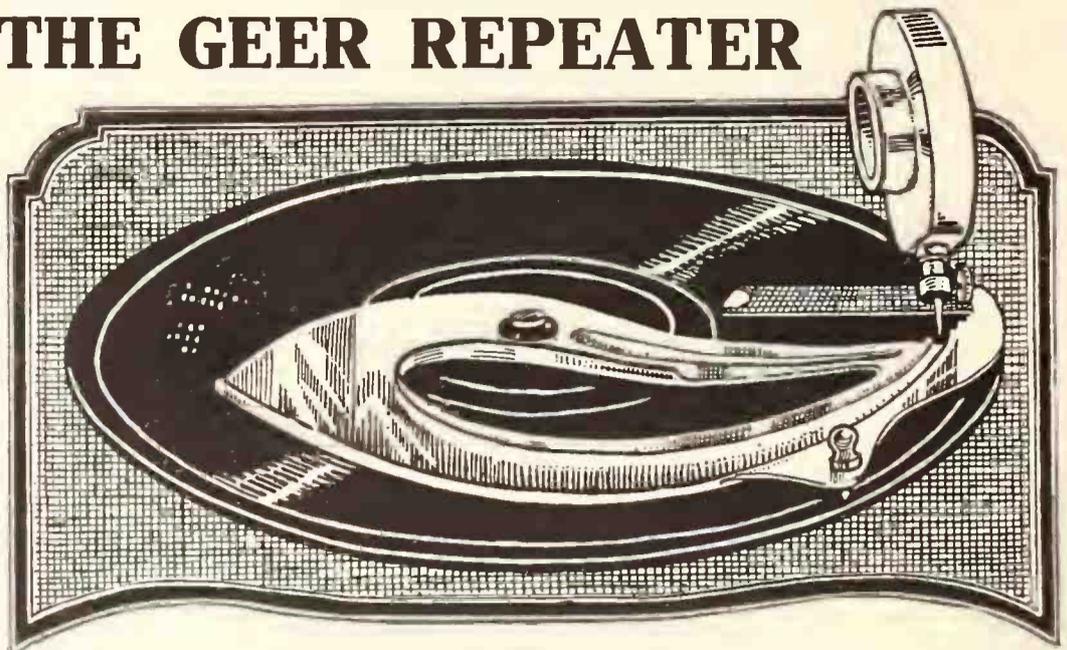
"One bit of ingenuity was to personally canvass fire houses. Reasoning was: firemen have a lot of free time in the fire houses; talking machines would amuse men during idle hours. The idea worked. Other similar ideas worked. Result: Full-time work for workers.

"Maybe many others couldn't have done likewise. The only point is, that management efficiency has much to do with industrial stability and many wage earners have to suffer for the incompetence of those by whom they are employed. Workers have a valid right to good industrial management; and somehow, some day, they will find a way to insure and protect themselves against the risks of incompetent management."

DA-LITE ISSUES RED SEAL PANELS

TOLEDO, O., October 6.—The Da-Lite Electric Display Co., of this city, manufacturer of electric displays featuring Victor records, is showing this month a series of fourteen panels of Red Seal Victor artists, calling attention to double-faced Red Seal records. Harry Cuddeback, head of the company, believes that this is an opportune time for the production of these panels, in view of the fact that the Victor trade is keenly interested in the new double-faced Red Seal records. The present series consists of fourteen of the most famous Victor Red Seal artists, but it is planned to increase this list very shortly. Quite a number of the artists are now on concert tour, and Mr. Cuddeback is certain that this series of panels will prove of direct value to Victor dealers.

THE GEER REPEATER



STANDARD OF THE WORLD

The Improved Geer Repeater is today recognized everywhere as the standard repeating device. It is adjustable, plays all records completely through and will give a lifetime of perfect service.

Price \$1.50

Walbert Manufacturing Company

925-41 Wrightwood Avenue

Chicago, Ill.

FEATURING NEW ELECTRIC MOTOR

H. A. Robbins, of Boston, Appointed Sales Agent for New Kendrick & Davis Motor That Possesses Many Interesting Features

BOSTON, MASS., October 6.—H. A. Robbins, well known in the talking machine trade through his former connection of several years with the industry, some time ago opened headquarters at 142 Berkeley street, this city, where he is acting as sales agent for a new and thoroughly interesting talking machine motor manufactured by Kendrick & Davis, well-known electrical goods manufacturers, of Lebanon, N. H.

The new motor is distinctly original in construction and control and is the result of several years' careful experimenting. A particularly interesting feature of the motor is the starting and automatic stopping device, consisting of a pinion that slips into a slot in the turntable spindle and by so doing forms the contact which starts the motor to operating. When the record has finished playing the pinion is released from the slot and the turntable stops within a quarter of a revolution.

The motor is provided with gears of formica, which is declared to have better wearing qualities than steel, as well as other factors to recommend it. The shaft is of one-piece tool steel and the worm is of brass. The governor is mechanically controlled and a friction idler in the spindle prevents the slipping of gears. The whole construction from an electrical standpoint is first class, and the motor is designed to operate on any 110-volt per.

T. M. Cornell has been appointed sales representative for the new motor, and has already been very active in the East. He will leave shortly for Chicago and other Western cities in the interests of the new product.

INCREASING FACTORY PRODUCTION

Wasmuth-Goodrich Co. Reports Active Emerson Business—Stores on West Coast Enjoying a Particularly Active Demand

In a recent discussion of the general business outlook E. V. Hughes, production manager of the Wasmuth-Goodrich Co., Peru, Ind., manufacturer of Emerson phonographs, stated that actual orders received from the Pacific Coast and intermediate points had made it necessary



The Alaric

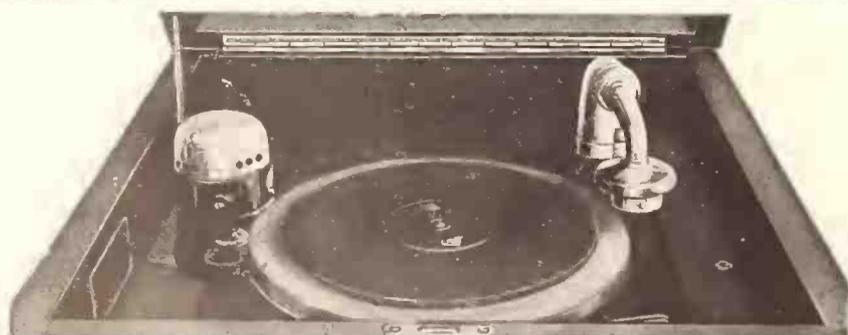
to increase production schedules in order to meet the demand. The Dohrman stores in San Francisco and Los Angeles featured a very successful sale of the new Emerson consoles and at Oakland the Capewell establishment conducted a sale with excellent results. Other Emerson dealers reporting an active demand for the company's product are the Guest Piano Co., Burlington, Ia.; Jones Piano Co., Des Moines, Ia., and Burgess & Nash, of Omaha, Neb. In Chicago the Emerson is featured by Rothschild in the "Loop" and several outlying stores.

One of the favorites in the present Emerson product is the "Alaric," a Gothic model retailing at \$200. This instrument is meeting with a ready sale throughout the country and promises to be the leader in sales totals when the year's figures are completed.

L. Mendelsohn, of Edgewood, Md., who has a store very near the Edgewood Arsenal, is securing much business from the soldiers located at the camp. He makes the rounds with samples of Columbia records as they come out each month.

THE SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.



SHELTON ELECTRIC CO., 16 East 42nd Street, New York

PLANS OF GOTHAM MUSIC CONTEST

Announce the Numbers to Be Used in New York's Music Memory Contest Next Year—T. M. M. to Co-operate on a Large Scale

Following the decision of The Talking Machine Men, Inc., to co-operate in the music-memory contest in New York next year on an even more elaborate basis than was the participation this year, working, of course, through the public schools and through contacts made by dealers in various districts, there has just been issued a complete list of the numbers to be featured in the next music-memory contest.

The list consists of fifty numbers and its issuance at this early date will enable the dealers to prepare their stocks and make other arrangements necessary to enable them to get the fullest possible value out of the movement. One of the fundamentals, of course, will be their ability to provide for both the instructors and the student contestants all the records that are included in the list.

The plan of the Talking Machine Men provides for the dealer presenting to the school or schools in his district records to the value of \$5 or \$10 taken from the official list. It is also urged that the dealers arrange to give recitals for the benefit of the school children in their stores, playing over the various records on the list and arranging recitals if possible during the school hours or immediately thereafter so that teachers may accompany the youngsters and keep order.

At the present time E. G. Brown, secretary of the Talking Machine Men, Inc., is busy collecting information regarding the schools located in the districts assigned to various dealers so that the tie-up may be complete and effective. The complete list for the Music-memory contest is as follows:

Instrumental

1. Allegro—Unfinished SymphonySchubert
2. Andante—Unfinished SymphonySchubert
3. Andante—Fifth SymphonyBeethoven
4. Air for G StringBach
5. CavatinaRaff
6. Dance MacabreSaint-Saens
7. Dance of the Hours.....Gioconda-Ponchielli
8. Gavotte—MignonThomas
9. Hungarian Dance No. 5.....Brahms
10. Hungarian Rhapsody No. 2.....Liszt
11. Intermezzo—Cavalleria Rusticana.....Mascagni
12. Kamennoi OstrowRubinstein
13. LiebestraumLiszt
14. Marchet SlavTschaikowsky
15. Meditation—ThaisMassenet
16. Merry Wives of Windsor Overture.....Nicolai
17. Minuet in G.....Paderewski
18. NarcissusNevin
19. Poet and Peasant Overture.....Von Suppe
20. Polish DanceScharwenka

21. Polonaise MilitaireChopin
22. Spring SongMendelssohn
23. The SwanSaint-Saens
24. To a Water Lily.....MacDowell
25. To SpringGrieg
26. Wedding March—LohengrinWagner
27. William Tell Overture—At DawnRossini
28. William Tell Overture—The StormRossini
29. William Tell Overture—The CalmRossini
30. William Tell Overture—FinaleRossini

Vocal

31. Ave MariaSchubert
32. Barcarolle—Tales of Hoffman.....Offenbach
33. Berceuse—JocelynGodard
34. By the Waters of Minnetonka.....Licurance
35. Come Where My Love Lies Dreaming.....Foster
36. Deep RiverNegro Spiritual
37. From the Land of the Sky Blue Water.....Cadinan
38. Hark! Hark! the LarkSchubert
39. He Shall Feed His Flock—Messiah.....Handel
40. La PalomaYradier
41. Musetta Waltz—La Boheme.....Puccini
42. O Rest in the Lord—Elijah.....Mendelssohn
43. O Sole Mio.....Di Capus
44. Prologue—PagliacciLeoncavallo
45. Quartet—RigolettoVerdi
46. Sextet—LuciaDonizetti
47. Songs My Mother Taught Me.....Dvorak
48. Song of the Vikings.....Fanning

49. Toreador Song—CarmenBizet
50. Two GrenadiersSchumann

JOINS MUSICAL PRODS. DIST. CO.

W. Naimsky, formerly associated with the Metropolitan dealers' department of the Aeolian Co., New York, is now connected with the Musical Products Distributing Co., 37 East Eighteenth street, New York, as a member of the company's dealer service department. This company is a distributor of Pooley phonographs, Vocalion Red records and other accessories, and Mr. Naimsky's past experience well qualifies him to co-operate with the dealers handling these products.

FILE FIGURES IN BANKRUPTCY

Following a meeting of the creditors of the Cabinet & Accessories Co., Inc., New York, the following schedule was filed. Liabilities were listed at \$35,017 and assets at \$20,575. Plans for reorganization may be announced at a later date.

The Songster

WIDE-AWAKE phonograph dealers will realize instantly the sales possibilities of this new and unusual phonograph. The tone chamber of the Songster is made from select violin spruce in its natural state; it is not veneered, as in usual tone chamber construction. Specially constructed "violin" chambers at both sides of this tone chamber collect the tone vibrations and reflect them in deepened, mellow tones that surprise and delight the hearer. The Songster's tonal system is its dominating virtue; the Songster's variety of design and finish equals any machine on the market. The Songster is now making big profits for many dealers in the Northwest. It can't help but do the same for you.

Write today for illustrated details of Songster design and construction. Ask for our special offer to dealers.

The SONGSTER PHONOGRAPH Co.
219 West Michigan Street—Duluth, Minnesota



HAAG
FILING
CABINET
K-100

TO MEET THE DEMAND of EDISON DEALERS We Are Now Marketing THE NEW HAAG RECORD FILING CABINET

Accommodates 100 Edison Records. In Brown and Red Mahogany

TO RETAIL AT FIFTY DOLLARS

The Most Practical and Attractive Cabinet Ever Put on the Market

Orders Filled Only in the Sequence Received

HAAG & BISSEX COMPANY, Inc.
Calvert Building Baltimore, Md.

Good - night - dear - good-night; - There's a light in your eyes shin-ing bright,

GOOD NIGHT

The New Novelty Waltz
With the Bugle Call Effect

PRINTED IN THE USA

© LEO FEIST Inc. NYC

"You can't go wrong — with any FEIST song"

DEVELOPMENT OF PORTABLE FIELD

Robert B. Wheelan, President of Health Builders, Inc., Points Out the Greatly Enlarged Scope of Portable Sales Opportunities

A noticeable change in the portable field was pointed out by Robert B. Wheelan, president of Health Builders, Inc., New York, which produces the "Camp-fone" portable. In discussing the situation with The World Mr. Wheelan declared: "Although the portable was originally designed and planned as a vacation and camp instrument it is my theory that no more than two out of every 100 purchasers of portable machines actually use it for a vacation instrument. This is largely borne out in the decided demand upon the part of the buying public for mahogany and mahogany finished portables. It is logical that a person would not want to take a mahogany machine out into the open. The finish is decidedly not adapted to that purpose. I believe strongly that the future of the portable is for the home and, therefore, it should have a sales demand of all-year duration. It is, in my opinion, gradually taking the place of the small table machine. For example: Mrs. Jones goes to the local talking machine retailer with less than \$50 to purchase a small talking machine which can be placed on the ordinary table. While there she sees the better type machines which she cannot afford, but which various of her neighbors have. She realizes that if she purchases a table machine the contrast will be obvious and she may possibly appear cheap. While there she also sees the portable machine with a good finish and quality equipment and finds that this machine also has a cover which the other machine which she originally intended to buy has not. Furthermore, she is not buying a talking machine which competes with the higher-priced machines of her neighbors, but one that is bought, obvi-

ously, for portable purposes, although the machine may never leave the house. I believe that this instance is being duplicated thousands of times throughout the country and that the home appeal is the real appeal in the portable field. Even in the home its portability is a decided asset, for, although it may be customary to gather in the living room where the large talking machine is situated, very often music is desired in the den upstairs or other rooms of the house. I also believe that the portable talking machine is going to be enjoyed a good holiday demand. It did last year and there is no reason why this success should not at least be duplicated, if not augmented. I recall one instance where a friend of mine received two portables as a Christmas present last year, both of his friends thinking, although separately, of the desirability of the portable as a present."

Mr. Wheelan has taken the theory of the portable as an all-year-round home talking machine and put it into actual effect in new literature on the "Camp-fone" which he has prepared. The quality appeal is presented on the cover, where couples in evening dress are dancing to the music of the portable. On the inside of the cover are shown various scenes of home life, showing the portable in the living room, in the den, the boudoir and the nursery. Mr. Wheelan is advising his many dealers to play up the home appeal of the portable in their sales talks. Mr. Wheelan is helping dealers in this respect, not only through literature, but by attractive window displays showing the portable in the home and other merchandising helps.

NEW STORE IN TUOLUMNE OPENS

TUOLUMNE, CAL., October 6.—Baldwin pianos and a line of phonographs, records and player-rolls will be carried by a new music store, which John Landzaad and Charles Deal are opening.

DITSON DEPARTMENT IS MOVED

Wholesale Talking Machine Department of Chas. H. Ditson & Co. Now Located on Third Floor of Ditson Building on Thirty-fourth Street—Property Purchased by Mr. Ditson

The wholesale Victor department of Chas. H. Ditson & Co., 10 East Thirty-fourth street, New York, under the management of Paul Carlson, has been moved from the eighth floor to the third floor of the building at that address, where increased facilities are provided for the handling of the business.

The floor comprises approximately 4,000 square feet of space, providing adequate room for suitable offices and reception rooms and for the storage of stock. Ditson & Co. have for some time past maintained a model display window for the guidance of dealers in making their own window displays, and this window is a feature of the new third floor arrangement. There are also provided display and demonstration rooms for convenience of visiting dealers.

By moving to the third floor the Victor department secures the use of an additional passenger elevator and also of an extra freight elevator running down to the shipping room in the basement, which provides the means for facilitating deliveries. The department will also be able to make use of the pneumatic tube equipment of the Ditson store proper.

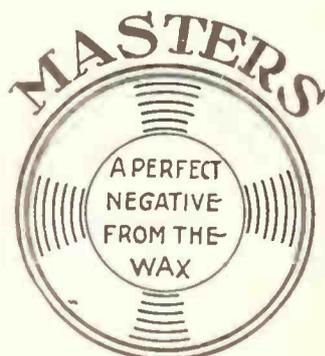
As has already been announced, Chas. H. Ditson, head of Ditson & Co., recently purchased the property at 8-10 East Thirty-fourth street, upon which the present Ditson building was erected under a long-time lease in 1906. The structure is ten stories and basement and is distinctly modern, and is located practically in the heart of the present-day retail shopping district. The floors not occupied by Chas. H. Ditson & Co. for their own departments are leased for use as offices and showrooms.

NATIONAL METALS DEPOSITING CORPORATION

FACTORY
34 East Sidney Ave., Mt. Vernon, N.Y.
Telephone: Oakwood 8845

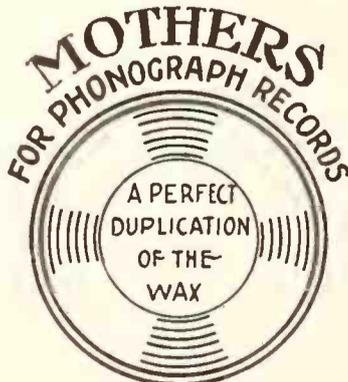
MOUNT VERNON — NEW YORK
MANUFACTURERS OF

LABORATORY
9 East 47th St., New York City
Tel. Vanderbilt 4153



WE DEPOSIT THE
FINEST COPPER
IN THE WORLD

FOR YOUR CONVENIENCE
DELIVER RECORDED WAX
TO OUR LABORATORY



OUR
IMPROVEMENT
ALL STAMPERS
HAVE
**HIGHLY POLISHED
MACHINED BACKS**



OPENS NEW STORE IN CAMBRIDGE, O.

Davis, Burkham & Tyler Co. Occupies Handsome New Building in That City

CAMBRIDGE, O., October 2.—The Davis, Burkham & Tyler Co. on Saturday last held a formal opening of its handsome new building at 843 Wheeling avenue. The new building, a three-story structure, was built especially for the company following the success met with by the local branch that has been maintained here for a number of years.

The main floor is given over to the piano department, the various rooms being divided one from another with French folding doors. On the same floor are the sheet music and small goods department and the executive offices. The basement has been fitted up in a most modern manner to house the Victor talking machine and record department and the music roll department. The interior of the store is finished in ivory, mahogany and French gray, and indirect lighting adds to the effect.

E. M. Bonnell is manager of the local store and his sales staff includes R. L. Cowden, Frank C. Dunn, Chas. Schairer, Marjorie Dennis and Ruth Dawson. The tuning and repair department is an important factor of the business and is in charge of P. E. Beebe.

The store was handsomely decorated for the opening and hourly recitals were given with the aid of the Ampico.

NEW STORE OF CABANAS, BURNS & CO.

Here is good evidence of Mexico's response to Columbia New Process records. We venture



Cabanas, Burns & Co., Inc., Store

to say that a more up-to-date and attractive store than this one recently opened by Cabanas, Burns & Co., Inc., in Guadalajara, would be hard to locate. Guadalajara is one of the principal Columbia distributing centers there.

A. R. SAUNDERS SALES MANAGER

Appointed to This Important Post by Pathé Phonograph & Radio Corp.—C. F. Usher to Manage Metropolitan Sales and V. Czerwinski Is in Charge of Foreign Department

Several important changes of interest to the talking machine trade have been made in the personnel of the staff of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y. A. R. Saunders, who has occupied the position of special representative of the Pathé Co. in the Central States, will occupy the important post of sales manager, which was left open when H. T. Leeming left about a month ago for work in another field.

C. F. Usher, former Pathé special representative, will now manage sales in the metropolitan district. Both Mr. Saunders and Mr. Usher are experienced Pathé men and their advancement is a tribute to their efficiency.

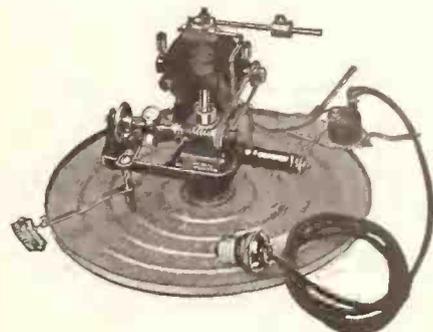
A bright promise for the expansion of the foreign record business of the company is found in the recent appointment of Vincent Czerwinski to the directing staff of the foreign record department. Mr. Czerwinski brings to the Pathé Corp. experience and ability which equip him admirably for his new responsibility. He has the appreciative understanding of the musical artist, having recorded vocal selections for many important companies in this country and having been for many years a recognized singer in European grand opera. He is a linguist and has a practical knowledge of the special problems of the dealers in the retailing of foreign language records. He was at one time associated with the foreign record department of the

General Phonograph Co. and is also the founder and president of the Polonia Phonograph Co. Mr. Czerwinski, since his appointment to the foreign record staff, has been instrumental in developing this end of the business. It is believed that the new price of 75 cents will afford the dealer an opportunity of unlimited development of business. It is also announced that, through the connections of Pathé in Paris, arrangements have been made for the recording of the best selections by the finest native artists in European countries. These will be released at the earliest possible moment, and it is expected that they will be in great demand. A very interesting list of foreign records is being sent out with the November record supplement of the company.

The PHONOMOTOR CO.

WM. F. HITCHCOCK, Proprietor
121 West Avenue Rochester, N. Y.

An Electric Equipment for the PHONOGRAPH



Fully GUARANTEED

Universal—alternating or direct current. Complete, with every part ready to run.

Sample, mounted on motor board, 12x12 3/4, \$25.00 C.O.D. Money back if not satisfactory.

The PHONOSTOP

An automatic stop for all talking machines, 100% efficient.

STANDARD FOR EIGHT YEARS



Guaranteed.

Sold direct to manufacturers all over the world.

Nickel or Gold.

Your phonograph is worthy of the best stop.

This is the only one.

Your customers appreciate it

Our NEED-A-CLIP

A fibre needle clipper with hardened tool steel blade, retails at 75c, does its work perfectly, indefinitely.

WE ALSO SELL GENERAL PHONOGRAPH HARDWARE

Trade Prices upon application

The PHONOMOTOR

Trade-Mark Reg. U. S. Pat. Office



IROQUOIS SALES CORPORATION

210 FRANKLIN STREET

BUFFALO, N. Y.

Distributors for New York State and Northwestern Pennsylvania for Okeh Records and ODEON Records.

A capable, efficient sales organization that is ready and willing to co-operate with Okeh and Odeon dealers in building up a permanent, profitable demand for these popular record lines.



LITTLE TOTS' CHRISTMAS BOOK

Regal Record Co. Announces Timely Recordings—Christmas Selections of Unusual Interest

An interesting series of Little Tots' records, particularly appropriate for the Christmas season, has just been announced by the Regal Record Co., manufacturer of these records. A special Christmas book is now ready and the company's dealers are ordering the books in large quantities in anticipation of a wide demand during the next few months. Recordings in this Christmas book are unusually entertaining and the titles are "The Night Before Christmas," "Santa Claus Hides in the Phonograph," "The Coming of Santa Claus," "Christmas Morning," "To-morrow Will Be Christmas" and "Santa Claus Will Soon Be Here." The book contains these six seven-inch double-faced records with colored pictures and various descriptive cards. All Little Tots' nursery tunes that are shipped on holiday orders will be packed in attractive holly boxes.

UNIQUE RCA "AD" CALENDAR

Radio Corp. of America Issues Interesting Advertising Calendar—Emphasizes Extent of Publicity Campaign During the Year

The advertising department of the Radio Corp. of America, manufacturer of Radiolas, recently furnished to its dealers an unique calendar, calling attention to its tremendous publicity campaign during 1923. For each month of the year a detailed tabulation was presented, showing the dates on which various magazines were published and the combined circulation of these periodicals. All of the magazines in this tabulation are included in the RCA campaign for 1923, in addition to a special newspaper campaign. According to the figures presented in this calendar the 1923 advertising of the Radio Corp. of America will reach a total advertising circulation of 55,000,000 and, subsequent to the preparation of this calendar, considerable additional media were placed on the advertising schedule.

NEW FOREIGN RECORD MANAGER

Louis D. Rosenfield Appointed to Important Post in Vocalion Record Division of the Aeolian Co.—Has Had Wide Experience

Following the acquisition by O. W. Ray, general manager of the Vocalion Red record division of the Aeolian Co., of important foreign record rights while on his recent trip to Europe, and the plans for the development of the



Louis D. Rosenfield

foreign record division of the Vocalion catalog, it is announced that Louis D. Rosenfield, formerly with the Emerson Phonograph Co., well known in trade circles generally, has been appointed foreign record manager for the Vocalion interests. Mr. Rosenfield took up his new duties on the first of this month.

OFFERS NEW RADIO-PHONOGRAPH

Trinity Phonograph Co., Boston, Presents a New Combination Instrument to Trade

The Trinity Phonograph Co., Boston, Mass., has met with considerable success in introducing a new Trinity Radio-Phonograph, a combination instrument that has apparently made a strong appeal to those who admire the talking machine, yet have fallen under the spell of radio. The phonograph case in a cabinet of Queen Anne period, finished in mahogany, is equipped with a Kendrick & Davis motor or a spring motor if desired, while the radio equipment consists of a Maclite four-tube set with the tone chamber of the phonograph taking the place of the loud speaker. The entire radio equipment is included within the cabinet, the only wires being those to the antenna and ground.

T. M. Cornell is associated with H. A. Robbins in the handling of the new radio-phonograph, and has placed a number of the instruments with dealers in the East.

PROFITING BY REPAIR SERVICE

Dealers Realizing Value of This Service in Gaining Friendship of Customers

An opportunity for adding to his profits which the dealer often overlooks is in the repair of talking machines. Not only can this service be made to pay, but the increased prestige derived from an accommodation of this character is bound to cement the friendship between customer and dealer which is sure, sooner or later, to manifest itself in sales of records, accessories, etc., to pleased patrons. That many dealers are paying considerable attention to this form of service, although they cannot afford to operate a repair department, is manifested by the fact that the Ideal Repair Service, New York, which specializes in talking machine repairs, is enjoying a steadily growing business and is constantly enlarging its circle of dealer-clients. In fact, this concern is turning out repair work for dealers throughout the country, evidence enough that many merchants are finding that it pays to help their customers keep their instruments in first-class shape.

SILENT MOTORS**Because**

They represent the highest quality of workmanship and material—guaranteed against defective workmanship and material.

In operation and winding they are absolutely silent.

The governor shaft operates in a ball-bearing socket, an exclusive feature patented by this company.

They are intelligently designed to overcome the common faults of speed regulation and wobbly turntable action.

The specified playing capacities are guaranteed.

Their construction and quality insure perfect performance for long periods.

Made in Three Types

Model H.H. a double spring guaranteed to play five records.

Model K.K. a double spring guaranteed to play three records.

Model S.S. a single spring guaranteed to play two records.

Samples and further information upon request.

THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, *President*

321-323-325 Dean Street

BROOKLYN, N. Y.

Telephone Sterling 4861

OGDEN'S Store Equipment

of all kinds has been used with satisfaction by the trade for nearly ten years.

Our method of Filing, Finding and Selling has helped thousands of dealers who purchased on our Guarantee of Satisfaction.

Today we continue to guarantee Service and Satisfaction.

Tell us what you want and let us serve you too.

**OGDEN SECTIONAL
CABINET CO.**

Lynchburg

Virginia

PLYMOUTH PHONO. CO. TO EXPAND

Chamber of Commerce of Plymouth, Wis., Recognizes Importance of the Company and Urges Public to Subscribe for New Stock

PLYMOUTH, Wis., October 6.—At a recent meeting of the Plymouth Association of Commerce in this city much attention was directed to the activities of the Plymouth Phonograph Co. A resolution was passed acknowledging the Plymouth Co. as an important asset to the commercial life of the town. A further resolution inaugurated a movement to obtain additional resources to enable the Plymouth Co. to enlarge its plant and take care of its largely increased business by the sale of preferred stock. An idea of the importance of the phonograph company to the town may be gained from the following paragraph which was part of the preamble to the resolution:

"Whereas, the business depression, which struck our country toward the end of 1920, also had its effect upon the Plymouth Phonograph Co., and in consequence of same they were obliged to cut down their working force considerably. But all through the years 1921 and 1922, where other plants had to cease operations and were practically shut down, the Plymouth Phonograph Co. kept on running and gave steady employment to close to 100 men. During the prosperous year of 1920 they paid out in wages \$235,000.00, and since then, including the long period of depression, the semi-monthly pay roll has averaged approximately \$5,000.00."

After describing the present favorable position of the Plymouth Phonograph Co. and mentioning its large contract with Montgomery Ward & Co., of Chicago, the resolution invites the public to subscribe for the company's new issue of 8 per cent preferred stock.

One of the latest additions to the music stores of Columbus, O., is the firm of Koebel & Keller, who have opened an attractive store at 846 North High street. In addition to pianos, the concern handles Victor talking machines.

TWO DEPARTMENTS UNDER ONE HEAD

Piano and Phonograph Departments of Hahne & Co., Newark, Now Under Management of W. O. Black—J. L. Blake With Bamberger

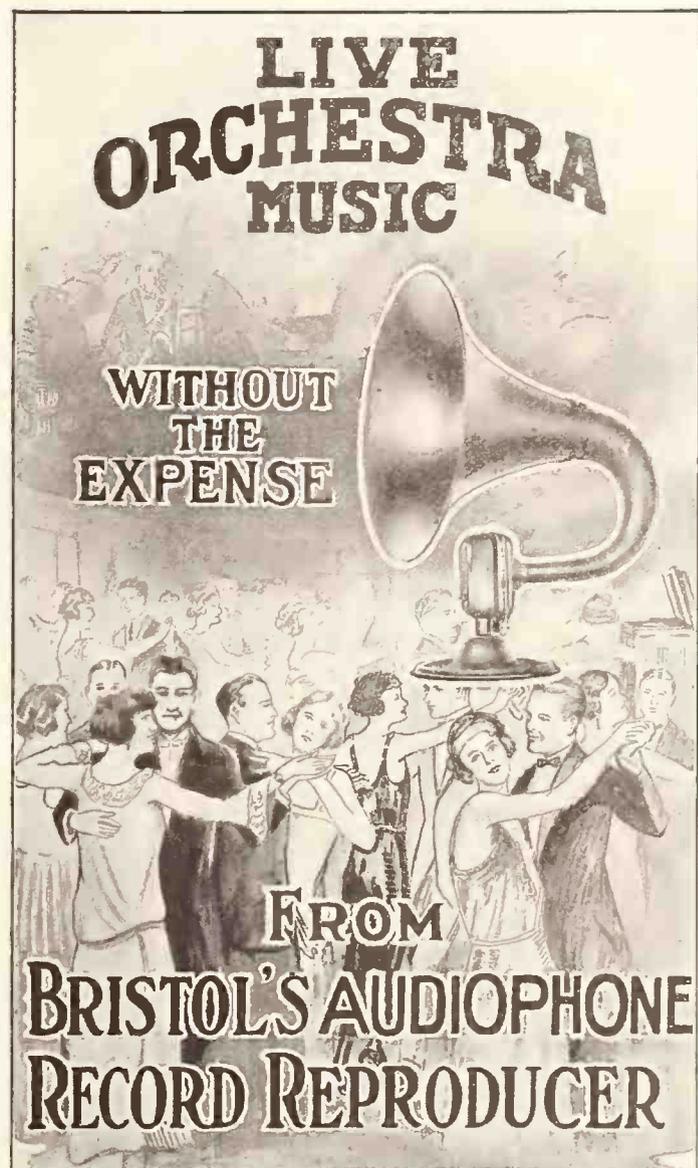
The piano and phonograph departments of Hahne & Co., Newark, N. J., which have been operating separately in the past, were consolidated under one head last week and both will in the future be managed by W. O. Black, present head of the piano department. Such a combination had been contemplated for some time on account of the interlocking nature of the business and, the departments being situated side by side in the store, the change will be especially effective. J. L. Blake, who recently resigned as manager of the talking machine department, has joined the sales force of the phonograph division at Bamberger's, Newark.

The Van Fossen-Smiley Piano Co., which features the Sonora and Fischer phonographs and Vocalion records in Canton, O., is now settled in new quarters at 426 Market avenue.

PLANE USED IN NOVEL PUBLICITY

Hempstead Music Shop Celebrates First Anniversary of Store Opening by Staging Unusual and Most Effective Advertising Stunt

A novel publicity stunt was recently staged by the Hempstead Music Shop, live-wire Sonora dealer at Hempstead, Long Island, N. Y. It was the first anniversary of the opening of this store and H. H. Lindenberger, manager of the establishment, decided to use some real publicity. Advance advertising appeared in the local newspapers and on the day set for the event a large airplane, with the words "Sonora" and "Hempstead Music Shop" painted in four-foot letters on the bottom, flew over the town at an extremely low altitude, with another plane circling above it. After doing a few stunts to attract attention the passenger in the first plane dropped 1,500 envelopes with Sonora literature enclosed over the side. Each envelope was numbered and prizes were distributed to the four persons who picked up the winning numbers, the first prize being a Sonora portable.



The tone and volume of any phonograph can be greatly improved by using Bristol Audiophone Phonograph Record Reproducer. This outfit utilizes the same Audiophone Loud Speaker which has become famous in radio receiving.

It can be attached instantly to any make of phonograph without mutilating the instrument in any way.

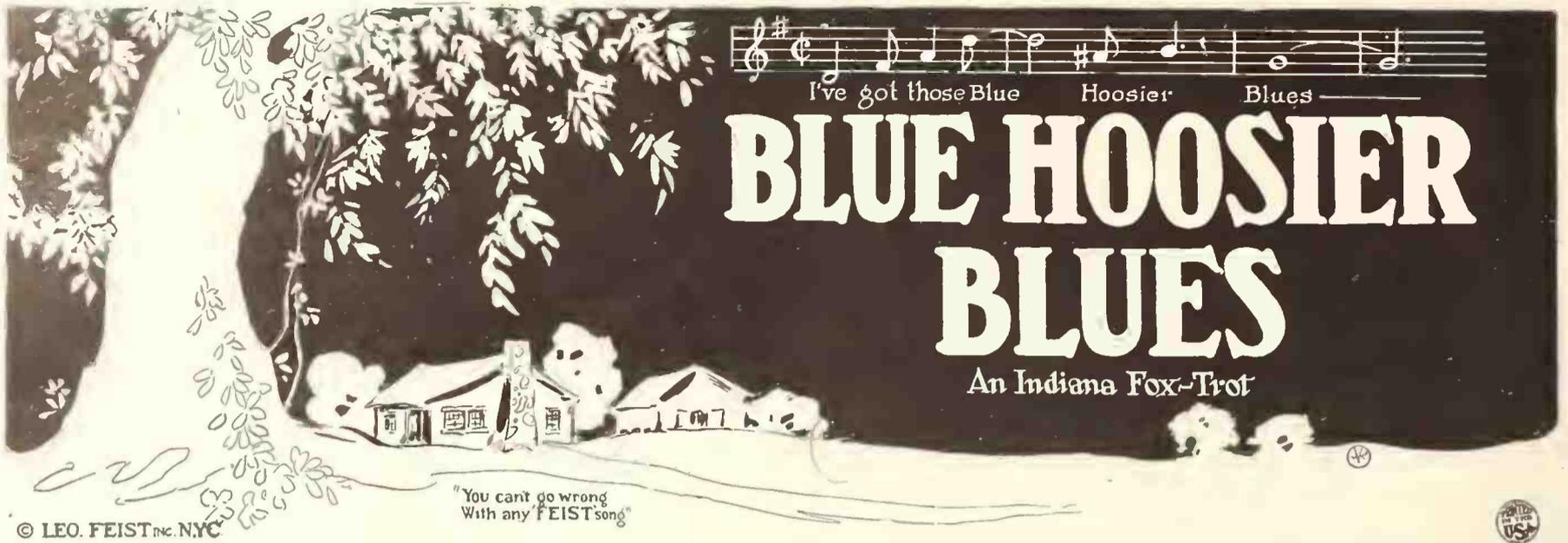
There are wonderful resale possibilities for use in homes, club houses, restaurants, schools, church societies, lodges, etc. It

furnishes the ideal music for small dances and informal entertainments.

In addition to all these, when used to demonstrate in your own store it will greatly increase the sale of records. Read what one of the big music stores in Pittsburgh has written us: "We have an Audiophone Phonograph Outfit which is giving us great satisfaction. We find that it has been a great help to us in stimulating our sales, especially in this, our dull, season."

Shall we arrange for a demonstration in your store?

THE BRISTOL COMPANY
WATERBURY, CONN.



I've got those Blue Hoosier Blues

BLUE HOOSIER BLUES

An Indiana Fox-Trot

"You can't go wrong With any FEIST song"

© LEO. FEIST INC. NYC

CANTON, O.

Trade Extension Week Stimulated Sales—Big Holiday Demand Expected—Moves and Alterations

CANTON, O., October 4.—It was the consensus of opinion among talking machine dealers in the Canton district that, from the middle of October right on through until the holidays, business will show a decided gain in all lines of musical merchandise. Trade Extension Week, in which eleven local music dealers participated, helped stimulate business and brought in suburban shoppers. Many sales were attributed to this promotion. Industrial conditions continue good and there is every reason to believe that the coming two months will produce some real business.

The Betty Furniture Co. will move soon after November 1 to a new location at Fifth street and Market avenue north. A talking machine department will probably be installed.

Almost twice the present floor space will be available in the talking machine department of the Heffing Music Co., New Philadelphia, O., when alterations are completed. The main entrance will be shifted to the middle of the store, which will permit construction of large display windows on each side. The interior will be remodeled and redecorated. Sharp & Savidge are the proprietors of this music store, which was opened in 1906.

Alice M. Kestel, assistant manager of the record department of the D. W. Lerch Music Co., has resigned her position.

The Van Fossen-Smiley Piano Co. has taken on the Capitol line of talking machines.

Samuel Weber, president and treasurer of the Weber Department Store, which maintains one of the largest talking machine departments in

this section of the State, died recently in Zanesville, O. He was past seventy years of age.

Much interest was manifested this week in the personal appearance of Mme. Schumann-Heink, Victor artist, who inaugurated Canton's Winter concert season. The concert was one of the largest attended in recent years. The seat sale was conducted at the music store of the George C. Wille Co., which tied up with the concert and offered an attractive window display featuring her best records.

The W. R. Zollinger Co. reports that talking machine business showed a big gain after mid-month, this spurt resulting indirectly from the exhibit at the recent county fair, according to W. E. Pyle, manager of this department.

The Rhines-Edison Co. presented a most attractive display window in connection with the opening of Cleveland avenue celebration held Wednesday night. Manager Rutledge decorated the window with natural Autumn leaves and in the center spotted the newest model upright Edison machine. The display proved one of the best along the street.

Seven well-known music stores handling talking machines participated in the annual Fall Trade Extension Week, sponsored by local retail merchants, September 24 to 29. On the opening day of the sales week more than 800 out-of-town visitors registered at the headquarters booth on the public square. Dealers report heavy sales of records and small merchandise, including player rolls. They also moved many machines during the week. Some of the stores offered informal musical programs for the suburban shoppers and others fitted up rest-rooms for the visitors.

The Canton Homes Beautiful Exposition, which closed September 30, offered music dealers an opportunity to place before home owners the need of a talking machine in the home. In each of the three modern homes, which were viewed by thousands of people, was a new model talking machine of some well-known make. At Home No. 1 the George C. Wille Co. had a new upright model Brunswick machine; Home No. 2, the Rhines-Edison Shop presented an upright Edison, and in Home No. 3 the Alford & Fryar Piano Co. featured a late model electric-driven Queen Anne model Cheney. The machines were operated by the custodians in charge and the music dealers supplied the records. The dealers report many inquiries as a result of the demonstration.

GRIGGS MUSIC HOUSE REOPENS

PEORIA, ILL., October 3.—The spacious ware-rooms of the Arthur P. Griggs music house, successor to Guy Hornish, have reopened on the ground floor of the Peoria Life Building with an extensive display of high-grade pianos and players. The concern is under the management of Wayne Wilson, who is secretary of the Peoria Music Dealers' Association and has been identified with local music houses for the last five years.

THE TROTTER ELECTRIC MOTOR

Is an Attractive Retail Proposition for Phonograph Dealers

Easily Installed

Will Run on Any Current

Guaranteed for One Year

The Trotter motor can be sold to any one who owns a spring motor driven phonograph. Any one can install it and when following printed instructions can change his phonograph into an electric machine in ten minutes.

Plymouth Phono Parts Co.

PLYMOUTH

WISCONSIN

DISTRIBUTORS

Plaza Music Co., 18 West 20th Street, New York
Lakeside Supply Co., 73 West Van Buren Street, Chicago

Victor Co. Launches Fall Advertising Drive

Full-page Advertisements in Leading Newspapers of the Country Herald Pre-holiday Campaign of the Victor Talking Machine Co.—Records Receive Much Attention

Full-page advertisements in the leading newspapers of the country recently heralded the opening of the elaborate Fall advertising campaign of the Victor Talking Machine Co. which it is declared will represent one of the most elaborate publicity campaigns ever carried on by a talking machine manufacturer covering a similar period.

The Victor Co. has for many years made a particularly strong advertising drive in the Fall of the year for the purpose of stimulating holiday sales of Victrolas and records, but in the past the copy for the most part has been general in character, featuring the name and the quality of the product rather than the particular details of the records and those making them,

although, of course, the more noted artists were frequently named in the copy.

This year the campaign started about the time the public was advised of the issuance of the records in the Red Seal catalog in double-sided form, and there was therefore much material from which to develop sales arguments of direct appeal. The Victor copy, therefore, has been devoted largely to the exploitation of special groups of records by artists of recognized standing in the public mind and thus may be calculated to have direct selling value so far as the records mentioned are concerned.

In order that the dealers might tie up most effectively with the newspaper and magazine campaign of the company during the Fall months, they were some time ago provided with a list of the artists whose records would be featured in the advertising in order that they might prepare themselves properly to meet the demand by bolstering up their record stocks where needed.

The price appeal has naturally found a place in the newspaper copy, though not unduly emphasized. The fact that double-sided Red Seal records offering two selections by noted artists at a price only slightly above that asked for a single-sided record has offered a sales argument the value of which can be readily appreciated.

WILL DISTRIBUTE K. & D. MOTOR

Cliff Electric Corp. Closes Important Deal With Kendrick & Davis to Distribute Electric Motor—Quantity Deliveries After November 1

The Cliff Electric Corp., New York City, announced recently that it would distribute the K. & D. electric phonograph motor, manufactured by Kendrick & Davis, of Lebanon, N. H. S. A. Jacobs, of the Cliff Co., recently returned from a trip to the factory where he spent several days consulting with Kendrick & Davis regarding the production of the motor. He states that the factory will be working to capacity until November 1, when it will start steady production on the new motor and be able to make quantity deliveries. A special feature of this motor, according to Mr. Jacobs, is the automatic stop, which is part of the motor unit and does away with the necessity of boring holes in the phonograph board.

Mr. Jacobs states that his company has discontinued the production of the Speed-rite electric motor in order to concentrate its entire time and energy on the distribution of the new K. & D. motor. Although this motor has been on the market for a short time, substantial orders have been received from well-known phonograph manufacturers.

CONTEST STIMULATES SALES

Emerson Dealer Uses Popular Girl Contest to Advantage—Emerson Phonograph Awarded Winner—Considerable Interest Aroused

The Emerson Phonograph Co., Inc., 105 West Twentieth street, New York, N. Y., participated recently in an unique dealer tie-up, which took the form of a popular girl contest; this contest being staged in conjunction with the Graham Music Shoppe, of Jersey City, N. J. A vote was allowed with every purchase of merchandise amounting to 50 cents, and the prize, consisting of an Emerson Queen Anne model phonograph, was won by Miss Mary Lutz. Samuel Nelson, proprietor of the Graham Music Shoppe, states that the contest was a decided stimulator of business during the month it took place, particular activity and interest being displayed during the last two weeks, when the rivalry among the thirty contestants was at its height.



More than 20,000
Now in Use

EDISON DISC RECORDS

should NOT be played by untried reproducers and haphazard attachments.

The "VICSONIA" has long been accepted by the Trade for its distinctive interpretation of the Edison Disc records.

Furnish your customers with Vicsonias and increase your record circulation.

Sample Vicsonia, in silver, set with sapphire point, sent on receipt of \$4.50.

VICSONIA MFG. CO.
INCORPORATED
313 East 134th Street
NEW YORK

Build Up Profits From Needle Sales

"The greater the volume, the larger the profits." This maxim holds true especially with such small articles as needles.

Sales of

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

Semi-Permanent Needles

can, through the exceptional satisfaction they engender, be built up to extremely large proportions and frequent turnover, thereby increasing your profits from needle sales materially.

Sonora Phonograph Company, Inc.

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto

No Dissatisfaction in Eight Years!

That's what one Sonora dealer writes us. Here is his letter. (Name furnished on request):

"I know of no line of merchandise in our store which causes us less trouble and brings us more satisfied customers than Sonora. In the eight years we have handled Sonora there has not been one case of absolute dissatisfaction come to my notice. It is pleasant, clean business, which is as enjoyable as it is profitable."

You, too, can enjoy the satisfaction and large profits which accrue to the dealer handling a high quality instrument. Write today for the Sonora proposition.

Sonora Phonograph Company, Inc.

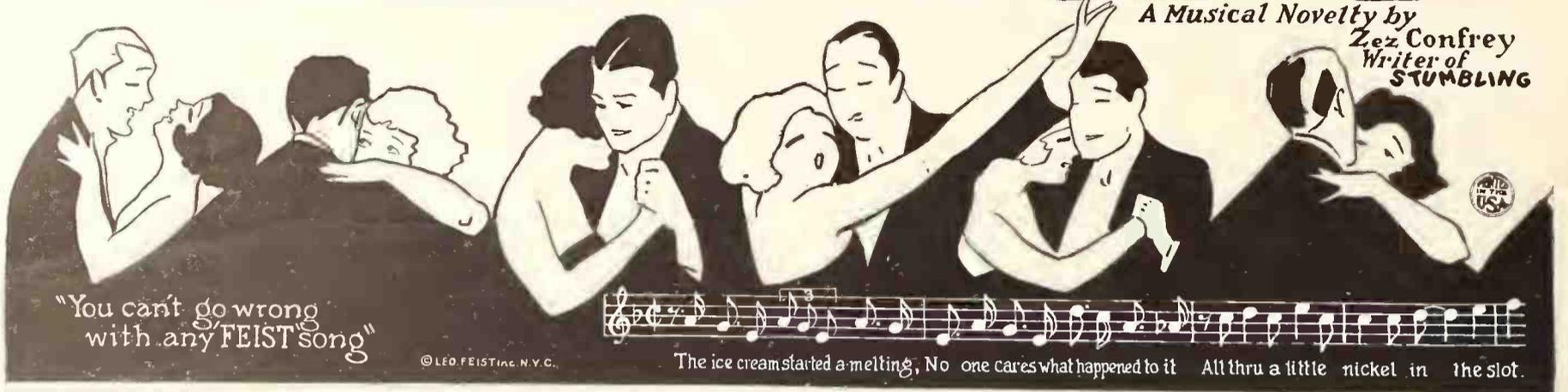
279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

NICKEL in the SLOT

A Musical Novelty by
Zez Confrey
Writer of
STUMBLING



"You can't go wrong
with any FEIST song"

© LEO FEIST INC. N. Y. C.

The ice cream started a-melting, No one cares what happened to it All thru a little nickel in the slot.

SAN FRANCISCO

Dealers Putting Houses in Order for Busy Holiday Trade—Woman Swindler Convicted—New General Phono. Corp. Home—The News

SAN FRANCISCO, CAL., October 4.—Business throughout this territory remains fairly good, although there has been a slight drop in retail sales. This, however, has not dimmed the optimism of the local trade, as it is generally realized that this is only a temporary condition which usually precedes the busiest season of the year, namely, the pre-holiday months. Wholesalers serving the local territory are busy; retailers seem to be getting their stocks in order for the final drive of the year.

Woman Swindler Convicted

Katie Bauer, who has been in jail awaiting trial on the charge of swindling retailers of talking machines, pianos, etc., has been convicted through the efforts of the Music Trades Association of Northern California. The practice of the Bauer woman consisted of making an initial payment on a talking machine or piano, which she sold as soon after delivery as possible, without completing the terms of the contract with the dealer. Four or five months of her activities in this city resulted in substantial losses to a number of small dealers.

The General Phono. Corp.'s New Home

W. E. Henry, who recently was made man-

ager of the Western district by the General Phonograph Corp., manufacturer of Okeh and Odeon records, and who has turned over the distribution of these lines in the Los Angeles territory to "Okeh" Smith and relinquished his quarters in that city, has opened a local distributing headquarters on the fourth floor of the Arenson Building, on Second street. Associated with Mr. Henry is "Bob" Coltart, who was formerly with the Columbia Co., and who has just returned to this country with his wife and family from Australia, where they spent six months.

Edison Demand Continues

One of the busiest jobbing houses in the Western territory is Edison Phonographs, Ltd., which is the distributor of the Edison in this city, Los Angeles and Portland, Ore. Orders have been coming in in great shape and there is no doubt that this will prove a great Edison year when the holiday business finally closes 1923 sales activities. Edison retailers are usually selected for their merchandising ability, and the consequence of this is that the Edison retail trade is composed of as clean cut a body of men as can be found anywhere in the trade,

and their ability as a class is reflected in the steady growth of the demand for the Edison.

Install Audaks

Ten Audaks, a device doing away with booths in the demonstration of records, have been installed in the talking machine department of the Emporium, of which Charles Mauzy is manager. Although installed but a very short time this method of record demonstration has been found very effective in handling trade with the greatest efficiency during rush hours.

Another innovation established by Mr. Mauzy are periodical meetings of the sales organization to discuss plans for the improvement of the talking machine department, business policies, etc. Already a number of worth-while suggestions have been secured in this manner, and as the result of some of them the department will be rearranged along lines which will add greatly to its attractiveness and utility.

Planning Billboard Campaign

G. E. Morton, manager of the phonograph department of the White House, which features the Cheney, is getting ready for his pre-holiday sales drive. To this end he has contracted for space on approximately fifty billboards in the city and surrounding territory.

New Wurlitzer Home Soon to Open

The new establishment of the Rudolph Wurlitzer Co., in the Mission, will be formally opened some time toward the middle of the month, according to present plans. A complete line of Victor talking machines and records will be handled in the talking machine department. L. P. Tenney, who was formerly in charge of the Kohler & Chase store, in the Mission, will be manager. His mother, Mrs. M. B. Tenney, will be in charge of the record department, and the T. & D. Store, in which she had a half interest, will be closed.

News Gleanings

Philip T. Clay, president of Sherman, Clay & Co., has returned from the Pacific Northwest, where, with G. W. Bates, comptroller of the company, he inspected the various branches.

The Kruschke Sales Co., Omer Kruschke, proprietor, which handles the Pathé phonographs, has installed a piano department.

The Record Exchange, Ellis street, which recently installed a complete stock of Odeon records, is doing a good business in this line.

The Hauschildt Music Co., Columbia dealer, is preparing for a big sales drive.

Leon Lang, until recently with Kohler & Chase, is now with Sherman, Clay & Co.

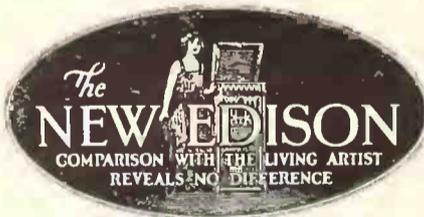
The Hansen Music House has rearranged its stock to facilitate service. Miss Hazel Barlow has been added to the sales force.

The Brunswick phonograph recording outfit will make records in this city of Paul Ash's Orchestra in "When Night Time Comes" and "Rock-a-bye My Baby" about October 20.

Fred Sherman, vice-president of Sherman, Clay & Co., is home from a visit to the Victor plant.

Leon F. Douglass, of the Victor Co., has returned from a trip to Europe and Leon Douglass, Jr., is home from a trip to Paris, France.

New Business and The Pacific Coast



1851 new business enterprises have started up in one Coast city in the past six months.

The growth of Edison sales reflects this evidence of prosperity. Can you afford to miss the opportunity to engage in a profitable line in this favored business section with its delightful climate?

We serve the entire Coast. Write any of our three houses for particulars regarding open territory for new dealers.

Edison Phonographs, Ltd.

Los Angeles

San Francisco

Portland

DOMES of SILENCE

"Better than Casters"

Selected for 4 Reasons by

WELTE-MIGNON CORPORATION

Manufacturers of the World Famous

WELTE PHILHARMONIC PIPE ORGANS
REPRODUCING PLAYER PIANOS, CABINET PLAYERS
& ARTISTS' REPRODUCTION MUSIC ROLLS

First:

Because on a piece of furniture so heavy some form of footwear is absolutely essential in order that it may be easily moved about without injury to floors or floor coverings.

Second:

Because any form of footwear that would elevate the cabinet legs from the floor would destroy the beauty of these Period reproductions. Domes of Silence are invisible.

Third:

Because it is necessary that the cabinet stand firmly in place in front of the piano. Any movement, any wobbling would effect the quality of the playing.

Fourth:

Because Domes of Silence are the simplest form of footwear. They will not break down or get out of order.



Welte Cabinet Player, William-Mary Model—Weight 375 lbs.



DOMES of SILENCE
"Better than Casters"

Made under Patent No. 995758 which has been vigorously contested and sustained by the court of appeals. Any infringers and those involved in the manufacture, sale or use of same will be liable for prosecution and subsequent damages.

Best for the finest—then surely best for the cheapest

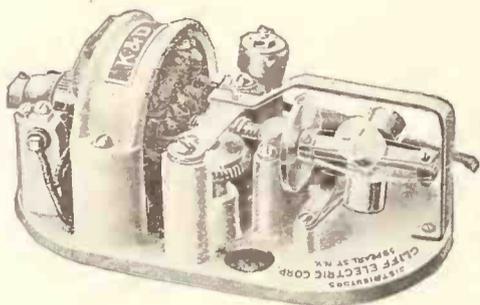
DOMES of SILENCE Division

Henry W. Peabody & Co.
37 State Street, New York City

P-1132

*What we say above about Furniture applies also
to Phonographs*

The K & D Electric Phonograph Motor



FEATURES

Prices,
Sample Motor or
Booklet on Request

- I. A real automatic stop, containing in one unit a switch and protective lock.
- II. Uniform speed—Is run direct from motor to formica spindle gear. It has no belt to slip. No electrical control to need adjustment. Runs on either alternating or direct current.
- III. Price—No electric phonograph motor has been sold at as low a price. Our production and experience enable us to compete with the spring motor. A real guarantee is back of the K. & D.

You should look into these three features.

DISTRIBUTORS

CLIFF ELECTRIC CORPORATION
59 Pearl Street, New York

FEDERAL TEL. & TEL. ACTIVITIES

Dealer Agencies Being Placed in Talking Machine Field—Col. S. H. Mapes Discusses Business Conditions—Planning for Fall

"We are closing the greatest season in our history," said Col. S. H. Mapes, manager of the New York offices of the Federal Tel. & Tel. Co., Buffalo, N. Y., in a recent chat with *The World*. "We had expected that beginning with September 15 our dealers would start placing good-sized orders for Federal radio receiving sets, but we had never anticipated such an exceptional demand from the trade throughout the East. It seems as though the dealers as a whole are beginning to thoroughly appreciate and understand the unlimited sales possibilities for high-grade radio business, and repeat orders are being received from well-known retail merchants in the metropolitan district and in all sections of our territory.

"During the past few months we have been concentrating a considerable portion of our activities on the development of business in the talking machine field, and we are keenly gratified at the result of our efforts. We have placed dealer agencies for Federal receiving sets in a number of important trade centers, and there is no question but that the talking machine dealer is ideally qualified to merchandise our product profitably and advantageously. We are making plans for a banner Fall trade, and are also looking forward to 1924 with optimism and confidence."

HEAVY FALL DEMAND IN WASHINGTON

Dealers and Jobbers Are Well Pleased With Conditions—Louis & Co.'s Enlarged Department—Talkers at Better Homes Exposition

WASHINGTON, D. C., October 9.—The early Fall business in talking machines in Washington is exceeding all expectations on the part of both wholesalers and retailers, and the wholesalers are finding it difficult to supply the demand, which includes not only the machines themselves, but all kinds of talking machine stock. Some idea of the demand may be gained from the statement of Leslie Lore, manager of Cohen & Hughes, Victor distributors, that the call for all kinds of machines and records has been so great during September that it is impossible for his establishment to accumulate any reserve stock. Factory shipments are disposed of the same day they arrive in Washington, it is stated.

Louis & Co., phonograph dealers at Seventh and G streets northwest, are almost ready to open up a greatly enlarged talking machine department to the public. The store occupies a four-story building in a very favorable location, and work has been going along steadily on the remodeling of the three upper floors as an extension of the phonograph department, which up to the present has occupied the ground floor only. An elevator has been installed in the rear of the store for the convenience of patrons, and the three upper floors will be ready for occupancy within a few weeks.

Mrs. W. E. Chappellear is the new assistant to Miss Florence Terwilliger in the talking machine department of Charles Schwartz & Son.

Phonograph dealers were well represented at the Better Homes Exposition, held in this city during the early part of October, by a complete display and demonstration of many types of talking machines. The purpose of the exposition was to create an interest in the Better Homes movement, and to this end some twenty-six model rooms were created, the furnishings being supplied by Washington merchants. In addition to the displays of talking machines, a series of lectures as a regular part of the exposition stressed the importance of music in the home.

Caution should be exercised in granting credit. It is better to be safe than sorry.

EIGHT VICTOR ARTISTS IN HERRIN

Concert Under Auspices of Talking Machine Department of Cline-Vick Drug Stores

HERRIN, ILL., October 8.—One of the most enjoyable and best attended musical events ever held here was staged under the auspices of the Cline-Vick Drug Stores, Victor dealers, who

were responsible for the local appearance on October 5 of the Eight Famous Victor Artists. The Cline-Vick concern had attractive programs printed on the back cover of which appeared some of the favorite recordings of these well-known Victor artists. Considerable publicity heralded the event, which was a decided success, both from the standpoint of attendance and increased record sales.

BRUNSWICK MEETING IN CLEVELAND

Interesting Talk by J. F. Ditzell, Brunswick Sales Promotion Manager—Dinner-dance Winds Up Constructive Meeting

CLEVELAND, O., October 10.—Brunswick dealers throughout this territory gathered at the Hotel Winton on Monday of this week, for what was one of the most successful Brunswick sales conventions ever held in this section. The day was devoted to business and amusement, and the local Brunswick branch, which sponsored the affair, under the direction of Leslie I. King, local branch manager, held open house. Brunswick boosters from the Cleveland, Pittsburgh and Buffalo territories were present and heard a constructive talk on the problems of the retailer by J. F. Ditzell, manager of the sales promotion department of the Brunswick Co. The complete line of new Brunswick models was on display, giving the visiting dealers an opportunity of making their selections and placing orders for the pre-holiday trade. During the afternoon the visitors and their guests were taken to interesting points in the city and in the evening they were entertained at a dinner-dance, at which the Oriole Orchestra, Brunswick artists, furnished the music.

C. W. Copp, who has attractive warerooms at 228 South Michigan street, South Bend, Ind., is transacting a very large volume of business in pianos and players, as well as Columbia and Sonora phonographs.

Recording for the Phonograph Trade

The best equipped and efficient—low cost—laboratory in the industry.

Our success in recording for some prominent makes of records assures you a high-class product.

A visit or telephone call will give you the details.

Let us solve your technical problems.

We will be glad to send samples of late recordings.

A. J. BAUM, Manager
ARTHUR BERGH, Musical Director
FRED OCHS, Recorder

INDEPENDENT RECORDING LABORATORY, Inc.

102-104 West 38th Street New York

Many Fine Exhibits at New York Radio Show

Products of Leading Manufacturers Represented—Visitors Included Many Prominent Talking Machine Men—Great Interest on Part of Public—Interesting Addresses at Open Meetings

Under the auspices of the American Radio Exposition a very successful Radio Show was held at the Grand Central Palace, New York, the week of October 8, dealers and radio enthusiasts from all parts of the country being present. A great majority of the leading radio manufacturers were represented at the show, together with makers of loud speakers, head sets, accessories and general parts. The interest manifested by the public was surprisingly great, considering the fact that the show was held during the week of the World Series, when this baseball event was the center of attraction. Thousands of out-of-town visitors spent quite some time at the various booths and the show, from the standpoint of the exhibitors, was a marked success.

One of the outstanding features of the show was the marked improvement in the cabinet work on the standard sets as compared to last year's exhibits. Practically all of the well-known radio set manufacturers exhibited models particularly designed for merchandising by talking machine dealers, and these merchants evinced keen interest in these sets. Many handsome cabinet instruments were exhibited and, judging from the comments of the visiting dealers, there is a tendency on the part of the average phonograph merchant to pay close attention to the sales possibilities of standard radio receiving sets. Another noteworthy feature of the radio sets exhibited was the simplicity of operation that characterized practically all of them. The radio manufacturers as a whole are endeavoring to furnish the public with sets that require minimum technical ability to operate, and the simplicity of installation attracted the attention of the dealers and the public.

There were many unique exhibits at the show, including portables, combination lamp and radio sets, army and navy apparatus and other unusual sets and accessories. Loud speakers were prominently displayed and several manufacturers featured sets with indoor loop antennas, in place of the usual outside aerials.

The radio trade was keenly interested in a series of open meetings held in the conference rooms at the Grand Central Palace, under the auspices of the Radio Trade Association. A number of very interesting addresses were made during these open forums and among the speakers were H. T. Melhuish, Radio Corp. of America; H. H. Roemer, sales manager, De Forest Tel. & Tel. Co.; Powel Crosley, Jr., president, Crosley Mfg. Co., Cincinnati, O.; Dr. Lee DeForest, Allen D. Cardwell, president of the Allen D. Cardwell Co., Brooklyn, N. Y., and members of the radio trade press.

The Radio Corp. of America maintained an extensive exhibit, divided into several sections. One display featured various Radiolas, manufactured by this company, while another section showed an exhibit in relief of the ruined cities of Tokyo and Yokohama, Japan. A model of the huge RCA station at Tomioka, which linked Japan with the rest of the world during the earthquake, was shown on one side of the display. Incidentally, the 600-foot tower at Iwaki, constructed by American engineers, withstood the ravages of the earthquake. Another large exhibit sponsored by the Radio Corp. of America presented a group of noteworthy paintings, depicting various periods in America's history, such as "The Dawn of Communication," "First Mail Train," "Laying of Original Atlantic Cable," "Birth of the Telephone" and "Radio in the Home." Geo. H. Clark, who is in charge of all RCA exhibits at the shows, was responsible for this year's handsome display and was assisted by H. C. Gawler, of the sales staff, together with other members of the sales organization. Among the Radiolas exhibited were the following popular models: II, IV, V,

VI, VII and its new product, the Radiola grand.

At the booth of the DeForest Tel. & Tel. Co. the new DeForest Model D-10 was the center of attraction. This instrument, which was introduced to the trade a few months ago, was demonstrated to splendid advantage by members of the sales organization. Dr. Lee DeForest, famous inventor of the products bearing his name, was a frequent visitor to the show and E. H. Jewett, president of the company, made a special trip from Detroit to welcome the members of the trade who called at the DeForest exhibit. The D-7-A set was also on exhibit and created considerable interest. R. M. Keator, sales manager of the company's Eastern headquarters, was in charge of the display, assisted by the following members of his staff: M. Craddock, Alfred Nordholm, Frederick Roach and E. Von Brandt. H. H. Roemer, sales manager of the company's headquarters at Detroit,

was also in attendance during the course of the show.

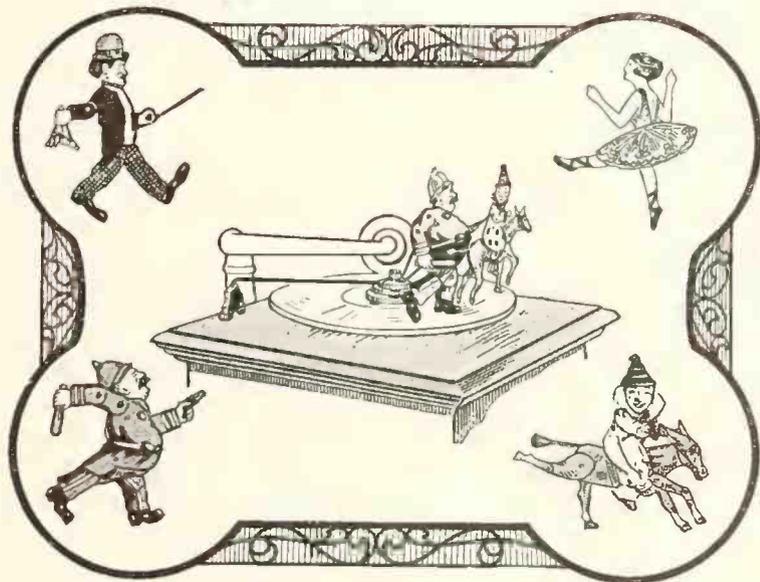
Herbert A. Brennan, sales manager of the Cutting & Washington Radio Corp., Minneapolis, Minn., and for many years one of the most popular members of the talking machine trade, was in charge of the C. & W. exhibit at the show and welcomed talking machine dealers from all over the country. This company has been sponsoring an aggressive campaign to interest the talking machine trade and the various C. & W. sets on exhibition included several models designed for this industry. Among the Cutting & Washington sets on display were the No. 11-C console, the new 12-A portable, the 11-A and the 15-A single-tube set that is meeting with considerable favor. Mr. Brennan was assisted at the show by several members of the Radio Stores Corp., New York, distributor for Cutting & Washington products.

One of the most artistic exhibits at the show was the display presented by the Colin B. Kennedy Co., St. Louis, Mo. This company, which is one of the pioneers in the radio industry, showed a complete line of its instruments, in-

(Continued on page 182)

—here's the newest phonograph toy

THE PHONOGRAPH PHOLLIES



The Cop, the Dancer, the Comedian, the Clown and Jenny, the Mule—O, they're funny! The Comedian makes love

to the Dancer; the Mule tries to throw the Clown and kicks off the Cop's hat. The Cop finally runs the whole bunch in.

Here Are The Other National Funmakers

THE MAGNETIC DANCERS—They waltz, fox-trot or two-step like a couple on a ballroom floor. Price \$1.00

THE RASTUS FAMILY—Don't miss these favorites—

- Ragtime Rastus, Price \$1.25
- Boxing Darkies, Price \$1.50
- Shimandy... Price \$1.65

THE FIGHTING ROOSTERS—My, but they're a scrappy pair! Price \$1.65

Order the Full Assortment. You can sell them all as easily as one.

You Can Build Up A Splendid Holiday Trade With These National Toys

THEY take up small space and they SELL SWIFTLY. Put them in your windows and watch the crowds gather.

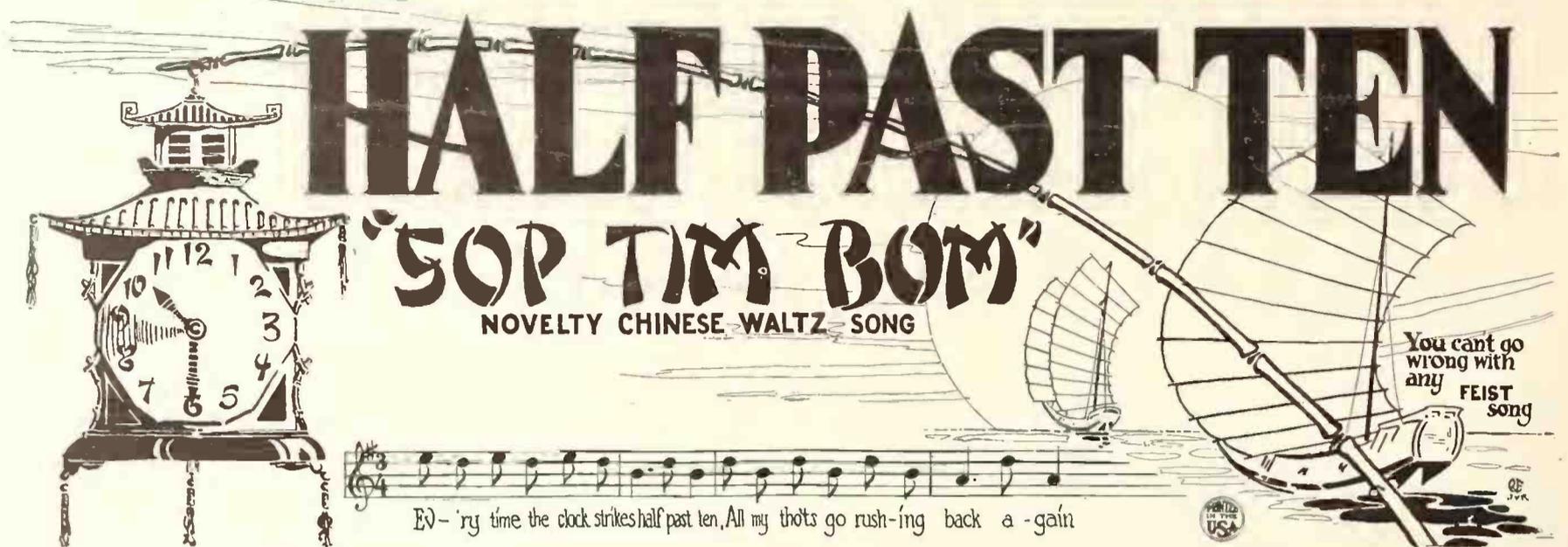
Order a few just as a starter. You'll be surprised how quickly they'll go. Phonograph Phollies (set of 5 figures) sell for \$1.65. Combination of Comedian and Dancing Girl, \$1.00; Cop and Clown, \$1.00.

Usual Trade Discounts.

NATIONAL CO., BOSTON, MASS.

108 BROOKLINE STREET

CAMBRIDGE, MASS., U. S. A.



HALF PAST TEN

"SOP TIM BOM"

NOVELTY CHINESE WALTZ SONG

You can't go wrong with any FEIST song

Ed-ry time the clock strikes half past ten, All my thots go rush-ing back a-gain

MADE IN THE USA

EXHIBITS AT NEW YORK RADIO SHOW

(Continued from page 181)

cluding two handsome period models, designated as the Jacobean console and the Spanish desk model. Other instruments on display were the Model X, Model V and Types 311, 522, 281, 220 and 110. Talking machine dealers were particularly interested in the art models and Harry J. Rathbun, vice-president and treasurer of the company, who was in attendance at the exhibit, was delighted with the reception accorded the company's products. Mr. Rathbun was assisted by B. R. Hassler, sales manager of the company, who was in charge of the exhibit.

Powel Crosley, Jr., president of the Crosley Mfg. Co. at Cincinnati, widely known in the talking machine and radio fields, spent the entire week at the show and was welcomed by many of his friends in both industries. The complete Crosley line was on display, including Models XXV and XX, which have attained considerable popularity in the talking machine field. Other sets displayed were Models VI, X and XJ, the latter being one of the leaders at the present time. A complete line of parts was also on exhibit and the general details of the company's display were in charge of George Lewis and Alvin R. Plough, assistants to Mr. Crosley. The C. B. Cooper Co., New York, which is a jobber for the Crosley products, was also represented by several of its sales staff.

The Precision Equipment Co., Cincinnati, whose president is also Mr. Crosley, maintained a complete exhibit of ACE radio sets, including the Types 3-C, V and 2-B. Mr. Crosley, together with the members of his executive staff, was kept busy demonstrating these sets.

The American Radio & Research Corp., Medford Hillside, Mass., displayed the Amrad console line, comprising five models, including the Early English, American Colonial, Queen Anne and Italian Renaissance. The exhibit was in charge of Sales Manager Dunbar, assisted by several members of his staff.

The Pathé Phono. and Radio Corp., Brooklyn, N. Y., displayed a new product called the Curtantenna, which, as its name implies, is an antenna or, rather, indoor loop in the shape of a curtain on a roller, which may be rolled up as a shade when not in use. The Pathé loud speaker, dials and other moulded parts completed the exhibit.

The Audiophone loud speaker and Audiophone Jr., as well as the Bristol one-stage amplifier, were shown by the Bristol Co., of Waterbury, Conn. The exhibit drew much attention and the Audiophone was also well used in various parts of the hall for concert and announcement purposes. The exhibit was in charge of C. W. Williamson, New York district manager. W. H. Bristol, president of the company, as well as H. L. Griggs, sales manager, and J. B. Kelsey, assistant sales manager, were present during the week.

At the General Radio Corp. of Philadelphia

booth the new Geraco loop aerial and Music Master power unit, both new on the market, were featured. The well-known Music Master horn was well in evidence. A wide line of Geraco molded parts was also shown, as well as the Geraco device for converting the Victrola or Columbia into a loud speaker.

Walter L. Eckhardt, president of the company, was present.

The A. H. Grebe Co., Richmond Hill, N. Y., displayed a wide range of receiving sets which caused the booth to be crowded at all times with visitors, who displayed great interest in the exhibits.

Other prominent manufacturers represented at the Radio Show were the Adams-Morgan Co., Zenith Mfg. Co., Sleeper Radio Corp., Moon Radio Co., Allen D. Cardwell Co., National Airphone Corp., Sec Tron Radio Co., Dictagraph Products Co., C. Brandes, Inc., Holtzer-Cabot Electric Co. and the Neon Lamp Works.

HOLLENBERG CO. IS 70 YEARS OLD

Well-known Music House of Little Rock, Ark., Celebrates Important Business Anniversary

LITTLE ROCK, ARK., October 6.—The Hollenberg Music Co., of this city, is now celebrating the seventieth anniversary of the establishment of the business which was founded by H. G. Hollenberg in 1853 and has shown steady progress throughout the seven decades of its existence. In recognition of the important event the company has issued an attractive twelve-page booklet giving something of the history of the house, a list of the concerns represented and other information relative to the business.

The Hollenberg Music Co. is one of the best-known concerns in this section of the country and, in addition to selling musical instruments, has contributed much directly and indirectly to the development of interest in, and appreciation for, music generally.

The present head of the company is Col. F. B. T. Hollenberg, son of the founder, who fills the post of president and general manager. Col. Hollenberg has been a particularly active factor in music trade association work and is one of the best-known music merchants in the country. His son, F. B. T. Hollenberg, Jr., is also associated with the business as secretary and assistant general manager.

There is an increasing demand for talking machines in schools as a music-teaching aid.

WITH MUSIC, NOT BULLETS, IN MEXICO

Columbia records seem to be charming the Mexican populace into peaceful and expectant smiles. One look at this picture convinces us



Looking the Latest Columbia Records Over

that the proverbial banditti will no longer roam the prairie. Every one of the Mexicans gazing at this Columbia window displayed by Cabanas, Burns & Co., Inc., in Guadalajara, Mexico, is evidently planning a quiet evening at home indulging in that love of music so characteristic of the Latin temperament, which responds so very readily to it. Music is a better civilizer than bullets, anyhow.

MUSCATINE MUSIC HOUSE EXHIBITS

Displays Pianos, Phonographs and Musical Merchandise at Annual Style Show

MUSCATINE, IA., October 8.—The Muscatine Music House, of which W. J. Burnett is manager, had a most interesting exhibit of Jesse French & Sons pianos and players, Cheney talking machines and musical merchandise at the annual "Styles and Smiles" Show staged here recently by the Muscatine merchants. The display resulted in the booking of a large number of prospects and some excellent sales were closed on the spot.

CELEBRATES BRUNSWICK AGENCY

LOS ANGELES, CAL., October 8.—A special concert was given by a twelve-piece orchestra at the George L. Birkel Music Co., 442-446 South Broadway, recently in celebration of the taking over of the Brunswick phonograph agency by the Birkel house. The orchestra engaged for the occasion was Abe Lyman's Ambassador Orchestra, which was recently added to the Brunswick artists' list, and the concert was under the direction of E. P. Geissler, vice-president and general manager of the Birkel Co.

Dollar Happiness FOR CHILDREN

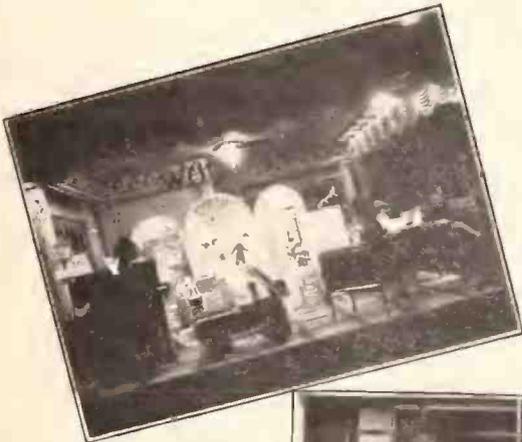
September Window Displays

Containing Groups of the Seven Different Bob O Link Books

NO. 1 SONG BOOK
NO. 2 SONG BOOK

NO. 3 SONG BOOK
NO. 4 SONG BOOK
NO. 1 GAME BOOK

NO. 1 READING BOOK
NO. 2 READING BOOK



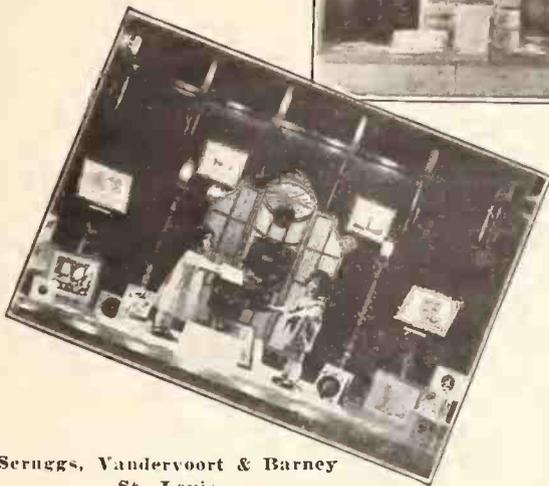
Wurlitzer
New York



Lyon & Healy
Chicago



Centre above
Joseph Horne Co.
Pittsburgh



Seruggs, Vandervoort & Barney
St. Louis



The Golden Rule
St. Paul

Order an introductory assortment of 12 each Nos. 1 to 4 Song Books, Nos. 1 and 2 Reading Books, No. 1 Game Book. Total 84 Books, 1 Display Rack, 1 Display Cutout, Supply of Circulars. Net cost \$52.08 F. O. B. New Haven.

The La Velle Mfg. Co. NEW HAVEN CONN.

Bob O Link Books



I'm go-na wear a frown, un-til you see me Down in New-Or-Leans back o' town

Back O' Town Blues

You Can't go wrong
With any FEIST song

REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

WATCH FOR CHILLED MAIN SPRINGS

It will not be long before cold weather will again be with us, together with the usual busy season for talking machine sales. I believe it is the right time to again caution dealers in the matter of delivering and setting up machines in cold weather to avoid spring breakage and other troubles. It frequently happens that a machine is delivered on a cold day, set up in the home, and then put out of order through the breaking of the spring during the first winding.

It has been pointed out on previous occasions that the talking machine spring is a highly tempered piece of steel, and as such is subject more or less to temperature changes. It often happens that a new machine is taken from a rather chilly warehouse, kept out in the air on a truck for several hours and then installed in the home where the temperature is at 70 degrees or more. The intense cold makes all steel brittle and when the purchaser seeks to play a record at once to try out the new musical instrument, the cold and brittle spring refuses to stand the strain and breaks. A great many dealers realize this condition and warn customers regarding it. One dealer goes so far as to attach a special tag on the winding key advising the purchaser to let the machine stand in the warm room for a few hours before winding. This rest serves to take the chill out of the spring and prevents sudden breaking.

The Repairman As a Prospect Getter

A large dealer in talking machines who maintains his own repair department found recently that the public had not only shut down on buying new goods, but likewise appeared disinclined to have repair work done, with the

result that his repairman was spending most of his time resting himself or tinkering on odd jobs on which there was no income. It was the repairman himself, who, realizing that such a state of affairs could not go on indefinitely, suggested as a means of keeping his job safe that he be permitted to call on the dealer's customers and solicit repair work. As a result of the first couple of days of effort there developed a single repair job, that of installing a new spring, but the repairman had meanwhile dug up several machine prospects and filled orders for close to \$50 worth of records.

It was found that by presenting himself as a repairman he was able to gain entrée into the house in order to inspect the machine. The housewife in every case kept close at hand, probably for safety's sake, and it was an easy matter to swing the conversation around to the question of new records and of friends who should buy, or contemplated buying, machines. The repairman had wisely carried with him a half dozen of the latest records and in every home played at least two of them over, ostensibly for the purpose of testing the speed of the motor. In most cases the testing records pleased and an order followed. It is, of course, out of the question for every dealer to send a repairman in search of business, nor it is always possible to secure a repairman with a real selling instinct, but where the opportunity presents itself, and the combination exists, there is found a new avenue for getting close to prospects and old customers and reviving interest in new records.

Repairing Broken Main Springs

Bristol, Pa., September 26, 1923.

A. H. Dodin, care The Talking Machine World: While reading The Talking Machine World I noticed that you give advice on repairing of talking machines. For the past three years I have been repairing talking machines. As a rule, I get many large motors which take 1x16 main springs. By my experience I have found most of my troubles are with springs broken in the center, which are cut off about three inches.

As I am in a little town it is very difficult to get any new main springs. I always have been trying to use these broken springs over again, as I don't think it will make any difference whether one is shorter than the other.

I have been trying to pull the center coil with a pair of pliers and try to spread it out so I could drill a hole, but I have found out it is impossible to do the job right. I have kept these broken springs, thinking you will advise me how to use them over again. Waiting for an answer. Yours truly,

(Signed) Sammy Burns.

Answer.—There is no reason why a main spring which has had only a few inches broken off of either end may not be used the second time. The difficulty in using them again comes in the means employed to repair and repunch the rivet holes in the ends. When the spring breaks on the cage end it is a simple matter to heat the spring and draw out the temper, drill a hole and file to the required shape. However, if the center end is broken, it requires a specially constructed machine in order to do the work properly. This machine has been advertised in other issues of The World.

FRED GENNETT ON VISIT TO GOTHAM

Secretary of Starr Piano Co. Well Satisfied
With Existing Conditions and Prospects

Fred Gennett, secretary of the Starr Piano Co., Richmond, Ind., manufacturer of the Starr phonographs and Gennett records, was a recent visitor to New York in the course of an Eastern trip and spent some days at the local headquarters of his company. Mr. Gennett is thoroughly optimistic regarding business conditions in all sections of the country and reported that the demands for both pianos and phonographs were already taxing the facilities of the great plant at Richmond.

There has been a particularly noticeable increase in the demand for the Gennett records from practically all sections, with a decided tendency toward the higher class and standard selections.

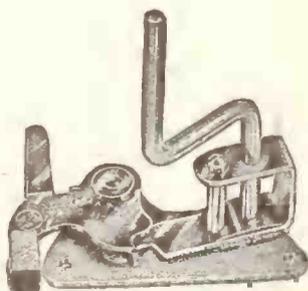
PLAN AJAX DISTRIBUTION IN U. S.

CHICAGO, ILL., October 8.—Negotiations are under way by the Compo Co., Toronto, Can., manufacturer of Ajax records, to establish a jobbing center for the United States in this city. Thomas Nash, general sales manager of the Compo Co., was a recent visitor here to look over the field with the idea of placing the Ajax catalog with a local concern.

FRED FORSTER VISITS GOTHAM

Fred Forster, president of the music publishing concern in Chicago bearing his name, was a visitor this month to New York. While in the East he made arrangements with Dan Winkler, Eastern manager of the company, for drives on several of the Forster numbers.

K-E AUTOMATIC STOPS



The K-E is still the best Automatic Stop made
Because it:

- Avoids motor strain
- Is not attached to Tone Arm
- Low installation cost
- No extra parts
- Operates all Records.

Send 50c. for sample

Kirkman Engineering Corporation

484-490 BROOME ST.

NEW YORK

TRADE ACTIVITIES IN PORTLAND

Many Record Artists Scheduled to Appear Here—Portland Brunswick Branch Consolidated With Seattle Branch—Other Interesting News

PORTLAND, ORE., October 4.—The Portland concert season opened here last week, when the Elwyn Concert Bureau presented Mme. Margaret Matzenauer, contralto, and Clarence Whitehill, baritone, both Victor artists, in recital at the municipal auditorium. The ticket sale was conducted at the Sherman, Clay & Co.'s store. The Bureau is presenting an unusually splendid list of artists, among them the following: Claire Dux, soprano, October 29; the New York String Quartet, November 12; Quartet of Victor Artists (Kline, Baker, Murphy, Dadmun); Albert Spalding, violinist, December 17; Jascha Heifetz, violinist, January 28; Edward Johnson, tenor, January 21; Maria Ivogun, coloratura soprano, March 3; Moriz Rosenthal, pianist, February 25, and Reinald Werrenrath, baritone, April 1.

A. R. McKinley, local manager of the Brunswick Co., announced that Portland had been selected as the Northwest distributing center and the Seattle branch has been consolidated with the Portland office, the change going into effect October 1. For the present a small branch will be maintained in Seattle to take care of the local business. Mr. McKinley says

that the company's realizing the advantages of Portland as a distributing center was the cause of the change, which was arranged by E. L. Gramlich, vice-president and assistant general manager, during a recent trip to the Pacific Coast. Mr. McKinley has been in charge of the Portland office for the past ten years. The change will add a million and a half more people to his territory. He states that M. Davis will continue in charge of the phonograph department, covering the district of Oregon, Washington, northern Idaho and western Montana. Plans are being made for the erection of a home for the company in the terminal district of the city. The building will cover 50,000 square feet of ground and it is expected that it will be ready for occupancy by early Spring.

The Wiley B. Allen Co., of this city, with the other seven stores of the company on the Pacific Coast, is celebrating the fiftieth anniversary of the store. The local store, under the management of Frank M. Case, has very attractive and artistic window displays, which are in keeping with the golden anniversary.

The Turner Music Co., headquarters Tampa, Fla., has just opened two new stores at Orlando and St. Petersburg, Fla. The Brunswick line of phonographs and records will be handled at both of these stores. W. B. Word is manager of the St. Petersburg store and J. V. Borum is manager of the Orlando store.

PROMOTION FOR C. LLOYD EGNER

Appointed Manager of the Traveling Department of the Victor Talking Machine Co.—Makes Business Tour Through Middle West

C. Lloyd Egner, for some time past assistant manager of the traveling department of the Victor Talking Machine Co., was, on October 1, made manager of that department in recognition of his long and faithful service.

Mr. Egner returned to Camden early this month from a three weeks' trip through the Middle West, in the course of which he made a number of talks before gatherings of Victor dealers held during September in Des Moines, Ia.; Columbus, O., and, in October, in St. Louis. In chatting with the representative of The World Mr. Egner stated that he found business conditions, in the territory which he had covered, to be of a very promising character, both as regards the balance of the Fall season and the forthcoming holiday season.

DELAWARE INCORPORATION

The U. S. Phonograph Doll Corp., Wilmington, Del., has been incorporated under the laws of that State for the purpose of manufacturing with a capital of \$600,000.

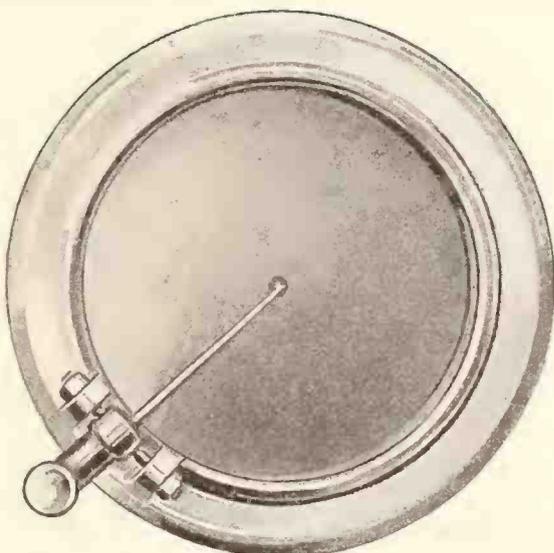
The last few payments on a talking machine are the ones that give the dealer his profit.

The stylus bar, or tongue of the TRIANGLE reproducer is shaped from one solid piece of steel. All others are made of several pieces fastened together.

This bar, or tongue, is put through 16 separate and distinct operations before it is ready to be assembled in the reproducer.

Most of these operations require great care and skill, because the bar must be delicately formed to properly convey loud and soft tones with equal clearness.

The bar when assembled automatically balances itself. There is no pressure from the sides, top or bottom. This permits perfect vibration which is essential to the true, human expression of the sound waves.



REPRODUCER NO. 3—(FRONT)

Like a high-grade watch, the TRIANGLE reproducer is thin and symmetrical. Cut to left shows the face, with not a single screw to mar its beauty.

The mica diaphragm is 23/16 inches in diameter and is so assembled that no part can ever come in contact with the metal in the reproducer.

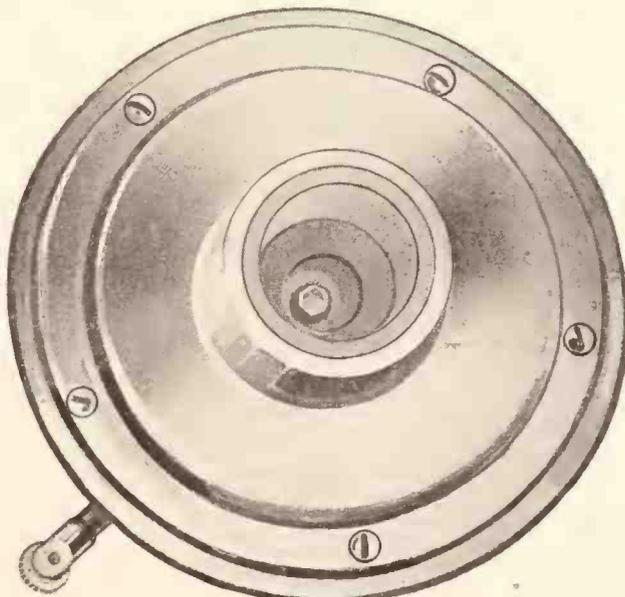
This feature reduces surface noise of the record to a minimum and helps to produce that clear, mellow tone which has made the TRIANGLE reproducer surpass all others.

Below we show the reproducer as viewed from the back. Observe its shapely appearance.

TRIANGLE reproducers fit both Victor and Columbia type instruments.

TRIANGLE

You know how it is with the ordinary phonograph. The record begins with a rasping sound. Then, when the tones rapidly change, you hear a rattle or clatter or a blasting noise. All of which means that the reproducer is not adequate for the proper rendition of the music. The beauty of the artist suffers. How often have you heard it said after playing a record of some famous singer: "I don't see enough quality in her voice to make her famous." The trouble is not with the artist but with the way her voice is rendered by the faulty reproducer.



BACK

What a difference when the TRIANGLE reproducer is attached. The needle glides smoothly, almost noiselessly, along the circular grooves. Every tone is given its true quality and expression. The perfect balance of the stylus bar enables it to catch and faithfully reproduce all music vibrations, from the softest tones to the loudest and fullest notes. The harmony and beauty of phonograph music is fully appreciated for the first time—a real delight to all music lovers. Test the TRIANGLE reproducer and convince yourself that it surpasses anything yet discovered for reproducing the masterpieces of the world's greatest musicians.

Samples on Request

TRIANGLE PHONO PARTS CO., Mfrs. of Triangle Tone Arms and Reproducers
 718-728 ATLANTIC AVE., BROOKLYN, N. Y. 1500 REPUBLIC BLDG., CHICAGO

ATLANTA

Humes Music Co. in Large New Building—Dealers Add New Lines—Stores Remodeled—The News

ATLANTA, GA., October 10.—No better evidence of the great possibilities of the music business in the South can be found than the great success which has been won by the Humes Music Co., Columbus, Ga. The business, which has been established less than fifteen years, has made such consistent progress that it now occupies its own splendid new building, representing an investment of fully \$150,000.

The building has been completely fitted up and is probably the most complete establishment in the entire South. It was formally opened on October 2 and 3 and the occasion was made a gala one, representatives of all the Southern Victor jobbers being on hand, as well as those from the principal piano companies whose lines are handled by the Humes Co. Among those present were Chas. Elyea and C. Gordy, of the Elyea Talking Machine Co.; Acton Boone and Irving Bimstein, Talking Machine Co., Birmingham; French Nestor, of Jacksonville; David Pruitt, of the Victor Co.; H. A. Ray, of the Elyea Co.; M. E. Lyle, representing the Unit Construction Co., whose fixtures are installed throughout the building; Mr. Beckham, of the roll division, American Piano Co., and Fred Colber, pianist, of the American Piano Co., N. Y.

A feature of the month will be the recital on October 30, under the auspices of the Atlanta Music Club, by Rosa Raisa and Giacomo Rimini, Vocalion artists. Local dealers are preparing to call special attention to the records made by these artists.

The Edison Parlor at Savannah, Ga., Edison dealer, has recently changed its location from 45 Bull street to 119 Bull street, where it will have the benefit of more spacious quarters, and excellent window display facilities which it did not have at the old location. The new location is in the direct line of the north and south traffic of this prominent thoroughfare and it is expected the call trade will increase noticeably.

During the first two weeks of September Phonographs, Inc., Edison distributor, announced the addition of new dealers at Morgan-



“We Serve the South”

IN your preparations for the Fall increase in Okeh sales don't overlook one of the most important factors in your attainment of a successful season. With a dependable distributor service at your convenience, the kind that is quick, accurate, and thoroughly dependable in the pinches, you are equipped to consistently give your customers complete satisfaction at all times.

We would appreciate the opportunity to demonstrate the advantages of Polk Service. It would readily disclose the reasons why we are at present playing so large a part in aiding hundreds of Okeh dealers throughout the South to reap the benefits that come from handling the fast-selling

Okeh Records

The Records of Quality

Wholesale Phonograph Division

JAMES K. POLK, Incorporated

Offices and Show Rooms:
294 Decatur Street ATLANTA, GA.

Inquiries from Dealers Solicited

ton, N. C.; LaFayette, Ga.; Elba, Ala.; Manchester, Ga., and Richland, Ga., and it is expected that several new dealers will be made in the Florida territory before October 1.

W. L. F. Rosenblatt, president and general manager of Phonographs, Inc., has been visiting the Edison Laboratory in Orange, N. J., for a conference with the factory officials and as a result of his visit expects to make improvements to the already excellent service to Edison dealers in the Atlanta zone.

Efrd's Department Store, Charlotte, N. C., has placed an order for Unico booths and racks as equipment for its new Victrola department. The new store should be ready for business on the fifteenth of this month.

“The call is for two-tone finish and as we have, in the Strand, a complete line of two-tone finished consoles you can imagine that business is booming” is the way M. E. Lyle sums up the situation this Fall.

R. E. Jenkins, of the Tampa Hardware Co., was a recent visitor to the Columbia Co.'s local branch.

The Gilmore Jewelry Co., Columbia dealer, Pensacola, Fla., is highly pleased with results obtained in connection with the recent appearance of Bessie Smith, exclusive Columbia artist, in Pensacola. This live-wire dealer advertised the comedienne's appearance very extensively and a very substantial quantity of her records was sold during and after her appearance. Bessie Smith is on a concert tour of principal Southern cities, resulting in general stimulation in demand for her records.

The selection “Sweet Pal” on Columbia New Process record A-3937 continues its phenomenal sale. Reinhardt, the publisher, has prepared three beautiful window displays featuring it. These displays are being used very successfully by Columbia dealers throughout the Atlanta branch territory.

The C. W. Lewis Furniture Co., Tuscaloosa, Ala., Columbia dealer, is securing business through extensive advertising.

There is a great shortage of machines, especially popular-priced console models. With no chance to stock ahead during the late Summer dealers now realize that only the most insistent and active can hope to get enough to do business with during the coming months.

Wm. Barfield, of the Empire Music Co., is in Florida looking after Strand interests in that State for M. E. Lyle. He reports that dealers like the quick service now available because of the warehouse stock of Strands now carried in Jacksonville.

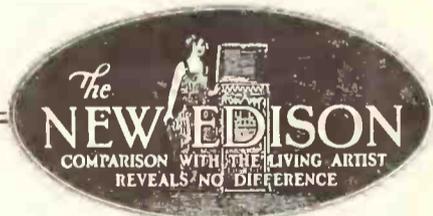
The Ludden & Bates Music Co., local Brunswick dealer, is making a display at the Southeastern Fair, now in progress in Atlanta.

Miss Mildred Belleau is now in charge of the Ludden & Bates record department.

J. A. Oppert is now in charge of the Julian Prade Co. phonograph department. This firm handles the Brunswick line.

D. N. Sloane, formerly with the Brunswick Phonograph Shop, Columbia, S. C., is now selling Brunswicks for the E. E. Forbes & Sons Piano Co., Birmingham, Ala.

Miss Hilda Nugent, in charge of the Brunswick record department at the E. E. Forbes & Sons Co., Birmingham, Ala., has just returned from a vacation trip to Litchfield, Ill., her former home. Harry Charles, formerly with the E. E. Forbes & Sons Co., is now in charge of the Brunswick department of the Mason Furniture Co., Huntsville, Ala.



The Name “EDISON”

FAMOUS the world over the name EDISON in the phonograph industry stands for tonal supremacy and merchandising prestige.

The EDISON Dealer has sales arguments at his disposal that are unlimited in scope and importance. Emphasize the supremacy of the EDISON consistently and aggressively—sales will multiply steadily.

We have a few towns in
our zone open for the proper
Edison dealer representation

PHONOGRAPHS, INC.

EDISON DISTRIBUTORS

41 Cone Street - - - Atlanta, Ga.

"You can't go wrong with any FEIST song"

Mamma Loves Papa

Papa Loves Mamma



Elimination of Unethical Retailing Practices

What the Better Business Bureau of Peoria, Ill., in Co-operation With the Music Industries Chamber of Commerce Better Business Bureau, Has Accomplished in That City

PEORIA, ILL., October 8.—A definite way in which unprofitable and at times unethical practices among local merchants may be remedied through the presentation of proper arguments, and through co-operative efforts, has been demonstrated here through the success of the efforts of the Better Business Bureau of the Local Advertising and Selling Club, or rather of Roscoe Herget, manager-counsel of the Bureau, in eliminating most of the evils in the local music trade which, for a time, cast a black shadow on the music business here.

Some time ago the situation in the local music trade was desperate in regard to the advertising by the merchants, for the copy was calculated to destroy public confidence in all musical advertising. The situation developed to a point where the newspapers refused to accept the copy of several dealers.

The Better Business Bureau of Peoria was called in to assist in relieving the situation, and in co-operation with C. L. Dennis, manager of the Better Business Bureau of the Music Industries Chamber of Commerce, New York, brought the dealers together in a local association and drafted up, and succeeded in having adopted, a code of standards of practice that have resulted in the elimination of questionable advertising. The dealers now meet once each month, and the enmities in the trade have been practically wiped out, with a resultant increase in business generally.

The standards of practice to which the Peoria merchants have subscribed and which might well be considered by music merchants in other sections of the country are thirteen in number

and are reprinted here entirely in full as follows:

- 1—Subscribing to the objects of the Better Business Bureau.
- 2—Objecting to the advertising of instruments not regularly carried unless offered and sold in good faith.
- 3—Objecting to the breaking of sales with another dealer's customer.
- 4—Objecting to the use of the word "free" as including bench, scarf, rolls, delivering, lessons, etc.
- 5—Advertising used instruments so as not to be confusing with new instruments so that the public will not be misled.
- 6—Objecting to the abuse and misuse of comparative prices and values.
- 7—Objecting to untruthful cuts.
- 8—Objecting to "blind ads," or residence or private ads in the guise of dealers.
- 9—Objecting to ability to sell cheaper because of "low rent," "no middleman's profit," "buying direct from factory," etc.
- 10—Objecting to the use of "Manufacturer's Sales" (unless such is the fact), "F. O. B.," "Factory Prices," "Must Be Sold Regardless of Cost or Value," "Direct from Factory," "Factory to Home" and other misleading phrases.
- 11—Objecting to "Puzzle Contests," "Guessing Contests" or "Purchasing Coupons."
- 12—Objecting to the indiscriminate advertising of high-grade instruments with cheaper grades with the lowest prices appearing to pertain to all.
- 13—Agreeing to co-operate with the Better Business Bureau and the newspapers in the enforcement of the above.

HAS FINE NEW STORE IN COLUMBUS

Wm. V. Crowe Piano Co. Now Occupying Larger and Attractively Arranged Quarters at 112 South High Street, That City

COLUMBUS, O., October 1.—The William V. Crowe Piano Co., of which William V. Crowe



Main Floor, Crowe Piano Co.

is the head, is now settled in its handsome new quarters at 112 South High street, the formal opening of which was held recently, following

the removal from the former store at 80 East Town street. The company handles an excellent line of instruments, including the Hallet & Davis line of pianos and players and the Angelus reproducing piano, together with talking machines and records.

The formal opening proved a great success. Invitations were sent out to over 10,000 people and a large proportion of them took advantage of the opportunity of inspecting the new quarters and listening to the music of the orchestra, which played both afternoon and evening. Mr. Crowe is an active member of the Music Merchants' Association of Ohio and was treasurer of that organization last year. Associated with him in his new establishment are H. C. Hoefflich and Walter Lynas.

A large battery of sound-proof demonstration booths is provided in the new store for the use of both the talking machine and piano departments. The showcase and rack equipment for the display of musical merchandise, talking machine records, etc., is of the most modern character and the furnishings in general are strictly up-to-date.

standex
"Stands for Display"
REG. U.S. PAT. OFF.

The New Metal Display Stand for Universal Use in Music Shops

**ECONOMICAL
ATTRACTIVE
SUBSTANTIAL**

May be used for Displaying 10 in. and 12 in. Records, Monthly Window Service, Sheet Music, Phonograph Displays, etc.

6 FOR \$2⁷⁵

Made in one size and finish for all purposes

Manufactured by
MUSICAL PRODUCTS DISTRIBUTING CO., INC.
37 East 18th Street New York
Attractive Offer to Distributors



The New Columbia is Superior!

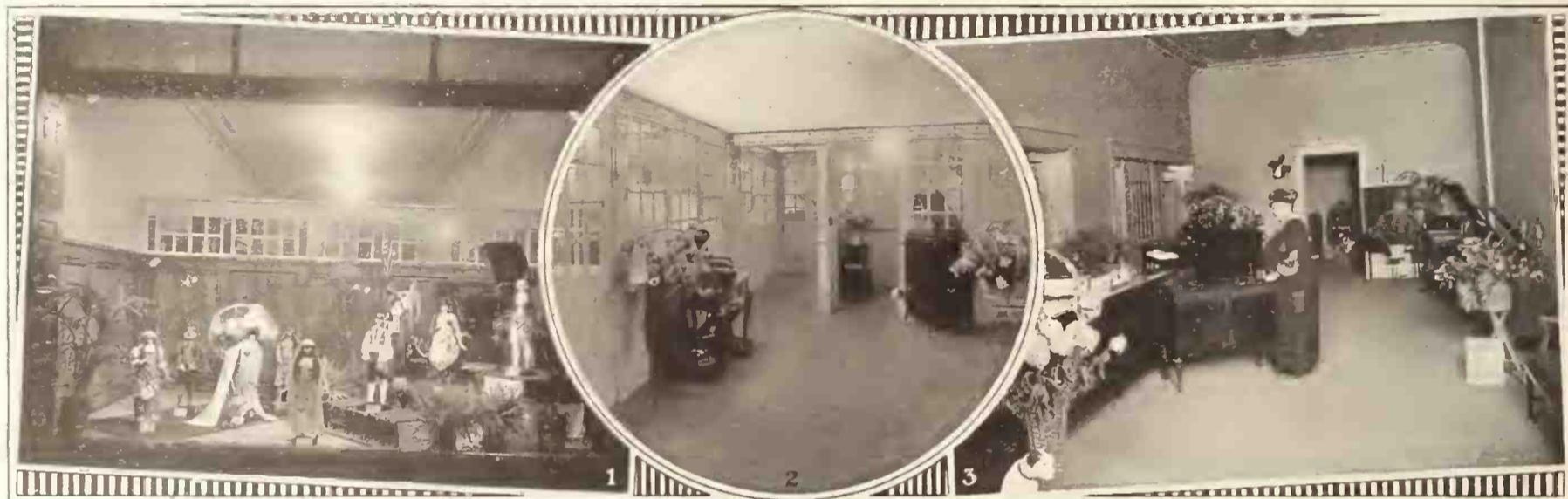
An Engineering Achievement!

The New Columbia Motor is the creation of expert engineers. The refinements of five years' painstaking research and experiment are embodied in its construction.

Sturdy as an automobile engine and precise as a fine watch, it is smooth-running, long-wearing and silent in a degree never before approached in phonograph construction.

COLUMBIA GRAPHOPHONE CO.
New York

Handsome New Headquarters of the J. W. Greene Co., Toledo, O.



Some Views of the Elaborately Equipped Talking Machine Department

(1) The Window Display at the Opening Featuring Victor Operatic Artists; (2) The Foyer Leading to the Booths; (3) Mme. Schumann-Heink Inspecting the New Showrooms

VICTOR RECORD GIFT CERTIFICATES

The advertising department of the Victor Talking Machine Co. has recently issued the "Victor Record Certificate" for use during the Christmas season of 1923. This certificate, which incorporates in general the gift plan

which has been used in previous years, is printed in green, orange and black on a white stock. The center, in typography, resembles a bond or stock certificate. The border presents small portraits of distinguished Victor artists. At the left is a stub for the recipient's name and address, and an explanation of the gift idea.

SUDDEN DEATH OF J. C. GALLAGHER

Manager of Portland, Ore., Branch of Bush & Lane Piano Co. Drops Dead at His Home

PORTLAND, ORE., October 6.—The music trade and the many friends of J. C. Gallagher, manager of the Portland branch of the Bush & Lane Piano Co., were shocked to learn of his sudden death at his home, 597 East Forty-seventh street, north, last week.

Mr. Gallagher had been identified with the local branch for the past two years and had many friends both in and out of the trade and the city of Portland has lost a strong booster and helper, who was always in the front rank of any civic movement for the betterment of the city. He was held in the highest esteem by all who knew him and did everything in his power for the advancement of the cause of music.

Mr. Gallagher had been identified with the music trade for the past nineteen years and was well known all over the Pacific Coast. He started in the trade nineteen years ago in Spokane with the Chant Music Co. He was later identified with the Eilers music houses in Washington, Oregon and California and for a time was the manager of that firm's stores at Eureka, Cal., and Tacoma and Aberdeen, Wash. At one time he was connected with the C. B. Sampson Music Co., of Boise, Idaho, and immediately before coming to Portland he was with the Byron Mauzy Music Co., of Oakland, Cal.

Mr. Gallagher was a member of the Oregon Music Trades Association and was affiliated with the Elks Lodge of Pendleton, Ore. He is survived by his widow and his son, George. His body was taken to Spokane for interment, with services in Portland, which were attended by the members of the Music Trades Association and his close friends.

FELT



RELIABILITY

THEY can depend upon our product.

That is why leading manufacturers of talking machines use American Felt Company's felt for turntable and other purposes.

We have gained their confidence because of the scrupulous care exercised in every step of our felting process. The finished product gives the utmost service and satisfaction only because of this painstaking effort.

American Felt Company

TRADE MARK



BOSTON
211 Congress Street

CHICAGO
325 South Market Street

NEW YORK—114 East 13th Street

Stock the Junior Operetta Series NOW There Will Be a Big Christmas Demand

This complete Operetta series of "Little Red Riding Hood," in display container that sells on sight, is a new departure in child entertainment. Instead of single record sales you sell three at once for \$2.50 list price. It has a strong Christmas appeal. Just the thing to give the kiddies.

Ready for delivery now.
Send for full details.

We are sole selling agents for the Metropolitan territory and New Jersey.

BRISTOL & BARBER CO., Inc., 3 East 14th St., New York

Four-Minute Conference on Business Topics

No. 17—Your Pace—Who Sets It

During the past few years many automobile dealers have reduced the expense of delivery of cars by driving new machines all or part of the way in from the factory on their own power. By this means deliveries are not delayed, and oftentimes motor enthusiasts are glad to join such a party just for their expenses, for the fun and experience of the trip.

Where a string of cars of considerable number come a distance in this manner there is a pace setter, who drives the first car and always keeps head place. It is his duty to go at a speed which will not be injurious to the new vehicles. Too rapid a pace will score the cylinders and injure the new, stiff mechanism in various ways.

Such a fleet is accompanied also by a mechanic, who brings up the rear and gives mechanical first aid wherever such may be necessary. This makes possible the keeping together of the string of cars so that all can come up at the same place for meals, filling up with gas and instructions.

A pace setter who ambles along and takes a couple of days longer for the trip than need be increases the expense by about \$10 per car per day. This must come out of the profits. A pace setter who drives too fast may cause a

loss of hundreds or thousands of dollars on the consignment. This doesn't pay.

Naturally, the pace setter is carefully chosen. He must be a man whose judgment can be relied upon and whose integrity when out of sight is beyond question.

Your business and mine has a pace setter. We may not have recognized the fact, but it is true, and the question is "Who is the pace setter?" Some firms allow their nearest competitor to set their pace. It may be a lazy pace or an overrapid one.

Right now there is a firm almost within a stone's throw which has wonderful opportunities and yet it is following a passive, this-is-good-enough policy because it is evidently doing as well as another concern nearby.

A second business organization also near at hand is tremendously worried. The machinery of that business is knocking. There are body squeaks and the gears grate. The trouble is that the proprietor plunged. He went too fast a pace in an effort to outdistance a competitor concern of much older history and better financial backing. The results are likely to be disastrous.

Who, then, shall set the pace—your pace and mine? Shall it be the firm of approximately the same amount of all-around assets or shall it be the concern with more money and perhaps more daring?

No! Neither of these should set our pace. The mature man or firm of sufficient experience to engage in independent business should be his or its own pace setter.

A new car of one make coming in from the factory can with safety strike a faster pace than a cheaper car of another make. And let it be noted that when strings or fleets of cars are brought in in this manner they are usually all of the same kind. So the pace setter is dealing with one problem, rather than with many.

This is true of the individual business. You cannot gauge your pace by that of the other fellow. His ability and capacity may be different from yours.

Know your own business from A to Z. Know its points of strength and the places where strain will show first. Know where you want to go day by day and week by week. Do not be satisfied with this. Know your goal and head directly for it as fast as is safe. Be ready at the first sign of trouble to pause for the expert assistance of an experienced business mechanic. He may be inside the firm or outside of the organization entirely.

Business ailments do not grow less through neglect. Know the pace which you can safely follow and then drive consistently and steadily ahead, carefully avoiding mad races and dull periods. This means prosperity!

A. D. GEISSLER ON PACIFIC COAST

Arthur D. Geissler, president of the New York Talking Machine Co. and the Chicago Talking Machine Co., Victor wholesaler, is now on a short trip to the Pacific Coast, accompanied by Mrs. Geissler. He will probably be back in New York in several weeks and, en route to the East, will visit the headquarters of the Chicago Talking Machine Co.

AMARILLO MUSIC CO. MOVES

AMARILLO, TEX., October 2.—A change of location has just been completed by the Amarillo Music Co., which moved from 710 to 702 Polk street. According to O. V. Wray, proprietor of the concern, the stock of the new store will be greatly increased. Seven new lines of pianos have been arranged for and a tuning and repair department has been installed. In addition three talking machine booths have been installed.

IMPROVEMENTS IN DESIGN

Wm. Phillips, president of the Wm. Phillips Phono. Parts Co., New York, reports that several improvements in design are being made on the No. 1 tone arm and sound box, both throw back and straight. These new designs are expected to be ready in about one month.

THE SONORA OCTOBER POSTER

The October art posters prepared by the advertising department of the Sonora Phonograph Co. for the use of its dealers feature two de Luxe models, the Adam and the Chippendale. This series of posters is meeting with enthusiastic favor among Sonora dealers and the at-



tractive appearance of the posters, which are multi-colored, has enabled the dealers to use them to advantage in the development of de Luxe model business. This form of publicity has proved a most valuable aid to sales wherever it has been used.

At Last! A Perfect Repeating Device Cesco Repeater

Price
\$1.00



Here at last is a perfect repeating device—absolutely new in principle, new in construction and more salable than any other like device. Unique and novel in operation. Decidedly simple. Needs no adjusting whatever. Just sets in the center of the record. No break or pause between ending and starting—its action is instantaneous.

SEND FOR SAMPLE

The CESCO Repeater is sold to the trade through jobbers and distributors. Samples furnished to dealers on receipt of jobber's name.

THE RAPID REPEATER COMPANY
260 Van Alst Ave., Long Island City

My Home Town In Kansas

Nan Halperin's big song hit
"LITTLE JESSIE JAMES"

If you could just see my home-town in Kan-sas! We've got a tree and

You can't go wrong with any FEIST song

COLUMBIA AGENT IN JAPAN SAFE

J. W. Miller, Japanese Representative of Columbia Co., Cables for Shipments

The sad news of the catastrophe in Japan was the cause of great concern in the export departments of all business houses having general distribution in the Orient. Worry for the safety of J. W. Miller, sales agent of the Columbia Graphophone Co. in Japan, was felt in the export department of the Columbia Co. as soon as word of the calamity came through. However, a cable from Mr. Miller has allayed all fears. The cable ordered all shipments forwarded as planned, with the exception of those consigned to Yokohama. These he asked be diverted to Kobe—on the opposite side of the Japanese Empire.

VICTOR DEALERS' ASS'N TO MEET

The Metropolitan Victor Dealers' Association of New York City and vicinity will hold a special meeting and get-together luncheon at the Café Boulevard, New York, on October 19, at which the Victor distributors in the metropolitan district have been invited to be present. This Association has been doing splendid work along practical lines and its officers are as follows: President, Matthew Levin, vice-president, Fred Michaelis; secretary, M. Goldsmith, and treasurer J. Schick.

GOTHAM BRUNSWICK DEALER MEETING

Announcement of Fall plans of the Brunswick Co., in the way of increasing advertising facilities, service and the addition of artists will be made at a meeting of the Brunswick dealers in the Metropolitan district, which will be held at the Hotel Pennsylvania, New York, on

Wednesday of this week. Dealers from New York, New Jersey and Connecticut will be present. An elaborate program, including a luncheon, musical entertainment by Brunswick artists, and talks by Brunswick executives on plans of all departments of the company for increasing holiday business, has been prepared and the meeting promises to be one of the most constructive and interesting held in a long time.

J. N. BLACKMAN ON HUNTING TRIP

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler, accompanied by Mrs. Blackman and their son, Albert, left New York yesterday (October 14) for a two weeks' stay at East Carry, Me., which is at the head of Moosehead Lake. Mr. and Mrs. Blackman, who were accompanied by a party of personal friends, are planning to embark on a hunting trip, as the open season for deer and big game starts officially October 15.

ARTISTIC ORSENIGO PHONOGRAPH

The Orsenigo Co., Long Island City, well known in the high-grade furniture and phonograph industries, has been working to capacity for some time past, taking care of the requirements of its trade in both fields. This company manufactures a line of handsome period model phonographs that have won favor and distinction throughout the country and on page 129 of this issue of The World there are presented several of the leaders in the line.

Smith's Brunswick Shop, one of the prominent talking machine dealers of Jamaica, N. Y., has been successfully tying up this line of machines and records with the exhibitions of electrical homes arranged by the New York & Queens Electric Light Co.

HOMER RODEHEAVER IN FAR EAST

A group of notable religious authorities left America recently for Japan and other far-distant points. The members of this party were Dr. W. E. Biederwolf, well-known Presbyterian Divine; Homer Rodeheaver, for the past ten years identified as the Chorister of Rev. W. A. Sunday and one of the leading artists recording for the Rainbow Record Co., of Chicago; his brother, J. N. Rodeheaver, formerly of Ohio Wesleyan University; Miss Grace Saxe, nationally known as a Bible student authority, and Miss Florence Hay, writer and illustrator. From Japan the party will visit China, Korea, Philippines, Siam, Ceylon, India, Australia, Egypt and the Holy Land, the trip consuming eight months. Evangelistic meetings, Bible conferences, song leader conferences and educational meetings will be held throughout the trip.

FIRST DISCS OF BIJOU ORCHESTRA

Among the first Gennett records made by the Bijou Orchestra, under the direction of Capt. Frederic D. Wood, recording manager of the Starr Piano Co., with headquarters in New York City, are two waltzes, "I Love You," and "For Old Time's Sake." Other numbers recently recorded at the Starr Laboratory were "Oh, You Little Sun-Uv-Er-Gun" and "Stealing to Virginia," by Baily's Lucky Seven.

POSITION WANTED—As manager or assistant manager in city east of Chicago. Capable of taking entire charge of phonograph, piano and small instruments department. Familiar with Victor and high-grade pianos. Fifteen years' experience. Can do own advertising, etc. Will show results. Solicit inquiries. Address "Box 1341," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

THE TALKING MACHINE WORLD'S CLASSIFIED ADVERTISING

FOR SALE

One of the best arranged music stores in the East, handling standard makes of phonographs and pianos. Also representatives of dictaphone. About 2,000 feet floor space and store room. Owner will remain with purchaser for one year if desired. Small amount of capital required. For full particulars Address "Box 1332," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

SPOT CASH

Wanted phonograph motors, hardware, legs, etc. Also veneered panels. Must be cheap.

Illinois Phonograph & Supply Co.
237 S. Market St. Chicago, Ill.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

BUSINESS OPPORTUNITY

An opportunity to actively associate yourself in an official capacity with one of the fastest growing retail music stores in Central Ohio. Reasonable investment required. Bank and mercantile references furnished. Address "Box 1340," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

600 46" cabinets; straight legs, all gum mahogany finish. Will sell either one hundred lots or entire lot. Very reasonable. Chicago Phonograph Realization, 1427 Carroll Ave., Chicago, Ill.

DEALERS ATTENTION

Repairs and parts for Mandel and all other motors. Distributors of Wall Kane needles. We carry a full line of all well known motors and tonearms. Send for price list. Mandel Phonoparts Co., 1530 Milwaukee Ave., Chicago, Ill.

JOB LOT

200 Genuine Mahogany
PHONOGRAPHS
New—High Grade
Offered at fraction of cost
Denver Engineering Works Co.
Denver, Colo.

FOR SALE

One million foreign records, Columbia 1922 catalogue, all languages. Sold in small quantities or in one lot. Lovey & Alweis, 402 W. 40th St., New York, N. Y.

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—An experienced recorder with laboratory experience, to communicate in confidence, giving business history, salary expectations, age, etc. Address "Box 1330," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED—Experienced piano and phonograph salesman for outside work. Give references, age, salary or commission expected and full particulars in first letter. The Glen Bros. Roberts Piano Co., Ogden, Utah.

CALIFORNIA—Can you use a representative with vast Pacific Coast acquaintance and experience in sales and branch management? Address "Box 1333," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

SALESMEN WANTED—\$50 weekly, and more, easily earned in an hour a day selling a new side line. It will not interfere with your regular work as you can interest the trade you are now calling on. A fast selling line and no samples to carry. Commissions paid promptly. Call 10 to 11 mornings, or write. Out-of-town salesmen wanted. Louis Jay Gerson, 63 Reade St., New York, N. Y.

WANTED—High-grade young men to travel extensively as radio salesmen for well-known manufacturer of established mechanical and electrical lines. Must be capable of highest type of sales and service work in demonstrating and introducing line of patented radio equipment. Character references required. Excellent opportunity for promotion as sales and service engineers. Write stating experience, education, age and salary desired. "Box 1323," care The Talking Machine World, 383 Madison Ave., N. Y.

WANTED — A number of live-wire, thoroughly experienced talking machine salesmen. Will pay \$60 a week and commission, which will approximate \$100 a week earnings to the right applicant. Call to see Saul Birns, 111 Second Ave., New York, N. Y., any morning between 10 and 12 o'clock.

POSITION WANTED—Competent young manager desires connection. Good organizer. Experienced in all lines. Prefer Brunswick. Knows pianos and small goods. References exchanged. Address "Box 1329," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED—Young man with three years' experience will connect with any reliable firm. Excellent knowledge of Victor and Columbia stock. Address "Box 1327," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED—Composition foreman, thorough practical knowledge of the business. Distance no object. Apply "Pressing," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED—Foreman, twenty years' experience in the phonograph line as assembling, manufacturing or motor repairing. In full charge. Can furnish the best of references. Address "Box 1328," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED—Phonograph mechanic, twenty years' export experience to take full charge in a music house or part time work with best of references. Address "Box 1331," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED—by young man, 29 years of age, 11 years' all around experience as phonograph salesman and repairman. Connection desired with established house, either as salesman or taking charge of repair department. Address "Box 1334," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

POSITION WANTED—Phonograph salesman, long experience in all its branches on all makes, wishes to connect with reliable house. Address "Box 1339," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

Exclusive talking machine business in Roanoke, Va. Established twenty years. Has Victor talking machine agency. Owner wishes to retire from business. Address "P. O. Box 492," Roanoke, Va.

SPRINGS

VICTOR

1 1/4"x.022x17', bent each end.....	No. 6543	\$.57
1 1/4"x.022x18' 6" marine ends.....	No. 3014	.58
1 1/4"x.022x17' marine ends.....	No. 3014	.55
1 1/4"x.022x17' bent arbor.....	No. 5362	.57
1 1/4"x.022x13' bent arbor.....	No. 5423	.50
1 1/4"x.022x9' bent arbor.....	No. 5427	.42
1 1/4"x.022x9' bent each end.....	No. 6546	.42
1"x.020x13' 6" marine ends.....	No. 2141	.32
1"x.020x15' marine ends.....	No. 3335	.35
1"x.020x15' bent arbor.....	No. 5394	.38
1"x.020x15', bent at each end.....	No. 6546	.43
3/8"x.020x9' marine ends.....	No. 988	.29

COLUMBIA

1"x.025x10' Universal.....	No. 2951	.33
1"x.028x11' Universal.....	No. 2951	.35
1"x.030x11' hook ends.....	No. 1219	.45
1"x11' for motor No. 1.....	No. 1219	.35

HEINEMAN

1"x.025x12' motors, Nos. 33 & 77.....	No. 33	.33
1 3/16"x.026x19', also Pathé.....	No. 4	.75
1 3/16"x.026x17'.....	No. 4	.59

MEISSELBACH

3/8"x10' motors, Nos. 9 & 10.....	No. 9	.29
1"x9' motors, Nos. 11 & 12.....	No. 11	.29
1"x16' motors, Nos. 16, 17 & 19.....	No. 16	.49
2"x.022x16', rectangular hole, 18k10.....	No. 16	1.20

SAAL-SILVERTONE

1"x.027x10', rectangular hole.....	No. 144	.42
1"x.027x13', rectangular hole.....	No. 145	.48
1"x.027x16', rectangular hole.....	No. 146	.58

BRUNSWICK

1"x.025x12', rect'ular hole, regular.....	No. 201	.45
1"x.025x18', rect'ular hole, regular.....	No. 401	.60

KRASBERG

1"x12' motor 2A, pear-shape and rect. holes.....	No. 201	.45
1"x16' Motor 3 & 4, on outer end.....	No. 401	.55

EDISON DISC

1 1/2"x.028x25' regular size disc motors.....	No. 144	1.25
1"x.032x11', Standard.....	No. 145	.55
1 5/16", Home.....	No. 146	.70
1 5/16"x18' type A 150, old style disc.....	No. 147	1.28
1" Amberola 30-50-75.....	No. 148	.56
1 1/16", B 80.....	No. 149	1.15

SUNDRIES

1"x.025x16' rectangular hole.....	No. 144	.50
1"x.025x16', pear-shaped hole.....	No. 145	.50
3/8"x.023x10', marine ends, Hein. Col., etc.....	No. 146	.29
3/8"x.025x10', marine ends, Hein. Col., etc.....	No. 147	.27
3/8"x.020x9', marine ends.....	No. 148	.21
1/2"x.020x9', marine ends.....	No. 149	.18
Victor Gov. springs, No. 1729.....	No. 150	per 100 .95
Victor Gov. sprg. screws, No. 3304.....	No. 151	per 100 .92
Victor Gov. balls, n/style, No. 3302.....	No. 152	each .07
Victor Gov. spring screw washer.....	No. 153	per 100 .72
Columbia Gov. springs, No. 3510.....	No. 154	per 100 .95
Colum. Gov. sprg. screws, No. 439.....	No. 155	per 100 .92
Columbia Gov. sprg. screw washers.....	No. 156	per 100 .72
Columbia Gov. ball, lead, flat and spring.....	No. 157	.08
Columbia Gov. ball, new style & spring.....	No. 158	.08
Turntable felts, all wool, green, 10", round.....	No. 159	.15
Turntable felts, all wool, green, 12", round.....	No. 160	.18

Terms, 2% cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N. J.

FOR SALE

Four hundred 46" gum wood mahogany finished, straight legged, upright cabinets. These instruments are equipped with high-grade Columbia, two-spring motors and Columbia tone-arms of unused but discontinued models. The sale price of complete talking machine is \$25.00 each, in lots of \$100.00. Chicago Phonograph Realization, 1427 Carroll Ave., Chicago, Ill.

FOR SALE

Fifty thousand double-faced Columbia records (old catalog). Each box contains 25 selections. These high-grade records can be had at 15 cents each, in lots of 1,000. Chicago Phonograph Realization, 1427 Carroll Ave., Chicago, Ill.

FOR SALE

Thirty thousand Columbia foreign records (old catalog). These records consist of selections in Polish, Italian, International and Jewish. All high grade catalog stock. Can be had at 16 cents each, in lots of 1,000. Chicago Phonograph Realization, 1427 Carroll Ave., Chicago, Ill.

WANTED

Phonograph and record establishment; spacious store, prominently located in Brooklyn, N. Y., with or without Victor agency. Reply stating full particulars. "Box 1338," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

General musical merchandise store, successful and well established in the best city of Western Kansas. If you are looking for a location this ad offers you an opportunity that you cannot afford to pass by, for if we cannot prove to your entire satisfaction that the firm offered is a big money maker and will continue under competent management to be such, we have no desire to deal with you. The stock and fixtures will at present invoice approximately \$17,000. If you are interested and want an investment where success is assured, we invite your immediate correspondence. Address "Box 1326," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

At sacrifice—following Unit Construction Co. equipment and practically new; French grey enamel, four 6x9 rooms design No. 1, five rack units, one panel end, one counter No. 3. Address Klingman Furniture Co., Grand Rapids, Mich.

FOR SALE

Eighteen hundred more high-class phonographs completely equipped three sizes, various finishes. Immediate delivery. Entire lot attractive prices.

The Houghton Mfg. Co.

Marion, O.

SALES AGENCIES WANTED

Well established firm of four active men, with access to 8,000 dealers and seventy-two jobbers in the phonograph trade, office in central part of New York City, desires to represent first class line of accessories or specialties. First class references and A-1 financial standing. Address "Box 1335," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

SPLENDID OPPORTUNITIES

We have two excellent business opportunities to offer the right parties. Two phonograph shops located in two good Southern cities. For particulars address Phonographs, Inc., 41 Cone St., Atlanta, Ga.

RECORDS FOR SALE

Will close out a fine stock of 5,000 selected Polish 10 inch Columbia records, all catalog numbers, and well assorted. Will sell entire lot at 25 cents each, or will sell in 1,000 lots at 27 cents each, in 100 lots at 30 cents each. Address "Box 1336," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

Phonograph and record establishment, located prominently in the heart of the Jewish section of Brooklyn. Unequaled opportunity. Write for particulars. Address "Box 1337," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

WANTED

Back issues of "The Voice of the Victor" for 1921, 1922 and 1923. Any or all. State price wanted in reply. Address "Box 1325," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

FOR SALE

Exclusive music shop, carrying dealerships for Edison and Columbia phonographs, also good line of pianos, situated in city of 60,000, with additional 50,000 to draw from. Long term lease, store well located and fully equipped. Write "Box 265," care The Talking Machine World, 383 Madison Ave., New York, N. Y.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C., LONDON

W. LIONEL STURDY, MANAGER

REVIVAL OF GENERAL INDUSTRY AND BUSINESS TAKEN AS INDICATION OF TRADE PROSPERITY

Substantial Gains in Sales Already Noted—Competition Among Record Manufacturers—Co-operatives Hurt Dealers—Broadcasting Committee's Broadcasting Report Delayed—The News

LONDON, E. C., October 3.—It is good to be able to report progress in the move towards trade revival. I speak more particularly of the gramophone industry, general trade conditions not showing at present that revival so long expected and so urgently needed to absorb the labor of at least part of our huge army of unemployed. This adverse influence will continue to limit gramophone trade activities and affect progress accordingly. But notwithstanding, a fairly satisfactory season is assured if the belief of leading members of the trade materializes.

Careful preparations and a generally optimistic feeling will carry us a long way toward the goal of success, and I believe that, measured by the volume of last season's trade, the only standard upon which to figure, the season ahead will work out satisfactorily. Already, sales are substantially progressive. That is the best possible sign. Here and there among merchants one meets the proverbial complaint "Nothing doing." These gentlemen constitute the spice of trade life, acting as a spur to those who, at all costs, determine to make good.

The outlook this season discloses the probability of very keen competition among record manufacturers, and I go so far as to predict an early reduction in the price of a certain

leading record. There were too many records on the market last year, and the several new ones introduced during this year must accentuate the difficulty of dealers who cannot stock the lot, yet would desire to be in a position to meet all public demands. Equally difficult is the position of some of the manufacturers. To keep in the market they must issue more or less regular up-to-date titles. Lacking the organization, or perhaps financial strength, to force retail sales by "creating" a big public demand, they fail to register progress synonymous to complete success and lead but a precarious existence. Though generally good, competition in these circumstances is disadvantageous to the welfare of all sections of the gramophone trade. The number of records and the duplication of titles issued each month represent an appalling waste of capital and labor. It makes one long for some arrangement among the manufacturers. Is it asking for the impossible?

Of the designs of new models I think a radical change will be apparent this season. No very striking departure of standard types can be recorded apart from improvements in case work, but there is an unmistakable leaning towards better workmanship and quality generally. And this, coupled with, in many cases, substantial price reductions, should mean

the bringing in of a new public altogether. Another feature worthy of note is the great advance made in new cabinet designs and the introduction of what are known as console models. The latter have been catalogued for the first time this season by a number of firms, and more prominence is given to the claims of these instruments equally as articles of furniture as of entertainment.

Suggested Revival of Historical Name

Those who closely follow the fortunes of the British gramophone industry have been interested to learn of the probable revival of the name—National Gramophone Co. Louis Young, of the Louis Young Mfg. Co., intends to move for the acquisition of the title, and if successful will accordingly change the name of his firm to the National Gramophone Co. Some years ago a firm operated under this title the manufacture and sale of "Marathon" records and machines. The records were unique in that they carried a much finer track than the standard, permitting as much as 4 or more minutes of music on a 10-inch record and up to seven minutes on a 12-inch. The cut was of the phono or hill and dale type, the reproducing medium being a steel needle with position of sound box as in the case of Pathé. Though strongly backed financially, the company was eventually forced into liquidation, and this not long after its £1 shares sensationally appreciated to over £7. Thus did the concern go down into history, now so interestingly brought to mind by the proposed revival of its undoubtedly valuable name. Mr. Young anti-



The Hub of the Gramophone World!!

(Patent and registration rights applied for)



Unique Oval Model. Satin Mahogany finish, paneled all around; height, 8½ ins.; depth, 19 ins.; width, 16 ins. Reliable Swiss single spring, silent helical wind, worm gear motor; plays 10-in. and 12-in. records; 10-in. turntable, plush covered, with special nickel-plated rim. Internal floating amplifying chamber. Fret front and silk screen. Sound-adjusting doors with piano hinges. Nickel-plated tapering tone-arm, with crane back and "gooseneck." Fitted with special plate holding two needle bowls, one with cover. Dial speed regulator and indicator. "BANDMASTER" perfected "Carmen" sound box for steel or fibre needles.

18 Different Models
British made components throughout

The tremendous reception accorded BANDMASTERS is the greatest proof of their merit. The tone of BANDMASTERS—The elegant cabinet work—The high quality fitments—all these at once please the most fastidious visitor to your store, and the extremely low price makes it quite unnecessary to sell on credit when your stock is comprised of BANDMASTERS.

The World's largest individual order for gramophones was taken by Bandmasters in open competition with English and German manufacturers. There is a strong reason for it. We can furnish that reason. Overseas trade especially catered for. BANDMASTERS appeal to the keen-eyed business man who knows his business.



Baby Grand. Unique Horseshoe design. Solid Mahogany. Satin Finish, beautifully inlaid; height, 32½ ins.; width, 20½ ins.; depth, 21 ins. Reliable Swiss double spring, silent wind, worm gear motor; plays 3 records one wind; 12-in. turntable, plush covered, with special nickel-plated rim. Voluminous mellow internal floating amplifying chamber, with cast metal elbow connection. Sound-adjusting doors. Heavily nickel-plated tapering tonearm with crane-back and extra long "gooseneck." Needle bowls for new and used needles, one with cover. Dial speed regulator and indicator. "BANDMASTER" perfected "Carmen" sound box for steel or fibre needles.

18 Exclusive designs
British made components throughout

"THE FAME OF 'BANDMASTER' SPREADS DAY BY DAY"

VIDE THE LONDON PRESS

BANDMASTER LIMITED, BANDMASTER WORKS - - Hendon, London, England

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 192)

pates success in his application to the authorities based upon the claim that by effect of time and long disuse the title is again free.

A Retail Trade Handicap

A question which is exercising the minds, particularly of factors and dealers this side, is the sale of records by the Co-operative Wholesale Society at terms which compete, in a measure, unfairly with those of the ordinary dealer. The various co-operative societies here, federated to the main Co-operative Wholesale Society, issue receipts in the form of a cheque to purchasers of any of their goods, on presentation of which is periodically paid a rebate, which can either be obtained in cash or allowed to accumulate towards the buying of shares in the company, and upon which, of course, the usual dividend is paid. This reacts detrimentally on the trade of ordinary dealers, the public naturally buying largely from the Co-operative Societies. We understand that this question will form part of the agenda at the next manufacturers' meeting, and no doubt, will also be fully discussed at the next meeting of the Dealers' Association. More details anon.

Broadcasting Committee's Report Still Awaited

Music trade circles generally, and in particular the gramophone-radio industry, are still awaiting with considerable anxiety the long overdue Parliamentary Committee's report on the broadcasting question. It is reported at the time of writing that the committee has failed to agree, and the belated arrival of some form of agreement is operating in a decided way against the wireless boom that might otherwise be confidently expected for the Autumn season. Publishers, too, are awaiting the fiat of the committee as to whether the question of broadcasting copyright publications is analogous to that of the mechanical copyright question. It is felt that the failure of the Committee to issue an agreed report in full should not preclude it from making its

recommendations known in so far as it has reached agreement, and, to this end, I understand that pressure is being brought to bear on it by several interested parties.

The Fifty-fifty Needle

A new kind of needle called the "Fifty-fifty" is attracting attention here. It has a bell-shaped shoulder in which is affixed a fine wire point, probably tungsten. Gerald B. Cripps markets this needle under claim that it will play 100 tunes (50 double-sided records) before it is worn out. This seems a perfectly valid claim and is in accordance with proved performance of other so-called permanent types of needles. I rather anticipated that a test would show the "Fifty-fifty" to reproduce rather more loudly than the ordinary steel point, but if anything the contrary is the case. This, to my mind, is an advantage, for too great a volume is both unnecessary and distasteful in the average-sized room of modern houses. The "Fifty-fifty" is of good reproducing qualities and general tone values, free of and unimpaired by that excessive scratch often so noticeable with needles of this kind.

Seasonal Activity at Edison Bell Works

Expressive of great confidence in a larger demand for their products this forthcoming season, J. E. Hough, Ltd., has issued a stirring appeal to dealers, in which two plans and suggestions of value are embodied. It looks as though a boom in Winner and Edison Bell records and machines is likely to follow the company's active publicity campaign, backed as it is by good live service.

Record Exchange Plans Progressive

Negotiations tending towards a settlement of this long-discussed question seem happily to be intimated. Both the Manufacturers' and the Dealers' associations have given much time of late in the endeavor to formulate a scheme which will be acceptable as a permanent and recognized one. The two associations have,

together, sat round the table, and it is a happy augury for the future that a good understanding exists between them. It will be remembered that the last proposal of the Manufacturers' and Wholesalers' Association was "that twice in each year the factor (or dealer) may return 10 per cent of the previous six months' purchases, and secure an absolute free exchange, less a third." This proposal was officially received by the dealers at their meeting at the Buxton Convention, and has since formed a basis for their discussions. Unfortunately the use of an ambiguous word in some of the reports of the meeting published in some journals created a misapprehension in the minds of dealers, who got the impression that the proposal had been agreed to by their Association. The Dealers' Association has certainly not agreed so far to the adoption of any scheme, the opinion being strongly held that they should be entitled to return records in new and saleable condition, up to 10 per cent of their purchases, and receive in return a credit note in full, without the necessity of giving a covering order. The latest news is that the question is three parts settled, and by the time this appears in print further meetings will have been held by both associations and another step forward taken towards bringing this question to a satisfactory settlement.

Introduction of New Columbias

The Columbia Graphophone Co. here has signalized the commencement of the season with great eclat. A very handsome catalog illustrating several entirely new and improved models is just issued, and the new "Grafonola" models embody what is described as a gramophone that will create a revolution in music reproduction. Leading musicians on this side have hailed it as opening up a new era in the history of the gramophone. Sir Henry J. Wood, the famous conductor, when he heard

(Continued on page 194)



(Patent and registration rights applied for)



1 Record clip to hold 6 records, secured by ball catch; releasing record by a mere turn.
 2 Complete Frosted finish aluminum motor-board and sound reflector.
 3 Key-clip fixed in a convenient position.
 4 Well-made cases in oak or leather covered.
 Size: Height, 5½ ins.; depth, 11¾ ins.; width, 12½ ins.
 5 Patent Record holder, with self-adjusting rubber pad acting as needle cup cover when closed, thus preventing needles falling out when carried.
 6 Patent Tonearm with spring elevator lowers upon closing lid, ensuring rigidity when machine is being carried.
 7 Needle cup ready for use immediately lid is opened.
 8 Special graduated tone amplifying chamber.
 Reliable Swiss single-spring motor, silent helical wind, 8¼ in. turntable, plush covered, with nickel-plated rim; plays 10-in. or 12-in. records. "BANDMASTER" perfected "Faust" sound-box. No adjustment of parts. Ready to play upon opening lid. Weight under 11 lbs. when packed. Carry 6 records.
 Model "A" in Solid Oak. Model "B" in Covered Leather Cloth.
 British-made components throughout

Portable Perfection!

Known and Supported

by the British trade as the

Most Wonderful Portable Gramophone on the Market at any Price!

The tonal delivery is exceptionally bright and in volume equal to any cabinet.

BANDMASTER PORTABLES are now replacing all other portables at home and on the Overseas Markets.

Keen export quotations mailed immediately on request.

It's a "Bandmaster" Sensation—Make it Yours!

BANDMASTER LIMITED, Bandmaster Works, Colindale Avenue, Hendon, London, England

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 193)

**Hornless, Table Grand, Upright
and Horizontal Cabinet Grands**

Actual Manufacturers Export a specialty

REX GRAMOPHONE COMPANY

59 Chiswell Street, LONDON, E. C., England
Cable Address "Lyrecodisc, London"

it, said he considered it to be the greatest contribution to the advancement of music since the original invention of the gramophone itself.

The new gramophone is the invention of Wm. Forse, a Londoner, who has been experimenting with gramophones for nearly twenty-five years, and for some considerable time he has had the advantage of conducting his researches in the Columbia Co.'s large laboratories. His latest invention is now launched on the market as the Columbia "Grafonola" and will be sold at ordinary prices.

On September 14, with Sir George Croydon Marks, C.B.E., M.P., in the chair, the press of the whole country, and leading musicians, were entertained at a luncheon in the Connaught Rooms, and with the "nuts and wine" were regaled with selections on the new machine. Vocal and instrumental items were played on the old style of machine and then re-played on the new. A great improvement was evident to the veriest tyro, and the raised dais on which the new instrument stood was surrounded by keen listeners long after the formal demonstration was over.

The principal feature of the new "Grafonola" is the sound box. As well as a new device which permits of a freer and more responsive action to the stylus bar, Mr. Forse has substituted for the old rubber cushion, that was supposed to impart uniformity of resilience and flexibility to the diaphragm, a new spring-balancing device, mounted so as to give a new standard of tension and flexibility, and calculated to preclude the possibility of deterioration under any conditions. The result of the two improvements is that they actually collect and transmit the finer vibrations which emanate from the recording instruments or voices, and Mr. Forse claims for the sound box that it yields the complete reproduction of all the music in the record. To insure scientifically correct amplification of the new standard of tone attention was also directed to the improvement of the sound chamber in the cabinet and a new motor unit which is noiseless in action and securing uniformity of tempo throughout every record.

Finally, Mr. Forse conducted research along new lines and originated a new process of record manufacture for which is claimed the total elimination of surface noises. The tremendous improvement generally in the new Columbia

instrument and reproduction delighted the 400 odd musicians and press men present at the luncheon, and Mr. Forse and the Columbia Graphophone Co. have been felicitated in enthusiastic terms in the whole of the press.

A New Record Proposition

The considerable interest in trade circles aroused here some few weeks ago by the announcement that a company was being formed with strong financial backing and supported by an organization conducted by men of many years' experience in the trade to float the issue of a new record under the title of "Parlophone," has been stimulated by the registration on August 30, of the Parlophone Co., Ltd., with offices at 1 Broad street place, E.C. The purview of the company is a wide one, embracing the business of manufacturing mechanical, artificial or scientific devices, appliances or apparatus for the producing, reproducing, recording or rendering of speech or other sounds, whether natural or artificial. The company has a nominal capital of £20,000 in 20,000 shares of £1 each, and the first issue of new "Parlophone" records to the number of a hundred has taken place. Another seventy-five are expected almost immediately. Opinions here as to the quality of the recording and the suitability of the vocal and instrumental selections are very favorable, especially in consideration of the nominal prices. Important jobbers are being signed up, and a strong campaign for the coming season has been inaugurated.

The Kodisk Competition

An announcement is made by British Kodisk, Ltd., that it has launched an interesting competition, and from a perusal of the conditions of entry it would appear that it is a highly attractive one. The conditions are simple. For the clearest and most distinctive Kodisk record sent in, whether it comprises a song, story, whistle or musical reproduction, a cash prize of £500 will be awarded, a special prize of £25 being given to the child (under twelve years of age) sending in the best record.

In addition there are a number of cash and other prizes amounting in all to £1,000, as well as a cash prize of £50 to the dealer who supplies the winning Kodisk.

The British Kodisk Co. has been fortunate in securing the services, as adjudicators, of the Earl of Hardwicke (Duophone Syndicate, Ltd.), Miss Jose Collins, the famous actress, and Louis Sterling, managing director of the Columbia Graphophone Co.

The Bandmaster Active

Throughout trade circles here one hears talk of the meteoric rise to fame of the "Bandmaster" instruments. Since obtaining, in February last, in competition with all comers both from home and abroad, the largest order in the British Isles, Messrs. Bandmaster have never looked back, and "Bandmaster" dealers are kept on the qui vive with the most up-to-date sales

stunts, the company exerting itself to the utmost in adopting methods calculated to stimulate sales. The list of factors comprises G. A. Bryan, Ltd., for London; The Colmore Depot for Birmingham and Manchester; Wm. Newton & Co., Ltd., Newcastle-on-Tyne; H. W. Tilley & Co., Cardiff, and the North British Machine Co., Ltd., and A. H. Wilkinson & Co., Ltd., for Glasgow.

At their new and spacious factory at Hendon, Messrs. Bandmaster have completed arrangements which permit centralization of manufacture, and the company is progressing along the right lines in standardizing its designs of models, sound boxes, etc.

Brief Paragraphs of Interest

The Autumn Leipsic Fair, I learn, boasted more exhibitors than buyers! In fact, the whole Fair this time proved a failure. To-day, it is not cheap to buy in Germany, or cheap to live there. Trade is entirely dislocated by violent fluctuations of the mark.

At the Royal Photographic Society exhibition there were shown specimens of audiometric photographs of the human voice from Dame Melba, one showing the Melba exercise for the cure of "corns" on the vocal chords!

It is good news that the railways have reduced freight rates by 10 per cent. Merchandise rates now stand at 50 per cent above the rates in force on January 14, 1920.

The Gramophone Co., Ltd., has recorded the songs of one or two captive birds and is considering a project for the recording of wild bird songs. - A big job!

The Deutsche Gramophone Werke (Polyphonwerke) took successful action against the Carl Lindström Co., re-claims for license on extended patents, and by agreement the latter concern will now pay license royalties on a gold mark basis, dating from September, 1920 to 1926, when the patents expire. Other gramophone companies in Germany may now be proceeded against in view of this decision.

A Bond street, London, house is giving publicity to the marketing here of Brunswick records.

RADIO BETWEEN U. S. AND POLAND

Direct radio communication between the United States and Poland was established a few days ago when General James G. Harbord, president of the Radio Corp. of America, New York, sent a message to the Minister of Posts and Telegraphs of Poland. Heretofore messages exchanged between Poland and the United States have been relayed over land wires through adjoining countries and the new service establishes a new record for long distance commercial radio communications. The personnel at the Warsaw station consists of forty engineers and operators, some of whom are Americans.

EDISON BELL**WINNER**
TRADE MARK
GRAMOPHONE RECORDSCABLE
"PHONOKINO,
LONDON"**ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN**

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES**Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands
of the British Empire**

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

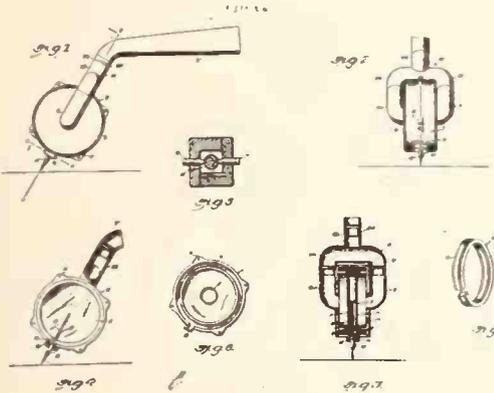
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., October 8.—Sound Box. Arizona Z. Coats, Newbern, Tenn., assignor of one-half to Elmer Headden, same place. Patent No. 1,461,597.

This invention relates to sound boxes for phonographs and the primary object thereof is to provide a device which will amplify the sound without distorting the sound waves and which will eliminate the emission of scratchy and grinding sounds common to sound boxes of the diaphragm and reproducing needle type.

Another object is to provide simple and efficient means to effect a duplication of the sound vibration produced by a single stylus or needle and to so encase the diaphragms that they are protected from the accumulation of dust thereon and consequent deadening of the sound.

In the accompanying drawings Figure 1 represents a side elevation of a tone arm equipped with this improved sound box. Fig. 2 is an edge view or front elevation thereof with the tone arm broken off. Fig. 3 is a central vertical section taken on the line 3—3 of Fig. 1. Fig. 4 is a side elevation of one section of the sound box taken from the inner face thereof with parts in section. Fig. 5 is an enlarged transverse section



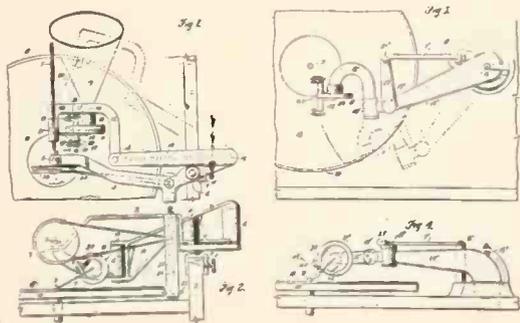
taken on the line 5—5 of Fig. 1. Fig. 6 is a side elevation taken from the inner face of one section of the sound box with the diaphragm removed. Fig. 7 is a detail perspective view of the ring which is located between the diaphragms.

Phonograph. Wm. M. Venable, Pittsburgh, Pa. Patent No. 1,461,334.

This invention relates to phonograph apparatus which may be used either for recording or reproducing purposes and it is particularly applicable to phonographs of the disc type.

The present application is a division of co-pending application No. 370,521, filed April 1, 1920.

The principal object of the invention is to provide a simple means for maintaining the sound box stylus in its correct position with respect to the record without abandoning the use of the fixed pivotal support for the sound box which has proved so advantageous in prac-



tice as to have become almost universally applied. It is the further intention of this invention to provide means to accomplish the foregoing object which can be readily applied to the various types of phonographs already on the market with but little, if any, fitting or change.

These, together with such other objects as are incident to the invention, or which may appear hereinafter, are obtained by means of a construction which is illustrated in preferred form in the accompanying drawings, wherein:

Figure 1 is a plan view of an apparatus embodying the improvements showing parts of the phonograph broken away; Fig. 2 is a side elevation of the apparatus illustrated in Fig. 1; Fig. 3 is a plan view of the improved apparatus illustrating the invention as it might conveniently be applied to that type of phonograph known on the market as the Victrola; Fig. 4 is a side elevation of the apparatus illustrated in Fig. 3.

Method of Making Phonographic Records. Earle W. Jones, New York, and Edward R. Harris, Arlington, N. J. Patent No. 1,461,849.

This invention relates to the art of recording and reproducing sound waves, and particularly to methods of manufacturing an original or master phonautogram and manufacturing dies therefrom which may be used for the stamping out of commercial record tablets.

One object of the invention is generally to provide an improved process or method of making phonographic records which will do away with many of the present-day objections and which will further cheapen the cost of producing record tablets and materially expedite their manufacture.

Figure 1 is a relatively small top plan view of the glass plate containing the master record in the form of a phonautogram traced thereon.

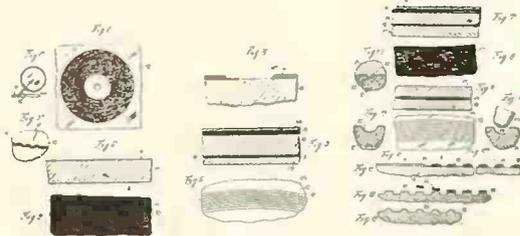


Fig. 1a shows the manner in which the recording stylus is set in cutting the master record, the view showing a section of the plate 10 and a face view of the recording head and stylus; Fig. 2 is a fragmentary section through the glass plate showing the film thereon after the phonautogram has been traced, the film being shown as relatively thick; Fig. 3 is an enlarged face view of a portion of the plate with the film thereon and the phonautogram traced through the film; Fig. 3a is a correspondingly magnified fragmentary face view of a phonautogram showing the minor irregularities formed by the "partials"; Fig. 4 is a very greatly magnified fragmentary section taken through the plate transverse to the direction of the phonautogram showing in an exaggerated manner the way in which the recording stylus cuts through the film; Fig. 5 is a section of the master record and its film, the sensitized plate against which the film is disposed and the ray filters which are used in printing the positive upon the sensitized plate; Fig. 6 is a face view of the sensitized plate 13 after it has been chemically treated, the phonautogram being indicated on the plate by black opaque lines; Fig. 7 is a sectional view of the plate shown in Fig. 6 disposed against the second sensitized plate to form the "mother stencil" or second negative; Fig. 8 is a face view of the second negative or "mother stencil" after it has been chemically treated, showing the phonautogram in white lines upon a black opaque ground; Fig. 9 is a sectional view of a copper plate intended to form a die having thereon a sensitized film, the view showing in section the "mother stencil" disposed against the sensitized face of the copper plate; Fig. 10 is a face view of the copper plate after the phonautogram has been photographed

thereon and the sensitized film has been chemically treated; Fig. 11 is a very greatly enlarged sectional view of the copper plate, the portion "a" of the plate showing the sensitized film on the copper plate after it has been chemically treated, the portion "b" showing the phonautographic lines of the sensitized film after they have been baked; Fig. 11a is a like view to Fig. 11, but showing the copper plate after the film thereon has been baked and scrubbed and cleaned; Fig. 12 shows the copper plate after it has been etched and at the left hand shows the enamel, formed by baking the sensitized line or strip, as having been lifted; Fig. 13 shows the copper plate after it has received the second etching; Fig. 14 shows the complete die as it is used in impressing the record in a record tablet, the die and record tablet being in section; Fig. 15 is a fragmentary sectional view of the record tablet showing the exact form of the record groove as formed in the tablet; Fig. 16 is a sectional view of a record tablet showing the extremity of the reproducing stylus and showing the manner in which it engages within the record groove.

Tone Arm. Frank Oberst, Glendale, N. Y., assignor to Sonora Phonograph Corp. Patent No. 1,461,829.

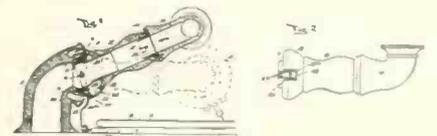
This invention relates to tone arms for talking machines and has for its objects to provide a tone arm of fibrous material, having a joint whereby the arm may be lowered to engage the stylus with the record disc and whereby the arm may be elevated in order that the stylus will be accessible for insertion or removal.

A further object is to produce a tone arm of the character described, in which the sound passage will be unobstructed.

A still further object is to provide means for locking the arm in inoperative position by devices which will be entirely disengaged when the arm is in operative position, whereby rattling and other objectionable sounds will be obviated.

A further object of the invention is to provide means of the character herein described, simple in construction, thoroughly reliable and efficient in its purpose, positive in operation and inexpensive to manufacture.

The inventive idea involved is capable of receiving a variety of mechanical expressions, one of which for the purpose of illustrating the invention is shown in the accompanying drawings.



The invention will be first described in connection with the accompanying drawings illustrating one embodiment of the invention, wherein similar reference characters are used to designate corresponding parts throughout the several views.

In the drawings—
Figure 1 is a longitudinal section of a tone arm embodying the invention, and Fig. 2 is a bottom plan view of the movable element of the arm and a co-operating device carried by the stationary member of the arm.

Method of and Apparatus for Making Phonograph Records. Giacomo Allegretti, Stockton, Cal. Patent No. 1,462,729.

This invention relates to improvements in phonograph-record making, the principal object being to devise what may be termed a phonograving process and an apparatus by means of which the process may be carried out.

By means of this invention master phonograph records may be produced directly and

(Continued on page 196)

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 195)

without the necessity of first recording the sounds on a soft wax, which necessitates a number of subsequent operations before the individual records are made.

This method may therefore also be used by individual owners who may desire to make their own records, which heretofore has been impractical, at least without incurring considerable expense and in a complicated way.

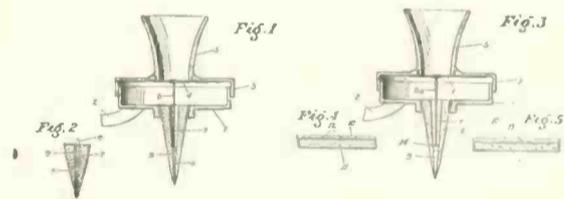
The depth of cutting of the record is regulated so that the volume of sound finally reproduced may be varied without necessarily increasing the original sound-volume, the vibrations produced by which cause the record to be cut.

The use of the wax composition now generally used for records is not limited, but any material may be employed which can be etched by acids and which may be made in a form suitable for the purpose.

The inventor contemplates etching the surface of a blank by means of acids suitable for the purpose, the acid being deposited on the blank in minute drops of various sizes, which then eat into the blank to corresponding and varying depths, the depositing of the acid being regulated and controlled by the strength of the sound waves or vibrations received into a transmitter, which is provided with means co-operating with the acid to cause it to be deposited as aforesaid.

The above described method is employed for making records for individual purposes. For making master records the same apparatus is used in the same manner, but the fluid used, instead of etching or eating into the blank, stays on the surface, hardening thereon, so that female records as universally used can be made directly therefrom.

A further object of the invention is to pro-



duce a simple and inexpensive device and yet one which will be exceedingly effective for the purposes for which it is designed.

In the drawings similar characters of reference indicate corresponding parts in the several views.

Figure 1 is a sectional view of one form of sound-vibration transmitter; Fig. 2 is a greatly enlarged fragmentary section of the recording tip or point; Fig. 3 is a sectional view of another form of the device; Fig. 4 is a greatly enlarged fragmentary section of a recording blank, showing the depositing of the liquid thereon; Fig. 5 is a similar view showing the depressions made by the liquid in the blank after acting thereon.

Phonograph. William Victor Meyer, Milwaukee, Wis. Patent No. 1,462,867.

The invention relates to phonographs. It comprises a base adapted to be positioned on a disc record, a horn rotatable on the base, means for rotating the horn, a reproducer, and a telescopic tone arm affixed to the horn, the tone arm moving inwardly to collapsed position on the rotation of the horn.

The primary object of the invention is the

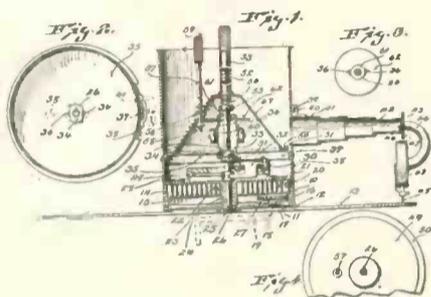
provision of a phonograph operating in an entirely new manner. The record is entirely stationary and the stylus and reproducer and parts co-operating immediately therewith are located on the record, when the record is being played.

The provision of a rotatable reproducer and tone arm is a marked novelty, thus the device is adapted to afford entertainment and may be used for purposes of advertisement, as its unusual principles of operation are adapted to attract considerable attention.

A further object of the invention is the provision of a phonograph that is small, all parts lying within the face of an ordinary disc record. The tone arm is collapsible, and may be positioned in the horn so that the device takes up a minimum of room and may be conveniently shipped and carried about from place to place.

A further object of the invention is the provision of an especially simple structure easy to manufacture, made up of a minimum number of parts and inexpensive.

In the accompanying drawing is illustrated one complete example of the physical embodiment of the present invention constructed ac-



ording to the best mode so far devised for the practical application of the principles thereof.

Figure 1 is a vertical, central section through the phonograph and tone arm; Fig. 2 is a plan view with the cone removed, parts being broken away to show the means for retaining the tone arm in position; Figs. 3 and 4 are detail views.

Tone Arm Stop. Robert H. Weitershausen, Pittsburgh, Pa. Patent No. 1,463,107.

This invention relates to a needle positioning and tone arm arresting device for use in connection with phonographs, or the like, and has for its object to provide means for conveniently positioning, especially by one with impaired sight, of the needle of the tone arm of a phonograph, or the like, to contact with the record at the proper starting point.

A further object of the invention is to provide a needle positioning and tone arm arresting device for use in connection with phonographs, or the like, with means for limiting the outward throw of the tone arm of a phonograph, or the like, to prevent the shifting of the arm off the record when positioning the needle for engagement with the latter, and which not only facilitates the operation of the machine, but prevents injury to the point of the needle, as is often the case when the needle is positioned to close proximity to the edge of the record, causing it to run off the latter and damage its point.

A further object of the invention is to provide a needle positioning and tone arm arresting device for use in connection with phonographs, or the like, having means which is adjustable so as to enable the employment of the device, to perform its function, with records of various sizes.

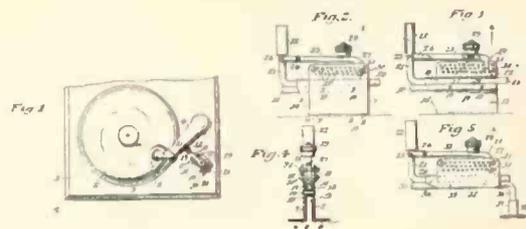
Further objects of the invention are to provide a device for the purpose set forth, which is simple in its construction and arrangement, strong, durable, adjustable, readily set up with respect to the tone arm and record of a phonograph, or the like, efficient and convenient in its use, and inexpensive to manufacture.

With the foregoing and other objects in view, the invention consists of a novel construction, combination and arrangement of parts, illustrated in the accompanying drawings, wherein is shown an embodiment of the invention, but it is to be understood that changes, variations and modifications can be resorted to which fall

within the scope of the claims hereunto appended.

In the drawings, wherein like reference characters denote corresponding parts throughout the several views:

Figure 1 is a top plan view of a phonograph or the like, broken away, showing the adaptation therewith of a needle positioning and tone arm arresting device in accordance with this



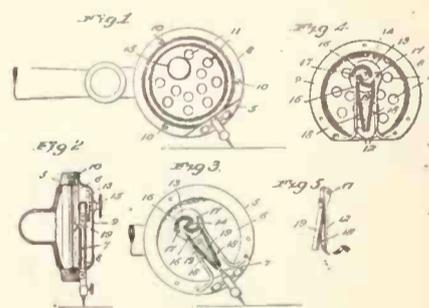
invention; Fig. 2 is a side elevation of the device; Fig. 3 is a sectional elevation; Fig. 4 is a section on line 4-4 of Fig. 3 and Fig. 5 is a side elevation of a modification.

Tone Modulator for Phonographs. William J. Bauer, New York, and Frederick O. Wierth and Abraham S. Meadoff, Brooklyn, N. Y., assignors to the Queen Automatic Phonograph Co., Inc., New York. Patent No. 1,464,739.

This invention relates to improvements in tone-modulator for graphophones and more particularly to that type of modulator having movable elements for exerting various degrees of pressure on the vibratory transmitter bar of the sound box to control the amplitude of the vibrations, and the general object of the invention is to simplify the construction of the modulator and compactly arrange the units to admit of the modulator being easily applied to the sound box and the operative parts thereof conveniently and effectively operated. To this end the invention resides in the provision of novel form of jaws for engaging the transmitter rod and a plate for supporting the jaws and novel and effective operating mechanism, carried by the plate for increasing or decreasing the pressure of the jaws on the transmitter rod.

Other objects will appear and be better understood from that embodiment of the invention of which the following is a specification, reference being had to the accompanying drawings forming a part thereof, in which:

Figure 1 is a side elevation of a sound box with the modulator attached thereto; Fig. 2 is a vertical sectional view taken through the



sound box and a portion of the modulator; Fig. 3 is a vertical sectional view taken through the modulator and showing the latter in applied position; Fig. 4 is a rear elevation of the modulator detached from the sound box, and Fig. 5 is a detail perspective view of one of the angular shaped links of the modulator and its companion transmitter bar engaging finger.

E. WINTER'S SONS MOVING

KINGSTON, N. Y., October 8.—E. Winter's Sons, piano and musical instrument dealers, who have been located at 36 John street for the past fifty-four years, removed to their new building at 326 Wall street on the first of the month. The building, which was purchased only a short time ago, has been thoroughly redecorated and equipped with store fixtures. The firm of E. Winter's Sons has been identified with the piano and music line in Kingston and Rondout for about twenty-eight years.

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Advance RECORD BULLETINS for November, 1923

VICTOR TALKING MACHINE CO.

LIST FOR OCTOBER 12

- 19135 I've Got the Yes! We Have No Banana Blues, Belle Baker with The Virginians 10
- Jubilee Blues, Belle Baker with The Virginians 10
- 19134 If I Knew You Then as I Know You Now, Charles Hart 10
- I Wish I Had Someone to Cry Over Me, Lewis James 10

INSTRUMENTAL RECORD

- 19118 A Hunting Scene, Arthur Pryor's Band 10
- The Mill in the Forest, Arthur Pryor's Band 10

DANCE RECORDS

- 19136 Foolish Child—Fox-trot, The Benson Orch. of Chicago 10
- That Old Gang of Mine, Fox-trot, The Benson Orch. of Chicago 10
- 19137 The Frivolous Girl (Joves)—Tango, International Novelty Orch. 10
- Love-Longing (Canaro)—Tango, International Novelty Orch. 10
- 19138 Oh! Sister, Ain't That Hot!—Fox-trot, Charles Dornberger and His Orch. 10
- Mean, Mean Mamma—Fox-trot, The Benson Orch. of Chicago 10

RED SEAL RECORDS

- 6416 Song of the Viking Guest (From "Sadko") (Rimsky-Korsakow), Feodor Chaliapin 12
- Song of the Flea (Goethe-Moussorgsky), Feodor Chaliapin 12
- 6417 Etude in A Minor (Chopin)—Piano Solo, Alfred Cortot 12
- Impromptu in A Flat (Chopin), Alfred Cortot 12
- 941 Since First I Met Thee (Watson-Rubinstein), Mabel Garrison 10
- Gay Butterfly (Hawley), Mabel Garrison 10

LIST FOR OCTOBER 19

- 45367 Honey, Dat's All, Olive Kline 10
- Laddie o' Mine, Lucy Isabelle Marsh 10
- 45368 Ten Little Mice and When Father Shakes the Stove—Recitation, Edgar Guest 10
- She Powders Her Nose and The Good Little Boy—Recitation, Edgar Guest 10
- 19144 My Sweetie Went Away, Billy Murray-Ed. Smalle 10
- I'm a Lonesome Cry Baby, Aileen Stanley 10

DANCE RECORDS

- 19117 Roses of Picardy—Waltz, The Troubadours 10
- Marcheta—Waltz, Green-Arden Orch. 10
- 19139 Last Night on the Back Porch—Fox-trot, Paul Whiteman and His Orch. 10
- If I Can't Get the Sweetie I Want—Fox-trot, Paul Whiteman and His Orch. 10
- 19140 Wolverine Blues—Fox-trot, The Benson Orch. of Chicago 10
- House of David Blues—Fox-trot, The Virginians 10

RED SEAL RECORDS

- 942 Tosca—E lucevan le stelle (The Stars Were Shining) (Puccini)—In Italian, Beniamino Gigli 10
- Tosca—O dolci mani (Oh, Gentle Hands) (Puccini)—In Italian, Beniamino Gigli 10
- 943 The Juggler (La Jongleuse) (Moszkowski), Sergei Rachmaninoff 10
- Etude in F Minor (Dohnanyi), Sergei Rachmaninoff 10

LIST FOR OCTOBER 26

- 19116 When the Bell in the Lighthouse Rings, Wilfred Glenn 10
- Bells of the Sea, Wilfred Glenn 10
- 19150 Dreamy Melody, Sterling Trio 10
- I'm Drifting Back to Dreamland, Helen Clark-Lewis James 10

INSTRUMENTAL RECORD

- 55200 Natoma—Dagger Dance (Herbert), Victor Herbert's Orch. 12
- Indian Summer (Herbert), Victor Herbert's Orch. 12

DANCE RECORDS

- 19145 What Do You Do Sunday, Mary?—Fox-trot, Paul Whiteman and His Orch. 10
- Chansonette—Fox-trot, Paul Whiteman and His Orch. 10
- 19147 Easy Melody—Fox-trot, The Benson Orch. of Chicago 10
- In a Covered Wagon With You—Fox-trot, The Benson Orch. of Chicago 10
- 19148 Tell All the Folks in Kentucky—Fox-trot, Charles Dornberger and His Orch. 10
- Midnight Rose—Fox-trot, The Benson Orch. of Chicago 10

RED SEAL RECORDS

- 6418 Calvary (Vaughan-Rodney), Louise Homer 12

- The Lost Chord (Proctor-Sullivan), Louise Homer 12
- 929 Quiere me Mucho (Love Me Deeply) (Creole Song) (Gonzalo Roig), Tito Schipa 10
- A la orilla de un palmar (Beside the Palms) (M. M. Ponce), Tito Schipa 10

LIST FOR NOVEMBER 2

- 45370 In a Shoe Store (Gribble), Marie Cahill 10
- The Symphony Concert (Starling), Marie Cahill 10
- 19152 When Clouds Have Vanished and Skies Are Blue, Elliott Shaw 10
- 19154 Why Don't My Dreams Come True?—Henry Burr 10
- Complainin' (It's Human Nature to Complain), Eddie Hunter 10
- I Got, Eddie Hunter 10

DANCE RECORDS

- 19151 I Love You—Fox-trot, Paul Whiteman and His Orch. 10
- The Life of a Rose—Fox-trot, Charles Dornberger and His Orch. 10
- 19155 Cut Yourself a Piece of Cake—Fox-trot, Paul Whiteman and His Orch. 10
- Oh, You Little Sun-Uv-er-Gun—Fox-trot, The Benson Orch. of Chicago 10
- 19156 Just a Girl That Men Forget—Waltz, The Troubadours 10
- Steal a Little Kiss While Dancing—Waltz, Green-Arden Orch. 10

RED SEAL RECORDS

- 944 Faust—Waltz from Kermesse Scene (Gounod), Stokowski and Philadelphia Orch. 10
- Mignon—Gavotte (Thomas), Stokowski and Philadelphia Orch. 10
- 6419 Sonata in B Minor—Finale (Chopin)—Piano Solo, Olga Samaroff 12
- Nocturne (Grieg)—Piano Solo, Olga Samaroff 12
- 951 The World Is Waiting for the Sunrise (Lockhart-Seitz), Reinald Werrenrath 10
- Rose in the Bud (Barrow-Forster), Reinald Werrenrath 10

COLUMBIA GRAPHOPHONE CO.

New Process Records

DANCE MUSIC

- A3972 Beale Street Blues (Handy)—Fox-trot, Ted Lewis and His Band 10
- Twelfth Street Rag (Bowman)—Fox-trot, Ted Lewis and His Band 10
- A3970 No, No, Nora (Fiorito-Erdman)—Fox-trot, The Columbians 10
- That Old Gang of Mine (Henderson)—Fox-trot, California Ramblers 10
- A3979 That Big Blond Mamma (Rose-Monaco)—Fox-trot, California Ramblers 10
- Louisville (Caesar)—Fox-trot, California Ramblers 10
- A3975 Tell Me a Story (Schonberger)—Fox-trot, Leo F. Reisman and His Orch. 10
- Havana (Schonberger)—Tango Fox-trot, Leo F. Reisman and His Orch. 10
- A3960 My Electric Girl (Helmburgh-Holmes)—Fox-trot, Leo F. Reisman and His Orch. 10
- In a Tent (Koehler-Magine-Lyons)—Fox-trot, Leo F. Reisman and His Orch. 10
- A3973 Stealing to Virginia (Donaldson)—Fox-trot, Yerkes' S. S. Flotilla Orch. 10
- Ev'ry Night I Cry Myself to Sleep Over You (Johnson-Wood-Bibo)—Fox-trot, Yerkes' S. S. Flotilla Orch. 10
- A3971 Down on the Farm (Dale-Parrott-Adams-Harrison)—Fox-trot, Eddie Elkins' Orch. 10
- Hi Lee, Hi Lo (Schuster)—Fox-trot, The Columbians 10
- A3977 Nobody But You (Intro.: "Some Sweet Day," from "Ziegfeld's Follies") (Hirsch-Stamper)—Fox-trot, The Columbians 10
- Look for the Happy Ending (Intro.: "Nijigo Novgo," from "Helen of Troy, New York") (Kalmar-Ruby)—Fox-trot, The Columbians 10
- A3978 Papa, Better Watch Your Step (Wills-Cooper)—Blues Fox-trot, The Gulf Coast Seven 10
- Memphis, Tennessee (Bradford)—Blues Fox-trot, The Gulf Coast Seven 10
- A3982 Roll Along, Missouri (Jerome)—Waltz, Columbia Dance Orch. 10
- Abandonado (Abandoned) (Posadas)—Waltz, Columbia Dance Orch. 10
- A3964 No, No, Nora (Fiorito-Erdman)—Comedian, Orch. Accomp., Eddie Cantor 10
- I've Got the Yes! We Have No Banana Blues (Hanley-King)—Comedian, Orch. Accomp., Eddie Cantor 10
- A3969 "Maggie!" (Yes! Ma'am!) (Come Right Upstairs) (Tucker)—Tenor Solo, Orch. Accomp., Frank Crumit 10

- Andy Gump (Dixon)—Tenor-baritone Duet, Orch. Accomp., Furman-Nash 10
- A3981 Stealing to Virginia (Donaldson)—Comedians, Orch. Accomp., Van-Schenck 10
- Steamboat Sal (Fisher-Raskin-Causer)—Comedians, Orch. Accomp., Van-Schenck 10
- A3980 Sweet Henry (Aks)—Comedienne; Phil Phillips at the piano, Dolly Kay 10
- The Gold-diggers (Hanley)—Comedienne; Phil Phillips at the piano, Dolly Kay 10
- A3963 De Darktown Jamhoree (Browne)—Baritone Solo, Orch. and Banjo Accomp., Harry C. Browne 10
- Rosy (Browne)—Baritone Solo, Orch. and Banjo Accomp., Harry C. Browne 10
- A3968 That Big Blond Mamma (Rose-Monaco)—Comedian, Orch. Accomp., Al Jolson 10
- Stingo Stungo (Hanley)—Tenor Solo, Orch. Accomp., Frank Crumit 10
- A3976 That Old Gang of Mine (Henderson)—Male Quartet, Orch. Accomp., Shannon Four 10
- Last Night on the Back Porch (Brown-Schraustader)—Male Quartet, Orch. Accomp., Shannon Four 10
- A3962 My Wild Irish Rose (Olcott)—Tenor Solo, Orch. Accomp., William A. Kennedy 10
- The Lass From County Mayo (Browne)—Tenor Solo, Orch. Accomp., William A. Kennedy 10
- A6231 Old-time Minstrels—Part 1 and Part 2, Lasses White Minstrel Co., with Al Bernard 12
- A3961 Down South Blues (Waters-Henderson)—Comedienne; Fletcher Henderson at the piano, Clara Smith 10
- Kind Lovin' Blues (Waters-Mitchell-Henderson)—Comedienne; Fletcher Henderson at the piano, Clara Smith 10

SYMPHONY RECORDS

- A6230 Symphony in G Minor—First Movement, Allegro Molto (Mozart)—Walter Damrosch, Conductor, New York Symphony Orch. 12
- Symphony in G Minor—Third Movement, Menuetto (Mozart)—Walter Damrosch, Conductor, New York Symphony Orch. 12
- 80080 Cavalleria Rusticana, "Siciliana" (Thy Lips Like Crimson Berries) (Mascagni)—Tenor Solo, Harp Accomp., Charles Hackett 10
- 98084 Slavonic Dance, No. 2—E Minor (Dvorak-Kreiser)—Violin Solo, with Francesco Longo at piano, Toscha Seidel 12
- A3967 A Kiss in the Dark (Herbert)—Mezzo-Soprano Solo, with Orch. Accomp., Barbara Maurel 10
- When Hearts Are Young (From "The Lady in Ermine")—Mezzo-Soprano Solo, with Orch. Accomp., Barbara Maurel 10
- 98058 William Tell, "Selva Opaca" (Wild, Shady Wood)—Act II (Rossini)—Soprano Solo, Orch. Accomp., Rosa Ponselle 12

HAWAIIAN MUSIC

- A3953 Broken-Hearted Melody, Ferera's Hawaiian Instrumental Quartet 10
- Hula-Hula Rose, Ferera's Hawaiian Instrumental Quartet 10
- A3823 Rocky Mountain Moon, Ferera's Hawaiian Instrumental Quartet 10
- Flower of Hawaii, Ferera's Hawaiian Instrumental Quartet 10
- A3798 Kawaihau Waltz, Ferera's Hawaiian Instrumental Quartet 10
- Mahina Malamalama—Waltz, Ferera's Hawaiian Instrumental Quartet 10
- A3885 Honeymoon Chimes—Incidental Singing by Vernon Dalhart, Ferera-Franchini 10
- One Little Smile—Incidental Singing by Vernon Dalhart, Ferera-Franchini 10
- A3658 Drowsy Waters, Ferera's Hawaiian Instrumental Quartet 10
- Ua Like—Noa Like, Ferera's Hawaiian Instrumental Quartet 10
- A1812 Hilo, Irene West Royal Hawaiian Troupe 10
- Kohala March, Ferera-Franchini-Lua-Kaili 10
- A3560 Isle of Paradise, Ferera-Franchini-Green 10
- Susquehanna Shore, Ferera-Franchini 10
- A3522 My Hawaiian Melody, Ferera-Franchini 10
- My Sweet Sweeting, Louise-Ferera 10

AEOLIAN CO.

OPERATIC—STANDARD

- 70006 Cielo e Mar (Heaven and Ocean!) (From "La Gioconda" (Ponchielli)—Tenor—In Italian—Aeolian Orch. Accomp., Armand Tokatyan 12
- Conducted by Gennaro Papi Metropolitan Opera House Conductor
- Tarantella Sincera (I'll Be Single All My Life) (Migliaccio-Crescenzo)—Neapolitan Song—

(Continued on page 198)

"No, no, No-ra, no - bod-y but you, - dear"

No! No! Nora!

A Fox Trot Sensation

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A Fine Swinging Fox Trot Melody



"You can't go wrong with any FEIST song"



Mem'ries I re-call of al', your pretty little love tales

ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from page 197)

- Tenor—In Italian—Aeolian Orch. Accomp., Armand Tokatyan... 60012 Serenade of Rafael... 60011 Little Grey Hone in the West... 35023 Skaters' Waltz... 14666 El Capitan... 14663 Kilima Waltz... 14667 Beautiful Isle of Somewhere... 14664 Just a Girl That Men Forget... 14665 Aeolian Symphony Dance... 14668 Steamboat Sal... 14669 Mamma's Gonna Slow You Down... 14581 Voca Busciarda

- Folk Song... Senza Napule... VOCALION RACE BULLETIN... 14651 Afternoon Blues... 14650 You've Got Everything a Sweet Mamma Needs... 14652 If You Don't Give Me What I Want... 14653 'Taint No Tellin' What the Blues Will Make... 14654 Do Doodle Oom

EDISON DISC RECORDS

- ALREADY RELEASED SPECIALS... 82298 Dear Land of Home... 51213 Marche Slave... 51209 Knice and Knifty... 80762 The Garden of Your Heart... 80754 Two Little Eyes... 82300 Figlio del sol... 51214 Lascia ch'io pianga... FLASHES... 51225 Marcheta... 51221 Louisville... 51222 I Love Me... GENERAL LIST... 51215 Annie Laurie... 80764 Answer... 80763 Connais-tu le pays... 51224 I Just Want a Daddy... 51223 Ragging the Scale... 51221 Oh! Sister... 82301 Pronto io son

- Ballatella (Bird Song)... 51227 Wonder If She's Lonely... 51230 Roll Along Missouri... Rose of the Morning... 51229 I've Got the Yes!... 51228 You Wanted Someone to Play With... 51231 I Will Love You When the Silver Threads Are Shining

BRUNSWICK RECORDS

- 15056 Gioconda... 50039 Orfeo Ed Uridice... 13097 Flower Song... 2449 Open Up De Gates of Glory... 20013 Oberon Overture... 2395 I Ain't Got Nobody... 2448 Parson Jenks... 2479 Oh! Harold... 2466 Shim-me-sha-wahble... 2480 Rose of Sunny Italy... 2481 Queen of Egypt... 2476 No, No, No... 2478 Midnight Rose... 2482 Open Your Heart... 2483 Will You Always Love Me

"OH! HAROLD"

By Lee S. Roberts
A GREAT SONG, A GREAT DANCE TUNE (Fox Trot, One Step or Collegiate Walk)

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235 SOUTH WABASH AVE.
CHICAGO

ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from page 198)

OKEH RECORDS

- 4897 When June Comes Along With a Song (From musical comedy "The Rise of Rosie O'Reilly") (Geo. M. Cohan)—Fox-trot...Markels Orch. Dirty Hands! Dirty Face! (From musical comedy "Bombo") (James V. Monaco)—Fox-trot, Markels Orch. 10
- 4898 My Sweetie Went Away (She Didn't Say When, Where, Why) (Roy Turk-Lou Handman)—Fox-trot...Markels Orch. 10
- On the Isle of Wicki Wacki Woo (Gus Kahn-Walter Donaldson)—Fox-trot...Markels Orch. 10
- 4899 Love Sends a Little Gift of Roses—Waltz, Piano Solo...Willie Eckstein 10
- Chimes—Fox-trot, Piano Solo...Willie Eckstein 10
- 4900 Sweet Anabel (Alice Nadine Morrison)—Waltz, Blue Ribbon Trio 10
- Good-Night (Leo Wood-Irving Bibo-Con Conrad)—Waltz...Blue Ribbon Trio 10
- 4901 Yes! We Have No Bananas (Frank Silver-Irving Cohn)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. Long Lost Mama (Daddy Misses You) (Harry Woods)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- 4902 When You Walked Out Someone Else Walked Right In (Irving Berlin)—Fox-trot, Rega Dance Orch. 10
- Waitin' for the Evenin' Mail (From Musical Comedy, "Dew Drop Inn") (Billy Baskette)—Fox-trot...Markels' Orch. 10
- 4903 Annabelle (Ray Henderson)—Fox-trot, Markels' Orchestra 10
- My Lady and Me (Otto Motzan)—Fox-trot, Rega Dance Orchestra 10
- 4904 Goin' Down to the Levee (W. M. Russell-Ed. Herbert)—Contralto Solo—Piano accomp. by Clarence Williams...Sara Martin 10
- Where Can That Somebody Be? (Fred Rose-Irving Mills)—Contralto Solo—Piano accomp. by Clarence Williams...Sara Martin 10
- 4905 Down Among the Sleepy Hills of Tennessee (Joe Young-Sam M. Lewis-Geo. W. Meyer) Vocal Trio...Okeh Star Trio 10
- Oh! How She Lied to Me (Harry White-Will Donaldson)—Contralto Solo...Aileen Stanley 10
- 4906 Sobbin' Blues (Kassell-Burton)—Fox-trot, King Oliver's Jazz Band 10
- Sweet Lovin' Man (Melrose-Hardin)—Fox-trot, King Oliver's Jazz Band 10
- 4907 Chinaman Blues (Gene Burdette)—Fox-trot, Erskine Tate's Vendome Orchestra 10
- Cutie Blues (Erskine Tate)—Fox-trot, Erskine Tate's Vendome Orchestra 10
- 4908 Louisiana (Gus Kahn)—Fox-trot, Markels' Orchestra 10
- First, Last and Always (Harry Akst)—Fox-trot, Markels' Orchestra 10
- 4909 Pickles (Chas. Rosoff-Jack McGowan)—Singing Chorus by Billy Jones and Ernest Hare—Fox-trot...Rega Dance Orchestra 10
- Nut-Sey Fagan (Ernest Breuer)—Singing Chorus by Billy Jones—Fox-trot...Rega Dance Orchestra 10
- 4910 River Shannon Moon (Walter Wallace Smith) Tenor Solo with piano accomp...Gerald Griffin 10
- Just a Bit of Irish Lace (Harold Christy-Lucille Solomon-Alfred Solomon)—Tenor Solo with

- piano accomp...Gerald Griffin 10
- 4911 Wonder If She's Lonely, Too? (Willie White-Bernie Grossman)—Fox-trot, Warner's Seven Aces 10
- Dream Girl of PI K A—Waltz, Warner's Seven Aces 10
- 4912 Mariechen Waltz...Danubia Municipal Band 10
- Disposition Waltz...Danubia Municipal Band 10
- 4913 Spanish Serenade (Margutti)—Guitar Solo, P. Taraffo 10
- Stephanie March—Guitar Solo...P. Taraffo 10
- 4914 Volga Waltz (M. R. Bakalainikow)—Orchestra, Sandor Jozi and His Orch. 10
- Los Rotarios (A. Galimany)—Orchestra, Sandor Jozi and His Orch. 10
- 4915 Nobles of the Mystic Shrine (John Philip Sousa)—March—Capt. P. Conway, Conductor, Conway's Band 10
- The Gallant Seventh March (John Philip Sousa)—March—Capt. P. Conway, Conductor, Conway's Band 10
- 4916 Waltz From "La Gran Via" (Gueca and Valverde)—Ocarina Solo...Prof. Mose Tapiero 10
- La Tortorella, Polka (Damare)—Ocarina Solo, Prof. Mose Tapiero 10
- 8072 Clarinet Laughing Blues (George McLennon)—Fox-trot...Harlem Trio 10
- Those Longing for You Blues (Frank Westphal)—Fox-trot...Mamie Smith's Jazz Hounds 10
- 8086 Mistreated Mama Blues (Billy Smythe-Ben Brown-Syl. Junker)—Piano accomp. by Clarence Williams...Sara Martin 10
- Runnin' 'Round With the Blues (Ben Brown-Billy Smythe)—Piano accomp. by Clarence Williams...Sara Martin 10
- 8087 Jelly's Blues (Lloyd Smith-Clarence Johnson-Warren Smith)—With piano accomp., Sara Martin 10
- My Good Man's Blues (Lloyd Smith-Warren Smith-Clarence Williams)—Mahaha's Blues—With piano accomp...Sara Martin 10
- 8088 Sweet Man Was the Cause of it All (Clarence Williams-Sara Martin)—Blues—Piano accomp. by Clarence Williams...Sara Martin 10
- Sympathizing Blues (Phil Worde-Godfrey)—Piano accomp. by Clarence Williams, Sara Martin 10

ODEON RECORDS

- OKEH NOVEMBER RELEASES
- 3063 The Rosary (E. Nevin)...Michailow Trio 12
 - The Old Refrain (F. Kreisler)...Michailow Trio 12
 - 3064 Loin Du Bal—Intermezzo (E. Gillet), Dajos Bela and His Orch. 12
 - Whispering Flowers (Von Blon), Dajos Bela and His Orch. 12
 - 3065 Light Cavalry Overture—Part I (Von Suppe), Dajos Bela and His Orch. 12
 - Light Cavalry Overture—Part II (Von Suppe), Dajos Bela and His Orch. 12
 - 3066 Forget Me Not (H. Richards), Dajos Bela and His Orch. 12
 - Peggy (H. Richards), Dajos Bela and His Orch. 12
 - 3067 Amra (W. Bransen), Marek Weber and His Orch. 12

- Invano (A. Amadei), Marek Weber and His Orch. 12
- SPECIAL ALBUM SET, \$5.00 COMPLETE
- 5022 Der Freischutz Overture—Part 1 (Free Shooter) (von Weber)—Symphony Orch...Mörrike and the Orch. of the German Opera House, Berlin 10
- Der Freischutz Overture—Part 2 (Free Shooter) (von Weber)—Symphony Orch...Mörrike and the Orch. of the German Opera House, Berlin 10
- 5023 Der Freischutz Overture—Part 3 (Free Shooter) (von Weber)—Symphony Orch...Mörrike and the Orch. of the German Opera House, Berlin 10
- Oberon Overture—Part 3 (von Weber)—Symphony Orch...Mörrike and the Orch. of the German Opera House, Berlin 10
- 5024 Oberon Overture—Part 1 (von Weber)—Symphony Orch...Mörrike and the Orch. of the German Opera House, Berlin 10
- Oberon Overture—Part 2 (von Weber)—Symphony Orch...Mörrike and the Orch. of the German Opera House, Berlin 10
- FONOTIPIA RECORD
- 6011 L'Africana—O Paradiso (Meyerbeer)—Tenor, with Orch.; sung in Italian...Giacomo Lauri-Volpi 10
- La Favorita—Una vergine, un angiol di dio (Donizetti)—Tenor, with Orch.; sung in Italian...Giacomo Lauri-Volpi 10

GENNETT LATERAL RECORDS

- 5210 E-Flat Blues (Morris)—Fox-trot, Porter's Blue Devils 10
- Original Charleston Strut (Morris)—Fox-trot, Porter's Blue Devils 10
- 5211 Love (Lewis-Young)—Fox-trot; Chas. Hart sings the Chorus; Hazay Natzy, Director, The Biltmore Hotel Orch. 10
- March of the Siamese (Lincke)—Fox-trot; Hazay Natzy, Director...The Biltmore Hotel Orch. 10
- 5212 Good Night (Wood-Bibo-Conrad)—Waltz; Hazay Natzy, Director...The Biltmore Hotel Orch. 10
- Hawaiian Moon (Gerkie-Brunner)—Waltz; Featuring Virginia Burt...Specialty Orch. 10
- 5217 Milenberg Joys (Rappolo-Mares-Morton)—Fox-trot...New Orleans Rhythm Kings 10
- Marguerite (Pierce-Novak)—Fox-trot, New Orleans Rhythm Kings 10
- 5219 Sobbin' Blues (Kassel-Berton)—Fox-trot, New Orleans Rhythm Kings 10
- Angry (Brunies-Brunies-Yules)—Fox-trot, New Orleans Rhythm Kings 10
- 5222 In a Covered Wagon (Norworth-Stover)—Fox-trot...Art Landry and His Call of the North Orch. Poppies (Norworth)—Fox-trot, Art Landry and His Call of the North Orch. 10
- 5230 Don't Mess With Me (Gold)—Fox-trot...Riley's Orch. A Japanese Sunset (Deppen-Zamecmik)—Fox-trot, Justin Huber's Orch. 10
- 5201 El Opio—Fox-trot...Marimba Hermanos Moguel 10
- Pajaro Herido—Couplet...Marimba Hermanos Moguel 10
- 5244 Chapultepec (H. Rubalcaba)—Fox-trot, Nathan Glantz y su orquesta 10
- Hawaiana (De La Revista "En el Pais de la Ilusion") (E. D. Uranga), Nathan Glantz y su orquesta 10
- 10082 I Hear a Thrush at Eve (Eberhart-Cadman)—Tenor...Henry Moeller 10
- From the Land of the Sky-blue Water (Eber-

(Continued on page 200)

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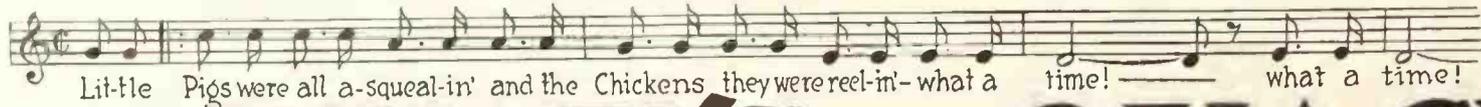
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ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from Page 199)

- 10081 Minuet (Beethoven)—Violin; Piano Accomp., Thos. Griselle... Scipione Guidi
- Hungarian Dance No. 5 (Brahms-Joachim)—Violin; Piano Accomp., Thos. Griselle... Scipione Guidi
- 5215 How Tedious and Tasteless (Newton-Edson)—Baritone... Homer Rodeheaver
- Throw Out the Life Line (Ufford)—Baritone, Homer Rodeheaver
- 5216 Immortality (From lecture "Prince of Peace"), William Jennings Bryan
- The Virgin Birth (An Essay), William Jennings Bryan
- 5209 Silver Threads Among the Gold—Incidental singing by Hart and Bates, Frank Ferera's Hawaiian Entertainers
- Annie Laurie—Mocking Bird—Old-time Medley, Frank Ferera's Hawaiian Entertainers
- 5200 Mazurka (Munier)—Mandolin-harp, William and Vivian Place
- Souvenir (Drda)—Mandolin-piano, William and Vivian Place
- 5206 Jenny Picking Cocks (Intro: "Drowsy Maggie")—Medley of Irish Jigs... Flanagan Brothers
- The Maid on the Green (Intro: "The Frost Is All Over")—Medley of Irish Jigs, Flanagan Brothers
- 5214 Laddie Buck of Mine (Ball-Brennan)—Tenor, Emmett O'Toole
- A Shawl of Galway Grey (Hogan-Stanley)—Tenor... Emmett O'Toole
- 5213 When You Walked Out Somebody Else Walked Right In (Berlin)—Tenor... Irving Kaufman
- Cut Yourself a Piece of Cake (Bibo)—Tenor, Irving Kaufman

REGAL RECORDS

DANCE RECORDS

- 9536 Just a Girl That Men Forget—Waltz, Clark's Marimba Orch.
- Steal a Little Kiss While Dancing—Waltz, Clark's Marimba Orch.
- 9537 I Love You (From "Little Jessie James")—Fox-trot... Hollywood Dance Orch.
- Mary (From "Poppy")—Fox-trot, Hollywood Dance Orch.
- 9538 That Old Gang of Mine—Fox-trot, Jos. Franklin's Orch.
- 'Neath Egyptian Skies—Fox-trot, Jos. Franklin's Orch.
- 9539 Stealing to Virginia—Fox-trot... Roy Collins' Orch.
- Sun-Kist Rose—Fox-trot... Roy Collins' Orch.
- 9540 When June Comes Along With a Song (From "Rise of Rosie O'Reilly")—Fox-trot, Majestic Dance Orch.
- Born and Bred in Brooklyn (From "Rise of Rosie O'Reilly")—Waltz... Majestic Dance Orch.
- 9541 No, No, Nora—Fox-trot... Missouri Jazz Band
- Underneath the Sip, Sip, Sippy Moon—Fox-trot, Missouri Jazz Band
- 9542 I'm Drifting Back to Dreamland—Waltz, Regal Dance Orch.
- Wonder If She's Lonely, Too—Fox-trot, Regal Dance Orch.
- 9543 Squeezin', Teasin', Man of Mine—Fox-trot, Original Memphis Five
- Sad News Blues—Fox-trot... Original Memphis Five
- POPULAR VOCAL RECORDS
- 9544 Ev'ry Night I Cry Myself to Sleep Over You—Baritone Solo, Orch. Accomp... Arthur Fields
- That Old Gang of Mine—Baritone Solo, Orch. Accomp... Bob Thomas
- 9545 My Sweetie Went Away—Baritone Solo, Orch. Accomp... Arthur Fields
- Three Thousand Years Ago—Comedy Solo, Orch. Accomp... Billy West
- 9546 Oh! You Little Sun-uv-er-gun—Comedy Solo, Orch. Accomp... Billy West
- If I Can't Get the Sweetie I Want—Baritone Solo, Orch. Accomp... Arthur Fields
- 9547 Bebe—Tenor Solo, Orch. Accomp... Vernon Dalhart
- Annabelle—Tenor Solo, Orch. Accomp... Lou Hayes
- 9549 Mamma Goes Where Papa Goes—Comedy Solo, Orch. Accomp... Bob White
- I Cried for You—Tenor Solo, Orch. Accomp... Arthur Hall

DAISY MARTIN RECORD

- 9548 Feelin' Blues... Daisy Martin and Her Royal Tigers
- What You Was You Used to Be, Daisy Martin and Her Royal Tigers
- STANDARD RECORD
- 9550 College Songs—Medley... National Male Quartet
- Songs of the Past—Medley... National Male Quartet

EMERSON RECORDS

LATEST DANCE HITS

- 10667 Dreamy Melody—Waltz... Emerson Dance Orch.
- Say You'll Be Mine—Waltz, Green Brothers' Novelty Band
- 10668 Oh! You Little Sun-uv-er-Gun—Fox-trot, Pennsylvania Syncopators
- If I Can't Get the Sweetie I Want I Pity the Sweetie I Get—Fox-trot... Pennsylvania Syncopators

- 10669 Stealing to Virginia—Fox-trot, Pennsylvania Syncopators
- Bebe—Novelty Fox-trot... Pennsylvania Syncopators
- 10671 I'm Sitting Pretty in a Pretty Little City—Fox-trot... Pennsylvania Syncopators
- I Love You—Fox-trot... Emerson Dance Orch.
- 10670 Mamma Goes Where Papa Goes—Fox-trot, Pennsylvania Syncopators
- I've Got the Yes! We Have No Banana Blues—Fox-trot... Pennsylvania Syncopators
- LATEST SONG HITS
- 10666 Alahamy Blacksheep—Tenor and Baritone Duet—Orch. Accomp... Irving and Jack Kaufman
- Ev'ry Night I Cry Myself to Sleep Over You—Tenor Solo—Orch. Accomp... Irving Kaufman
- 10672 Swinging Down the Lane—Tenor and Baritone Duet—Orch. Accomp... Irving and Jack Kaufman
- Dreamy Melody—Tenor Solo—Orch. Accomp... Irving Kaufman

PATHE PHONOGRAPH & RADIO CORP.

SPECIAL

- 021042 Our Late President, Warren G. Harding, on "America" Our Late President, Warren G. Harding, on "The Republican Party and His Tribute to the Disabled Soldiers"
- SACRED
- 021052 Jesus, Lover of My Soul... Earle F. Wilde
- He Lifted Me... Earle F. Wilde
- INSTRUMENTAL
- 021053 Kilauea—Hawaiian Patrol, Patrick Conway's Band
- Bullets and Bayonets—March, Patrick Conway's Band
- 021054 Auld Lang Syne—Chimes... Chris. Chapman
- Blue Bells of Scotland—Chimes... Chris. Chapman
- HAWAIIAN
- 021058 Hula Hula Rose, Ferera's Hawaiian Instrumental Quartet
- Just a Breath of Hawaii, Ferera's Hawaiian Instrumental Quartet

RACE RECORDS

- 021059 Liza Johnson's Got Better Bread Than Old Sally Lee... Mary Jackson
- I Don't Let No One Man Worry Me... Mary Jackson
- 021060 Oh! Daddy Blues... Emma Gover
- Original Charleston Strut... Ruth Coleman
- 021061 M. T. Pocket Blues... Emma Gover
- She Walked Right Up and Took My Man Away... Ruth Coleman
- 021062 You Can't Do What My Last Man Did, Maggie Jones
- Don't Never Tell Nobody What Your Good Man Can Do... Maggie Jones

POPULAR VOCAL

- 021063 Cuddle Uddle Up... Apollo Male Trio
- Somebody Else Took You Out of My Arms, Frank Sterling
- 021064 Not Here, Not There (It's Fifty Miles From Nowhere)... Wright-Bessinger
- It's Not the First Time You Left Me (But It's the Last Time You'll Come Back), Wright-Bessinger
- 021065 Every Night I Cry Myself to Sleep Over You, Arthur Wilson
- Wonder If She's Lonely, Too?... Arthur Wilson
- 021066 That's a Lot of Bunk... Harry Blake-Robert Judson
- Three Thousand Years Ago... Harry Blake

DANCE

- 021067 I Love You (From "Little Jessie James")—Fox-trot; Vocal Chorus by Geo. Perry, Strand Roof Orch.
- Easy Melody—Fox-trot; Vocal Chorus by Geo. Perry... Golden Gate Orch.
- 021068 Covered Wagon Days—Fox-trot; Vocal Chorus by Arthur Grant... Strand Roof Orch.
- Foolish Child—Fox-trot... Strand Roof Orch.
- 021069 Sittin' in a Corner—Fox-trot; Vocal Chorus by Arthur Grant... Golden Gate Orch.
- Tell All the Folks in Kentucky—Fox-trot, Golden Gate Orch.
- 021070 Mean, Mean Mama—Fox-trot... Original Indiana Five
- Stavin' Change—Fox-trot... Original Indiana Five
- 021071 That Old Gang of Mine—Fox-trot, with Vocal Chorus... Les Stevens and His Orch.
- Underneath the Sip, Sip, Sippy Moon—Fox-trot... Max Terr and His Orch.
- 021072 Steamboat Sal—Fox-trot, Les Stevens and His Orch.
- Cannibola—Fox-trot... Les Stevens and His Orch.
- 021073 Just a Girl That Men Forget—Waltz, Fry's Million Dollar Pier Orch.
- Why Don't My Dreams Come True?—Waltz, Fry's Million Dollar Pier Orch.
- 021074 I'm Drifting Back to Dreamland—Waltz, Fry's Million Dollar Pier Orch.
- So This Is Love (From "Little Miss Blue-beard")... Fry's Million Dollar Pier Orch.
- 021075 House of David Blues—Fox-trot, New Synco Jazz Band
- Somebody's Wrong—Fox-trot, New Synco Jazz Band
- 021076 Oh! You Little Sun-uv-er-gun—Fox-trot, Westchester Biltmore Country Club Orch.
- Black Sheep Blues... H. Natzy, Director
- Somebody's Wrong—Fox-trot... New Synco Jazz Band

- 021077 Music of Love (From "Artists and Models")—Fox-trot, Westchester Biltmore Country Club Orch.
- Mary (From "Poppy")—Fox-trot, Casino Danace Orch.
- 021078 If I Can't Get the Sweetie I Want I Pity the Sweetie I Get—Fox-trot, Westchester Biltmore Country Club Orch.
- Love Is Like a Flower—Fox-trot, Casino Dance Orch.

BANNER RECORDS

DANCE RECORDS

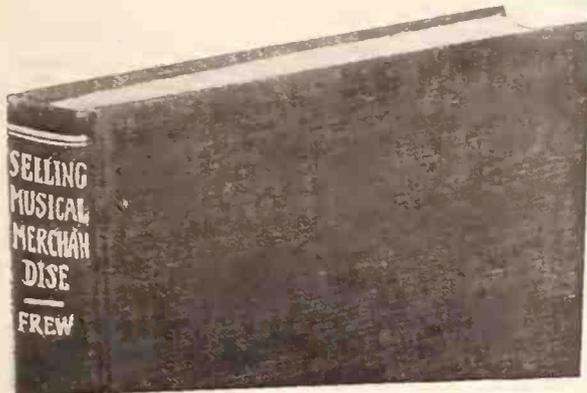
- 1249 I Love You (From "Little Jessie James")—Fox-trot... Majestic Dance Orch.
- Mary (From "Poppy")—Fox-trot, Majestic Dance Orch.
- 1250 Stealing to Virginia—Fox-trot, Jos. Franklin's Orch.
- 'Neath Egyptian Skies—Fox-trot, Jos. Franklin's Orch.
- 1251 Just a Girl That Men Forget—Waltz, Banner Dance Orch.
- Wonder If She's Lonely, Too?—Fox-trot, Banner Dance Orch.
- 1252 No, No, Nora—Fox-trot... Six Black Diamonds
- Underneath the Sip, Sip, Sippy Moon—Fox-trot, Six Black Diamonds
- 1253 When June Comes Along With a Song (From "Rise of Rosie O'Reilly")—Fox-trot, Hollywood Dance Orch.
- Born and Bred in Brooklyn (From "Rise of Rosie O'Reilly")—Waltz... Hollywood Dance Orch.
- 1254 Sad News Blues—Fox-trot... Original Memphis Five
- Squeezin', Teasin', Man of Mine—Fox-trot, Original Memphis Five
- 1255 That Old Gang of Mine—Fox-trot, Roy Collins' Orch.
- Sun-Kist Rose—Fox-trot... Roy Collins' Orch.
- 1256 I'm Drifting Back to Dreamland—Waltz, Xylo Novelty Orch.
- Steal a Little Kiss While Dancing—Waltz, Xylo Novelty Orch.

POPULAR VOCAL RECORDS

- 1257 Bebe—Tenor Solo, Orch. Accomp... Vernon Dalhart
- That Old Gang of Mine—Baritone Solo, Orch. Accomp... Bob Thomas
- 1258 Ev'ry Night I Cry Myself to Sleep Over You—Baritone Solo, Orch. Accomp... Arthur Fields
- I Cried for You—Tenor Solo, Orch. Accomp... Arthur Hall
- 1259 Oh! You Little Sun-uv-er-gun—Comedy Solo, Orch. Accomp... Billy West
- If I Can't Get the Sweetie I Want—Baritone Solo, Orch. Accomp... Arthur Fields
- 1260 My Sweetie Went Away—Baritone Solo, Orch. Accomp... Arthur Fields
- Three Thousand Years Ago—Comedy Solo, Orch. Accomp... Billy West
- 1261 Annabelle—Tenor Solo, Orch. Accomp... Lou Hayes
- Mamma Goes Where Papa Goes—Comedy Solo, Orch. Accomp... Bob White
- DAISY MARTIN RECORD
- 1262 Feelin' Blues... Daisy Martin and Her Royal Tigers
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Chapter	From the Publisher. Introduction.
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	THE PROBLEM OF PUBLICITY
	VII. Advertising in General.
	VIII. Space or Display Advertising.
	IX. Advertising by Personal Contact.
	X. Advertising Through Service.
	XI. Direct and Mail Advertising.
	XII. Advertising Through Musical Attractions.
	PART III
	THE PROBLEM OF MANAGEMENT
	XIII. Management in General.
	XIV. Stock Display.
	XV. The Care of Stock.
	XVI. Inventory and Sales Analysis.
	XVII. The Question of Credit.
	XVIII. The Repair Department.
	XIX. The Value of Co-operation.
	PART IV
	THE PROBLEM OF SELLING
	XX. Selling in General.
	XXI. The Sales Organization.
	XXII. Psychology of Salesmanship.
	XXIII. Collective Selling.
	XXIV. Organizing a Band or Orchestra.
	XXV. The Used Instrument Problem.
	PART V
	INSTRUMENTATION
	XXVI. Musical Organizations and their Instrumentation.
	XXVII. The Principal Instruments of the Band and Orchestra Described.
	APPENDIX
	List of Principal Musical Merchandise Products

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Is the Mail Order House Your Competitor?	4	How Proper Selling Eliminates Loss	42
Talking Machines Aid in Piano Teaching	6	Dealers Who Make Canvassing Profitable	43
Now Is the Time to Plan Successful Holiday Drives	8	The Use of Talking Machines in Funeral Chapels	46
The Business Outlook Is Most Satisfactory	10	Important Tax Ruling by Internal Revenue Department	48
Anticipating the Question of Shortage of Machines	10	Program of Music Contests Fixed for New York Music Week	49
Where the Financing Should Begin.	10	Making an Effective Window Display in a Small Space	51
A Lesson from the Newspaper Strike in New York	11	Important Meeting of New York Sonora Dealers	67
Quality Advertising as a Business Builder	12	Radio—Its Yesterday—Today—Tomorrow	69-72
Increasing Profits by Reducing Overhead	14	Interesting Figures on Latest Exports and Imports of Talking Machines, Records and Parts	74
The Value of Window Display to the Dealer	20	Fall Buying Starts in With a Rush in Quaker City and Pennsylvania	83
Originality Pays in Developing Foreign Record Sales	22	Boston Dealers Stocking Up Early in Anticipation of Machine Shortage	97
A Type of Letter That Brought Customers	24	The Mid-West Point of View	106
Interesting Analysis of the Status of Radio	26	Capacity Production on the Part of Manufacturers Indicates Great Retail Activity	107
National Music Week to Be Held May 4 to 10	28	Featuring the Musical Possibilities of the Talking Machine	128
Collecting Overdue Accounts Economically	29	Cleanings from the World of Music	139-146
A Unique Idea in Retailing Spanish Records	32	Happenings in the Musical Merchandise Field	153-155
Widening the Sales Opportunities of the Portable Phonograph	34	Talking Machine Displays at National Exhibition in Toronto	162
Reasons Why It Pays to Know Your Business	35	Latest Patents of Interest to the Talking Machine Trade	195-196
Some Comments on Trade and Musical Conditions in Cuba	38	Advance List of Talking Machine Records for November	197-200
The Circular as a Trade Promotion Factor	39		

CORRESPONDENCE FROM LEADING CITIES:—

Richmond, 54—Buffalo, 56-58—Brooklyn, 60-61—Omaha, 76—Cleveland, 78—Philadelphia, 83-87—Ogden, 88—Pittsburgh, 90—Dallas, 91—Milwaukee, 92-93—Des Moines, 94—Boston, 97-102—Cincinnati, 104—Chicago, 107-120—Indianapolis, 122—Minneapolis and St. Paul, 124-125—Baltimore, 126—Albany, 132—St. Louis, 134—Salt Lake City, 138—Toledo, 147—Columbus, 148—New Orleans, 150—Kansas City, 156—Syracuse, 158—Detroit, 160—Dominion of Canada, 162—Los Angeles, 166—Atlanta, 186—Portland, 185—Canton, 176—European News From The World's London Office, 192-194.

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 T S R P O M K J H F E C V B C E F H J K W O P R T U N Y L S D E G I J K M J U Q S T V M N Y B D
INDEX TO ADVERTISERS

A

Aeolian Co. 36, 37
 Alto Mfg. Co. 119
 American Felt Co. 188
 American Mica Works. 58
 American Phonograph Co. 132
 American Talking Machine Co. 60
 Andrews, Curtis N. 56
 Andrews, W. D., Co. 158
 Artophone Corp. 134
 Audak Co. 21

B

Bagshaw Co., W. H. 30
 Bakertone Corp. 156
 Bandmaster, Ltd. 192, 193
 Barnhart Bros. & Spindler. Inside back cover
 Berlin, Inc., Irving. 142, 144, 191
 Blackman Talking Machine Co. 48, 66, 80, 152
 Blood Tone Arm Co. 114
 Bolway & Son, Frank E. 159
 Brand & Co., Arthur. 136
 Brand & Co., William. 138
 Brilliantone Steel Needle Co. 31
 Bristol Co. 175
 Bristol & Barber, Inc. 189
 Broadcaster Phono. Co. 115
 Bruno & Son, Inc., C. 55, 153
 Bruns & Sons, A. 26
 Brunswick-Balke-Collender Co. 70, 71
 Buehn Co., Inc., Louis. 84
 Buehr Phono. Co. 90
 Buescher Band Instrument Co. 155
 Buffalo Talking Machine Co. 56

C

Centonze Music Co., A. 61
 Chappell-Harms, Inc. 140
 Charmophone Co. 125
 Cheney Sales Corp. 100
 Cheney Talking Machine Co. 135
 Chicago Radio Show. 119
 Chicago Talking Machine Co. 105
 Claravox Co. 131
 Claremont Waste Mfg. Co. 82
 Classified Want Ads. 191
 Cliff Electric Corp. 180
 Cohen & Hughes. 127
 Cole & Dunas Music Co. 24, 95, 120
 Collings & Co. 39
 Columbia Graphophone Co. 16, 17, 28, 42, 46, 51, 61, 67, 76, 80, 122, 160, 169, 188
 Commercial Art Shop. 35
 Consolidated Talking Machine Co. 47, 103, 109
 Corley Co. 201
 Crosley Mfg. Co. 77
 Cutting & Washington Radio Corp. 75

D

Da-Lite Elec. Display Co. 38
 Davis Mfg. & Sales Co. 42
 De Forest Tel. & Tel. Co. Insert following pages
 Diaphragm Co. 67
 Ditson & Co., Chas. H. 97
 Ditson Co., Oliver. 97
 Doctorow, D. R. 79
 Dodin, Andrew H. 196
 Doehler Die Casting Co. 61
 Doerr-Andrews-Doerr. 45
 Droop & Sons Co., E. F. 201
 Duo-Tone Co. 96
 Dyer & Co., W. J. 201

E

Eastern Talking Machine Co. 97
 Eclipse Musical Co. 79
 Edison, Inc., Thos. A. 62, 63, 64, 65, back cover
 Edison Phonographs, Ltd. 178
 Eight Popular Victor Artists. 22
 Emerson Phonograph Co. 27
 Empire Phono. Parts Co. 34
 Everybody's Talking Machine Co. 13
 Excel Phonograph Mfg. Co. 118

F

Federal Tel. & Tel. Co. 137
 Feist, Leo. 24, 38, 48, 50, 66, 72, 82, 93, 96, 102, 104, 125, 141, 146, 150, 152, 164, 172, 176, 178, 182, 184, 190, 197, 198
 Fletcher-Wickes Co. 81
 Forster Music Puh. 115, 143, 199
 Fox Pub. Co., Sam. 145
 Fox-Vliet Drug Co. 45
 Fulton Talking Machine Co. 146

G

General Phonograph Corp. Inserts following pages 34, 66 and 82
 General Phonograph Corp. (New York Distributing Division) 20
 General Phonograph Corp. of New England. 98
 General Phonograph Mfg. Co. 12

General Radio Corp. 83, 133
 Gerson, Louis Jay. 169
 Gibson-Snow Co. 45, 158
 Girard Phono. Co. 85
 Glynn Distr. Co., W. B. 95
 Greater City Phonograph Co. 6, 45
 Gretsch Mfg. Co., Fred. 154
 Guarantee T. M. Supply Co. 87
 Guden & Co., H. A. 74
 Gulbransen-Dickinson Co. 147

H

Haag & Bissex Co., Inc. 171
 Hall Mfg. Co. 109
 Harger & Blish. 94
 Harper & Bros. 151
 Haynes Co., C. B. 54
 Health Builders. 23
 Hearst Music Pubrs., Ltd. 140
 Hessig-Ellis Drug Co. 45
 Hohner, M. 155
 Hough, J. E., Ltd. 194
 Hydol Plush Mfg. Co. 69

I

Ideal Repair Service. 126
 Ilsley, Doubleday & Co. 94
 Independent Jobbing Co. 72
 Independent Recording Labs. 180
 International Mica Co. 32
 Iroquois Sales Co. 35, 173
 Italian Book Co. 82

J

Jewel Phonoparts Co. 73, 107

K

Kennedy Co., Colin B. 15
 Kent Co., F. C. 49
 Kiefer-Stewart Co. 45
 Kimball Co., W. W. 108, 116
 Kimberley Phono. Co. 57
 Kirkman Engg. Corp. 184
 Kraft, Bates & Spencer, Inc. 99
 Krasco Mfg. Co. 116, 118

L

Lakeside Supply Co. 117
 Lauter Co., H. 48
 La Velle Mfg. Co. 183
 Lee-Coit-Andresen Hdw. Co. 45
 Lidseen Products. 112
 Lind & Marks Co. 130
 Long Cabinet Co., Geo. A. 149
 Long Island Phonograph Co. 45, 60
 Luckert, Laurence H. 124

M

Macksoud, A. J. 168
 Magnavox Co. 45
 Manufacturers' Phono. Co. 89
 Marks Music Co., Edw. B. 144
 Marshall Co., C. L. 95
 Mayer Bros. & Bramley. 92
 Melbourne Import Co. 50
 Mellor Co., C. C. 102
 Mermod & Co. 58
 Mills Pub. Co., Jack. 144
 Modernola Co. 8
 Moore-Bird & Co. 45
 Musical Instrument Sales Co. 11
 Musical Products Distr. Co. 95, 187
 Mutual Phono. Parts Mfg. Co. 101

N

National Co. 181
 National Metals Depositing Corp. 172
 National Publishing Co. 18
 Natural Voice T. M. Co. 168
 Naturelle Co. 29
 Netschert, Frank. 102
 New England Talking Machine Co. 100
 New York Album & Card Co. 4
 New York Talking Machine Co. 105

O

Ogden Sectional Cabinet Co. 175
 Oh! Pep Phono. Parts Co. 165
 Oro-Tone Co. 110, 111
 Orsenigo Co. 167
 Outing Talking Machine Co. 138

P

Pardee-Ellenberger Co. 98
 Pathé Phonograph & Radio Corp. 33
 Peabody & Co., Henry W. 179
 Pearsall Co., Silas E. 19
 Peckham Mfg. Co. 61
 Peerless Album Co. 9
 Penn Phonograph Co. 86
 Philadelphia Badge Co. 51, 87

Phillips Phonograph Parts Co., Wm. 32
 Phonographs, Inc. 186
 Phonograph Co., Cincinnati. 104
 Phonograph Co., Cleveland. 78
 Phonograph Co., Detroit. 160
 Phonograph Co., Kansas City, Mo. 156
 Phonograph Corp. of Indiana. 122
 Phonograph Corp. of Manhattan. 18
 Phonomotor Co. 173
 Player-Tone Talking Machine Co. 59
 Plaza Music Co. 157, 163
 Plymouth Phono. Parts Co. 176
 Plywood Corp. 24
 Polk Co., Inc., J. K. 186
 Pooley Co. 95
 Progressive Musical Instrument Corp. 153
 Proudfit Sporting Goods Co. 88

R

Radio Corp. of America. 25
 Rapid Repeater Co. 189
 Reflexo Products Co. 136
 Regal Record Co. 40, 41, 58
 Regina Phono. Co. 159
 Rene Manufacturing Co. 162
 Rex Gramophone Co. 194
 Robbins, H. A. 88

S

Shelton Elec. Co. 170
 Sherman, Clay & Co. 43
 Shultz Bros. 76
 Silent Motor Corp. 174
 Silverstone Music Co. 134
 Smith Drug Co., C. D. 45
 Songster Phono. Co. 171
 Sonora Co. of Philadelphia. 45
 Sonora Distributing Co. of Pittsburgh. 45
 Sonora Phono. Co. of New England. 45
 Sonora Phonograph Co., Inc., Inside front cover, 44, 45, 177
 Sonora Phono. Co. of Illinois. 45
 Sonora Phonograph—Ohio Co. 45
 Sonora Sales Co. of New Jersey. 45
 Southern Drug Co. 45
 Southern Sonora Co. 45
 Specialty Phono. & Acc. Co. 28
 Standard Musical String Co. 153
 Star Mach. & Nov. Co. 50
 Starr Phonograph Co. 161
 Stasny Music Co., A. J. 139
 Steinert & Sons Co., M. 99
 Sterling Devices Mfg. Co. 117
 Strevell-Paterson Hardware Co. 45
 Sturgis Novelty Works. 150
 Stylus Bar & Mfg. Co. 46
 Swanson Portable Phono Distr. 166

T

Talking Machine Co., Philadelphia. 86
 Talking Machine Supply Co. 190
 Texas-Oklahoma Phono. Co. 91
 Texas Radio Sales Co. 91
 Toledo Talking Machine Co. 201
 Tonofone Co. 120
 Triangle Phono. Parts Co. 185
 Trinity Phono. Co. 148
 Triplex Artistic Phono. Co. 114

U

Unique Reproduction Co. 14
 Unit Construction Co. 123
 United Mfg. & Distr. Co. 113
 United Music Stores. 85

V

Val's Accessory House. 46
 Van Veen & Co. 132
 Vega Co. 154
 Vicsonia Mfg. Co. 177
 Victor Talking Machine Co. Front cover, 5, 7
 Vitanola T. M. Co. 112
 Vocalion Co. of Illinois. 95
 Von Tilzer Co., Harry. 140
 Vulcan Record Corp. 52, 53

W

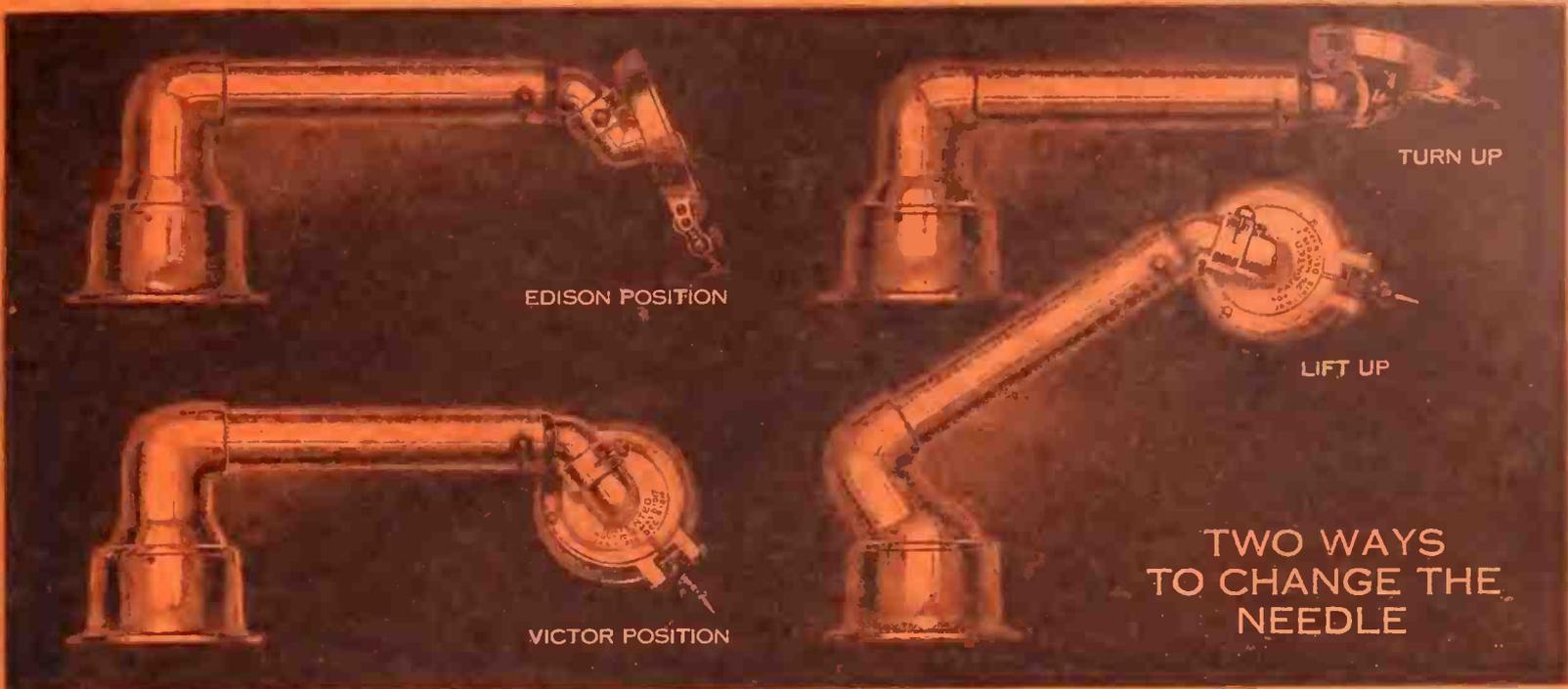
Walbert Mfg. Co. 170
 Wall Kane Needle Mfg. Co. 128
 Waltham Music Co. 45
 Wasmuth-Goodrich Co. 121
 Weymann & Son, H. A. 85
 Whitsit Co., Perry B. 148
 Widdicomb Furniture Co. 68
 Williams Co., Spencer. 146
 Windsor Furn. Co. Insert following page 50
 Wolf Mfg. Industries. 93

Y

Yahr & Lange Drug Co. 45

Z

Zimmerman-Bitter Constr. Co. 154, 164



The SCOTFORD TONEARM & SUPERIOR REPRODUCER

HOW TO SELL A PHONOGRAPH

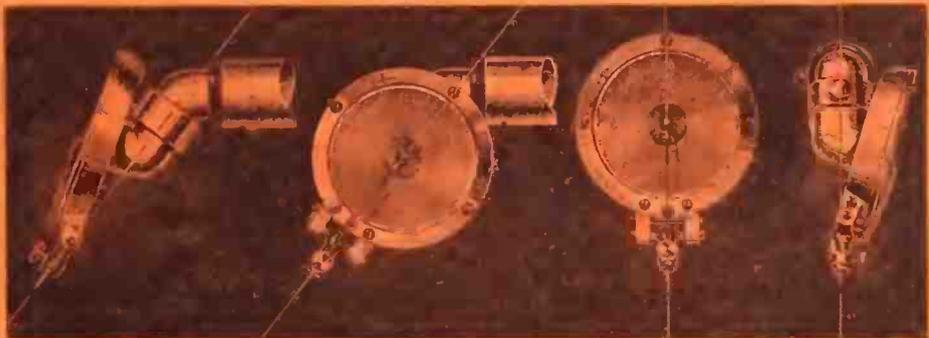
To the Dealer or Salesman:

The Scottford Tonearm and Superior Reproducer are used by a number of manufacturers of high grade phonographs. If your store handles any one of these instruments you can increase your sales and profits by thoroughly learning and then informing the customer of the "Twelve Points" of superiority given below. Remember it is no proof of selling ability to take an order for a phonograph, the preference for which has been fixed in the customer's mind by big national advertising campaigns. Such order taking proves the power of advertising—not the sagacity of salesmanship. The saving in advertising cost is made up for by extra quality and extra profit for the store in the Scottford equipped instrument. There is a better future for the business in the lasting satisfaction of the purchaser who takes an instrument of genuine music into his home. Give the customer a comparison of tone on all the different makes. If he is not deaf, he must appreciate the extraordinary difference in tone—the Scottford's genuine musical reproduction, without the metallic sharpness, and without the scratch. Then prove yourself not an ordertaker but a salesman by continuing with a detailed explanation of why the Scottford is better as analyzed in the "Twelve Points."

Keep the tonearm unscrewed at the base, so you may lift it off in your hand for thorough examination inside and out—not necessary to screw it down until sold and ready to deliver

TWELVE POINTS

- 1—Its good looks. A neat, trim, tailormade appearance. Nicely proportioned lines which any artist will approve. Not the swollen appearance of the continuous taper nor angular lines in conflict with the cabinet design.
- 2—The substantial, simple construction—cast parts of solid white brass, long straight tube of yellow brass, hard rubber bushing to prevent metallic vibration at the reproducer connection elbow.
- 3—No obstruction anywhere inside—an absolutely clear passage, with the approved two-inch inside diameter at base, and a solid 45-degree deflecting plane at the turn to direct the sound waves straight downward into the amplifying chamber.
- 4—The simple swinging movement of the tonearm base—how freely it floats when lifted up onto the record—but how a supporting lug inside the base at back prevents the arm from swinging when off the record and does not allow the needle point to let down so low as to mar the cabinet.
- 5—The handy lift-up or side turn, affording two ways to change the needle.
- 6—Light pressure on the record—the squareness of the turn causing the weight to be supported by the base, whereas a more curving turn would throw too much weight forward to the needle point.
- 7—How perfectly the needle centers the groove—turning the reproducer for playing lateral or vertical cut records leaves the needle on exactly the same point at the same and only correct angle. A minimum of surface noise on records noted for scratch.
- 8—Reproducer frame split clear through—making it a spring, held under tension by the long screw which adjusts the pivotal mounting of the stylus bar.
- 9—Any looseness that might ever develop in the pivoting of the stylus bar may be readily detected and instantly corrected by adjusting the long screw until the needle holder and stylus bar feel tight.
- 10—The inclined position of the reproducer and angle of the stylus bar by which a greater impulse is imparted to the diaphragm, with finer sensitivity to minor vibrations than the ordinary straight upright design.
- 11—Fineness of the mica diaphragm—a perfect crystal edge disc of selected clear India mica costing five times as much as the "seconds" and "thins" used in cheap sound boxes.
- 12—Perfect insulation—a rubber basket entirely separating the reproducer frame from the backplate, and again a complete break in the contact of metals by the hard rubber bushing in the tonearm. This double insulation insuring against metallic effect in the tone, and preventing the surface scratch being magnified by the metals of the reproducer and tonearm.



The Reproducer turns on its axis—the needle remaining on exactly the same center and at the same correct angle in both positions



THE SUPERIOR LID SUPPORT

Balances the Lid at any point

The final point of excellence in the equipment of a cabinet that often decides the sale. A touch of one finger lifts or closes the lid, which stops at any point desired. Cannot warp the cover. Noiseless in operation. The simplest support made. Easiest to install.

We are prepared to supply this Tonearm and Reproducer to a number of additional manufacturers of phonographs in certain parts of the United States, and contracts remain open for some foreign countries. Write us for particulars and prices.



We are able to supply this Support in any quantity. Made of steel, high grade nickel or gold plate finish. Samples sent to manufacturers anywhere for trial. Write for low quantity prices. State type and weight of lid.

BARNHART BROTHERS & SPINDLER

SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STREETS, CHICAGO

THE NEW EDISON line includes every popular phonograph model in vogue today.

And back of every model are the years of painstaking research; the fortune of \$3,000,000 poured into laboratory tests; which have made the New Edison the actual Re-Creator of the human voice.



*See Pages 62, 63,
64 and 65 inside*

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CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Denver Dry Goods Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—The Phonograph Co.
Wm. H. Lyons (Amberola only).

INDIANA
Indianapolis—Phonograph Corporation of Indiana.

IOWA
Des Moines—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Iver Johnson Sporting Goods Co.
(Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW JERSEY
Orange—The Phonograph Corp. of Manhattan.

NEW YORK
Albany—American Phonograph Co.
Syracuse—Frank E. Bolway & Son, Inc., W. D. Andrews Co.
(Amberola only).

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buchn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co.
(Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).