

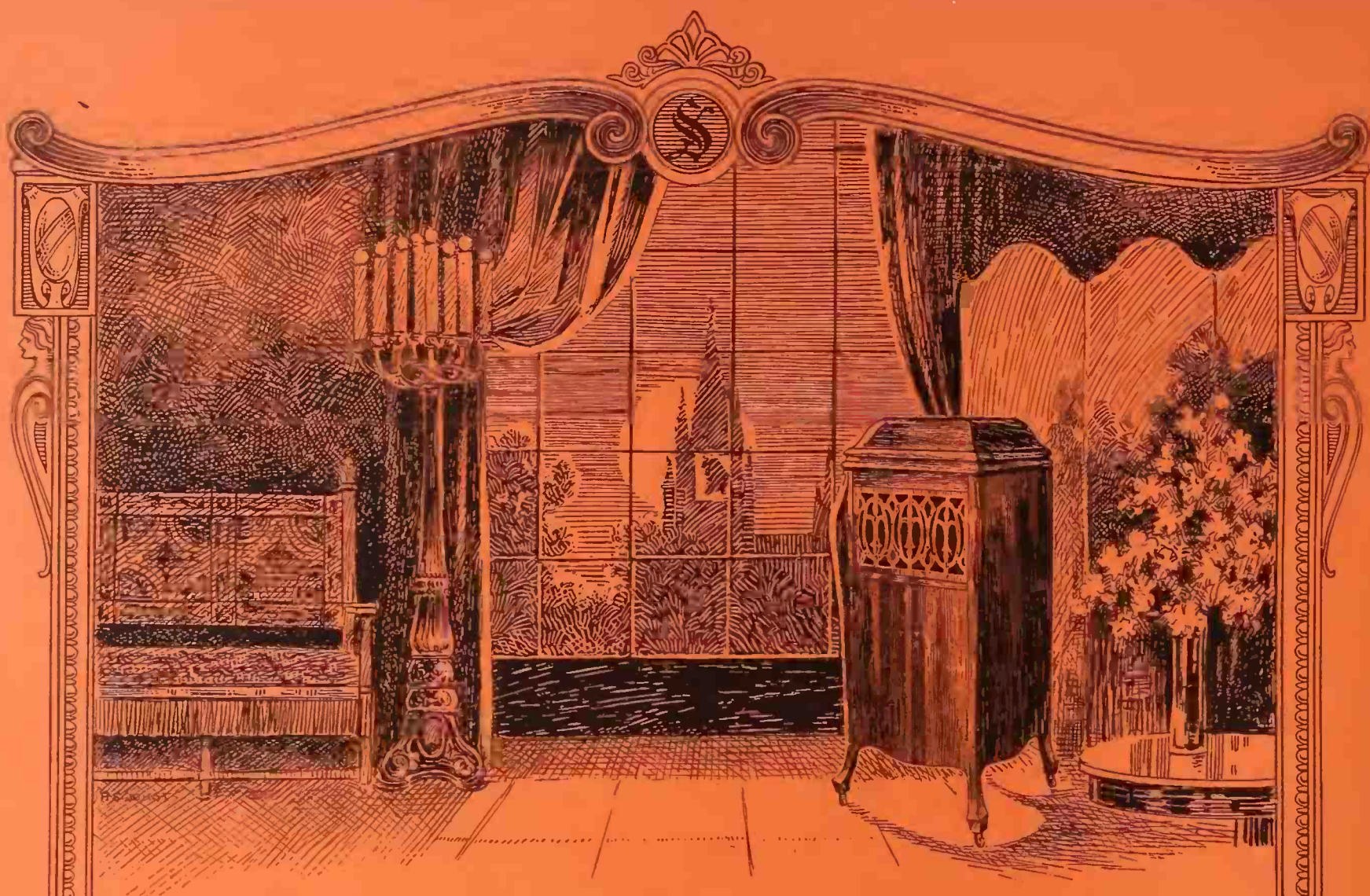
The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

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




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



THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



Pride of possession creates demand

MANUFACTURERS overstocked with phonographs are already trying to induce dealers to take goods off their hands. They've discovered that "cheap" phonographs aren't popular.

IT is well to remember that a low price doesn't mean a bargain. Sonoras are never offered in "cheap" lots, are sold at standard prices, and are worth all that's asked for them.

Sonora brings valuable prestige and substantial profit to you and builds your business to last a lifetime

Sonora Phonograph Company, Inc.

George E. Brightson, President

New York: 279 Broadway

Canadian Distributors: I. MONTAGNES & CO., TORONTO

You are safe in handling

The Highest Class Talking Machine in the World

The Talking Machine World

Vol. 16. No. 8

New York, August 15, 1920

Price Twenty-five Cents

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Eleven Months Ending May 31, 1920, Total \$6,792,267

WASHINGTON, D. C., August 5.—In the timely summary of exports and imports of the United States for the month of May, 1920 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during May, 1920, amounted in value to \$80,073, as compared with \$49,190 worth which were imported during the same month of 1919. The eleven months' total ending May, 1920, showed importations valued at \$721,658, as compared with \$282,318 worth of talking machines and parts during the same period of 1919.

Talking machines to the number of 6,186, valued at \$335,106, were exported in May, 1920, as compared with 4,002 talking machines, valued at \$123,058, sent abroad in the same period of 1919. The eleven months' total showed that we exported 70,741 talking machines, valued at \$3,217,401, as against 45,186 talking machines, valued at \$1,367,641, in 1919, and 88,239 talking machines, valued at \$2,506,617, in 1918.

The total exports of records and supplies for May, 1920, were valued at \$231,129, as compared with \$325,748 in May, 1919. For the eleven months ending May, 1920, records and accessories were exported valued at \$3,574,866; in 1919, \$2,653,319, and in 1918, \$1,856,879.

OWENS & BEERS MAKE ADDITIONS

Owens & Beers, Victor retailers of New York and Brooklyn, are making extensive improvements in the store at 81 Chambers street. Thirty-two booths will make up the demonstration section when the alterations are completed and a large foreign record department will be established. In front of the store a large electric sign extending the entire height of the building adds much to the appearance of the store.

For the man who claims to like to rave on the merits of gentle rain falling on the tin roof outside the bedroom window, praising it as a soporific, we suggest that he have a record made of the melodious sound. Then he can have his sleep to order.

"I WILL"—THE CREED OF A SUCCESSFUL TALKING MACHINE DEALER

By FRANK H. WILLIAMS

I WILL keep my salesroom neat and pleasing because I realize that people prefer trading in attractive places to doing business in poorly lighted and confused looking salesrooms.

I WILL make my newspaper advertising as snappy, interesting and attractive as possible because I realize that there is so much advertising of the ordinary kind that it takes a different slant from the usual in newspaper publicity to make people sit up and take notice.

I WILL make my window displays attractive, timely and interesting and I will vary them frequently because I realize that window displays advertise my goods to folks very effectively at the point where the goods are on sale and are, therefore, just about as profitable and inexpensive advertising as I can possibly engage in.

I WILL sell customers the sort of records and machines they want to buy because in this way I will make friends of them, but I will also recommend new records and machines to customers because in this way I will increase my business.

I WILL watch my charge accounts carefully, send bills regularly and make a real effort to collect overdue accounts because I realize that the loss on one unpaid account eats up the profits on a good many cash sales.

I WILL read my trade paper carefully and note the various points it emphasizes because I realize that it is published for the purpose of helping me make more money out of my business and that from it I can secure many valuable pointers.

I WILL take my proper place in civic and commercial affairs because by so doing I will enhance my prestige in the community and because I realize that the greater my prestige is the more business I will do.

I WILL see to it that my employes extend to customers a constant courtesy and service because I realize that courtesy and service are two of the most important factors in building up and keeping a good trade.

I WILL be fair and square in my dealings with customers and with the house from whom I purchase goods because I realize that the Golden Rule is still the best rule for the successful conduct of modern business.

ARTISTIC ARRANGEMENT OF STORE

Field-Lippman Co. Adds New Booths and Makes Service Keynote of Sales Policy—Arrangement Assures All Possible Comfort

Many innovations in store arrangement have been made in the new location at 500 Houston street, occupied by the Field-Lippman stores, Victor dealers in Fort Worth, Tex. Here, according to E. I. Conkling, the local manager, have been combined a number of the best ideas in store furnishing and appointment found in the most exclusive stores in other cities, with an



General View of Interior of Store

effect that is not excelled in any store in any other part of the United States.

Six large booths have been constructed, two of them for demonstrating Victor records and music rolls. These booths are practically sound proof; finished in white enamel and furnished throughout in a way that will not only be restful to the customer, but pleasing to the eyes.

A splendidly appointed ladies' rest room has also been installed, while in the front part of the building is what is known as the "cozy corner," where people waiting for engagements or the street cars can make themselves comfortable.

The illumination for the entire store is furnished by the latest indirect lighting devices, which provide a splendid white light without glare. Hardwood floors have been put in all through the store, and provisions made for the use of electrical cooling and ventilating devices.

The Victor Talking Machine Co. has drawn plans for alterations to the main office building of the Camden, N. J., plant, which will cost approximately \$35,000.

RETAILER RESPONSIBLE FOR ADS

Must Check Up on Manufacturer's Statements and Make Sure They Are Right—Ignorance Is No Excuse—Advertising Must Be Reliable

A retailer is responsible for the statements he makes as to the quality of goods he sells, whether he is merely repeating the statement of a manufacturer or not. It behooves retailers, therefore, to be certain as to the accuracy of descriptions which are given by manufacturers whose integrity might be doubted. Such a warning was recently issued by H. J. Kenner, secretary of the national vigilance committee of the Associated Advertising Clubs, and was given wider circulation among California merchants by one of the Better Business Bureaus (vigilance committees) out there.

In the case in point a retailer had taken refuge behind the fact that the goods he had advertised had been misrepresented to him. "The retailer," said the national vigilance committee, "is held responsible morally and legally (in most States) for the accuracy of the statements appearing in his advertising whether or not he merely quotes representations made by the manufacturer from whom he obtained the merchandise.

"Of course, if the retailer has knowledge that the manufacturer is wrong and he goes ahead with a misstatement that is a fraud clearly, and even if a retailer hasn't knowledge that the manufacturer is wrong and quotes a manufacturer without making some effort to check up, the retailer can be held responsible legally. The retailer is looked upon by the buying public as a specialist and expert in the various kinds of merchandise which he sells and the public relies upon him to set out all of the facts truthfully with respect to his merchandise and holds him responsible—and has a right to hold him responsible. The public has a right to believe exactly what it reads in advertising and to act upon that belief.

"The retailer is, and should be, held responsible for all of the statements appearing over his signature in advertising. If he does not know that they are misstatements he should make it his business to know."

EDISON MAKES TELEGRAPH RECORD

Wizard Uses Telegraph Key for First Time in Nineteen Years in Sending Annual Message

Using a telegraph key for the first time in nineteen years, Thomas A. Edison on July 20 sent from Orange, N. J., to a committee of the Old Time Telegraphers and Historical Association here a message to be inscribed on an imperishable record disc to be placed in the association's archives as a record of his style of "sending."

The message, addressed to the "Telegraph Fraternity," received by David Homer Bates, secretary of the United States Military Telegraph Corps, at Western Union headquarters, read:

"Amid the activities of a busy life full of expectations, hopes and fears my thoughts of early association with my comrades of the dots and dashes have ever been a delight and pleasure to me. I consider it a great pleasure to record in Morse characters on an indestructible disc this tribute to my beginnings in electricity through 'the telegraph' and with it a Godspeed to the fraternity throughout the world."

Mrs. Corrinne Roosevelt Robinson, sister of the late Theodore Roosevelt, has recorded her speech, "Safeguard America," in support of the Republican ticket, on one of the Nation's Forum records. This record will be used in the coming campaign.

Importance of the Follow-Up System In Attaining Business Success :: :: By Frank L. Parsons

In the commercial world it is frequently remarked that the talking machine business is an unusually profitable one. And so it is, but not to the retailer who hasn't a proper conception of its requirements. The time is past when a dealer can put a sample instrument and a line of records in the window and expect to be immediately swamped with orders.

The talking machine has assumed an important position in the musical and artistic worlds to-day—one that calls for its presentation in warerooms that are attractively fitted up and neatly furnished, if it is desired to win a line of customers that will grow. In addition the retailer must "work" his territory and see to it that the people in his district are made fully aware that he sells certain instruments and records, and what are their distinctive merits. Attractive warerooms and a strong line of instruments, vitally important as they are, mean little, however, unless the man who owns the establishment is fully imbued with the importance of developing an intense follow-up program.

One of our most successful business men, who is fully acquainted with the ramifications of the talking machine business, pointed out recently that in his opinion the follow-up system is one of the biggest business getters in the talking machine trade, as it is in other industries, and even rivals in importance advertising and the quality of the goods itself.

In laying out a follow-up campaign, the entire publicity may be divided into classes as follows: First, the man who is interested and comes into the store for the purpose of making further investigations; second, the man who enters into the store who is not interested; third, the man who telephones or writes for information; fourth, the man, who, while interested has not called, telephoned or written; fifth, the man who is not interested in any way and hasn't made any effort to ascertain the musical possibilities of the talking machine and records—and so on down the line.

No prospect who has shown the slightest interest in talking machines, either by calling up a store, or writing, should be allowed to get away without at least giving his name and address, and should receive the constant attention of the dealer until the sale is completed.

The talking machine dealer should take a leaf

from the book of the shoe salesman, who never starts to make a sale until he has removed the shoe of the customer, for by that means a customer is prevented from leaving suddenly if dissatisfied, except in his stocking feet, and the salesman can present many arguments and show additional styles while the shoe is being replaced. Now while such a system could not be literally followed in the talking machine store, yet the spirit of this practice is worth observing and following.

For a couple of years past there has been little salesmanship in the retail talking machine trade; the demand has been greater than the supply, and a customer had only to come to the store to be content with whatever instrument

*The Man Who Wins
Is the Man Who Is
Constantly Evolving
Ideas and Bringing
Them to Public Notice*

was available. The situation is changed nowadays, however, and the man who comes into the store to buy a moderately priced machine can be sold a better type by real salesmanship on the part of the seller.

There still exists among the public a lamentable amount of ignorance regarding the musical value of the talking machine. A prominent salesman who was visiting at the house of a friend of his recently, in discussing the talking machine heard the lady of the house remark: "I would not give one of those things house-room."

Her conception of the talking machine was based upon a cheap instrument she had heard many years before the numerous improvements of recent years had been made. That a woman of intelligence should hold such an opinion

forced the salesman to reason that if this woman held views of this nature, a great many others did, and he at once proceeded to analyze the reasons for this ignorance. He arrived at the conclusion that he himself, as well as other local retailers, was mostly to blame. This woman had often called at his store in a social way, and he knew that she was rather fond of high-class music, and yet he had never looked upon her seriously as a prospect, and never had played the marvelously beautiful high-class records which are now in the stock of every high-class dealer. An ordinary, aggressive dealer would have sold that woman a real talking machine and acquainted her with its possibilities in a musical way months before she had made the remark above mentioned.

The moral of this, of course, is that one never can tire of carrying on an educational or follow-up campaign. It is difficult to kill prejudice; yet a great many people are still unfriendly to the talking machine. They hear cheap machines and records played and at once come to the conclusion that this represents the general character and musical possibilities of the instrument. The viewpoint of these people can only be removed by real earnest propaganda on the part of the dealer or sales manager.

Invitation concerts in the salesrooms are undoubtedly among the best means of educating these people, but this alone will not be sufficient, for there are still numbers of people who are suspicious of invitation concerts, and here is where dignified, forceful and well written literature can do its work. It is obvious that there can be no resting on one's oars in the talking machine business if success is to be achieved. Plans must be constantly developed to broaden out the business to the end that its expansion is continuous and profitable.

M. A. STEWART NOW IN COLUMBUS

M. A. Stewart, of Philadelphia, Pa., has been appointed manager of the Aeolian-Vocalion department of the W. C. Moore Co., of Columbus, O. Mr. Stewart is well acquainted with the talking machine business and has had considerable experience in the production end as well as in retail selling. He is planning an active Fall campaign.

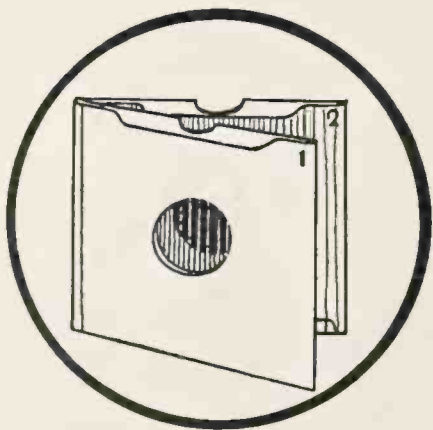
Reasons Why NYACCO Albums Are the BEST

[In Six Chapters]

CHAPTER II

The SECOND consideration in the making of the NYACCO album is that the envelopes are made of the highest grade green fibre paper. A good feature of the pockets is the way they are made two in one securing each envelope from coming apart, and ready to be inserted into the album.

Watch next issue for the third Chapter



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

New York Album & Card Co.

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

DISTRIBUTORS:

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

Cleveland, O.: Cleveland Talking Machine Co.

Philadelphia, Pa.: Penn Talking Machine Co.

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

Milwaukee, Wis.: Yahr & Lange Drug Co.

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

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

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

Victor Supremacy

The Victor has earned its supremacy by the great things it has actually accomplished.

The large measure of success enjoyed by Victor retailers is in keeping with Victor supremacy.

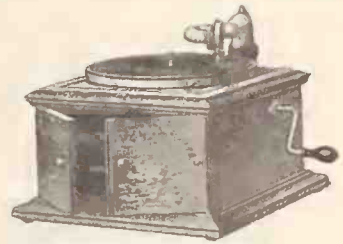
"Victrola" is the Registered Trademark of the Victor Talking Machine Company designating the products of this Company only.

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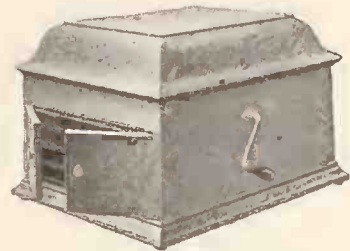
Important Notice. Victor Records and Victor Machines are scientifically co-ordinated and synchronized in the processes of manufacture, and should be used together to secure a perfect reproduction.

Victor Wholesalers

- | | |
|---|---|
| Albany, N. Y. Gately-Haire Co., Inc. | Milwaukee, Wis. ... Badger Talking Machine Co. |
| Atlanta, Ga. Elyea Talking Machine Co.
Phillips & Crew Piano Co. | Minneapolis, Minn. ... Beckwith, O'Neill Co. |
| Baltimore, Md. Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons, Inc. | Mobile, Ala. Wm. H. Reynolds. |
| Birmingham, Ala. ... Talking Machine Co. | Newark, N. J. Collings & Co. |
| Boston, Mass. Oliver Ditson Co.
The Eastern Talking Machine Co.
The M. Steinert & Sons Co. | New Haven, Conn. ... The Horton-Gallo-Creamer Co. |
| Brooklyn, N. Y. American Talking Mach. Co.
G. T. Williams Co., Inc. | New Orleans, La. Philip Werlein, Ltd. |
| Buffalo, N. Y. W. D. & C. N. Andrews.
Buffalo Talking Machine Co., Inc. | New York, N. Y. Blackman Talking Mach. Co.
Emanuel Blout.
C. Bruno & Son, Inc.
Charles H. Ditson & Co.
Knickerbocker Talking Machine Co., Inc.
Landay Bros., Inc.
Musical Instrument Sales Co.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co. |
| Burlington, Vt. ... American Phonograph Co. | Omaha, Nebr. Ross P. Curtice Co.
Mickel Bros. Co. |
| Butte, Mont. Orton Bros. | Peoria, Ill. Putnam-Page Co., Inc. |
| Chicago, Ill. Lyon & Healy.
The Rudolph Wurlitzer Co.
Chicago Talking Machine Co. | Philadelphia, Pa. Louis Buehn Co., Inc.
C. J. Hepe & Son.
The George D. Ornstein Co.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc. |
| Cincinnati, O. The Rudolph Wurlitzer Co.
Ohio Talking Machine Co. | Pittsburgh, Pa. W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard Talking Mach. Co. |
| Cleveland, O. The Cleveland Talking Machine Co.
The Eclipse Musical Co. | Portland, Me. Cressey & Allen, Inc. |
| Columbus, O. The Perry B. Whitsit Co. | Portland, Ore. Sherman, Clay & Co. |
| Dallas, Tex. Sanger Bros. | Richmond, Va. The Corley Co., Inc. |
| Denver, Colo. The Knight-Campbell Music Co. | Rochester, N. Y. E. J. Chapman. |
| Des Moines, Ia. Mickel Bros. Co. | Salt Lake City, U. ... The John Elliott Clark Co. |
| Detroit, Mich. Grinnell Bros. | San Francisco, Cal. ... Sherman, Clay & Co. |
| Elmira, N. Y. Elmira Arms Co. | Seattle, Wash. Sherman, Clay & Co. |
| El Paso, Tex. W. G. Walz Co. | Spokane, Wash. Sherman, Clay & Co. |
| Honolulu, T. H. ... Bergstrom Music Co., Ltd. | St. Louis, Mo. Koerber-Brenner Music Co. |
| Houston, Tex. The Talking Machine Co. of Texas. | St. Paul, Minn. W. J. Dyer & Bro. |
| Indianapolis, Ind. ... Stewart Talking Machine Co. | Syracuse, N. Y. W. D. Andrews Co. |
| Jacksonville, Fla. ... Florida Talking Machine Co. | Toledo, O. The Toledo Talking Machine Co. |
| Kansas City, Mo. ... J. W. Jenkins Sons Music Co.
Schmelzer Arms Co. | Washington, D. C. ... Cohen & Hughes.
E. F. Droop & Sons Co.
Robt. C. Rogers Co. |
| Los Angeles, Cal. ... Sherman, Clay & Co. | |
| Memphis, Tenn. O. K. Houck Piano Co.,
Wholesale Dept., 115
Union Ave. | |



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



Victrola X, \$125
Mahogany, oak or walnut



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

Victor Talking Machine Co.

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



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

AN IMPORTANT ACCESSORY—ALBUMS FOR FILING DISC RECORDS

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



MAKING THEIR SELECTION

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

THE ALBUM

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



THE PERFECT PLAN

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

A PLACE FOR EVERY RECORD AND EVERY RECORD IN ITS PLACE

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

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

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

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

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

CHICAGO OFFICE: 508 S. Dearborn Street

FACILITATES RECORD SELECTION

Plans of Miss Kingston of the Hauschildt Co. Will Prove of Interest to Dealers

SAN FRANCISCO, CAL., August 6.—Miss Gertrude Kingston, of the Hauschildt Music Co., has arranged a new scheme for quickly picking out records instead of the slower method of consulting the catalog for records of any particular class. She has a color placed on the back of the holder for each record and the different colors represent the various classes of records. For example King's blue is for the Hawaiian records and she can tell at a glance the Ha-

waiian records in any case. A list at the beginning of each case tells what class of records each color stands for. Miss Kingston reports that her system has more than doubled the speed with which records can be selected and, needless to say, sold.

W. N. NORTH WITH GRAY-MAW CO.

W. N. North, former Pathé representative in Bakersfield, Cal., has sold out to McMahon Bros., furniture dealers, and has become associated with the Gray-Maw Music Co., Inc., in San Diego, Cal., as manager of the talking machine department.

SEMELS NOW OWNS TAPNER CO.

Well-known Talking Machine Man Buys Entire Interests of Company on August 1

F. Semels, who resigned from Bamberger's talking machine department in Newark, N. J., on August 1, has purchased the entire interests of the Tapner Music Co., 1141 Elizabeth avenue, Elizabeth, N. J., and will devote his time and efforts to the upbuilding of this establishment, which handles Victor talking machines and records exclusively.

The only man who has really failed is the man who refuses to try again.

PEERLESS
Metal Back Album



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

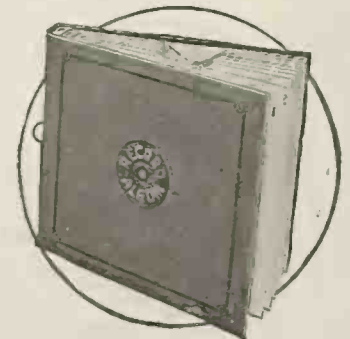
Three elements of PEERLESS success

Factory capacity—Quality production—Sound policy

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

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

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



Our Standard Grade

*Lowest-Priced Quality
Album on the Market*

PEERLESS ALBUM COMPANY

PHIL RAVIS, President

43-49 Bleecker Street

NEW YORK CITY

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

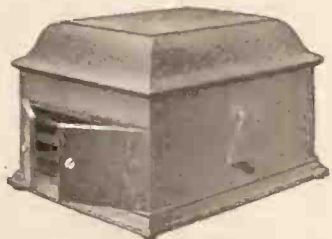
Write for
description
and prices



Victrola IV, \$25
Oak



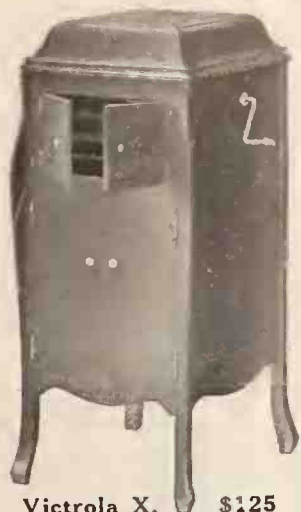
Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$75
Mahogany or oak



Victrola X, \$125
Mahogany, oak or walnut



Victrola XI, \$150
Mahogany, oak or walnut



Victrola XIV, \$225
Mahogany, oak or walnut



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



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



Victor Supremacy

—all the time
and everywhere

Viewed from the standpoint of musical art, judged by the character and prestige of the stores that handle it, measured in dollars for its ability as a profit producer, the Victrola is supreme.

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Victor Talking Machine Co.

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

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. LIONEL STURDY, Mgr.
The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

Published the 15th of every month at 373 Fourth Ave., New York.

SUBSCRIPTION (including postage): United States, Mexico, \$2.00 per Year; Canada, \$3.00; all other countries, \$4.00. Single copies, 25 cents.

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

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

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

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

NEW YORK, AUGUST 15, 1920

ADHERE TO SOUND BUSINESS PRACTICES

UNLESS present prospects are most deceiving, the time is coming in the retail talking machine trade when certain dealers will show a tendency to increase their sales volume by offering talking machines on a long term basis of payment, ignoring the fact that these long terms cut into legitimate profits and likewise tend to raise the overhead by increasing expenses.

The really successful business man is the one who manages to keep his head under unfavorable conditions and does not yield to a panicky impulse to follow the trails of his competitors, or to cut under them. If there is a general tendency in the trade to compete in the matter of terms, it will be only a question of time when there will develop a tendency to compete in the matter of price, although such a practice could not proceed very far without the evil of this course being recognized.

Throughout the period of reconstruction the talking machine trade has been kept on a sound basis—on a basis that has represented practically all cash dealing. The public has been educated to the fact that the average talking machine is sold at a price that is within the means of the great majority and should not force the granting of extended terms to swing the sale. There seems to be no reason why this education should go for naught, for if a cash basis is desirable during times of great demand, it is equally desirable, and in fact more necessary, when the demand is less active and selling again becomes the rule, and when the business must be guided very carefully over certain periods.

The talking machine business has kept up remarkably well, and there is no reason to believe that it will not keep up indefinitely. With a steady increase in production, however, and the constant growth of retail stocks as a result, the proportion of demand to supply is naturally being reduced. The dealer must watch for the time when the level is reached, when he must be expected to go out and sell the instruments and records that are in his store instead of waiting for a prospect to come in and plead for them.

The man who sticks to sound business practices, and makes up his mind to keep his business going on that basis, is not only going to prove successful, but is going to be in a position to weather any business storms that may perchance sweep the country in the future. The secret lies in the dealer paying full attention to his own business and not worrying about what the other fellow is doing.

BENEFITS DERIVED FROM TRADE GATHERINGS

THERE have been held within the past few weeks a number of national and sectional conventions of dealers and jobbers representing various talking machine manufacturers for the purpose of having these distributing factors discuss among themselves, and with the factory officials, the problems of business and the plans that have been, and may be developed, for future sales campaigns.

These conventions are made well worth while by the spirit of co-ordination that is engendered in the various sales organizations by these meetings, but in a number of cases there is realized the additional result of having the convention delegates go home to their respective territories full of fresh enthusiasm regarding the product they represent, and with added knowledge of the care taken in the manufacture of that product.

Many of the manufacturers carry on elaborate and expensive sales and dealer service campaigns calculated to keep the retailers advised at all times of the salient talking points of the product, of the details of its manufacture, and of the new features that have been incorporated in it. Some dealers and salesmen have the faculty of becoming enthused over the printed word, but there are many who are not possessed of that faculty and who must be convinced by word of mouth, and by actual demonstration. One manufacturer, for instance, has for several years used a most interesting method for testing records in order to insure uniformity and accuracy in the matter of musical reproduction. The method has been explained on more than one occasion in printed matter sent to dealers and yet at a recent convention many of the delegates appreciated the importance of the test for the first time, because they had seen it carried out and realized what it meant.

No one man is sufficient unto himself. No dealer, no matter how ambitious, can hope to have a monopoly of selling knowledge, and it is, therefore, most desirable that these men from various sections of the country get together at regular intervals to exchange ideas and to profit by each other's experience. The plan has been worked out successfully for years in trade associations. If competitors find it possible to gather for the interchange of thought and ideas, how much more profitable should such gatherings prove to men engaged in the selling of one particular product.

STEADY GROWTH IN OUR EXPORT TRADE

THOSE who have had little occasion to keep in touch with what is being done to develop our foreign markets in American talking machines and records will, without doubt, be surprised and pleased to learn of the rapid advance being made in that direction. One only need refer to Government reports to realize the extent to which foreign talking machine business has grown. The total value of these exports for the eleven months ending May, amounted to \$6,792,267, and it is quite obvious that the twelve months period will reach a very substantial sum over the seven million mark. The value of the exports for the eleven months were divided as follows: Talking machines, \$3,217,401; records, \$3,574,866.

The figures in detail for the month of May showed that there were exported 6,186 talking machines, valued at \$335,106, together with records totaling in value \$231,129, a grand total of over half a million dollars worth of machines and records for a single month. Australia proved the best customer for machines; Canada the heaviest buyer of records, with Cuba and various South American republics doing their full share in absorbing American products.

In view of the new attitude towards the development of export business, as a form of protection against any likelihood of flooding the domestic market with surplus machine or record production, and the consequent bad effect upon trade, this growth of foreign business in the products of the talking machine trade is to be regarded with much interest. It is in its effect upon the business of the future, rather than upon the business of the present, that it is especially important.

WHY THE SHEET MUSIC TRADE INTERESTS

THE average talking machine dealer has regarded with complacency—if he, in fact, has heard them at all—the reports that conditions in the music publishing field during the past few months have not been at all satisfactory, and that there has been, and now exists, a distinct dearth of song "hits." He has felt that his busi-

ness is selling records and that he has enough problems to worry about without sympathizing with the publisher.

As a matter of fact, however, the conditions in the sheet music field so far as they affect popular hits are of distinct if not of vital interest and importance to the talking machine man, for the extent and success of the record business depends in no small measure upon the general popularity of the songs recorded. If there are no song "hits" then there will be little spontaneous demand for popular records. The falling off of song "hits" does not become apparent in the talking machine trade until two, three, or even four months after the situation has changed, owing to the time required in recording and placing the records before the public. The slump in the publishing field, therefore, will not be really apparent to the talking machine dealer until Fall.

The answer seems to be that increased attention be given to standard and operatic records and to records of better music generally—the sort of music that is not affected by the present day whims of the public. When a substantial demand for such records is created and maintained, the popular record demand assumes a secondary position—an excellent means for increasing profits, but not, as some may think, vital to the success of the business.

The fact remains, however, that talking machine dealers may do well to heed the oft-repeated advice that they keep in as close touch as possible with the sheet music market, for the volume of their business under present conditions depends largely upon the status of the sheet music trade.

DEALERS SHOULD STUDY THEIR STOCK NEEDS

DISCUSSING business prospects for the fall with a prominent manufacturer the other day, he pointed out that a great many dealers are displaying a certain amount of hesitancy in deciding upon their stock requirements for the fall and winter. Some seem to think that we are facing a slowing up in demand and there is evident an undercurrent of uneasiness—it should not be described as pessimism—which is swaying the judgment of a great many dealers in making up their minds as to the amount of talking machines and records they expect to handle—and to sell.

Now this attitude is as dangerous as it is unnecessary. The real talking machine dealer has made a substantial investment in his business and expects to be in the trade this year, the year after and for years to come. The fact that he has prospered up to the present time without considerable effort, doesn't mean that he should not now plan ahead and build seriously for the future. If at the first sign of a lull since the war he is content to rest on his oars and let his business lie dormant until there is some change in one way or the other in conditions, he is placing himself in a distinctly dangerous position.

Manufacturers must be guided by their dealers and jobbers as to their approximate requirements, otherwise they cannot perfect their own production plans. Moreover if the manufacturing and transportation conditions were approximately normal, the retailer

might be reasonably safe in ordering his customary stock and developing a real sales campaign that would place his sales volume equal to, if not greater than that of last year, but the fact remains that manufacturing and transportation conditions are still very uncertain.

Railroad deliveries throughout the country are annoyingly slow, and this applies to the shipments of supplies to manufacturers as well as the shipments of finished goods to the dealer. Hence it is the duty of the dealer to give close attention to his needs to the end that his jobber and manufacturer are informed as to the amount of stock he might require, and thus his orders are presented at a sufficiently early date to merit proper consideration. There is a certain volume of trade that the average retailer can rely upon. He knows that, bar the unexpected, he should do a certain minimum volume of business between September 1 and January 1, and he has the experience of previous years on which to base his calculations. To offset his business plans, to wait until the last minute before ordering and then ordering only from hand to mouth, is placing him in a position where he is going to suffer severely by any sudden tie-up of freight transportation or any sudden drop in factory production.

The dealer who is able to get a fair stock on his wareroom or warehouse floor will be lucky, for he will be relieved of considerable financial and freight worries. He will not be bothered about the problem of getting goods, and his freedom in this connection may mean much for him if the Fall brings the volume of business that is to be expected even under normal conditions.

"TALKER" HELPS RECREATION AND EDUCATION

THE talking machine has been much in evidence this Summer in the public parks throughout the country—in fact wherever physical education, recreation and play have been paramount features. The supervisors of recreation and education in many of the leading cities have paid the highest possible tribute to the talking machine as a stimulator, educator and leader in the public playgrounds. In many of the parks it has not only furnished the necessary music, but it has been the leader in community singing, the talking machine record first being heard and then the public taking up the second verse, and so on, while also records have been specially made giving advice to the boys and girls how to play and how to enjoy themselves in a sane and sensible way.

The wonderful availability of the talking machine in the Summer months is a worthy duplication of its effectiveness in the school room during the Winter months. Through the aid of the talking machine the smallest village now can have all the enjoyments of the big city in the way of music, recreation, and a close acquaintance with all that is great in our literature, thanks to the splendid list of educational records which are procurable.

It is quite clear that the talking machine is becoming one of the most potent influences for good in our civilization, and the time is fast coming when this will be recognized by those who are interested in the character building of the children of the Nation.



COMPETITION

The inevitable result of increased production is increased competition. We believe that the Victor dealer is best equipped to meet this competition successfully, *particularly* the Victor dealer who devotes his *entire energy to Victor products exclusively.*

ORMES, Inc.

26 East 125th Street

NEW YORK

Victor Wholesale Exclusively

Tying Up the Talking Machine With the Movie Film and Local Theatre :: By Charles L. Smith

As with all established customs of modern domesticity, the talking machine, now that it has become a recognized part of every home, comes in for its share of fun and ridicule, especially through the medium of the movies, which now are turning to every known field for material out of which to manufacture scenarios for the all-devouring public eye. The domestic quarrel which once found its source in the expected visit of his mother-in-law, or hers, or both, has given way to a more versatile cause celebré, the talking machine, which not only plays the role of trouble maker but also appears in the final moment as the "deus ex machina" who soothes away all the troubled hearts and makes the sun shine again in the peaceful household.

One of the most common situations in which the talking machine plays the leading part in the screen drama centers around a decided family difference in musical tastes. She is devoted to the classics, to the elevating, intellectual type, while her lesser half delights in the latest jazz which elevates the shoulders more than the intellect, but nevertheless makes life a pretty good thing after all. At the end of a far from perfect day hubby comes home, stopping on the way to get a bunch of new releases in dance records to cheer up his burdened soul and liven up his tired feet. Picture him slipping quietly into the living room, winding up his machine and settling back in his easy chair while the skyrocketing syncopations sizzle forth and shiver up and down his spine. For a moment he listens, registering deep satisfaction and delight. Then he jumps up and begins to dance around the floor, doing the latest step which he

learned one night when he was forced to "stay down at the office to work." Round and round he goes, nimbly avoiding chairs and tables. Suddenly the cruel scenario editor cuts in a picture of wifey upstairs listening with growing rage to the desecrating sounds below. We see that hubby is in for it soon. And sure enough down comes wifey and catches him in the midst

Dealers Should Watch Film Releases Where "Talkers" Are Used and Use Them as a Basis of Publicity

of his maddest gyrations. Then follows the second quarrel of the week (it is only Tuesday), which ends by wifey dashing the offending jazz record to the floor, breaking it in pieces, thereby greatly shocking members in the audience who may have tried in vain to get a copy of the record at the local store, but nevertheless showing that the movies never stop at a little thing like eighty-five cents!

Now it is wifey's turn. She goes to the cabinet, selects her favorite classic, carefully puts in a fiber needle and starts the music on its way.

Hubby registers great mental and aural distress. Soon he storms out of the room and retires to his den to gloom over his troubles. A few days later he is left alone on a rainy night and seeking something to do he goes through his list of records and discovers that some of his wife's despised "classics" are worth while after all. He is converted. The rest of the story cannot be told here.

With the film's usual attention to detail, several close-ups of each record are shown and the label showing the make of the record and the name of the selection, as well as the artist, are clearly shown. This is very valuable advertising, all the more so because it is free and un-studied. It shows the recognized place of the talking machine in the home and goes to show how familiar everyone is with the joys of placing a new record on the machine. Herein lies a great opportunity for the local talking machine dealer to cash in on the film's advertising of his product.

Dealers have already made it a point to feature the records of special music written for feature photoplays and have had talking machines in the theatres during the presentation of these films. This boomed certain songs and records, but did not pay any particular attention to the instrument itself. It was a good form of publicity in its way, but the opportunity offered by the film story described above and by similar pictures is of a different kind. In the case of the special music written for the photoplay the publicity efforts of the dealer differed little from the usual methods. It was clear to all that the whole thing was worked out in advance by the manufacturer and the song writer. This is in



Style A

Dulcitone

Dulcitone Figured Walnut, Rich Mahogany,
Red or Brown

The Dulcitone

A BUSINESS WINNER

In selling the DULCITONE the dealer is assured of offering his customers an instrument that is truly distinctive. As distinctive, in fact, as DULCITONE WALNUT FINISH itself, which challenges comparison as the most beautifully finished and perfectly matched veneer in the phonograph industry.

The winning combination of remarkable tone and rare physical beauty makes the DULCITONE a real business winner, an asset on any dealer's floor.

INTERESTED?

Write for prices and full information.

Dulcitone Phonograph Company

Chicago Office, 404 Republic Bldg.

SOUTH HAVEN, MICHIGAN

LAMPAGRAPH



NOTHING BUT CLASS

Lampagraph Company : St. Louis, Mo.

no way reflecting upon the value of these campaigns, for the results obtained were gratifying to all concerned. In the case in hand the dealer can cash in on advertising that is unconscious and spontaneous and therefore all the more valuable. The dealer can feature in his own advertising the fact that the same machine shown in the film may be had at his store. In addition, he has a chance to deliver a little lecture in the cause of music, using the story of the film as a basis and drawing his conclusions from that. He can emphasize the power of music in the home, he can show the value of a well-balanced record library and he can show that both popular and classical music have their own place. He can work along the lines suggested by the National Bureau for the Advancement of Music. In fact, the chances are innumerable and their number depends on the individual ability of the particular dealer.

In the past most of these opportunities have been allowed to pass by unnoticed. Films in which talking machines play an important part have appeared at theatres in towns where there were many dealers. But these dealers have failed to take advantage of the chances offered. Perhaps it is because they were unaware of the fact that the film contained anything of interest to them. By a little co-operation between the film companies and the talking machine industry dealers could be informed of pictures where talking machines were featured and in this way would have a chance to prepare their campaigns in advance. Such a thing is by no means impossible and might be worthy of consideration.

AN ARTISTIC WINDOW DISPLAY

Dealer Service Department of Columbia Co.'s Kansas City Branch Pleased With Display of J. E. Black Music Co., Springfield, Mo.

The Dealer Service department of the Columbia Graphophone Co. received recently from the company's Kansas City branch a photograph of a window display installed by the J. Ed Black

Music Co., at Springfield, Mo. This window which is presented herewith, is undoubtedly one of the finest displays prepared by Columbia dealers in recent years.

The display shows very clearly the popular Columbia trade-mark decalcomania, the "Flags of All Nations" decalcomania, the Columbia brass sign, and a painting which forms a part of the mammoth Columbia Summer advertising campaign of 1920. This painting shows very

earth placed in boxes and surrounded with rocks, give a naturalness that cannot be had with imitation plants.

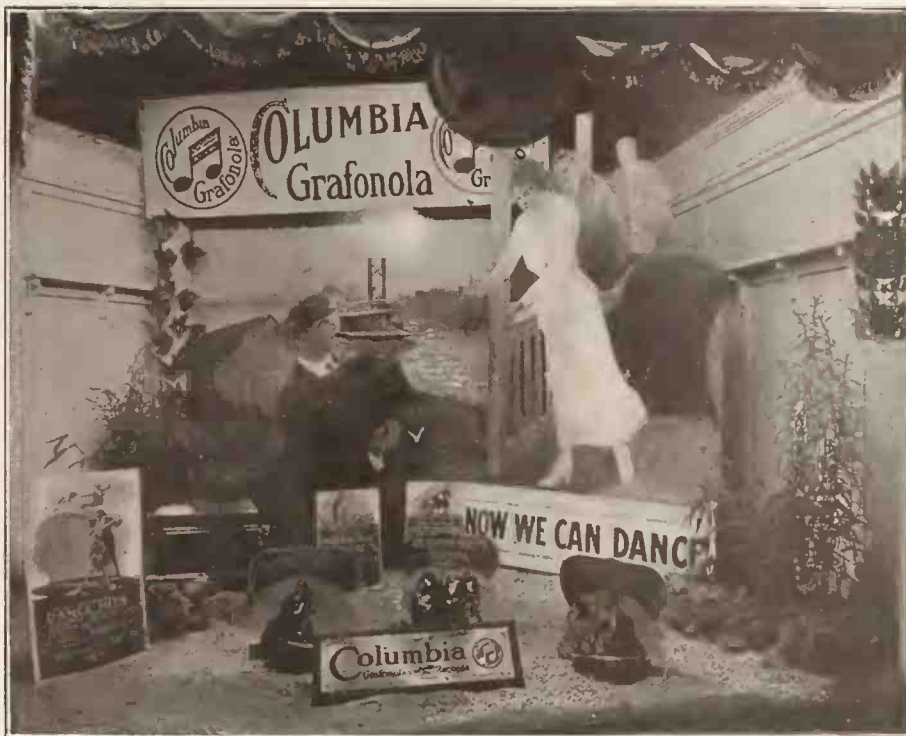
The night effects of this window are really beautiful. The moon shining on the water with reflecting ripples gives an effect that is very attractive. This is heightened by a concealed top light behind the signs. This globe is covered with light blue tissue paper and makes a moonlight effect which can only be improved by the moon itself.

As you will note, we took the suggestion of the monthly bulletin cover, and built around it scenes in keeping with the season and the occasion. The busy business man, just away from the daily toils of the city, just in the distance, enjoys with his family, real, Summer recreation at his home on the river.

The garage in the distance at the left, makes his Summer time really ideal, for it tells us that he is not compelled to be away from his business but may come and go at his pleasure. The girl with outstretched arms tells

her own story and you are familiar with it. This is a window that may be used all Summer.

The man who has ability plus honesty will get both wealth and happiness, while the man who has ability minus honesty will get only wealth, and what he gets in this way he can seldom keep.



Striking Window Display of J. E. Black Music Co.

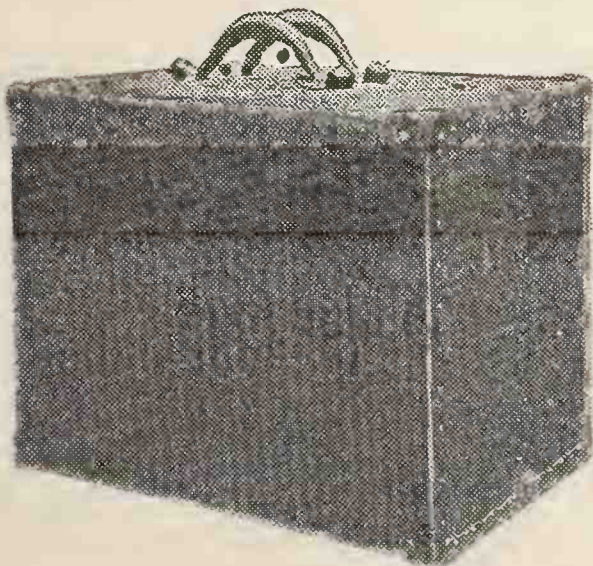
prominently the Columbia Summer slogan "Now We Can Dance." In connection with this display, Mr. Black gave the following interesting details:

The floor is covered with sand and mining chats. In the left foreground a type C Gramophone is resting on a pile of rocks and at the left and right real live plants growing in mother

Just What You Have Been Waiting For

The GATELY Carrying Case

for VICTROLA VI's



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

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

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

Price, \$8.50 Wholesale

Write for Descriptive Circulars

GATELY-HAIRE CO., Inc. - - Albany, N. Y.

Exclusive Popular



Announcing
Marion Harris
New Exclusive
Columbia Artist

Columbia

Columbia Artists

All the Leading Stars of the Stage Make Records Exclusively for Columbia



Al Jolson

Columbia dealers already have more records by the sort of *exclusive* artists who mean big sales than any other dealers today. Now Columbia has capped the climax by securing the *exclusive* services of Marion Harris.

The week of August 28 to September 3 is to be Marion Harris week. Order in advance the Columbia window display, hearing-room hangers and all other sales material. Get a letter out to your mailing list.



Nora Bayes

COLUMBIA GRAPHOPHONE COMPANY, New York
Canadian Factory: Toronto



Bert Williams



Harry Fox



Van and Schenck



Frank Crumit



Harry C. Browne

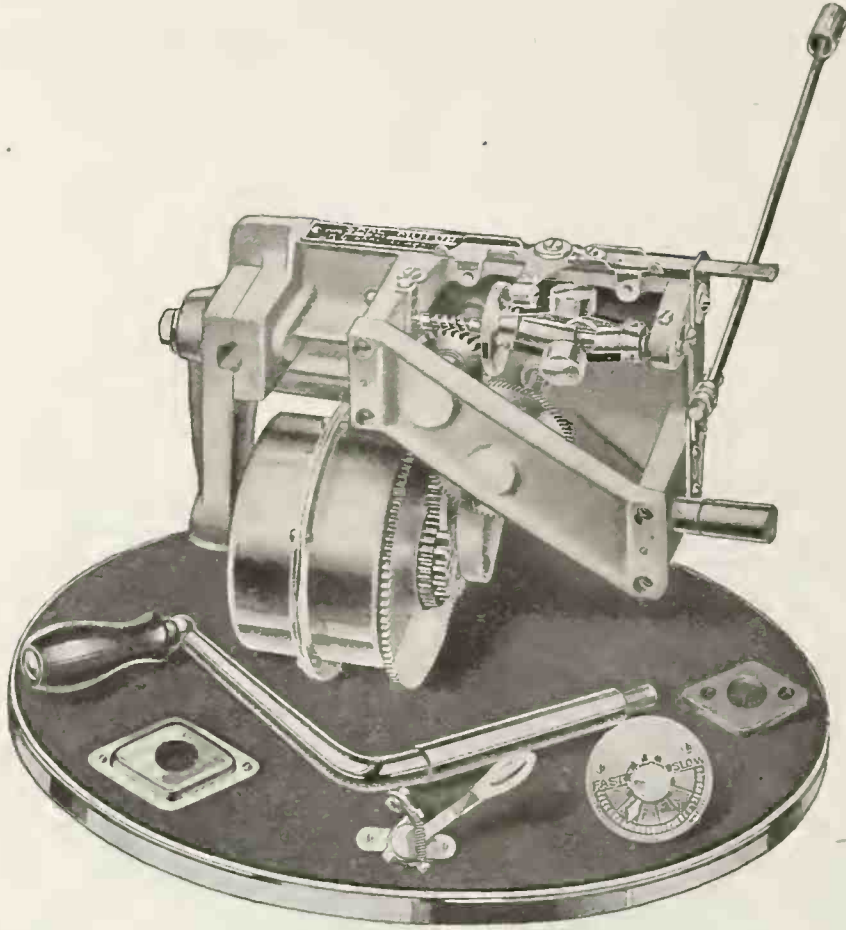
Photos ©—Lumiere—White—Apeda—Moffett—Straus Peyton—Press Bureau, Inc.

Records

SILENT
SAAL
 PHONOGRAPH MOTORS

Saal Motors Represent Seven Years
 of Accumulated Knowledge.

In Them You Get—"Experience"—
 Not Experiment.



Motors

Insure a Service of Satisfaction

NO EXPERIMENTS TO OFFER—But a Motor which has stood the test of time—
 Proven its superior Qualities over practically all others in the hands of big users and most
 critical purchasers.

The "Saal Motor" not only sells Phonographs, but it keeps them sold.

Supply your customers with the Motor which spells "SATISFACTION" and New
 Orders.

Employ the greatest of all advertising mediums—"A Satisfied Customer"—that living ex-
 ample of "Your Money's Worth."

Send for illustrative and descriptive catalog.

H.G. Saal Company
 1800 Montrose Ave. Chicago, Ill.

Beneficial Effect of Phonographic Music in Office, Factory and Home :: By Col. W. V. Bingham

[EDITOR'S NOTE.—The effect which phonographic music has in promoting the efficiency of workers in factories and offices was discussed by Col. W. V. Bingham before the Edison Caravan Conventions in New York, Chicago and San Francisco, in an address entitled "What Music Does." Col. Bingham has been Professor of Psychology and Director of the Division of Applied Psychology at the Carnegie Institute of Technology, Pittsburgh, since 1915. During the war he was Lieutenant Colonel in the U. S. Army and Executive Secretary of the Committee on Classification of Personnel in the Army. He is at present Chairman of the Division of Anthropology and Psychology, National Research Council, Washington. From early youth he has been interested in music. At the International Musical Congress in Paris in 1914, just before the war, he read a paper summarizing the results of all the research that had been carried out by means of the phonograph in studying exotic music, the songs of savages and primitive people in all parts of the world. Col. Bingham's profession as a psychologist is to study human nature. His fondness for music leads him to be particularly concerned about the effect of music on human nature.]

When a customer takes into his home a New Edison he has purchased a powerful instrument for producing varied effects on people. Think of what he can do with this musical instrument! Think of the emotional and spiritual values he has bought. We have put into his possession an instrument for evoking enjoyment, for quieting him when he is restless and irritated, for resting and refreshing him when he is tired, or weak or worried; for rousing and stirring him when he wants to be stimulated and energized. Have you ever thought seriously about the enormous range of varied potentialities in the effects which the New Edison can produce on the listener when different kinds of selections are used?

Out in a certain Ohio town the wife of the owner of an Edison uses Re-creation No. 80113, a tender lullaby, to put to sleep her two-year-old daughter. Little Marion has the connection well established between hearing this reposeful number and going to sleep; and no matter how wide-awake and active she may be when sleepy time comes, the playing of this soothing melody makes her quite ready and glad to undress, go to bed and soon drop into a sound slumber.

A Chicago professional man frequently puts himself to sleep with the Meditation from Thais, No. 82043.

A mother in New Hampshire uses re-creations of an opposite kind in the morning when her two boys have been roused from sleep, but are feeling pretty glum and cranky and need to have their minds as well as their bodies bathed in order to come to breakfast and to the day's activities feeling fresh and cheery and energetic.

Business Men Need Musical Relaxation

Cheering selections we need when we are morose and irritable. A very different sort of selection is good when at evening we find ourselves all entangled in the numerous petty concerns of the day's business and cannot seem to banish from our minds the ceaseless round of anxieties and plans and projects that have ab-

sorbed us during business hours. One day I asked a hard-headed business man to listen to a certain re-creation and then to tell me what it had done to him. Here is his account of the result:

"During the first part of the selection I found myself thinking about three important business decisions that I was going to have to make. And then pretty soon I found that I wasn't thinking about business any longer—I was thinking about a race meet next Saturday. And I noticed, too, that I was gradually relaxing my muscles and sitting back in my chair more



Col. W. V. Bingham

comfortably." That is what one re-creation did to one business man. There are times when it is important to get your mind quite away from business and on to something utterly different.

Phonographic Music and Architectural Design

Here is another illustration of the use of the phonograph during business hours. Dr. L. L. Thurstone, who is now associated with me in making an experimental study of the different effects produced by different sorts of re-creations, was one day passing the doors of an architect's office when he heard some blatant sounds issuing from the work room and stepped in to see what was going on. Here were a couple of architects bending over their desks hard at work, sketching the design for a beautiful monumental building, a war memorial of some sort. Near at hand was a loud phonograph playing a rather raw and unfamiliar tune. Thurstone asked the architects, "What's the big idea?" One of them

explained that the use of the phonograph was an established item of technique with them. Whenever they wanted to get into a particularly imaginative and fertile frame of mind, so that they could do their very best productive work, they turned the phonograph on. "And what sort of selections," asked Thurstone, "do you find most useful?" "I want music that pulls and hauls me, none of your soft, sweet stuff."

There you have it in a nutshell. For some occasions, for some purposes we need music that pulls and hauls us; which stimulates us; which releases new stores of nervous energy. Under different circumstances we can use the opposite sort—the soft, sweet, sentimental melody produces precisely the effect on us that our condition and our needs at the time demand.

Psychological Analysis of Musical Pleasure

The explanation of these complex human reactions to contrasted sorts of musical stimuli is an absorbing field of research in the modern psychological laboratory. Something has been accomplished by Weld and other investigators in the analysis of the musical experience, and of the sources of musical enjoyment.

As contributing causes of the reactions we have been examining, these investigators distinguish first, the purely sensuous elements of music, the quality or timbre of the sounds, the rhythm, accents and dynamic effects some of which are found to produce muscular strain and tension in the listener, to deepen and retard his breathing, to accelerate his heart throbs, and particularly to set up changes more or less pervasive and profound in the sympathetic nervous system that presides over the activities of the vital organs, including the digestive tract.

The Effects of Music on Muscular Strength

It is not hard to measure the effects of musical stimuli on the muscles. Many years ago the French Psychologist, Féré, and the American Psychologist, Scripture, found that one's strength of grip, as measured by the hand dynamometer, is considerably increased by listening to stirring music such as the "Marseillaise." This experiment merely gave more precise expression to a fact regarding the effect of martial music on muscular strength, which soldiers on the march had known for centuries. We need to-day to measure the muscular and nervous reactions to many sorts of music in order to know better their possible values in practical situations.

Good marches and jazes furnish the clearest examples of the sensuous element in music. In addition to these sensuous elements, analysis reveals certain intellectual elements of structure

(Continued on page 16)

FOUNDED 1835

ARMSTRONG'S



Distributors

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

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

ARMSTRONG FURNITURE CO.

59 and 61 North Main Street

Memphis, Tenn.

BENEFICIAL EFFECT OF PHONOGRAPHIC MUSIC IN THE OFFICE, FACTORY AND HOME—(Continued from page 15)

and form, most prominent in a Bach Fugue and in much of the music admired exclusively by trained musicians.

Finally come the associative factors. Our feelings are sometimes stirred because the music we are hearing, or music very similar to it, has in the past been connected with some deeply emotional experience, or characteristic mood.

What Constitutes Good Music

In the masterpieces of musical composition, sensuous, intellectual and associative factors all combine to produce the most profound reactions. No wonder they make deep impressions on us. No wonder that some pieces pull and haul us, resulting in an enormous stimulation, with release of vigor and pent-up nervous energy, and in a revival of muscular and mental tone.

The Need for Variety

The person who is bent on getting the most enjoyment and mental stimulation and refreshment of spirit from listening to music is going to have conveniently at hand a wide range and variety of musical stimuli.

Let me drop here one practical suggestion for you to take home to your sales clerks. Let them pass on to their customers this idea of building up a re-creation library, a library that contains a well-rounded variety—heart songs and ballads, operatic selections and simple folk songs; Sousa's "Hands Across the Sea" and Wagner's "Tannhauser March"; the very latest jazzes and the lovely old Vienna waltzes that will always be enjoyed; slumber songs and humoresques; simple violin romances and brilliant exciting demonstrations of virtuosity; recreations that the children love; selections that rouse to patriotism and loyalty; simple, sincere religious hymns, and oratorio numbers such as Christine Miller's reverent rendering of the Aria from the Elijah, "For the Lord Is Mindful of His Own."

The customer will sometimes say, "But the only kind I care for are Spalding's," or "I am only interested in opera," or "nothing appeals

to me except the latest hits." That is the chance to exhibit real salesmanship, to remind the customer, without offending him, that he wants other re-creations for his guests, some of whom have a fondness for different kinds of music; and that he himself will enjoy and use a greater variety if only he will study his own changing moods and needs, and have ready at hand an assortment of re-creations well adapted to produce the different desired effects. I should like after this program to talk with any of you individually who have systematically tried this plan of getting customers interested in rounding out their collection of re-creations. I want to find out what your experience has been as to the best way to go about it so as to increase sales and to increase customers' satisfaction.

We could also use to excellent advantage such systematic information as you have accumulated regarding the best re-creations to include in the initial assortment sent with a new phonograph. How do you choose these initial sets, so as to include a maximum of variety together with the uniform excellence that will best develop your new customer into a full-fledged Edison enthusiast?

Plato Recognized the Power of Music

The knowledge that different kinds of music produce strikingly different effects on the listener is as old as the ancient Greeks. I was re-reading the other day the pages in the third book of Plato's Republic where Socrates discusses sincerity in art in its bearings on the structure of the ideal State. He is described as pointing out to Glaucon that certain Lydian harmonies are expressive of lamentation and sorrow; other Lydian and Ionian modes which were called "relaxed" are expressive of drunkenness and softness and indolence unbecoming to the rulers of the Republic; while other modes, such as the Dorian and Phrygian, are war-like harmonies "to sound the note or accent which a brave man utters in the hour of danger and stern resolve." Socrates then points out that certain

rhythms "are expressive of meanness or insolence or fury or other unworthiness, while other rhythms are reserved for the opposite feelings." The ancient Greeks knew that different sorts of music produce important effects on the moods, emotions, impulses and character of the listener, and so they made music one of the chief subjects of the Athenian education.

Uses of Music Among Savages

We might pursue this theme far beyond the Greeks to the prehistoric period of the childhood of the human race. When we examine the uses which have been made of music by savages and primitive peoples the whole world over, we realize afresh how potent an influence music may be in determining human life and action.

There is no savage tribe but has its wild war songs with which to rouse its fighting men to a high pitch of energized excitement and bravery and frenzied abandon before making an attack on the enemy. Very different are the primitive love songs that profoundly stir the mating instinct in young men and maidens. Still different are the crooning lullabies which the savage mother sings in order to quiet her fretful infant. Narrative songs and ballads are useful to primitive tribes in instruction to teach the boys of the clan the noble exploits of their ancestors and the true behavior of the resourceful warrior and tribesman.

Some primitive music is essentially social in its function—it brings the family and the members of the tribe together, and develops a sense of common interest and group consciousness. We must not let our clerks and re-creation salesmen forget that these social values of music are as real to-day as they were when our ancestors sang together with only crude tom-toms for accompaniment. Every home should contain a generous assortment of records, expressive not only of the individual liking of one purchaser but also selections that guests and neighbors enjoy. For when we share our satisfactions with our

(Continued on page 18)

You can do it—with the Kent

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



PLAYING
LATERAL
CUT
RECORD

WHY? Because—

The
KENT
Master
Adapter
plays all
RECORDS
on the
EDISON



Registered in U. S. Pat. Office



PLAYING
HILL and
DALE CUT
RECORD

MANUFACTURERS OF

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

KENT PRODUCTS "Win their way by their play."

F. C. KENT COMPANY

IRVINGTON

N. J., U. S. A.



The Big Fact in the Phonograph Business

One thing looms big in the phonograph field and that is the amazing growth in demand for the Vitnola.

It's the live proposition today and the dealer who grasps the opportunity it offers will be taking advantage of the flood tide.

Supreme merit in tone quality and construction—

thousands of dollars spent monthly for national advertising, and impressive dealers' sales helps make a combination for trade building which every progressive merchant must recognize.

Send for the unique booklet "Making a Phonograph Department Pay" and sample of attractive vest pocket catalog.

VITANOLA
The Phonograph of Marvelous Tone

VITANOLA TALKING MACHINE COMPANY, 508 W. 35th St.
CHICAGO, U. S. A.



"Sweetest Story Ever Told," sung by Hulda Lashanska straight from the heart to the heart, will bring you the biggest receipts that an old-fashioned love ballad ever brought. Columbia 79115.

Columbia Graphophone Co.
NEW YORK

BENEFIT OF PHONOGRAPHIC MUSIC (Continued from page 16)

friends, we not only multiply our own pleasure, we strengthen the bonds of common interest and association and social solidarity.

Music an Aid to Work

Still another variety of primitive music is found in the work songs; songs sung by women patiently grinding grain in a simple stone hand-mill, or weaving basketry or hoeing corn: songs sung by men riding to the hunt or pulling together at the oar, or rhythmically heaving heavy timbers. These kinds of primitive music had their uses both in relieving the monotony of long hours of repetitive toil, in diminishing irksomeness and fatigue, in helping to stimulate more rapid and energetic labor, and in bringing about more effective group action.

Music in Plant Aids Efficiency

I wonder how many of you know of instances in which the phonographs you have sold have been put to similar use in modern work-rooms of great factories or offices. Let me read a clipping from the Washington Times for June 13:

"Girls work faster and earn more under new inspiration in Lorillard factory. Efficiency among workers has increased 20 per cent in the Wilmington plant of the P. Lorillard Co. since the inauguration of a music program during working hours . . . in the wrapping department. . . . Whether following the measured tempo of some sentimental ballad or the accelerated time of a march, nimble fingers move even more rapidly over a task that is purely mechanical—and production is increased."

I want to see some energetic salesman in this audience go to one of the great clothing manufacturers in Rochester or Baltimore or Chicago, or right here in New York, and convince him of the practicability of the New Edison as an asset in his factory. I venture to predict that the clothing manufacturer can make his employes more contented and so help in reducing his labor turn-over and at the same time speed

up production, by the use of the right kinds of phonographic music during certain portions of the day; and there will be a diminution instead of an increase of fatigue. I predict these favorable results provided two conditions are met. First, that the manufacturer gets the co-operation of these workers in the experiment; and second, that he is judicious in his selections of the kinds of re-creations to be employed.

In conclusion let me express the hope that I have given you one thought to take away from this convention and to carry back to your associates at home who are selling Edison merchandise. Tell them to take a square look at the goods they are selling. Tell them to look beyond the surface. The time has come to sell not only period cabinets and the superior sound reproducing mechanisms they contain; and not only the thing beyond these, namely, the musical instrument of which we are so justly proud. The time has arrived to think about, to talk about and to sell the thing beyond the thing beyond—what music does.

RAINIER A TALKING MACHINE CITY

Oregon Lumber Town Finds Ready Sale for Talking Machines and Records

While pianos and sheet music are not found in the music stores in the town of Rainier, Ore., talking machines and records are much in evidence. The Rainier Pharmacy sells Columbia and Pathé records, while the Columbia Drug Co. handles Victor and Columbia instruments. The city has not yet recovered from the loss of an immense mill which employed many hundred men when in operation.

Clatskanie, Ore., boasts of a new branch talking machine and music store of the Lacy & Cline Co., of Astoria. Clatskanie is a growing lumber town and music dealers there are making the best of the opportunity.

A GREAT SIGN AMONG GREAT SIGNS

Sonora Sign Recently Placed at Longacre Square Attracts Much Attention

The "Great White Way," otherwise known as Broadway in New York City, became more brilliant recently when a new Sonora sign was flashed from a twelve-story building, overlooking Times and Longacre Squares.

This sign has the new white bright lights, with a number of bells made of electric globes which



How Sonora Sign Stands Out

swing across the sky for 110 feet. On the right corner is an electric rose, and in the left corner there is featured what is considered the largest talking machine in the world, which is also lined with electric lights. There is a green border carried across to the cluster of roses, all in colored globes, and the entire effect is carried out through the use of 3,586 electric lights.

Each letter in the word Sonora is thirteen feet wide by twenty-three feet high. The bells are twenty-eight feet high, each one containing ninety-three globes. The rose is twenty feet in diameter with a stem seventy-eight feet long. This sign was created by the O. J. Gude Co., and it is recognized by advertising experts as one of the finest electrical signs ever conceived.

Dulude Bros., Hull, Que., have opened up Grafonola parlors at 63 Wellington street.

VITANOLA
The Phonograph of Marvelous Tone

Progressive Dealers in Southeast get in touch with us immediately for exclusive territory for this money-making machine—the instrument that when "put" stays "put."

H. H. SAPP & CO., Distributors, Macon, Ga.



Brunswick

PHONOGRAPHS AND RECORDS

The Completeness of Brunswick Distribution

Its advantages to the dealer

Many factors make the Brunswick franchise the most valuable a phonograph dealer can have. A super-fine instrument that won pre-eminence in four years, an immense volume of advertising and the prestige of a name already known to the millions, are some of them.

And in addition there is the vast scope of a distribution system supplying every part of the country with equal facilities.

Six production plants and thirty-eight branch houses assure direct, prompt and efficient service to any dealer, anywhere, at any time.

No matter where you are located, north, south, east or west, Brunswick men and Brunswick stocks are near you, waiting to serve you.

These stocks are complete. And these men are not mere distributors, interested in different lines, with a lukewarm attitude. They are all part and parcel of a great organization. Each one is keyed to enthusiasm in Brunswick ideals and methods.

The Brunswick dealer is in every sense a part of this great whole. He receives the benefit of the smooth-running machinery of a production and distribution system standardized in 75 years of merchandising.

He is not dependent upon any middleman, any more than the House of Brunswick is dependent upon any outsider at any stage of phonograph and record making.

Thus the Brunswick dealer is in an enviable position. And his connection becomes more valuable every day.

As our expansion continues there will be openings for appointments as Brunswick dealers in different places — perhaps in your locality.

If you are interested in a Brunswick Franchise, the most profitable business proposition imaginable, write us at once for full particulars.



THE
BRUNSWICK-BALKE-COLLENDER
COMPANY

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

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

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

Phonograph Factories: Dubuque, Iowa; Muskegon, Mich.;
Chicago, Ill.; Rockford, Ill.; Knoxville, Tenn.;
Toronto, Canada

Record Factories: Long Island City, N. Y.; Jersey City, N. J.



The Ultona Playing a Brunswick Record

One Winning Idea

A real all-record reproducer

Brunswick has accomplished in the Brunswick Ultona what all phonographs have sought from the beginning—a reproducer that plays *all* records just as they should be played, and without adjustment.

At a turn of the hand the Ultona presents to each type of record, no matter what the make may be, the proper needle, the proper diaphragm. No makeshift attachments are necessary.

The Ultona brings out in their original purity tones often slighted, tones too delicate for reproducing by former methods.

Furthermore, it practically ends so-called "surface noises." For it is the only counterbalanced reproducer. It is so perfectly suspended that the needle transmits the tiniest undulations in the record

groove with perfect fidelity. And the result is purer, truer tones that win enthusiastic praise from nine prospects out of ten at the first hearing.

The exclusive Brunswick Method of Reproduction eliminated harshness and stridency. People quickly realized its superiority over other methods. Unbounded approval followed, and in the short space of four years a great business was created and established on unshakable foundations. All brought about by the merits of the instrument itself and the Brunswick policy of urging people to judge by the tone.

The Brunswick is the final type phonograph, the instrument of tomorrow. The Brunswick dealer is building for tomorrow on a permanent basis.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

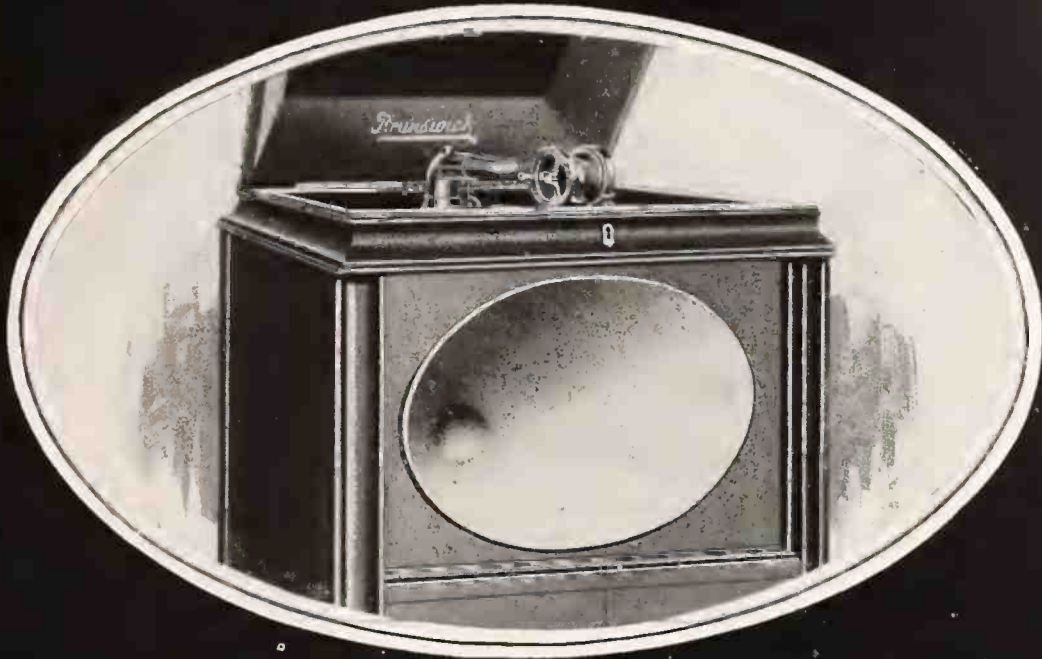
General Offices: 623-633 S. Wabash Ave., Chicago

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

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

Brunswick

PHONOGRAPHS AND RECORDS



The Tone Amplifier Built Entirely of Wood

Another Great Betterment Exclusive with The Brunswick

A great advancement was made in the Brunswick Tone Amplifier, a sound chamber built entirely of wood, especially chosen, seasoned and moulded.

It connects directly with the tone arm. There is NO CAST METAL throat on The Brunswick. Sound waves are softened — eliminating harsh, unnatural noises.

We are justly proud of the fact that the great majority of our dealers, as well as our buyers, choose The Brunswick after comparison with other makes.

This is the test we invite from every dealer, as well as every buyer. It has been the Brunswick policy from the very first.

And as we, by this simple method, have

built up a vast dealer organization, so can the Brunswick dealer build up a profitable business for himself.

Brunswick Records

Another aid to our dealer success lies in the triumph of Brunswick Records. They, too, set up new standards. For we have included all the best features of record-making, and super-added an element often missing—scientific direction.

For every Brunswick Record is recorded under the supervision of a noted director. A new art is carried to a high degree of perfection.

You will note, as you listen to them, that Brunswick Records bring something better and finer into recorded music.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

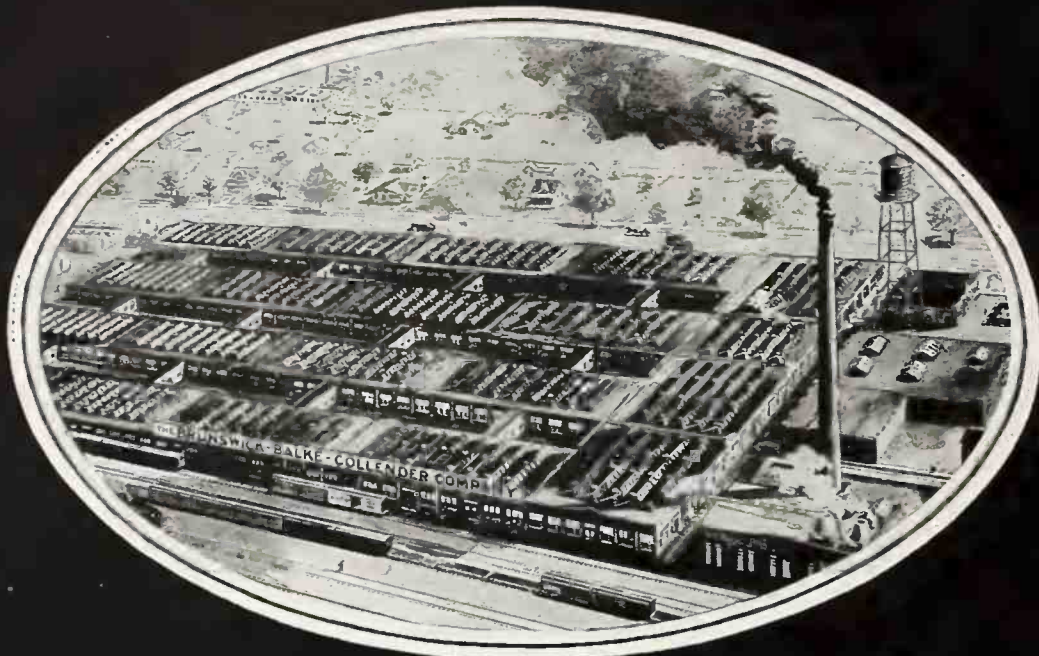
General Offices: 623-633 S. Wabash Ave., Chicago

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

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

Brunswick

PHONOGRAPHS AND RECORDS



Brunswick Phonograph Factory at Dubuque, Iowa

Every Brunswick is 100% Brunswick

The Brunswick is not an assembled phonograph. We have six great factories. We build complete.

In assembled instruments there are too many discrepancies, too many variations. Our way of making everything ourselves is the right way for us, for our dealers and for our buyers.

We can control quality. We are sure of uniform production. We are able to guarantee every separate part for the life of the instrument.

The six Brunswick plants are the most modern, most complete and most efficient production units in the manufacturing world.

In every Brunswick policy we strive for the utmost, the best, regardless of cost, because we are building for many years to come.

In our advertising we use 56 publications, with a combined monthly circulation of 24,000,000.

Brunswick policies are directed by men who think in terms of millions, who aim at nation-wide markets. These policies have a telling effect in favor of the Brunswick dealer. They give him honest merchandise. They entrench him against all competition.

They practically guarantee his success.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

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

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

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

Brunswick

PHONOGRAPHS AND RECORDS

MARION HARRIS WEEK COMING

Columbia Dealers Preparing to Feature Recordings by Miss Harris During Week of August 28—Special Displays to Be Furnished

As announced recently in The World, the Columbia Graphophone Co. has advised its dealers that the week of August 28-September 3 will be Marion Harris week and during these six

PATHE CONVENTION IN OMAHA

Dealers in That Section Gather for Business Conference Under Auspices of Wright & Wilhelmy Co.—May Form Local Association

OMAHA, NEB., July 31.—A large attendance of Pathé dealers in this State was reported at the first annual Pathé dealer convention held at the headquarters of Wright & Wilhelmy Co., Pathé distributors, of this city. An address of welcome was given by J. David Larson, commissioner of the Omaha Chamber of Commerce. Inspiring addresses were made by James Watters, secretary, and H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., who journeyed from Pathé headquarters in Brooklyn to attend this "get together" meeting. Entertainment was furnished by two celebrated Pathé artists, Marion Cox and Lewis James. At the close of the session opportunity was given to all dealers to give the expression of their views on the various daily problems that arise. As additional entertainment the Wright



Columbia Display Featuring Miss Harris' Records

days Columbia dealers everywhere will cooperate in introducing to the public this new and popular artist and her first two exclusive Columbia records.

The Dealer Service Department of the Columbia Co. has prepared, in addition to the usual September window display, several Marion Harris units, consisting of a regular artist poster in colors, a long window glass streamer, two record holder cut-outs, featuring her first two records, and a special record hearing-room hanger of Miss Harris' recordings.

The complete September display, as shown in the illustration herewith, consists of the following: Large centerpiece, a copy of Columbia's current magazine ad in full color, large side card listing popular dance records, large side card listing concert numbers, giving particular prominence to exclusive Columbia records by Pablo Casals; two record holder cut-outs featuring Marion Harris' first records; three record holder cut-outs, one of each featuring Jolson, Barbara Maurel and the popular operetta "Florodora"; two small easel-backed cards featuring the exclusive Columbia non-set automatic stop and the other the latest recording by Frank Crumit.

They tell the story of the man who learned to be an opera singer by studying the songs as played on broken and cracked records he collected from his friends. He got there, even if his inspiration was cracked.

& Wilhelmy Co. planned a matinee Orpheum party for the ladies and all delegates journeyed to Krug Park at night.

As the outcome of this convention, it is expected that a Pathé dealers' association will shortly be formed in this section of the country.

TO OPEN "TALKER" DEPARTMENT

Office Supply Co. Will Have Large Section Under Direction of John J. Gifford

CHARLOTTE, N. C., July 19.—This city will have a new talking machine store in the next few weeks, when the Office Supply Co., one of the fastest-growing concerns of its kind in this locality, opens its new talking machine section. The new department will be under the management of John J. Gifford, a well-known piano and talking machine salesman of this city. Several popular makes of instruments and records will be featured, as well as pianos, players and music rolls. The department will be open to the public as soon as the extensive alterations now under way are completed.

INCORPORATED

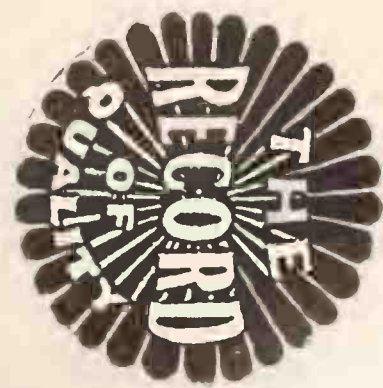
The Dorsa Phonograph Co. has been incorporated in New York to do a business in talking machines, with a capital of \$50,000. The incorporators are F. Ross, V. and P. Dorsa, 323 East Eighty-fifth street.




Mr. Dealer—
If you do not know of the quality of Okeh Records, send for samples today and get lined up for fall. Big season nearly here.

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

And Again, Mr. Dealer—
Quality recordings of hits, when they are his, are just what you have been waiting for years. All orders filled same day as received.



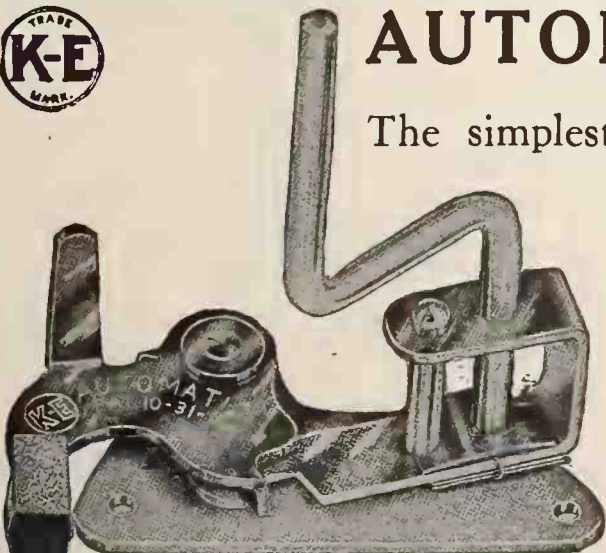


AUTOMATIC STOPS

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

Send 50 cents for Sample Stop

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



Your Sales in the Future

WILL BE BASED UPON MORE THAN MERE DEMAND

Good Salesmanship?
Yes.

Good Buying? YES!

Sales will be made by good presentation of GOOD MACHINES. NOW is the time to LAY YOUR PLANS.

Look at the
Simplicity of the
Brooks Automatic



Brooks

Automatic Repeating Phonograph

is the only machine that will play any record any number of times and then stop automatically with the tone-arm suspended in the air.

How is this done?

Place the needle on the record at its finishing edge. Set the pointer for one or two or five or eight playings, whatever you—or the dancers—want.

The motor starts, the record plays, and replays and stops automatically with tone-arm and needle suspended in the air!

No records are scratched! No one has to get up and rush to shut the machine off! The convenience is wonderful and appealing to every buyer—especially a woman. Its mechanical perfection grips the interest of men.

Can You Sell Such a Machine?

Its tone and its finish are both as superior. This machine is available to high-grade dealers who propose to stay in business handling high-grade goods.

INQUIRE ABOUT YOUR TERRITORY FROM

THE BROOKS M'F'G. CO.
SAGINAW MICHIGAN



HOLD AN ENJOYABLE OUTING

Forces of Columbia Wholesale Branch in New Haven Enjoy Themselves at Lake Quassapaug

NEW HAVEN, CONN., August 4.—The local wholesale branch of the Columbia Graphophone Co. was closed Thursday, July fifteenth when the employees celebrated their annual outing which was held at Lake Quassapaug, Waterbury, Conn.

The entire party was transported by automobiles, and an extensive program of sporting events attracted many entries. Handsome prizes were given the lucky winners, among whom were the following: B. A. Day, fat man's race; H. Calechman and D. Richeteli, three-legged race; Gertrude Lanz, shoe race for girls; Henry Calechman, running race for boys; Gertrude Lanz, running race for girls; J. J. Dun, egg race for boys; Sonia Hyatt, egg race for girls; Mary Flanery, marshmallow eating contest for girls; J. J. Dunn, tug o'war for boys and Juline Hemingway, blindfolded race for girls.

The members of the committee which were congratulated upon the success of the program were Peggy Pickus, Mary Flanery, F. C. Collins, J. McKiernan and Assistant Manager H. C. Cooley.

H. E. Gardner, manager of the branch, participated in all of the sports, and was an important factor in the success of the day's outing. Among the invited guests were Mrs. H. E. Gardner, Mrs. H. C. Cooley, Mrs. A. G. Dillion and Mrs. F. P. Conklin.

Frederick C. Collins, manager of the Dealer Service department at the New Haven branch, attended the first convention of Dealer Service Managers held recently in Philadelphia. Mr. Collins was enthusiastic regarding the practical value of this convention and gave an interesting report at the weekly meeting of the branch salesmen.

Among the callers at the New Haven branch recently were the following: Frank Abbott, Derby, Conn.; M. Quadretti, Shelton, Conn.; Mr. Tomlinson, from Seymour Pharmacy, Seymour, Conn.; Mr. Wilson former assistant manager of Woolley's Columbia Store, Meriden, Conn.; Thos. Woolley, Meriden, Conn.; S. Finkelstein, Bridgeport, Conn.; A. G. Sommers, Guilford, Conn.; Mr. Levy, of the E. Hartford Tire and Motor Supply Co., East Hartford, Conn.; D. Smith, from Whitlock's Book Store, New Haven, Conn., and Mr. Louis Sackowitz, Hartford, Conn. Mr. Sackowitz is to open an exclusive 100 per cent Columbia store in a few days.

The foreign born population seems to buy the majority of the operatic records.

THE GREAT FORCE

"I am the soul of the joy of life—the companion of its sorrows.

"All moods are mine. I am hilarious. I am frivolous, I am gay, I am serious, I am sad. I spin out the silver thread of happiness, the golden thread of comfort and solace. On wings of melody I bear the dreamer off to strange places and strange lands. To the wanderer I sing of home. In the despondent I renew resolve. To the despairing I bring hope. In the child I engender pure tastes, refinement, and inspire noble thoughts and high ambitions.

"I am ever ready. I never tire. I am a well-spring of inspiration, relaxation, recreation. I am at home in the dwelling of the richest or the most lowly in the land—where religion reigns or under the roofs that know not God.

"In peace I had ever been at the service of man. In war was I to be found wanting? Was I to be thoughtlessly brushed aside in the tremendous rush to arms? Many there were who would have stilled my voice till peace should come again. But I was put to the test. I was not found wanting. I proved my worth. I found my niche, for I am full of cheer, of undying, unflickering resolve—of the spirit that knows not defeat.

"Day and night found me on duty with the saviors of civilization—in the camps, on the ships, in strange foreign villages, in dugouts, in trenches right up to hell's partition—everywhere where death and danger were commonplace, soothing tensed nerves straining at the leash, singing of victory amid the battle's roar,—restoring the balance of upset minds—chanting the dirge of deviltry.

"In war, as in peace, food, clothing, and shelter come first in sustaining morale and rendering comfort. I come next.

*"I helped to win the war.
"I am MUSIC." —Courtesy of Life.*

FEATURES OUTING VICTROLA SETS

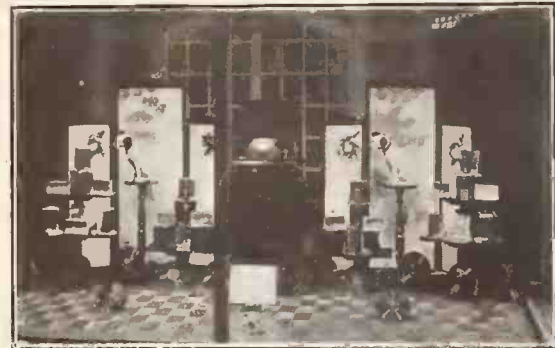
The Victrola department of S. Kann Sons & Co., Washington, D. C., has been making a special drive this month on the portable Victrola for the Summer trips to camp and seashore. Manager McFarquhar has prepared special sets of records for Victrola enthusiasts.

Mountains or seashore—both find the talking machine necessary. A good supply of records is now looked upon as necessary to the enjoyment of camping out.

VICTOR CATALOG WINDOW DISPLAY

Newton, Ia., Store Attracts Many Customers by Use of Attractive Display Features

This photograph shows a Victor display which created a great deal of business for the Iowa Mercantile Co., Newton, Ia. This concern is a large department store and is located in one of the most up-to-date towns in the State. On the second floor of the store where the Victor department is located they had a complete Victor



Iowa Mercantile Co.'s Clever Window Display installation set up as shown in the picture. The Victor catalog is featured and the display brought many inquiries for the useful volume. C. P. Hunter, manager of the Victor department, believes in paying great attention to the matter of window and interior display.

STRADIVARA SELLS IN ASTORIA

ASTORIA, ORE., Aug. 5.—Within the next two years it is expected that this city will reach the position of the second largest city in Oregon. The Lacy & Cline Music Co. is a large progressive house which covers much of southwestern Washington as well as western Oregon. The Stradivara is one of the biggest sellers here in this part of the country.

JAPAN HEARD FROM

The Stewart Talking Machine Co., of Indianapolis, Ind., reports an order for its lithographed blotters from the far distant land of Nippon. The Methodist Publishing Co., of Tokyo, Japan, having read the Stewart Talking Machine Co.'s advertisement of nursery rhyme blotters, made an inquiry for a sample. This was followed by a trial order which was recently filled. Another proof of the fact that Japan is wide awake to modern merchandising ideas.

In every business we must take a chance; we must venture to some extent; but with the venture we must combine judgment, enterprise and brains.



Flapjacks and Maple Syrup

FLIP the flapjacks and cook both sides. When machine sales are brown, flip your business and cook some real Victor record profits.

Lots of fun when you get the knack.

Pearsall Service keeps your business IN the frying pan OVER the fire, to revise the expression.



SILAS E. PEARSALL COMPANY

DISTRIBUTORS

WHOLESALE ONLY

Victrolas and Victor Records

10 East 39th Street, New York

Edison Message No. 76

Inflation
Suggests
Deflation

The inflation of prices associated with so many articles of merchandise, during and after the war, naturally is a temporary condition. Deflation is bound to come.

The prices of Edison Phonographs, since 1914, have increased only 15 per cent., including War Tax. We sacrificed large profits in order to stabilize the Edison Phonograph business.

“Edison Stood the Gaff”

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

How the Portland Talking Machine Men Dressed Up for Shriners' Visit :: By W. B. Stoddard

Mystic Shriners to the number of between 60,000 and 75,000 took Portland by storm during their recent convention and the Rose City of Oregon, in gala attire, welcomed them with open arms. Thousands of electric lights, each with a red fez for a shade, were strung across the principal thoroughfares; a triumphal arch, showing the pilgrims looking towards Mecca was erected on Broadway; the wonderful rose gardens were abloom with thousands of roses by day and a perfect fairyland of light and color at night, while bales and bales of red, yellow and green bunting transformed the staid occidental buildings into a city of Oriental splendor.

In addition to the civic decorations the individual stores had displays on a degree of elaborateness never before attempted and the leading music houses vied with each other in doing homage to the Shriners—in fact, their contributions are worthy of detailed mention for the benefit of all those dealers who are interested in window displays in connection with great pageants.

Sherman, Clay & Co. had a window floored with fine sand and in the background several papier mache pyramids. At one end was a number of palms and in front of them a tall column covered with Egyptian hieroglyphics, into which was cleverly worked the picturization of the talking machine and the Victor dog. At the opposite end were palms, in the midst of which stood a Victrola. In another window, backed with palms, they showed a table on which were a number of the silver trophies offered by leading firms and associations as prizes in the big Rose Show.

The Bush & Lane Piano Co. had hung against the window a huge Shrine emblem ten feet high, extending from the top to bottom of the glass. On the rear wall was a large canvas drop depicting a caravan of camels crossing the desert. In the window was a tent of silk, made of scarfs of the Shriner colors, in front of which sat an Arab sheik in red satin and spangles with great turban and pointed red shoes, listening to the music of a phonograph set on the sand in front of him.

The Wiley B. Allen Co. had a large corner window with canvas back drop showing a desert with purple pyramids enfolded in flame-colored light. The floor was covered with fine sand. Large cutouts of palm trees were shown and in the center of the stage, so to speak, was a Brunswick, around which were gathered a number of life-size figures of Bedouin chiefs in turbans and red and white robes. A second window showed a canvas drop depicting a desert scene, with four Egyptian pedestals, each topped with a phonograph record. In the center of each disc was a white circle, lettered in blue: "Hear Karavan—the most realistic offering of Oriental effects." Palms at either end of the window added to the desert effect.

The Hyatt Talking Machine Co. had a large window with broad bands of bunting, red, yellow or green, extending from the top, bottom and sides of the window to a point in the center rear. At the point of focus was a kewpie doll in Shrine regalia. Nothing else appeared in the window, yet it was one of the most striking of any display. The other window of the store showed several talking machines, together with some of the latest popular records, this window also being hung with bunting of the Shriner colors.

A decidedly effective publicity stunt which could be used where any convention or large gathering was being held was that of Woodard, Clarke & Co. In the center of the floor was a mound surrounded with a garland of roses, with a card, "Portland, the Rose City." Stand-

ing on the mound was a tiny figure labeled "Mayor Baker." To the north were little snow-covered domes, labeled Seattle, Spokane and Tacoma, as well as a toy ship called Victoria, B. C. To the south was a toy train, with cars labeled San Francisco, Los Angeles and San Diego. Toward the east was another train with little pennants—Pendleton, The Dalles, Salt Lake City and Denver. In the background was a canvas drop, on which was painted a picture of the rising sun, and small black lines running towards Portland, the end of each being labeled Boston, New York, Philadelphia, Washington, Palm Beach, Atlanta and New Orleans. A card down front announced "They're All Coming to Portland." Pasted to the sides of the window were a number of typewritten messages on Western Union blanks, addressed to fictitious visitors in Portland during Shrine week from friends and relatives in other cities. Among the catchy messages were: "Chicago, Dear Daddy, we miss you awfully. Have a good time and bring us home from Woodard and Clarke a record of some of the dandy band music you hear.—Myrtle, Tom and Kathryn." "Indianapolis, Sorry I forgot to pack those records to go with your machine for your camping trip after leaving Portland. You can get any you want at Woodard & Clarke's, though, so don't worry.—Annette." There were half a dozen of these messages and any dealer could arrange others to suit local conditions.

Powers Furniture Co. had a large window showing the process of taking a candidate over the burning sands. In the background was an elaborate view of the Sphinx and Pyramids, and just in front of it two tall palms. Four

life-size figures were shown, three in Shriner uniform and the other a candidate in bare feet, prodded from behind with a long spear. A card down front suggested: "He'll appreciate it all the more when he reaches the oasis." The next window suggested that the restful interior of Powers store was a veritable oasis. It showed wicker chairs, a soft rug, tall palms and two Victrolas. The company's card of welcome, which was repeated in the papers, was addressed to:

NOBLES OF THE MYSTIC SHRINE!
A ROYAL WELCOME!

Pitch your tent anywhere! Ye of the East—the West—the North—the South! Make yourselves at home anywhere in the big furniture store

POWERS

Would you delight your ear with sweet sounds? Pass through the temple gates into the garden of palms and there list to entrancing strains.

In the large, airy demonstration rooms were comfortable seats and attendants to demonstrate any class of music the visitor desired.

OPEN TALKING MACHINE ADJUNCT

The Craycraft Dry Goods Co., of Noblesville, Ind., has announced its assumption of the Victor line exclusively. This company plans to make its talking machine department one of the largest and most attractively arranged in the Middle West.

WASHINGTON STORE ENLARGES

Woodward & Lothrop, the largest department store in Washington, D. C., has enlarged the Victor department by adding additional booths and record counters. Gus Louis is manager.



Genuinely Interested in the
Dealer Who is Genuinely
Interested in Victor

Elyea Talking Machine Co.

Atlanta, Georgia

Exclusively Victor

Strictly Wholesale

WIDE RANGE OF PRODUCTS NEEDED TO MAKE A "TALKER"

Some Enlightening Information on This Interesting Subject Which May Add to the Knowledge of Salesmen Who Are Oftentimes Asked Questions by Inquisitive Customers

The wonderfully wide range of products necessary to construct a talking machine was the basis for a very informative article which appeared in a recent issue of The Tone Arm, an interesting publication issued by the factory forces of the Columbia Graphophone Mfg. Co., Bridgeport, Conn. It emphasizes how much of the world's territory is tapped to supply the requirements of the talking machine industry. The article reads:

"Think of needing thousands of yards of sewing silk for a machine shop, yards of velvet and plush, precious stones from Ceylon and Australia, diamonds, and the purest of pure gold. We tap the swamps of Brazil, Central America, and of Africa for wood of one kind, our own Southern swamps for another, Canada and the Maine woods for another, Spain and the Continent for another.

"Picture a more than half-naked savage prowling through the jungles of West Africa for material out of which to make an instrument to delight and amuse her dainty ladyship. The string of savages, porters, hunters, guides, what not, that make up the long caravan which finally carries the collected booty of the jungle wanderer through swamp and forest and over plain down to the coast. The loading into ships from rocking canoes and the long journey around the Cape, half across the world for our graphites to use. Who would recognize the Maori sheep herder of Australia as being a co-worker with our factory in making our instruments? Do you suppose he or any of us that should see him, in his lonely watches through the night under the tropical stars, guarding his sheep, could visualize the shearing, the cleaned wool, again the world trip, the arrival in America, the American factory, and—lo, the felt for our turntable?

"New Zealand! Once more the jungle, the native peering carefully all around, prodding here and there with his spear and every now

and then gathering large or small lumps of fossilized gum that has lain there for a thousand years, to be used finally to record permanently for our delight the golden tones of a Ponselle or a Hofmann. Have we ever stopped to think that in the far off Straits Settlements the Malays are getting out the metals we use in this same instrument?

"We use clay from the hills of Pennsylvania, and precious stones from the mountains of Montana, products made from wild grass from Mexico, bamboo from Japan, mica from India and South America, nuts from Brazil, olive oil from

HELPING THE DEALER WIN OUT

Serenado Mfg. Co.'s Activities Demonstrate How Its Dealers Are Aided in Developing Trade—Business Reported as Steadily Expanding

CEDAR RAPIDS, IA., August 5.—The Serenado Mfg. Co. of this city, manufacturer of the Serenado talking machines, is furnishing its dealers with effective advertising material, including outdoor signs for use on fences, indoor hangers, specially printed catalog folders, etc. It is also co-operating with the dealers through a direct-by-mail advertising campaign concentrated on a list of selected prospects.

The company, under its present efficient method of marketing, proposes to secure for its dealers desirable results attained through the personal appeal of direct-by-mail advertising, and to correlate this help with other up-to-date methods of advertising and distribution. That it has succeeded in these plans is evidenced in the fact that dealer contracts have been closed with progressive merchants in the most important trade centers.

The executives of the Serenado Mfg. Co. have both had previous experience in the talking machine industry, specializing in their respective fields. W. H. Conant was for eighteen years as-

Italy, boxwood from the West Indies and the Florida Keys, cory from Spain, and so on until nearly every part of the world is laid under tribute and almost every substance used in science and the arts as well as in ordinary manufacture is obtained and used.

"There was once a gentleman who came into the purchasing department and this subject was touched on and finally a bet was made that of all the things he could think of, he could not at one trial think of one thing or substance the Graphophone Co. did not use. He accepted the bet and, after a long pause in which he tried to think of the most unlikely thing possible to use in making Grafonolas and records, he said, triumphantly, 'toothpicks'—and he lost; for, although who could guess it, we use in our regular manufacture thousands of toothpicks."

sociated with prominent concerns, specializing in finance, credits and collections, prior to which he was a newspaper editor. M. E. Lusk, Jr., has to his credit over fifteen years' experience in the direction of sales and advertising.

The present Serenado chain of distribution, which includes representation in thirty-four states, was built up in a little more than a year.



W. H. Conant



M. E. Lusk, Jr.

and this record is a tribute to the musical and sales merits of the company's product, coupled with the varied experience and ability of its executives.

The days are shortening. Now's the time to plan for Fall activity.

Three Big Factories—and "Knowing How"

Made of 5 ply Panel Stock

6 Models at Popular Prices

Prima-Donna
"The Phonograph Inspired"

BUILT in our three large, efficient plants from lumber to finished product by master craftsmen who know the high standard a successful phonograph must measure up to; and marketed by a sales organization of wide experience in the phonograph field, that aids the jobber and the retailer, thru our advertising and sales helps, to bring the Prima-Donna to the ultimate user.

Mr. Retailer we have a jobber in your territory who can supply you over night with these big value phonographs at a liberal discount.

Also manufacturing other well known brands.

Guaranteed One Year

6 Models at Popular Prices

GENERAL SALES CORPORATION

1520 BUFFUM STREET

MILWAUKEE, WIS.

OWNING & OPERATING
GENERAL MFG. CORPORATION RECORDEON PHONOGRAPH CO.
HEANEY-SCHWAB BILLIARD MFG. CO.
Makers of Fine Billiard Tables Since 1882

Still
Have
Some
Territory
Open

Write
For
Our
Liberal
Proposition



Here's a favorite model of our
Console creations in

The Windsor Phonograph.

a work of art in design and work-
manship worthy to be classed with
the rest of the furniture line we have
been making for the best trade
since 1885.

Brochure of views sent on request.

*Originator of the Console and
Period Designs in Phonographs*

WINDSOR FURNITURE CO.
Chicago, Ill.

Determining Whether the Making of a Sale Will Be Easy or Difficult :: :: By Lional E. Davis

A great deal has been said and written about the psychology of first impression. Many eminent authorities claim that the first impression is nine-tenths of the ultimate impression and that for this reason the so-called popular man or woman is the one who "gets away good" right at the start. Whether or not this is 100 per cent true is not an issue in this article; sufficient be it that the first impression counts and accounts for a great deal in successful salesmanship. Let us, therefore, study the matter of approach when the prospective customer first enters the store. It seems reasonable to suppose everybody enters any and every store with some one thing definitely in mind, the unknown quantity question being what that thing is.

There are several general purposes that can induce a person to enter a store: namely (1) to purchase some pre-determined article; (2) to investigate, examine or otherwise inspect some pre-determined article, with the matter of whether to purchase or not still unsettled; (3) to make payment or to offer explanation for delay on some unpaid account; (4) to make a non-business personal call or ask for information not germane to the particular business in which the particular store is engaged.

Regardless of which of these classes the caller may belong to, it is vital that a good reception be extended, which must be characterized by politeness, sincerity, cordiality and intelligence.

Politeness! It is a wonderful quality to possess and to use every moment of one's life, but particularly in business when one is seeking to sell goods. As applied to the floor manager or salesman whose role it is to first greet the incoming caller politeness consists not only in

manner or address, but also in neat, immaculate dress. Cleanliness and neatness will convey the impression of respect quicker than any one other thing and to be respectful and to be polite are one and the same.

Sincerity! It is a vital point, but is most quickly conveyed to a new acquaintance through walking directly up to the incoming caller and when speaking, looking the other party square in the eyes. This, perhaps, sounds like trivial

A Prospect's First Impression Often Determines Whether Making a Sale Will Be Easy or Difficult

advice. It is not. There are many retail salesmen who shuffle up to the newcomer in a rather aimless sort of manner and who spend the first few seconds after reaching the newcomer in making an inspection of the caller's attire, etc., instead of looking him or her squarely in the eyes. Even the most modest person likes to be looked squarely in the eyes by the store member who does the greeting, but very few people can stand a searching personal examination of their

attire without embarrassment. It pays to make every caller feel comfortable right from the first minute.

Cordiality! The most rapid and most effective means of conveying the impression of cordiality and of heartiness of welcome is via the well-timed smile. A really good winning smile is more or less like an inherited talent, but conscientious practice and study will go a long way toward perfecting a good "selling smile." Watch the actors and actresses on the stage and on the movie screen. Their smiles are professional, but yet appeal as genuine. That's the kind to develop and you will find it of infinite advantage to work in a good cheery smile before starting to speak.

Finally, we come to—intelligence! There is where it is most easy to fall down and where the most unforgivable blunders are made. There is here no simple rule to follow—a man or woman must use every ounce of the intelligence with which he or she is endowed to quickly convey the impression of intelligence to one he or she is just meeting for the first time and without an introduction.

Review again the four purposes which can prompt a person to come into your store. Doesn't it seem most logical to make the first remark seek to place the caller in one of these four classes? It most certainly does from the standpoint of efficiency and cutting out lost motion. But consider for a moment the questions it would be feasible to ask when such a policy is pursued. They would run something like this: "Is there something special that you are interested in?"—"What do you want?"—etc., etc. But is there any real quality—any real impression of intelligence given when such plain remarks are



AN AMERICAN WALNUT TALKING MACHINE CABINET

AMERICAN WALNUT

"The Cabinet-wood Superlative"

For Phonograph Cabinets

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

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

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



Lateral
Cut

Okeh Records



Lateral
Cut

Eleventh Supplement

READY NOW

- 4118 { IN SWEET SEPTEMBER—Fox-trot,
10-in. Ray Miller's Black & White Melody Boys
\$1.00 MY SAHARA ROSE—Fox-trot,
Harry Raderman's Jazz Orchestra
- 4119 { ROSE OF SPAIN—Fox-trot,
10-in. Ray Miller's Black & White Melody Boys
\$1.00 KISMET—Fox-trot.. Green Brothers' Novelty Band
- 4120 { TELL ME PRETTY MAIDEN—Fox-trot,
10-in. Rega Dance Orchestra
\$1.00 POLLY—One-step,
Joseph Knecht's Waldorf Astoria Orch.
- 4121 { LE WANNA—Fox-trot,
10-in. Green Brothers' Novelty Band
\$1.00 JEAN—Fox-trot.. Harry Raderman's Jazz Orchestra
- 4122 { MARRIAGE BLUES—Fox-trot,
10-in. Joseph Samuels' Jazz Band
\$1.00 HUNKATIN—One-step,
Green Brothers' Novelty Band
- 4123 { THE CROCODILE—Fox-trot,
10-in. Joseph Knecht's Waldorf Astoria Orch.
\$1.00 HULLO, HOME—Medley One-step.. All Star Trio
- 4124 { DO ANOTHER BREAK—Fox-trot,
10-in. Green Brothers' Novelty Band
\$1.00 SLIM TROMBONE—One-step,
Joseph Samuels' Jazz Band
- 4125 { RAILROAD BLUES—One-step,
10-in. Harry Raderman's Jazz Orchestra
\$1.00 IN OLD MADEIRA—Fox-trot.... Conway's Band
- 4146 { THE LOVE NEST—Fox-trot,
10-in. Lanin's Roseland Orchestra
\$1.00 ENTICING (Seduisante)—Waltz,
Joseph Knecht's Waldorf Astoria Orch.

- 4126 { SUNNY SOUTHERN SMILES.... Crescent Trio
10-in.
\$1.00 HAWAIIAN TWILIGHT—Tenor, accomp. by
Hawaiian Guitars..... Lewis James
- 4127 { I'D LOVE TO FALL ASLEEP AND WAKE
10-in. UP IN MY MAMMY'S ARMS. Peerless Quartet
\$1.00 TRIPOLI—Contralto-Baritone Duet,
Helen Clark-Joseph Phillips
- 4128 { WHISTLE A SONG—Tenor..... Billy Murray
10-in.
\$1.00 THERE'S A TYPICAL TIPPERARY OVER
HERE American Quartet
- 4129 { WHEN A PEACH IN GEORGIA WEDS A
10-in. ROSE FROM ALABAM—Tenor Duet,
\$1.00 Hart-James
I LOVE THE LAND OF OLD BLACK JOE,
American Quartet
- 4130 { OH HOW I LOVE YOU—Tenor.. Fred Whitehouse
10-in.
\$1.00 TIDDLE-DEE WINKS (At All the Men)—
Tenor Billy Murray
- 4131 { UNDERNEATH THE SOUTHERN SKIES—
10-in. Tenor Lewis James
\$1.00 HIAWATHA'S MELODY OF LOVE—Tenor-
Baritone Duet Hart-Shaw
- 4132 { THE MOON SHINES ON THE MOON-
10-in. SHINE—Baritone Arthur Collins
\$1.00 WAY DOWN BARCELONA WAY—Baritone-
Tenor Duet Collins-Harlan
- 4140 { SILVER THREADS AMONG THE GOLD—
10-in. Vocal Crescent Trio
\$1.00 IN THE VALLEY OF SUNSHINE AND
ROSES—Tenor Henry Burr

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - New York City, N. Y.

Factories:

NEWARK, N. J.
ELYRIA, OHIO
PUTNAM, CONN.
SPRINGFIELD, MASS.
KITCHENER, ONT.

Branch Offices:

CHICAGO, ILL.
SAN FRANCISCO, CAL.
TORONTO, CAN.
LONDON, ENG.



Charles Hackett is one of the greatest tenors of the New York Metropolitan Opera Company. His tender mother song, "Mother (I Love You)," has a universal appeal. Columbia 79060.

**Columbia Graphophone Co.
NEW YORK**



directed to the new acquaintance? Don't they bring the prospect down to hard tack business too quickly? The writer of this article thinks they do, because he believes any person entering a store has his mind more or less detracted by the various styles shown and by persons flitting about. He or she needs a moment or two in which to collect his or her thoughts and particularly resents being "brought to earth" by a pertinent commercial inquiry.

The real artists at the game, in the writer's opinion, are the salesmen who build a bridge of contact along non-commercial lines before jumping into the commercial side. For instance, take an introductory remark such as, "Well, well, we've been looking for you to come in." Such a statement from a total stranger cannot help but bring some startled reply such as "Why?" or "How is that—I don't understand," and then the salesman can come back with something like, "Well, I just knew we had something in this wonderful store of ours that you wanted." And that gives the prospect the lead to tell what his real purpose in calling is. The beauty of this kind of an approach is that you can anticipate

the prospect's answers to your remarks without really having asked any questions. That conveys the impression of intelligence.

Take, again, an introductory remark, such as "Mighty glad to have you come in and look over this wonderful store of ours. I think you will find it interesting in many ways." This doesn't force an answer, but very frequently causes the caller to promptly announce the mission of his call without having been cross-questioned. That conveys the impression of intelligence on your part.

One dealer used to always greet his callers with "Welcome to our home of music, and believe me, I am yours to command."

Without giving further specific examples of the first remark I think I have emphasized the importance of giving it a great deal of careful thought. The examples set forth above are not given to be copied—this whole discussion is made solely for the purpose of stimulating serious thought about the first remark made to an incoming prospective customer, to the end that the first impression may be one of politeness, sincerity, cordiality and intelligence.

PLAN BIG PROMOTION CAMPAIGN

Fred Gretsch Mfg. Co. to Bring Its Products to Attention of Large Buying Constituency

The Fred. Gretsch Mfg. Co., manufacturer and importer of musical merchandise is extending valuable assistance to its dealers through the medium of its sales promotion department, which is under the management of J. J. Apatow. Mr. Apatow's experience in this line of work qualifies him exceptionally for the management of this very important department. A large series of newspaper advertisements are now in the course of preparation for the dealer as well as a series of consumer letters, circulars and pamphlets. Window cards and slides for moving pictures are also planned. The Fall catalog, which is now in preparation, will have space for

the dealer's name and address on the cover and extra copies will be furnished to the dealer for distribution to his customers. The catalog will be very similar to the familiar mail order book and it is expected that an additional demand will be stimulated through having these catalogs in the hands of the buying public.

INCORPORATED

The Stradivara Phonograph Co. has been incorporated under the laws of Delaware to manufacture talking machines. The capital stock of the Delaware corporation is \$4,000,000 and the incorporators are F. H. Clark, Richard W. Montague and M. M. Matthiessen, of Portland, Ore.

The Commander Talking Machine Co., Peekskill, N. Y., has been incorporated. The capital is \$60,000.

FOUR RULES OF STOREKEEPING

United Phonographs Bulletin Gives Points for Retail Dealers in Talking Machines

If a merchant clearly understands the principles of storekeeping, as created by successful men, and followed with success by others, he will have no trouble in keeping up with the profession.

There is very little mystery about good storekeeping—or to be more accurate, store management. It is largely a matter of common sense and a willingness to amend your judgment to conform to the daily trend of events connected with the business you are in.

The rules of the game are so simple that they can be condensed under four heads; it will pay you to memorize them and make your sales force do likewise so you will all be working toward a common goal:

1—Carry a good line of phonographs. They build reputation. They have a constant year-in and year-out value that reflect credit on the standing of your store in your community.

2—Get a crackerjack cost system, and be sure to use it. Guessing at what it costs you to do business, and a hit-or-miss plan of adding profits is going to land you on the shoals sooner or later.

3—Advertise liberally and constantly. Use the daily papers and keep everlastingly at it, making the material the manufacturers send tie up with your local advertising.

4—Remember that Service and Salesmanship are the two forces that keep the public coming back to you when in need of the kind of goods you sell. Have a definite standard of service to the public and they will remember you—to your everlasting advantage.

If your public parks lack band concerts in the Summer nights, why not arrange for a record concert? Chance here for some dealer to prove he is really awake.

Northwest Phonograph Jobbers, Inc.

PORTLAND

122 SOUTH MONROE STREET
SPOKANE, WASHINGTON

SEATTLE

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

Emerson Records, Brooks and Paramount Phonographs

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

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

ESPECIALLY DEPENDABLE SERVICE and EXCEPTIONALLY COMPLETE STOCKS

INQUIRIES SOLICITED FROM DEALERS ONLY



Stratford
The Shakespeare of Phonographs

NOTED FOR:

Tone
Quality
Distinction
Service



Stratford
Queen Anne

MODELS:

Adam
Louis XVI
Sheraton
Queen Anne

Stratford
The Shakespeare of Phonographs

World's Finest Reproducing Instrument

AS Shakespeare, born at Stratford-on-Avon, Warwickshire, England, was the world's greatest poet, so is the Stratford the world's greatest phonograph, says one of America's great Bachelors of Music.

Tone of the Stratford has richness, depth, purity and beauty that has brought the musical world to a new appreciation of the phonograph.

Stratford Phonographs give a perfect reproduction of either Lateral or Hillandale cut records without any change of parts.

In design, motor, method of amplification, workmanship, choice of woods, finish and tonal quality the Stratford is announced by critics, musicians and dealers as the world's finest reproducing instrument.

Quality representation solicited. Artistic catalogues, window display cards and newspaper mats furnished to Stratford dealers

The Stratford Phonograph Co., Inc.

Factories
Ashland, Ohio
General Offices

Reasons Why the Talking Machine Adds Most to the Satisfaction of Life

Being an Editorial From the San Francisco Examiner

It is a source of genuine satisfaction to The World to realize the attitude of the daily papers nowadays toward the talking machine and its great work for musical advancement. A few years ago the writers in the daily papers considered the talking machine merely as a toy—as something to be treated purely in the humorous columns—but the daily papers as well as the people of the country now realize, what this publication has been pointing out for years, that the educational and musical influence of the talking machine is tremendous, and it is not uncommon to read editorials in which the talking machine comes in for no small meed of praise. For instance, the following very able and interesting editorial appeared in the San Francisco Examiner of recent date under the caption, "Things That Add Most to the Satisfaction of Life." It read:

"It is the fashion of the supercilious to sneer at the talking machine and the mechanical piano. There is no field where the snob rages more unchecked than the field of art. People who do not know anything else about music and pictures or letters know how to turn up their noses. They forget that the act of all acts of which the human mind is capable, requiring the least brains and the minimum of culture, is ridicule.

"As a matter of fact, the innumerable discs of talking machines flying over the land like so many Ezekiel wheels are the most tremendous assets in developing musical taste. For taste, or culture, or whatever you call maturity and sophistication in the finer arts of life, is entirely a matter of saturation. You cannot learn to judge pictures by attending lectures and listening to some one tell you what to think. The only way is to go to the galleries or private collections where the masterpieces are and look at them, and go again and again. You like what you know. And familiarity weeds out the commonplace and breeds the love of perfection.

"Neither can you become a person of correct musical taste by thrumming on the piano or singing scales. That way lies virtuosity, perhaps, but not the peaks of culture. You come to know what good music is simply by hearing it over and over, and so you come to love it, and the advantage of the masters is that they survive perpetual repetition, while of the cheap and tawdry stuff you soon grow weary.

"Culture is not an affair of rules, but of atmosphere. You do not get it through your noggin, but, as it were, through your pores.

"To learn rules, to hear an occasional concert, or to memorize a few pieces on the piano after years of disagreeable endeavor,' says a musical authority, 'is not to become musical.' The beauty of the talking machine and of the player piano is that they lay down no rules. They simply fill your home with music—good, bad and indifferent, as the taste of the owner elects.

"And out of this welter, this chaos, comes the survival of the fittest. You find that those 'records' which you want to hear over and over are Chopin and Beethoven and the other masters. For taste cannot remain stationary. It is developed. It is a thing of growth. Little by little the truest, soundest music wins its way.

"This has not been a musical nation. Our fathers were too busy subduing the wilderness and making a living. Conditions of life were too insecure. Traditions were lacking. Grandpa had a hearty contempt for the child that wanted to be a fiddler. Our best blood was poured into the channels of material achievement.

"As life becomes stabilized we turn more and more to the world of beauty for our satisfactions. And in this turning of the national soul

away from the earth toward the sun, canned music has no inconsiderable part.

"Democracy has a soul as well as a system. Democracy has a spiritual purpose; it is not organized altogether for the purpose of giving to every man a cow and an acre. And the spiritual purpose of democracy's soul is to spread the opportunity for the best things to all of the people.

"In this sense the truest culture and the most wholesome is not to carve grotesque statues for the Summer gardens of millionaires or the dim interiors of art galleries, but to make the surroundings of the common people beautiful and attractive.

"Monarchy serves God by exalting the king. Democracy serves God by exalting the people.

"Whoever, then, will make beautiful chairs, tables, bedsteads, carpets, plates, tea-cups,

houses, shops and other things that have to do with the daily life of the people, whoever will accustom them to beauty and good taste, is the truest artist. And exactly so the makers of talking machines and records. If they make it well and truly, they are honest servants of humanity and worthy of their reward."

SUCCESSFUL IN A TOWN OF 500

The town of Haddam, Kan., has a population of only 500 people but it is a good market for talking machines and records, as the success of the Bertha Rosamond Music Store shows. This store was opened by Mrs. Rosamond in January and is one of the most attractive music houses in that section of the State. She specializes on the Sonora and handles several other lines of machines and records.



The same organization that builds Bush & Lane Pianos and Cecilian Player-Pianos makes Bush & Lane Phonographs.

The same men and the same resources that have made the name of Bush & Lane dominant in the field of pianos and players, are back of Bush & Lane Phonographs.

Phonograph dealers can find no better guarantee than this, either on the phonograph itself, or on the organization back of it. Decades of success have proved that buyers may safely trust any instrument that bears the name of Bush & Lane.

Dealers who associate themselves with this famous name, gain not only in prestige, but in the support they secure from a great manufacturing organization that works sincerely for the best interests of its distributors.

Bush & Lane Piano Co., Holland, Mich.



"A phonograph with such backing as this must be profitable"





Marion Harris, popular headliner, and newest exclusive Columbia artist, blows away everybody's blues, with her "Left All Alone Again Blues," and "Home-sickness Blues." And everybody will be eager to blow in money to have their blues blown away. A-2939 and A-2944.

**Columbia Graphophone Co.
NEW YORK**

A NEW VICTOR BOOK FOR MUSICAL APPRECIATION WORK

Educational Department of Victor Talking Machine Co. Prepares Elaborate Volume Designed to Meet Needs of Children During Early Training Period—Many Illustrations in Color

The new Victor book, "Music Appreciation for Little Children, in the Home, Kindergarten and Primary Schools," is a pioneer work in a broadly cultural yet eminently practical field. It is a guide for parents and teachers in using music in early childhood, where it rightfully belongs, and for this reason it has been published by the Victor Talking Machine Co.

"Logically, the field of music appreciation for little children should have been treated at the very outset of our educational work years ago," says Mrs. Frances Elliott Clark, director of the educational department, in her introduction. "Circumstances, however, forced us to put the cart before the horse, to begin our work upside down, as it were, working from the top down instead of from the bottom up, as all rules of logic and common sense would seem to dictate. On the other hand, our early endeavors in the field of music appreciation consisted, perforce, of a laborious educational campaign of propaganda among adults.

"Ten years ago the subject of music appreciation as a phase of music study was scarcely dreamed of; but we had the vision of the great possibility of teaching an appreciation of good music by giving the real music with the Victrola. Therefore we prepared the soil and sowed the seed with our first publication, 'What We Hear in Music.' This book has met with a wide and enthusiastic reception, being used by many high schools, conservatories and colleges as a text-

book, and as a guide for home and club study.

"Since the adult listening public has now accepted and acknowledged music appreciation as a legitimate and a most important phase of music study, we can return to the logical beginnings of the subject with this new book.

"If America is ever to become a great nation musically, she must become so through educating everybody to know and love good music. This can only come by beginning with the children, little children, at the mother's knee and in the kindergarten circle, by so surrounding them with beautiful music that it becomes a vital part of education, development, and life, instead of the autumn flowering of a stunted, undeveloped, sterile bud, to be seen in a frantic grasping at 'music culture' in later life.

"Millions of dollars are spent each season in madly rushing to concert and opera in a vain effort to make up for the awful deprivations of silent early childhood, where the proper music was seldom heard and never understood. Thousands of people pathetically try to 'hear' a symphony or tone-poem, but only succeed in becoming vastly wearied by a mass of what is to them only incoherent cacophony. Having ears they hear not because those ears missed definite training in childhood.

"If music is an educational factor, an individual and community asset, then it should be given its rightful place in the curriculum of our lower schools and kindergartens, no less than,

indeed much more than, in the high school and college, where it has won a foothold, precarious because of this very lack of foundational work in the elementary schools.

"Because we believe that next to reading and writing music is the greatest single factor in educational processes, and because we realize that teachers and parents everywhere are reaching out for definite instruction and direction in this larger use of music itself, we present this plan of work. Through the fields of Beginning Cultural Hearing, Rhythm, Song, Instrumental Music, and Correlations, as presented in this book, the child may be given his rightful heritage—an acquaintance with the world's beautiful music, which is a source of happiness that will prove a lifelong blessing."

This book of 177 pages, cloth bound and gilt lettered, is profusely illustrated in color, half-tone and line drawing. As much attention has been given to its artistic format as to the practicability and value of its contents.

THE MAN WHO WINS

A man who wins is an average man,
Not huilt on any particular plan,
Not blessed with any particular luck,
Just steady and earnest and full of pluck.
When asked a question he doesn't guess,
He knows the answer, "No" or "Yes."
When set to a task the next can't do,
He huckles down till he's put it through.
Three things he's learned: That the man who tries
Finds favor in his employer's eyes;
That it pays to know more than one thing well;
That it doesn't pay all he knows to tell.
For the man who wins is he who works,
Who neither labor nor trouble shirks,
Who uses his hands, his head, his eyes.
The man who wins is the man who tries.



HERE IT IS

The

**FLETCHER UNIVERSAL
TONE ARM and REPRODUCER**

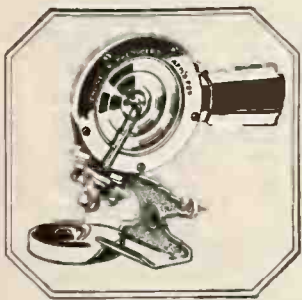
Gives Proper Playing Weights for all Records. No Adjustment Screws or Springs.

SAMPLES \$8.00

Specify 8½" or 9½" arm

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

THE GEORGE McLAGAN FURNITURE CO., STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS



The Cheney Reproducer has a scientifically correct arrangement of concentric rings on the diaphragm to bring out each distinction of tone with unusual accuracy.

Preference for The Cheney naturally follows a demonstration of its new principles of musical reproduction and the exquisitely pure tones they achieve.

As a result, The Cheney retail organization includes the names of foremost dealers in fine merchandise throughout the country. Its unusual beauty of both music and cabinet-work invariably appeals to those who best know the wants of their buying public.

The Cheney dealer franchise is an asset not only in sales but in prestige as well.

CHENEY TALKING MACHINE COMPANY CHICAGO

The
CHENEY



Gino Marinuzzi, the marvelous conductor of the Chicago Opera Company, leads his orchestra in the "Dance of the Hours" from Ponchielli's *La Gioconda*. This is standard music, good for steady sales. A-6154.

**Columbia Graphophone Co.
NEW YORK**

TALKING MACHINE MEN TO FROLIC

Plans Completed for Annual Outing to Be Held at Rye Beach on August 31—J. J. Davin Keeps Chronological Log of Recent Meeting

The entertainment committee of The Talking Machine Men, Inc., held a meeting recently at Rye Beach, and completed arrangements whereby the annual Summer outing of the Association will be held at that popular Summer resort on August 31.

J. J. Davin, a member of this committee, kept a log of the committee's activities in connection with this important meeting, and this log reads:

9 a. m.: Committee supposed to be on hand. Lazarus arrives first at 8:45. Davin at 8:50. Berlow at 8:55. Gibbons and Riddle at 9 o'clock sharp. 9:30, Brown phones from Bayonne. Galuchie, Perkin and he are delayed. They will be there in an hour. 9:45: Davin sells the committee outing hats out of Lazarus' stock, no charge. 10: Kurtz buys set of African dominoes and the game is on. 11:30: No sign of



The Arrangements Committee

Left to Right—1, Emil Perkin; 2-3, Sol Lazarus, J. J. Davin; 4, Max Berlow; 5, Irwin Kurtz; 6, E. G. Brown; 7, M. W. Gibbons; 8, Cass B. Riddle; 9, Al. Galuchie.

the Jersey contingent. 12:30: Jersey fellows arrive and a start for Rye Beach is made.

The committee is as follows: Emil Perkin, chairman; Sol Lazarus, E. G. Brown, Albert

Galuchie, M. W. Gibbons, Irwin Kurtz, Max Berlow, Cass B. Riddle, J. J. Davin. 2:10: Arrive at Beach Hill Inn, Rye Beach, and arranged luncheon and dinner menus fit for kings and talking machine dealers.

Arrangements were then made for the annual outing to be on Tuesday, August 31, at Beach Hill Inn, Rye Beach, N. Y. The following schedule was officially adopted:

9:30 sharp—Leave Washington Arch, foot of Fifth avenue, in large white sightseeing buses and private automobiles.

12 a. m.—Arrive at Beach Hill Inn in time for luncheon.

1:30—Athletic events to begin. Ball game, five



J. J. Davin, Sol Lazarus

innings, dealers and clerks exclusively. Captains of the baseball teams: Geo. Thau, of the Blackman Talking Machine Co., and Louie Barg, of the Crescent Hill Music Co. Pick your players and phone Mr. Thau or Mr. Barg for a position on their respective teams.

100 yard dash—Dealers only.

100 yard dash—Dealers, clerks and managers. Fat men's race.

Potato race—Juniors.

50 yard dash—Ladies.

4.00—Boating, bathing, fishing and dancing as you like it.

5:30—Shore dinner.

7.00—Dancing. 10:00 p. m.—Home.

For ride to Rye, Cass B. Riddle; for hooch and eats, M. W. Gibbons; for athletic events and prizes, J. J. Davin, Sol. Lazarus; for bathing, boating, fishing and dancing, H. Mielke, J. Bryant, C. Abelowitz, Joe Schwertz; for shaking hands, John Hunt, E. Leins, H. Berson, J. Bryant, M. Berlow, J. Hertz, M. Dovas.

Notwithstanding the increase in the high cost of living, this wonderful day's outing is only going to cost the dealers \$6 apiece, and as you all remember the wonderful time last year, we feel sure that we can count on your attendance and your co-operation to get the rest of the people who missed it last year to make their arrangements and not miss it this year.

Tickets and other propaganda were placed in the mail the first part of August.

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps.

THE C. E. WARD CO.

(Well-Known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

Distributors

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

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

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

BECKWITH-O'NEILL CO.
Minneapolis, Minn.

STREVELL-PATERSON HARDWARE CO.
Salt Lake City, Utah

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

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

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

SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas

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

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

SACHS & CO.
425 So. Wabash Ave. Chicago

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

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

ORTON BROTHERS MUSIC HOUSE
Butte, Mont.

GRAY & DUDLEY CO.
Nashville, Tenn.



*Admittedly the Best Seller
by Largest Manufacturers,
Jobbers, and the Retail Trade*

May we suggest that it will
undoubtedly be to your interest to
anticipate your fall requirements

BRILLIANTONE
EXTRA
Ould

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

BRILLIANTONE
STEEL NEEDLE CO. of America,
Incorporated

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

REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines.]

Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines at 28 Sixth avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

SOME QUERIES AND ANSWERS

An Outfit for Home Recording
West New York, N. J., July 1, 1920.

Editor Talking Machine World:

Would like information as to where I could purchase a recording outfit for my Victor. Can you give me any idea of how these attachments are used and what results can be obtained with them?

Geo. Halsey.

Answer.—I have had many inquiries for a device of this kind during the last few months. A recording outfit was announced more than a year ago, and I understand a device by another manufacturer will be introduced to the trade at an early date. These devices are very simply constructed, consisting of a mechanical feeding device, attached to the turntable spindle of the motor, which carries the recorder across the surface of the wax disc. Under present conditions it would probably be a difficult matter to obtain the wax discs suitable for this use, but the situation may change in time.

Wanted—A Book on Repairing
Chicago, July 3, 1920.

Editor Talking Machine World:

Attached is a communication from the Pottsville Free Public Library, Pottsville, Pa., covering the subject of repairing phonographs in the home. We are unable to furnish them with the data requested, but thought possibly you could place them in touch with someone publishing a book along these lines.

It seems to me that a pamphlet covering the

points in question would be of considerable value to the industry in general, and, feeling that you would be interested, am turning it over to your good selves as being the Official Organ of the Industry.

Jewel Phonoparts Co.

Answer.—Your letter seems to uphold my personal opinion of the value and ready acceptance by the trade of a book containing information and data on the mechanical construction and upkeep of the various makes of machines and sound boxes now on the market. Will say that I have now in preparation a book of this nature and trust that it will soon reach the stage where I can place it before the dealer for his benefit and judgment.

A. H. Dodin.

THE MAN WHO KNOWS USUALLY WINS

The Most Serious Problems of the Talking Machine Man Can Be Solved If He Only Takes the Pains to Gather Every Essential Fact

William Boyce Thompson, the great mining pioneer, who has made millions of dollars by developing possibilities that other men looked at and passed up, says, in the July issue of the American Magazine:

"I believe that ninety-nine out of one hundred persons who fumble success may charge up their failure to a lack of foresight and patience to get all the facts about the thing they were undertaking. Show me a man who does not guess—who knows, and I will show you a man who is climbing.

"It is not as if it were necessary to trust to chance. One doesn't have to. Any problem may be solved if you will only take the pains to gather every fact that bears on it. In the long run, the guessing genius is always outstripped by the practical and persistent student. The gambler, in nearly all cases, gives way to the go-getter."

PUSSYFOOT ON RECORDS

Before Mr. Pussyfoot Johnson left for America we understand he proclaimed his views on driving England dry into the recording horn at the works of the Winner Co. at Peckham. The records will not be sold, but will be used for propaganda purposes on the Stentorphone, the mighty machine manufactured by Creed & Co. The long-suffering British public have much to endure, says The Talking Machine News of London.

Why Break Records? Just File Them!

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

The Marvelous MAGNOLA



Watching the Music Come Out

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

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Office
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1550 CANDLER BLDG.
ATLANTA, GA.

The New Model "E" Garford Phonograph

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY



High
in
Quality
Low
in
Price

High
in
Quality
Low
in
Price

New Model "E" Garford Phonograph

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

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

Order Now for Immediate Delivery

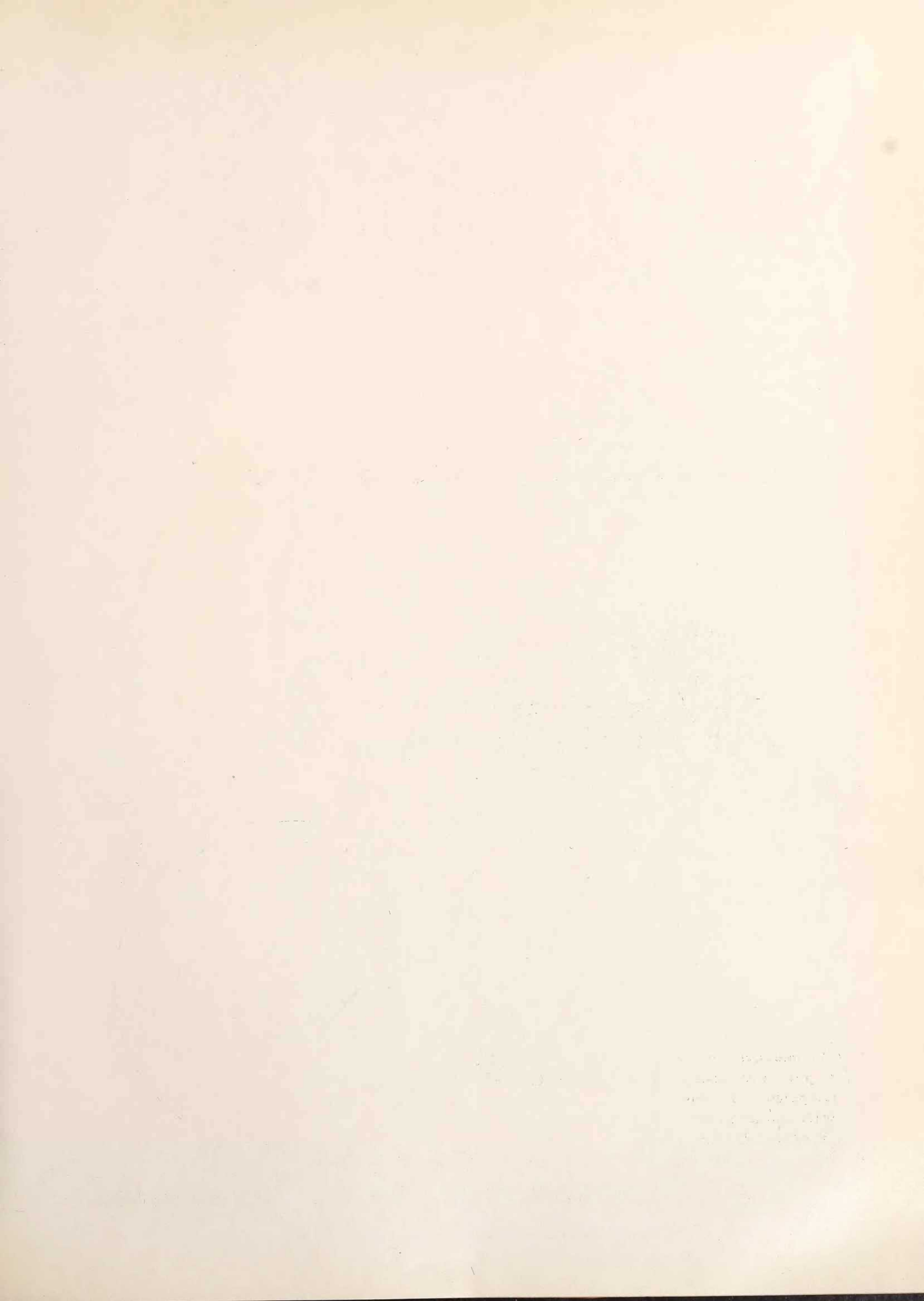
SELLS LIKE "WILD-FIRE" THE YEAR ROUND

We have an Attractive Dealer Proposition

The General Phonograph Mfg. Co.

(FORMERLY NAMED THE GARFORD MFG. CO.)

ELYRIA, OHIO



The BEACON



An intensive news-
paper advertising
campaign this Fall
will back every
Beacon Dealer

The BEACON

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

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

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

The Beacon is distinctly a quality product.

The design is exclusive and covered by basic patents.

The tone is musical, pure and *scratchless*.

The motor is silent and durable.

Write to us at once.

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

Distributors everywhere East of the Mississippi River.

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



Beacon service
and co-operation
make Beacon
dealers Beacon
enthusiasts

TELEMEGAFONE MAKES A HIT

Demonstrated With Great Success During Recent Sonora Convention in New York, Which Was Attended by F. M. Steers and W. R. Davis—To Distribute Product Through Sonora Jobbers in Leading Trade Centers

Frank M. Steers, president, and William R. Davis, sales manager of the Magnavox Co., Oakland, Cal., Sonora jobbers and manufacturers of the Magnavox music and voice telemegafone, were visitors to New York recently, arriving here to attend the convention of Sonora jobbers which was held in New York the week of July 12.

After attending the convention, Mr. Steers left for the Pacific Coast, and Mr. Davis started on a trip to Sonora jobbers in all parts of the country, which will keep him in the field until the middle of September.

In a chat with The World Mr. Steers stated that the reception accorded the Magnavox telemegafone by the talking machine dealers was far beyond his most enthusiastic expectations, and that the dealers are evincing the keenest interest in this important invention.

According to present plans the Magnavox Co. will distribute its products through Sonora jobbers, and on his present trip Mr. Davis will visit every Sonora jobber, and make arrangements for the distribution of the Magnavox telemegafone in their territories.

At the recent Sonora convention, the telemegafone was demonstrated to excellent advantage during the course of the jobbers' golf tournament, and was also demonstrated on a Sonora phonograph. The jobbers were unanimous in expressing the opinion that this invention will meet with a ready sale everywhere, and large orders were placed, calling for immediate deliveries. The uses of the Magnavox telemegafone are almost unlimited, for it can be used in schools, colleges and clubs, summer resorts, camps and parks, public speaking and announcing, steamship and theatres, dancing, entertainment or novelty and numerous other places.

COLUMBIA CO.'S ANNUAL OUTING

The local wholesale branch of the Columbia Co. has set July 24 as the date for its annual outing and according to present plans the members of the branch will visit Far Rockaway. An interesting program has been prepared for this outing and an attendance of 100 per cent is expected.

Lambert Friedl, manager of the local wholesale branch of the Columbia Co., announced this week that R. L. Basch, who had been a member of the office staff of this branch, had been appointed a traveling representative and will cover up-State territory.

The need for great men in the world was never as persistent as now; everyone has an equal chance to fill this need.

SEVERAL MILLION DOLLARS

Have been appropriated to aid about 4,000 firms in selling

THE NEW EDISON

"The Phonograph with a Soul"

An Edison Dealership Is a Valuable Asset

FRANK E. BOLWAY & SON, Inc.

Exclusive Edison Jobbers

SYRACUSE, N. Y.

SONORA ACTIVITIES IN NEBRASKA

The Lec-Coit-Andreesen Hardware Co., of Omaha, Neb., is keeping in close touch with Sonora dealers throughout its territory, and the following news from Nebraska will give some idea of the activities of these dealers:

The Oakford Music Co., which has stores in Omaha and Norfolk, Neb., has placed twelve sign boards in the outskirts of the city advertising the Sonora phonographs. These boards are seen by thousands of motorists and have produced excellent results.

The Ponca Furniture Store, of Ponca, Neb., is going after business aggressively. It has a splendid display of Sonoras and has secured a special salesman to handle its phonograph department. Though Ponca has only about 1,200 population, the Ponca Furniture Store has adopted the up-to-date methods of cities many times the size of the one in which it is located.

Chadron, Neb., strange to say, is virgin territory as far as phonographs are concerned, and W. S. Gillam, of that city, who has one of the finest furniture stores in the northwestern part of the state, is picking up excellent business in this section of the country. A special salesman, who will devote his time to the selling of Sonoras, is the latest acquisition to Mr. Gillam's staff.

C. L. Ethridge, formerly of Holbrook, Neb., has moved to Wilcox, where he will continue to handle the Sonora.

ENLARGING ROSS STORES

Astoria Dealers Adding Many New Booths—Will Be Exclusive Talking Machine Stores in Future—Ross Brothers Personally in Charge

The A. I. Ross Music Stores, 206 Main street, and 309 Steinway avenue, Astoria, L. I., are undergoing extensive alterations. They are installing six new up-to-date sound-proof booths in their Steinway store, and completely changing the interior. This is an exclusive shop, handling only Victrolas and Victor records. The Steinway store is under the management of William M. and A. B. Ross.

At Main street they are adding two additional extra large booths, and these, with the present equipment both up and down-stairs, will add greatly to the efficient service they are now giving. The sheet music, sporting goods, instruments, etc., now handled at the Main street store, are being closed out, and this will make two exclusive Victor stores. Albert I. Ross is personally in charge of the Main street store, and looks forward to a wonderful business the coming Fall.

THE MAN WHO IS GOING TO WIN

The man who continues to be brimful of courage and enthusiasm even when everything is against him is the man who is going to win, and win big.

THE PHONOSTOP—The Stop That Stops Them All

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

Made Right Stays Right Acts Right.

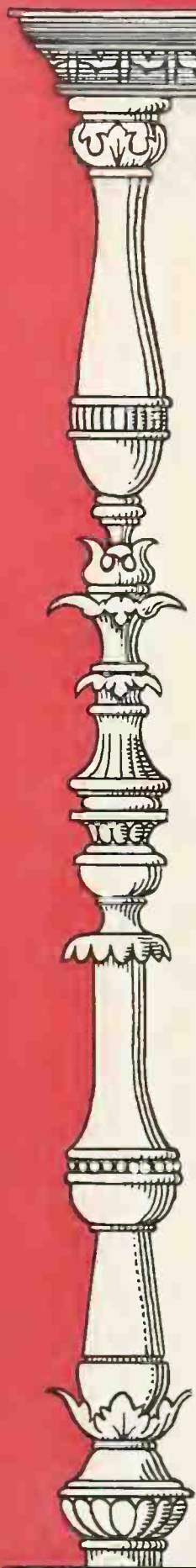
*Order early—we will ship
Immediate Delivery up to 10,000.*

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

WESTERN REPRESENTATIVES: CHICAGO
Harry Engel, McClurg Building, and Oscar J. Kloer, 630 W. Washington Street



Order early—
we will ship
promptly



THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



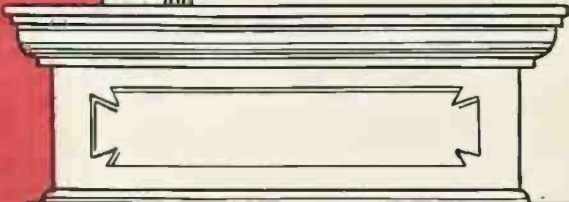
THE dealers who handle Sonoras know that they can sell with ease every Sonora they can get without having to offer "easy payments" as a leading attraction.

Result: no long time credits, substantial bank balances, and a sound profitable business. They know too that Sonora invariably wins out in comparative tests.

Sonora is the ideal phonograph from both the buyer's and seller's points of view.



Minuet



Sonora, The Highest Class Talking Machine in the World, is licensed and operates under BASIC PATENTS of the phonograph industry

*New dealers are now being added in desirable locations.
Write to the jobber who distributes in your territory.*

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

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

W. B. Glynn Distributing Co.,
Saxtons River, Vermont

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

Griffith Piano Co.,
605 Broad St., Newark, N. J.

Northern New Jersey.

Hessig-Ellis Drug Co.,
Memphis, Tenn.

Arkansas, Louisiana, Tennessee, Mississippi.

Hillman Phonograph Co.,
Wheeling, W. Va.

Virginia and West Virginia.

Kiefer-Stewart Co.,
Indianapolis, Ind.

Entire State of Indiana.

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

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

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

Michigan and Ohio.

Minneapolis Drug Co.,
Minneapolis, Minn.

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

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

Canada.

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

Connecticut, Rhode Island and Eastern Massachusetts.

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

State of Nebraska.

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

North Carolina and South Carolina.

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

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

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

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

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

Distributors for Greater New York.

Southern Drug Co.,
Houston, Texas

Southern part of Texas.

Southern Sonora Co.,
Atlanta, Ga.

Alabama, Georgia and Florida.

Southwestern Drug Co.,

Wichita, Kansas

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

Strevell-Paterson Hardware Co.,

Salt Lake City, Utah

Utah, Western Wyoming and Southern Idaho.

C. J. Van Houten & Zoon,

Marquette Building,
Chicago, Ill.

Illinois and Iowa.

Sonora Distributing Co. of Texas,

Dallas, Texas

Western part of Texas.

Yahr & Lange Drug Co.,

Milwaukee, Wis.

Wisconsin, Upper Michigan.

Moore-Bird & Co.,

1751 California St.,
Denver, Colorado

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

Robinson, Pettet Co., Inc.

Louisville,
Ky.

State of Kentucky.





Style 87, shown with top moulding which covers open base of Victrola IX. Note the fine "floor type" effect produced.



Style 87, shown with doors open. Note the attractive shelf arrangement.



Style 87, shown with "flat top" and without top moulding, with "old style" Columbia machine. Note the "floor type" effect produced.

LONG
QUALITY
HANOVER, PA., U.S.A.

Is Your Cabinet Stock Complete?

There will undoubtedly be a tremendous demand for Record Cabinets this Fall.

Are you ready for this trade?

LONG CABINETS

are recognized leaders in the cabinet field. **LONG CABINETS** represent highest quality in cabinet production and manufacturing perfection.

*The LONG Cabinet Line
is complete. Write for
a copy of our catalogue.*

**The Geo. A. Long
Cabinet Company**
HANOVER, PA.

THE NEW EDISON IN THE MOVIES

Organist of Empress Theatre in Philadelphia Plays Accompaniment to New Edison—Feat Creates Marked Attention—Newspaper Advertising Follow-up Brings in Good Results

PHILADELPHIA, PA., August 5.—Manager Bovard, of Bovard & Sons, tells of his novel advertising plan, featuring the New Edison, as follows:

"We have made arrangements with the Empress Theatre, which is one of the largest in Philadelphia, and is under the direction of the Stanley Co. of America, to demonstrate and feature the Edison. Cornelius Keeney, the energetic manager of the theatre, is a recent owner of a William and Mary Edison. It is largely his enthusiasm for his own instrument along with our personal friendship which has made him devote his valuable advertising space and ability as an expert advertising man to our mutual benefit.

"The Empress Theatre seats about 2,000 people, and gives three performances daily and four on Saturday. They have one of the best organists in Philadelphia and he plays an organ accompaniment with singing Re-creations on the Edison.

"In advertising Mr. Keeney gives us two slides on the screen. Slides which we received from the Girards, our jobbers. Also advertising space on his program, of which he prints 5,000 weekly; on his floaters, 10,000 weekly, and in his newspaper advertising, which reaches 40,000 readers. This week is the first week of our campaign and everyone is talking Edison. How they were deceived! People thought actual personages were singing. We started our demonstrations a little different from the usual. For the first three days we played the Edison and organ without any advertising whatsoever. This started people talking about the unusual musical attractions at the Empress. They thought they were actual humans singing and would ask at the box office who the singers were. They would be told that Albert Lindoquest, the great American tenor, sang Tosti's 'Good-Bye,' and Marie Rappold, accompanied by Albert Spalding, sang and played the 'Ave Maria.'

"On Wednesday we broke loose with all our advertising. The newspapers came out on this day and we published programs, showed slides and set off all our advertising fireworks, to show the people they actually labored under a delusion for three days. We believe the psychology of this method helped us in this instance.

"We have certainly started a wave of valuable comment and our demonstration is becoming common discussion in which all are so interested that it is talked of on corners and at different gatherings.

"We have fixed up our window, using the Anna Case and J. Montgomery Flagg centerpiece and having a special sign printed which tells the people they need not feel embarrassed if they were deceived, and if they haven't attended the Empress, to go there with an open mind and treat themselves to a realism test."

ROANOKE LIKES JAZZ TUNES

Talking Machines and Player-pianos Lead Sales, Is Report of Leading Dealers

ROANOKE, VA., August 6.—Nearly \$300,000 has been spent in musical instruments and music in Roanoke city during the past nine months, according to reports obtained from various music shops and houses.

Talking machines and player-pianos lead the instrument sales, but there is a marked increase in sales of instruments requiring talent and skill to play. All dealers declare that there is an increasing demand for better grade music, though jazz and other ragtime still maintain in supremacy, at least in the Roanoke music world.

The swift march of progress has compelled merchants to have their merchandise exhibited in a way that will attract attention and also lead to its sale.

REIFSNYDER & SONS' NEW HOME

Handsome Quarters in Lebanon, Pa., Thrown Open to Public Last Month—Many New Demonstration Booths Have Been Installed

LEBANON, PA., August 5.—Perry B. Reifsnnyder, member of the firm of Reifsnnyder & Sons, who operate large stores in Lancaster and this city, dealing in pianos, talking machines and musical instruments, has thrown open for public inspection the company's new quarters at 16 South Ninth street. For more than a year Reifsnnyder & Sons did business on the first floor of the American Telephone building, one of the most prominent spots in Lebanon's business district. The necessity for more room in the expansion of their business made it imperative the firm find new quarters.

In solid array on the right are six large and roomy music booths, every one of them sound proof with glass doors and windows. The indirect lighting employed in all other parts of the house is used here to advantage. Besides these features each one contains an expensive talking machine with one or two comfortable chairs to recline in while hearing the latest records.

In the rear of the store is the office and record stock room as well as a place to keep the player rolls. Here is where the manager and his force of genial salesmen busy themselves and think out the many comforts enjoyed by their patrons.

WHAT ADVERTISING DOES

Advertising has taken down the screens from the windows of business, of directors' rooms, and even of departments of state. Business is now done in the open and will be more and more—and to advertising the credit is due, for it has shown the way. It is the great servant of truth.

Adding insult to injury is all some people know about mathematics.

OPENS NEW PHILADELPHIA STORE

George C. Ross Finds The Talking Machine World a Great Help in His Business—Has Had a Rapid Rise in Philadelphia Music Trade

Herewith is shown a picture of the main display window of the Frankford Music Store, Philadelphia, Pa., operated by George C. Ross, who handles the Columbia and Pathé machines and records. This is the fourth store which Mr. Ross has opened and his story is one which shows how a progressive dealer can succeed in the talking machine business. In September,



Window Display of Frankford Music Store 1917, he began business in a small shop with a capital of \$100. He was then paying \$10 a month rent. In January, 1918, he opened a larger store on Frankford avenue and soon after opened a branch store. His new store was opened a short time ago at 4646 Frankford avenue and is a real music center for his section of the city.

Both he and, his manager, Miss Julia Wall, are constant readers of The Talking Machine World and Mr. Ross writes: "I do not believe there is a dealer in the business who would regret subscribing to The World. I think it is the greatest help a talking machine dealer can have, no matter how much experience he has had. My store manager reads everything in the paper from first to last and puts into practice the many useful business hints contained in each issue."

An exclusive product—The

VICTOR

Tungs-Tone Stylus will play
100-300 records without changing

TUNGS-TONE

Gives the best possible sound
reproduction and will make
records wear longer

STYLUS

Retailers—For the above reasons advise your
customers to use them and show them how

KNICKERBOCKER

TALKING MACHINE COMPANY

Metropolitan Victor Wholesalers

138 West 124th Street New York

STORE SPIRIT A REAL NECESSITY

Employes Must Be Willing to Work for the Good of Their Fellows

Most people, in referring to store spirit, think of it only as a manifestation of the attitude of the salespeople toward the customer. Of course, we must consider the customer in order to realize the money value of the store spirit, but that will naturally follow the existence of the proper spirit among the people within the store itself.

Store spirit must exist between the heads of the house and the employes, between the salespeople and the delivery department, between the buyers and the receiving and advertising departments, in fact, wherever it is possible to help one another with a view to the common good—for after all, the true meaning of store spirit is mutual helpfulness.

"You may not know how dependent you are upon one another, no matter how remotely separated in the operation of the business.

"There is no use in denying that the expense of conducting business to-day is greater than ever, so the more the expense is kept down and waste avoided the more there will be left to apportion to salary advances.

"If an office clerk observes a stock boy carelessly handling goods liable to breakage, that clerk is interested in preventing the possible loss. Whether the steps taken result in ill-feeling between the two depends upon the spirit that pervades them—whether or not each recognizes that he has a part in the other's welfare.

"When everyone feels that he or she is an important link in the chain that pulls the business, there is the true demonstration of the proper store spirit."—From Progress.

E. L. SAMPTER CONGRATULATED

Miss Margaret Knaus, of London, England, a daughter of Mr. and Mrs. A. Knaus, was betrothed recently to E. Lawrence Sampter, assistant to W. G. Pilgrim, treasurer of the General Phonograph Corp.

Miss Knaus, who has been visiting Mr. and Mrs. Pilgrim at their home in New York, sailed on Saturday, July 31, on the "Aquitania." The wedding will take place in England in the near future.

Mr. Sampter, who has been associated with the General Phonograph Corp. during the past year and a half, has attained signal success in all of the important work that has been placed in his hands. At the present time he is in charge of the purchasing department, and is also associated with the company's advertising department. He served as a First Lieutenant in the U. S. Army, and has a host of friends.

ATTRACTIVE BENTON HARBOR STORE

High Praise for New Quarters of Sterling Music Store in Benton Harbor, Mich.

BENTON HARBOR, MICH., August 6.—The Sterling Music Store, of this city, Sonora dealers, recently moved into its new headquarters, and



Warerooms of Sterling Music Store, Benton Harbor, Mich.

the local newspapers spoke enthusiastically of the equipment and furnishings of this new store, the "Banner Register" stating as follows:

"A dream come true." After seven years of work and striving the Sterling Music Store, of Benton Harbor, the interior view of which is reproduced here, now boasts the most finely appointed musical house in this section of the state. A few days ago it was thrown open to

hundreds of visitors and it is not going too far to state that every one of them was surprised at the completeness of the institution.

"Everything about the store from the new front, with beautiful mahogany window interior, to the comfortable and resting mezzanine floor where customers are afforded a place to lounge and visit, enjoying all the finest in music, shows

that no expense has been spared to make the store attractive and convenient.

"Besides carrying the largest stock of musical instruments of all kinds, the Sterling Store has made every provision for the comfort of its patrons with individual talking machine booths, a piano conservatory and other means of service for music lovers. In every respect the store is the 'Shrine of Music.'"

VICTROLA HINTS FOR CUSTOMERS

Ohio Victor Dealer Furnishes Patrons With Neatly Printed Card of Instructions

LIMA, O., August 6.—A valuable card is furnished to customers of B. S. Porter & Co., Victor dealers of this city, telling them just how to take care of their Victrola. These hints are furnished on an attractively printed card which reads as follows:

This Card Entitles You to Our Free Service—It is our wish that your Victrola should always be in good running order, and we wish to include you as one of our satisfied customers by giving you good service. Oiling and adjust-

ments made free; a nominal charge for repairs.

A Few Don'ts You Should Know

- Don't wind your instrument too fast.
- Don't wind your instrument too tight.
- Don't play any record until you have cleaned it well with a record brush.
- Don't place needle on record until motor has started.
- Don't trust the adjustment of your Victrola to inexperienced people.
- Don't hesitate to call us when your Victrola needs attention.

The fox-trot seems to be the backbone of the record industry, judging from the number of fox-trots found in each monthly record release.

Dealers:---ALL your "Talking Points" are Combined in the Brooks!

Some machines have an exquisite TONE—some have a REPEATING DEVICE—others have a pleasing CABINET—many have ample room for STORAGE of records—some PLAY ALL RECORDS—a few have a DOUBLE SPRING MOTOR that will play 6 to 8 ten-inch records—a very few are free from "scratching" sounds.

ALL THESE GOOD POINTS are Combined in the BROOKS!

YOU can sell the wonder machine—a superb instrument that has every good feature of all others, and additional points of value possessed by NO OTHERS.

The Brooks Automatic Repeating Phonograph plays and repeats automatically any make of record any desired number of times, then stops automatically with the tone arm suspended in the air.

Dealers in New York State and immediate vicinity are advised to communicate with us very quickly if they are interested in a big sale of phonographs this season.

The Walters & Barry Corporation

256 Main Street

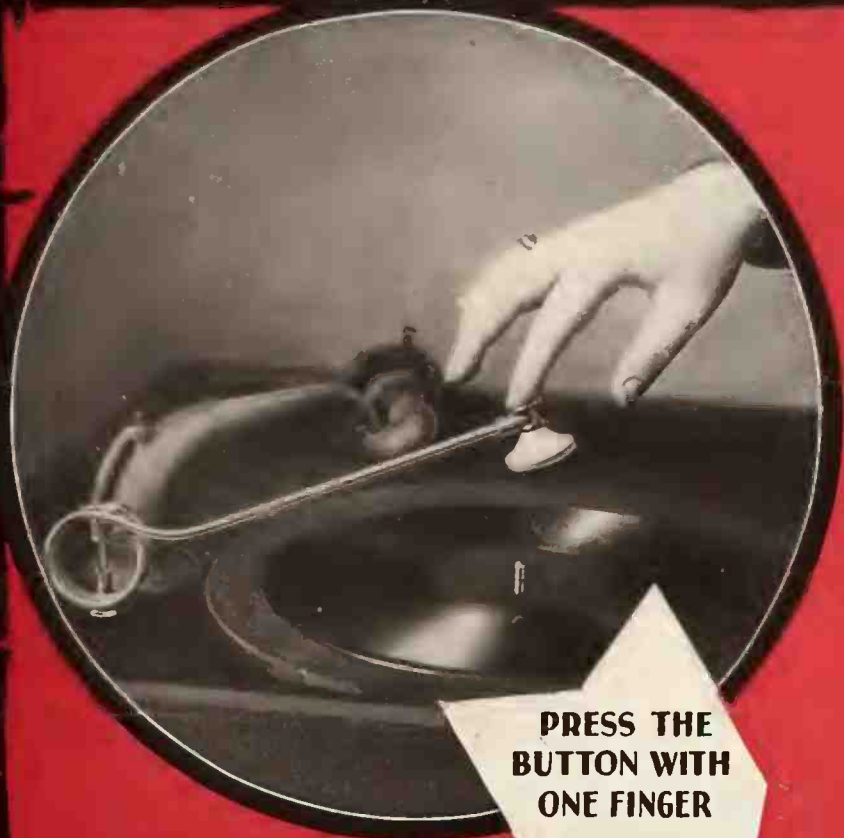
BUFFALO, N. Y.

We are the LARGEST Distributors of Brooks Automatic Repeating Phonographs in the United States.



The First Really Complete Phonograph

NO PHONOGRAPH COMPLETE WITHOUT IT!



PRESS THE
BUTTON WITH
ONE FINGER

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

THE DEALERS' MOST
PHENOMENAL SUCCESS

THE SIMPLEST, MOST
NECESSARY DEVICE IN
PHONOGRAPH HISTORY

SHOULD YOUR JOBBER
NOT SUPPLY YOU, WE WILL

VACUUM RECORD LIFTER

INVENTED BY JOSEPH MENCHEN, INVENTOR

OF THE FIRST LIQUID FIRE APPARATUS USED

BY THE ALLIED ARMIES

SUCTION
LIFTS THE
RECORD INTO
YOUR HAND

WHAT IT IS —

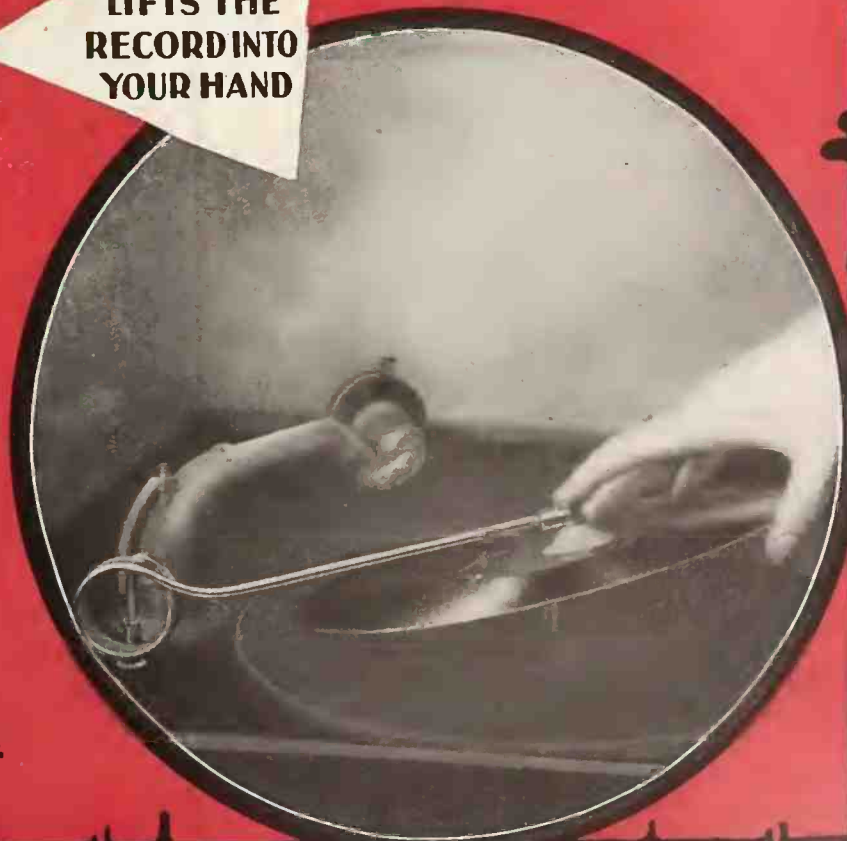
A SUCTION DEVICE - ADJUSTS ON ANY MACHINE WITHOUT THE USE OF TOOLS - AVOIDS SCRATCHING THE RECORD OR KNOCKING AGAINST THE TONE ARM - NOTHING TO GET OUT OF ORDER - CANNOT WEAR OUT

WHAT IT DOES —

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

PRICES NICKEL PLATED \$ 2.50 COMPLETE
GOLD " 3.50 "

VACUUM RECORD LIFTER, LTD.
701 SEVENTH AVE., NEW YORK



NO RECORD SAFE WITHOUT IT!

ELIMINATE LOST MOTION

The Man Who Does the Right Thing at the Right Time Wins

Half the failures in life come from doing the right thing at the wrong time. Lots of men say when they get up against it, "the Lord gave and the Lord hath taken away, blessed be the name of the Lord," when their own stupidity or folly and not the Lord is responsible for their misfortune. A man failed the other day who used to hold family prayers between nine and half-past nine every morning. He ought to have been in his store "looking well to the state of his flocks and herds." The Lord will not run a man's business when he neglects it. "There is a time for every purpose and every work." If you are a religious man have a time and place for your devotions. Get up an hour earlier. If you are fond of golf or baseball, see to it that your stock does not run down or incompetent employes are left to run the show while you are out enjoying yourself. God helps those that help themselves, and He honors the man who is

diligent in business as well as fervent in spirit. But there are scores of men who never could be accused of being either too devotional or too fond of sport, and who stay with the game early and late to but little purpose. The fellow who has learned to do the right thing at the right time will "stand before kings." There is a lot of lost motion in most establishments, which if

it were eliminated would make a marked difference in the balance sheet at the end of the year.

VISITORS TO COLUMBIA OFFICES

Several Dealers and Salesmen Among the Recent Visitors at New York Headquarters—Columbias Figure in the Movie World

During the past few days quite a number of Columbia dealers visited the executive offices of the company in the Woolworth building, New York, and also called at the factories in Bridgeport and the recording laboratory. Among these callers were A. J. Miller, of the Meyers-Miller Furniture Co., Atlanta, Ga.; John Cross, of the Cramer-Perrine Co., Akron, O.; C. G. Howard, Hardwick & Co., Fairport, N. Y., and L. W. McManus, president of the L. McManus Co., Macon, Ga.; R. O. Rorobaugh, head of the Rorobaugh-Brown Dry Goods Co., of Wichita, Kans., which also controls stores in Hutchinson, Kans., and Oklahoma City, Okla.; Edgar Newman, treasurer of the Maison Blanche, New Orleans, La.; A. E. Landon, Columbia Canadian branch manager; Westervelt Terhune, manager of the Columbia branch at Atlanta, and J. Kapp, of the sales staff of the Columbia branch in Chicago.

The Los Angeles branch of the Columbia Co. reported recently that Richardson, Inc., Los Angeles, Cal., dealers, had sold period model Grafonolas to Mrs. Thos. H. Ince and Marshall Neilan, both of whom are well known in moving picture circles.

A group of salesmen from the Chicago branch of the Columbia Co. called at the general offices recently, and also visited the factories. Among the visitors were Messrs. Blimke, Sherlock, Wuetzen and Schoenwald. They expressed themselves as delighted with, and greatly benefited by, their visit to Bridgeport.

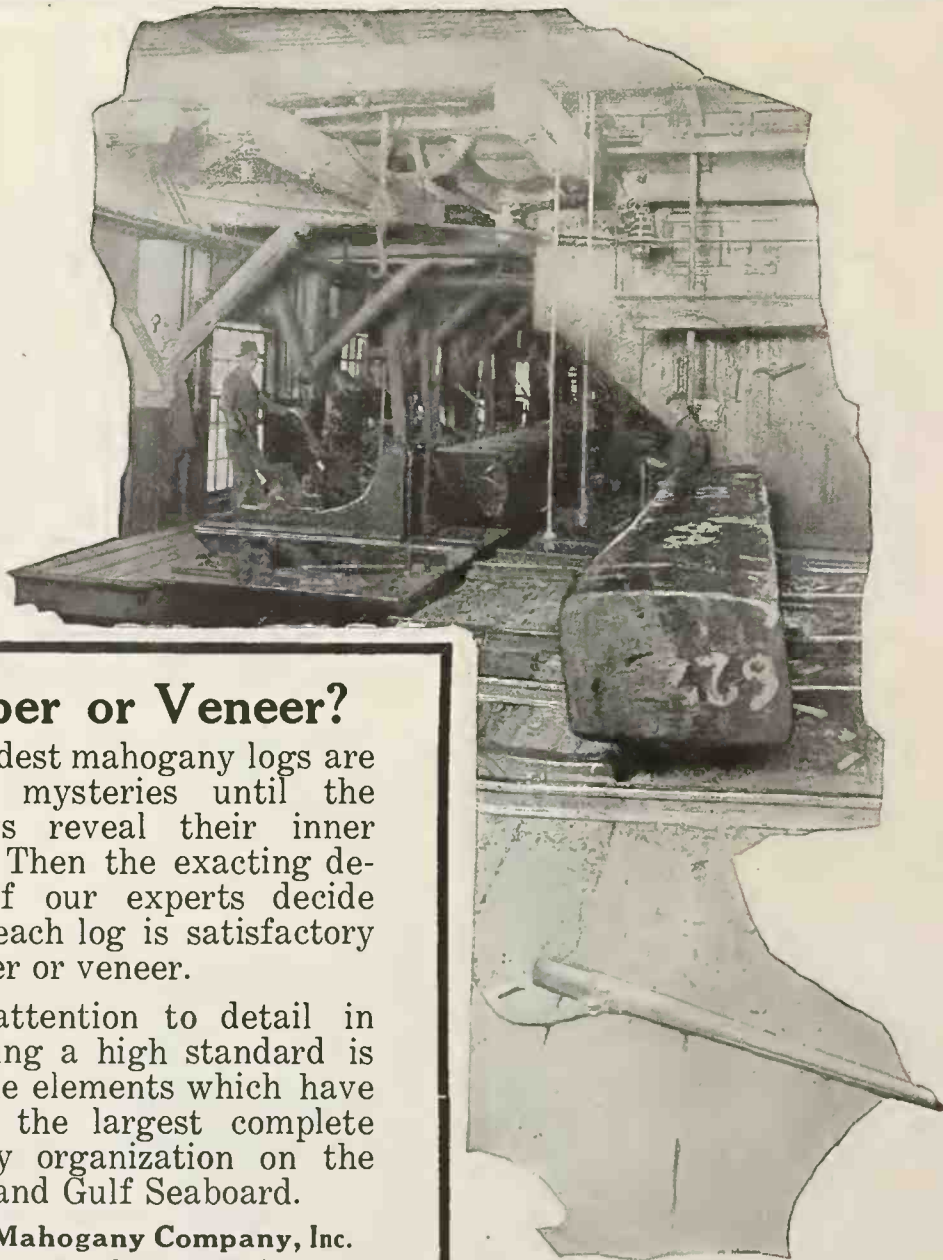
Lester L. Leverich, advertising manager of the Columbia Graphophone Co., has been enjoying a two weeks' vacation at a nearby Summer resort.

W. F. Stidham, manager of the Los Angeles branch of the Columbia Co., called at the executive offices recently on his semi-annual visit to New York.

The man who has faith and confidence in himself always applies his talents more fully and more effectively.

The Italians are hard to satisfy in records, says one dealer, who declares that they will have nothing but Italian music sung in Italian.

ASTORIA MAHOGANY LUMBER & VENEERS



Mahogany log clamped into position on log carriage—ready for the band-saw.

Lumber or Veneer?

The soundest mahogany logs are unsolved mysteries until the band-saws reveal their inner beauty. Then the exacting demands of our experts decide whether each log is satisfactory for lumber or veneer.

Careful attention to detail in maintaining a high standard is one of the elements which have made us the largest complete mahogany organization on the Atlantic and Gulf Seaboard.

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

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

Mills and Yards, Long Island City, New York
Branches: 44 North Market Ave., Grand Rapids, Mich.
2256 Lumber Street, Chicago, Ill.

Do You Throw Money Away?

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

RENE MADE SPRINGS AND PARTS LAST LONGER COST LESS

RENE MFG. CO.

Montvale, N. J.

ACME-DIE

CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALL TYPES
Acme Die-Casting Corp.
Boston Rochester Brooklyn N.Y. Detroit Chicago

CLEAR AS A BELL
Sonora

Sonora Semi-Permanent NEEDLES

are "leaders" in bringing profitable business to your store.



These Sonora Needles are popular with owners of ALL MAKES of phonographs, give great satisfaction and, selling at 25c. a package, bring you a substantial profit on each sale.

Write today for prices and information on attractive leaflets, cards, posters and learn how this handsome plate-glass display holder can be obtained free.

Three Grades—Loud, Medium, Soft
25c. a Package 40c. in Canada

Sonora Phonograph Company, Inc.

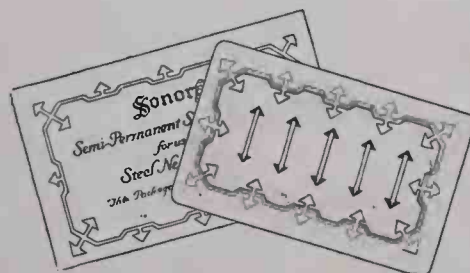
GEORGE E. BRIGHTSON, President

New York: 279 BROADWAY

Canadian Distributors: I. Montagnes & Co., Toronto

Caution!

Beware of similarly constructed needles of inferior quality



CLEAR AS A BELL
Sonora

This All-Record Needle Equipment

is needed by *every* phonograph owner. No one wants to be restricted to one type of records, and this convenient equipment supplies a diamond needle, a sapphire needle and Sonora Semi-Permanent Needles.

Each of these needles is of the very highest quality and the set is packed in an elegant jewel case which is furnished free.



To sell to buyers of new phonographs especially, this is what you should have in stock; it is precisely what your customers want.

Makes a most appropriate gift, too

In demand and easily sold.

Price, complete, \$6.25

Write today for a supply



Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President

New York: 279 BROADWAY

Canadian Distributors: I. Montagnes & Co., Toronto

**Al Jolson sings "In Sweet September."
You'll sing in sweet September, too, when
you count your receipts from this record.
A-2946.**

**Columbia Graphophone Co.
NEW YORK**



WHY FRED E. YAHR IS OPTIMISTIC

President of Yahr & Lange Drug Co., Milwaukee, Comments on Trade Conditions

In a recent letter to the executive offices of the Sonora Phonograph Co., Fred E. Yahr, president of the Yahr & Lange Drug Co., Milwaukee, Wis., commented as follows upon activities in his territory:

"We have not been getting enough instruments to satisfy our dealers. Possibly, if we could give them a few more Baby Grands, Elites, Melodies, Trovatores and Caprices, they would enlarge their booths or move into larger quarters. They could afford to do this.

"I believe that the advertising which is now being published in our Milwaukee Sentinel and Journal has been very effective. Yesterday a lady who had purchased a Sonora about four years ago came in and wanted to know if the tone arm on the Sonora which she owns is all brass, and we informed her that it was, as all tone arms received during the last four or five years are made of brass.

"We believe that the enlightenment of the consumer regarding the construction of the cabinet is very effective, as there are very few machines on the market which are not made of very light construction, especially the panels; also the tone chamber. We believe that this advertising will greatly increase the sale of the Sonora.

"We are planning on having our different departments photographed and postal cards of these sent to customers, as we believe we have several departments now that will make a very interesting assortment.

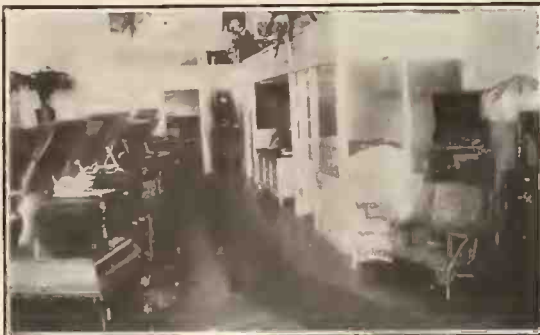
"We also believe that we have one of the best show rooms in the United States. That is what all salesmen who cover the country tell us. Yesterday we disposed of an Italian Renaissance and it is going to a very beautiful home on the East Side. The buyers were amazed when they saw our music room and the handsome period designs displayed. I believe that if each one of the jobbers had a room on this order it would greatly increase their sales. We believe it is the best investment we have ever added to our building."

Don't wind your machine like a hurdy-gurdy. Treat it with the respect it deserves. One good turn deserves another.

HARMONY HALL A MUSIC CENTER

Iowa City Victor Dealer Has Attractive Store on Main Shopping Street

IOWA CITY, IA., August 6.—The exclusive Victor store of L. R. Spencer, known as Harmony Hall, is one of the attractive music centers of



Interior View of Harmony Hall

the city and is located on the main street in the center of the shopping district. The dem-

onstration booths which have recently been installed are four in number, finished in ivory and furnished with wicker furniture. A good idea of the interior may be obtained from the accompanying photograph.

HOLSTEINS WELL "BROUGHT UP"

John Leighty's Cows Refuse to Stand for Jazz Strains, But Church Hymn Does the Work

John Leighty, a dairyman, of East Huntington, Pa., milks his cows to the tune of the old hymn, "Rock of Ages." Jazz won't do.

Mr. Leighty recently purchased two Holsteins, which turned out to be confirmed kickers. The problem of how to reform them puzzled him until he saw a neighbor attract bees to a hive by producing jazz music from a phonograph on top of it.

He tried jazz on his Holsteins and it disturbed rather than calmed them. "Rock of Ages" had the desired effect.

"LIBROLA"

A Library Table PHONOGRAPH

Two thirds of top is stationary, no need to move anything when playing phonograph.

Fully equipped to play all disc records. Your satisfaction guaranteed.

Large percentage of re-orders indicates satisfied dealers.

Write for prices and exclusive territory.

*Immediate
Delivery in
Mahogany*



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

**SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK**

**REPAIRING
AND
REPAIR PARTS**

*for all makes of
Talking Machines*

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

VOCALION MEN ENJOY CONVENTION

Delegates From Various Branches Make Most of Visit to New York Last Month—Gaze on City From Roof of Aeolian Building—Hot Weather Fails to Dampen Their Enthusiasm

Herewith are shown several pictures of the Vocalion travelers who attended the convention of the Vocalion sales promotion campaign which occurred in New York City on Monday, July 12, and closed on Friday. The detailed story of the convention appeared in *The World* last month. Aeolian wholesale salesmen and distributors were present from all parts of the country and to judge from the happy countenances shown in the photographs "a good time was had by all."

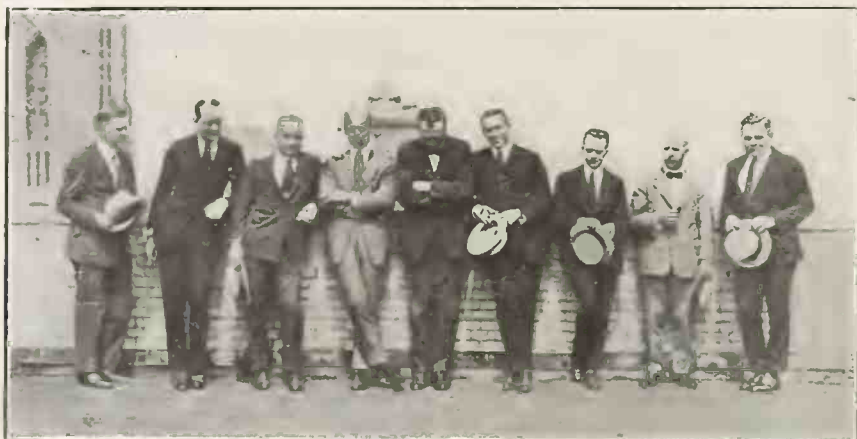
In the picture at the right are shown the assembled conventionites representing the branches in Toronto, Cincinnati, Boston, St. Louis, Chicago, Dayton, Rochester, Dallas, Washington and New York.

The picture below and at the left shows a happy group on the roof of the Aeolian Build-



Those in Attendance at Recent Vocalion Travelers' Convention

the smiles may be taken to indicate the reverse. The picture at the right shows: Back row—From left to right the conventionites are: V. E. W. H. Alfring, D. E. Ahlers, C. H. Tracy, A. H. E. Fuller, W. Fay, W. H. Alfring, Jack Bliss, Warren, W. P. Chrisler. Seated are W. Fay, H.



Two Groups of Prominent Aeolianites Who Enjoyed the Vocalion Convention Sessions

ing leaning against the rail, some of them with bowed heads as if in mourning over the fact New York was among the dry cities. Some of

all of New York; D. E. Ahlers, of Dayton; H. B. Levey, of Chicago; A. H. Warren, of Rochester, and W. P. Chrisler, of St. Louis.

B. Levey, Jack Bliss and V. E. B. Fuller, none of whom needs an introduction to the trade as a live Vocalion booster.

CHICAGO CONCERN IS BANKRUPT

Creditors Begin Proceedings Against LaSalle Phonograph Co.

CHICAGO, ILL., July 30.—The LaSalle Phonograph Co., 19 South Hoyne avenue, is involved in bankruptcy proceedings on the pleas of Hollis & Duncan, Dwight & H. M. Jackson, Inc., the Republic Box Co., and others. William W. Wheeler has been appointed receiver under bond of \$15,000. According to the lawyers the liabilities of the company are about \$125,000 while the assets are approximately \$100,000, according to the latest figures submitted.

THE MAN WITH THE TWO TALENTS

A Lesson to Be Learned From This Biblical Character Who Was a Worker

Who is the average man? What does he look like? How much money has he?

The average man may be compared to the biblical character who had the Two Talents given to him.

There is nothing very interesting about the man with the two talents. He was merely an average man. Two talents were what most of his neighbors had, so that he was neither better nor worse off than they. There was nothing

conspicuous about him, so he escaped attention in the crowd. When the time came for the extra dividing of the talents, he was neither great enough nor good enough to share in it. He kept the talents that were given him and earned more in proportion, and had his modest reward.

And then the world proceeded to forget all about him. That is the way the world has always done, but the man with the two talents is an important though neglected man.

Keep well in mind that advertising is the life of trade and he who overlooks this omnipresent fact is going to run behind in the race for success.

THE DE LUXE NEEDLE

Making DE LUXE NEEDLES the Best Needles Obtainable is the Keynote of Our Whole Endeavor



Full Tone

Plays 100-200 Records

Produces Rich, Clear Tone

3 for 30 cents

To avoid disappointment and delay anticipate your Fall requirements by ordering now

Discounts and Samples upon Request

DUO TONE COMPANY, Inc.

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.



Medium Tone



Announcing new model No. 2 M X

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

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

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

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

CONVERTO WHOLESALE DISTRIBUTORS

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

CLEVER BERT WILLIAMS DISPLAY

Washington Columbia Dealer Uses Banished Liquids and Clacking Cubes in Display—New Vocalion Red Records Popular

WASHINGTON, D. C., August 6.—Mayer's furniture store in Seventh street, an agent for the Columbia Grafonola, has been featuring two of the Columbia records by means of an attractive window display. To call attention to Bert Williams' "Ten Little Bottles" a wardrobe was placed in the window, and its open doors disclosed clothes hung on hooks, but on the top shelf were prominently displayed ten bottles of the fluids that used to cheer. Another Bert Williams record, "Unlucky Blues," was announced by means of two huge dice with sixes on top. Between these signs of hard luck was prominently displayed a pile of stage money. Several different styles of Grafonolas were tastefully arranged in the window.

The power of advertising was strongly manifested this week by the enormous demand for "The Love Nest," issued by the various companies. The record was largely advertised on Sunday, July 18, and the calls for this number began as soon as the store doors opened on Monday morning. From an observation made by the writer a clerk in one phonograph store had about all she could do to handle the sale from about 11 to 12 o'clock on Monday.

Representatives of the Aeolian-Vocalion records in this city are greatly pleased with the August records which mark the change in the color of this record to a very neat shade of red.

EDISONS ON U. S. S. "TENNESSEE"

The magnificent new battleship the U. S. S. "Tennessee," which was formally commissioned recently, is now boasting of two new Edison laboratory models, one of which is used in the dancing salon. The sale was made by Mr. Ernst of the New York Edison Shop, Fifth avenue, who expects to install a third laboratory model aboard this warship at an early date. The "Tennessee" carries a crew of 800 men, and the equipment of the warship is absolutely up-to-date. There is a large theatre for movies, dancing and musical affairs—in fact, Uncle Sam supplies the men aboard the ship with every comfort.

NEW STORE IN SHEBOYGAN

The Record Service Shop has opened in Sheboygan, Wis., in the Schreier Building, North Eighth street and Center avenue. Ed. Mahnke is the manager.

Waterproof Gum Plywood

Thicknesses 1-4" and 3-16"

QUOTATIONS ON SPECIFICATIONS
CARLOADS ONLY—PROMPT SHIPMENT
PHONOGRAPH TRADE SOLICITED

MEMPHIS PLYWOOD CORPORATION
MEMPHIS, TENN.

THE WHY OF THE TALKING MACHINE

Simple Explanation of Process by Which Music Is Recorded and Reproduced—Sound Is Like Ripples on Surface of a Pond

Few people know why it is possible to reproduce the vocal or instrumental art of a great artist with the faithfulness of the modern talking machine. In the first place, it should be remembered that sound waves gradually diminish in volume if released in a large space of air, just as the ripples caused by tossing a pebble into a still pool gradually become smaller.

The "record" consists of one long groove having indentations of varying sizes in it to represent the sound waves to be reproduced. These small indentations are either in the bottom or sides of the groove. At the beginning and end of the groove there are no indentations, as it is desirable to have a space for the stylus to run in until it can be removed from the record, in finishing playing, and when starting the record it is desirable to place the stylus in the groove before any of the indentations are reached.

As soon as the stylus or needle is placed in the groove of the revolving record, only a slight hissing sound is produced until the sound indentations are reached. As soon as the stylus strikes these tiny obstructions vibrations are set up which are conducted to the center of the diaphragm of the reproducer.

Then just as the ripples of water roll away from the spot where the stone struck, the vibrations spread throughout the reproducing membrane, re-creating the original sounds, although in a reduced volume. The revolving of the record at even speed causes the vibrations to follow each other in their proper order.

The diaphragm must be of absolutely even graduations or "blasty" reproduction will result, as the sound waves are then increased, we might say "transformed," by passing through the graduated sections of the tone arm.

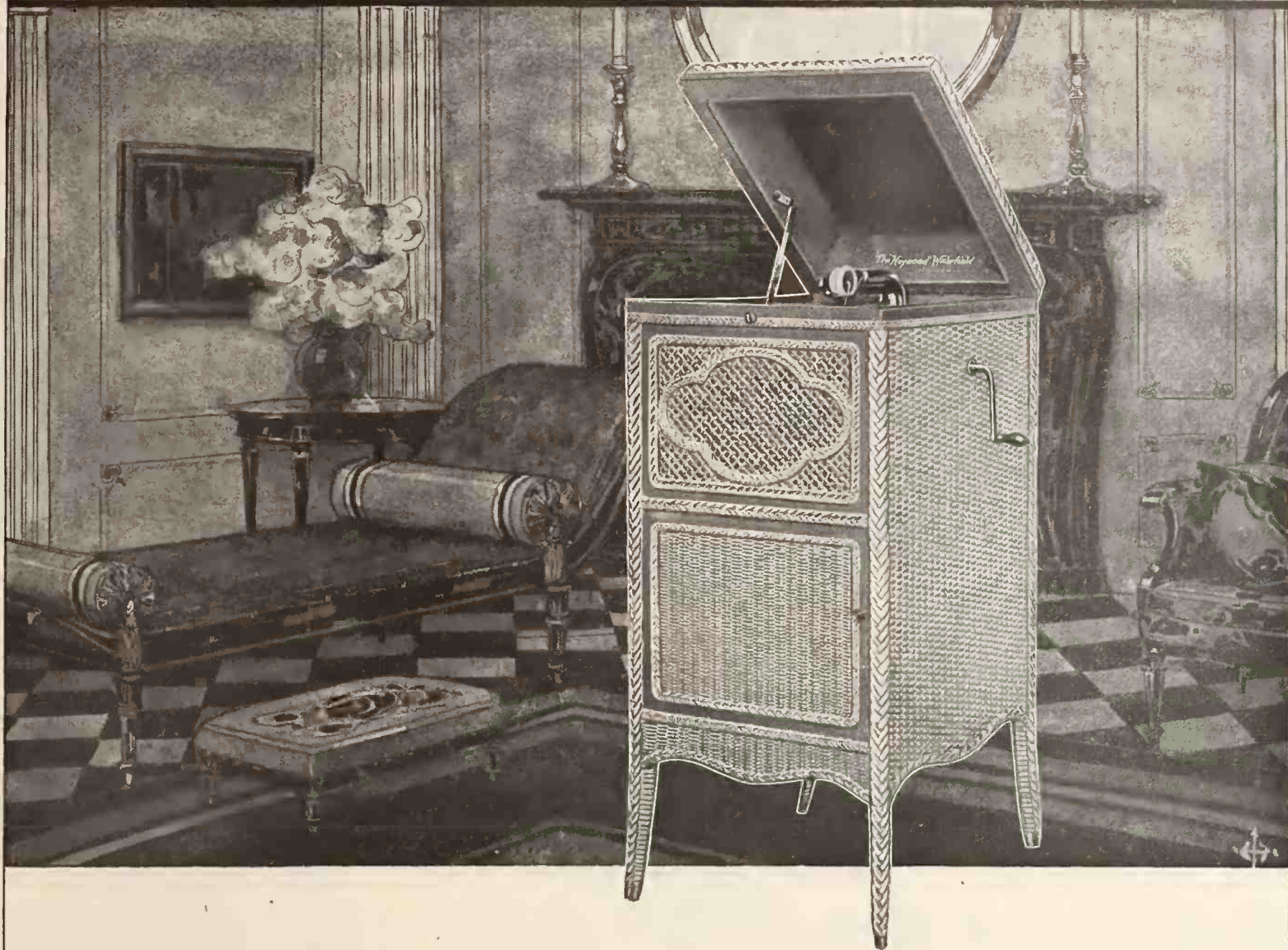
As the size of the tone arm increases, the sound waves expand, thus bringing back much of the original volume. The next time your talking machine does not work well you can solve the trouble quicker if you use common sense and remember the still pool and ripples.—N. Y. Post.

Schmelzer Arms Co.

Kansas City, Missouri

Exclusively Wholesale
Victrolas and Victor Records

The Heywood-Wakefield



Its unusual beauty reflects its unusual performance

EVERY merchant knows the selling value of beauty—and the added selling value of something “new and different.” The Heywood-Wakefield has both these values—and more. Its difference is a series of improvements, each improvement an individual selling appeal.

The non-resonant reed cabinet, free from the vibrations of wood cabinets; the cushioned reproducer, unmarred by metallic taint, built to parallel the human organs of sound; the universal electric motor, for those who prefer it, never heating, always uniform in speed and absolutely silent in operation—these are positive advantages

that can be demonstrated to the public.

The cabinets of reed, artistically designed, finished in three hundred color schemes, are an achievement in good taste and decorative qualities. They attract and make enthusiastic buyers, for they harmonize with all styles of furniture.

The dealer who displays the Heywood-Wakefield is focusing the attention of the modern music lover on his store. He will find it a very profitable addition to his line.

The Heywood-Wakefield is made under the Perfek'tone patents. For details of models, prices and specifications, address today the nearest office of

HEYWOOD BROTHERS AND WAKEFIELD COMPANY

New York Philadelphia Boston Baltimore Buffalo Chicago Portland, Ore. San Francisco Los Angeles
Factories: Gardner, Mass.; Chicago; Wakefield, Mass.

When you visit Atlantic City see all models of the Heywood-Wakefield at the Perfek'tone Store, 517 Boardwalk

CLEVER RECORD LIFTER POSTER

Vacuum Record Lifter, Ltd., Introduce a Striking Attraction for the Use of Dealers

A new wrinkle in the handling of talking machine publicity is introduced by a concern with just as new a device. The Vacuum record lifter, which is the only device of its kind on the market, was introduced to the trade at the Music Show during the Winter, but since then the manufacturers have been going through the vicissitudes of contract manufacturing with all the disadvantages it implies under present industrial conditions. It has been simply impossible to fill the great number of orders on hand, and Joseph Menchen, president of the concern, has issued a statement to the trade from the concern's quarters at 701 Seventh avenue, New York. It states that the hardships have been surmounted and that by the time this issue reaches the dealers he will be ready to make part shipments of the record lifter.

In issuing advertising matter for the dealers, Mr. Menchen has taken into consideration the



Madelaine Traverse Features Vacuum Lifter strong bond which exists between the moving picture stars and their audiences, which are about the same patronage as the users of talking machines. This thought is responsible for an attractive three-color window card bearing the smiling and well-known face of Madelaine Traverse, the motion picture star. She is shown, as above, demonstrating the Vacuum record lifter. The card should prove a novel attraction to the patrons of phonograph shops, who will readily recognize Miss Traverse. It is a step ahead in novelty advertising which will no doubt prove welcome to the dealers.

JUST THINK!

Just think how useful the fox-trot record is to the dealer. The customer comes in to get the latest and may stop to buy an opera record or a standard song before leaving.

AUTOMATIC COVER SUPPORT

No. 1287

LATEST IMPROVEMENTS MAKE THIS SUPPORT MORE DESIRABLE THAN EVER

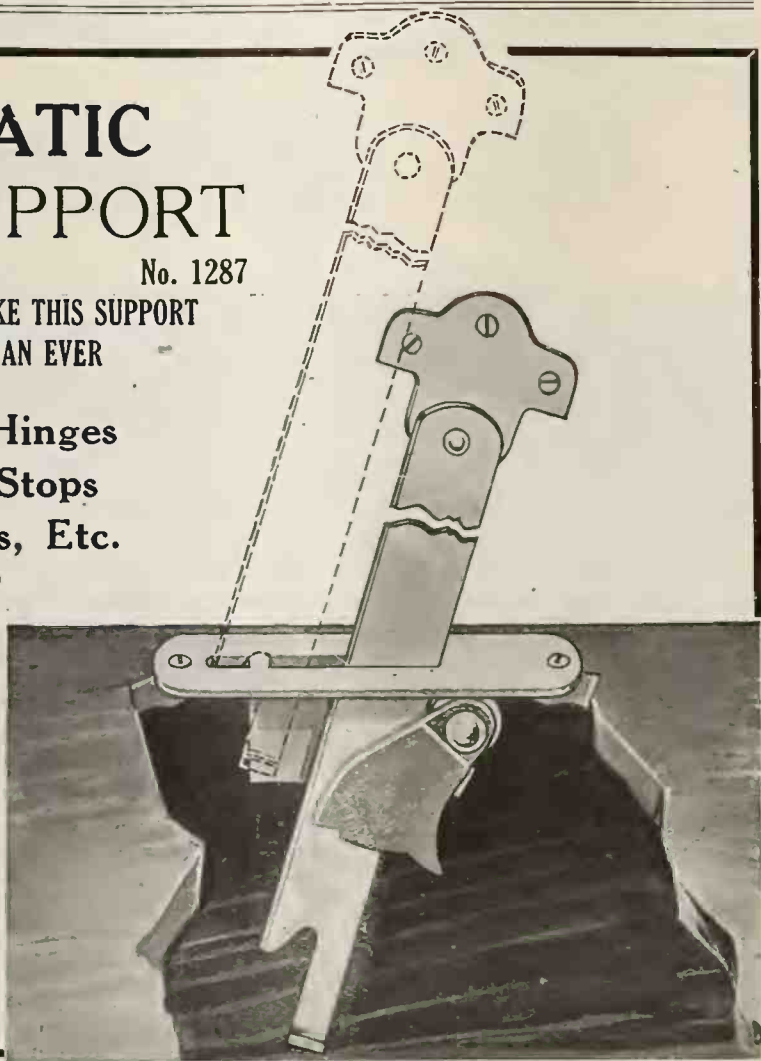
Continuous Hinges
Automatic Stops
Needle Rests, Etc.

Finished in

- GOLD
- SILVER
- NICKEL
- COPPER
- BRASS

Write for Catalogue

WEBER-KNAPP CO.
JAMESTOWN, N. Y.



THE SALESMAN WHO WINS OUT

Some Pertinent Characteristics Which Are Woven in the Fabric of His Makeup

When you see the successful salesman, be he store or road man, you are immediately impressed with one fact. He is aggressive, above all other qualities. He is justifiably proud of the fact that it is a hard matter to turn him down. His arguments are concentrated around one object—what he is selling. He talks about the weather after he has the order in his book. He sizes up his prospect with a sharp, penetrating, unobservable glance, and knows about just what selling points will interest him. If he is in doubt he takes a chance and promulgates them in their entirety and generally wins out.

He is at all times sane in his aggressiveness. You never see him foolishly reiterating a "stock" statement. When he finds repetition necessary he is not afraid to take a plunge and literally roll up his sleeves to prove that he is right.

This comes from confidence in what he is taking orders for, enthusiasm in his proposition and a lot of clear grit behind it all.

He belongs to that class of men who are making good all over the world in every profession. Scorning the shallow-brained, insincere traveling "tourist" and shirking chair warmers, he gets

"on the job" early and plows through virgin territory opening up new accounts. He's the sort of man who ousts his competitors by sheer convincing personality—a man who knows his goods from constructional and musical standpoints—a modest man withal, for strong men are not merely "boosters," they know their business and their knowledge makes them strong in the faith.

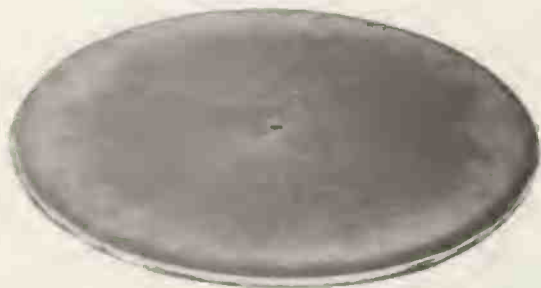
HEAR VOICE ACROSS ATLANTIC

Radio Operators Receive Message 2,000 Miles Away

St. JOHN'S, N. F., August 3.—Marconi Wireless Co. experts who are here conducting experiments in long-distance wireless telephonic communications announced that on July 22 they heard messages from the Chelmsford station, near London, more than 2,000 miles distant. They said they recognized the voice of Capt. Round, the expert in charge, and identified several words, but failed to pick up any connected sentence.

They also said they had heard the talking machine concert on the steamship "Victorian," which left Liverpool with members of the Imperial Press Conference en route to Ottawa. The steamship "Imperator" also reported hearing signals from their station when 500 miles west of Bishop's Rock, a distance of 1,500 miles.

TALKING MACHINES OF THE HIGHEST STANDARD HAVE TURNTABLES EQUIPPED WITH



GRAND PRIZE
GOLD MEDAL

A.W.B.
Boulevard
VELVETS

ST. LOUIS
EXHIBITION

VELVETS, VELVETEENS, PLUSHES

Add to the Quality and Attractiveness of Your Machines with the A. W. B. Boulevard Velvets

Write for Samples and Prices

A. WIMPFHEIMER & BRO., Inc.

450-460 Fourth Avenue, New York

ESTABLISHED 1845

Portrola THE PERFECT PORTABLE PHONOGRAPH

FOR HOME USE FOR OUTINGS



A PORTROLA
"My Records Are Inside"

Plays All Records With Clear Full Tone

Every Machine Guaranteed

Built like an elegant traveling case with LEATHER CORNERS, ROUND LEATHER HANDLE, SILK GRILLE, enclosed cast METAL HORN, UNIVERSAL TONE ARM, and NEEDLE REST; CLIP for holding Tone Arm when carried; RECORD COMPARTMENT and NEEDLE-BARREL for carrying needles.

YOUR CUSTOMERS WILL BE PROUD TO OWN THIS BEAUTIFUL INSTRUMENT



DISTRIBUTORS:

- Boston, Mass..... Phonograph Sales Co., 27-28 Court Sq.
- Chicago, Ill..... Wade Talking Machine Co., 14-20 N. Michigan Ave.
- Dallas, Tex. Sonora Distributing Co., of Dallas.
- Kansas City, Mo..... Tri-State Sales Co., 218 East 10th St.
Richards & Conover Hardware Co., 5th and Wyandotte St.
- Milwaukee, Wis..... A. G. Kunde, 516 Grand Ave.
- New York City..... Cabinet & Accessories Co., 145 E. 34th St.
- Oklahoma City, Okla..... Collier Bros., 817 Herskowitz Bldg.
- Portland, Ore. The M. J. Wax Co., 203-206 Fenton Bldg.
- St. Louis, Mo. Associated Furniture Manufacturers, 1209 Washington Ave.

Every Enterprising Dealer Will Fill In Blank Below and Mail to Nearest Distributor At Once

[TEAR OFF HERE]

..... 1920

(Write name of nearest distributor.)

(Address.)

Gentlemen:

Please ship at once by express f. o. b. factory Portrola I (double spring motor) list price, \$45.00; Portrola II (single spring motor) list price, \$35.00. It being understood that I am to receive the usual dealer's discount.

H.K. Lorentzen

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

PUBLIC DEMONSTRATION OF STAZON

New Anti-Rust Compound That Withstands Intense Heat Shown for First Time

Editors representing over fifty technical and trade magazines, including The World, recently witnessed the first public demonstration of Stazon, an invention of the Conversion Products Corp.

The experiment held in New York City is likely to prove of importance to manufacturers and the industrial world at large. It proved in a simple manner that Stazon is a preventative of rust, of exceptional properties, and one which maintains its great protective qualities even under excessive temperature. The great resistance to heat as compared with other anti-rust compounds was the outstanding feature of the demonstration.

The remarkable experiment was conducted by H. C. Wilson, of the Conversion Products Corp., who, in conjunction with W. H. Buell of the same organization, has perfected this new effective compound. Wilson and Buell are both veteran metallurgists and recognized leaders in the field of industrial research, Wilson having been prominently identified in the steel industry for twenty-two years, while Buell was for twelve years metallurgist for the Winchester Arms Co.

"There are just two outstanding Stazon features," Wilson explained. "It prevents rust and is easily removed. That tells the whole story."

"But it does not begin to tell the vast saving to be effected in its use. A conservative estimate of the annual waste in the United States, due to rusting of tools and machinery parts, runs far into the millions. I directed great shipments of ordnance during the war and can speak with personal experience of the great number of rifles ruined by rust before they reached a soldier."

"In all manufacturing plants where metal parts are exposed to oxidized fumes there is an appalling waste due to rust and corrosion. A plow on the farm that should last twelve years ordinarily lands in the scrap heap at the end of the third year, ruined by rust. Every automobile factory suffers great annual loss from rust damage to spare parts in shipment and in storage. In the foregoing cases anti-rust compounds are invariably applied. But when the heat generated in storage or en route gets around one hundred degrees, it melts the rust preventative and the damage begins. As indicated by the coined name of our product, it stays on! It is economical and easily applied with a brush."

Just what use may be made of Stazon by the music industry it is not possible to determine offhand, but it would seem as though the possibilities in this new product were worthy of investigation by all manufacturers of supplies in which highly polished ferrous parts are used.

A BIT OF OPTIMISM

Things might be worse. Think of Noah's time, when water was high.

If that fabled golden fleece existed to-day, it would be worth its weight in wool.

As far back as Solomon men who understood knew that the worst thing that can happen to a bad man, a cheat, a sneak, or a rogue is to succeed. It is well to remember that the end of every hog is the slaughter house. Sooner or later the butcher gets him.—Dr. Frank Crane.

SEND FOR ILLUSTRATED PRICE LIST
 AND FREE SAMPLE

"GLOBE" TRANSFER NAME PLATES

DEALERS EVERYWHERE APPLY THEM
 ON PHONOGRAPHS, PIANOS, ETC.

GLOBE DECALCOMANIE CO.

JERSEY CITY, N. J.

NEW DEALER IN ABERDEEN

Fred C. Harms Piano Co. to Handle Edison and Sonora—E. S. Amundson Is Manager

ABERDEEN, S. D., July 19.—The Fred C. Harms Piano Co. has organized a new department, dealing in the different well-known makes of talking machines exclusively.

The rapid increase in the talking machine business has made this new organization necessary, and E. S. Amundson, formerly sales manager for the Farmers Electric Co. will have charge of the new department.

"After going into the matter very thorough-

ly," said Mr. Amundson, "I can say no other house in Aberdeen handles so large an assortment of the best known instruments as the Fred C. Harms Co. I wish to assure my many friends that the same frank and honest method of seeing always that the patron received every attention, will be the aim of our new business department."

Among the makes of phonographs carried are the Sonora and Edison.

It has been said that two popular fox-trot recordings every month will sell in sufficient numbers to support the average talking machine shop. Well, you never can tell.

Natural Voice Phonograph Co.

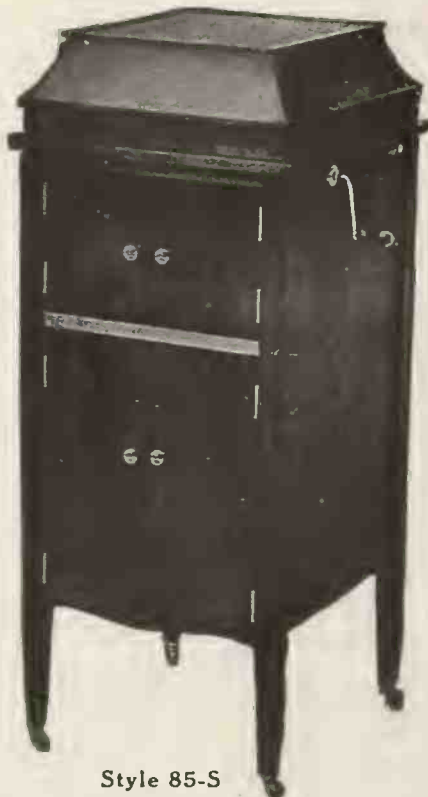
ONEIDA, N. Y.



Style 175



Style 125



Style 85-S

Natural Voice is a splendid line of Talking Machines which will appeal instantly to your patrons. In fact, Natural Voice is as perfect as money can make it, and is worthy of its name and guarantee.

Natural Voice is the most remarkable musical instrument now before the public. For a full line of machines and price list, inquire.

Natural Voice Phonograph Co.
 ONEIDA, N. Y.

Distributors of this Line
 Wanted in every State.



GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - New York

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



CHICAGO

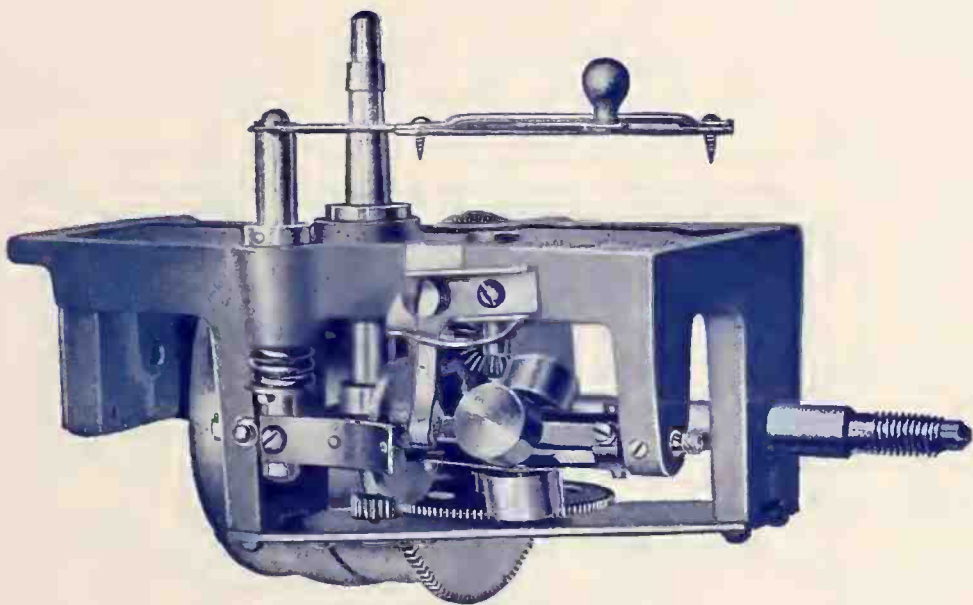
TORONTO

SAN FRANCISCO

LONDON, ENG.

Let us demonstrate our line of 1921 Meisselbach Motors

Numbers 14, 16A, 17, 19

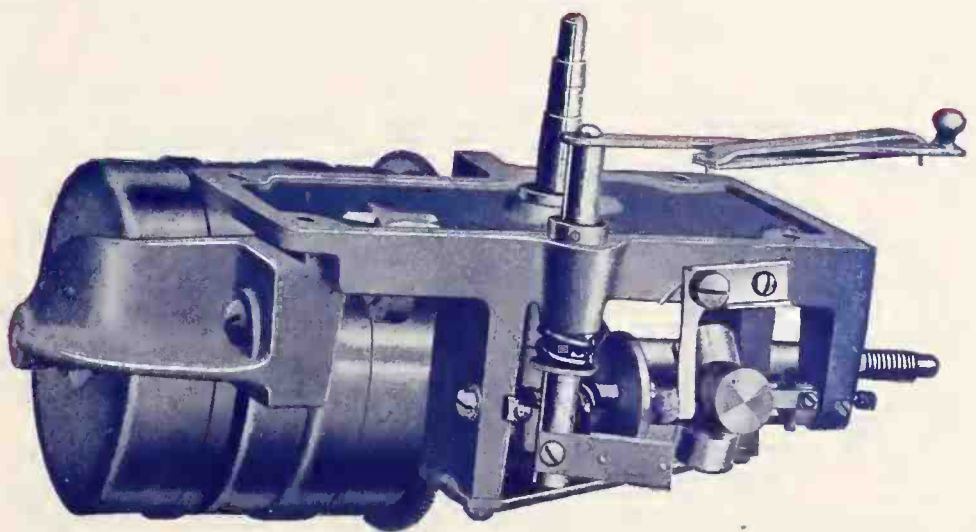


MEISSELBACH MOTOR No. 16

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

Ready
for
Delivery

Order NOW



MEISSELBACH MOTOR No. 17

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - New York

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



CHICAGO

TORONTO

SAN FRANCISCO

LONDON, ENG.

NEW TRADE AVENUE OPENED

The Introduction of "Talking Photos" Affords New Possibilities for the Dealer Who Desires to Broaden Out His Activities

The recent introduction to the trade of "Talking Photos" has opened an additional avenue of sales for the talking machine dealer. Robert B. ("Pat") Wheelan, president of the Talking Photo Corp., New York City, is well acquainted throughout the motion picture industry and the "Talking Photos" are the evolution of his idea. Mr. Wheelan has personally witnessed the tremendous amount of mail matter that the moving picture star receives daily from movie fans and realizes how much the thousands of fans throughout the country would appreciate having a picture of their favorite, his or her autograph, and, more important still, a message to them in the voice of their favorite. The "Talking Photo" accomplishes this result. It is a phonograph record with a message from the artist, the reverse side of which contains the picture of the artist together with his or her autograph. The record of the star's own voice gives either an account of some thrilling personal experience, some funny story, or a personal greeting. This combination should prove practically irresistible to a movie fan and it is probable that purchasers will build up a collection of the records of all the popular screen artists. These records are an entirely non-conflicting line for the dealer and will enable him to benefit by the tremendous interest of the movie fans in their favorite. An idea of the large followers of these movie stars is to be found in the fact that there are at least 20,000 picture theatres in the United States with an average attendance of over 1,000 a day. This makes twenty million visitors daily to the moving picture houses.

At the present time records of the following well known movie artists have been produced: Mildred Harris Chaplin, Viola Dana, Mary Miles Minter, Mae Murray, Gloria Swanson, Anita Stewart, Clara Kimball Young, Lew Cody, J.

Warren Kerrigan, Bert Lytell, Tom Meighan, David Powell, William Russell and H. B. Warner. It is planned to release monthly records from additional artists and as time goes on this list will reach considerable proportions. Mr. Wheelan points out the advantage to the talking machine dealer not only in the profit accruing from these records, but in the bringing to his store of movie fans from every section of the city who can be made excellent prospects for other records and for machines.

PROGRESSIVE EMERSON DEALER

The Whitehead Music Co., Saginaw, Is Rapidly Expanding Its Emerson Business—Occupies Handsome Up-to-Date Store

SAGINAW, MICH., August 5.—The Whitehead Music Co. of this city is closing a splendid Emerson business and, judging from all indications, this store is one of the most active Emerson dealers in this part of the country. Mr. Whitehead is enthusiastic regarding the musical quality of the Emerson record and his sales organization is meeting with considerable success in developing the demand for this popular record in Saginaw.

The Whitehead Music Co. has one of the finest music stores in this city, opening into the Tanner Department Store. This department store has a handsome dining room which accommodates between six and seven hundred people each and every noon hour. During this time Mr. Whitehead plays all of the latest Emerson hits and this novel idea is producing splendid results.

F. N. Wyatt, one of the sales representatives of the C. L. Marshall Co., Detroit, Mich., Emerson jobbers, was a recent visitor at the establishment of the Whitehead Music Co. and congratulated Mr. Whitehead upon his success with the Emerson line. This enterprising dealer is a firm believer in timely publicity and has important plans in preparation for the coming Fall season.

BROTHERS OPEN MUSIC SHOP

Andrew and Horace Borgum to Operate Exclusive Brunswick Store in Tacoma

TACOMA, WASH., August 4.—A new shop devoted to the exclusive sale of and service on Brunswick phonographs has been opened at 756 Broadway by Andrew and Horace Borgum under the name of Borgum Brothers. The shop has been tastefully furnished and fitted with soundproof demonstration rooms.

The two brothers have spent practically their entire business life in the phonograph line, having been connected with it from its inception. Most of this time has been spent with prominent Coast houses. Horace Borgum spent three years each with Bush & Lane and the Grote-Rankin Co., of Seattle, and twelve years with Sherman, Clay & Co. Andrew Borgum was for several years with Bush & Lane and five years with Sherman, Clay & Co.

Careful study of business conditions in the Northwest cities led them to make their venture in Tacoma.

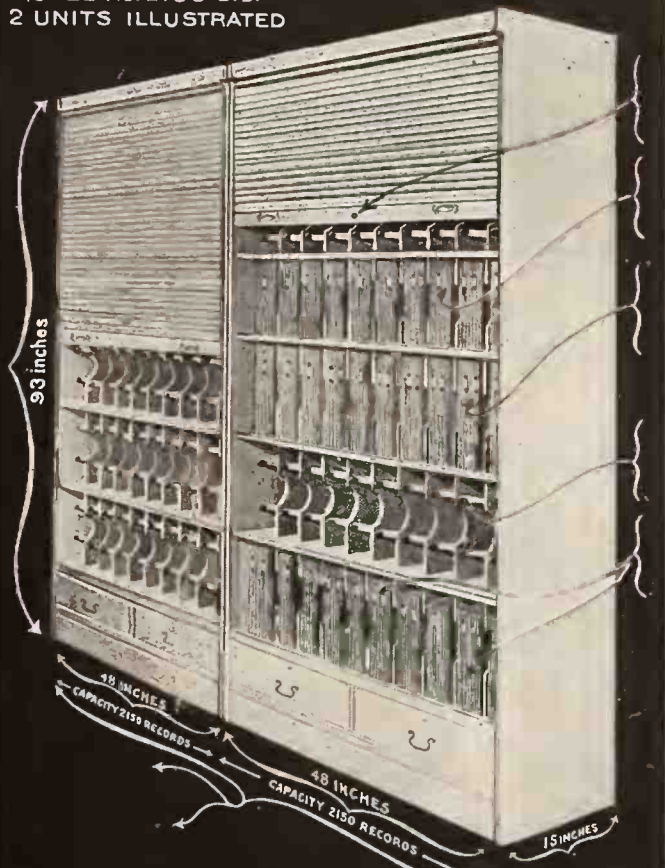
REMINGTONS NOW BEING SHIPPED

Instruments From the Brooklyn Factory Now Reaching Dealers Win Praise for Their Fine Qualities of Tone and General Design

The Remington Phonograph Corp., New York, has announced the initial shipments of Remington phonographs from the Brooklyn factory. The first models which were sent out created much favorable comment and the tone produced by the Remington patented tone arm and reproduced in conjunction with the scientifically constructed oval tone chamber, has won a large measure of praise wherever demonstrated. Vice-President and General Manager J. S. Holmes of the Remington Phonograph Corp. report that the already extensive list of exclusive Remington agencies is still growing steadily.

GUARANTEED

MODEL No. 2150 D.D.
2 UNITS ILLUSTRATED



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

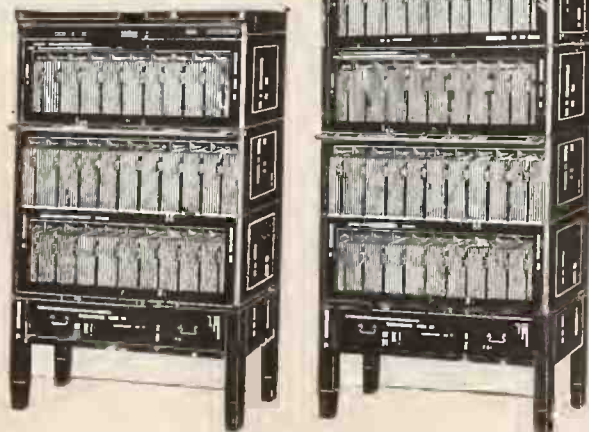
350 10" or 10 1/2" Records on each shelf. Filled in Sales System Covers and with Index Guides.

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

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

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

Sectional Models Fit Any Size Stock and Help You Grow.



The Ogden Sales System Is Equivalent to an Extra Clerk and Increases Sales.

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

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

Secure These From Your Jobber:

COLUMBIA DISTRIBUTORS

Columbia Co., All Branches.
Tampa Hardware Co.

EDISON DISTRIBUTORS

Harger & Blish.
C. B. Haynes Co., Inc.
Laurence H. Lucker.
Montana Phonograph Co.
Phonographs, Inc.
The Phono Co. of Chicago.
The Phono Co. of Cincinnati.
The Phono Co. of Detroit.
The Phono Co. of Kansas City.
The Phono Co. of Milwaukee.

VICTOR DISTRIBUTORS

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

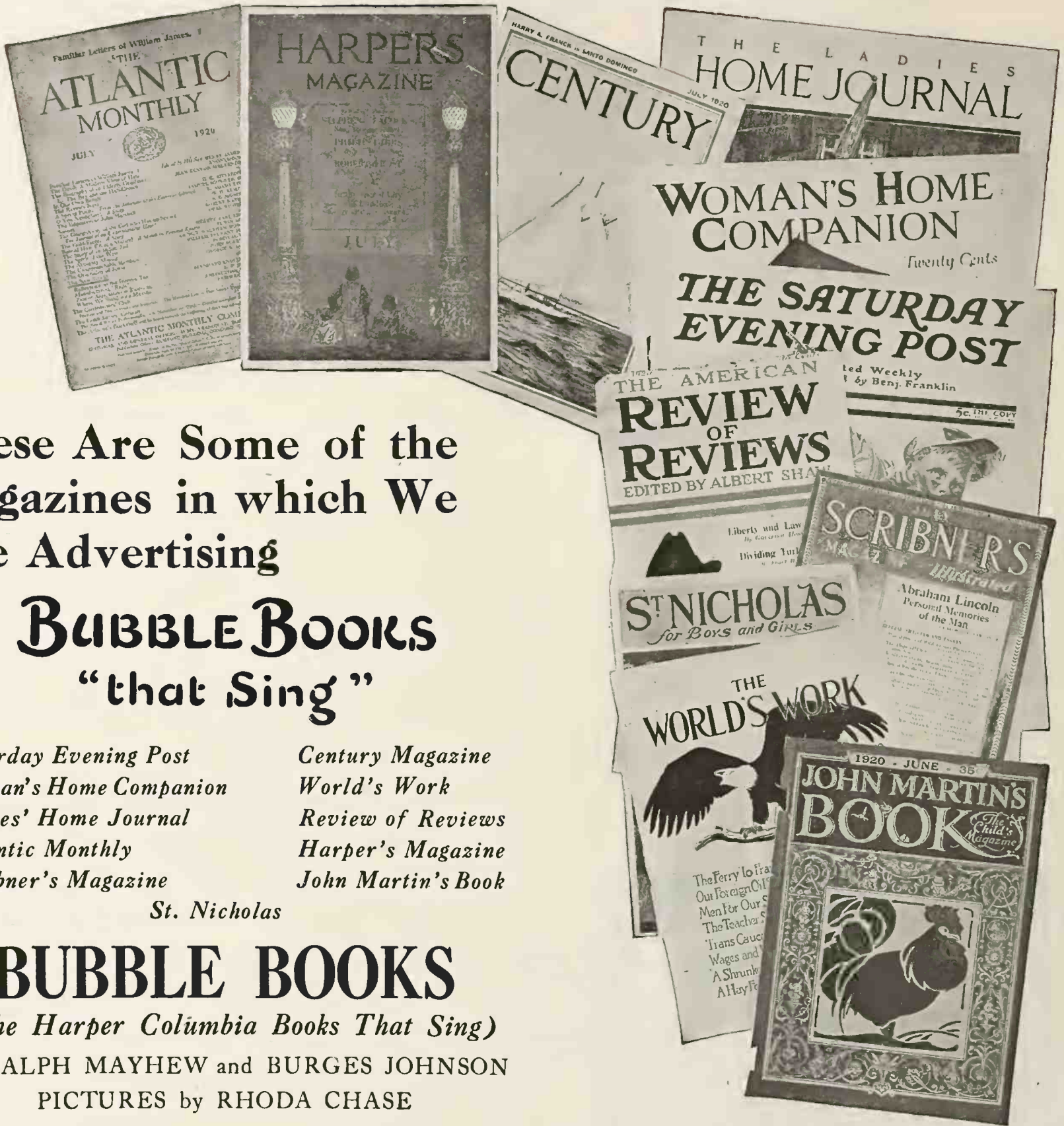
OTHER DISTRIBUTORS

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

SALESMEN

W. O. Harris.
W. J. Kelchum

These Magazines Will Tell



These Are Some of the Magazines in which We Are Advertising

BUBBLE BOOKS "that Sing"

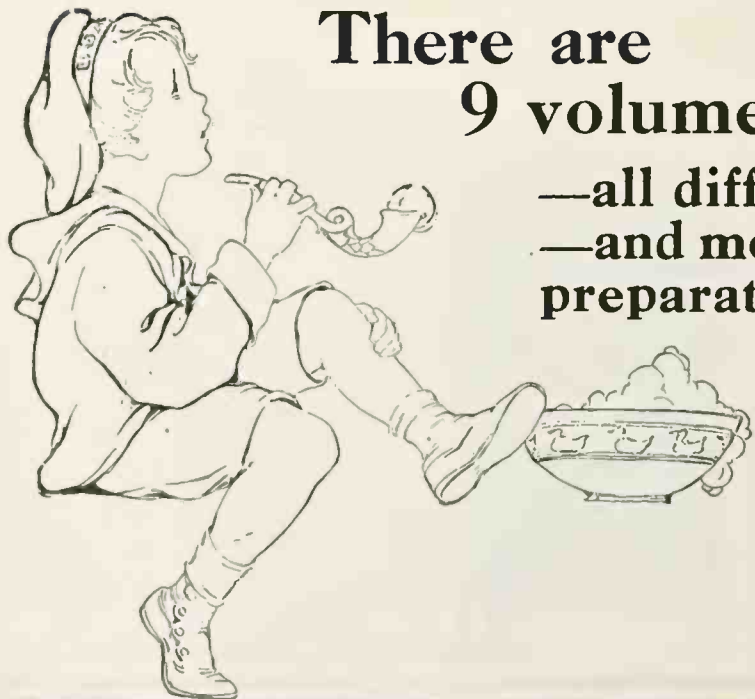
- | | |
|-------------------------------|---------------------------|
| <i>Saturday Evening Post</i> | <i>Century Magazine</i> |
| <i>Woman's Home Companion</i> | <i>World's Work</i> |
| <i>Ladies' Home Journal</i> | <i>Review of Reviews</i> |
| <i>Atlantic Monthly</i> | <i>Harper's Magazine</i> |
| <i>Scribner's Magazine</i> | <i>John Martin's Book</i> |
| <i>St. Nicholas</i> | |

BUBBLE BOOKS

(The Harper Columbia Books That Sing)

By RALPH MAYHEW and BURGES JOHNSON

PICTURES by RHODA CHASE



There are 9 volumes

—all different
—and more in preparation.

Each Contains:

- 1st—A Fairy Story, beautifully told;
- 2nd—Wonderful colored pictures;
- 3rd—Three Phonograph Records Each In Its Own Pocket and Ready to Play On Any Talking Machine. These Records Play the Songs and Stories in the Books.

Your Customers About BUBBLE BOOKS "that Sing"

When You Sell One, You Sell a Habit

Look at the opposite page. That list represents only some of the magazines in which we are advertising the Bubble Books.

Last year, although we did very little advertising, we sold over one million Bubble Books through book, toy, music, and talking machine stores.

In the next five months we are spending \$75,000 in a great national campaign.

We are using the biggest, most influential magazines in the country—children's magazines, mothers' magazines, fathers' magazines and magazines of big general interest.

But even now Bubble Books are the fastest selling merchandise on the American market.

The demand for Bubble Books is going to be more stupendous than ever in the next year. We are supplying the demand as fast as our presses can turn out the books. And remember—they always come back for more. When you sell one, you sell a habit. One gross is just enough for 16 customers—one set of nine Bubble Books to each.

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

A Glimpse of What's in the Bubble Books

No. 1—The Bubble Book

"Tom, Tom, the Piper's Son," accompanied by "mooing" cows and the "crash" of the falling basket of eggs; "Mary's Lamb," sung to the lilting music that's easy to learn, and "Jack and Jill," with sounds of falling (that doesn't hurt a bit), are in this, the first Bubble Book.

No. 2—Second Bubble Book

A real Mother Goose Bubble Book. "Simple Simon," "Little Bo-Peep," and "Old King Cole and His Fiddlers Three"—old favorites that have been delighting children for generations. Old King Cole's Fiddlers "fiddle," his Trumpeters "trump," and his Drummers "drum." Other funny sounds make these well loved songs doubly attractive to children.

No. 3—Singing Games Bubble Book

Directions for playing three games, the verses that go with them, in addition to the story and three phonograph records, make this Bubble Book a great favorite. Children learn to play the games and sing the songs in almost no time. Never before have these games been presented in such an attractive way. The songs are: "Miss Jennia Jones," "The Farmer in the Dell," and "Lazy Mary."

No. 4—The Animal Bubble Book

In this Bubble Book the toy elephant comes to life and blows the Magic Bubbles. Out of the Bubbles come the "Three Little Kittens," "Three Little Piggies," and "Three Blind Mice." The three Mice scare the Elephant, the Piggies get all tangled up with his trunk—but it would spoil the story to tell you now. The Kittens "mew" and the little Pigs squeal and try to grunt.

No. 5—The Pie Party Bubble Book

You remember Little Jack Horner? In this Bubble Book he pulls the plum out of the pie and sings about it and also on the same record sings "A Song of Sixpence." The story of the Pie Party is carried throughout the book, and the other songs are "The Queen of Hearts" and "Good King Arthur." All easy to learn and set to fascinating music.

No. 6—The Pet Bubble Book

Gentleness and kindness to dumb animals are taught all through this Bubble Book. The tunes are so lively and "catchy" that even grown-ups can hardly keep still while they're being played. And the "incidental" sounds that delight children are there in the right proportion. The songs are: "I Love Little Pussy," "I Had a Little Doggie," and "Cock-a-doodle Doo."

No. 7—The Funny Froggy Bubble Book

"A Frog He Would A-Wooing Go," "The Carrion Crow," and "The Frog and the Crow," sung to easily remembered music, make this one of the most popular of the Bubble Book series. The "squawky" croak of the Frog and the loud "caw" of the Crow add realism and make the children dance with joy. The story is novel and wonderfully entertaining.

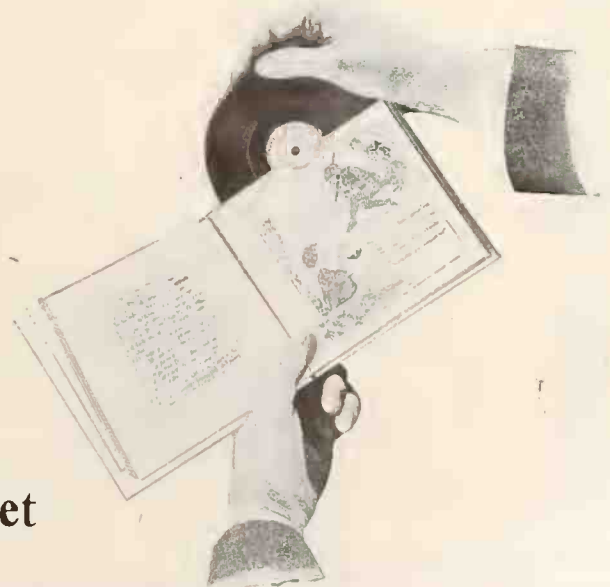
No. 8—Happy-Go-Lucky Bubble Book

This Bubble Book is most appropriately named. "The Jolly Miller," "The Ploughboy in Luck," and "Where Are You Going To, My Pretty Maid?" are all sung to lively "snappy" music that children will listen to over and over again. The "Moo Cow" and whinnying horse help to keep up the children's interest.

No. 9—The Merry Midget Bubble Books

The Little Boy's trip to Insect Land (after the Fairy has made him as small as a fly) is engagingly told and accompanied by the songs the insects sing to him. The children love to hear "Daddy Long Legs" and "Floppy Fly," "The Fly and the Bumble Bee" and the "Spider and the Fly."

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



ARE YOU BIG ENOUGH TO JUDGE

A REAL PHONOGRAPH PROPOSITION of MERIT and PROFIT?



Unless you are fully acquainted with the *Prima Donna* you cannot in the full sense of the word be a "real dealer" and possess that intellectual business foundation known as *common sense*, so essential to a successful business man.

Don't let others do your thinking for you—do it yourself; have the courage of your convictions; get the facts, correctly, quickly, completely by writing to-day for my catalog and propositions on

Prima Donna

"The Instrument Inspired"

HERE ARE THE FACTS—FACTS DO NOT LIE

Prima Donna Excels in Quality, Style and Finish

All that one could ask is exemplified in the *Prima Donna*. Its construction and tone are a delight to the eye and the ear.

Its tone value is increased by our scientifically constructed all wood amplifier.

Prima Donna cabinets set a new standard for beauty, style and durability and stand as a "living" example to the best produced by the cabinet makers' craft.

In tone and craftsmanship it is truly an inspiration realized.

All panels are five-ply and inserted in a continuous frame, either genuine mahogany or quartered oak. The mahogany cabinets are hand-rubbed to a high class piano finish.

The Price Appeals to the Music Lover and Pocket Book

Prima Donna, as compared to present-day standards, is sold at a price that should interest every dealer.

Every *Prima Donna* is unreservedly guaranteed for one year against all imperfections of material and workmanship. Any parts, such as springs, etc., will be replaced free of charge provided they are sent back charges prepaid.

MADE IN SIX MODELS

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

Our Dealer Service is Second to None

We realize that present-day selling methods require close dealer co-operation and all *Prima Donna* dealers will have my personal assistance in increasing sales.

Aside from our beautifully designed catalog and hangers—we have attractive moving picture window slides and specially prepared advertising copy and cuts for all dealers using local newspapers.

For live dealers who want a phonograph built by one organization from lumber to finished product (not an assembled proposition) with both factory and distributor back of them doing all that modern merchandising can do to push and increase sales; to such dealers no second invitation will be required to address me for territory.

ALTSCHUL PAYS THE FREIGHT—IMMEDIATE DELIVERY—ALTSCHUL PAYS THE WAR-TAX

Only Phonograph
Unreservedly Guaranteed
For One Year

Frederick P. Altschul

PRIMA DONNA DISTRIBUTOR
112 WEST 23rd STREET NEW YORK

Send
for Handsome
Catalog

Write for special EXPORT proposition

Art Hickman's Orchestra from the St. Francis Hotel, San Francisco, now playing in New York at both the Ziegfeld Follies and Ziegfeld Frolic, makes records of "The Love Nest," medley fox-trot, and the fox-trot "Song of the Orient." Make your initial order big. A-2955.

**Columbia Graphophone Co.
NEW YORK**



INFLUENCE OF THE TALKING MACHINE "ON THE FARM"

Some Interesting Testimony as to the Educational and Musical Value of the Talking Machine in the Homes of Those Living on Farms Recently Printed in the Prairie Farmer

Some very illuminating testimonials to the value of music in agrarian home life are given by various contributors to the Prairie Farmer. In a recent number of this magazine the subject of the leading article was "Music Makes Home Life Happier," and communications were presented from many subscribers revealing actual ways in which music is playing its part in the daily life on the farm.

One reader declares that music has contributed more to her happy married life on the farm than anything else. Another says she would put a musical instrument into every home in the land. She finds music an effective substitute for medicine and declares that there is no prescription more pleasant to take than music.

In some large farm families every member is a musician, each playing a different instrument. "Music in our house is as essential as are the meals on the table," is the declaration of Mrs. J. H. Hohimer, of Pulaski county, Ind., and Mrs. J. W. H., of Pike county, Ill., says: "I think that where there is a home with neither flowers nor music there is apt to be neither harmony nor love. If I could, I would put a talking machine in every home in the nation. Music is healthful; there is no better cure for bad humors, for old or young, and there is no medicine more pleasant to take."

"It is my experience that music, aside from a good husband and the dear children, has contributed more to the happiness of my married life than anything else," writes Mrs. E. C. Clavins, of Coles county. On the birthday of each member of the Clavins family the other members make it a practice to give him a phonograph record. By this means the record library is frequently replenished.

That music is intensely practical as well as aesthetical in its influence is evident from the

experience of Mrs. Otto Reichard, of Winnebago county, Ill., among others. "Always on a large farm," Mrs. Reichard says, "it has been necessary for us to employ help both for farm and household labors. We have found that music has been one of the chief reasons why the very best of this hired help always remained with us until they were ready to enter a home of their own."

Mrs. Thomas Stewart, of Henderson county, Ill., found that by introducing a talking machine and good records into her home in the country she stopped her sons from frequenting the music halls and movies of a nearby village. No argu-

EXCELLENT BUSINESS REPORTS

Executive of Tri-Sales Co. Finds Trade Conditions Very Satisfactory—Will Shortly Introduce Phonograph Comedies

St. Louis, Mo., August 6.—G. H. Phelps, treasurer and general manager of the Tri-Sales Co. of this city, returned recently from an extensive trip which covered about 8,000 miles through Western Canada, the complete Pacific Coast and the larger cities of the Western States. Mr. Phelps, while on this trip, completed arrangements with many of the leading jobbers in this territory to handle the "Phonograph Comedies" which the company expects to place on the market next month.

Mr. Phelps also reports a splendid Portophone business and added many important accounts to the long list of Portophone representatives. He is very optimistic regarding the outlook for Fall and believes that talking machine dealers handling standard, dependable merchandise will close a satisfactory business this Fall.

M. I. Mayer, president of the Tri-Sales Co., returned recently from a trip through Minnesota,

ment other than the home music itself was necessary to induce the boys to remain at home. After expressing satisfaction with her experiment with music, Mrs. Stewart adds: "Now I am wondering how soon we can install film service in our attic or basement."

"I find," writes Emma Shula, of Will county, Ill., "that it is a great recreation for the hard-working men on threshing days to play a number of high-class songs by John McCormack or some one like that while they are eating their dinner. It helps them to forget the hard work they have accomplished the first half of the day."

On one farm the threshers are entertained during the luncheon hour by strains from a phonograph set up in the shade of a tree on the bank of a brook which runs through the field. And so this pleasing story runs.

Wisconsin, Illinois and Iowa, and reports an active Portophone business with every indication of a healthy trade during the next few months. He states that crops are in exceptional shape in this part of the country and that dealers seem to have passed through the so-called dull period with flying colors.

Mr. Mayer also states that the salesmen of the Tri-Sales Co. who are covering the cities in the Central West as far as Michigan are sending in orders which reflect their optimism.

PREPARE FOR SELLING CAMPAIGNS

The Standard Talking Machine Co., Pittsburgh, Pa., is bringing the Victor salesmanship course to the attention of its large clientele of dealers and salesmen, and points out that Edwin A. Ferguson and C. E. Willis of the sales force and Miss Minnie I. Watson, of the record department, have just returned from courses in salesmanship at the Victor factory in Camden, N. J. It also indicates that "Standard" is making every effort to prepare its organization to be of the very greatest usefulness to "Standard" dealers in their selling campaigns.

VITANOLA DISTRIBUTING AGENCY OF TEXAS

THE TEXAS DISTRIBUTORS OF

THE VITANOLA

"The Phonograph of Marvelous Tone"

If you are in Texas territory, write for information regarding an agency for this progressive line.

1011 ELM ST.

'Phone X-5511

DALLAS, TEXAS

GRANBY PHONOGRAPH CORP. NOW MAKING DELIVERIES

This Institution, With Headquarters in Norfolk and Manufacturing Plant in Newport News, is Sending Out Eight Attractive Models of Phonographs, a Number of Which Are Period Styles

NORFOLK, VA., August 5.—The Granby Phonograph Corp., of this city, is now making the initial deliveries of the new Granby phonograph which it manufactures. While the executive and business offices of this company are centrally located in this city, the large plant devoted exclusively to the manufacture of Granby phonographs is situated in Newport News, Va. The situation of this plant offers unexcelled facilities for the distribution of Granby phonographs to all points of the country. A private freight siding has been made at the rear of the factory and facilities for shipping by boat to every port on both the Atlantic and Pacific Coast are also available.

The manufacturing plant comprises a group of buildings of the most approved fireproof construction. Although the buildings are large and provide facilities for a production of 225 Granby talking machines per day, the foundations are so built that it will be possible to add two or three extra stories to the present building as desired. In addition to the possibility for upward growth, the company also owns considerable adjoining land where outward growth will also be possible. In both the arrangement of the buildings and their interiors, efficiency is predominant. A private track with cars has been constructed to carry the lumber from the arriving freight cars to the new \$40,000 installation of Sturtevant high humidity dry kilns close by. From these kilns straight through to the other end of the factory where the boxed product is shipped, each process of manufacturing is performed in the most modern manner and with the least amount of lost motion. The wood-work-

ing equipment installed is the most modern known in the trade and no expense has been spared in securing the proper machine for the proper purpose. Electricity is the operating force and each machine is equipped with its individual motor. Quality is kept uppermost in mind throughout the entire process. Seventh and eighth five-ply veneer panels are used and four coats of varnish are given to each cabinet. The present factory represents an investment of \$350,000 in the building and machinery and its present-day value, including the lumber, finished stock and hardware equipment on hand, is said to be three-quarters of a million dollars. The active management of this plant is under the direction of C. Coplan.

The growth of this plant has been remarkable. It had its beginning in a small building on the present site, where talking machines were manufactured by the American Home Furnishers Corp. for sale in its many warerooms in Norfolk and vicinity. The talking machine grew rapidly in popularity and the heavy demand for it led to the formation of the Granby Phonograph Corp. and the sale of the Granby phonograph throughout the entire country.

The production of the eight new models of Granby phonographs, which comprise the line, is proceeding at a rapid pace. The new models consist of four of the upright type and three of the console type, with a range in price of from \$140 to \$325. These new models have been designed by one of Grand Rapids' foremost designers and faithfully represent their particular period. The upright models are in the Sheraton, Adam, Queen Anne and Louis XVI periods. A

distinguishing feature of the upright cabinets is the curved top of the lid. The console models are produced in the Adam, Queen Anne and Louis XVI periods.

The entire stock of the Granby Phonograph Corp. is owned by the American Home Furnishers Corp. of Norfolk, Va. It is planned to market the Granby phonograph through distributors situated in various central locations about the country, arrangements for which are proceeding rapidly.

INTERCHANGE OF IDEAS HELPS

Samuel Wein, chemist and who has long been identified with the inventive and production end of the talking machine industry, in a recent letter to the Editor of The World expresses himself as greatly pleased to find that an organization has been considered among the recording experts and adds: "The fact that there is need of an organization among 'recorders' is obvious to all. In fact every phase of technical engineering to-day is organized in some body through which means and methods are devised whereby standards and ethics of the profession are discussed to the advantage of all concerned. It is in this way that the manufacturer and public benefit."

FALLS DEAD MAKING RECORD.

While singing for a record to be reproduced by the Victor Talking Machine Co. in the Victor laboratories, 42 West Thirty-eighth street, New York, George R. Nahadleus, a Hawaiian bass singer, fell dead. Nahadleus, who was forty-five years old, was a member of the Hawaiian Trio that appeared in many Broadway productions and was well known in the theatrical world.

"You tell 'em~
Motrola,
you're no
crank!"

How Three Live Dealers Are Promoting Their MOTROLA Sales

Landay, of New York; Ansell, Bishop & Turner, of Washington, and Sheppard, of Atlanta, have the right idea—they are cashing in on our National Advertising Campaign by tying up their window displays with MOTROLA publicity.

Show your customers this Electric, Self-winding Device—which can be instantly attached to any

make of phonograph—and they will forever discard the old crank and become "MOTROLA-WISE."

MOTROLA sales will stimulate interest in the purchase of new phonographs and records because the MOTROLA eliminates all effort and annoyance in the operation of mechanical music.

JONES-MOTROLA, Inc.

29 W. 35th Street, New York

57 E. Jackson Blvd., Chicago

515 S. Broadway, Los Angeles

This Is Plain Talk—**BUT**—It Needs to Be Said
And This Is a Good Time To Say It

To Begin with: "THE BETTER THE NEEDLE THE
BETTER THE PHONOGRAPH"—No One Will Deny This

SPEAKING OF WHAT A
NEEDLE SHOULD
NOT BE



If a needle point is *tapered* and *so sharp* that it cannot be used more than once *without injuring the record*, does it not stand to reason that, for the same reason, *it should not be used at all?*

Again, if a needle point is *so hard* and *so stiff* that it might be used a great many times, or indefinitely, is it not plain that it must (as the record whirls around) *give rigid resistance to and batter down the sound reproducing waves in the groove?*

NOW, THEN, THE "RIGHT" NEEDLE must not be tapered and must be *just stiff enough* to "stand up" under the weight of the reproducer—*yet so soft* that it will *shape itself to the groove* and not cut and bruise the sound waves—and it must be *elastic and resilient* so as to follow the undulations and pick out and transmit *every tone, pure and true.*

AND SUCH A NEEDLE IS

Tonofone

"THE NEEDLE WITH A FLEXIBLE POINT"

AND
THIS
NAME

Tonofone

STANDS FOR ALL
THAT IS BEST IN
PHONOGRAPHY

PLAYS
EVERY PHONOGRAPH
VASTLY BETTER



Every dealer in the world can get and should sell this needle—the needle that is "right." In fact, we insist that the dealer who does not sell *Tonofone* thereby denies to his customers their undeniable right to the best and fullest enjoyment of their phonographs



Our Wholesale Distributors Cover the Earth
They Reach Every City, Town and Hamlet All Over the World

If you are not already using and selling this needle that everybody's talking about, it is high time that you ask us for full particulars and the address of our nearest distributor.

INVENTORS AND SOLE MANUFACTURERS

R. C. WADE CO.

110 SOUTH WABASH AVENUE

CHICAGO

PHONE RANDOLPH 2045

PAYS TRIBUTE TO ADVERTISING

Beverly Times Cites Talking Machine Industry as One That Has Profited by Publicity

A tribute to the power of advertising, especially in the talking machine line, is paid by the Beverly, Mass., Times in the following editorial: "Since the close of the war there has been a great increase in newspaper advertising. This costly publicity must have rendered a service which any ambitious person can use to develop his business.

"The first service which newspaper publicity renders comes through the power of suggestion. If you suggest to people the advantages of doing some desirable thing, they are more likely to do it than if you do not mention it.

"Take the case of talking machines. The people are constantly being reminded in newspapers and magazines of the advantages of talking machines. They are shown pictures of dances and home circles and social gatherings where talking machines bring happiness and merriment. You see pictures of singers whose work is reproduced by talking machines, and all that. It makes people want talking machines. Probably ten times as many talking machines have been sold as would be were they never advertised.

"People read in their newspapers about bargains in shoes. That makes them reflect that their shoes are getting worn and they need

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

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

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

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

new ones. They therefore buy shoes instead of something else that was not suggested. So it goes in every line.

"It may be objected that this power of suggestion is too strong for the good of the community, that through it people are led to buy stuff that they don't need and ought not to have. But even if so, no business man can afford to neglect this basic fact of human nature. Unless he uses this power of suggestion to promote the sale of his useful articles, a great deal of the people's money is likely to be drawn off into other directions where it will render less service."

And there are still some writers who insist that the music of the talking machine is "canned music." Will they never learn?

MOVE INTO NEW FACTORY

Portable Phonograph Co. Now Established in New Home—Machine Meets With Success

KANSAS CITY, Mo., August 7.—The Portable Phonograph Co. of this city, manufacturers of the Portrola portable phonograph, have just moved into their new plant and are now preparing for greatly increased production for the balance of this year and during 1921. The company has been somewhat handicapped by lack of manufacturing facilities, but in its new home there will be ample opportunity to handle the requirements of the trade.

Within the past few months the executives of the company have paid particular attention to the improvement of the tone quality of the Portrola and their results have met with considerable success. Dealers from various parts of the country have visited the company's offices and factory and have expressed keen enthusiasm regarding the tone quality of the Portrola and its tonal volume. The company is leaving nothing undone to co-operate with its dealers in developing the demand for the Portrola and important plans relative to publicity and merchandising will be announced in the near future.

NEEDLE OF VITRIFIED RED SHALE

ADEL, IA., Aug. 1.—The Adel Clay Products Co., of this city, who are very large manufacturers of hollow building tile, expect soon to be ready for the market with a semi-permanent talking machine needle, made of the peculiar red shale which it is claimed is found only at this point. In vitrified form this substance is claimed to be harder than granite and almost as hard as sapphire.

Merton T. Straight, president of the company, got the idea by accident. One day while he was playing his talking machine at home he happened to put his hand in his pocket and found a particle of the vitrified shale, which he shaped and used on the machine, with rather surprising results.

His brother, H. R. Straight, secretary and general manager of the company, went into a course of experimentation and they have now practically developed an automatic machine which will shape and point the needles. Long and thorough tests, the brothers say, demonstrated the perfect adaptability of the material for talking machine needle use.

ROTTEN STONE

We are the only miners and manufacturers in this country of Rotten Stone for use in Phonograph Record making. Our product is now in use by practically every record manufacturer in this country. We are also headquarters for all other minerals for record making and everything we handle is made especially for this purpose and absolutely guaranteed. Expert advice given upon any formula.

KEYSTONE MINERALS CO.
41 Union Square, New York City



No. 10
FOR VICTOR
PRICE 35c

NEEDED

ON EVERY

Victrola and Grafonola



No. 20
FOR COLUMBIA
PRICE 25c

The *Cleanrite* RECORD BRUSH

MOST EFFECTIVE RECORD CLEANER ON THE MARKET



BRUSH IN OPERATION

Saves Records and Labor of Cleaning

It does the work automatically and once attached requires no further attention

Every Dealer Should Carry Them
Circular and Price List Mailed on Request

Manufactured by

Blackman
TALKING MACHINE CO.

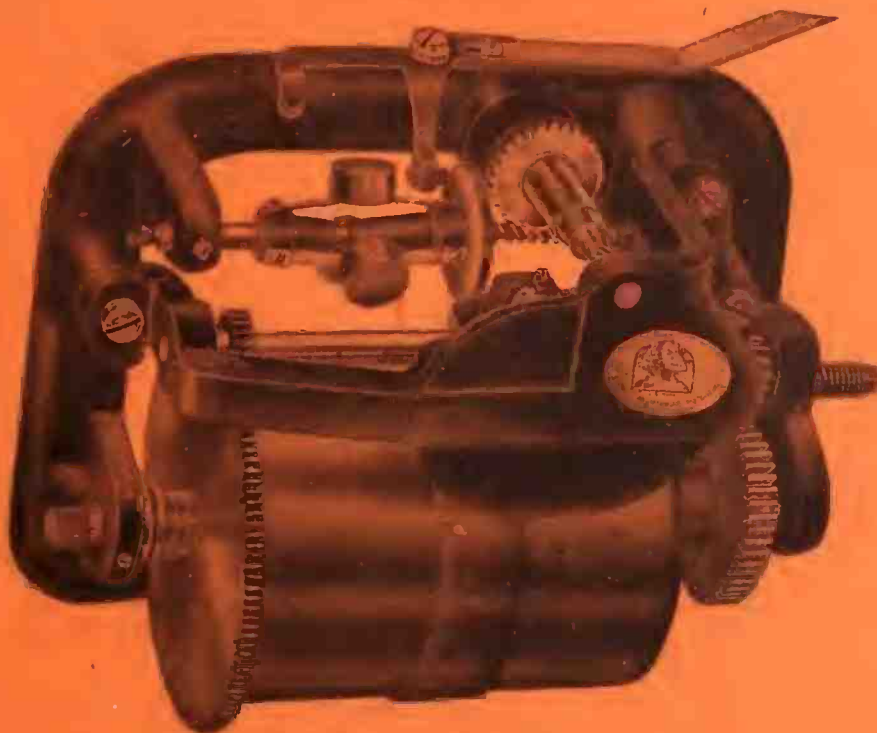
81 Reade Street Near Church St. New York

Victor Distributors



REG. U. S. PAT. OFF.

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



Include the Sphinx in Your Plans for the Future

The prospective purchaser of a motor car has learned by costly experience to lift up the hood and examine the motor carefully. By reason of similar unpleasant experiences the purchaser of a phonograph is beginning to lift up the motor-board and likewise examine the motor of that instrument with equal care—and decide his purchase by what he finds there.

The layman needs no special knowledge of mechanics or engineering to understand that the Sphinx alone absolutely eliminates the errors of design and construction responsible for faulty motor service. The phonograph manufacturer who looks into the future and desires to plan for the maximum output with the minimum selling effort will consult his own interests by investigating the Sphinx *now*. Send for catalog.

SPHINX GRAMOPHONE MOTORS, Inc.

512 Fifth Avenue

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New York

SLOW PAYMENTS AND SLOW STOCK

Dealer's Dollars Should Be Working All the Time, Says Packard Bulletin—Too Much Credit Is as Bad as Too Much Dead Stock

There isn't much difference between slow-paying customers and slow-moving stock, when the question of increased profits is concerned, says the Packard Bulletin. Money absorbed in a great number of charge accounts that come in slowly, or not at all, increases a dealer's income no more than money tied up in slow-moving stock or stock that does not move at all. In both instances the dealer's dollars that should be working all the time are relieved of their full profit-earning power. That, of course, means loss the full length of time the money is kept from the duties intended for it—that of making more money.

It is possible then for \$100 in ready cash to make three or four \$10 profits in a given period while another \$100 tied up in credit may make only one, none at all, or become a total loss. It works out just the same when merchandise is considered. One hundred dollars invested in stock that sells rapidly makes new profits at frequent intervals, while the same amount invested in something that few, if any, persons want may make only one profit, none at all or become a total loss.

One thing is quite certain then, a dealer can't grant credit, buy stock or do anything else that concerns his business on a hit-or-miss plan, or a plan that is obscure and incomplete. Thousands have tried it and other thousands still are trying it, but it never yet has worked.

It certainly is to a dealer's advantage then to see that he does not cut the earning power of his cash by too much credit or investing in stock that does not move. In order to do this successfully he must know constantly just what he is doing. The most successful ones we know insist on accurate figure records that tell them from day to day how much they have outstanding, the amount paid, and much other information all arranged in such a way that they can tell when it is advisable to curtail credit and when to push collections. They don't have to wait until the situation gets away from them.

Then again it is about the same when it comes to buying merchandise. The successful dealer knows the lines that are selling the best and those that are not. His figures point out everything to him. With such information always at hand, he can regulate his buying in such a way as to avoid the merchandise that does not sell. Thus he increases his turnover multifold, which, of course, means new profits and a constantly increasing bank account.

And that is what everyone is striving for in these days of ever-increasing costs.

GOLDEN TO GO TO MINNEAPOLIS

After Leaving Loveman, Joseph & Loeb Former Buyer Will Join Laurence H. Lucker

BIRMINGHAM, ALA., August 6.—M. J. Golden announces his resignation as manager and buyer of Loveman, Joseph & Loeb phonograph department, effective August 27, to accept position with Laurence H. Lucker, Minneapolis, Minn., jobber and general distributor of the New Edison in the Northwest. Mr. Golden is a valuable acquisition to the Lucker forces.

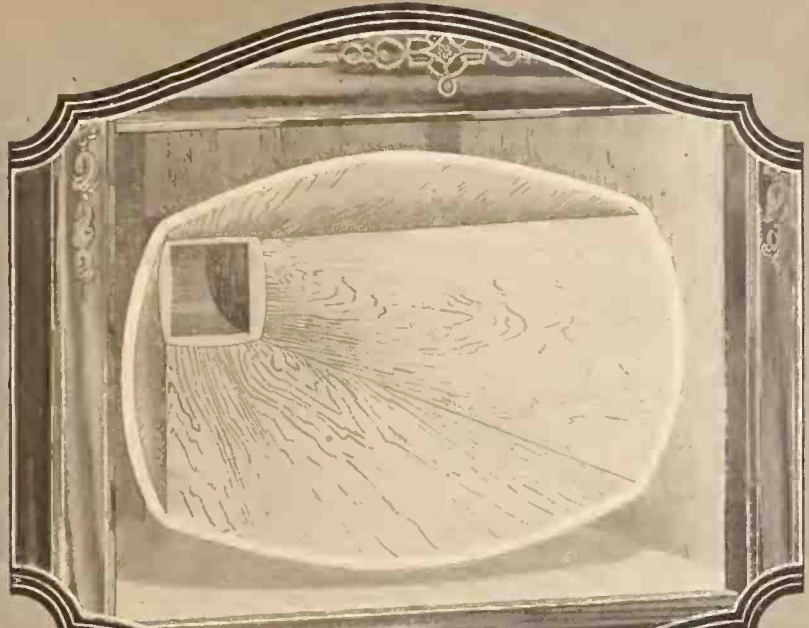
NEEDLES

WE MANUFACTURE

Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe

in stock ready for delivery

MERMOD & CO., 874 Broadway, N. Y.



HARPONOLA

One Way to Build Sales with HARPONOLA

It is easy to convince a customer that HARPONOLA is superior to other phonographs.

For instance, just remove the grille and reveal to the gaze HARPONOLA'S beautiful golden throat,

—so rich in finish, so pleasing to the eye.

Your patrons will readily realize that a machine which is so carefully perfected and so richly beautiful in a part that is so seldom seen MUST be equally superior throughout.

And the rich, vibrant, full-toned music that emanates from this horn of golden spruce will easily persuade the most skeptical that all your claims are true.

Write for our sales-building proposition on HARPONOLAS and Okeh Records.

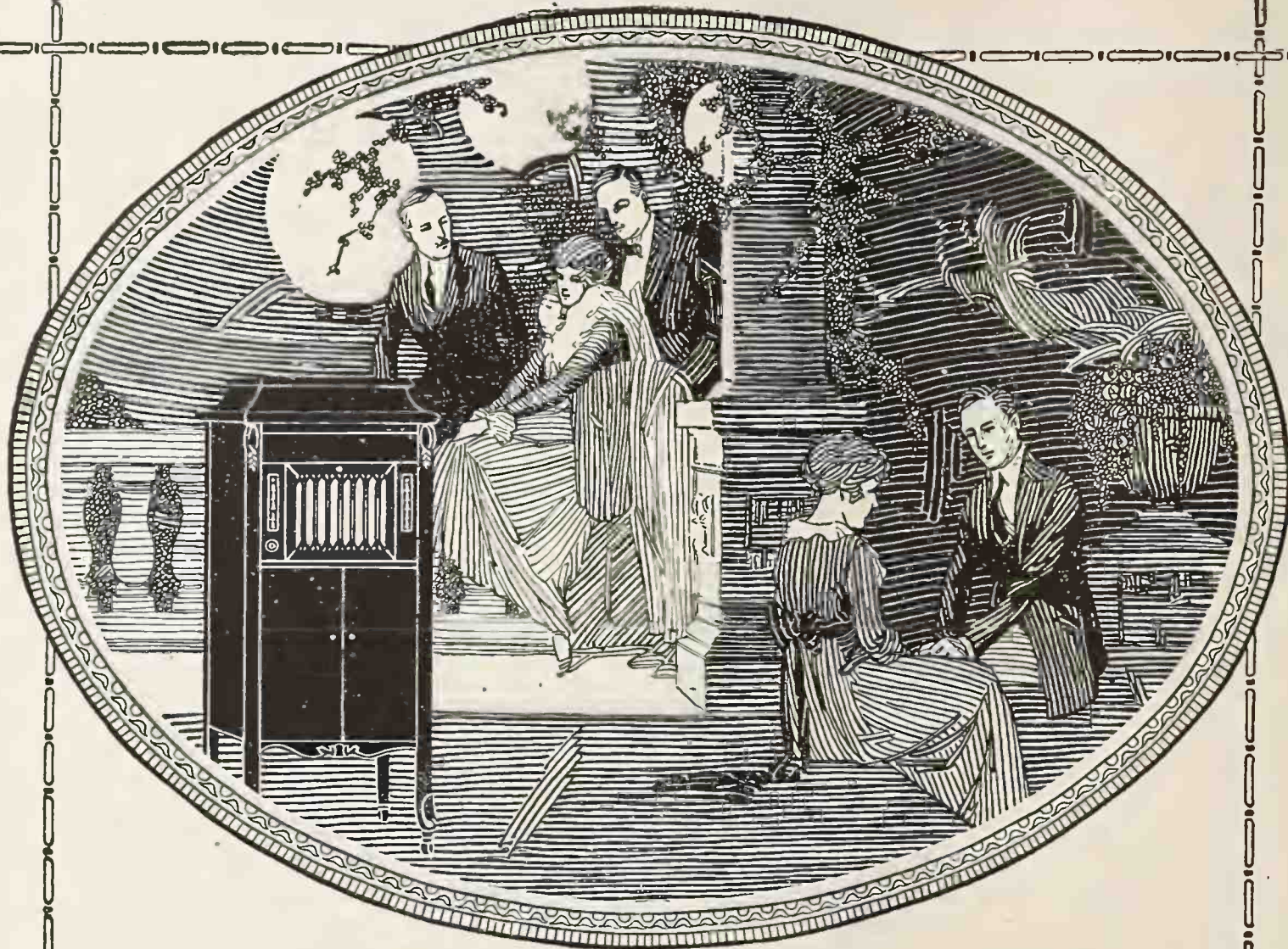
THE HARPONOLA CO.

101 MERCELINA PARK
CELINA, OHIO

EDMUND BRANDTS, President

The PHONOGRAPH with the **GOLDEN VOICE**





THE AEOLIAN-VOCALION

THE PHONOGRAPH which is a real musical instrument not merely a talking machine. MADE BY THE FOREMOST MANUFACTURERS OF MUSICAL INSTRUMENTS IN THE WORLD.

VOCALION REPRESENTATION A VALUABLE ASSET TO ANY DEALER

PROGRESSIVE DEALERS everywhere are adding the AEOLIAN-VOCALION to their lines. They thereby reap the benefit from a product that is profitable to handle and adds measurably to the prestige of their establishment.

VOCALION RECORDS

VOCALION RECORDS (Lateral cut) are the finest achievement of the art of recording. Their supreme quality is apparent on any standard phonograph.

SPECIAL NOTICE

Recent additions to our already large warehouse facilities enable us to handle Vocalion and Vocalion Record orders promptly and accurately.

O. J. DEMOLL

O. J. DEMOLL & Co.
WASHINGTON, D. C.

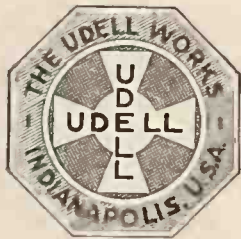
EMMONS S. SMITH

AEOLIAN-VOCALIONS and RECORDS — DISTRIBUTORS FOR — MELODEE MUSIC ROLLS
VIRGINIA : EASTERN MARYLAND : GEORGIA : NORTH and SOUTH CAROLINA

A UDELL CABINET

is a legitimate part of every sale of a table machine—it doubles the value to the customer and the profit to the dealer—

And the
UDELL



TRADE-MARK

Guarantees
Satisfaction



No. 1415
[Horizontal Shelves]
For Victrola IX-A

Height, 31 in. Width, 19 in. Depth, 22 in. Mahogany. Quartered Oak. Holds 5 Victor albums. Average weight, crated, 60 pounds.

[If vertical interior is desired, order No. 415.]

[When felt interior is wanted, order No. 415F.]

The Udell Works
1205 W. Twenty-eighth St.
Indianapolis :: :: Ind.

FINDS JOBBERS ENTHUSIASTIC

J. I. Carroll Visits Emerson Jobbers in East and Receives Pleased Reports—Jobbers Interested in "Music Master" Horn

In a recent chat with The World, J. I. Carroll, manager of sales of the Emerson Phonograph Co., commented as follows upon the results of his recent visits to Emerson jobbers in the East:

"Every Emerson jobber who has received a sample of the new Emerson phonograph has been enthusiastic regarding the tone quality of the instrument and the handsome cabinet. We had expected that our jobbers would receive these machines favorably but we were hardly prepared for the remarkable reception accorded the new phonograph.

"Our announcement to the trade through a special letter accompanied by an illustrated folder has been instrumental in developing a stream of inquiries from dealers all over the United States. The success of our new phonograph is extremely flattering and goes far beyond what we had expected, even taking into consideration the excellence of our product.

"In almost every instance we have been congratulated by our trade upon the tone quality and the marked superiority of the 'Music Master' horn which is featured in the Emerson phonograph."

STODART OFFICES MOVED

Larger Quarters Now Occupied by Stodart Phonograph Co. in Bush Terminal Sales Building, New York—Big Call for Stodart Line

The headquarters of the Stodart Phonograph Co. were moved on August 1 from 118 West Forty-second street to the Bush Terminal Sales Building, 130-32 West Forty-second street, New York. The new offices will afford a better opportunity for the display of Stodart phonographs, which have had a splendid call since their inception, according to George H. Beverly, general manager of the company.

"The increasing demand for Stodart machines," he said this week to a representative of The World, "has been most gratifying. Practically all those dealers who tried them out when they were first put on the market are constantly placing re-orders. The machines are also becoming popular in foreign countries and our export business is growing, too. Fortunately, we have splendid facilities at our command for producing the machines and an organization which understands the co-operation necessary to keep our dealers well supplied. Our new offices will give us a greater opportunity to display our line to better advantage and, centrally located, will be handy for visiting dealers."

A VISITOR FROM CHICAGO

F. W. Clement, general manager of the Chicago branch of the Emerson Phonograph Co., was a recent visitor to New York, making his headquarters at the general offices of the company, 206 Fifth avenue. While here Mr. Clement discussed plans for the development of Emerson phonograph trade in the Western territory and during the course of his conference with the executives stated emphatically that this new instrument is creating a most favorable impression throughout his section of the country.

He informed J. I. Carroll, manager of sales, that every Emerson dealer is so enthusiastic regarding the new phonograph that there will be great difficulty in supplying the demand for the line. In fact, Mr. Clement has already disposed of his original allotment of machines and one of his most important missions while in New York was the consummation of arrangements whereby he will secure additional stock.

Strange nobody thought of putting a talking machine aboard the Shamrock. Were some of our super-enthusiasts overlooking a bet?

Here is the attractive PLAYERPHONE ad that ran in the SATURDAY EVENING POST, JUNE 19th. It will make over 10,000,000 readers good prospects for YOU.



Model "G"
**The Day The
Playerphone**
ONE QUALITY TALKING MACHINE

*Enters Your Home
A New Era of Happiness Starts*

¶ The charm of this beautiful instrument is felt by all. As pleasing to look at as it is delightful to hear, the PLAYERPHONE makes your home a more cherished, attractive spot.

¶ And with the PLAYERPHONE your choice of musical selections is unlimited—it plays every make of disc record without change of equipment, giving the fullest tone value to each record. This is possible because of the distinctive features of our own tone arm, reproducer and weight adjuster, exclusive to the PLAYERPHONE, which makes the operation so simple and accounts for the unusual sweetness of its rich tone.

¶ The beautiful PLAYERPHONE is our very own product, from the delicate tracery of the fine hand carving of the beautiful cabinets to the accurately constructed reproducer, done in our own great factory by master artisans of long experience.

¶ Before buying, see and hear the PLAYERPHONE—the talking machine with the human tone. Nine styles and sizes, ranging from \$110 to \$500. Each PLAYERPHONE is guaranteed to give entire satisfaction.

¶ RETAILERS—NOTE THIS: Write or wire for terms today to the nearest one of these well known jobbers. They carry our full line and back the PLAYERPHONE with their own name.

- Van Vleet, Mansfield Drug Co., Memphis, Tenn.
- Hanson Drug Co., Houston, Texas.
- Chapman Drug Company, Knoxville, Tenn.
- Clawson & Wilson, Buffalo, N. Y.
- The Day Drug Co., Akron, Ohio.
- The Des Moines Drug Company, Des Moines, Ia.
- L. S. DuBois Son & Company, Paducah, Ky.
- W. J. Gilmore Drug Company, Pittsburg, Pa.
- Healy Brothers, 13th & Hoyt Sts., Portland, Ore.
- Hornick, More & Porterfield, Sioux City, Iowa.
- Kauffman-Lattimer Co., Columbus, Ohio.
- Reid-Lawson, Inc., Birmingham, Ala.
- Chas. Leich & Co., Evansville, Ind.
- The Murray Drug Company, Columbia, S. C.
- Oklahoma Book Company, Oklahoma City, Okla.
- Orchard & Wilhelm Company, Omaha, Neb.
- Twin City Talking Machine Co., Urichville, O.
- F. M. Vinphred & Son, Oakland, California.
- Western Jobbing & Trading Co., 724 S. Broadway, Los Angeles, Calif.
- H. W. Williams & Co., Fort Worth, Texas.
- Don's Music Store, Hastings, New Zealand.
- Ogden Wholesale Drug Co., Ogden, Utah.

¶ A few splendid jobbing territories still open. Add your name to this list in next month's advertisement. Write today to

**PLAYERPHONE TALKING
MACHINE COMPANY**
4223-41 W. Lake St., Chicago
D. W. MCKENZIE, W. D. CALDWELL,
President Treasurer



First Annual Convention of Sonora Distributors Scores a Big Success

Association Formed of Which F. M. Steers Is Elected President—Addresses on Production Problems by Prominent Men—Great Program Carried Out

The first annual convention of Sonora distributors was opened on Monday morning, July 12, at the Waldorf-Astoria Hotel, New York, by George E. Brightson, president of the Sonora Phonograph Co., Inc., who welcomed the distributors to New York.

In his introductory remarks Mr. Brightson stated that as Sonora's factory facilities are being rapidly improved Sonora will be able to give better satisfaction in deliveries this Fall than ever before. Mr. Brightson also expressed his pleasure at having the privilege of meeting at one time the jobbers who are so capably advancing Sonora's interests and who are selling Sonora's output before it can be manufactured.

There were present: Sewall D. Andrews, Minneapolis Drug Co.; Graham French, Smith, Kline & French Co.; Frank M. Steers, The Magnavox Co.; Walter B. Glynn, W. B. Glynn Distributing Co.; E. N. Upshaw, Southern Sonora Co.; W. J. Hamlin, C. J. Van Houten & Zoon; G. B. Moxley, Kiefer-Stewart Co.; Fred E. Yahr, Yahr & Lange Drug Co.; I. Montagnes, I. Montagnes & Co.; A. Lee Robinson, Robinson Pettet Co., Inc.; W. C. Buschardt, Southern Drug Co.; C. L. Marshall, C. L. Marshall Co., Inc.; J. T. Mayer, J. & C. Fischer Co.; Chas. T. Malcomb, Gibson-Snow Co.; J. O. Morris, M., S. & E.; E. D. Behrends, Sonora Distributing Co. of Texas; H. A. Fox, Southwestern Drug Co.; W. W. Drummy, Lee-Coit-Andresen Hardware Co.; Chas. Vastine, C. D. Smith Drug Co.; T. M. Griffith, Griffith Piano Co.; Jos. H. Burke, M., S. & E.; E. G. Walker, Strevell-Paterson Hardware Co.; J. C. Brown, Hessig-Ellis Drug Co.; J. T. Crayton, American Hardware & Equipment Co.; M. B. Hagerdorn, Southern Sonora Co.; B. M. Walthall, Robinson Pettet Co., Inc.; W. R. Davis, The Magnavox Co.; A. H. Trotter, Gibson-Snow Co.; L. Golder, C. J. Van Houten & Zoon; Thos. E. Burke, M., S. & E.; E. H. Caperton, Kiefer-Stewart Co.; Paul Glynn, W. B. Glynn Distributing Co. From the Sonora New York offices there were present J. Wolff, F. J. Coupe, E. H. Jennings, J. T. Pringle, L. C. Lincoln, J. W. Desbecker, F. V. Goodman and D. E. Scott. There were also present John L. Jackson of Saginaw, Mich.; Wm. H. Lincoln of Columbus, Ind., and John Herzog, Sr., and John L. Herzog, Jr., of Saginaw, Mich.

Some Talks on Manufacturing Conditions

Mr. Brightson introduced John L. Jackson, president of the Herzog Art Furniture Co., one of the most prominent men of Saginaw and northern Michigan. Mr. Jackson gave an interesting talk on manufacturing conditions, outlining the difficulties which have been met at Saginaw and showing how problems have been successfully solved. Mr. Jackson's clear review of what the Saginaw plant has done and can do was encouraging to the distributors who have been looking to this plant to relieve the great shortage of Sonoras.

John Herzog, vice-president of the Sonora Phonograph Co., Inc., in direct charge of manufacturing operations at Saginaw, told of the necessity of finishing buildings which are now under construction and stated that with the labor and building situations improving he believed that the Saginaw factory would be doing all that is expected of it and would care for the jobbers' requirements admirably within the next three months. Mr. Brightson mentioned that it is Sonora's policy to insist on having every instrument absolutely right in construction, packing, etc., and Sonora's strict adherence to a quality standard will be maintained. Mr. Herzog requested the co-operation of the distributors, assuring them that the entire Michigan plant would soon have a much larger output than it has had in the past. The Sonora distributors were requested by Mr. Herzog to inform him of any

ideas or suggestions which they thought would be useful. He mentioned that when war broke out the Government made a survey of the Saginaw plant and two of the reports placed Saginaw at the head of the list as having the best organization of its type.

Frank M. Steers Is Chairman

Frank M. Steers was elected chairman of the convention and took his place at the head of the table. Under his guidance one matter after another was discussed at length and definite action was taken on all points in which there was a difference of opinion. Although three days of the hardest kind of work were put in by those attending the convention, the time was none too long to cover the many subjects which came up. There were discussed manufacturing problems, relative popularity of various styles and finishes, the proposed line for 1921, sales methods, advertising in magazines, newspapers and billboards, dealers' helps of all kinds, the Sonora bell, co-operation between manufacturer, distributor and dealer, etc.

Geo. E. Brightson on Company's History

Giving a bit of the company's history, Mr. Brightson mentioned that Sonora began business in 1913, doing about \$50,000 worth in the first year. This amount hardly covers a day's work now. "Sonora," said Mr. Brightson, "could, as a matter of fact, sell all its products in New York City alone, but Sonora is looking toward the future and wishes to have the right kind of dealers to build a firm foundation for a national business. The phonograph business," he explained, "is not like dry goods. Distributors must buy in the slack season and hold goods for the busy season. It isn't possible to make all deliveries at one time of the year and sales must be continued throughout the twelve months. This policy of taking instruments during the slack season should be explained to dealers by jobbers so as to keep the output of the company moving at all times."

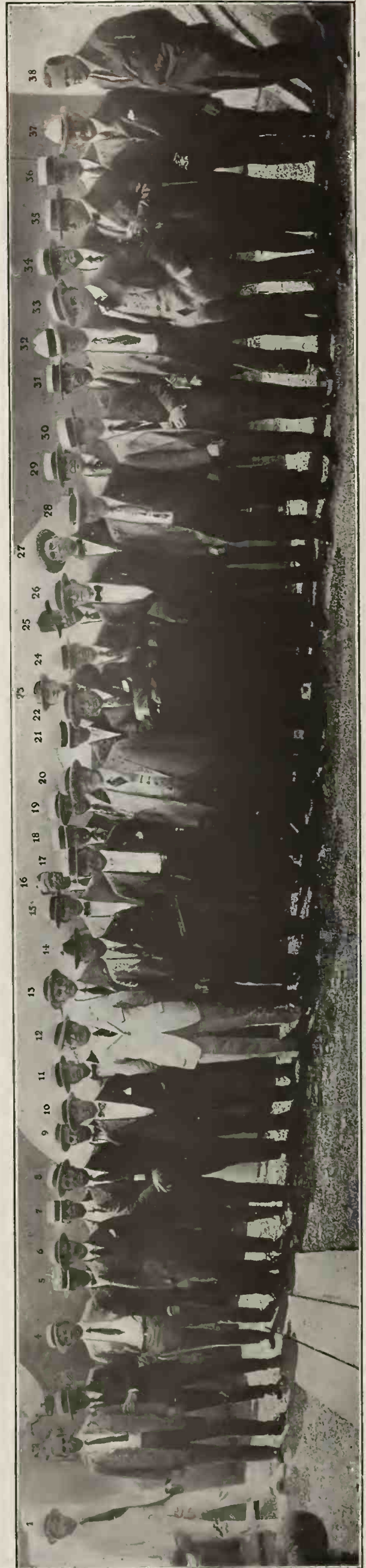
Wm. H. Lincoln's Remarks

When Wm. H. Lincoln, of Columbus, Ind., began his remarks, the visiting distributors had an opportunity to see the work of the Orinoco Furniture Co. and the Lincoln Chair Co., of which Mr. Lincoln is the head. Around the room were ranged the new Sonora period models comprising Louis XV, Italian Renaissance, Jacobean Jr., Hepplewhite Jr., Gothic Jr., English Renaissance, Adam, Jacobean, Gothic, Hepplewhite and Sheraton.

Mr. Lincoln explained that people who buy fine furniture know what's what. They are very critical. He spoke of the good work which is being done by such magazines as Good Furniture, Country Life, etc., and said that it was no uncommon thing for customers to come into a store with pages torn from these magazines in their hands, trying to find furniture that is in harmony with the furnishings of their homes. The phonograph selected must be right in color and finish and absolutely correct in period.

"There is a wonderful field for fine products in the talking machine line. Sonora," said Mr. Lincoln, "must live up to its name and not only must the phonographic part be right, but the clothing—that is, the cabinet—must be correct. The products of the Orinoco-Lincoln companies are made by men who love their work. Many of them have been with the Lincoln organization from fifteen to thirty years." Nothing is ever allowed to go out of the factory unless it is acceptable to Mr. Lincoln himself and he is more critical than any dealer or customer will ever be.

Mr. Hamlin remarked that he had heard that Mr. Lincoln makes the finest furniture in America. Mr. Hamlin made a plea for standardization of models so that it would not be necessary



Distributors Present at Recent Convention of the Sonora Phonograph Co., Inc.

1, W. R. Davis; 2, J. T. Mayer; 3, L. Golder; 4, W. J. Hamlin; 5, Sewall D. Andrews; 6, B. M. Walthall; 7, W. C. Buschardt; 8, J. Coupe; 9, E. H. Jennings; 10, J. W. Desbecker; 11, G. B. Moxley; 12, Chas. T. Malcomb; 13, J. C. Brown; 14, Frank M. Steers; 15, A. H. Trotter; 16, Paul Glynn; 17, Fred E. Yahr; 18, C. L. Marshall; 19, J. T. Crayton; 20, George E. Brightson; 21, John L. Herzog, Jr.; 22, Wm. H. Lincoln; 23, E. N. Upshaw; 24, E. G. Walker; 25, Chas. Vastine; 26, Earl D. Behrends; 27, W. W. Drummy; 28, W. B. Glynn; 29, Thos. E. Burke; 30, L. C. Lincoln; 31, Joseph Wolff; 32, John L. Jackson; 33, Joseph H. Burke; 34, J. T. Pringle; 35, H. A. Fox; 36, F. V. Goodman; 37, John Herzog, Sr.; 38, Graham French.

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FIRST ANNUAL CONVENTION OF SONORA DISTRIBUTORS SCORES BIG SUCCESS—(Continued from page 62)

to make frequent changes in styles or catalogs. Mr. Hamlin referred to the fact that his firm had sold the highest priced cocoa before the war and they have no fear of high prices if quality is present. C. J. Van Houten & Zoon are selling every Sonora they can get and Mr. Hamlin made

made that resulted in a plan which, it is believed, will please all Sonora distributors no matter where they may be located.

Questions of equipment and finish were threshed out at length, and as definite information was obtained as to the number of the vari-

meet requirements until it actually goes to the machines.

L. C. Lincoln on Co-operation With Dealers

L. C. Lincoln, Sonora's advertising manager, outlined the method for co-operating with dealers in advertising. He gave a list of the places



The MIDDLE WEST



Who Wants More Sonoras?



The EAST



FRANK M. STEERS
Magnavox Company



GRAHAM FRENCH
Smith, Kline & French



WALTER J. HAMLIN
C. J. Van Houten & Zoon



SEWALL D. ANDREWS
Minneapolis Drug Co.



W. B. GLYNN
W. B. Glynn Distributing Co.



C. L. MARSHALL
C. L. Marshall Co. Inc.

Pres. GEO. E. BRIGHTSON
and FRED E. YAHR



Starting for the Ball Game



JOS. WOLFF
Considering the Matter



FRANK J. COUPE
Livening things up



The GOLDEN WEST



DRUMMY GOODMAN



WALKER GOLDER PRINGLE
WOLFF WALTHALL COUPE STEERS



The SUNNY SOUTH

Some Snap-shots Made During the Sonora Convention Period

a vigorous plea for a greatly increased production from now on.

An Interesting Discussion

The discussion as to the popularity of various kinds of wood was opened by Mr. Andrews and after an animated discussion accurate knowledge was obtained of what the various distributors desire for their customers. It was apparent that not every section of the country wants the same goods. The public's taste varies in different parts of the country. Arrangements were finally

ous models which will be wanted, the Sonora factories are now ready to go ahead without delay on next year's program.

Mr. Herzog gave a history of woods as used in furniture making and explained the difference between correct and incorrect methods of manufacturing. In the course of his talk he said that lumber, which now costs \$210, could be bought several years ago for \$26. He showed the distributors that it is not easy to be absolutely certain that the wood stock which is on hand will

in which Sonora is doing extensive outdoor publicity and mentioned briefly the various sales helps which are available for the use of dealers.

Sonora Distributors' Association Organized

The Sonora Distributors' Association was organized and the following officers elected: President, Frank M. Steers; vice-president, Chas. T. Malcomb; secretary and treasurer, Julian T. Mayer; executive committee, E. N. Upshaw, Fred E. Yahr, Graham French, Walter J. Ham-

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FIRST ANNUAL CONVENTION OF SONORA DISTRIBUTORS SCORES BIG SUCCESS—(Continued from page 63)

lin, G. B. Moxley and Sewall D. Andrews.

The following resolution was offered, expressing the thanks of the Sonora jobbers at the valuable work done at the convention and expressing the satisfaction of all concerned with the progress which was being made:

"Whereas, through the kindness and generosity of the Sonora Co., we, the distributors of the Sonora, have been given the opportunity to assemble together in New York for a three days' conference with the officers and manufacturers of the company, and feeling that we have all greatly profited by the helpful discussion of matters affecting the line, not only as to production, styles, finishes, etc., but also the many other important subjects in respect to the distribution of the Sonora, we therefore desire in this formal manner that the Sonora Co. know of the confidence we have in its entire personnel, and our very high regard for their splendid and unparalleled line, and pledge our increasing and enthusiastic support to them in the further development of their plans.

"We wish to especially convey to Mr. Brightson, president of the Sonora Co., our high regard for the splendid executive ability which he has exhibited in the phenomenal development of his company, and to not only renew our expressions of appreciation and thanks to him for giving us this opportunity for the closer association with him and his capable co-workers in the free and open discussion of Sonora's future plans, but we desire to extend to him also our sincere and earnest wishes for continued health, happiness and prosperity, and that we may be privileged to have his guidance for many years to come in the future successful development of the Sonora phonograph."

Mr. Brightson in a reply outlined the growth of the company and told of the high esteem in which the Sonora is held by bankers. He also pointed out that there is no dull season in the phonograph line.

Discussions on the subjects of finance, dis-

counts, trade acceptances, instrument stamp tax for advertising, etc., followed. The relative merits and reasons for large and small sized space in newspapers and magazines were dwelt on by Mr. Desbecker. The arrangements for handling dealers' advertising in newspapers and billboards were taken up. L. C. Lincoln gave data as to the percentages of the advertising distribution for the current year.

Mr. Wolff spoke on the service the Sonora dealer must give customers. The question of the number of dealers necessary to cover a given sized territory was considered carefully. Mr. Montagnes interested the distributors greatly by reading to them a list of the prices at which Sonoras are sold in Canada. The great increase in price in Canada over that in the United States is due to the many duties, such as import, excise tax, sales tax, etc. The subject of retail stores was taken up by Mr. French, of Philadelphia, and Mr. Steers, of San Francisco.

The business session of the convention closed late Wednesday afternoon and Wednesday evening Sonora distributors saw "Ziegfeld's Follies" and admitted that Flo Z. has very good taste.

Enjoyable Events for Thursday

On Thursday most of Sonora's distributors found their way to headquarters at 279 Broadway and chatted with the heads of the various departments. After a substantial lunch, enlivened by an interesting game played with five cubes, the distributors adjourned to the Polo Grounds and saw one of the best games of the season.

Part of the Sonora contingent whose tastes were more marine than terrestrial accompanied President George E. Brightson to the first of the international yacht races and saw the "Shamrock" come home a winner when the "Resolute" broke its clothes-line, or some other important technical detail.

Although the previous days of the week had been hot and sticky enough for the dweller in

the warmest of regions, Friday was delightfully cool and comfortable. At the Garden City Country Club there were vigorous golf battles before and after lunch and in the evening the golf prizes were awarded by a novel arrangement whereby everyone had a fair chance to be the big winner.

Prize Winners at Golf

Wm. H. Lincoln, of the Orinoco Furniture Co., walked off with first prize, and chose a match box. Mr. Vastine took second and selected a hammered silver smoking set. Mr. Drummy traveled away with a silver traveling clock and Mr. Walker was awarded a small silver traveling lamp, the ideal thing for a smoker. A handsome buckled belt went to C. S. Hammond, of Fred'k Loeser & Co., Brooklyn. Consolation prizes of an amusing nature went to Mr. Morris, Mr. Yahr, Mr. Steers and Paul Glynn. Mr. Yahr—in particular distinguished himself by sensational playing, but, owing to the unusual method of awarding prizes, failed to bring home the bacon.

Distributors Pleased With Convention

Every distributor expressed himself as being delighted with the work of the convention and everyone is looking forward to an extraordinarily big year to come. The wide divergence of opinions on practically all subjects was a revelation to the distributors, who quickly comprehended that Sonora's executives have no easy task in satisfying everybody, but by going over each point which arose and considering it from all angles arrangements were made which, it is believed, will satisfy everybody.

This was a real working convention and everyone's opinion was that the convention was a wonderful thing and was of inestimable value in establishing a sound program for 1921 and in bringing about a better understanding and better feeling between the company and the distributors. By knowing just what the plans are

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ACME

Stands for Highest Quality and Prompt Service

WE MANUFACTURE

ACME MICA DIAPHRAGMS

WE SUPPLY AFRICAN AND INDIA RUBY EXCLUSIVELY

Any Size and Any Thickness and Quantity

LET US HAVE YOUR INQUIRY

ACME MICA COMPANY, Incorporated
Importers and Manufacturers

56 BLEECKER ST.,

Phone, Spring 7197 and 7198

NEW YORK

FOR
 Steamships,
 Theatres and
 Dancing,
 Entertainment
 or Novelty
 and Numerous
 Other Purposes

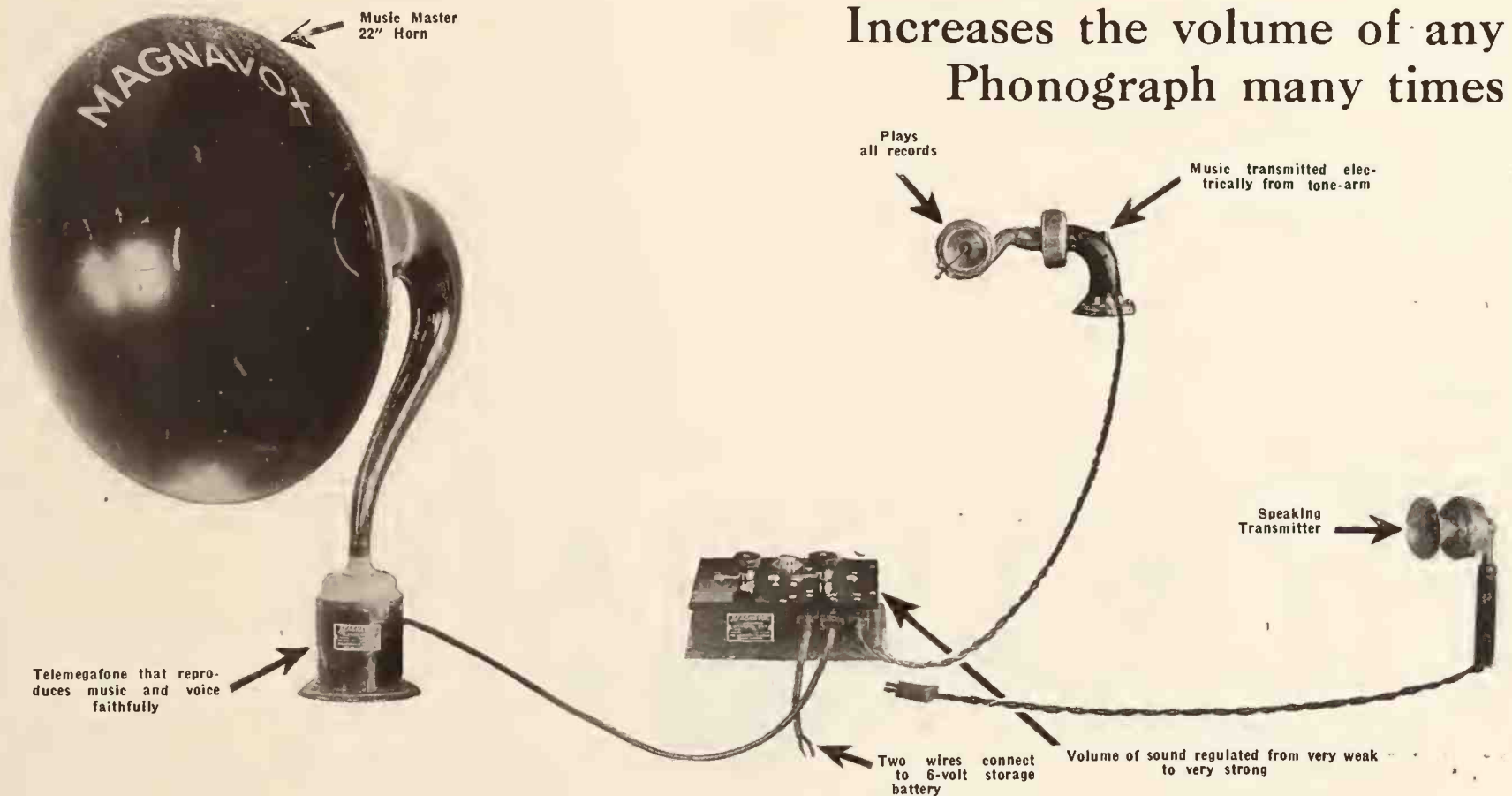


PATENTED IN U.S.A. AND FOREIGN COUNTRIES

FOR
 Schools,
 Clubs and
 Colleges, or
 Parks, Camps,
 Summer Resorts,
 Public Speaking
 and Announcing

Music and Voice Telemegafone

Increases the volume of any
 Phonograph many times



Territory Rights Available in all parts of [United] States

President Wilson used the Magnavox Telemegafone to talk to 50,000 people at San Diego

Vice-President Marshall's voice was carried to the tower of the Trinity Church in Washington, D. C., and reproduced with sufficient volume to be heard over the greater part of the city.



The Home of Magnavox Telemegafones, and the famous anti-noise Marine, Commercial and Airplane Telephones

The President's Victory Loan message was transmitted by wireless telephone from an airplane and reproduced to 21,000 people at the Treasury Bldg., Washington, D. C.

This Instrument has also been used with great success by Secretary Daniels, Admiral Sims and many other prominent public speakers.

WRITE FOR BULLETIN No. 22520

THE MAGNAVOX COMPANY

2701-2765 East 14th Street

Oakland, California

PACIFIC COAST DISTRIBUTORS OF SONORA PHONOGRAPHS

FIRST ANNUAL CONVENTION OF SONORA DISTRIBUTORS SCORES BIG SUCCESS—(Continued from page 64)

for the next year Sonora's distributors are in a position to give accurate information to dealers as to what Sonora has to offer them and the distributors, from their own personal knowledge, can explain the great benefits which a Sonora agency brings.

Mr. Jackson said: "I believe that this convention is the biggest thing the Sonora Co. has ever done. It is amazing to learn of the differences of opinion of the various distributors on practically all subjects and it is only in a way like this that a clear idea can be obtained of the distributors' requirements. By reaching definite decisions here the factory will be in a position to give the distributors exactly what they want during the coming year."

Mr. Brightson's Interesting Comments

George E. Brightson, president of Sonora, said: "The convention of Sonora distributors apparently was very successful and I was most deeply impressed by the growth of the Sonora Co. when I saw over a score of Sonora distributors, every one of them a big business man, working in their shirt sleeves without coats or vests in a hot hotel from 10 o'clock in the morning until 6:30 at night. They were working mighty hard too, formulating policies for a business which they all know is their business. We are very grateful indeed for the thought and study which was evidenced by the distributors here and every suggestion and recommendation was carefully written down and will be given our most earnest consideration.

"One remarkable part of the convention, according to my way of thinking, was that when the subject of how to sell Sonoras was reached the topic was dropped in a few minutes without discussion because it was seen that there was nothing to be said. There is no problem of how to sell Sonoras. Our entire time at the convention was devoted in determining what to produce and how to produce it, of the best quality and with the greatest speed of production consistent with the very highest grade of goods.

and how to acquaint the public with what we have to sell.

"The most appreciated feature of the convention was the report that no distributor has a stock of goods and that dealers are entirely sold out of Sonoras.

"We can tell you what our next year's business will be now. It will be all that our factories can possibly produce, because the public is waiting for all the Sonoras it can get."

JAZZ INVADES BOSTON COLLEGE

Talking Machine Now Used in Typewriting Classes Brings Remarkable Results and It Looks as if It Would Win Recognition on Its Own Merits—Teacher Explains Methods

Boston has accepted the jazz record! In one of the busy business schools, pardon us, they call it the Boston University College of Secretarial Science—Bostonians are so precise—the classes in typewriting are learning to click off their fifty words a minute to the strains of one of the more modified and subdued jazz records. The blue music has been toned down, or up, to a quiet shade of gray, but still is allowed to retain just enough of its wickedness to make it interesting! Miss Louise H. Smith, teacher of the class, is high in her praise of the experiment, for it is making a group of experts in record time.

Miss Smith explains the principle of the jazz efficiency by saying, "Rhythm in typewriting is the fundamental secret to quick learning. The music not only gives the desired rhythm for the girls to follow, but it takes their minds off the heat and their own inexperience."

And so Miss Smith has her class typing the exercise "r-x-p-g, r-x-p-g" to the latest fox-trot. As practice makes perfect, she increases the speed of the record so that before they realize it, the beginners are swinging along at rates hitherto undreamed of.

Stewart's

-jobbery for the - Victor Talking Machine Company

Indianapolis

The girls in the class find the idea of music with their lesson is excellent. A time may come when large offices employing dozens of young women typists will install a talking machine to play the latest records while the girls jazz through the business of the day in half the hours they now spend grinding out the daily routine. Of course, it may keep the boss busy poring over the record lists, but his letters will go out on time.

STODART

Note the change in our address

Note the change in our address

PHONOGRAPH

The sign of a quality phonograph

A high grade instrument appealing to high grade prospects Exemplifies its superiority—in Case Design, Tone and Equipment

- Five handsome and distinctive models in mahogany. Stephenson Precision-made motor with velour turn-table. Universal Tone Arm. Its remarkable reproducing device creates extraordinary tonal volume and tonal beauty. Tone modifying rod.

The Stodart Phonograph is distinguished for the identical quality which has made the Stodart Piano famous for a century.

A constantly growing demand is reported by our enthusiastic chain of nationally distributed Dealers.

Find out how and why this Leader can make money for you.

Write right now.

STODART PHONOGRAPH CO., Inc.

"PHONOGRAPHS WITH A PEDIGREE"

GEORGE H. BEVERLY, General Manager

Bush Terminal Sales Building

130-132 West 42nd Street

NEW YORK



STYLE AA



STYLE D

HERE AT LAST IS A REAL NOVELTY

That Means

Profits and **P**lenty of **T**hem
to **E**very **L**ive **D**ealer

Every Phonograph Owner is a Prospect

YOU cannot sell any *more* phonographs to phonograph owners. That limits your field in that line. There is a limit to the number of records you can continue to sell to your customers.

The American Home Recorder

can be sold to every owner of a Phonograph. Its appeal is absolutely unique. The opportunity of making their own records has not been heretofore offered to the public.

All you need to do is to demonstrate this wonderful little instrument and you have a sale well under way.

From the standpoint of entertainment it opens up a world of possibilities.

As a help in musical training it will be recognized by every teacher and student. In no other way can a vocalist or instrumentalist listen to his own performance with the opportunity to study, criticize and improve it.

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

It will appeal to business men as the most inexpensive medium for taking dictation on the market. The above features make certain a wonderful sale for the AMERICAN HOME RECORDER in every community.

AMERICAN HOME RECORDER

49 WEST 45th STREET

NEW YORK

The American Home Recorder



Enables Every One to Make Their Own Records

EACH individual recorder set consists of papier mâché horn, recorder, reproducer, elbow castings, set screws and aluminum disk, wax recording record and chemicals to clean wax record.

The simplicity of operation, ease of attachment of THE AMERICAN HOME RECORDER and moderate price are instantly recognized. Nothing to worry about—nothing to get out of order. A smooth, efficient device that is on the job all the time and will prove one of the fastest money makers in the industry.

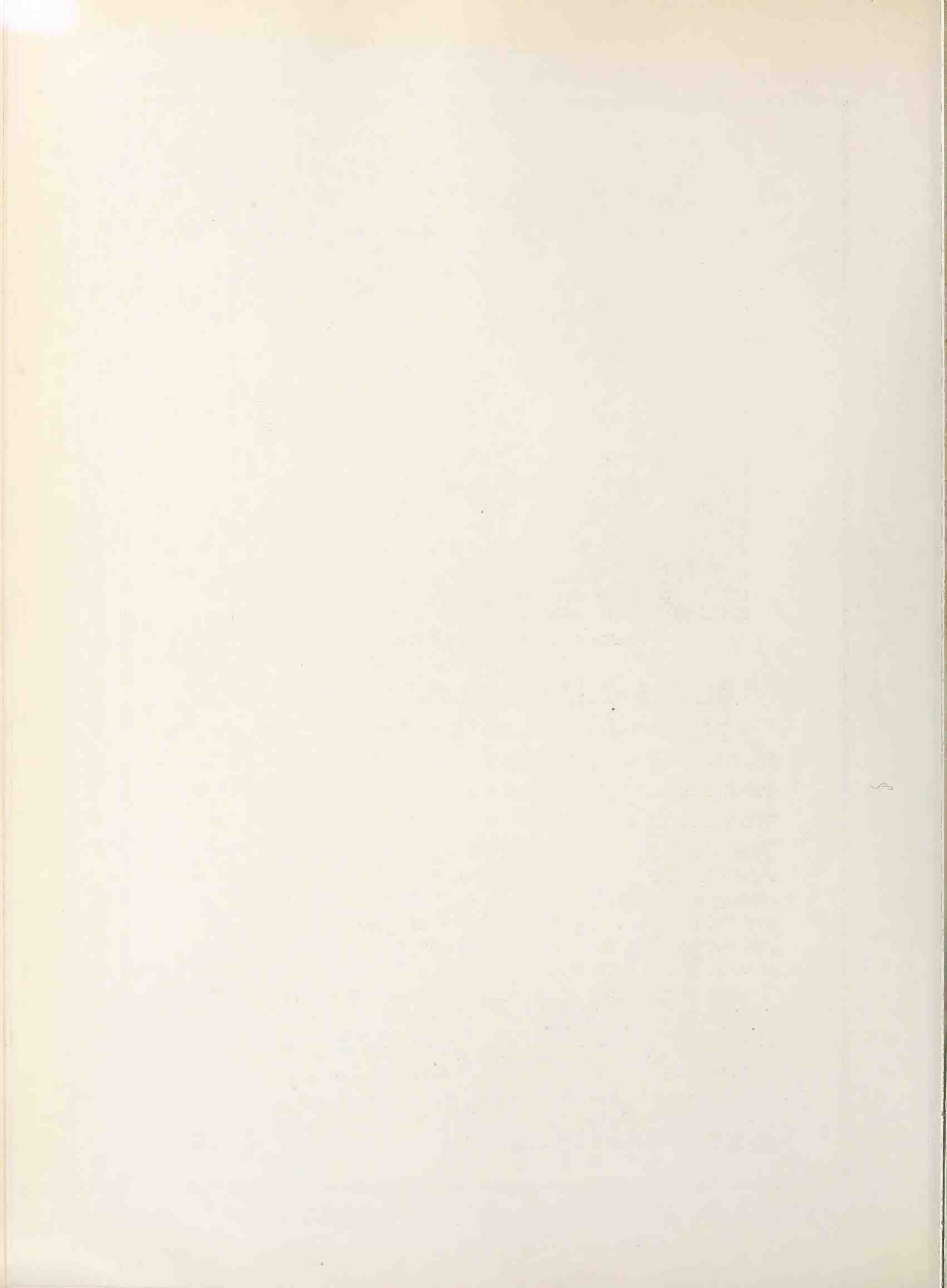
JOBBERs:—There is some attractive open territory available on an exclusive zone basis. This is *your* big opportunity. Get in immediate touch with us.

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

AMERICAN HOME RECORDER

49 WEST 45th STREET

NEW YORK



Pablo Casals, whom the critics call the greatest musician in the world, has made seductive 'cello records of Saint-Saens' "The Swan" and Rubinstein's "Melody in F." Good for steady sales. Order big. Columbia 49796 and 49804.

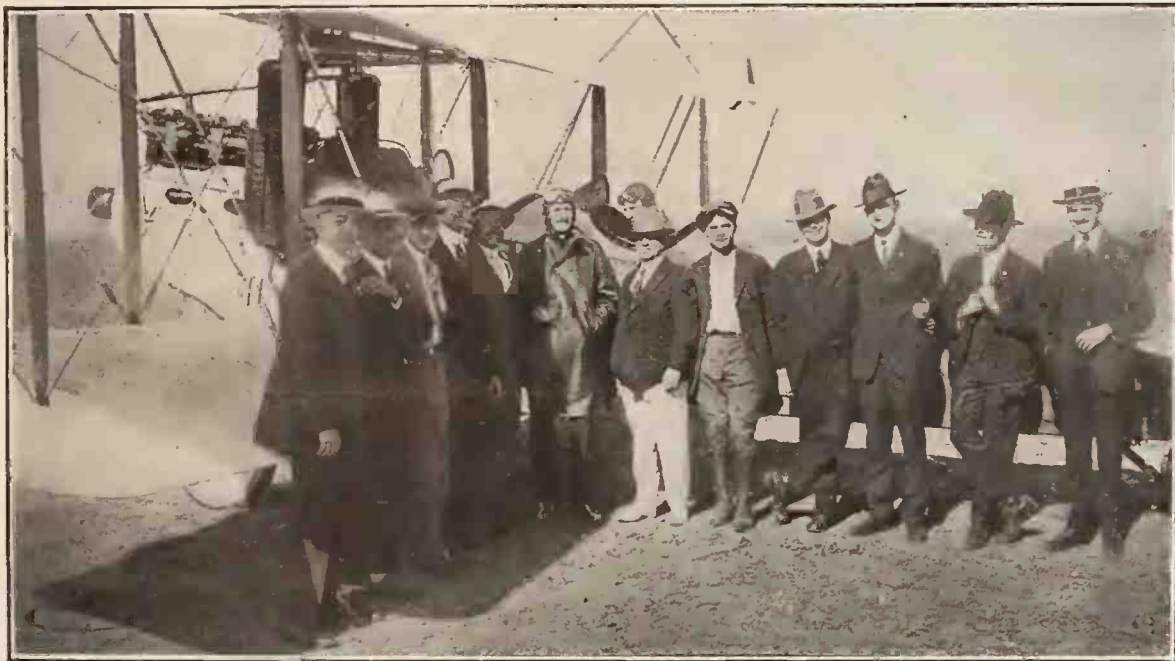
**Columbia Graphophone Co.
NEW YORK**



FRED R. SHERMAN MAKES BUSINESS TRIP IN AIRPLANE

Vice-president of Sherman, Clay & Co. Visits Four Branch Houses in a Single Day by Means of Aerial Transportation—Does a Week's Work in Approximately Six Hours

SAN FRANCISCO, CAL., Aug. 5.—As a result of the successful experience of Fred R. Sherman, be adopted officially by those who want to clean up the greatest amount of business in the widest



Fred R. Sherman, on Airplane Tour of Branches, Landing in Sacramento

Left to right—J. C. Van Horn, F. M. Martell, W. O. Willson, M. Camp, Irving L. Heilbron, F. R. Sherman, William Pope Jordan, A. J. Beverly, Ira Jones, H. W. Gray, C. Hazelwood and T. W. Gracie

territory in the smallest possible space of time. Utilizing an airplane piloted by Lieut. Pickup, Mr. Sherman left San Francisco early in the morning and visited the company's branch

stores in Sacramento, Stockton, Fresno, San Jose and Oakland, and returned to San Francisco headquarters shortly after two o'clock in the afternoon. In each of the cities Mr. Sherman was met by the branch manager and taken in an automobile to the store, where business matters were discussed. Through the use of the airplane and a little system Mr. Sherman covered in approximately six hours what would have required nearly a week to cover under ordinary circumstances.

The accompanying photograph shows Mr. Sherman landing in Sacramento, where he was met by a number of the employes of the branch and accorded an enthusiastic reception on his trip.

INTRODUCE NEW MACHINE LINE

BLOOMSBURG, PA., August 6.—The American Talking Machine Co. of this city has placed on the market a new talking machine which will be known as the Americanola. This machine is being manufactured at the company's plant in Bloomsburg and the complete line consists of five standard models.

The company recently increased the capacity of its plant and through the use of excellent railroad facilities is giving its distributors and dealers splendid service. The American Talking Machine Co. is also a distributor for Lyric lateral records and has established many agencies throughout this section of the country.

The "sub-deb" record buyer is sometimes the bane of the poor salesman's existence. He needs to be a mind-reader at least to satisfy her requirements.

POLISH MUSIC ROLLS

POLSKA MUZYKA
Przez Polskich Pianistów

ITALIAN MUSIC ROLLS

MUSICA ITALIANA
Sonata da pianisti Italiani

JEWISH MUSIC ROLLS

אידישע מוזיק
געשפיעלט ביי אידישע פיאניסטען

AND MALO-RUSSIAN

Offer greatly increased profits from your foreign record trade.

Cut from original scores, interpreted by expert pianists of the same nationality and authentic in every detail.

THE MONOROLL

Four Sizes: 75 cents to \$1.75 Retail

Jewish, Italian, Polish and Russian Rolls now ready.

In preparation: Hungarian, Bohemian and Lithuanian Rolls

Made by **THE ROSE VALLEY CO., 55th St. and Hunter Ave., Philadelphia**

Grasping the *Right* Opportunity Brings Success!

THE AEOLIAN-VOCALION DEALERSHIP
IS THE *RIGHT* OPPORTUNITY FOR THE
LIVE MERCHANTISER

THE AEOLIAN-VOCALION PHONOGRAPH is the great musical achievement of modern times. ARTISTICALLY, SCIENTIFICALLY and COMMERCIALY—It is *RIGHT*

IT HAS

TONE QUALITY—

Recognized instantly as *RIGHT*

TONE ARM—

A universal tone arm which will play all makes of records the *RIGHT* way

RECORDS—

Lateral cut, recorded and reproduced *RIGHT*

AN AUTOMATIC STOP—

which is simple, effective and *RIGHT*

THE GRADUOLA—

not only *RIGHT* but the most important development in recent years

CASE DESIGNS—

which are pre-eminently *RIGHT*

FELT INSULATION—

which keeps foreign sounds out of the music—*RIGHT!*

DEALERS: THIS IS YOUR *RIGHT* OPPORTUNITY

Write today for
Contracts and Discounts

We still have some
unoccupied territory *LEFT*

WE CONTROL

MINNESOTA . NORTH and SOUTH DAKOTA . MONTANA
WESTERN WISCONSIN . NORTHERN MICHIGAN

STONE PIANO COMPANY

DISTRIBUTORS

Also jobbers for the celebrated Mel-o-dee Rolls. Ask us about them

Minneapolis, Minn.
Stone Building

Fargo, North Dakota
Stone Building

HEADQUARTERS NOW IN NEW YORK

Cirola Phonograph Co. Now Located at 1 West Thirty-fourth Street, New York—Business Broadened Out—Plant in Philadelphia

The executive offices of the Cirola Phonograph Corp. have been moved from their former location in the Colonial Trust Building, Philadelphia, to 1 West Thirty-fourth street, New York City. The Cirola Phonograph Corp. has lately undergone great expansion, not only in working capital but in the organization as well. Those who are directing the destinies of this newly reorganized company from the executive headquarters in this city are Leonard Dresdner, Max Gordan and Daniel Blumenthal. G. D. Giacomo will continue as treasurer of the organization and John de Angelis, who has accomplished much in making the Cirola phonograph so well known, will continue in the sales staff of the organization. Whereas the factory of the company will still be maintained in Philadelphia, a large assembling plant has been installed at 333-339 West Thirty-sixth street, New York City.

EMERSON TRAVELERS ACTIVE

Sales Organization of Emerson Phonograph Co. Co-operating With Jobbers to Advantage—Introduce Retail Merchandising Campaigns Featuring the Emerson Phonograph

J. I. Carroll, manager of sales of the Emerson Phonograph Co., has been receiving excellent reports from the members of his sales organization regarding the progress they are making in the introduction of the new Emerson phonograph. Harvey Morrison, assistant to Mr. Carroll; Robt. MacMacken and Chas. F. Usher have been spending several weeks in Washington, Philadelphia and eastern Pennsylvania developing business for the Emerson jobbers in behalf of Emerson phonographs. Their efforts have produced splendid results and many important connections have been established.

Wm. H. Shire, field manager of the company, is now in the West on an important trip, which will include a visit to Emerson distributors between New York and Omaha. According to his present plans, Mr. Shire will visit about ten

jobbers, and his activities will be devoted to the complete Emerson line.

M. O. Giles, of the sales staff, has been spending some time with the various jobbers, assisting them in developing Emerson phonograph business. At the present time he is working in conjunction with the sales organization of the Marshall Wells Co., Duluth, Minn., and before returning to New York will call upon the jobbers in the South and Southwest, working along similar lines and co-operating with the jobbers in their phonograph campaigns.

After completing his work in the Philadelphia territory Mr. Usher left for New York State, where he is spending several weeks with the Emerson jobber at Syracuse, N. Y., the Emerson Products Co. Mr. Usher is working with the salesmen connected with this branch and important merchandising plans in connection with the Emerson Phonograph Co. will be introduced in this territory.

According to present arrangements, Mr. MacMacken will soon leave for Boston, Mass., where he will stay for several weeks, working in conjunction with the New England distributors of Emerson products in that territory.

Mr. Carroll is planning to leave shortly for a visit to the jobbers in New York State and Boston, subsequent to which he will probably make an extensive Western trip.

H. C. HAWKER WITH ORMES, INC.

Well-known Talking Machine Man Will Cover New York City Territory for This Concern

Ormes, Inc., Victor distributor of New York City, has announced the appointment of Harry C. Hawker to the sales staff. Mr. Hawker is an experienced talking machine man, part of his experience being from the standpoint of the dealer. He has a pleasing personality and will doubtlessly make many friends throughout the New York City territory which he will cover for Ormes, Inc. Mr. Hawker succeeds S. A. Saunders, who recently resigned from the Ormes staff. H. E. Beauregard of the Ormes sales staff received a prize of \$25 from the Penn Phonograph Co. of Philadelphia for his excellent sales record of the Penn-Victor dogs produced by that company.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely. Put up in 1, 5, 10, 25 and 50-pound cans for dealers.

This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

OCCUPYING NEW BUILDING

Schmelzer Arms Co. Moves Into New Home—A. A. Trostler Discusses General Conditions

KANSAS CITY, Mo., August 6.—The Schmelzer Arms Co., of this city, Victor wholesalers, have moved into their new building and the various departments are being whipped into shape as rapidly as possible.

Many out-of-town dealers who have called at the company's new home in the past few weeks are unanimous in expressing the opinion that the Victrola department in this new building will occupy one of the finest homes in the talking machine industry in the West. Equipment, fixtures and order-handling facilities are noteworthy for their efficiency and plans are being made to give the Victor dealers in this territory maximum service and co-operation.

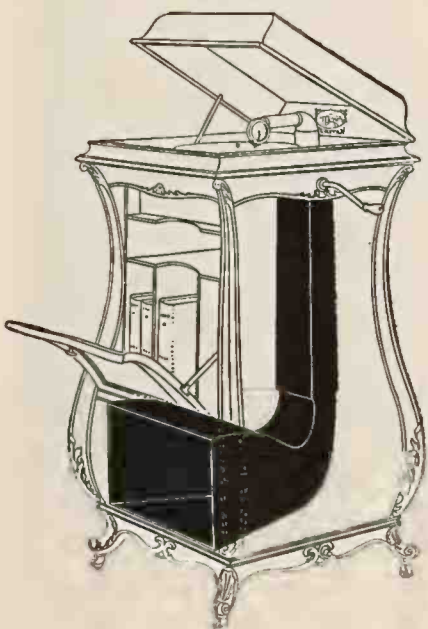
In a recent chat with The World, A. A. Trostler, secretary of the company, commented as follows upon general conditions:

"The prospects in this territory were never better, for we have the second largest wheat crop in this country and as for corn, we really do not know what we are going to do with all of it. You know this is an agricultural territory and wheat and corn are our mainstays.

"The dealers are very optimistic and are continually asking for goods and we, in turn, are advising them that they will receive more merchandise this Fall than ever before, because we know that the Victor Talking Machine Co. is going to do everything it can to bring its production up to meet the demand."

The plan may be good, and the product may be good, but success comes only when it is pushed by a good man.

Puritan



Distributors for the Puritan Phonograph in Western Pennsylvania, So. W. New York, Western Maryland, Virginia and West Virginia



Phonographs and Accessories

Operaphone Records and Melodee Rolls

(Write us for our special August Discount)

NEEDLES

BRILLIANTONE WALL KANE TONOFONE VIOLAPHONE
VALLORBES VELVETONE

Record Brushes—Repeater-stops—Record Albums

Reed Efficiency Furniture Demonstrating Rooms
Counters Racks

Our Specialty—Write for catalog

Universal Display Fixtures For Your Every Need — 40% off list

Eight beautiful models, ready for immediate shipment.

Each unit manufactured in Puritan's own factory and every part is guaranteed.

The Puritan Phonograph (the phonograph which literally speaks for itself). There is richness and purity in the reproduction—quite different from other instruments—that invariably pleases the listener. The most critical music lovers declare that such smoothness, clearness and volume of tone has never been produced by ordinary phonograph. (Write us for catalog and dealership.)

THE REED COMPANY INC.

5748-50 Ellsworth Avenue

:-

:-

:-

Pittsburgh, Penna.

REGINA Phonograph

"The Regina will play any record better than you have ever heard it played before"

A MESSAGE

FOR over a quarter of a century The Regina Co. has manufactured the Regina Music Box, a product of the highest standard.

The Regina line of phonographs also represents the same high quality that has always been the Regina standard.

The Regina mechanism is manufactured in its entirety in our own plant at Rahway, N. J., and is not an assembled product.

We say: "The Regina will play any record better than you have ever heard it played before." That is a statement

we stand ready to back to the limit; and, remember, it is made by an organization noted for its musical instruments.

Exclusive patented features make the Regina instrument a sales creator. You must investigate this.

Excellent distributing facilities and increased production guarantee prompt deliveries.

Quality—Distinctive Features—Prompt Shipments—Liberal Profits—Dealer Helps—and an organization of years of experience in the musical industry await Regina Dealers.



825

Perfect Tone Expression



The Regina is equipped with a new unique type of reproducer of velvety super-fine tone. So clear—so rich, in fact it is *Nature's Tone* in phonographs. The central position of the reproducer prevents wear and friction on *all* records. Plays *all* disc records without any special attachments whatsoever.

The Ball-bearing Tone Arm moves readily across the record with almost no friction, thus increasing the life of the record and reducing surface noises.



901

THE  CO., 47 W. 34th STREET, NEW YORK
209 S. STATE STREET, CHICAGO

REGINA Phonograph

"The Regina will play any record better than you have ever heard it played before"

A Sales Creator

Amplifying Sound Chamber—Constructed along scientific lines, so as to give the right depth of tone; it sends the sound waves out in a tone of rare beauty and perfect naturalness.

Reproducer—A distinct and exclusive feature, patented by us. *No attachments or universal joints required.* The body of the reproducer is rotated around the axis of the needle, either right or left; thus assuring the proper path on all records.

This prevents wear and damage to the records. (See illustration on opposite page.)

"Nature's" Diaphragm—made in a distinct form, exclusively our own patent, plays every record with a most *natural tone*, free from blasts or shrills, nor are nasal or metallic effects noticeable. The special constructed Regina diaphragms will bring out all variations, whether vocal, piano or violin, in a better quality of mellow tone than has heretofore been produced.

Start and Stop Push Buttons—very simple; an exclusive and modern feature in cabinet types. Push the button and "off she goes." Another push button stops the machine.

Automatic Stop—simple and convenient. Used in cabinet types. A most precise and never-failing device.

Tone Modifier—in a Regina, is a very effective device to control the soft, smooth velvety music or bring out the best merry-whirl "jazz." Just turn a knob. Model No. 403 does not contain this feature.

Spring Motors—the highest type, simple, durable, powerful, noiseless, smooth and steady running. With one winding they will run up to thirty minutes, according to the size and style of instrument. All motors can be wound while playing.

Cabinets—are aristocrats in richness. Connoisseurs in art appreciate the gracefulness in design; exquisite beauty in finish.

Workmanship—The entire mechanism is manufactured by skilled workmen in our own factory (not merely assembled) at Rahway, N.J., where the greatest care is exercised in the making. "Quality" is our watchword from start to finish.

Guarantee—For over a quarter of a century, we have had a world-wide reputation of manufacturing musical instruments of the highest grade and have always stood behind all our merchandise. This reputation is upheld in the Regina Phonograph.



601



801

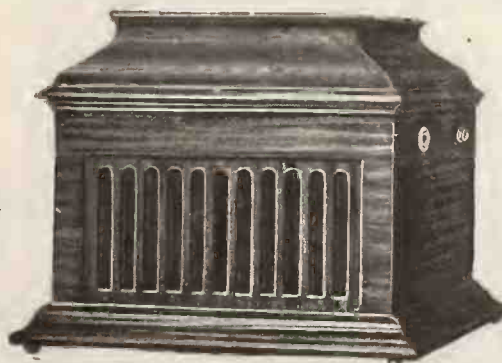


551



403

Eight Models—\$40.00 to \$375.00



501



701

THE REGINA CO., 47 W. 34th STREET, NEW YORK
209 S. STATE STREET, CHICAGO

The Polish that Constantly Restores the "Finish"



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

REFLEXO PRODUCTS CO., Inc.
347 Fifth Avenue

At 34th Street New York City Suite 1003

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

Reflexo Polish is an easy-selling profit-puller because it really gives new life, by restoring the factory finish to the varnished surface.

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

**PLAYS
TEN
RECORDS**



Making the Rainy Day Produce Talking Machine Sales in Summer Months :: :: By A. L. Ray

Here is the interesting story of a talker man who prayed for rain! He did this unusual thing not because he was a farmer but because he sold talking machines and records. You dealers who complain that last week's sales showed a marked falling off due to the rainy weather can find much good advice in this man's story, for he capitalized the shining drops and made them rain golden dollars into his pocketbook. We'll start at the beginning and give you sufficient atmosphere and local color to let you see what it is all about.

He was a man who was in the habit of spending a part of his summer vacation at the popular hotels and summer resorts where the public came to find diversion and enjoyment to make them forget how hard they had to work back home to keep the home fires burning in the winter time and buy porch chairs for the summer. He was a student of human nature and noticed how blue the world became when the rain descended in the mountains and the guests were obliged to gather on the porch of the hotel and pray for the sun to come back again. After the usual number of topics was exhausted and Mrs. Grundy no longer had anything to offer, the guests became the most bored collection of people imaginable. They did not know what to do and were craving anything in the way of excitement. This only happened one summer at this particular hotel, for he took steps to remedy the situation in the following manner:

He got together a sort of catalog containing the hotels, cottages and resorts within easy distance of his store and the names of the guests and proprietors. Next he collected a staff of salesmen who were artists, entertainers, diplomats and even dancing teachers. When a stormy day came along during the vacation season he would send these men out to the resorts, laden with talking machines and a carefully chosen selection of records. These salesmen timed their visits so as to arrive during that well known hour of the day when the gloom and dejection of the shut-in guests were at the breaking point and they were considering the best way to get back to the city. Picture the unhappy mortals clustered in silent groups about the hotel. Into the midst of all this unhappiness comes the salesman, wet but cheer-

ful, with a smile which brings joy to every dejected heart. He bustles in and announces that he has come to bring the sunshine back again and make this vacation the best they ever had. And the way he does it makes you believe him before he makes his demonstration. The guests gather to hear his record recital and forget their troubles.

At the end of the performance everyone is in a good humor again and the alert salesman takes the opportunity to distribute his literature and take any orders if the guests should care to place them. His order books are soon full and he goes away with enough business to make it



necessary to add some more sheets to the company's books.

His work during the entertainment is not necessarily confined to demonstration records alone, for many times he has a chance to teach his hearers the newest steps in dancing and becomes for the moment the popular hero. With the records of the latest hits played at just the right tempo he injects into the gathering that spirit of enthusiasm which will linger in the minds of the guests and make them rush for the store when they return home and get the pieces for their own use.

So much for the out-of-town campaign. But this dealer who prayed for rain did not confine his efforts to the summer resorts entirely but found another field for profit right in his city. By means of effective window advertising he makes his store appeal to the wet passer-by as a cozy haven of refuge from the storm where

he may stop and be entertained while the rain lasts. Through his newspaper advertising he encourages people to come to his store when the rain makes them blue and disconsolate, and tells them that he will be glad to entertain them with no obligation whatsoever on their part. He carries his campaign into the homes of his customers or prospects.

One of his regular patrons whom we will call Jones, just for the sake of being original, comes into the store to buy some records and the dealer gets a list of all of Jones' friends. When the next rainy day comes along, these friends are invited by telephone to come to the store to hear one of the rainy day concerts which the firm is beginning this summer. They have been selected from among the talking machine owners of the city as the ones who would be most interested in this kind of music and are cordially invited to spend the afternoon at the store. The idea is subtly instilled into the hearer's mind that this is a splendid chance to get a little diversion for nothing and he never fails to come in a hurry.

As for the records themselves, there are so many different classes and kinds that a suitable program can be arranged for any situation and even the most pessimistic person can be made to laugh his troubles away by hearing the many excellent humorous records made by the leading comedians in the country. When the public gets to know the store as a place where they can have a good time, they will not fail to think of it when the rainy weather comes upon them. Now you dealers who have complained about this slack business during bad weather, just stop and consider this story and see if you don't find something worth while in it. If you will make your stores homelike, and take pains to let the people know that you have something to offer them, and then make this felt at the right time, viz., when they are feeling blue and discouraged or irritated at the weather, then you will have no fear of the rainy day and poor business. You will find that people will be only too glad to respond to your efforts, and their appreciation will be measured by your increased sales, not only during the rainy summer weather, but on all other days as well. As a matter of fact, you can hardly conceive of a better form of publicity.



ADVANCE!



THE ECLIPSE MUSICAL CO.

Victor Wholesaler

Cleveland, Ohio

DISCRIMINATING dealers are eliminating the unfit and non-standard talking machines.



The "Piknik" accepts the challenge.
A Heineman No. 36 double spring motor,
Blood Universal Tone Arm,
Heavily nickel plated hardware,
Durable album, plywood case,

plus

Compactness, lightness and completeness qualifies it for any race.

Finish and tone qualities put the Piknik in the best class of phonographs.

Dealers will find the Piknik just the small machine they have been looking for.

An excellent phonograph for holiday business.

Catalogue and dealer's proposition upon application.



PIKNIK PORTABLE PHONOGRAPH, Inc., Lakewood, N. J.

MOVES TO NEW QUARTERS

Emerson Record Sales Co. Now Located at 206 Fifth Avenue, New York—Increased Facilities at New Headquarters Praised by Trade

The Emerson Record Sales Co., local jobber of Emerson phonographs and Emerson records, has moved from 6 East Forty-eighth street to 206 Fifth avenue, New York. The company extended an invitation to local dealers to visit its new home and many Emerson dealers in this territory took advantage of this invitation and inspected the new establishment. In its new quarters the Emerson Record Sales Co. has greatly increased facilities and will be in a position to give excellent co-operation to the dealers in Greater New York.

With the introduction of the new Emerson phonograph, the local sales organization is materially increasing its activities, and judging from the enthusiastic reception accorded this phonograph there is every reason to believe that the Emerson Record Sales Co. will soon outgrow its present quarters and be obliged to arrange for additional floor space in order to handle the requirements of the local trade.

STRADIVARA CAPITAL \$20,000,000

The Stradivara Phonograph Co., of Portland, Ore., has increased its capital stock from \$4,000,000 to \$20,000,000. The Stradivara business on the Coast has grown rapidly during the past year and additional capital was needed to expand the company in other sections.

FILMS INCREASE BRUNSWICK SALES

"Where Harmony Reigns" (In a Flat) Is Latest Advertising Move of Brunswick-Balke-Collender Co.—Dealers May Buy or Rent Film

Hundreds of music dealers are adding a new salesman to their selling force—the same salesman working for all of them, although the dealers are scattered all over the country. This salesman has very peculiar characteristics; he is never late getting to work, he never strikes the boss for a raise in pay and, in towns where local ordinance permits, he will work seven days a week. This salesman's name is "Where Harmony Reigns" (In a Flat). He is the latest advertising motion picture which the Brunswick-Balke-Collender Co. is sending out to work for music dealers.

The use of motion pictures to stimulate Brunswick phonograph sales is by no means an experiment. Films have been a vital part of the Brunswick sales program virtually from the time the phonograph was first placed on the market. It was the success of previous films that caused the Brunswick Co. to put out this last one. Some dealers will buy the film outright, on a cost basis. To other dealers the Brunswick Co. loans the film for a period.

The latest Brunswick picture, the same as previous ones, was produced by the Rothacker Film Mfg. Co. "Where Harmony Reigns" (In a Flat) tells the story of a young married couple in whose apartment "The Melody of Love" has been drowned by the "Anvil Chorus," until the Brunswick finally smooths their troubles.

TRAINING ESSENTIAL TO SUCCESS

Marie Tiffany Warns Aspiring Music Students Against Hasty Preparation—Talking Machine Recognized as a Valuable Aid to Study

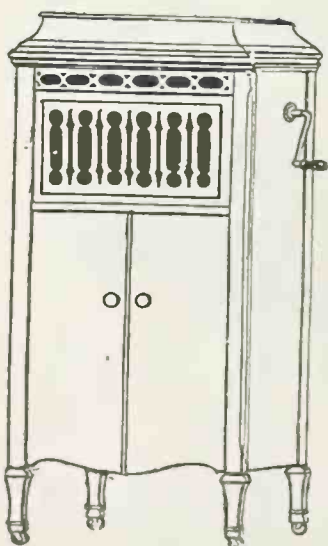
The prevalent idea of most young music students that they must go to New York and study with famous teachers if they are to achieve success is deplored by Marie Tiffany, noted operatic and concert soprano and Edison artist.

By far the majority of American students are in too much of a hurry to get to New York and the advanced training in singing, and give too little effort to the important elementary work with the home teacher, Miss Tiffany declares.

"In these days of reproduced sound it is an easy matter to become conversant with a foreign language, even if there is no teacher of foreign languages in one's home town. The operatic singer especially must know foreign languages.

"I cannot emphasize too much the importance of continuous work and a thorough education in all branches of music. When the time comes, one must be prepared for success. The opportunity always presents itself. When one learns how to think and to discriminate for one's self, he or she has unquestionably learned the big secret of success."

Big men are scarce—there is where the commercial world finds difficulty—there is where ambitious men will find their opportunity in the talking machine trade.



SOUTHERN DISTRIBUTORS
Pathé PHONOGRAPHS
and RECORDS



GRAY & DUDLEY CO.

Write Today for Agency Proposition

NASHVILLE

TENNESSEE

OKeh Records



10 Big Dance Sellers

- | | | |
|--------|---|--|
| 4040 | { | ON MIAMI SHORE—Waltz, Joseph Knecht's Waldorf Astoria Dance Orchestra. |
| 10-in | | NOW I KNOW—Fox Trot, Joseph Knecht's Waldorf Astoria Dance Orchestra. |
| \$1.00 | | |
| 4080 | { | MY ISLE OF GOLDEN DREAMS—Waltz, Joe Thomas Sax-o-tette |
| 10-in | | IN AND OUT—One-Step Joe Thomas Sax-o-tette |
| \$1.00 | | |
| 4090 | { | OH! BY JINGO—One-Step Rega Dance Orchestra |
| 10-in | | VENETIAN MOON—Fox Trot Rega Dance Orchestra |
| \$1.00 | | |
| 4109 | { | WHOSE BABY ARE YOU—One-Step All Star Trio |
| 10-in | | MANYANA—Fox Trot Green Brothers' Novelty Band |
| \$1.00 | | |
| 4118 | { | IN SWEET SEPTEMBER—Fox Trot, Ray Miller's Black & White Melody Boys |
| 10-in | | MY SAHARA ROSE—Fox Trot, Harry Raderman's Jazz Orchestra |
| \$1.00 | | |

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street, New York City, N. Y.

Factories: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.

Branch Offices: Chicago, Ill San Francisco, Cal. Toronto, Can London, Eng.





THE IMPORTANCE OF THE TONE ARM

By N. A. KURMAN, New York

From the day that Edison awoke to the fact that a membrane could be used to reproduce the voice to the day when we figure our talking machine production by the thousand units, inventors have ceaselessly worked upon the solution of many phonographic problems. Fundamentally the talking machine is exactly the same to-day as then. A diaphragm is caused to vibrate by means of a stylus, in turn vibrated by impressed undulations. This diaphragm is connected by proper means to a horn. This was the first phonograph, and it is the last to date. The first refinement of a radical nature came with the cabinet, when the horn became a joined affair, with its major portion enclosed. The tone arm then came into being, as a means for coupling the moving sound box to the fixed horn, and presented new features for the inventor to work on.

To-day there are thousands of granted patents upon the talking machine, each claiming the merit of superiority. What is the matter with them all, and with the art? Why is it that to-day, after all these years of combined effort, only a few of these ideas have proven of virtue?

Take the tone arm, for instance. You find it round, hexagonal, oval, square, jointed, jointless, ball bearing, pivoted, some with springs, some springless, all of these either straight, curved or telescopic, and constructed of brass, copper, wood, zinc or aluminum. Which of these is the best? If you pin your faith to copper you are haunted by the fear that brass may be cheaper, and so on. How can a man tell which is the best for his purpose unless he has the sound box and amplifier factors in consideration?

On the day the guns in France stopped roaring conditions changed the world over. A new silk-shirted aristocracy came into being. The day of the spender was at hand. Prohibition, a little later, by keeping many a worker from the corner saloon, gave his wife the chance to buy many of the things that before had been counted among the unattainables. The talking machine came into immense vogue, many machines were placed upon a market that did not pick and choose. Anything went, any old thing that would make a noise—and the more noise the better—commanded a ready sale. No attention was given to quality. Many makers lost sight of the fact that a talking machine is a family purchase usually made once for all, and many will find that their names mean something that must be lived down if they wish to continue in business. Trash cannot prevail. Already the condition of things have changed—quality is the only thing that counts.

Another condition which I believe is peculiar to this field affects this business. There are fewer technical men in this line than in any other. An egg dealer knows an egg by its middle name, he can tell its age by its teeth, its health by his nose. Any flivver salesman can give a lecture on short notice on the history of the automotive engine. How many makers of talking machines know anything about sound? This explains why we are so grievously afflicted

CUT YOUR COST IN HALF

USE PAPER

H. G. NEU & CO.

PAPER TWINE
ENVELOPES

108 Worth Street New York
Franklin 2049

by the crank, the hypnotist and the man with the freak talking point.

Take the tone arm again. Do you really know whether it is proportionate to your other assembly? Is it the best for the horn you have? Then, on the other hand, is your horn the best you can make to suit the tone arm you buy? Can you or your tone arm maker answer these questions?

If you are at all mindful of the signs of the times and desire to put your product on a par with the best, it is up to you to get a good tone arm and sound box combination. Then get an engineer to design your horn amplifier to fit the assembly. This is important, for while all horns are fundamentally the same, the whole virtue of your machine rests upon the proportion of your units. The field has narrowed to the point where beauty and quality alone can sell and if you want to shine you must realize that you can no longer slap together these mediocre assemblies, dignify them with a euphonistic "ola" and expect them to stay sold.

The sound box functions to transform the mechanical record undulations into sound waves. In the tone arm these sound waves are developed as far as their depth is concerned. The horn amplifies them. That's all there is to it. Get a good combination and stick to it. Don't trust your ear or that of your foreman cabinet maker. Do not listen to the hypnotic voice of the wizard who can do wonders with a piece of middle-aged spearmint stuck all over the place. You aim to supply the best. Go at it intelligently; you'll win. You will not have much trouble selling something that's good. Let quality be your talking point. If you cut out the habit of standing in front of one of your own machines and "kidding" yourself you will be on the right track, anyway. When you get something good it will hit you; you will not have to go in a trance to find it out. Take the tone arm, for instance, and think it over.

The man with brain shortage usually has lung power to spare.

Victor Dealers—

will find in our new wholesale store every facility for the marketing of

VICTROLAS and RECORDS

Our New Location at Penn Avenue and 12th Street brings our wholesale department to within one block of the Pennsylvania Station.

Be Sure to visit the Model Victor Sales Room on the first floor.



Mellor's
PITTSBURGH, PA.

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect
We get the best India Mica directly.
We supply the largest Phonograph Manufacturers.
Ask for our quotations and samples before placing your order.

American Mica Works
47 West St. New York



MR. JOBBER

We want you to investigate the Independent line as a *leading jobbing proposition*

We have one jobber in the South who sells 1,000 Independents per month.

We have a jobber in New England who sells 850 Independents per month.

We have a department store in the middle West which sells 500 Independents per month.

We have several large dealers whose monthly business with us is in excess of 200 machines per month.

We own and operate 3 large factories which are building quality machines, which it will pay you to investigate.

Our manufacturing facilities have been greatly enlarged, and we want a few more live responsible jobbers who have a following and who want high class talking machines at prices which are lower (quality considered) than anything on the market.

Our discounts are liberal, our co-operation of the very highest order. Our representative will call on responsible people who request same in response to this ad.

INDEPENDENT TALKING MACHINE CO., Inc.

12 East 42nd Street, New York City

J. J. DAVIN'S NEW POSITION

Popular Member of Victor Trade Appointed Manager of Eastern Headquarters of Reincke-Ellis Co.—Well Qualified for New Work by Previous Experience in the Industry

The Reincke-Ellis Co., Chicago headquarters for Victor dealers' service items and sales literature, has decided to establish headquarters in New York City, installing a complete building and general offices. The location of the New York quarters will be announced in the very near future and the opening of this branch will insure better service and prompt deliveries to the dealers.

J. J. Davin, one of the best-known members of the local Victor wholesale trade, has been appointed manager of the New York branch of the Reincke-Ellis Co. It was only after six months' persuasion on the part of Arno B. Reineke, president of the company, that A. D. Geissler, president of the New York Talking Machine Co., Victor wholesalers, permitted him to make Mr. Davin a proposition to take over this important post, his consent being given at the recent Victor jobbers' convention in Atlantic City.

Mr. Davin assumed his new duties on August 1, leaving for Chicago, where he is spending three weeks at the Reincke-Ellis plant in that city. He expects to return to New York accompanied by Mr. Reineke about the twentieth of this month and will open the new and complete Eastern organization.

In accepting the management of the Reincke-Ellis Eastern headquarters, Mr. Davin felt that his past experience in the Victor trade would enable him to give the dealers' maximum efficiency in the rendition of service work, and he will now come in direct contact with all the Victor wholesalers and retailers in this territory.

The Reincke-Ellis Co. is to be congratulated upon securing Mr. Davin's services, for he has spent practically every minute of his time since entering the Victor field in creating service helps for dealers. He has an extensive acquaintanc

among Victor dealers and thoroughly understands their problems and requirements.

For the past six years Mr. Davin has been associated with the New York Talking Machine Co. and has steadily advanced in the service of this company until recently he became overseer and manager of the various territories under the direction of H. C. Ernst. He has made a care-



J. J. Davin

ful study of every phase of the Victor industry and his past experience well qualifies him for his new post.

In addition to his various activities, Mr. Davin has always taken a keen interest in the progress of the Talking Machine Men, Inc., the local dealers' association, which includes among its members dealers in New York, New Jersey and Connecticut. At the present time he is president of the service bureau of this Association and in 1919 was presented with a gold watch for the

constructive services that he had rendered the Talking Machine Men, Inc. Mr. Davin is a distinct asset to any organization or institution with which he is connected.

PATHE CONCERTS IN LOUISVILLE

Huge Pathé Phonograph With Amplifiers Is Demonstrated in Shelby Park—Crowds Dance to Music, Which Is Heard for Great Distance

LOUISVILLE, Ky., August 5.—Last week saw the operation at Shelby Park of the huge phonograph presented to the Louisville Board of Park Commissioners by the Pathé Frères Phonograph Co., through Peter L. Atherton, president of the Prestonia Mfg. Co., which makes cabinets for the Pathé. An afternoon and a night concert, followed by dancing, were participated in by large crowds and everyone seemed to have a good time. M. H. Crawford, president of the Park Commission, introduced Mr. Atherton, who made the formal speech of presentation. Mayor Smith, on behalf of the city of Louisville, accepted the gift and suitably expressed his thanks to the Pathé Frères Phonograph Co. and Mr. Atherton.

The machine is specially built and is equipped with amplifiers and can be heard for a great distance. Other instruments of a similar nature will be installed as soon as they are constructed.

MALDEN VICTOR DEALER ENLARGES

The Henry W. Upham Piano Co., Victor dealer of Malden, Mass., is at present enlarging the store at 462 Main street. The floor space will be doubled by the new addition and seven new demonstration booths will be installed. A special concert room, thirty-three feet long, is being planned and will be a great asset to the store in demonstrating special records or talking machines. A general line of musical instruments and musical goods is carried in addition to the Victor stock; in fact, this is a very progressive establishment.

This New ALUMINUM SOUND BOX is Creating a Sensation!

NOT ONLY manufacturers but dealers as well are selecting this sound box because it gives a magnificent, pure, rich tone.

THIS sound box (which represents the last word in the construction of devices of this kind) adds greatly to the value of the instrument on which it is placed.



THE materials and workmanship are extraordinarily good.

We can furnish this, bearing your name and trade mark, at a very low price.

TODAY write for prices and sample. Test this sound box. Its superiority is at once apparent

PRESTO PHONO PARTS CORPORATION

124-132 PEARL STREET

BROOKLYN, N. Y.

BEST SELLERS IN GREY GULL RECORDS

Lateral Style

- Oh By Jingo.....Sung by Billy Murray } L-2013
There's a Typical Tipperary Over Here, } 10 in.
Sung by Mel Eastman } \$1.00
- Let the Rest of the World Go By } L-2017
Sahara RoseSung by Henry Burr } 10 in.
Sung by Mel Eastman } \$1.00
- I Love the Land of Old Black Joe, } L-2011
Swanee.....Sung by the American Quartette } 10 in.
Sung by the Peerless Quartette } \$1.00
- When He Gave Me You (Mother of Mine), } L-2010
After You Get What You Want, You Don't Want It, } 10 in.
Sung by Henry Burr } \$1.00
Sung by Mel Eastman }
- Can You Tame Wild Wimmen...Sung by Billy Murray } L-2016
He Went in Like a Lion.....Sung by Billy Murray } 10 in.
Sung by Billy Murray } \$1.00
- Lucille, Fox-trot.....By Starita Saxophone Sextette } L-1011
My Isle of Golden Dreams, Waltz, } 10 in.
By Starita Saxophone Sextette } \$1.00
- Venetian Moon, Fox-trot.....By Gilt Edge Four } L-1014
Beale Street Blues, Fox-trot.....By Gilt Edge Four } 10 in.
By Gilt Edge Four } \$1.00
- I've Got the Profiteering Blues...Sung by Billy Murray } L-2012
But, She's Just a Little Bit Crazy, } 10 in.
Sung by Mel Eastman } \$1.00
- The Crocodile, Fox-trot....By Grey Gull Dance Band } L-1002
Alexandria (From Aphrodite), Fox-trot, } 10 in.
By Grey Gull Dance Band } \$1.00
- Venetian Moon.....Sung by the Sterling Trio } L-2014
Golden Gate.....Sung by Campbell and Burr } 10 in.
Sung by Campbell and Burr } \$1.00
- Dardanella, Fox-trot.....By Grey Gull Dance Band } L-1003
Slide, Kelly, Slide, One-step..By Grey Gull Dance Band } 10 in.
By Grey Gull Dance Band } \$1.00
- Just Like the Rose, Fox-trot.....By Gilt Edge Four } L-1015
Lost John's Melody, Fox-trot.....By Gilt Edge Four } 10 in.
By Gilt Edge Four } \$1.00

Two-In-One Style

(Hill and Dale Cut)

- I've Got the Profiteering Blues..Sung by Billy Murray }
Tiddle-Dee Winks at All the Men, }
Sung by Billy Murray } H-2007
Was There Ever a Pal Like You, } 10 in.
Sung by Mel Eastman } \$1.00
- Nobody Knows, and Nobody Seems to Care, }
Sung by Mel Eastman }
- Oh, Fox-trotBy Gilt Edge Four }
Beale Street Blues, Fox-trot.....By Gilt Edge Four } H-1007
Just Like the Rose, Fox-trot.....By Gilt Edge Four } 10 in.
Lost John's Melody, Fox-trot.....By Gilt Edge Four } \$1.00
- Silver Threads Among the Gold...Sung by Henry Burr }
In the Gloaming.....Sung by Henry Burr } H-2008
Carry Me Back to Old Virginny, } 10 in.
Sung By Stetson Humphrey } \$1.00
- Darling Nellie Gray.....Sung by Stetson Humphrey }
- Washington Post March..By Grey Gull Military Band }
Liberty Bell March.....By Grey Gull Military Band } H-4004
Manhattan Beach March..By Grey Gull Military Band } 10 in.
King Cotton March.....By Grey Gull Military Band } \$1.00
- Up the Street March....By Grey Gull Military Band }
Cruiser Harvard March...By Grey Gull Military Band } H-4005
Second Regiment March..By Grey Gull Military Band } 10 in.
Boston Commandery March, } \$1.00
By Grey Gull Military Band }
- Kathleen Mavourneen.....Sung by Stetson Humphrey }
Believe Me, If All Those Endearing Young Charms, }
Sung by Stetson Humphrey } H-2005
Old Black Joe.....Sung by Dr. A. J. Harpin } 10 in.
Old Folks at Home.....Sung by Stetson Humphrey } \$1.00
Dixie.....Sung by Dr. A. J. Harpin }

Send a trial order for any or all of the above popular numbers. We make a nominal charge of 70 cents each for sample records, parcel post prepaid. Use coupon below, if you wish.



INCORPORATED

295 HUNTINGTON AVE., BOSTON, MASS.

FILL OUT COUPON AND MAIL

GREY GULL RECORDS, 295 Huntington Ave., Boston, Mass.

Please send prepaid, to address below, an easy-selling assortment of.....Grey Gull Records, at 70 cents each, for which remittance is enclosed. Privilege of returning these records within ten days, at your expense, and obtaining a refund of the remittance is reserved. Also send your two leaflets, "Distributor Proposition" and "Dealer Proposition," and catalog of your records.

Name _____

Address _____

Disc Record Manufacturers ATTENTION

If you are not satisfied with your product—

If some part of the manufacture needs perfection—

Let me help you.

I was the pioneer to introduce the present disc record into Europe in 1901. Successful factories were erected in England, France, Spain, Germany, Austria, and Brazil under my management. I know the record business from A to Z, and can straighten out your difficulties.

The present system of permanent masters was perfected in my laboratories in 1904 and has never been improved upon.

The double-sided record was my patent and brought out in 1903.

If you want the best to be had in recording machines; if you want the latest development in pressing records from shells; if you want increased record production in power-driven presses—I can help you.

*Complete installations
taken charge of*

F. M. PRESCOTT

RIVERDALE, N. J.

Phone No. 2 Pompton Lakes N. J. Telegrams Prescott, Pompton Lakes N. J.

OUTLOOK PLEASES ATLANTANS

Carroll Furniture Co. Handling the Brunswick—
Phillips & Crew Open in Greenville, S. C.—
Haverty's Big Columbia Trade—E. H. Goodhart to Be a Candidate for Mayor

ATLANTA, GA., August 5.—Although July is mid-Summer and is usually dull in nearly all retail lines, the talking machine dealers in this city report good business during the month just closed.

The Carroll Furniture Co., a new firm in the city, which bought the former store of the Zaban Furniture Co., and who, as stated in these columns last month, has qualified as a Brunswick dealer, reports, through E. E. Thornton, manager of the Brunswick department, that the business in July was double that of June and that the outlook for the future is good. This firm expects a little later to completely remodel and enlarge the phonograph section, preparatory to doing as large a business as any house in the city.

The Phillips & Crew Piano Co., the oldest Victor dealers in Georgia, have opened an additional store in Greenville, S. C., completely stocked with the best grades of musical merchandise. They now operate stores in Atlanta, Savannah and Greenville, S. C.

The Haverty Furniture Co. continues to book a fine business on the Columbia line. The use of space in the local newspapers is still the wonder of every one who reads its advertisements, and excellent returns are being secured. No dealer in the South has ever entered into an advertising campaign on a broader scale, nor made any more liberal offer to prospective customers of high-grade talking machines and records. Reports from the chain stores in Birmingham, Memphis and Savannah; Columbia and Charleston, S. C.; and Dallas and Houston, Tex., indicate good volume on the Columbia line.

The Atlanta Phonograph Co., Columbia dealer, reports that J. P. Riley and family have recently returned from an automobile vacation trip through Florida, and that business with it is very good. It has recently added to its sales force to take care of the increased business.

E. H. Goodhart, of the Goodhart-Tompkins Co., Victor dealer, is a candidate for Mayor in the coming city election, and the prospects for his election seem good. He is endeavoring to get all the women to vote for him, suffrage having been given the women by agreement (in the city election only). J. F. Neece, manager of the Victrola department, recently returned from a trip East.

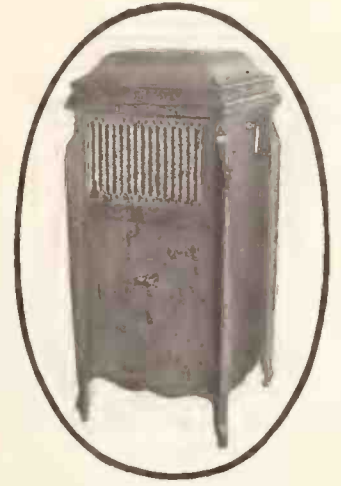
The following jobbers or distributors are all having a large volume of business: Brunswick-Balke-Collender Co. (Brunswick), Columbia Graphophone Co. (Columbia), Elyea Co. (Victor), Rawson-Upshaw Co. (Sonora and Emerson records) and Phonographs, Inc., the Edison Shop and the Diamond Disc Shop (Edison).

EMERSON JOBBERS VISIT NEW YORK

Representatives From Other Cities Entertained at Fifth Avenue Headquarters

During the past few weeks quite a number of Emerson jobbers visited the headquarters of the company at 206 Fifth avenue. Among the callers were J. C. Brown, of the Hessig-Ellis Drug Co., Memphis, Tenn.; E. G. Walker, Struvell-Paterson Hardware Co., Salt Lake City, Utah; W. T. Buschardt, Southern Drug Co., Houston, Tex.; Mr. and Mrs. E. N. Upshaw and Mr. and Mrs. Hagedorn, of the Southern Sonora Co., Atlanta, Ga., and C. L. Marshall, of Cleveland and Detroit.

These jobbers spent several days with the executives of the company and after discussing important business affairs were entertained socially. They all spoke enthusiastically regarding the outlook for the Fall season and promised big things for Emerson this Fall. Their sales totals this year have been far beyond expectations.



BLANDIN

Any Phonograph capable of reproducing piano and violin records perfectly will reproduce any record perfectly. We invite your inquiry on the Blandin.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.



PAYS TRIBUTE TO INDUSTRY

Professional Artists Recognize Immense Value of the Talking Machine

Few people outside the ranks of professional artists who have been fortunate in making successful records have any conception of what the talking machine has done for music in America. "Artists no longer find it difficult to sing in smaller towns," said Sophie Braslau in a recent interview. "Serious numbers instead of being unknown quantities are understood everywhere, because everywhere they have been made familiar through frequent hearings on the records."

There is no accounting for musical tastes, so don't try—just accept them and sell your records accordingly.



Victor Victrola

The World's Musical Instrument

AS with every product, the Talking Machine has its acknowledged standard. Wherever you may go, and you may travel the world over, the superlative merits of the Victor products are readily admitted. The high pinnacle on which the Victrola is held throughout the universe rightly classifies it as "The World's Musical Instrument."

Victor supremacy is the result of many years of faithful, conscientious, and costly labor on the part of the parent company, backed up by the steadfast loyalty of reputable distributors and dealers.

As Victor distributors, we aim to be as efficient in our service as the Victrola is in its performance.

C. BRUNO & SON

INCORPORATED

Victor Distributors to the Dealer Only

351-353 Fourth Avenue

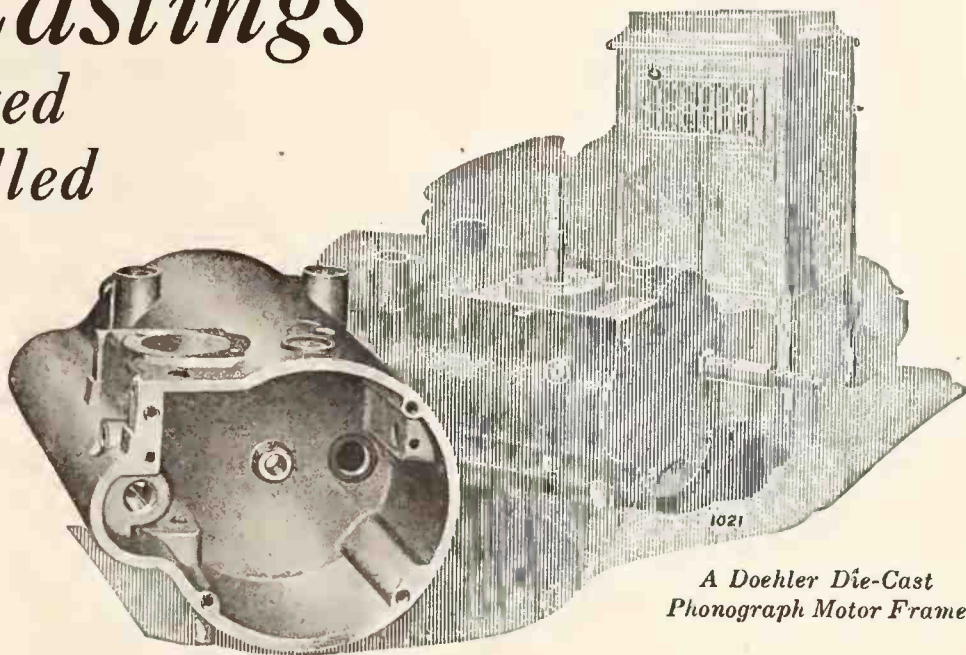
New York

Doehler Die-Castings

—often imitated
but never equalled

Strength, uniformity, accuracy and finish most closely approach perfection in the die-castings made by Doehler.

There is a fineness to Doehler Die-Castings—others have sought to duplicate it—but the men who want die-castings (tone arms, motor frames and other parts) to reflect credit on their product standardize on Doehler. It is worth their while—and yours.



A Doehler Die-Cast
Phonograph Motor Frame

Let Doehler advise
you — no obligation

THE WORLD'S LARGEST MANUFACTURERS OF DIE CASTINGS

DOEHLER DIE-CASTING CO.

MAIN OFFICE AND EASTERN PLANT
BROOKLYN, N.Y. CENTRAL PLANT
TOLEDO, OHIO. WESTERN PLANT
CHICAGO, ILL.

SALES OFFICES IN ALL PRINCIPAL CITIES

GRAFONOLA ON SPECIAL TRAIN

New York Delegation Attending Senator Harding's Notification Ceremonies Entertained by Columbia Grafonola on Their Western Trip

A Columbia Grafonola L-2, with a collection of Columbia records, entertained the Republicans from Greater New York on the special train which left New York recently for Marion, O.

This delegation attended the ceremonies incidental to Senator Harding's notification, and among the records provided for their trip were speeches by Senator Harding and Governor Coolidge, candidates for President and Vice-President respectively. These records, which were produced for the Columbia Graphophone Co. under the direction of the Nation's Forum, were enthusiastically received by the Republican delegation on this special train, and a similar reception was accorded other Nation's Forum records by prominent Republican statesmen.

"you can have all the flying you want, but you must not feel bashful about giving us a nice little tune once in a while."

"And to think," concluded the major, "that I was talking to one of the world's greatest violinists and I did not know that he could even play the banjo."—Fort Worth Record.

TOO MANY LITTLE LOVE SONGS

May Peterson, the Aeolian-Vocalion artist, thinks there are too many parlor ballads. "Oh, if we could only get over the parlor ballads," she says, "the dinky little love song that ends 'For You,' 'Your Eyes,' 'I L-oo-vvvee You' and other songs of the same immortal caliber, things might be better for the composer, and certainly they would be better for the singer. Did you ever hear some six-foot bass with a subterranean voice, and built along the fragile lines of a B. & O. freight car? It is then that our delectable parlor songs shine in all their brilliancy. It is quite wonderful to hear these melodic dribblets when sung by some husky singer who is strong enough to do a day's wash."

SPALDING'S ARMY DEBUT

Commanding Officer of Aero Squadron Did Not Recognize Famous Edison Artist

When Albert Spalding, the Edison artist, gave a recital in Dallas a while ago one of the most interested auditors was Major J. W. Swan. It so happened that Major Swan, then Captain Swan, was the first officer that Spalding reported to after enlisting in the air service at Mineola, L. I.

Major Swan's favorite story about Spalding relates that when the violinist reported to him he was on the eve of sailing with the American expeditionary force for Europe. He impressed upon the new recruit the necessity for limiting baggage to a minimum.

"Well," said Spalding, "I don't need much baggage, but I wonder if I might be permitted to take along with me a small violin case?"

"Can you play the violin?" asked Captain Swan. Spalding admitted that he could.

"Well, that's fine," said the captain. "You could cheer us up a lot on the trip over if you could get by with some simple melodies."

Spalding was rather new at that time to military regulations, so he lost no time in convincing the captain that he was not in the army to act as an entertainment committee for the Y. M. C. A. and that he expected to do more flying than playing while in the army.

"Well, that's all right," said Captain Swan,

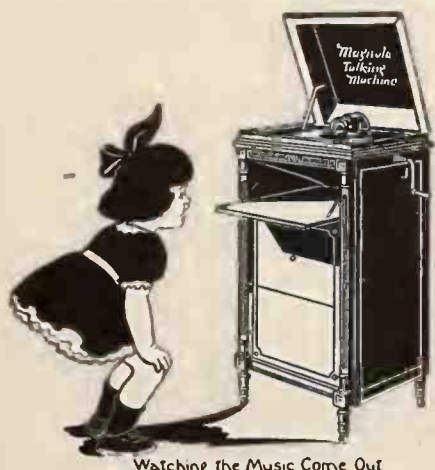
"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA

"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices Southern Wholesale Branch
711 MILWAUKEE AVENUE 1530 CANDLER BLDG.
CHICAGO ATLANTA, GA.

To Manufacturers

Agency Wanted
for
Phonographs & Records

Forward full particulars
with illustrations, Agency
terms and deliveries to

Box 27,
A. G. BAYLEY,
31 Broad Street,
Barbados, B. W. I.

NORTHERN DISTRIBUTOR FOR CHENEY

Edward G. Hoch Opens Offices in Minneapolis and Will Distribute the Full Cheney Phonograph Line in That Territory

Of more than passing interest to the trade and to Cheney dealers in the Northern States in particular is the announcement that Edward G. Hoch has been appointed Northern distributor for the Cheney Talking Machine Co. Spacious offices have been opened at 104 Third street, North, Minneapolis, Minn., from which Minnesota, the Dakotas, Wyoming and Montana will be served.

For several years Mr. Hoch has represented the Cheney Talking Machine Co. in this territory and it is worthy of note that in acting as a distributor he is choosing the line he knows so well. Mr. Hoch has also been closely identified with civic and commercial activities around Elkton and Sioux Falls, S. D. Four traveling men will work out of Minneapolis, with early prospects of increasing the force as business warrants.

With a distributing point in Minneapolis, the Cheney Talking Machine Co. is in a position to give dealers in the Northern States the best of service and deliveries and the company looks to an even larger volume of trade from this territory, where the Cheney line is already so favorably known.

DEALERS SHOULD FOLLOW UP FILMS

Dallas Music Industries Association Points Way to Dealers in Booklet Explaining the Use of These New Films in Aiding Business

The Dallas Music Industries Association, which is boosting the cause of music in that city by means of special industrial films, is urging the dealers to follow up these presentations by active campaigning. In a booklet just issued an article on the subject of the piano and music film says:

"Manufacturers everywhere are availing themselves these days of the possibilities inherent in the industrial movie; the film showing their plants and their processes, which is exhibited to selected audiences.

The Booth Felt Company, Inc.

Mechanical Felt Products

Turntable Felts

Motor Felt Washers

Motor Brake Felts

Needle Rest Felts

Cabinet Strip Felt

We carry a large stock of well assorted merchandise which insures prompt deliveries.

If interested in Velour or Velveteen Discs we can supply them.

FACTORIES

BROOKLYN, N. Y.

CHICAGO, ILL.

463-473 Nineteenth Street

732 Sherman Street

"Often, however, the exhibitors of such a film fall far short of realizing on all the possibilities surrounding its exhibition. The film is shown, the expected amount of interest aroused among members of the audience; then they are allowed to go away and forget all about Mister Manufacturer and his business. For, forget they will unless properly followed up.

"An ideal form of follow-up for the industrial movie is to be found in an attractive leaflet, the unique cut-out folder, or other similar small printed piece which is handed to the audience as they file out, or is displayed on a table near the door, where they may help themselves. The leaflets are packed with the film when it is

shipped away for exhibition, together with a circular giving full instructions to the operator concerning the distribution of this advertising matter.

"Thus, at the expenditure of only a small added sum, the film, which perhaps cost hundreds of dollars to 'shoot,' is made infinitely more effective."

INCREASED INTEREST IN MUSIC

Harry N. Chesebrough, of Oakland, Cal., Returns From Eastern Trip and Finds Player-Piano Great Aid in Musical Appreciation

OAKLAND, CAL., July 31.—That America is developing into a nation of music-lovers the like of which the world has never seen, is the statement of Harry N. Chesebrough, Oakland musician and music merchant, who has recently returned from the East, where he observed conditions in general and surveyed the musical instrument field in particular.

"I attribute the increasing enthusiasm for music to the development of the player-piano and the talking machine by which anyone can bring the greatest artists into his home at will. These instruments have shown people, who might never have known otherwise, the wonders of fine music, and they have stirred in many of them the desire to interpret the best works for themselves, if not actually to create their own music. Then, too, the widespread instruction in music that has gone on in the public schools the past few years has done much to popularize it.

"Recently a congressional committee that was engaged in fixing the excise tax recognized the popularity of music by classing it after food, raiment and shelter as the fourth necessity of life."

Chesebrough's Eastern trip combined business with pleasure and study, and he spent considerable time in Chicago, Boston and New York buying for his local store at 531 Thirteenth street, where he has taken over the business formerly conducted by Howard E. Brillhart. His return from visits to the W. W. Kimball factory in Chicago, the Pathé plant in Brooklyn and the Hallet & Davis factory in Boston finds his stock replenished and enlarged.

IS THE GOOD TIME COMING?

Perhaps we will some time have a chance to hear our subway conversationalists discuss their favorite record instead of their favorite movie queen.

BANG!

NOW READY

Pathe Dealers

Every authorized Pathe Jobber in the United States now has Hustylus in stock.

HUSTYLUS

PATS. PEND.

There is no reason for you being any longer without a good supply of this essential accessory for playing Pathe records on standard lateral cut machines.

Herbert & Huesgen Co.
Sole Sales Agents
18 East 42nd Street
New York



GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - - New York

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

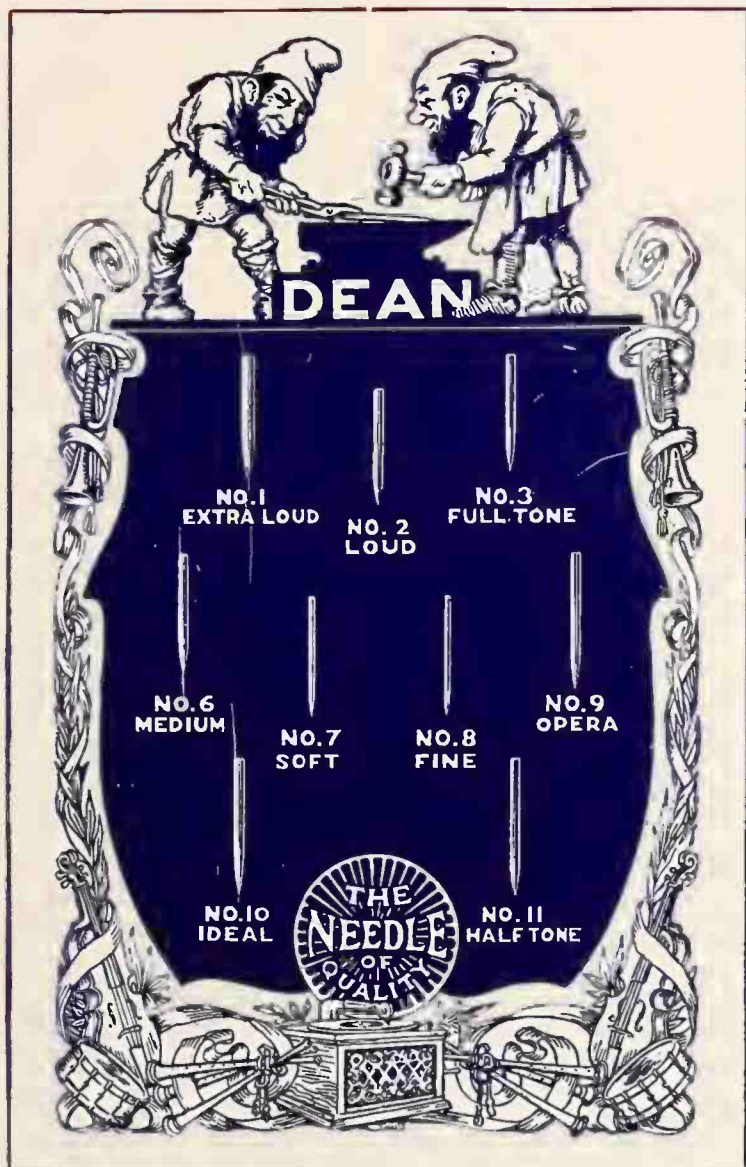


CHICAGO

TORONTO

SAN FRANCISCO

LONDON, ENG.



To Jobbers

We can make you an attractive

NEEDLE

proposition.

We deliver NEEDLES of the highest quality—the famous DEAN NEEDLE—in your own envelopes, or in our “Needle of Quality,” Truetone, Cleartone or Puritone envelopes.

All tone variations:—The famous PETMECKY needle—gold and silver-plated needles.

Write us today. Our proposition affords handsome margins of profits.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street - - - New York

FACTORIES:—
PUTNAM, CONN.

NEWARK, N. J.
SPRINGFIELD, MASS.

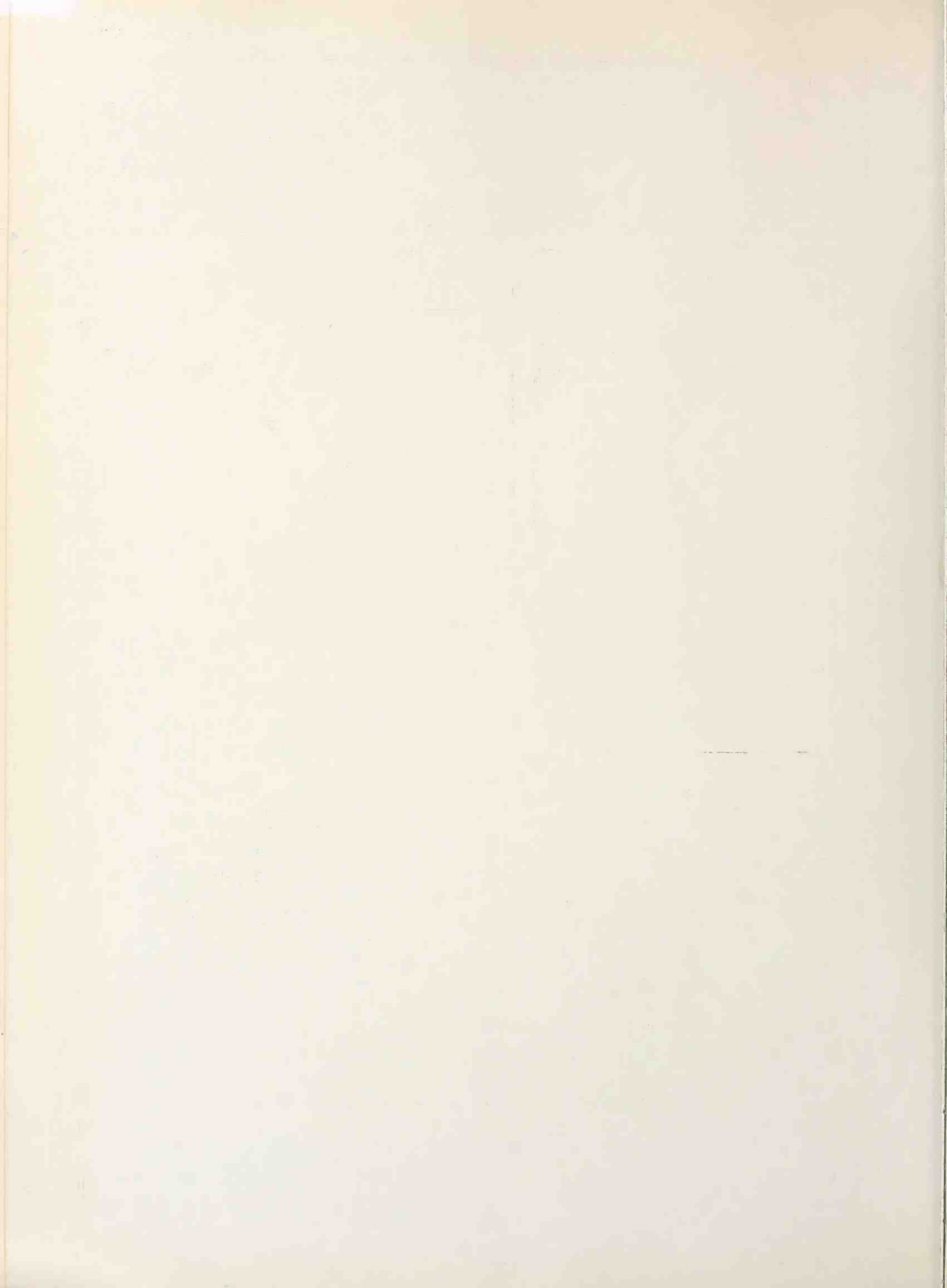
ELYRIA, O.
KITCHENER, ONT.

CHICAGO

TORONTO

SAN FRANCISCO

LONDON, ENG.



The Trade in **BOSTON** *and* **NEW ENGLAND**
 JOHN H. WILSON, Manager
 324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., August 3.—Mobilizing talking machines for the Presidential campaign appears to have become very popular in this territory, where the output of the Nation's Forum, disposed of through the medium of Columbia dealers, appears to have met with the greatest success. In each case a likely Presidential candidate or some other leader of national prominence speaks in his own voice on some timely subject. In some cases, as is known, the candidates have visited the Columbia laboratories, but in the case of Calvin Coolidge, the Governor of Massachusetts, and the Vice-presidential candidate, the recording outfit was brought here to the State House, so that Coolidge was put to the least possible disadvantage. Locally the Coolidge, Senator Lodge and other records made by political celebrities are having a good sale.

Planning Large Export Trade

R. M. Nelson, general sales manager of the Beacon Co., was in Chicago the middle of the month, whither he went on business in the interests of the company. Mr. Nelson says his concern has been laying the foundations for a large export business and already shipments of Beacon instruments have been made to Norway and England, in both of which places, he says, some important connections have been made.

A. R. MacDonald, president of the company, is spending a three weeks' vacation at Eastport, Me. The Norris Piano Co. is the latest Boston concern to take on the Beacon and Mr. Norris has been featuring the instrument in his advertising. The Beacon Co. has inaugurated a rather novel way of advertising its product, which is in the nature of a sticker to be used on letters and packages and is a miniature reproduction of the Beacon instruments.

Stimulating Letter to Columbia Dealers

Branch Manager Fred E. Mann, who always keeps right after the Columbia dealers in his territory, has addressed a sound and convincing circular letter to dealers, which is couched in plain and forcible language which cannot fail to carry weight. In fact, he has lately issued two, a second one following the first by about ten days. In the first one Mr. Mann, after decrying some of the pessimism that some dealers are handing out, says in part, under the

Steinert Service Serves

WHOLESALE



HEADQUARTERS

M. STEINERT & SONS CO.
 35 Arch Street :: :: :: :: :: Boston

very pertinent caption "Optimism in Business:"

"While it is highly probable that the peak of high prices in most lines has been reached and that in some lines there may even be a permanent reduction in prices, as a general proposition it is a safe bet that high prices and high wages will continue for some time to come.

"I want to tell you, gentlemen and ladies of the Columbia dealers' organization, that good and even big business is possible in the retail distribution of Grafonolas and records to-day and the best proof of this statement is the fact that there are a considerable number of Columbia dealers who have failed to become panic stricken

and who by putting a little extra effort and intelligent thought behind the moving of their stock are doing as big or bigger business to-day than they have done any time during the past few years. I have talked with a number of dealers during the past three weeks and I find dealers within one or two blocks of each other, one of whom bemoans the fact that business is rotten and he doesn't know what in the world is going to happen this Fall and Winter, while the other one is doing the biggest business of his career and hasn't time to sit and think long enough to enable himself to be surrounded by a gloom cloud.

"We are also going to see it in the ranks of phonograph dealers because this country is reaching the point to-day where the dealer who employs good, sound, constructive merchandising principles and real salesmanship in the distribution of his phonograph product is the dealer who is going to survive and make it impossible for the hit-or-miss type of dealer to continue in business.

"During the past two and a half years Columbia has cleaned house in New England and I have wanted to believe that in reducing our number of dealers from over 500 to less than 300 we had gotten it down to a fast-working, enthusiastic, optimistic organization of dealers, and a majority of the dealers with whom I have talked justified our opinion. But we want to see this spirit dominating 100 per cent of the Columbia dealers in the Boston branch territory. This is no time for gloom. This is no time for fast-spreading pessimism. This is no time to take it for granted that there is no business and therefore decide you won't do any advertising. This is no time to decide that there is no business and that therefore you will pull in your canvassers and trucks.

"A dealer recently bemoaned to me the fact that he had fifty Columbia Grafonolas on hand and he is doing business in the City of Boston. Later in the day another Boston dealer with a comparatively small shop told me that he was averaging from eight to ten Grafonola sales every day and that his record business was prac-

(Continued on page 85)

"New England Service for
 New England Dealers"



OUR slogan is again exemplified by our successfully placing Victor goods into the hands of our dealers in the face of embargoes, stevedore strikes and seemingly insurmountable difficulties.

Ask the dealer!

This time our barge "Olive" turned the trick
The Eastern Talking Machine Co.
 VICTOR WHOLESALERS
 8 Essex Street BOSTON

1870
1920

Established 1870

Oldest and Largest
Manufacturers of
Talking Machine
NEEDLES
in the World



“Fifty Years of Needle Making.”

“If a Talking Machine Needle could be
made better, Bagshaw would make it.”

W. H. BAGSHAW CO.

INCORPORATED 1917

LOWELL, MASS.

W. H. BAGSHAW
COMPANY
LOWELL, MASS.



Don't Let Bad Conditions Interfere With Good Profits

SHIPPING conditions are going to be bad this Fall. The heaviest freight movements of the year are soon to begin, with the moving of the crops and the transporting of coal for Winter use. Congestion is already severe. It is going to be worse.

The wise Pathé dealer is he who insures his Fall and Winter profits by stocking up now, while it is possible to deliver the goods. Today we can ship. Thirty, sixty or ninety days hence, we can promise nothing.

You are urged to write us immediately and book your order for early delivery, that we may aid you to escape the freight blockade and shortage of merchandise that is surely in store.

Hallet & Davis Piano Co.

146 BOYLSTON STREET, BOSTON

New England Distributors for
Pathé Phonographs and Pathé Records.

New York Office:
Hallet & Davis Bldg., 18 East 42d Street



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

tically normal, succeeding a two weeks' slump the early part of May.

"I ask every Columbia dealer to think good business and talk good business; to advertise and send out his canvassers and salesmen with trucks to reap a golden harvest in connection with sales to the smaller towns and rural communities. I am not preaching the doctrine of foolish, irresponsible optimism; rather do I ask you to decline to sacrifice on the altar of panicky emotions the splendid confidence which every red-blooded American has had and should continue to have in the people who make up the greatest country in the world, which has made such a contribution to the rest of the world during the past few years. Business is good with us! Make it good with you by the means which are easily at your disposal."

In the second circular Mr. Mann says, in part: "Don't give the people a chance to forget dur-

ing the Summer months that you have a well-equipped Grafonola department and are on the job prepared to take care of their requirements in Columbia Grafonolas and records. Business is good generally among Columbia dealers now. Make it good in your own department by recalling the pep and enthusiasm from the vacation on which they were sent even before the vacation season started in some cases."

Now the Phonograph Sales Co.

The Rosen Phonograph Sales Co., at 27 Court square, has been changed to the Phonograph Sales Co., Harry Rosen, president. The company now controls the rights to the Delphon instrument for Maine, New Hampshire, Massachusetts, Rhode Island, and President Rosen is preparing for a big campaign in all these States.

How Herbert Shoemaker Is Summering

Herbert Shoemaker, of the Eastern Talking Machine Co., is not planning on a vacation at this time, as he is looking forward to his respite from business some time around Christmas.

when he goes with his college fraternity, the Delta Kappa Epsilon to Havana, Cuba, where it is to hold its national convention, the organization having been invited by the President of Cuba, who is a Cornell alumnus. Meantime Mr. Shoemaker is spending all his spare time on the Charles River, where he has been rowing as much as twenty-one miles in three days. He has been invited to enter his shell in the singles in the Labor Day regatta.

Transferred to Western Massachusetts

L. H. Richardson, who has been the Victor representative in the State of Maine, has left that territory and has been transferred to western Massachusetts, where he will act in the same capacity.

Conducting Special Educational Classes

Miss! Grace Barr, of the educational department of the Victor Co., has been conducting special classes this Summer at Hyannis, her pupils coming largely from the normal schools of Bos-

(Continued on page 87)

Send for Descriptive Circular

Curry DEMONSTRATION BOOTHS AND RECORD CASES IN STOCK OR TO ORDER

"SOUND PROOF"

FRANK B. CURRY
72-74 Dedham St. Boston, Mass.

LONG TRADE MARK

Disc Record, Player Roll and Sheet Music Cabinets. The Best in the Market
See Display Ad in This Issue

Peerless Record Album

Standard of Quality to preserve the Records
See Display Ad in This Issue

Send your orders for both these lines to
L. W. HOUGH, 20 Sudbury St., Boston, Mass.
New England Representative

New England Dealers!

The new "Empire" catalogue is now ready for you. Liberal discount and terms. Write us for territory.

New England Piano & Phonograph Co.

Exclusive New England Distributors

405 BOYLSTON STREET : BOSTON, MASS.

Wholesale Distributors:

New England Pianos
New England Player Pianos
Wm. J. Ennis Players

Empire Talking Machine
"The World's Best Phonograph"

KRAFT-BATES AND SPENCER INC.

NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAPHS AND RECORDS

A Constant Powerful Campaign

The success that has come to Brunswick Dealers has not been accidental. It has been due to Brunswick policies of producing the superlative and letting people know about it.

Brunswick advertising, for all these years, has been educational. It has explained how finer tone is attained. It has told about The Brunswick Method of Reproduction and its features, such as The Ultona and the Scientific Amplifier.

These should be interesting to those of us in the trade, but to the prospect they are of vital impor-

tance. People are constantly interested in something better.

They have come to know that Brunswick stands for superiority. They know that Brunswick is never associated with the ordinary. They have confidence in this great name.

But, best of all, their confidence is confirmed, once they hear the Brunswick. It lives up to our advertising. Tonal superiority is evident to anyone who makes a comparison.

This is building on a firm foundation and every wise business man knows it.

This policy of creating a public *demand* is far wiser than being content with public acceptance.

KRAFT - BATES & SPENCER
INCORPORATED

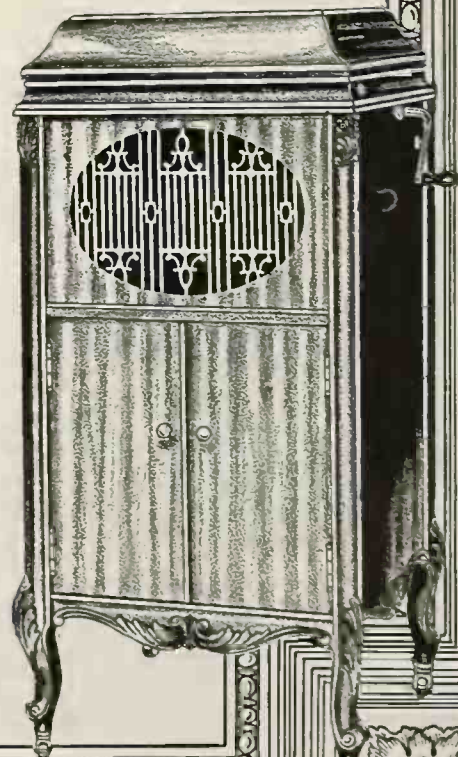
156 Boylston Street, BOSTON, MASS.

NEW ENGLAND DISTRIBUTORS

TONOFONE, VICTROLENE, MOTROLAS

Steel Needles Jewel Points Albums

Record Brushes Khaki Covers



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 85)

ton and vicinity. Ralph Silliman, of the Phonograph Supply Co., of New England, is home from his vacation spent at Basin Harbor, Vt. George Rosen, his partner in the very live business which these two young men are building up, plans to go away next month for his vacation.

To Manage Dealer Service Department

J. J. Moore, who has lately come to the local Columbia department from the executive offices in New York, has been made manager of the Dealer Service department, succeeding E. H. McCarthy, who has been promoted to the post of traveling sales associate, with headquarters at Burlington, Vt.

New Brunswick List Makes Hit

Wholesale Manager Fred H. Walter, of the Brunswick, reports that the new monthly list of records is making a big stir among Brunswick enthusiasts and several of the numbers were exhausted soon after their arrival. Later in the season Harry Spencer, head of Kraft, Bates & Spencer, the local distributors, may plan to sign up with other dealers who are anxious to take over territory for this instrument.

C. F. Bruno Now Permanently Settled

Charles F. Bruno, the new head of the Tremont Talking Machine Co., is now permanently settled in Boston and making friends fast among the trade. Mr. Bruno's New York experience has been such that he is perfectly familiar with the talking machine business and he comes here with some Metropolitan ideas which should eventually mean big business for this Boston house.

Where They Are Vacationing

Warren Batchelder, his local manager of the Tremont Talking Machine Co., is taking his vacation at Marblehead, where he and his family have a cottage. Mr. Batchelder was down there for a short visit in July. Ralph Longfellow, of the sales staff of the company, is taking his vacation at Lake Winnepesaukee, N. H.

Off on Southern Trip

Kenneth E. Reed, wholesale manager of the Victor department of the Steinert house, is soon to have as his guest L. C. Mountcastle, who is

HORTON-GALLO-CREAMER CO

NEW HAVEN CONNECTICUT



VICTOR SERVICE SPECIALISTS

VICTOR Retailers will find our service distinctive in many respects. We not only aim to co-operate with you, but offer you practical assistance in your merchandising and sales problems.

This service is at your disposal.

the special representative of the eight leading Victor artists. Mr. Reed at this writing is starting off on another Southern trip.

F. H. Silliman Heard From

Good news comes from Fred H. Silliman, manager and vice-president of the Pardee, Ellenberger Co., who, with Mrs. Silliman, is over in England visiting his son. The trip over did Mr. Silliman, who was rather tired, a world of good.

Mr. and Mrs. Silliman are planning to return home early in September.

Walter Gillis, in charge of the Victor store at the Henry F. Miller Co.'s Boylston street establishment, has been spending two weeks at North Truro, having with him his son, Walter, Jr., who was one of the boys to go overseas at the time of the war.

Frank Horning, of F. H. Horning & Co., Victor retail dealers in Boylston street, is home from a flying visit to Camden, N. J.

Where Geo. A. Dodge Rusticates

George A. Dodge, of the Eastern Talking Machine Co., and his family spent a few days the latter part of the month at Terrace Gables, Falmouth Heights. His son, G. Hovey Dodge, of the same company, took a part of his vacation at the Hull, Nantasket, where he made his headquarters at Hotel Pemberton.

Temporarily Missing From Her Desk

Miss Esther Samuels, the faithful secretary to Wholesale Manager Kenneth Reed, of the Steinert Co., is temporarily missing from her desk. The reason is found in the announcement of her marriage to Max Alman, which took place August 1 at the home of her uncle and aunt, Mr. and Mrs. L. Scheinfeldt, 36 Harvard avenue, Dorchester. Mrs. Alman plans to return to her office duties later in the month.

R. L. Freeman in Nova Scotia

Ralph L. Freeman, director of distribution for the Victor Co., passed through Boston the end of July on his way to Nova Scotia, where he plans to spend his vacation. Last year when Mr. Freeman and his family came this way they put their automobile on the Yarmouth boat, but this time they motored straight through over the roads, via New Hampshire, Maine and New Brunswick.

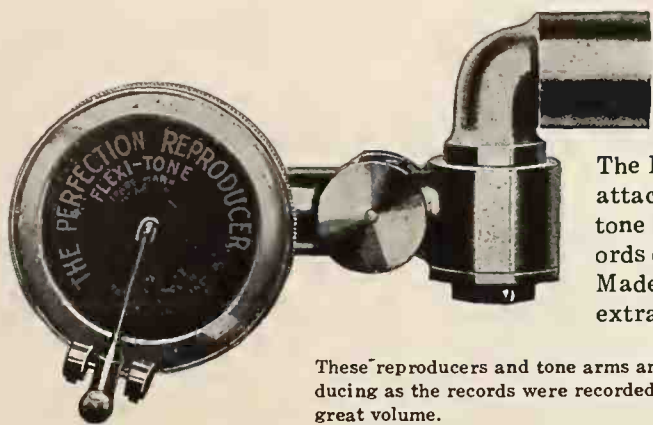
Guy R. Coner, who has been in charge of the Boston headquarters of the Pardee, Ellenberger Co. during Manager Silliman's absence in England, has been taking a short vacation at Manchester-by-the-Sea; Frank S. Boyd and L. H. Ripley, of the Pardee, Ellenberger Co., and T. E. Dean plan to take their vacations some time this month.

H. L. Pratt, of the executive sales department of the Columbia Co., was a Boston visitor within the past few weeks. Mr. Pratt formerly was a Newton Centre man and succeeded R. E. Rae, who went to Omaha, Neb.

Most of this month Manager Fred E. Mann, (Continued on page 88)

PERFECTION BALL-BEARING TONE ARMS

PERFECTION FLEXI-TONE REPRODUCERS



**Manufacturers—
Jobbers—
Dealers—**

The Perfection Flexitone reproducer No. 7 attached to the Perfection ball-bearing tone arm No. 4 plays all lateral cut records on all types of Edison Disc Machines. Made in nickel and 24 carat gold finish, extra fine quality disc.

These reproducers and tone arms are the very finest made, mechanically—reproducing as the records were recorded in the recording room—clarity of sound with great volume.

WRITE FOR DESCRIPTIVE CATALOG AND PRICES

Manufactured by

New England Talking Machine Co.

16-18 BEACH STREET

BOSTON, MASS.

DISTRIBUTORS:

CALIFORNIA
San Francisco—Walter S. Gray Co.

COLORADO
Denver—Denver Dry Goods Co.

IOWA
Des Moines—Harger & Blish

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
New York—The Phonograph Corp. of Manhattan

PENNSYLVANIA
Pittsburgh—Buehn Phono. Co.
Philadelphia—Girard Phono. Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—C. B. Haynes Co., Inc.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 87)

MICA DIAPHRAGMS

Watson Brothers, Inc.
170 PURCHASE ST.
BOSTON - - - MASS.

of the Columbia, is spending in his New England territory, where he has started upon a vigorous campaign in seeking closer co-operation among the Columbia dealers and salesmen.

Enlarging Vocalion Co.'s Headquarters

The interior of the Vocalion Co.'s Boylston street headquarters are being considerably renovated. Several new booths are being installed on both sides of the front of the store and the record department also is to be considerably enlarged. Manager E. M. Wheatley is not taking any extended vacation at this time but is contenting himself with week-end trips. Frank B. Lincoln is going the middle of August to North Conway, where he has been for several years. Charles T. Foote will take

the latter part of August for his vacation; Harry Staehr, of the wholesale department, and Mr. Clark have just returned from a motor boat cruise in the waters of New York bay and Long Island sound.

Making a Name for Himself

S. A. Colahan, manager of the retail department of the Pathé department at the Hallet & Davis establishment, is making quite a name for himself in the way he has been developing the instrument and record business, and though it is mid-Summer he has made many good sales and has a number of promising prospects on the books.

Returning From Pacific Coast

George Lincoln Parker, the Edison representative in the Colonial building, is expected home this week from his five weeks' trip to the Pacific Coast. While away he visited a number of Coast cities and when he last wrote home he was in Los Angeles, and was planning to make a several days' stay in Chicago. Mr. Parker's trip, it will be recalled, was for both business and pleasure.

Some Timely Comments on Service

A ditch digger works eight hours a day for \$3.50—that's labor.

A merchant takes an article he buys for seventy-five cents and sells it for a dollar—that's business.

A man takes a piece of canvas, paints a picture

Anniversary Announcement

1919 OF INTEREST TO NEW ENGLAND DEALERS AND MANUFACTURERS 1920

JUST one year ago we established PHONOGRAPH HEADQUARTERS. At that time we told you we would give the dealers a *real helpful service*—something new—something different from anything ever before offered. And we did! First, we brought two progressive firms together under one roof and assembled the *largest variety* of dependable phonograph products in New England. You used to ask: "Where can I buy —?" "And who sells —?" Now you *know!* We did more. We helped many a dealer to solve his problems and make his business grow big. We made our establishment a *dealers' institution*. We knew you'd like this service. And you proved it!

TODAY we thank you for your hearty appreciation which has caused our business to expand. Today we are looking forward to the Fall and to the holiday season with assurance of even greater expansion. Optimism! Yes, and foresight! Well-filled warerooms. Increased facilities—we have already opened our first branch salesroom and others are being arranged. Headquarters—a trading place and "helpful ideas factory" for every dealer regardless of his affiliations.

YOU are earnestly invited to visit Headquarters again *during this month in particular*. Let's help with your Fall plans. Let's show you some 1921 merchandise. Yes, 1921! And if you can't come this month, just remember that you are also invited to write for our price list and literature.



Two Firms Under One Roof!



New England Phonograph Headquarters

The Phonograph Sales Co.

Wholesale Jobbers and Factory Distributors of phonographs, records and supplies.

Exclusive factory representatives for the Delpheon Phonograph in Massachusetts, Maine, Vermont, New Hampshire and Rhode Island.

The Phonograph Supply Co.

Our address is the best answer to any question concerning phonograph repair parts or accessories—needles, tone arms, motors—anything!

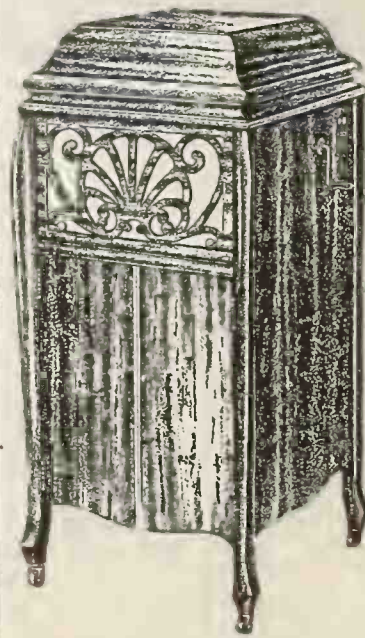
The largest stock of repair parts and accessories in New England.

Correspondence may be directed to either concern with the assurance that it will reach the proper department.

27 COURT SQUARE (Extra Salesroom at Tremont Temple) BOSTON, MASS.

VITANOLA

The Phonograph of Marvelous Tone.



The Popularity of this Wonderful Talking Machine in New England has been unprecedented. If you are looking for

QUALITY SERVICE AND PROFIT

GET IN TOUCH WITH THE MOST PROGRESSIVE HOUSE IN THE EAST

Lyric Lateral Records



Dealers Supplied at Short Notice

S. W. SHARMAT & SON

Wholesale Distributors

5 Bromfield Street, Boston, Mass.

in oils upon it and sells it for \$5,000—that's art.

Longfellow took a worthless sheet of paper, wrote a poem on it and made it worth thousands—that's genius.

A banker could write a few words on a slip of paper and make it worth a million—that's capital.

A woman could buy a hat for \$12.70, but prefers one for \$48—that's —!

But for a dealer to really carry out this motto: "We buy merchandise for this store as carefully as if we were the ones to use it; we put fair-profit prices on it; we try to sell it so that you will know just what to expect of it; we are here to make it right if it doesn't measure up; we never grow tired of showing goods—in fact, it's a pleasure—until you find what suits; we don't expect you to buy until you do, we are here to help you buy, rather than to sell"—that's service.

The Petmecky Phonograph Co., Inc., has been incorporated at Austin, Tex., with a capital of \$100,000.

BEACON EXPANSION CONTINUES

Many Shipments to Norway and England—
Forty Dealers Established in Maine, New
Hampshire and Vermont—Useful Publicity

BOSTON, MASS., August 5.—The Beacon Phonograph Co. has been laying a foundation for a large export business, and shipments have just been made to Norway and England. Important agency connections have been established in these countries, and there is every reason to believe that the Beacon will be accorded a hearty welcome abroad.

W. J. Reilly & Co., Boston distributors for Maine, New Hampshire and Vermont, report that to date they have established over forty dealers in this territory, the majority of whom are now placing substantial orders so that they will have sufficient stock on hand for the coming Fall season. The Norris Piano Co. has been featuring the Beacon to excellent advantage, and advertising it regularly in the Boston newspapers.

The Beacon Phonograph Co. has adopted a general form of advertising which consists of an attractive sticker that is used on all letters and packages. This sticker which is a miniature reproduction of the Beacon instrument is being used extensively by Beacon dealers.

A. R. McDonald, president of the Beacon Phonograph Co., left recently for a three weeks' vacation which he will spend in the vicinity of Eastport, Me.

R. M. Nelson, general sales manager of the company, returned recently from a trip to Chicago, where he reports business conditions are very gratifying.

NOW A CO-PARTNERSHIP

PHILADELPHIA, PA., August 2.—The National Decalcomania Co., of 238-240 North Sixtieth street, this city, formerly under the sole proprietorship of Dr. Walter J. Snyder, has now become a co-partnership consisting of Dr. W. J.

Lansing Khaki Moving Cover

**For Delivering
TALKING MACHINES**

Same quality as originally made. Heavy Felt Padding for Grade A; Specially prepared Clean Cotton Batt Padding for Grade B.

LANSING COVERS wear well and are cheapest in the long run. Use them for every delivery. They mean insurance against finger prints, scratches and bruises; save repair men's time, clerk service, and aid the delivery men.



No. 3 Carrying
Strap Shown in
Cut

Write for prices and
descriptive catalogue

LANSING SALES COMPANY

Successors to E. H. LANSING
Manufacturers

Eliot and Warrenton Streets, BOSTON

San Francisco Representative: WALTER S. GRAY
942 Market Street

PHOENIX TRADING COMPANY

1265-69 Broadway, New York

H. A. Copeland Sales Co., Charlotte, N. C.

Snyder and George C. Greenawald. Mr. Greenawald has been actively connected with the National Decalcomania Co. for many years and under his management the affairs of the company have proceeded and increased remarkably. The inclusion of Mr. Greenawald as a member of the firm speaks for its continued success.

Powers lie dormant, going to waste all around us in the tides that could do our work, and the heat of the sun that ought to do it.

THE COLUMBIA CO. IN OMAHA

The general sales department of the Columbia Co. received an interesting letter recently from R. E. Rae, who left for Omaha a short while ago to assume charge of the new Columbia wholesale branch to be opened in that city. Mr. Rae states that he expects to be fully established in his new home this month, and that plans are being made to give maximum service to Columbia dealers in Omaha territory.

To
**NEW ENGLAND
VICTOR DEALERS**

Cressey & Allen offer an exceptional type of Victor Service adapted particularly to trade conditions in this territory.

We understand the problems that are incidental to Victor merchandising in New England and know how to help the Victor Dealer solve these problems.

We are ready at all times to co-operate with you.



**CRESSEY
& ALLEN**

PORTLAND
MAINE

VICTOR
DISTRIBUTORS

*Specializing on
service to the
VICTOR dealer
in New England*

MAKING THE COUNTY FAIR PROFITABLE TO DEALERS

If Talking Machine Dealers Find It Worth While to Exhibit at County Fairs They Should Do So in a Proper Manner and Carry on an Educational Campaign to Win Customers

As the season for the annual county and State fairs draws near, talking machine dealers in all parts of the country are making plans to exploit their various lines at these gatherings. From reports received from a large number of dealers, the plans this year will be more elaborate than ever and call for demonstrations which will mean much for the industry if properly handled. But members of the industry who have its best interests at heart sound a note of warning at this point. They say that while in years past the talking machine has had its place at these county and State fairs, the presentation has not been made in the best way. It is now the aim of the talking machine manufacturer to place his product on the plane of a real musical instrument—a plane where it rightly belongs. National advertising and propaganda of all kinds have been used to educate the general public to appreciate the talking machine and to realize the benefits which it holds in store for them.

In former years county fairs and State gatherings have been the mecca for thousands of people and a noticeable feature of these events has always been the music. Unfortunately this music has as a rule been confined largely to blaring bands, and loud, harsh instruments playing nothing but the latest thing in jazz, or what corresponded to it before the present jazz craze got such a following. The better class of music such as is heard at Summer resorts along the coast and in the mountains in concerts, recitals and the like, seems to find no place at the county fair. The reason for this is not quite clear. It would seem that the plan ought to work the other way around, and that people who go away for amusement in the Summer would naturally look for light, jazzy music at the resorts, but it will be found that some of our greatest artists

appear at these places and appear before enthusiastic audiences which number many thousands.

The attendance at a State or county fair is very similar to that at the Summer resorts and good music would appeal to them as well as it does to the latter. Dealers who are now laying their plans should realize their duty to the music industry and should plan to have exhibits which will appeal to the real music loving class of the people as well as to the class which likes the popular music of the day. It would be entirely possible to have concerts by record artists, as has been done in most of the cities in the country in the past year or two. The exhibits themselves should be designed on a scale of dignity in keeping with the ideals of the music industry and every effort should be made to create the impression that the talking machine is distinctly a musical instrument, and as such has a place of its own.

PRaised BY LITTLE SCHOOLMASTER

A decided tribute is paid to the Penn Victor Dog in an article in a recent issue of Printers' Ink. An editorial feature of this well-known advertising magazine is "The Little Schoolmaster's Classroom," which comments favorably or unfavorably on current methods of publicity. The conductor of this department, when recently in the South, noted the familiar baseball window display in a local Victor dealer's window, which was suggested by the Penn Phonograph Co., of Philadelphia, and is composed of a diamond with Penn-Victor dogs as spectators and players. Commenting upon this unique display, he observes that "the effect was most striking and amusing."

LOOKS FOR BIG EDISON YEAR

W. B. Word, of Atlanta, on Visit to Edison Laboratories, Says Southern Trade is Good

Without exception, Edison dealers located in the Atlanta, Ga., jobbing territory are looking forward to by far the biggest year in the history of the Edison business, according to W. B. Word, sales manager of Phonographs, Inc., of that city, who was a visitor at the Edison Laboratories this week.

Mr. Word states that the general business outlook in that section is highly promising and that many dealers are beginning to cash in on the policy which governs Edison prices and which was fixed upon by the Edison Laboratories in anticipation of prevailing conditions. Dealers have also embraced the 1920 sales promotion plans in a way that has exceeded the expectations of the most optimistic and which is reflected in the increasing volume of business which is being enjoyed throughout.

J. H. STEINMETZ VISITS NEW YORK

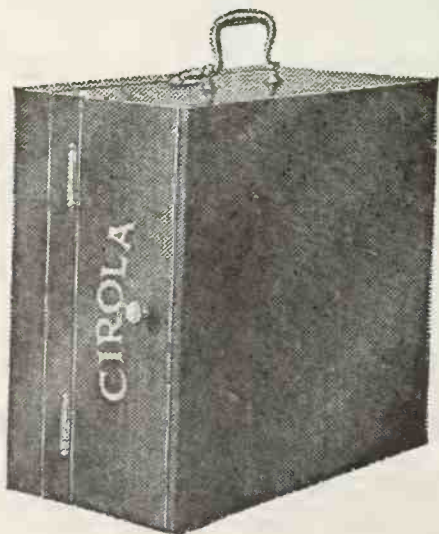
John H. Steinmetz, president of the Empire Talking Machine Co., Chicago, was a recent visitor to New York, and in a chat with The World expressed himself well pleased with the development of his business which has made steady strides throughout the country, where a very substantial line of dealers are handling the Empire talking machines and records. He visited the East accompanied by Mrs. Steinmetz, and returned Westward feeling in fine trim admirably fitted to enter the battle for Fall and Winter business.

RECORDS THAT ARE OVERLOOKED

Dealers say that the number of people who buy sacred selections and hymns these days is increasingly small, yet there is a big business in this line if pushed.



The New Portable CIROLA



Ideal for the Vacationist

Although the Cirola is a good all year round selling proposition, the extreme ease with which it may be carried makes it especially attractive to the Vacationist.

Dealers would do well to take care of this trade with the Cirola. It measures 12½" x 11½" x 6½", is attractive in appearance. It is without sound chamber, has remarkable tonal volume and many exclusive features. Covers may be had if desired.

Territory is open for distributors.

Write today.

Cirola Phonograph Corporation

Executive Offices:

1 West 34th Street : New York City

The MODERNOLA

A Home Delight to Ear and Eye

What Sells The Modernola?

Its individuality.

The Modernola has it—your eye tells you that. The circular designing of the instrument is “different”—it has wonderful selling appeal.

The silk lamp shade feature is unique—and it's beautiful! It gives an added touch of color to the home setting. And what interest there is today in home beautifying!

The special construction of The Modernola, with its Saxophone Horn Chamber, softens and enriches the tone. Modernola tone satisfies the most critical—enthuses every hearer!

The Modernola is selling—**big!** Its worth is proven. It is growing in favor. Increased production now enables us to place it with the jobbing trade.

The Modernola offers a wonderful opportunity for the right organization in every territory. It's a sure success—and profitable—wherever introduced.

Write Us—Now!



THE MODERNOLA COMPANY

JOHNSTOWN, PA.

Eastern Representative, Geo. Seiffert

Greeley 2978-2291

45 West 34th St., Monolith Bldg., New York

Crystal Edge MICA Diaphragms

THE STANDARD OF QUALITY AND SERVICE

PHONOGRAPH APPLIANCE CO.

174 Wooster Street, New York

TO FIX CREDIT FOR FOREIGN TRADE

W. S. Kies Sails for Europe to Arrange for Safeguards for U. S. Exporters—Will Investigate Conditions in Foreign Countries

W. S. Kies, chairman of the board of the First Federal Foreign Banking Association, told newspapermen before sailing for Europe on July 24 that he would cover the western part of the continent and make arrangements in such countries as Great Britain, Holland, Scandinavia, Belgium, France, Italy and Spain for a co-operative basis of credit extension. He said that through such arrangements American manufacturers who now hesitate to send their goods abroad on a purely credit basis may do so when certain good sound banks give unconditional and irrevocable guarantees of the payment of bills at their maturities.

In Europe such practice is known as "del credere," and it is not exactly the same thing as acceptance credit. European banks are familiar with it. They are in the habit of according such guarantees to business concerns of established credit. On the basis of such guarantee, according to Mr. Kies, it would be safe for American exporting companies to extend credits, and it is planned that the First Federal Foreign Banking Association will enter into such arrangements, using the guarantee and the endorsement of the exporter, and will finance these credits even if they run to much longer periods than the ordinary ones.

In connection with the extension of credits to the new States which have not yet established themselves on a permanent basis, Mr. Kies said that it is obvious that neighboring

States which are on a sound basis have some method of extending credit. He intends to discover what this method is and see if it can be applied to trade relations between his associates and the new States.

In this work Mr. Kies, who is accompanied by technical assistants, will visit Germany, where the actual credit conditions will be studied. He does not believe that much can be accomplished there beyond securing data which at some later time may prove valuable in forming a basis for credit extension to the various industries of that country.

JONES-MOTROLA IN ATLANTA

J. W. Becker Makes That City His Headquarters—Handling the Jones-Motrola as Well as Other Well-known Lines of Supplies

ATLANTA, Ga., August 2.—J. W. Becker, Southern representative of the Jones-Motrola Co., New York City, will establish permanent headquarters in this city. Until a suitable location has been found he is making his headquarters at the Ansley Hotel. In addition to the Jones-Motrola, Mr. Becker will represent the following well-known talking machine accessories and will cater to the jobbing trade: Peerless albums, Repeater-stops, Lansing covers, All-in-One products, Park & Park and Gilbert record brushes.

The Paul Pickerill Music Co. has been incorporated in Evansville, Ind., with a capital of \$50,000. The company will do a general business in musical instruments and accessories. The directors of the corporation are: Calvin D. Pickerill, Charles A. Paul and Van Pickerill.

MANUFACTURING FOR 25 YEARS

Pathé Frères Great Record—Shipping Actuelles—Conventions in San Francisco and Los Angeles—Recent Record Releases Please

In the current issue of Pathé Frères News much space is used in featuring the "Actuelle," which is now ready for shipment to dealers—in fact, models H, J and T are to be had immediately. Matrixes of Actuelle advertising for the dealers have been prepared and an energetic campaign, both national and local, will be entered into in featuring this remarkable phonograph.

A new type of the Pathé phonograph is also introduced to the trade at this time, known as model number sixteen, which will undoubtedly find much favor throughout the trade.

The popular revival of "Florodora" in New York City has been realized by the Pathé Frères Phonograph Co., and the July releases included two of the most popular selections of this light opera, the famous Sextet and "Under the Sheltering Palm." Orders for this record are reported coming in very strongly.

James Watters, secretary, and O. M. Keiss, general field supervisor of the Pathé Frères Phonograph Co., are on the Pacific Coast attending conventions of Pathé dealers in San Francisco and Los Angeles.

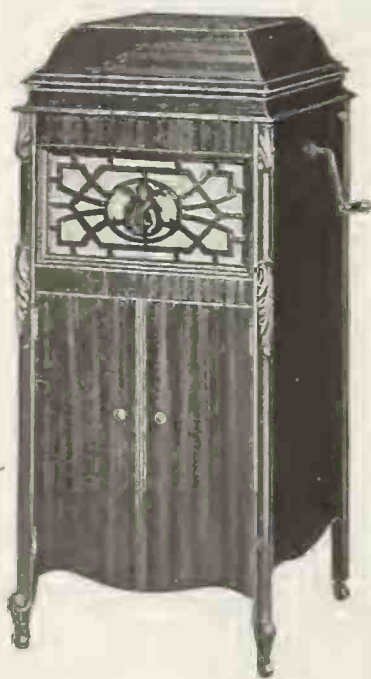
The Red Rooster has now been twenty-five years in the talking machine field. The month of August marks the twenty-fifth anniversary of Pathé as manufacturers of phonographs.

Teach your customers the value of knowing how to use the proper needle. By doing so you will make satisfied customers.

The Manophone

∴ ∴ ∴

"THE MUSIC MASTER OF PHONOGRAPHS"



You really should hear our proposal on it. It costs nothing to ask.

THIS is the product of one of the oldest musical instrument manufacturing concerns in this country.

In it is centered all of the manufacturing knowledge of an old organization—a company whose name has been known in the organ and piano field for a half-century

With it comes the sales advantages of these same many years of knowing just what sells musical instruments.



THE MANOPHONE CORPORATION

ADRIAN

MICHIGAN



Empire's Big Discounts Swell Dealers' Profits

Write at once for agency discounts on Empire Phonographs and Records. These extremely liberal discounts have as great an attraction for the dealer as Empire Records have for the dealers' customers.

It's a winning combination! You can't beat it! The Empire Phonograph measures up to the buyers' ideals, in tone, in cabinet beauty. It has that satisfying completeness which is so unusual in phonographs.

"A Rare Combination of Fine Qualities."

Empire Records are making a tremendous hit. Order a trial assortment—they will go like hot cakes.

Sixth Release of Empire Records for 1920

POPULAR SONG HITS

- 6001 Tell Me, Pretty Maiden, from "Florodora" (Stuart)..... Empire Light Opera Co.
- \$1.00 Marion (You'll Soon Be Marryin' Me) (Klenzle-Ingham-McConnell). Male Trio, Orch. Accomp.... Crescent Trio
- 6002 Who'll Take the Place of Mary? (Oubin-Gaskill). Tenor Solo, Orch. Accomp..... Charles Hart
- \$1.00 Hiawatha's Melody of Love (Mayer). Male Ouet, Orch. Accomp..... Charles Hart and Elliott Shaw
- 6003 In the Shade of the Sheltering Palm, from "Florodora" (Stuart). Baritone Solo, Orch. Accomp..... Elliott Shaw
- \$1.00 My Isle of Golden Dreams (Kahn-Blaufuss). Male Trio, Orch. Accomp..... Sterling Trio
- 6004 Bless My Swanee River Home (Donaldson). Male Quartet, Orch. Accomp..... Peerless Quartet
- \$1.00 Floatin' Oown to Cotton Town (Klickman). Male Quartet, Orch. Accomp..... Shannon Four
- 6005 Oh, By Jingo (Brown-VonTilzer). Tenor Solo, Orch. Accomp..... Billy Murray
- \$1.00 Profiteering Blues (Wilson-Bibo). Tenor Solo, Orch. Accomp..... Billy Murray
- 6006 Just Like the Rose (Cool-Tennis-Bridges). Male Trio, Orch. Accomp..... Sterling Trio
- \$1.00 Venetian Moon (Goldberg-Magine). Tenor Solo, Orch. Accomp..... Henry Burr

SACRED SELECTIONS

- 2003 Softly and Tenderly (Thompson). Male Ouet, Orch. Accomp.,
Read Miller and Royal Oadmun
- \$1.25 I Need Thee Every Hour (Lowry). Male Ouet, Orch. Accomp.,
Read Miller and Royal Oadmun

CONCERT SELECTIONS

- 4004 Souvenir (Ordla). Violin Solo, Piano Accomp Vera Barstow
- \$1.25 Bird Voices (Volstedt). Whistling Solo, Orch. Accomp. Sibyl Sanderson Fagan
- 4005 Sweet Genevieve (Tucker). Violin, 'Cello and Piano..... Taylor Trio
- \$1.25 Valse Erida (Wiedoett). Saxophone Solo..... Rudy Wiedoett

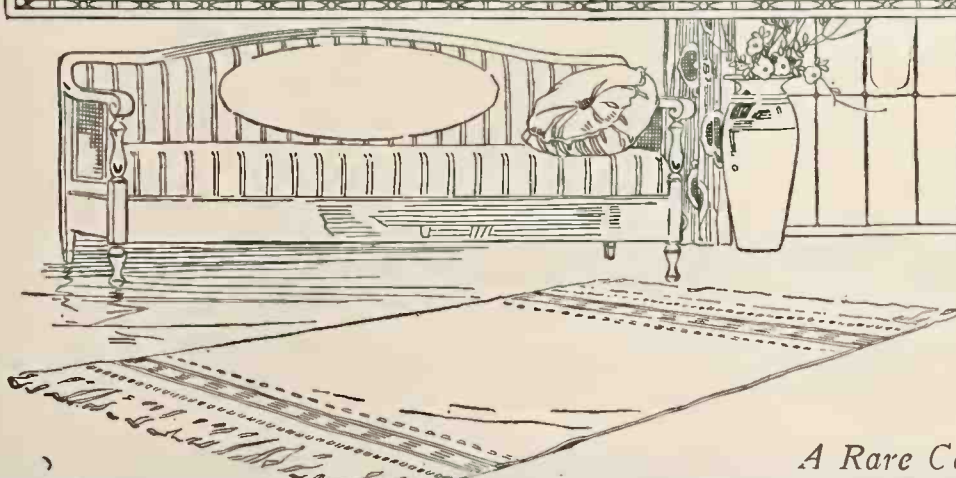
DANCE SELECTIONS

- 5004 La Veeda (Alden). Fox-trot..... Empire Jazz Orchestra
- \$1.00 Oh, My Lady (Won't You Listen to My Serenade) (Ray Perkins). One-step,
Billy Murray's Melody Men
- 5005 Railroad Blues (C. Luckeyth Roberts). Fox-trot..... Empire Jazz Orchestra
- \$1.00 Whose Baby Are You? from "The Night Boat" (Kern). One-step,
Billy Murray's Melody Men
- 5006 Beautiful Ohio (Mary Earl). Waltz..... Rector's Dance Orchestra
- \$1.00 I'm Forever Blowing Bubbles (J. Kenbrovin). Waltz, Choruses Sung,
Empire Jazz Band

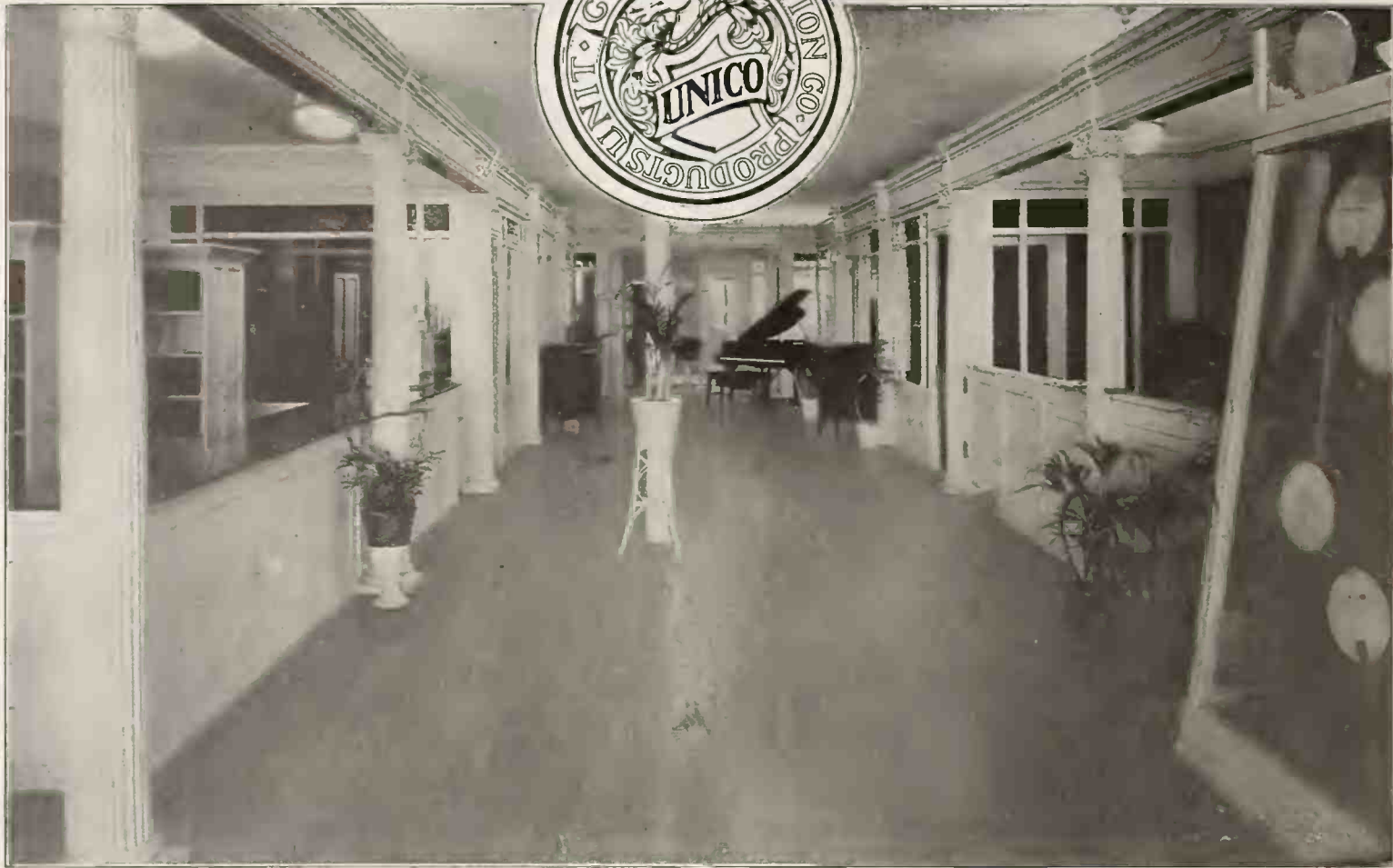
Empire Talking Machine Company

JOHN H. STEINMETZ, President

429 So. Wabash Ave. :: Chicago, Ill.



A Rare Combination of Fine Qualities



Unico Equipment installed for McCoy's, Incorporated, Hartford; Conn.

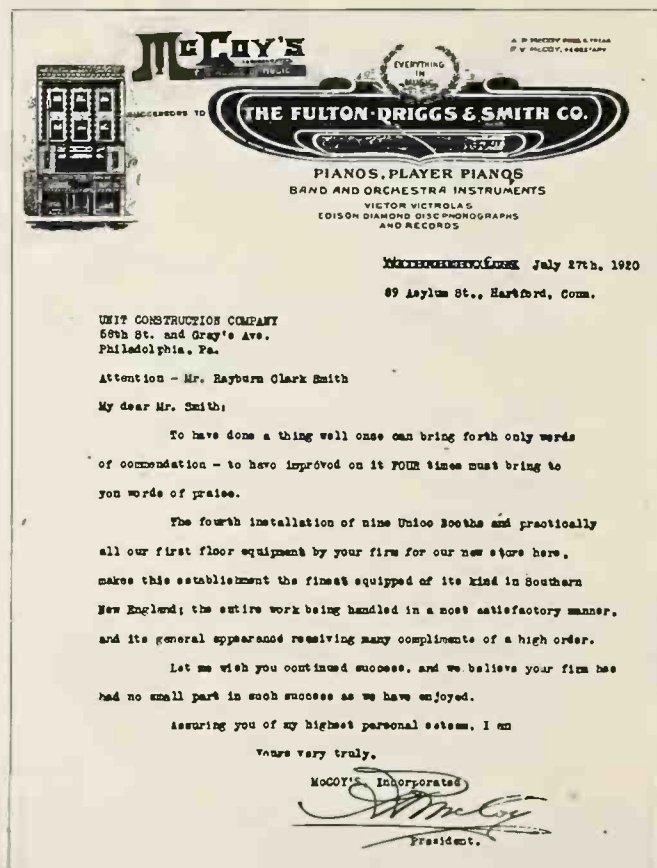
The Background of Sales

The inanimate yet ever-present force called "Sales Background"—atmosphere, comfort, convenience, attractiveness, call it what you will—must be an active principle in every successful retail store.

It is this "Sales Background" and the recognition by merchandisers of its value in creating constant resales that led to the development of the Unico System. The System begins in our Planning Department with the solving of your individual problem and ends only with the complete installation working for you. It means the proper display of goods, efficient, speedy transactions, and, withal, the establishment of inviting atmosphere.

Then, too, with our production facilities and many varied designs in stock, prompt shipment can be made. The construction and designs are patented; the flexibility of the equipment allows of rearrangement, relocation and additions to care for future growth.

In order to properly care for the coming fall and holiday business your Unico Equipment should be ordered at once.



May we not make a recommendation to you? A rough floor plan with dimensions is all we require. The sales background book, "Musical Merchandising," with the Unico System explained in detail is yours for the asking.

UNIT CONSTRUCTION COMPANY

Unico
Construction
is Patented

NEW YORK
299 Madison Ave.
Corner 41st St.

Rayburn Clark Smith.....President
58th Street & Grays Ave
PHILADELPHIA

CHICAGO
Willoughby
Building

Unico
Designs
are Patented

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, Pa., August 4.—July has gone out a most satisfactory month to the talking machine trade in Philadelphia. There have been periods of depression in the trade during the month, but gradually as it crept along it showed evidence of betterment, and tremendous as was the business during July of 1919, with its shortage of stock, July, 1920, has exceeded it in volume, owing naturally to the fact that the dealers were fairly well supplied with machines and records.

It looks very much as though August was going to run considerably ahead of last August, and the dealers are all anticipating a fine business this Fall. The only handicap at present is in the embargo on shipments both to and from this city, but it is expected that this handicap will also be effaced before the active Fall trade begins, due to the reorganization of the railroads and the still further efforts that are being made to utilize automobile trucks.

Satisfactory Adjustment of Piano Row Rentings

Towards the end of July there was a satisfactory adjustment of the Piano Row difficulties, which seemed for a time as if they were going to drive the dealers out of that most desirable section in the city; but the tenants in that block got together and met the owners—the Girard Estate—half way, and the result is that they have secured leases to carry them for the next three years, although at a considerable advance in rentals. But the renters of Piano Row have always been favored when it came to the prices they had to pay considering what they were getting and consequently while the big advance hurts a little at some places, the dealers are well able to pay it, and the business will warrant the raise. There are no individual

dealers in talking machines in Piano Row, but several of the most extensive dealers in conjunction with pianos are located in the row, such as C. J. Heppe & Son, James Bellak's Sons, the Cunningham Piano Co., N. Stetson & Co., and the Ludwig Piano Co., while the distributing offices of the Cheney Corporation are located in the row.

Making Larger Shipments

H. A. Weymann & Son state that shipments in the wholesale Victor department show a great improvement. Larger receipts of Victor machines and records enable them to fill some of the long standing orders that have been placed by their dealers. H. W. Weymann remarked: "There is still a great shortage of Victor records, but we look for quite an improvement in the next two months. We have received assurances from some of our Victor dealers that they are arranging from now on to handle the Victor product in their talking machine department exclusively, advising us that they are not now ordering the other makes of machines that they have been handling during the great scarcity of Victrolas. All our dealers are very optimistic about the future, and are figuring on the biggest Victor campaign this Fall that they have ever experienced. A number of our Victor dealers during the Summer months have made their stores more inviting by putting in new booths and a general improvement is in evidence."

Great Columbia Gathering

The most important happening of the month at the local Columbia house was the first convention yet to be held of the Dealer Service men of the company, to which nineteen different branches sent representatives, with several

of the leading officials of the company, who came over from New York, in evidence. Chief among those present from New York City were H. L. Tuers, the general manager of the Dealers' Service men; J. A. Sieber, assistant manager; J. H. Marshall, H. C. Greene, E. W. Sanford and R. Devlin. The following cities were represented: W. C. Wilkes, Atlanta, Ga.; W. A. Swartz, Baltimore; J. C. Ross, Buffalo; M. G. Peters, Chicago; W. R. Summercamp, Cincinnati; G. F. Streif, Cleveland; H. Schuessler, Indianapolis; T. W. North, Minneapolis; F. C. Collins, New Haven; O. P. Arrow, New Orleans; R. L. Thompson, Pittsburgh; J. J. Moore, Boston; C. Clinkenbeard, Kansas City, Mo.; C. R. Trampier, St. Louis; and the Philadelphia headquarters were represented at the meeting by J. T. Callahan, the local Dealer Service man, and W. T. Duffey.

Notable Addresses at Various Sessions

The first session of the two days' meeting was held in the Model Shop, which was addressed by H. L. Tuers and J. A. Sieber. Mr. Tuers' speech dealt on the general growth of the Dealers' Service Department from its beginning about three years ago up to the present time. Mr. Sieber confined his address to the different systems which should be used in the Dealers' Service Department. The meeting was adjourned for luncheon at The Bourse, and the sessions resumed in the afternoon, which were again addressed by Mr. Tuers and Mr. Sieber, and the evening meeting was addressed by Mr. Johnson, of the George Batten Co., New York; Mr. Mayers, H. E. Dalley and J. H. Marshall, all of New York.

The second day's session was addressed by L.

(Continued on page 96)

Join the procession—*it's a good way to coin money*

THE average man, woman or child would rather laugh than cry—would rather fox-trot than minuet—would rather listen to cheerful, bright, rollicking music than to dirges and funeral marches.

That explains why Emerson Records are so popular with the general run of folks as chocolate creams are with a bunch of school girls.

Emerson Records introduce the new song hits and dance hits—the very music eight out of ten people never get enough of. It's simply a question of selling people what they demand, that they *insist on having*.

If you handle Emerson Records, you will be one of the most sought-after men in town. If you admire easy profits, ask us to outline our proposition.



Emerson Philadelphia Co.

Parkway Building

BROAD and CHERRY Streets

PHILADELPHIA, PA.

Distributors of EMERSON RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

L. Leverich, of the New York advertising department; O. F. Benz, of the record department, and R. Porter, who spoke on advertising, etc. At five o'clock the party took a train for New York, where they were met at the station by George W. Hopkins, the sales manager, and were taken to the Advertising Club, where they were entertained at supper, at which Mr. Hopkins gave them an interesting talk on salesmanship.

Visit Columbia Plant at Bridgeport

The following day the entire party went to Bridgeport, Conn., where they made a flying trip through the West Plant, and upon their return to New York they were entertained by Arthur Hickman at the Amsterdam Theatre Roof. Following this the members journeyed to their various homes, all of them feeling fully satisfied with the good results attendant upon the first convention.

Makes Pleasing Business Report

The Columbia Co. report that its business in July was most excellent for that month, improving each week during the month, and that at present both machines and records are coming in in a most satisfactory way. The company states that its dealers who have been using the truck plan have found such transportation most desirable.

Handle Columbia Line in Camden

The Columbia Co. has opened a new department for Lewis & Son Co., whose headquarters are at 1109 Broadway, Camden N. J. This is a furniture house, but it has stocked up heavily on both Columbia machines and records and is anticipating a very excellent business.

Among recent visitors to the Columbia were Mr. Isaacs, of the Scranton Music Co.; L. N. Kaplan, of Burlington, N. J.; W. S. Leatherbury, of Middletown, Del.; I. H. Sortman, of Newark, Del.; P. Dellas, of Cape May, and E. Markovitz, of South Bethlehem. C. R. Dunlop, of the Columbia record service department, has just returned from a pleasant two weeks spent at Ocean City.

Louis Buehn Co. Alterations

The Louis Buehn Co. has started to get in the material for the alterations on the new building which it purchased some time ago. It expects to get them completed in record-breaking time for the reason that the equipment has all been built at the factory and is ready to be placed. Frank Reinick has just returned from a pleasant two weeks' vacation spent at Atlantic City.

Penn Phonograph Co. Reports Progress

The Penn Phonograph Co. reports that business in July was as satisfactory as could be hoped for. A fair allotment of machines and records was received and it disposed of all the stock received. This company has also been having a very good business on its Penn Victor dogs. Henry F. Miller, secretary and treasurer of the Penn Co., returned on Monday of this week from a very delightful three weeks' trip to Duluth, Minn., by way of the Great Lakes,

Established 1864

Manufacturers and Wholesale Distributors

WEYMANN

1108 Chestnut Street
Philadelphia, Pa.

VICTROLAS and
VICTOR RECORDS

Q · R · S
PLAYER ROLLS

WEYMANN "Keystone State"
String Instruments
and Accessories

THE BEST RESULTS

are obtained by Victor dealers concentrating their entire efforts on Victor Merchandise in the talking machine field.

For extra profits to the dealer, we heartily recommend the two entirely non-conflicting lines which we are also distributors of.

A player roll and a musical instrument department are both money-makers and yet the dealer remains an exclusive Victor retailer.

Send for catalogue

and as far west as Yellowstone Park. He was accompanied by Mrs. Miller and a party of friends. President Barnhill, of the same company, is spending much time at Ocean City, principally on the golf links, and hopes very shortly to be able to present as low a score as his partner, who is one of the crack golfers of this city. T. R. Clarke, of the sales department, left on Saturday last with Mrs. Clarke and some friends on a tour of New England in Mr. Clarke's car. L. P. Brown, also of the sales force, has just finished a two weeks' course in Red Seal work at the Victor factory. Recent Penn visitors were S. C. Evans, of Evans & Son, Milford, Pa., and Messrs. Shaffer and Kramer, Victor dealers of Lock Haven, Pa.

Blake & Burkart Fairly Busy

The business of Blake & Burkart was most satisfactory in July, and they have been able to keep fairly well stocked up. Jarvis N. Elton has just returned from a pleasant vacation trip spent among his old friends at and near Rochester, N. Y., and Harry Wilson has just returned from a two weeks' vacation spent at Atlantic City.

Emerson Philadelphia Co. in Its New Home

The Emerson Philadelphia Co. is about fully moved into its new home at 810 Arch street. It will keep its offices in the Parkway Building for a few weeks until it gets its affairs in shape. Harvey B. Morrison, who looks after

the sales department of the Emerson Phonograph Co., has just been in Philadelphia, giving the Emerson men here a full insight into the new Emerson phonograph.

Harry Fox, the head of the local Emerson firm, states that the way the dealers in this territory are signing up for the Emerson phonograph, it looks as though it was going to be a very big thing. Charles Usher, field manager, accompanied Mr. Morrison to Philadelphia. Mr. Fox, accompanied by Mr. Morrison, took an auto, loaded on it one of the finest of the new Emerson phonographs, and started on a tour of the eastern section of the state, stopping at all the towns where the Emerson records are handled. In the party was also William D. Neff, the sales manager of the territory.

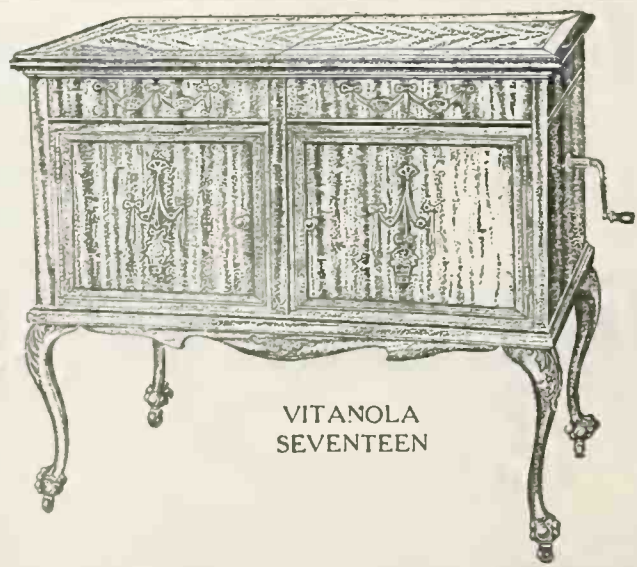
Mr. Fox states that the Emerson business here in July was very large. The company has added to its already long list of representatives the Diehl Furniture Co., of Allentown, Pa., and the Hopkins Music Store, of Chester, Pa., both firms placing substantial orders.

Now Handling Music Rolls

The Sonora Shop reports that its July business was very good, both on Sonora and L'Artiste machines. It recently put in a line of player rolls, the Q R S, and is carrying quite a large stock.

Large Brunswick Distribution

The Brunswick distribution headquarters re-



VITANOLA SEVENTEEN

PERMANENT ASSETS

Most every one in business is interested in PERMANENT ASSETS—and this is what is offered in handling the VITANOLA Line. Not only do you have liberal discounts, with quick shipments, but beautiful designs, marvelous tone, which make repeat orders.

VITANOLA DISTRIBUTORS CO.

Eastern Penna., Delaware, New Jersey, Maryland
1025 Arch Street PHILADELPHIA

THE TRADE IN PHILADELPHIA
(Continued from page 96)

port that machines came through in a fairly satisfactory way in July, and they were able to satisfy their trade in this section. The Wanamakers have been advertising the Brunswick extensively, and the results have been very good. Manager Chew states that if machines come in in August as good as they have been doing in July they will be able to take on a few new accounts, reducing the waiting list in their possession. The fourth release of Brunswick records, which recently went into effect, is, Mr. Chew thinks, the best that the firm has yet issued, with popular numbers by the Toots Paka Hawaiians, the Criterion Quartet, the Brunswick Military Band, and the Isham Jones' Rainbow Orchestra.

Opens Store in Trenton

F. A. North & Co. recently opened a talking machine department in their Trenton branch store, located at 209 East State street, which is in charge of Harry Trefz. Now all of the North branches have on sale the Pathé and another line of talking machines. Miss G. Weil was recently added to the North main store in this city as an assistant to Manager George Boyd. Recently she was connected with the Gimbel department in New York, and at one time was connected with the Lit house here.

H. C. Foster a Visitor

H. C. Foster, a representative of the Paramount Talking Machine Co., of Sheboygan, Wis., was a recent visitor to Philadelphia.

Theodore Presser Enlarges Store

Theodore Presser will considerably enlarge his talking machine department before the 1st of September, and it is said that he contemplates taking the jobbing agency for the Cirola talking machine, a Philadelphia product. This machine is already handled by several firms here, including the Ludwig Piano Co. and Kelly's department store.

Vitanola Distributor Starts Drive

The local Vitanola distributor has started a drive here on that fine machine, and is doing considerable effective combination advertising. The local distributing office is at 1025 Arch street and is a busy spot.

Open New Pathé Accounts

The Pathé Shop, in both the wholesale and retail departments, found business unusually good in July. In the wholesale department Pathé orders have been coming in in very good shape, which Mr. Eckhardt believes indicates that the dealers are anticipating a very big Fall and Winter business. Shipments of both machines and records have been coming through very well. The Pathé Actuelle is rapidly coming into popular favor, and now that the Pathé Shop is commencing to receive them in sufficient quantities, it is anticipated that an extensive advertising campaign will be inaugurated

(Continued on page 98)

MOTORS—TONE ARMS

We Can Furnish Any
HEINEMAN or MEISSELBACH
Motor or Tone-Arm or part at factory prices.
Send for catalog, enclosing trade card
EVERYBODY'S TALKING MACH. CO.
Authorized Distributors
Heineman & Meisselbach Motors
38 N. 8th Street, Philadelphia, Pa.

DECALCOMANIA

Name Plates for Talking
Machines, Pianos, etc.
High Class Workmanship
Write us for further information
National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.

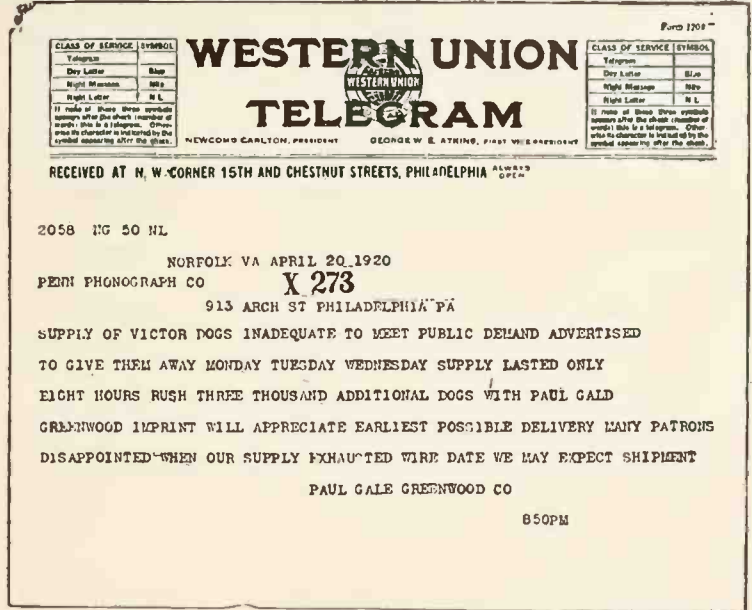
Here's a Victor Dealer Who Had the Right Idea!

¶ He saw that by *Giving Away* the
**PENN-VICTOR MINIATURE
DOG**—He would be spreading Victor
Propaganda and Advertising, not
someone else—but **HIMSELF.**—

¶ He ordered
**2,000 PENN-
VICTOR Dogs,**
with his name
cast in the ped-
estal.

¶ Was he satis-
fied?

¶ Read his Tele-
gram.



We Have Two Special Service Plans!

—1—

On an order of
500 or more *Penn-
Victor Dogs*, we
will, if the Dealer
so desires, cast his
name on the ped-
estal at no extra
cost to him.



—2—

On an order of
1 Gross we will
supply, Free of
Charge, a rubber
stamp bearing the
Dealer's name, so
he may stamp his
name on the side
of the pedestal.

Why Not Try One of These Plans
of Advertising Your Business?

PENN PHONOGRAPH CO., Inc.

Victor Distributor—Wholesale Only

913 Arch Street : Philadelphia, Pa.

P. S. We will charge to your Preferred
Distributor any *Penn-Victor Dogs*
you may order, if so desired.

ORDER NOW

IMMEDIATE DELIVERY

OF THE LATEST HITS ON

Okeh Records

Coupled with Efficient Service which we extend to Okeh Dealers

SEND FOR OUR LATEST OKEH CATALOGUE

::

::

::

WE HAVE THEM—ALL THE OKEH HITS

WHOLESALE DISTRIBUTORS:

PHILADELPHIA SHOW CASE COMPANY

127 North 13th Street

PITTSBURGH BRANCH: 2002 Jenkins Arcade Bldg.

Philadelphia, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 97)

very soon. This concern has also recently undertaken the handling of the Rythmodik music rolls, and are exclusive wholesalers in this territory. Walter Eckhardt has just returned from a trip of about ten days' duration to Chicago. H. A. Pope, of the executive force, is receiving the congratulations of his co-workers—it is a boy. Mr. Tay, assistant to Mr. Eckhardt, spent two pleasant weeks' vacation at Frederick, Maryland. Among recent Pathé new accounts were David Krasno, Forest City, Pa.; J. A. Jones, of Taylor, Pa., and two big dealers in Wilmington, the Ogden Howard Furniture Co. and the Mundy Furniture Co.

Buys Handsome Touring Car

Manager Beaulieu, of the talking machine department at the Cunningham store, has purchased for his personal use a very handsome touring car. He recently visited Mt. Holly, N. J., where he assisted the firm of Gerding & Kilpatrick in a talking machine drive.

A Progressive Suburban Dealer

Mr. Stainthorpe, of the Stainthorpe's Victor Shop, 2113 East Chelton avenue, is one of the most progressive of the suburban dealers. Each month he gets out a little booklet which he calls "The Victorette," and which is awaited with much pleasure by the trade.

DISCUSSES CONDITIONS ABROAD

PHILADELPHIA, PA., August 2.—The International Mica Co. of this city reports general good business. Orders on hand for future delivery would tend to indicate this pleasing fact. James A. Crabtree, president of the company, who is at present in Europe, sends very encouraging reports of the conditions on the other side. He says that the reaction from the rigors of war is expressed in the heavy demand for musical instruments, and remarked that this reaction was particularly noticeable in Belgium.

CLOCK SHOUTS "TIME TO GET UP"

Philadelphia Man Uses Device to Wake His Household and Also to Speed the Lingerer Suitor as Midnight Draws Near

Philadelphia has a talking clock which instead of striking the hours and half hours speaks them right out.

"Time to get up, time to get up!" shouts the clock at 6 a. m., and Mrs. Vincent Pinto and her daughter Rose hustle out of bed at their home, No. 1624 South Eighth street, dress and begin to get breakfast.

"Breakfast is ready," warns the clock an hour later, and Vincent Pinto and his son Joseph hurry downstairs to the table, where mother and daughter have breakfast ready.

"Time to go to work!" the clock soon warns

Mr. Pinto and his son, and at 9 it informs Mrs. Pinto it's the hour to do her marketing.

And so through the day the clock speaks, finishing its work at 11 p. m., when Mr. Pinto's voice, deep and stern, can be heard saying: "Time to go home, young man, it's 11 o'clock. Time to go home!" Then Miss Rose's young man gets his hat.

The clock is an invention of Mr. Pinto. In appearance like a grandfather's clock, it has a talking machine attachment which does the talking. Mr. Pinto has had his own records made in a record laboratory, and he can change the clock's remarks to fit any occasion and his mental attitude. He says the idea came to him when one of his son's companions told him about his mother, who couldn't see to tell the time and easily lost count of the strokes. "I think she ought to have a talking clock," the young man said, and Pinto went ahead. Hence all the publicity in the newspapers.



Operaphone RECORDS

PHILADELPHIA DISTRIBUTORS
SUPPLEE - BIDDLE HARDWARE CO.
PHILADELPHIA, PA.

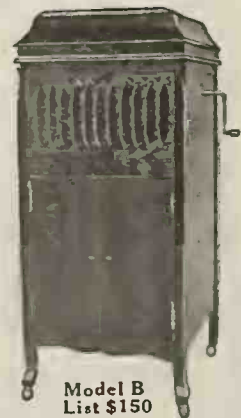


ARE YOU SITUATED ON THE D.L. & W.R.R. OR THE P.R.R.?

If you are, we have something to sell you, at a saving. New York and New England points have been under embargo, and we have been storing phonographs intended for these points.

We must move them at once, for storage facilities at Washington, N. J. are limited. If you are in a position to receive shipments by rail, or are close enough to permit motor shipments, send for special quotation and sample machine.

If quality counts for anything, you will like these phonographs—but even at that, if you think they are not suited to your trade, sample machines are returnable at our expense.



Executive Offices:

1727 Chestnut Street, Philadelphia, Pa.

New Jersey Factory: Washington, N. J.

Pennsylvania Factory: Lititz, Pa.

SOLOTONE MANUFACTURING CO.,
PHILADELPHIA, PA.

FOR VICTOR SERVICE

PHILIP WERLEIN, Ltd.

OF NEW ORLEANS

THE LEADING SOUTHERN WHOLESALERS

ENDING OF CAR STRIKE PLEASURES NEW ORLEANS TRADE

Record Buyers Flock Into Stores When Able to Use Street Cars—Lillibridge to Enter Retail Field—Victor Dealers in Publicity Stunt—Werlein Opens New Agencies—News of Month

NEW ORLEANS, LA., August 2.—At last the street car strike is ended. It lasted twenty-four days and when it did end, Oh, Boy! the music merchants were swamped. The first two days the clerks at Grunewald's were rushed, walked on, hurried and harried and bedraggled when evening came, because of a throng seeking records. That firm's record room is being enlarged so it will hold more than twice as many records as formerly.

L. T. Donnelley and A. Schreiber, manager and secretary of the Diamond Music Co., Edison distributors, upon their return from the convention in Chicago expressed less apprehension regarding supplies. They heard something, they said, that indicated that although there is a shortage of freight cars feared, they will be able to get a pretty good supply of machines and Edison products before the shortage hits. The branch here has more in stock than at any time in two years.

J. B. Lillibridge, road salesman for the New Orleans branch of the Columbia Co., left that organization August 1 and will enter the retail field at some point in Texas not yet determined. He will try to set a mark in sales of machines and records through the use of a delivery truck, taking his wares direct to the homes outside the city.

The Gulf Furniture & Carpet Co., of Orange, Tex., held a formal opening July 20 on the com-

pletion of its new equipment for its new Victrola department.

The Union Furniture Co., of Shreveport, La., has become an exclusive Columbia agency. Mr. Buswell is manager of the department.

Philip Werlein, Ltd., Victor distributor, reports the Meridian Chair & Furniture Co. as a new exclusive Victor dealer. New Unico equipment is being installed. F. J. Allen, formerly on the road for Werlein's, will be manager of the department.

Victor dealers of Crowley, Jennings and Lafayette, La., recently put over one of the neatest advertising stunts in this section for talking machine records. F. J. Allen, of Eckels' Pharmacy, of Crowley, La., conceived the idea of securing the services of a woman who never had taken singing lessons, but who had listened for several years to classical Victor records played on a Victor machine. She had learned operettas and other classical music from hearing them sung on the Victor. Mr. Allen got that woman, Mrs. Hazel David Wilder, of Crowley, to sing in a motion picture theatre with the reproduced voice of Galli-Curci. Eckels' Pharmacy's half-page advertisement in the Crowley paper tells the story in part:

"Last night, at the Acadaia Theatre, Mrs. David Wilder held a crowded house spellbound with her remarkable rendition of several difficult selections, singing with the reproduced

voice of Galli-Curci—the world's greatest coloratura soprano. It is known that various artists have successfully sung in comparison with the reproduction of their own voices, but no one has ever been known to sing in direct comparison with the voice of another. Mrs. Wilder's voice has been cultivated only by singing with the Victrola. There were two other very remarkable numbers on the program last night, namely: a recitation by Master Emile Carmouche, Jr., of the well-known poem 'Lasca,' and a fancy and classical dancing by Miss Nuna May Carmouche. Like Mrs. Wilder, each of these young people has trained only with the aid of the Victrola."

The other half of the ad was of three models of the Victrola, giving prices and calling attention to the fact that the same machine had been heard the night before at the theatre.

Joseph Hassell, manager of the talking machine department of the Phoenix Furniture Co., Columbia dealers in Beaumont, Tex., was operated on for appendicitis last month. He has recovered.

The Monroe Furniture Co., Columbia dealers in Monroe, La., has installed three hearing rooms in the form of an attractive vine-covered bungalow.

New Columbia accounts opened during the month are: Folse & Quade Drug Co., Oak Ridge, La., which plans to work the surrounding territory with trucks, and the Fish Drug Co., Monticello, Ark., which also plans to use autos extensively in reaching its territory.

The J. K. Drug Co., of Pascagoula, Miss., is a new Edison dealer.



MODEL C

AMERICANOLA

PLAYS ALL RECORDS

A Talking Machine of Quality, Tone and Workmanship

The Americanola reproduces the music of every instrument and the sound of every voice with complete fidelity. No tone is slurred. No distinctive quality lost.

WRITE FOR DEALER'S PROPOSITION

AMERICAN TALKING MACHINE CO., Inc.
BLOOMSBURG, PENNA.



Lyric Lateral Records

DEALERS SUPPLIED ON SHORT NOTICE
YOU CAN'T BEAT US FOR SERVICE

We are Distributors—placing on your shelves the Latest Hit and supplying you with Bulletins, Hangers, Cut-outs, and Advertising Material is one feature of
LYRIC SERVICE



GIRA

Just Arrived

The "GRANBY"—A musical instrument of higher quality—
from the newest and most up-to-date factory in the world.
RESOURCES—\$4,000,000.00. The WE WILL spirit.

JOBBER WANTED

successful organizations only who are able to develop BIG
business along quantity lines can secure valuable territorial
rights Now.

ADVERTISING IN PLENTY

is only a part of the co-operation GRANBY JOBBERS may
expect.

COME TO NORFOLK

see and hear more than you ever saw or heard. Write for
catalog and an invitation to come to Norfolk at our expense.

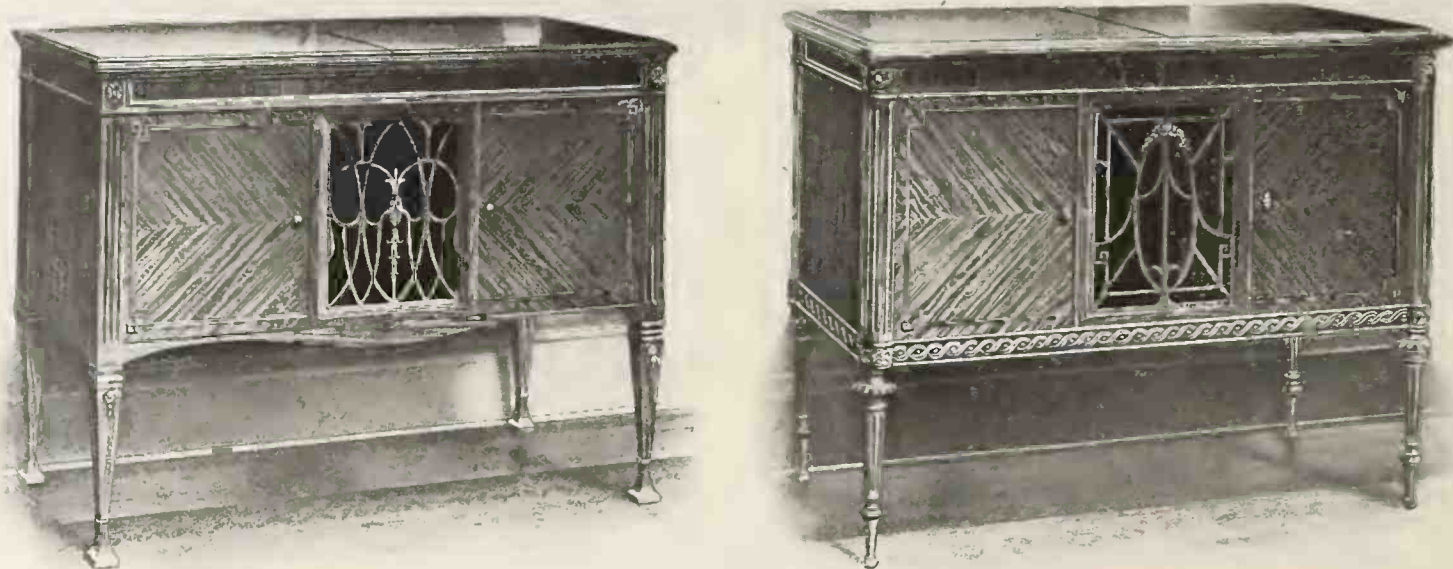
THE

Granby Phonograph Corporation

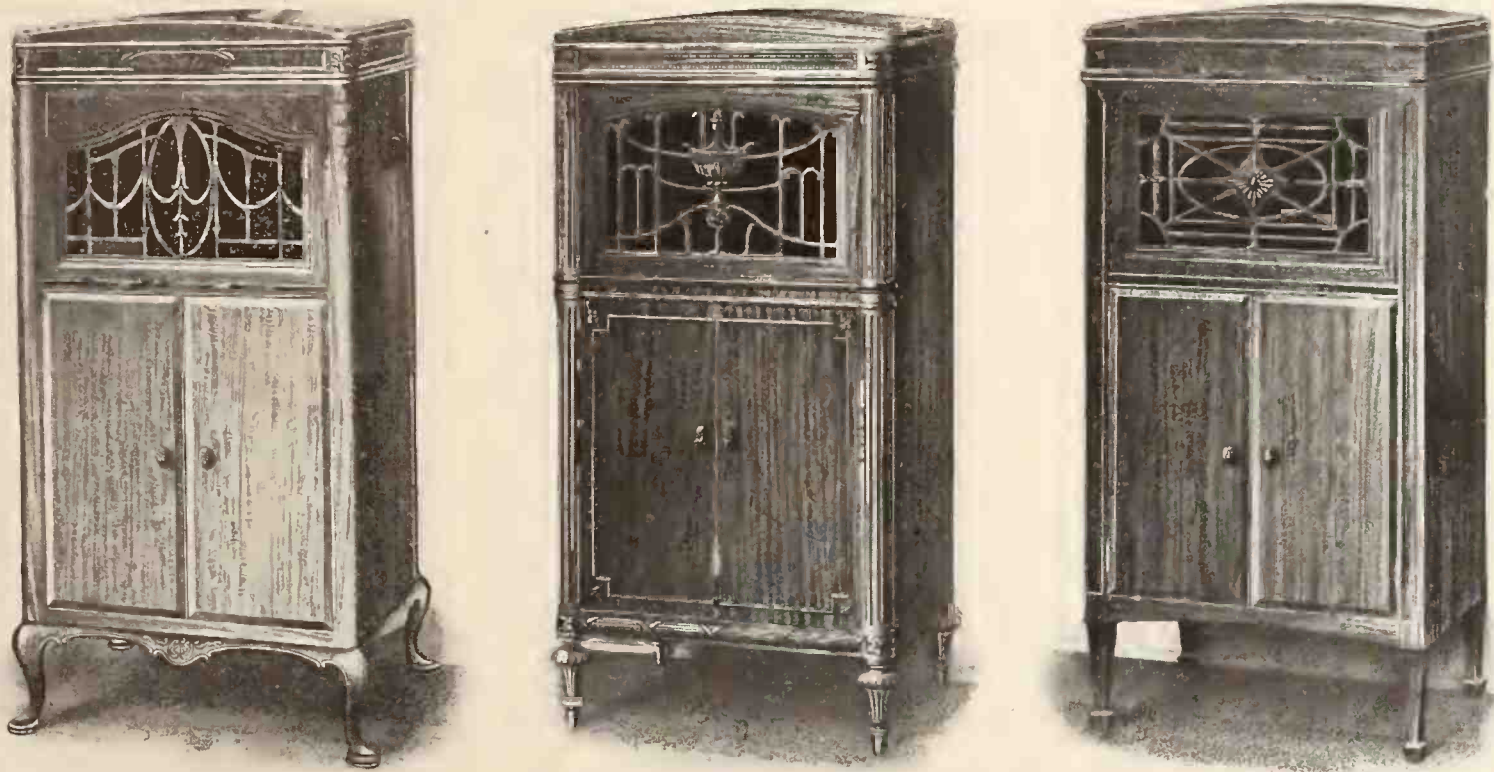
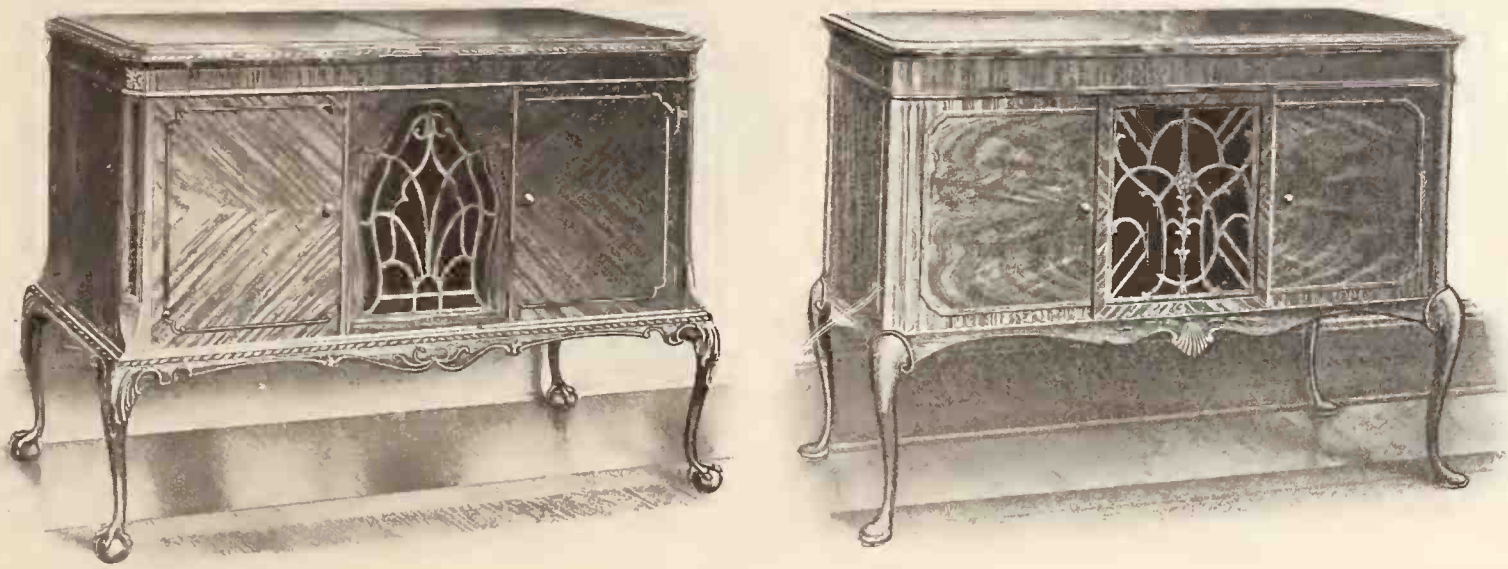
Norfolk, Va.



GRANBY



Aeroplane view of the Newport News plant of the Granby Phonograph Corporation



THESSE models comprise the Granby Phonograph line. Their architectural beauty is apparent with the first glance and their musical qualities are revealed with the first record.

Granby Phonograph Corporation

NORFOLK, VA.

Factories: Newport News

AVERAGE SUMMER TRADE PREVAILS IN ST. LOUIS

Dealers Looking Forward to Fall With Confidence—Why High Priced Talkers Sell—Grand-Leader Reconstruction — Kieselhorst and the Victor—Famous & Barr Remodeling —Other Happenings in the St. Louis Trade

St. Louis, Mo., August 7.—The talking machine business in St. Louis in the latter part of July and the early part of August was just about what it is expected to be at the height of the mid-Summer season. Which is one way of saying that it was not very good. And it is also one way of saying that nobody felt very bad about it because nobody expected anything else. The depression which set in early in the Summer, lagging along after the piano depression, which had been in force for several months before that, seems now to have been absorbed by the natural mid-Summer lassitude. Dealers are looking forward to the Fall without misgivings. Manufacturers and distributors report the booking of large orders for early Fall delivery. It is expected that there will be a very heavy demand for the best and highest priced machines.

C. R. Salmon, city salesman for the Columbia Co., is booking large orders for immediate delivery, the wholesale department having accumulated sufficient stock here to offer to dealers the inducement of immediate delivery. The dealers, remembering the delays that they have had to endure in the past, are eager to avail themselves of the unusual privilege and the indications are that the accumulated stock will soon be depleted.

Talking machine salesmen are agreed that probably the principal explanation of the ease with which high priced talking machines have been sold during the past months and are still being sold, with due allowance for the hot season, is the high cost of pianos. It used to be that the prices asked for the best talking machines rather staggered people whose talking machine education had begun with small and cheap machines and had not progressed much beyond that. The salesman's task was to pull up to the level of the high-class machine. The skyrocketing of piano prices has made the highest talking machine prices look low by comparison. It is not hard to talk a \$250 or \$300 talking machine to a person who has been looking at \$1,000 pianos. Many of the talking machine sales are rebounds from the pianos. Salesmen find that it is easiest to sell the best talking machines to persons who have been looking at pianos and have balked at the high prices of the latter.

In spite of freight congestion and other delays, Hellrung & Grimm succeeded recently in getting together 200 Model 7 Pathé Phonographs and proceeded to organize a Pathé Single Dollar Club, offering the instruments for \$1 down in a full-page advertisement. And they say at Hell-

“TONAR”

TRADE MARK

RECORD BRUSHES ARE PROFITABLE



They pay **JOBBER and **RETAILER** each a good working profit**

They earn your support

Write to-day for sample and prices

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

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

rung & Grimm's that the people came running and the Single Dollar Club was organized in short order and most of the machines have been installed.

The Grand-Leader talking machine department, which has been in the throes of expansion and reconstruction most of the Summer, has reached the wet paint stage. The battery of booths facing inward around three sides of the department has been completed and the booths are being taken possession of as fast as the paint dries. The department is set apart from the rest of the store, with a main entrance, as from a street, and outside show windows which increase the impression of a store within a store. Manager Medairy will have one of the most complete departments in the city as soon as the paint permits full occupancy.

Miss Lorraine Merritt, manager of the Scruggs, Vandervoort & Barney talking machine department, has returned from Wisconsin, where she spent a vacation of two weeks. While she was away the department was under the direction of Miss M. Hibbeler, Miss Merritt's assistant.

Harry A. Kieselhorst, vice-president of the Kieselhorst Piano Co., was motoring through Wisconsin the other day when he took a notion to find out how well the Kieselhorst Victor dog is known to the St. Louis post office people. So he wrote a card to his brother, E. A. Kieselhorst, president of the Kieselhorst Co.,

and addressed it to "The Store with the Big Victor Dog, St. Louis, Mo." Next morning it was delivered to the Kieselhorst store. The big Victor dog stands at the entrance to the Kieselhorst store, listening to its master's voice and challenging canines of high and low degree that happen along. It has been in several impromptu fracas with unpedigreed pups which resented its placidity, but it has been an easy matter to repair its papier mache ears and renew its coat of white and it continues to give reputation to the store with the big Victor dog.

Theodore Maetten, manager of the Kieselhorst Victor department and secretary of the Tri-State Victor Dealers' Association, returned a few days ago from a motor trip through Illinois with his family, and a fishing trip in Missouri with friends.

Manager Hornberger, of the Vocalion wholesale department, and Retail Manager Brandt have returned from a visit to the Aeolian home office at New York. Mr. Brandt also visited Detroit, Buffalo and Cleveland.

M. I. Mayer, of the Tri-Sales Talking Machine Co., has gone to St. Paul and Minneapolis on a business trip.

Work of remodeling the talking machine department of the Famous & Barr Co. is progressing. Twelve record booths are up. There are to be thirty-six in all, eighteen of which will have outside windows.

The talking machine department employes of
(Continued on page 106)

1918—JONES BOUGHT A LINE OF “WARBREAD SUBSTITUTE” PHONOGRAPHS
Smith stood by the Victor

1919—JONES SOLD VICTORS AND BAR-SINISTER ORPHANS
Smith stood by the Victor

1920—JONES SAID, “BUSINESS IS NOT AS GOOD AS IN 1919”
Smith stood by the Victor—and smiled

1921—JONES SAID, “I WISH I HAD BEEN BORN LUCKY—LIKE SMITH”
Smith stood by the Victor—and laughed out loud!

Pattern after Smith—be the *Victor man of your town—and prosper*

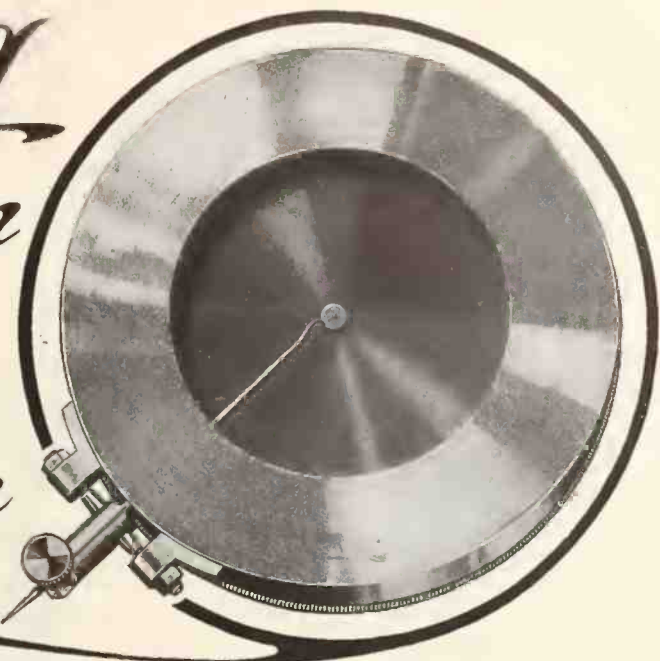
Buffalo Talking Machine Company, Inc.

Victor only

BUFFALO, N. Y.

Wholesale only

*Releasing
the diaphragm
of its
yoke*



IT remained for
the invention of our

Remington
PHONOGRAPH CORPORATION

REPRODUCER

to release the diaphragm from the yoke of the sound box rim. The present general construction of reproducers chokes, more or less, the vibrating functions of the diaphragm, thus producing a cramped or imprisoned tone which advisedly has been the weakest point of all sound-reproducing machines.

Our Reproducer, being *elastically mounted*, through the employment of the minute surfaces of three silver steel balls, holding the diaphragm in place, instead of the usual metal rim collar, allows the diaphragm to vibrate freely, thereby, not only clearly reproducing the recorded tones, but uncovering many of the soft tones, which, unfortunately, are too often lost by the reproducers in general use to-day.

We will not sell our Reproducer separately. It will be made only for our Phonographs, and while the Reproducer is in itself important to place

Our

Remington Phonograph

at the very top of the high-grade class

there will be other exclusive, patented features, having to do with sound reproduction, which will contribute to setting a new standard in phonograph quality

REMINGTON PHONOGRAPH CORPORATION

1662-1666 Broadway, New York

PHILO E. REMINGTON
President

EVERETT H. HOLMES
Sales Manager

JAMES S. HOLMES
Vice-President and General Manager

We have no connection with any other corporation

TRADE HAPPENINGS IN ST. LOUIS
(Continued from page 104)

the Famous & Barr Co. had a picnic Saturday at the firm's recreation farm on the Mcramec river.

Manager John McKenna, of the Columbia Phonograph Co., has gone to New York to attend a sales conference. On his return he and Assistant Manager A. W. Roos will conduct another party of St. Louis and country dealers to the Columbia factory on August 16.

C. R. Salmon, city salesman for the Columbia Co., says that there have been big orders for the Marion Harris records, first release August 10.

Frank L. Stevenson, road salesman for the Columbia Co., is spending his vacation at Ocean Beach, N. J. Miss Olive Gibbons is leaving the Columbia Co. to be married in August to Dr. Marshall L. Myers. Miss Mildred Heckert, secretary to Manager R. N. Johnson, of the credit department, who was married recently to a Mr. Walpert, will make her future home in California. C. R. Trampier, manager of the dealers' service department, has returned from a dealers' service conference at Philadelphia. He also visited the offices in New York and the factory at Bridgeport.

C. O. Thompson, of the Kieselhorst Victor department, has started on a vacation trip.

Miss Blanche Rosebrough, director of the educational department of Scruggs-Vandervoort-Barney, has been conducting a morning study hour for the salespeople in the Victrola department. The sales force is divided into two groups, the first group studying from 8:30 to 9:30 and the second using the 9:30 to 10:30 hour. They are studying now a group of Red Seal records which have moved more slowly than their contents justified. Miss Rosebrough reports much interest and enthusiasm on the part of both record and machine salespeople.

In the last salesmanship class conducted by Koerber-Brenner, in addition to other interesting people there was one young lady born in

Central Russia who spoke seven languages; one born in Italy; the director of a large educational department; and the gray-haired mother of several grown children, one of them a film actor of prominence.

Miss Reid, of the Mengel Music Co., St. Louis, reports the sale of a Victor machine to

AN ARTIST AS WELL AS A DEALER

Wm. F. Lamb, Musician as Well as Victor Dealer, Scores Big Hit in Recent Concert Which Was Arranged Along Original Lines

PORTSTOWN, PA., August 2.—William F. Lamb, proprietor of Lamb's Music Shop, Victor dealer

a Methodist minister from Illinois. He expects to use it in his Sunday evening services to supplement the choir and add the interest of good music. His selection of records is confined for the present to the more familiar hymns, but he hopes later to branch out and use oratorios and sacred selections.

Keystone State. This orchestra is in great demand and plays engagements not only in its entirety, but in smaller groups. The accompanying photograph, which was taken at a recent concert given by this orchestra in Pottstown, featured the Victor line strongly, as may be seen by the large Victor dog in the background, together with the complete Victor line and the



How Wm. F. Lamb, Director of Lamb's Orchestra, Featured a Recent Musical Event

of this city, is an ardent follower of music in his social life as well. He recently returned from the Pacific Coast, where he attended the gathering of Shriners at Portland, Ore., as a member of the Rajah Shrine Band, of Reading, Pa., in which he plays a BB bass Sousa-phone. This band traveled over 10,000 miles and was heartily received at every city they visited. Mr. Lamb is also leader of Lamb's Orchestra, a large ensemble of musicians well known throughout the

arrangement of the smaller Penn-Victor dogs in the foreground.

Fred Van Eps, banjoist, was the soloist of the evening and the concert was well attended by Victor enthusiasts, who are followers of Mr. Van Eps' playing through the medium of the Victor records. Mr. Lamb recently returned from New York, where he succeeded in securing several carloads of pianos. He reports business is good and is making energetic plans for Fall.

OKeh Records are distinctive for their spontaneous popularity. We are well stocked with the latest musical successes---orders placed with us receive instantaneous service.

4126 { SUNNY SOUTHERN SMILES Crescent Trio
10-inch HAWAIIAN TWILIGHT (Tenor) accom-
\$1.00 panied by Hawaiian Guitars Lewis James

4128 { WHISTLE A SONG (Tenor) Billy Murray
10-inch THERE'S A TYPICAL TIPPERARY OVER HERE
\$1.00 American Quartette

4132 { THE MOON SHINES ON THE MOONSHINE
10-inch (Baritone) Arthur Collins
\$1.00 WAY DOWN BARCELONA WAY (Baritone-
Tenor Duet) Collins-Harlan

4123 { THE CROCODILE (Fox Trot)
10-inch Joseph Knecht's Waldorf Astoria Dance Orchestra
\$1.00 HULLO, HOME (Melody One Step) All Star Trio

4125 { RAILROAD BLUES (One Step)
10-inch Harry Raderman's Jazz Orchestra
\$1.00 IN OLD MADEIRA (Fox Trot) Conway's Band

4146 { THE LOVE NEST (Fox Trot)
10-inch Lanin's Roseland Orchestra
\$1.00 ENTICING (Seduisante) (Waltz)
Joseph Knecht's Waldorf Astoria Dance Orchestra

STOFFER & STACKHOUSE CO.
BOURBON, INDIANA

THE HALL MARK of QUALITY

THIS "TRADE MARK" on a Phonograph insures high grade material and workmanship at a reasonable price — sold to dealers fully guaranteed by a house experienced in every branch of the retail trade and knowing their necessities.



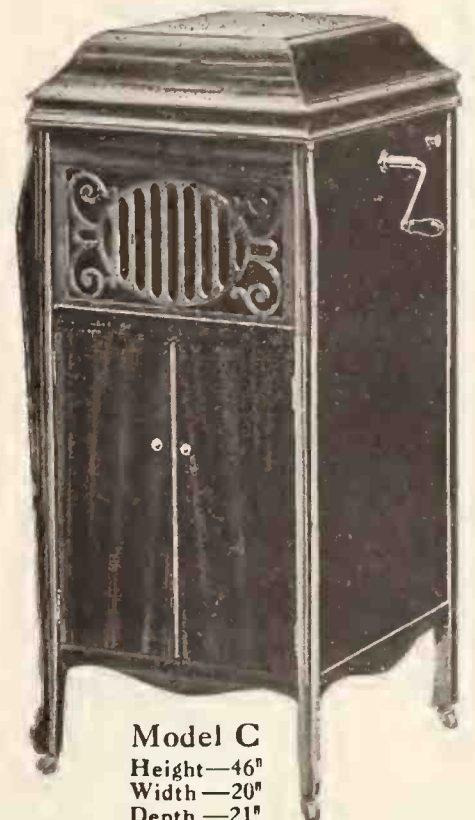
THESE PERIOD CABINETS are scientifically constructed and fitted with the latest type double spring motor, which has bevel gears and is positively noiseless. The latest improved types of tone arms and reproducers play all makes of records. *Silken Plush Turn-Tables with Bevel Edges;* Our all wood tone chambers give the loudest volume and clearest tone; automatic cover supporters and tone modifier. Complete machine guaranteed. *Finish: Mahogany, Golden or Fumed Quartered Oak.*



Model B
Height—44"
Width—19"
Depth—20"
"WADE" PHONOGRAPH



Model E
Height—50"
Width—23"
Depth—24"
"WADE" PHONOGRAPH



Model C
Height—46"
Width—20"
Depth—21"
"WADE" PHONOGRAPH

SUPERIOR

"Hits When They are Hits"
Every Okeh Record a big seller — A better, clearer reproduction, have you tried them? WRITE TODAY—Become an authorized Okeh dealer.

Okeh
Records
WE SHIP
EVERYWHERE

Wade Talking Machine Co.
WHOLESALE DISTRIBUTORS.

SERVICE

Complete stock Okeh Records — If you are an authorized dealer, try our service — If not, get our proposition — it offers a new and better field for the dealer.

12-20 NORTH MICHIGAN AVENUE : CHICAGO, ILLINOIS

Our Planning and Service Department will aid you in rearranging your present store or in completely planning a new one.

Complete new Departments or additions can be easily furnished by us in time for the Fall Business.

Plans and Estimates promptly submitted.

VANVEEN & COMPANY INC.

12 YEARS OF STUDY AND EXPERIENCE IN
BUILDING AND PLANNING MUSIC STORES

· HEARING ROOMS · RECORD RACKS · COUNTERS ·

EXECUTIVE OFFICE
47-49 WEST 34th STREET
NEW YORK CITY

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA

ROOM 706
7 WEST MADISON STREET
CHICAGO

WEALTHY NORTHWEST GETS READY FOR BIG FALL TRADE

Noticeable Tendency Among Dealers to Concentrate on One or Two Lines—Plan Reunion of Aeolian Dealers in Northwest—Poor Transportation a Problem—New Brunswick Dealers

MINNEAPOLIS and ST. PAUL, MINN., August 4.—Preparations for a tremendous Fall trade are being made by the distributors of talking machines in the Northwest. Such houses as are not fully stocked with complete lines in all models, finishes and woods are bending every effort to obtain a strategic position for handling the Autumnal onslaught. Estimates of great crop yields made by the Government experts are amply borne out by the local reports of bankers and merchants. The yield will be immense not only throughout Minnesota and the Dakotas, but Montana promises to surprise the world with its showing as a grain State.

A movement on the part of some dealers to concentrate on one line of talking machines, making that line one of the well-known standard makes, has been noted for several months. Retail dealers who took on several additional lines during the war period when the factories were compelled to restrict their output now seem willing to change their policies. Sometimes it is not an easy matter to let go, as a large stock of instruments was bought outright.

The greatest Pathé distribution in the history of the Northwest now is under way, says Jay H. Wheeler, manager of the Pathé department of G. Sommers & Co. They have a full stock of machines and records, and with the roadmen turning in orders at a most encouraging rate Mr. Wheeler is expecting to see all his former records fall before 1920's totals. The branch distributing office at Billings, Mont., is expected to display a wonderful increase in business during the coming Fall.

A reunion of Aeolian dealers in the Northwest territory is to be held in Minneapolis about September 9 and 10, under the joint arrangement of the Aeolian Co. and the Stone Piano Co. The main purpose is to discuss salesmanship and

publicity methods and to obtain information as to the new Vocalions and the new records.

Among the speakers will be W. H. Alfring, general manager of the wholesale department, New York; H. B. Levy, Western manager, Chicago, and five or six others of the company's experts.

An illustration of the nice (?) adjustment of the country's transportation system is supplied by George A. Mairs, manager of the Victrola department in the W. J. Dyer & Bro. establishment. On the last day of July he informed The World correspondent that a carload of July Victor records had not yet arrived, but that the August records already were on hand and had been distributed. The Victrola supply has been greatly improved during the past year. Mr. Mairs states that he is in position to take care of the old patrons fairly well, but is not in position to accept new accounts, although many desirable ones are obtainable.

The Edison pilgrims from the Minneapolis zone, fifty-five in all, have returned from the Chicago convention with a great many new ideas on how to conduct a modern phonograph shop. The gathering proved a highly instructive institution and undoubtedly the efforts of the Edison management will be reflected in commercial returns. Laurence H. Lucker, who conducts the Edison distribution in this zone, looks upon the general situation with much complacency. He finds the demand for instruments and records as keen as it ever has been, but with much greater facilities for filling orders. The increased output of machines at the Pullman, Ill., and New London, Wis., plants has been of inestimable value to the retailers in the Middle West, as they are insured fairly prompt deliveries in spite of the general traffic congestion. Thirty-five new accounts were established in

the Minneapolis territory during July by the phonograph department of the Brunswick-Balke-Collender Co. through E. L. Kern, Northwestern director. Instruments are coming along from the factories in a fair way, although delays often are unavoidable. The Hart Swalstead Jewelry Co., Minot, N. D., has opened an exclusive Brunswick shop with four booths, and Mr. Kern has just shipped a carload of Brunswick supplies to start the new venture. The Burr Albright furniture house, Minneapolis, also has opened an exclusive Brunswick shop with three booths and will supply the Northeast Minneapolis sector. George M. Nye, head of the travelers, recently has added Hoff Heiberg, H. L. Davies, H. E. Burgoyne and W. A. Plummer to his staff.

Phonograph purchasers in Minneapolis who buy on the installment plan will be required to pay interest on deferred payments. R. O. Foster, who was delegated to interview the Minneapolis dealers on the proposition of taking united action on this matter, reported that he had obtained thirty-six signatures to the pledge and that these signatures included all the department stores. It was the refusal of the department store managers to accede to the plans that spilled a similar movement two years ago, but now all is clear for business methods. It is understood that the St. Paul committee is meeting with good success and that all the dealers will be cheerfully signed to the agreement in a short time.

VALUE OF MUSICAL KNOWLEDGE

It is possible to enjoy music without knowing anything of musical history, but such knowledge would give you an entirely different perspective of the art. It is like seeing your home from an airplane; you see the same old thing from a new angle.

We can organize all we want, but it is the man behind the organization that counts.



Cut No. U-21

Copyright, 1920. T. M. W. S.

ADVERTISE—and do it now!

For the first time in years, supply has caught up with demand. The strong seller's market has gone, and a buyer's market is here. The note of caution now prevalent after the period of extravagance, the curtailed credits and general conservatism, while healthy in effect, necessitate increased rather than curtailed sales effort on your part.

Advertising is not an expense. It is an investment and an absolutely essential investment. And now of all times you should advertise regularly, persistently and effectively in the daily newspapers of your city.

The Talking Machine World Service furnishes you with the finest merchandising and sales

material ever prepared for the retail trade in any line of business. The best artists of New York, the most successful copy writers, window display men, store management experts, and form letter writers are devoting their time and talent to this great service.

The service has been tried out in all sections of the United States, in towns large and small by dealers of every type—with uniform success. It has proved itself to be a big money-maker.

Read what some of our clients say about the service; then if it is not already sold to a rival concern in your territory, get it, and get it now! It can bring you the biggest Fall and Winter business you've ever had.

Talking Machine World SERVICE for Retail Merchants

Cut No. U-115



© 1920, Talking Machine World Service

- Supplies you each month with
- CUTS**—17 or more striking, original designs, large and small—every month.
- ADS** with the kind of wording that gets results, makes friends for your store and increases your popularity and prestige.
- FORM LETTERS** on records and machines, which bring back big results in sales.
- WINDOW DISPLAY PLANS**—Clever ideas to make your windows stop the crowds and bring them in.
- MERCHANDISING IDEAS**—New successful methods of improving your store service.
- SPECIAL SERVICE TO ORDER**—Ads, letters or merchandising counsel furnished direct by mail, in accordance with your instructions.

Cut No. U-110



© 1920, Talking Machine World Service

Get it now for your territory!

FIRST HAND EVIDENCE

"I know we have gotten better results from the Service than the ads we used before. My actual experience has made me a booster for the Service of the 100% type."

"We hear nothing but praise for the Talking Machine World Service—advertising manager says it is the best thing of the kind he has ever seen."

"Since we are using your Service people come in and want to know who our new advertising manager is."

"We are enclosing herewith a page from one of our local newspapers containing the advertisement that you got out special for us. Without a doubt we think this is the most wonderful advertisement ever written."

"Our very first ad brought \$150 sale in less than three hours."

MAIL THIS COUPON

TALKING MACHINE WORLD SERVICE
373 Fourth Avenue New York

Without obligation to me, send me a sample copy of your Service with full explanation of your proposition, which you say is making a big profit for retail merchants. Tell me the price per month for exclusive use in my territory.

Population of my city is

I handle these instruments

Firm Name

By

Address

(W-13. 8-15-20)

Science said "Round"
So we made it Round



THIS is to introduce the new Emerson Phonograph, made by the makers of Emerson Records, and equipped with the new round Emerson Music Master Horn.

Science* proves that sound—tone—travels in round waves. Accordingly, when we decided to produce the Emerson Phonograph, we insisted on a perfectly round horn—the Emerson Music Master Horn. To achieve clear, full, round tone, you must have a round horn.

The full, round music which flows from the full, round Emerson Music Master Horn is remarkably free from annoying echoes and muffled sounds. Why? Because the horn is perfectly round—made of solid, rounded spruce, the one wood of all others most resonant and vibrant.

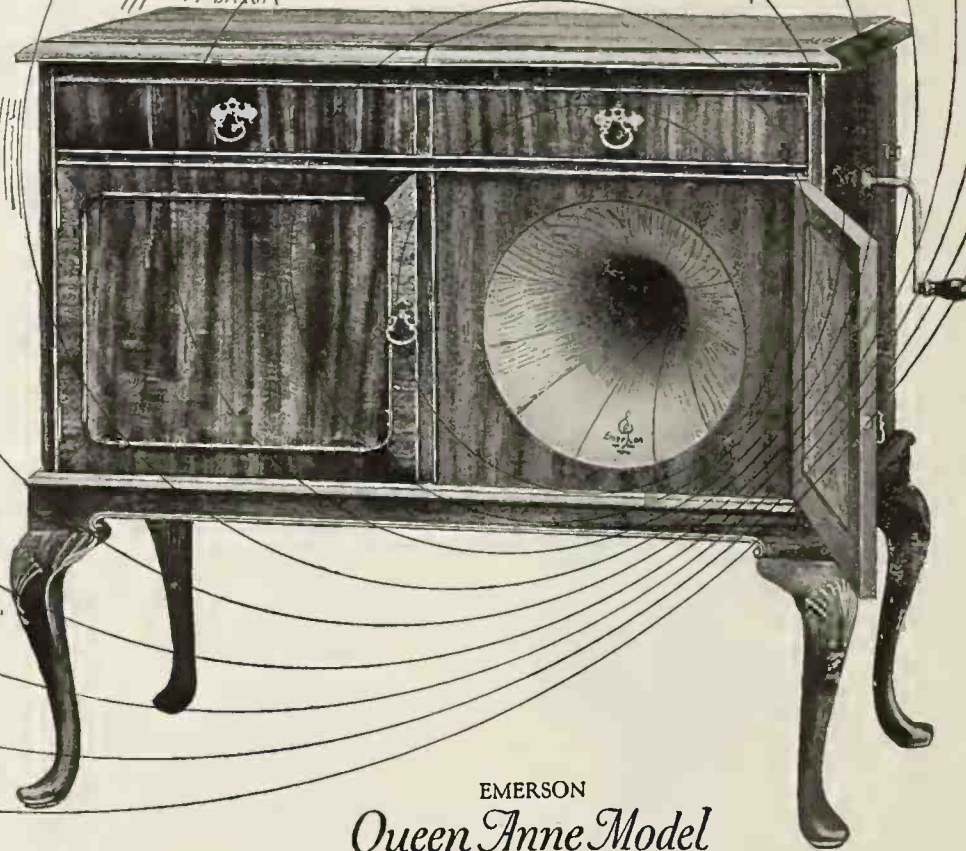
Hear the new Emerson Phonograph. Enjoy the round tone of every note in every selection. Hear music played with absolutely new freedom from mechanical blemishes.

Send for the new Emerson loose-leaf catalog. It features the first eight instruments in the new Emerson line, including the Emerson Queen Anne Model, here shown. It describes the new Emerson Music Master Horn and explains why this new round tone can come only from this round horn.

*Ask any authority on acoustics.

EMERSON PHONOGRAPH CO INC

Makers of
Standard Emerson 10-inch Gold Seal Records
206 FIFTH AVE. NEW YORK CITY



The Emerson Phonograph

WITH THE EMERSON MUSIC MASTER HORN

EMERSON
Queen Anne Model

WITH
Emerson Music Master Horn
Emerson Thru-Throat Universal Tone-arm
Emerson True Tone Reproducer
Emerson Grid-edge Clamp-ring, Plush-covered Turn-table
Emerson New Style Patented 21st Century Filing System
Emerson Perfect Tone Control
Emerson Flush Motor-board
Capacious Drawer for Catalogs, Needles, etc.
Other Emerson models, with Emerson Music Master Horn, \$80 to \$1,000.

In the

SATURDAY EVENING POST, August 21st, this Full Page Emerson Advertisement will appear. It is of special interest to the trade, as constituting the first step in an aggressive consumer publicity campaign which will definitely establish the new line of Emerson Phonographs.

The line is remarkably complete, embracing, as it does, eight splendid instruments—all equipped with the built-in, solid-spruce, round Emerson Music Master Horn.

EDISON CARAVAN CONVENTION WINS IN SAN FRANCISCO

Principal Event in Week Crowded with Interesting Happenings—J. T. Fitzgerald Presides—Many Interesting Addresses—"Service" Stressed by Various Dealers—Mrs. Hockett Makes a Hit—Banquet at Hotel St. Francis Closes Successful Reunion—Several Edison Officials Present

SAN FRANCISCO, CAL., August 1.—The talking machine fraternity of the Pacific Coast and mountain region will not soon forget the week of July 19 in San Francisco, a week crowded with events of vital importance to the trade. The big Caravan Convention of Thos. A. Edison, Inc., and the Educational Conference of the Victor Co. together supplied so many opportunities of acquiring information that the progres-

they have offered the choicest intellectual confectionery. Hard facts have been pleasingly sugar-coated and new ideas have been introduced on the wings of the morning. The messages presented at the business sessions held at the Columbia Theatre were made as engrossing as a high-class vaudeville show and a hundred per cent more profitable. James T. Fitzgerald, of the Fitzgerald Music Co., Los Angeles, acted

the convention were the snappy little playlets by William Maxwell, vice-president of the company. Each play carried a message which had a meaning for every dealer and this message was delivered in so interesting and graphic a way there is little chance of the lesson being forgotten.

Throughout the entire convention the addresses by prominent dealers and officials of the company pointed toward a definite objective: that of impressing the trade with the scope and meaning of "Service" as applied to the Edison Co. and its dealers. The Edison Laboratories co-operate with their dealers and the dealers in turn carry out the plan by co-operating with



Banquet of Attendants at Edison Caravan Convention at the Hotel St. Francis, San Francisco

sive members of the trade unhesitatingly let private matters take a back seat for the time being and spent many hours hearing addresses on a hundred different trade topics, listening to wonderful tone tests, seeing tabloid dramas, attending banquets and dances and engaging in discussions on salesmanship methods. To say that the trade was much benefited is putting it mildly—the trade was inspired, enthused, rejuvenated! Every delegate, there can be no doubt, returned to his regular routine after the meetings injected with invigorating commercial jazz, exalted with peppy ideas and infused with the will to succeed.

"I have never seen anything like it before," remarked a prominent phonograph dealer of San Francisco, "and if business meetings are going to be conducted in this fashion hereafter you will always see me Johnny on the spot." This is a sample of the attitude of the Coast trade toward the Edison convention held in San Francisco on July 19 and 20. Verily the new era has arrived—the day of dull business meetings has passed away. The Edison people have recognized that business men are human beings and that as human beings they must be appealed to in a human fashion. Instead of prescribing bitter pills as remedies for business ailments,

as chairman of the meetings, and he won the hearts of the delegates by his quiet, quaint and delightful manner of conducting the sessions. The various business talks by members of the Western trade and Eastern officials of the Edison Co. were notable for their vivacity, while the tone tests given by Thomas Chalmers, the famous baritone of the Metropolitan Opera Co., were a revelation of beauty. The address of Henry Kimball Hadley, the distinguished American composer and conductor, opened the eyes of the members of the trade present to the great possibilities of things musical in America. Mr. Hadley paid a glowing tribute to the part played by mechanical instruments in promoting musical culture. Perhaps the most appealing features of

their customers. In the first open forum, which was participated in by several dealers, Mark A. Sawrie, of Selma, Cal., paid high tribute to the "Sales Aid Service" as a means of getting new prospects.

The address by J. E. Robins, of Fresno, on the subject of "Canvassing" delivered at the opening session proved especially interesting in that it showed the results of using trucks in canvassing work in a territory where the work can be carried on the year round. Another idea which met with an enthusiastic reception was the "musical census" idea, which was carried out in some small towns by a house-to-house canvass, when a list is made of the musi-

(Continued on page 113)

Well Rated Dealers
Can Discount Their

**PHONOGRAPH INSTALLMENT
CONTRACTS**

WITH US

Thereby Turning Their Accounts
INTO WORKING CAPITAL

Mercantile Finance Company
COMMERCIAL PAPER
COLLATERAL LOANS

DAVID REYES BLDG.
SAN FRANCISCO

THE FINEST OF

CORE STOCKS

For Phonographs and Record Cabinets

Are supplied by the

GERMAIN BROS. CO.

MAKERS OF THE FAMOUS "GERMAIN PIANO BACKS"

SAGINAW MICHIGAN

CONDITIONS ARE SUCH THAT WE
ADVISE IMMEDIATE CORRESPONDENCE

Hiawatha
PHONOGRAPHS

Listen to this simple story
 to this song of Hiawatha
 LO'G'FELLOW.



Hiawatha

Production

Service

Delivery

*Hiawatha
Production*

Will guarantee you splendid service, and immediate delivery in all models. The

increase in our business has been so great during the year that we could not accept any new business until our production had reached this stage.

*Quality is Our
Watchword*

Jobbers and dealers can prepare for the fall trade now. Know before you buy. The quality of all Hiawatha models is beyond question.



Hiawatha Phonograph Company

209 SO. STATE ST.

CHICAGO, ILL.

EDISON CONVENTION ON THE COAST
(Continued from page 111)

cal instruments in each home and the class of music most enjoyed. Such a canvass furnished a wealth of valuable information to the dealer.

Thomas A. Edison's message, "Ten Years From Now," which was scheduled to be read by his son, Charles Edison, was given by Chairman Fitzgerald, on account of the absence of the former. In the open forum following this session the discussion was led by H. E. Roberts, of Wenatchee, Wash., who spoke on "The Worth of Windows," his paper treating in detail this vital part of the business.

The only woman speaker of the convention was Mrs. S. S. Hockett, of Fresno, who spoke on "Re-creation Concerts." She has used these concerts many times in her district and declared that the advantages of their use were three-fold. First, there was the interest created with the general public; second, the creating of the desire to possess an Edison, and third, the effect upon the salesman giving the concert, inspiring confidence.

The Edison banquet at the Hotel St. Francis on Tuesday evening was attended by 285 banqueters. Delegates were present from all the Pacific and Inter-Mountain states, namely: Colorado, Wyoming, Montana, Arizona and New Mexico, besides British Columbia and Alberta. The menu was a signal gastronomical triumph of the famous chef Victor, while the entertainment features, comprising classic dancing by the Anita Peters Wright Dancers, music by Paio's Hawaiians—with a dancing solo by a real hula-hula girl—and numerous extemporaneous offerings by amateurs and professionals, kept the guests in constant joy. Even Thomas Chalmers was prevailed upon to sing and Glenn Ellison to recite. Before adjourning to the ball room for the Edison dance, the delegates presented William Maxwell, the toastmaster, with a handsome silver flask as a mark of their love and esteem.

The Western Edison jobbers represented as hosts to the visiting delegates for the banquet and dance and the Columbia theatre party Monday evening were: Kent Piano Co., Ltd., Vancouver, B. C.; Montana Phonograph Co., Helena, Mont.; Denver Dry Goods Co., Denver, Colo.; Proudfit Sporting Goods Co., Ogden, Utah; Edison Phonographs, Ltd., Portland, Ore.; Edison Phonographs, Ltd., San Francisco, and Edison Phonographs, Ltd., Los Angeles, Calif.

While these seven jobbers were joint hosts, arrangements for the details of registering and entertaining delegates were delegated by the other jobbers to the San Francisco office of Edison Phonographs, Ltd. A. C. Ireton, vice-president and general manager, and a past master in the art of handling such affairs, was the moving spirit in the varied entertainment and "jazz" provided; and by the time the banquet dance orchestra had swung into "Home, Sweet Home" the Caravan vote registered 100 per cent strong that "Ireton knows how!"

THE RIGHT KIND OF ADVERTISING

Advertising to beat your competitor is usually not advertising to sell your goods. Without knowing it, perhaps, you imitate his methods, which may not fit your case at all. Your game is with the public—play the game!

Advertising brings the customer to you—the rest is your own work.

NEW BRUNO OFFICERS ELECTED

Jerome Harris Becomes Secretary and Wm. J. Haussler Treasurer of This Corporation of Which Henry Stadlmair is President

At a recent meeting of the Board of Directors of C. Bruno & Son, Inc., Victor distributors and musical merchandise jobbers, Jerome Harris was elected secretary and William J. Haussler was elected treasurer of the corporation.

Mr. Harris will devote much of his attention to Victor wholesaling. He was formerly connected with the law firm of Lesser Brothers and is an able executive in every way. Mr. Harris is inaugurating an aggressive campaign which bespeaks a big Fall season.

Mr. Haussler has been indirectly associated with C. Bruno & Son, Inc., for the last twenty years and is thus thoroughly familiar with the affairs of this enterprising corporation. Henry Stadlmair continues as president of the company.



"Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the MARVELOUS MAGNOLA.

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

May we send you our handsome, illustrated catalog chock full of information concerning the wonderful construction system of Magnola and the beauties of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President
General Offices: 711 MILWAUKEE AVENUE, CHICAGO
Southern Wholesale Branch: 1530 CANDLER BLDG., ATLANTA, GA.

A Few of the Current Titles

ALL BIG SELLERS

- "The Love Nest" (from the Musical Comedy "Mary").
Intro. "Mary." Music by Hirsch (Medley Fox-trot).
Waldorf Astoria Dance Orchestra
- "Corinthia" (One-step). Music by J. C. Knight.
Waldorf Astoria Dance Orchestra
- "Hold Me" (Fox-trot). Music by Hickman and Black.
Waldorf Astoria Dance Orchestra
- "A Young Man's Fancy" (Music Box Number from
"What's in a Name"). Music by Ager (Fox-trot).
George Green's Novelty Orchestra
- "I'd Love to Fall Asleep and Wake Up in My
Mammy's Arms." Music by Fred E. Ahlert (Tenor
Solo with orch.)..... Charles Hart
- "Down the Trail to Home, Sweet Home." Music by
E. R. Ball (Tenor and Baritone Duet with orch.
accomp.)..... Charles Hart and Elliott Shaw
- "I Cannot Sleep Without Dreaming of You" (From
"The Girl in the Spotlight"). Music by Victor Her-
bert (Soprano Solo with orch.)..... Gladys Rice
- "Chile Bean" (Eenie-Meenie-Minie-Mo). Music by
Albert Von Tilzer (Tenor Solo with orch.)
Fred Whitehouse

Write for Dealers' Terms and Prices. Immediate Deliveries

Lyrphone Co. of America

117 Mechanic Street

Newark, N. J.

NEW MODERNOLA JOBBER

H. A. Copeland Sales Co. Secures Representation for North and South Carolina, Eastern Tennessee and Virginia—Carload Shipments

HICKORY, N. C., August 2.—A. J. Copeland, president of the H. A. Copeland Sales Co.

cured the exclusive distribution for Modernola talking machines for the states of North and South Carolina, Eastern Tennessee and Virginia. The first shipment consisted of two solid carloads, one of which is illustrated herewith. Mr. Copeland is very enthusiastic over the Modernola and is planning an aggressive campaign that will greatly increase the popularity

Music Store and the Brunswick line received some splendid local advertising and to use the vernacular "a good time was had by all."

This information was given to The World representative by M. H. Wheat, formerly traveling representative for the Paramount Talking Machine Co., and who is now attached to the Atlanta office of the Brunswick-Balke-Collender Co., spreading the Brunswick story throughout the state of Georgia.



Modernola Shipments to H. A. Copeland Sales Co.

of this city, visited the headquarters of the Modernola Co. at Johnstown, Pa., and as an attendant result the announcement has been made that the H. A. Copeland Sales Co. has se-

of the Modernola in the states which he covers. Mr. Copeland has built up a particularly efficient sales organization and has selected as his slogan "We Cover Dixie Like the Dew."

EDISON JOBBER HAS ANOTHER SON

A. H. Curry, President of Texas-Oklahoma Phonograph Co., Has New Edison Recruit

Congratulations are being received by Mr. and Mrs. A. H. Curry, of Dallas, Tex., as a result of the announcement by them of the birth of another fine boy on July 27. Mr. Curry is president of the Texas-Oklahoma Phonograph Co., Edison jobbers in Dallas, and enjoys a wide acquaintanceship among Edison jobbers and dealers. It is understood that he intends to make of the younger gentleman a thorough Edisonite, who, with his brothers, is destined some day to become a big man in the Edison business, even like his father.

IMPORTANT VAN VEEN CONTRACTS

Van Veen & Co., Inc., of New York City and Philadelphia, have been awarded the contract to install at the headquarters of all Columbia distributors equipment for the model phonograph shop. These various installations of Van Veen hearing room, record racks, counters and other equipment will constitute the latest ideas in this line. Van Veen & Co. have also recently received a contract to install their equipment in the talking machine department of Braunstein & Black, the large Atlantic City department store. This well-known seashore department store claims its patronage from all quarters of the globe and its talking machine department will be most attractive.

COULDN'T RESIST THE WEARY BLUES

Darky Minstrel Just Had to Play the Bones When Brunswick Played the Blues in Georgia Store—Dealer Made Use of Publicity

MACON, GA., August 5.—Guttenberger's Music Store of this city, which handles the Brunswick line, enjoyed a novel advertising medium on July 31. Thomas Price, of a troupe of real

Southern darky minstrels, happened to pass by the store when he heard one of the machines playing. The call of the weary musical blues was too much for his artistic temperament, so, extracting a set of real minstrel "bones" from his inner pocket, he proceeded to accompany the records. So enthused was he with his accompaniment that he failed to notice the large crowd that had gathered to watch the demonstration. Thanks to Mr. Price, Guttenberger's

GARFORD "BABY" PHONOGRAPHS

A Popular Line of Toy Phonographs "Nothing More—Nothing Less"

THE "BABY" MODEL RETAILS AT \$6



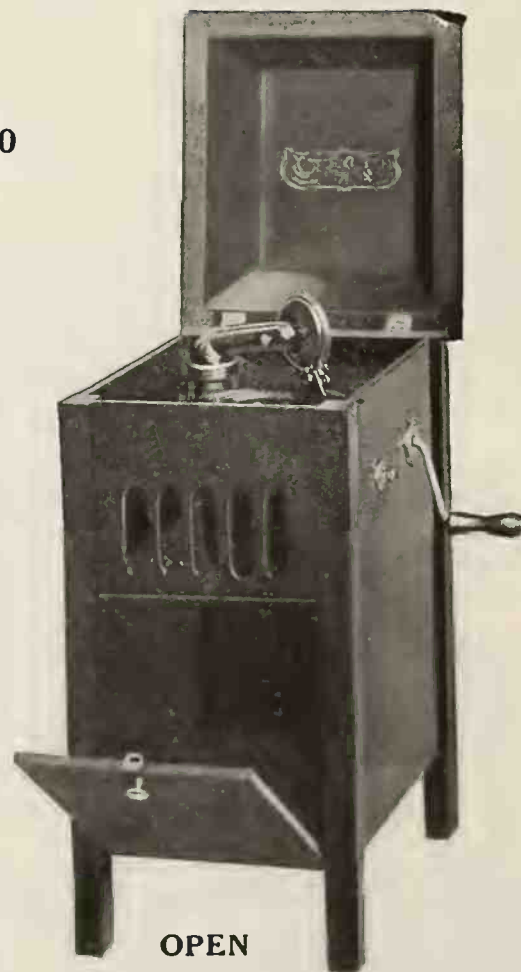
Description of "Baby" Model Plays Little Wonder or 7-inch records Metal Cabinet finished in high grade Ebony Enamel with nickel trimmings. Length 8 1/4 inches Height 7 1/2 inches Width 5 1/2 inches Weight 3 1/2 lbs. Provided with one spring worm gear motor. 5 1/4-inch turntable. High grade sound box, with wonderfully clear reproduction. Speed regulator.

MODEL X RETAILS AT \$10



CLOSED

Description of Model "X" Plays Little Wonder records and also 7-inch records. Cabinet finished in Mahogany Height 17 1/4 inches Width 8 3/4 inches Depth 9 3/4 inches Provided with one spring worm gear motor. 5 1/4-inch turntable. High grade sound box, with wonderfully clear reproduction. Speed regulator.



OPEN

A LIBERAL PROPOSITION FOR PROGRESSIVE DEALERS

GENERAL PHONOGRAPH MFG. CO. Elyria, Ohio

FORMERLY NAMED THE GARFORD MFG. CO.

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES,
FINISHING and
RECORDING
LABORATORY JEWELS

Plant No. 1
833 Broad Street

Telephone 2896 Market
NEWARK, N. J.

SAWING
GRINDING
ROUGHING
ROLLING and
EXPERIMENTAL
LABORATORY

Plant No. 2
54½ Franklin St.
NEWARK, N. J.

Manufacturer of

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

\$7,500,000 COLUMBIA NOTE ISSUE

Prominent New York Banking Houses Announce Issue of Columbia Graphophone Mfg. Co. 8 Per Cent Five-year Notes at Par

The Guaranty Trust Co., Kissel, Kinnicutt & Co. and Dominick & Dominick last week made an offer of an issue of \$7,500,000 five-year 8 per cent gold notes of the Columbia Graphophone Mfg. Co. at par and interest. The company agrees to pay interest on the notes February 1 and August 1, without deducting normal Federal income tax not in excess of 2 per cent and agrees to refund the Pennsylvania four-mill tax. The notes, which will be dated August 1, 1920, will be a direct obligation of the company, which has no other funded debt outstanding.

The issue will be redeemable in whole or in part on thirty days' notice at par and interest, plus a premium of one-half per cent for each six months' period by which the maturity is anticipated. Each note for \$1,000 will carry the privilege of purchasing three shares of the company's common stock at \$35 a share after February 1, 1921.

MISS MARTHA BAIN ENGAGED

Announcement has been made of the engagement of Miss Martha Bain, of the Stewart Dry Goods Co., to Stephen Jenkins, who is connected with the offices of the Louisville & Nashville Railroad. The date of the wedding is set for late in the Fall. The Stewart Dry Goods Co. is one of the prominent talking machine houses of the city.

APPOINTS NEW JOBBER

The C. E. Ward Co., of New London, O., manufacturer of Ward khaki moving covers, has announced the appointment of the Associated Furniture Manufacturers Co., of St. Louis, Mo., as distributor for this well-known line of covers.

Sometimes the people who have the least money buy the most expensive records, proving that they are the real music lovers.

"WHAT ARE YOU SHORT?"

Get in touch with us. We have everything in the phonograph line—Needles, Tone Arms, Motors, Cabinets, all kinds of accessories and repair parts. We specialize on Main Springs, Bettertone Phonographs. Let us do your repairs.

PLEASING SOUND PHONOGRAPH CO.,
204-206 East 113th St., New York.

EASTERN PHONOGRAPH CORP.

The Eastern Phonograph Corp., New York, has been incorporated with a capital of \$100,000, to do a business in talking machines and motion pictures. The incorporators of the new company are G. Seifert, C. Safir and S. A. Friedberg, 869 Stebbins avenue, Bronx.

SONORA JOBBERS DAMAGED BY FIRE

The Robinson-Pettit Co., Sonora jobbers of Louisville, Ky., was recently damaged to the extent of several thousand dollars when the automatic sprinkler system was started by a small fire on the second floor.

A famous merchant says that of all forms of publicity used by his store the show window is the most important. He bases this statement on the fact that the window gets in its work when the customer is on the spot, ready and able to purchase, with the least inertia to overcome.

EILERS LITIGATION REOPENED

Federal Judge Bean Announces Decision Giving Eilers Music House Jurisdiction Over \$50,000 Stock of Oregon Eilers Music House

PORTLAND, ORE., July 24.—In an oral opinion handed down by Federal Judge R. S. Bean, of the United States District Court, the exceptions to a special master's report were overruled, the report being submitted by Referee A. M. Cannon in the matter of the Eilers Music House vs. Oregon Eilers Music House. The findings virtually determined that the Oregon Eilers Music House assets, which amount to about \$50,000, belonged to the chain store system of Eilers Music House and should be administered by the trustee for Eilers Music House.

Judge Bean held the court acted within its jurisdiction in hearing the case. The trustee in bankruptcy filed a petition requesting permission to use the necessary action to collect all valid claims. The court granted the petition and said that an order so stating would be issued.

Attorneys for the Oregon Eilers Music House stated that an attempt would be made to secure a rehearing in the case. If a rehearing is not granted, an appeal will be taken to the Circuit Court of Appeals, it was said, and necessary bond posted on the appeal. Ten days were allowed to perfect the appeal.

EXPORTS TOTAL EIGHT BILLION

United States Set New High Record, Not Only in Exports but Also in Imports, Leaving Balance of \$2,872,000,000—Interesting Figures

WASHINGTON, D. C., July 26.—Exports from the United States during the fiscal year ended June 30 reached a new high record of \$8,111,000,000, but as all records for imports also were smashed the net trade balance in favor of this country was only \$2,872,000,000. This compared with a trade balance of slightly more than \$4,000,000,000 the year before. The figures were made public to-day by the Department of Commerce and constitute a new high water mark.

Imports for the year were valued at \$5,238,746,580, an increase of more than \$2,000,000,000 compared with the year before and \$3,000,000,000 during the year ending June 30, 1918. The exports for the year compared with \$7,232,282,686 the year before, an increase of \$878,893,445.

Now for a strong and a long pull to make an active Fall business.

Victor Supremacy again manifested

While many of the imitative machines are being sold over the Country at cut-prices and the manufacturers of some are tottering into bankruptcy, Victor prices are being maintained everywhere with an unsatisfied demand stronger than ever. The public knows and is willing to pay the price for the quality which has made the

Victor Supreme TALKING MACHINE CO. BIRMINGHAM

PACIFIC COAST PHONOGRAPH DEALERS!

THE AEOLIAN COMPANY of CALIFORNIA

455 Mission Street

San Francisco

Are Prepared to Appoint Dealers in

**CALIFORNIA—ARIZONA—NEVADA
WASHINGTON—OREGON—IDAHO**

for

The **AEOLIAN-VOCALION**

The new and greater phonograph



Style 310
Price, \$135



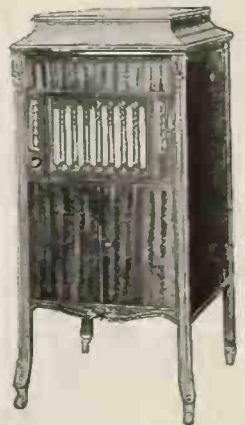
Style 430
Price, \$165



Style 540
Price, \$195



Style 620
Price, \$225



Style 720
Price, \$285



Style 820
Price, \$350

The New
Lateral Cut
VOCALION
RECORD



Plays on
All Standard
Types of
Phonographs

Vocalion representation will, in the near future, be at a premium. The superiority of the Vocalion itself in musical quality, durability, appearance, and "selling" features, like the Graduola, etc., the superiority of Vocalion Records, and the magnificent national advertising being carried on in the *Saturday Evening Post* and other mediums, is having a steady, strong, cumulative effect.

Progressive merchants who would appreciate the opportunity to handle a product which will be not only exceedingly profitable, but will add measurably to the prestige of any establishment.

DISTRIBUTORS FOR

MELODEE Music Rolls

MELODEE song rolls have printed words, NOT STENCILED —are equipped with unbreakable, pressed steel spool ends.

The Aeolian Company of California 455 Mission Street, San Francisco.
Gentlemen: Kindly send us catalogues and prices of the AEOLIAN-VOCALION, RECORDS and MELODEE MUSIC ROLLS.

Name.....
Street.....
City.....

EFFICIENT GOVERNMENT NEEDED, SAYS E. R. JOHNSON

President of the Victor Talking Machine Co. Makes Some Pertinent Comments Upon Existing Conditions in This Country and Outlines Means to Be Taken to Improve Them

In the opinion of Eldridge R. Johnson, president of the Victor Talking Machine Co., as presented in an interview with George L. Benbow, published in the Magazine of Wall Street, the great need of the hour is a Government that is really efficient and is capable of overcoming the confusion and extravagance that is now evident in the policy of the administration.

In the interview Mr. Johnson is quoted as saying:

"It is dangerous to ignore the fact that the whole industrial and financial world is facing a grave crisis. This is no time for extreme optimism any more than it is for extreme pessimism. I do not believe a man lives who can fully comprehend the changes that are going on, nor forecast the ultimate result. The basic principle, upon which all values are estimated, will remain unchanged, but new values are being established in labor, commodities and service of all kinds, and nothing of an industrial, financial or social character will ever be the same as before the war.

"Wages are high and are destined to average higher still. Compensation for human service in general was too low before the war, especially in Europe. This wage adjustment—or speaking in a broader way—compensation adjustment, while it is necessary and will be highly beneficial if accomplished without disaster, is exercising a great influence on values. There is also a very obvious danger of wages going too high. Unquestionably this is happening in many cases, but there are still many underpaid people in the world, even in the United States, although they are chiefly among the class that does not care to soil its hands.

"High prices, while a blessing if held within reasonable proportion, are being overdone. General industrial and financial affairs are in great and changing confusion. Labor is scarce and discontented. Low wages and unprofitable prices were the causes of general discontent before the war, but the war confusion and high prices are the causes of the present unrest. To a certain extent the increase in wages has been the cause of high prices, but there are many other potent influences. Nevertheless, the increase in both prices and wages, to be of benefit, must be reasonable and governed by true economic causes and not by arbitrary adjustment.

"Profiteering, both in wages and prices, is very dangerous to a final satisfactory outcome and many vicious attacks on the general welfare of civilization are being made in these ways by the selfish and unreasonable.

"Wages and prices should rule higher. A better distribution of wealth and a better reward for all human effort can thus be achieved and I believe will be achieved, but, as I said above, there are many unreasonable acts and demands and more reasonable conditions must prevail before the world, especially the United States, can hope to reach a permanent, safe, comfortable and economic position again.

"The primary force that is causing national unrest and compelling wages and prices to soar to dangerous levels is high taxes, unfairly distributed. The silly, impractical policy of the political demagogue, 'Make the rich men pay the taxes,' is most mischievous legislation and ranks among the great historic political abuses and disregard of political economics that have preceded and caused all disasters to past civilization. The higher and more unreasonable the tax, the higher prices and wages will become.

"No people can long be superior to their government. Practically all of the national ills suffered in the United States are caused by governmental inefficiency. There is nothing primarily wrong with our form of government, that is, nothing that cannot be corrected. The great menace is inefficiency of the men in the high places. That is why we wasted so much treasure and did general business so much more

harm than was necessary during our war period and why our taxes were so unscientifically conceived and applied; that's why our War Bond issue is in such a mess; that's why higher taxes are still being demanded when the war is over. No improvement in general economic conditions can be expected while uneconomic, unfair and outrageous taxes are enforced.

"The economic disturbance of Europe is serious. England is the only country in Europe that is safe from bankruptcy and England and the rest of Europe are dependent on the United States of America. We only did our duty by entering the war and no man can regret having paid large sums of money in the form of taxes and otherwise at that time, but we now have a right to expect better things. The war is won and the most autocratic government that the world has ever known has been overthrown. What we fought for will not have been accomplished, however, unless a more human and economic peace treaty is constructed between the

NEW ZEALAND IS NEW ZEALAND

Thomas Ritchie Points Out That His Country Is Often Confused With Australia

When Thomas Ritchie, of Chas. Begg & Co., the prominent Dunedin, New Zealand, piano and music house, passed through New York on his way home from England and Scotland he remarked: "I wish you would stress the point that New Zealand and Australia are separate and distinct countries. I find many people—the great majority in fact—have the impression that the two countries lie alongside each other and that New Zealand is a sort of annex to Australia. The fact is that we are as separate as Canada and Australia, and as for location we are two thousand miles away from Australia and it takes five days' fast sailing to make the trip from one dominion to the other. We like the Australians and all that, but we want to be called New Zealanders, not Australians."

A BROOKLYN INCORPORATION

George S. Uniss, Brooklyn, N. Y., has incorporated for \$10,000 to do a business in talking machines. The incorporators are N. K. Kalaf, M. S. Trabuley and L. S. Uniss, 291 State street.

contending nations. That autocratic government which we spent so much blood and treasure to overthrow will again be in power, the fruits of the great victory will be lost and a new war, more terrible than that through which we have just passed, will come again and confusion will replace progress and civilization all over the world. Selfishness and inefficiency have always been the destroyers of liberty.

"The prosperity of the United States in the past was based on a boundless plenty. Conditions are changing. Carelessness and inefficiency in governmental affairs are no longer practical. We have grown used to such things and have tolerated them simply because we could afford to tolerate them. We have now reached a parting of the ways.

"The future of this country, and I may also add the future of the world, depend on governmental reform in the United States of America.

"There is not plenty of capital but there is too much money. Only the rich men save, because those who save get rich. When the rich are made poor, the poor will starve and there will be no one left to save—no enterprise and no co-operation."

THOMPSON BUYS SHEPHERD STOCK

Shepherd Interests Will in Future Be Concentrated at Klamath Falls, Ore.

BEND, ORE., July 19.—E. M. Thompson, formerly doing business here under the name of the Thompson Music Co., has just purchased the entire stock of pianos, player-pianos and talking machines of the late L. K. Shepherd and expects to secure larger quarters and expand the business by taking on additional lines. In the future the interests of the Earl Shepherd Co. will be concentrated at Klamath Falls, where a large warehouse has been leased by that company.

VISITS NEW YORK TRADE

Al. Edelstein, owner of the Stern Temple of Music, Albany, N. Y., exclusive Victor dealers, was a visitor recently to the offices of the New York Talking Machine Co., Victor wholesalers. Mr. Edelstein spoke encouragingly of the business situation up State and is making preparations for a banner Fall trade.

H. Ernst, of the New York Talking Machine Co., returned to his desk a few days ago, after spending a few weeks' vacation consisting of a sojourn at his new home in Dutchess county.

Intermountain

Victrola

Service



Our new and completely equipped wholesale plant places us in a position to give careful, first class service.

Progressive Victor Dealers are making new plans to broaden their activities, and we will welcome the opportunity to help make *your* store the musical center of your community.

THE JOHN ELLIOTT CLARK CO.

Victor Wholesalers

SALT LAKE CITY, UTAH

THE CABINET & ACCESSORIES CO., Inc.

Otto Goldsmith, Pres.

DISTRIBUTORS OF

Bubble Books "that Sing"

Each Sale Means a Customer for \$13.50

When a person has once bought a Bubble Book, in most cases he comes back and buys the entire set. Bubble Books are so fascinating that children won't give the grownups any rest till they get them all. That is why one sale naturally leads to another. A fairy story, colored pictures, verses and three real phonograph records come in each Book. Retail price \$1.50 each. Liberal discount and prompt delivery.

- No. 1—The Bubble Book
- No. 2—Mother Goose Bubble Book
- No. 3—Singing Games Bubble Book
- No. 4—The Animal Bubble Book
- No. 5—The Pic Party Bubble Book
- No. 6—The Pet Bubble Book
- No. 7—The Funny Froggy Bubble Book
- No. 8—Happy-Go-Lucky Bubble Book
- No. 9—Merry Midgets Bubble Book



CIROLA

The Best Portable Phonograph on the Market
List Price, \$47.50 Regular Trade Discount



GET ALL YOUR ACCESSORIES FROM ONE SOURCE.
WRITE FOR CATALOGUE.

145 East 34th Street NEW YORK CITY
Tel. Murray Hill 6470

PERU RATIFIES THE COPYRIGHT

Washington Officially Notified of Action of South American Country

WASHINGTON, D. C., July 31.—Secretary Houston announced to-day that word had been received from the Peruvian Minister of Finance giving notice of the ratification by Peru of the copyright convention signed in Buenos Aires in 1910 which extends copyright privileges to the signatory nations.

The Peruvian Foreign Minister also informed Secretary Houston, who is head of the Inter-American High Commission, that under authorization of the Peruvian Congress he had instructed officials of his country charged with tariff revision to prepare import and export statistics on the basis of the international classification of merchandise adopted at the statistical conference at Brussels in 1913 and also so far as practicable to reorganize the tariff schedules on that basis. Peru thus is the first country to rearrange its customs tariff.

ANNUAL COLUMBIA OUTING

Employees of Local Wholesale Columbia Branch Hold Outing and Games—Interesting Program Provides Keen Enjoyment for Those Present

The third annual outing and games of the New York branch of the Columbia Graphophone Co. was held Saturday, July 24, at Far Rockaway, and the program provided plenty of fun and amusement for all of the employes. The party left New York at 9 o'clock in the morning and from early morning until late at night the employes of the branch, together with their guests, were kept busy.

The bathing facilities were ideal and various

second, Miss E. Bach; 200 yard race for men, first, R. Basserman; under water swimming for distance, first, A. Silberlicht; 75 yard dash for girls, first, Miss E. Moran, second, Miss C. Eckes; 400 yard relay, winners, P. Roeder and F. Ceramella; 100 yard dash, first, F. Bode; 100 yard swim, first, A. McL. Bennett, second, W. Moore; 200 yard relay, winners, P. Roeder and F. Ceramella; tug of war, winner, the shipping department; 100 yard dash for heads of departments, first, J. Armstrong, second, J. Lush. Handsome prizes were provided for all of the winners of the various events, which were all keenly contested.

Music formed an important part of the day's program and among those who contributed were



Some Snapshots Taken at the Columbia Outing

aquatic sports were introduced by the committee of arrangements. After the different events were completed, dinner was served at the Hotel Chateau-Thierry, subsequent to which dancing occupied the attention of the members of the party.

Lambert Friedl, manager of the Columbia branch, took a keen interest in the activities of the day, as did the other executives and members of the sales staff. The party consisted of over 100 employes of the branch, with members of their families and guests, and the committee in charge of the program well deserved the congratulations which it received at the close of the day.

The winners of the various events were as follows:

Fifty yard dash for girls, first, Miss E. Moran,

the following vocalists: A. Silberlicht and E. Iselin, of the record department, and Miss D. Hickson and R. Luria, of the bookkeeping department. Miss H. Beer, of the bookkeeping department, favored the guests with a ballet dance which was enthusiastically received, and "Rigo, the Gypsy Violinist," gave several violin solos which were thoroughly appreciated.

The committee in charge of the outing and games consisted of the following: C. F. Meyer, chairman; Miss M. Sacks, J. Armstrong, J. Lush, R. R. Wilson and R. Basserman.

HANDLES THE CHENEY PHONOGRAPH

The Greenup Piano Co., Louisville, Ky., is now the sole agent in that city for the Cheney talking machine.

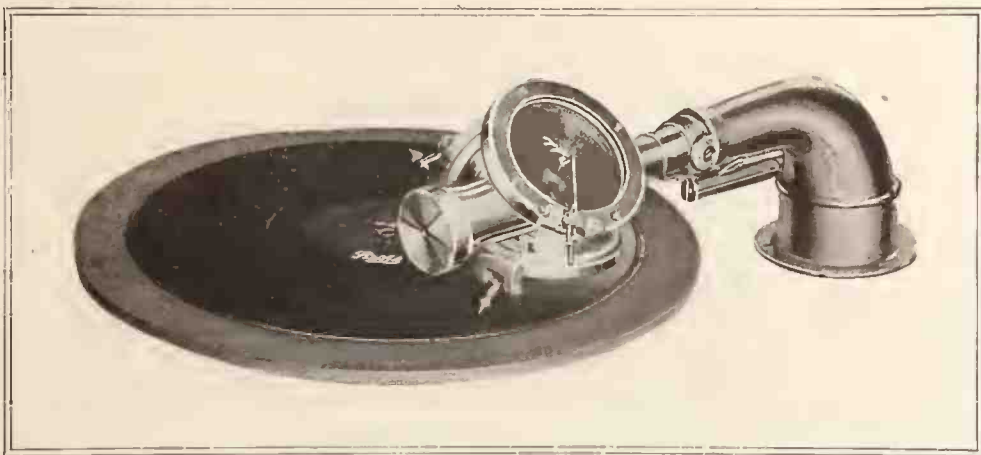
FOR every \$5000 Automobile sold there are 500 popular priced cars. Are you confining your efforts to the \$5000 class in the Phonograph business, overlooking entirely the low-priced field? Many are doing this, for the phonograph manufacturers have neglected the low-priced models. The demand for them is tremendous. The "CROSLEY," retailing for \$75, fits right in with any line. Read the specifications and look at the illustration.

The "CROSLEY" Phonograph is a neat and attractive mahogany-finished piece of furniture that will grace and decorate the handsomest home.

It stands 38½" high closed; is 19" deep and 18" wide. Shipping weight, about 80 lbs.

Distributors and Dealers: Write to-day for our proposition. The discounts will surprise you

Crosley Phonograph Co.
1 Vandalia Ave. Cincinnati, Ohio



Introducing a New Era in Tone Reproduction

The new Cathedral Phonograph produces a quality and volume of tone that instantly delights every listener.

The Cathedral Reproducer does not attempt to "get by" with makeshift attachments but plays every type of record with the degree of perfection intended by the maker of the record—it automatically adjusts itself to the exact requirements of each make of record.

Cathedral dealers can *honestly* advertise that this is the first phonograph that plays all records correctly—the Cathedral Phonograph will back up every claim they make.

Selling Features That Make Quick Profits for Dealers

The public is rapidly becoming educated in the methods of reproducing the various types of records.

The Cathedral Phonograph gives the public what it wants—a mechanical equipment which is automatic in its adjustment, perfect in its application to all types of records and unequalled in tone reproductions.

A simple turn of the hand presents the proper point at the correct weight and angle with perfect synchronism for every make of record—no weights to adjust and no needles to change.

The Cathedral Amplifier is built of heavily ribbed spruce, scientifically shaped to eliminate sympathetic vibrations and reflect the amplified tone waves with perfect distinctness.

These features are instantly apparent to phonograph prospects. It's easy to sell what the customer wants.

Cathedral Phonograph Co.

General Offices—Omaha, Neb.

Factories: Marion, O. Chicago, Ill. Grand Rapids, Mich.

Cathedral Phonograph

York Model

The construction of the present York Cathedral was begun about the year 1162, and the great church was solemnly dedicated as a completed building on July 4, 1472.

It stands as a chaste and dignified specimen of early Perpendicular style and is unique in its glorious east window, the largest painted window in the world. In the grill design and decoration of the York Model Cathedral Phonograph we have followed the architectural features of York Minster.

A beautiful piece of furniture—in Mahogany, Oak, or figured Walnut.





The Fibre Needle Is the Ultimate Needle

Find the home where a talking machine has been giving enjoyment over a period of years and you will find a home using B & H Needles.

Experience with records scratched beyond further usefulness, the discard of costly operatic selections, has taught talking machine owners the country over the wisdom of B & H Fibre Reproduction.

A keener sense of musical values developed through years of enjoyment of the talking machine in the home has made evident to thousands the remarkably sweet, unadulterated tones possible with the B & H Needle, and lifted it to its present position of widespread popularity.

Can a better testimonial to its excellence be found: that it remains the ultimate choice of the dyed-in-the-wool talking machine fan?

B & H FIBRE MFG. CO.

33-35 W. Kinzie Street, Chicago, Ill.

Edison Caravan Convention in Chicago

Two-Day Gathering in Capital of the West Duplicates Program Given Previously in New York City, With a Banner Attendance of Dealers From the Middle Western Territory

CHICAGO, ILL., August 5.—Fresh from its successful opening in New York City, the Edison Caravan Convention, twelve hundred strong, gathered on Monday, July 12, at the Blackstone Theatre, where the special plays written by William Maxwell were presented. The order of events was similar to that in the New York Convention. Following an overture by the Palmer

address was a detailed summary of conditions in the trade and expressed an opinion of the future which was very optimistic. William Maxwell, vice-president of the Edison Co., next spoke on "Judge Them by Their Deeds," which was a review of the Edison business for the past year.

First Play Presented

After Mr. Maxwell's address, the first of Mr.

by William Scott, manager of Tegtmeier Bros., Edison phonograph dealers at 6408 South Halsted street, Chicago. The forum drew expressions from a number of the dealers in the audience as to their sales experiences and those methods of selling which they have found most effective. Clarence Ream, manager of the Harmony Music Co., Fairmont, Minn., then deliv-



Panoramic View of Those in Attendance at the Chicago Session of the Edison Dealers' Caravan Convention

House Orchestra, which opened the Monday session, J. C. Shearman, assistant sales manager of Thomas A. Edison, Inc., made a brief address of welcome, taking the place of Thomas J. Leonard, who was unable to appear. The session was formally opened by the Chicago chairman, James P. Lacey, of Peoria, Ill., whose

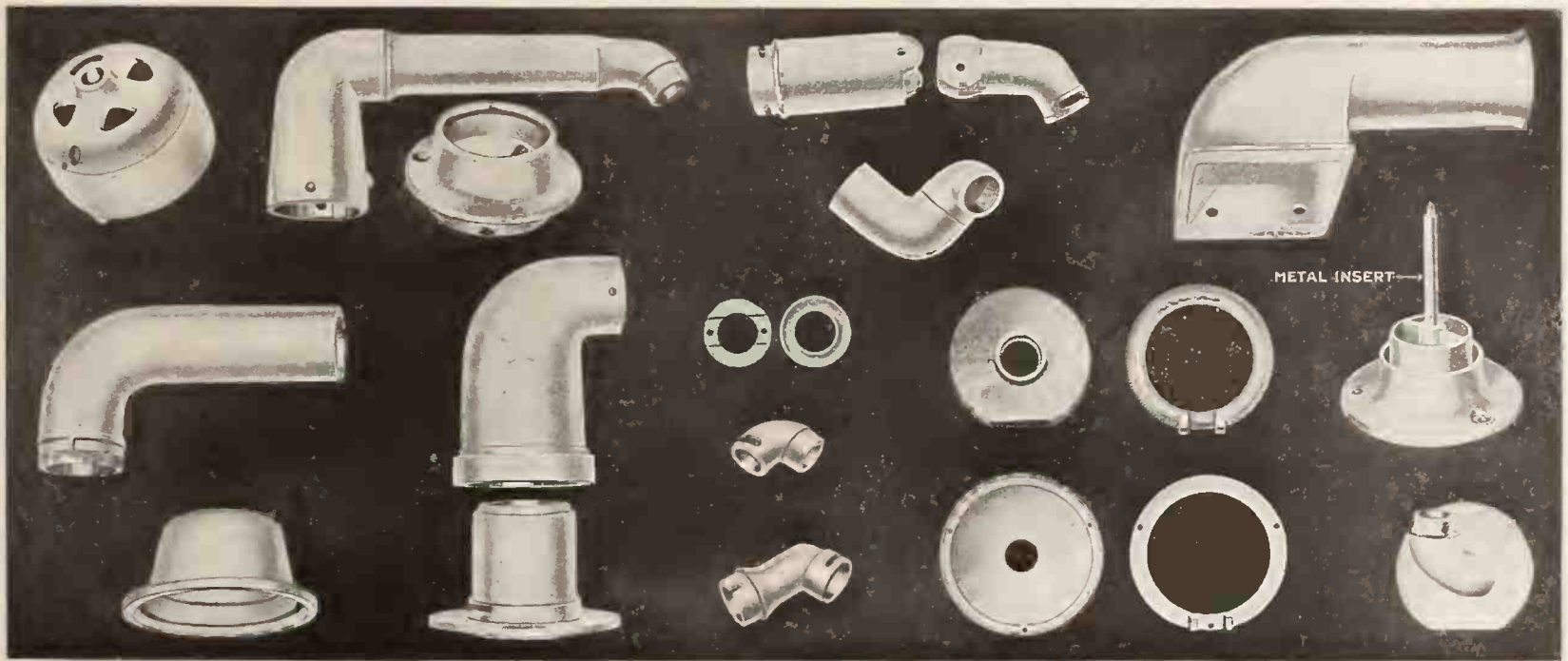
Maxwell's sketches was presented, entitled "It." This cleverly written skit showed how the Edison corporation, through its co-operative policy, sees to it that every Edison phonograph is cared for after it has been sold and installed in a home.

At the close of the one-act play, which was warmly acclaimed, an open forum was conducted

ered an illuminating talk on "Canvassing" and told how he has developed this branch of Edison phonograph salesmanship for his company.

Dr. W. V. Bingham Speaks

Then Dr. W. V. Bingham, director of the division of applied psychology of the Carnegie Institute, (Continued on page 123)



SUPERIOR Die Castings for the Music Trades

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



THE IDEAL METAL for Soundbox and Tonearm Castings

CA Die Casting Alloy that is Double the Tensile Strength of Cast Iron—200% Stronger, 15% Harder, 30% Lighter in Weight than Ordinary White Metal Die Castings

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

BARNHART BROTHERS & SPINDLER
Die Casting Division • Monroe and Throop Streets • CHICAGO

Edison Message No. 77

Years from now when the general price level is again normal, the prices of Edison Phonographs will then be in harmony with it. At the present time, however, due to inflation, the price level is way above the prices of Edison Phonographs, which have increased only 15%, including War Tax, since 1914.

“Edison Stood The Gaff”

THOMAS A. EDISON, Inc.

ORANGE, N. J.

EDISON CARAVAN CONVENTION IN CHICAGO—(Continued from page 121)

stitute of Technology, Pittsburgh, delivered an address on the psychological factors that enter into the sale of an Edison phonograph, and in the keeping of a satisfied customer after the sale.

Dr. Bingham's address was followed by the presentation of another of Mr. Maxwell's plays, "I Saw Your Ad."

An open forum on "The Realism Test" was then conducted by H. R. Skelton of the Edison Laboratories and the numerous features of Edison construction and Edison record manufacture were given high lights by bright and snappy contributions of Edison dealers to the forum.

Another of Mr. Maxwell's educative playlets,

On Tuesday morning, July 13, following an overture played by the Palmer House Orchestra, an address by Thomas A. Edison, president and founder of Thomas A. Edison, Inc., entitled "Ten Years From Now," was presented by Charles Edison, son of the inventor.

Putting "The Hooking in Advertising" was the theme of a very interesting address by John Lee Mahin, who followed Charles Edison's reading of his father's address. Mr. Mahin, who is head of the Federal Advertising Agency of New York, and advertising director for Thomas A. Edison, Inc., spoke of the work that is being done in all parts of the country to exploit the Edison phono-

in the worthiest possible cause—music.

Edison Tone Test Well Received

Following Mr. Mahin, a tone test of the Edison phonograph was made by Thomas Chalmers, baritone of the Metropolitan Opera House, and one of the many star American singers whose singing is reproduced exclusively on Edison records.

An address on American music was then read by Henry Kimball Hadley, famous American composer, who told some vitally interesting facts regarding the composer's attitude towards American music.

Mr. Hadley was followed by the presentation



Panoramic View of Those in Attendance at the Chicago Session of the Edison Dealers' Caravan Convention

"After the Nut Is Off," followed the open forum. Compensation of Salesmen Discussed

Following this another open forum which had for its subject "Compensation of Salesmen" was conducted by J. A. Reinemund, Muscatine, Ia. The session was then adjourned.

graph, and of the numerous methods employed to help boost sales for the dealer. He said that the work of the Edison forces, including dealer and corporation alike, is not propaganda of an individual business enterprise, but a work of general public good, on a plane of high endeavor.

of another sketch by Mr. Maxwell, entitled "I'll Say She Does."

After the playlet there was an open forum for the discussion of Edison window displays, led by A. F. Odell, of Quincy, Ill., and by D. B. (Continued on page 125)

The new "exclusive" Emerson Star

EMERSON Records sound fine on any make of phonograph. But you should hear them played on any one of the eight new Emerson Models! Talk about real music! Every note clear and full and round, *round*, ROUND!

When you hear the Emerson Phonograph, you hear music played as it should be played—with absolutely new freedom from mechanical imperfections. See how clearly every instrument stands out—how vividly each musical detail is reproduced.

And it's all on account of the Emerson Music Master Horn, which is made of solid, *rounded*, kiln-dried, vibrant spruce, and built into every

Emerson Phonograph, from the most elaborate Period Model to the modest Table Model.

It is a law of Nature that sound waves travel in spirals. So we made the Emerson Music Master Horn *round*—perfectly *round*. To have clear, full, *round* tone, you *must* have a *round* horn made of *solid* spruce—not *veneered*.

The Emerson Music Master Horn fulfils these requirements. It gives the Emerson Phonograph a full, *round* tone astonishingly free from mechanical imperfections.

Watch for our full page advertisements in the Saturday Evening Post.

Emerson Record Sales Company, Inc.
EXCLUSIVE METROPOLITAN DISTRIBUTORS
6 West 48th Street, New York City



The
SERENÄDO
TRADE MARK

The
SERENÄDO
TRADE MARK



THERE'S A REASON FOR EVERY SUCCESS

We don't know whether the success of our dealers has been due entirely to the high grade of The Serenädo, we do know people are demanding quality and tone, that they are buying satisfaction.

It may be that our dealers' success has been the result of our effective advertising co-operation—many of them tell us so.

Our idea is that our different Method of marketing combined with the above has attracted the better class of live dealers who could sell anything and that their success has been augmented by all of the conditions of their association with us.

SERENÄDO MFG. CO., CEDAR RAPIDS, IOWA

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



Frank Crumit sings that popular hit "Marion (You'll Soon Be Marryin' Me)." This little love song is as pretty as its coupling, Charles Harrison's real Irish ballad "Pretty Kitty Kelly." This is a record good for big sales. A-2948.

Columbia Graphophone Co.
NEW YORK

EDISON CONVENTION IN CHICAGO

(Continued from page 123)

Babcock, of the Edison corporation.

J. W. Scott then demonstrated the features of the Edison Diamond Amberola, following which a concert by the Edison phonograph was conducted under the direction of William Ritt, of St. Peter, Minn. The concert disclosed many valuable suggestions for Edison dealers in mak-

from leading Chicago theatres was given as a dinner show. The feature of the evening was a stirring speech by William Maxwell, who thanked the Edison dealers for their enthusiastic co-operation in making the convention the most successful in the history of the corporation, and who called by name the different Edison jobbers, who, he said, were deserving of all the credit for the convention.

Mr. Maxwell called in turn before the gathering W. Eckhart and C. E. Goodwin, of the Phonograph Co., Chicago; Edison wholesale distributor L. Bloom, of Cleveland; W. Smith, of Milwaukee; Messrs. Robert Proudfit, Hemenway, Mark Silverstone, M. M. Blackman, Wagner, Shultz Brothers, Harger & Blish, A. Silzer, Walter Kipp, R. Alling, A. Buehn.

Mr. Maxwell's speech, coupled with the appearance of the jobbers, created much applause. The program gave credit for the banquet to the follow-

ing firms: The Phonograph Co., of Chicago, Kansas City, Milwaukee and Detroit; Kipp Phonograph Co., of Indianapolis; Harger & Blish, Des Moines, Ia.; The Phonograph Co., Cincinnati; R. S. Williams & Sons, Winnipeg, Canada; Diamond Music Co., New Orleans, La.; Shultz Bros., Omaha, Neb.; Buehn Phonograph Co., Pittsburgh, Pa.; Harger & Blish, of Sioux City, Ia.; The Phonograph Co., Cleveland; Laurence H. Lucker, Minneapolis, Minn.; Silverstone Music Co., St. Louis, Mo.; James I. Lyons, Chicago; the Texas-Oklahoma Phonograph Co., Dallas; C. B. Haynes & Co., Richmond, Va.



Blackstone Theatre and Hotel Where Convention Was Held

ing sales, and was warmly applauded. A farce comedy by Mr. Maxwell, "Detected," was then presented, after which an open discussion of the Edison turn-table was led by Lowell Neff, of Logansport, Ind., ending the day sessions.

Tuesday Evening Banquet

Over sixteen hundred diners, including twelve hundred Edison dealers, many of whom were accompanied by their families, attended the banquet given them by the Edison Jobbers' Association, Tuesday evening, July 13, at Medinah Temple. The banquet was elaborate, and a high-grade vaudeville performance by star players

HIS WILL RECORDED IN WAX

Des Moines Lawyer Seals Record Cylinder and Files It, Thus Making It Fraud Proof

Des Moines, Ia., August 3.—What he says he believes to be a "fraud proof" will has been made and filed in the office of the clerk of Polk County, Iowa, by Theodore Mantz, a Des Moines lawyer. Mr. Mantz dictated his will into a talking machine and had it recorded in wax.

At the end of the dictation C. H. Miller, a lawyer, and H. W. Brandt, a court reporter, testified into the machine they were witnesses to the "making" of the will and spelled their names out in full as the witnesses. The record then was put on a machine and reproduced the voices. Being pronounced correct by Mr. Mantz, he took it to the clerk's office and had the box containing it sealed in wax and filed.

Mr. Mantz has instructed Mrs. Mantz to take the case to the highest court in the country if the validity of the will should be questioned. The will on a record is believed by its maker to be the first of its kind in the country.

S. GUSOWSKI'S IMPORTANT POST

S. Gusowski has recently joined the staff of the Cabinet & Accessories Co., New York City, in the capacity of vice-president of the company, and will act as assistant to Otto Goldsmith, president. Mr. Gusowski has been in the retail talking machine business for eight or nine years and his personal knowledge of the needs of the talking machine dealer particularly qualifies him for the position he now holds. The Cabinet & Accessories Co. has lately secured the representation for the Badger cabinets, which are made of wicker and finished in ivory or oak. This cabinet converts Victrola IV's and VI's into upright wicker cabinets.

The public's attitude toward you is a reflection of your attitude toward it.

Attention Jobbers

RECORD CARRYING CASES

No. 205-A—Made of .040 Vulcanized Hard Fibre, Telescopic Lid, Cowhide Strap all around. Studs on the bottom, giving ample protection for the records. Reinforced handle, and will carry 25-35 standard records.

No. 206-A is made especially for Edison Records, and the material is of .060 fibre. Futhermore, it is a wider case allowing room for 25 records.

Jobbers!—Write in for our Special Proposition—there's money in it for you! Address

J. D. HUNT MFG. CO.

Moss Avenue and Davidson Street ∴ Indianapolis, Ind.



No. 205-A

Cleartone

PHONOGRAPH SPEAKS FOR ITSELF

MICA DIAPHRAGMS

We are now cutting our own Mica Diaphragms and can take orders in any quantity. We can furnish you first quality clear Ruby India Mica. Sizes $1\frac{23}{32}$ " to $2\frac{9}{16}$ ". Also occasionally some second quality.

SUNDRY DEPARTMENT

MOTORS

Swiss A. B.—Double-spring, 10-inch turntable, plays 2 10 inch records, \$3.75.

Swiss F. V. B. — Double spring, \$6.85.

No. 2—Double-spring, 10-inch turntable, plays 3 10-inch records, \$4.00; with 12-inch turntable, \$4.25.

No. 9—Double-spring, 12-inch turntable, plays 3 10-inch records; cast-iron frame, \$7.85.

No. 11—Double-spring, 12-inch turntable, plays 7 10-inch records; cast-iron frame, bevel gear wind, \$9.75.

STONE ARMS AND REPRODUCERS

Play All Records

No. 1—\$1.95 per set.
No. 4—\$4.50 per set.

No. 6—\$4.25 per set.
No. 7—\$3.75 per set.
No. 9—\$2.95 per set.

MAIN SPRINGS

No. 00— $\frac{7}{8}$ in., 9 ft., 29c.
No. 01— $\frac{7}{8}$ in., 7 ft., 29c.
No. 02— $\frac{3}{4}$ in., 7 ft., 29c.
No. 1— $\frac{3}{4}$ in., 9 ft., 39c.
No. 1A— $\frac{3}{4}$ in., 10 ft., 49c.
No. 2— $\frac{11}{8}$ in., 10 ft., 39c.
No. 3— $\frac{7}{8}$ in., 11 ft., 49c.
No. 4—1 in., 10 ft., 49c.
No. 5—1 in., 11 ft., heavy, 69c.
No. 6— $1\frac{1}{4}$ in., 11 ft., 99c.
No. 7—1 in., 25 gauge, 15 ft., 89c.

We also carry other size main springs to fit Victor, Columbia and all other motors.

Special prices on springs in quantity.

RECORDS—10-inch double disc records, 42c each; 12-inch, 60c each.

GOVERNOR SPRINGS To fit VICTOR, COLUMBIA and all other motors. Special prices on large quantities to Motor Manufacturers.

We also manufacture special machine parts, such as worm gears, stampings, or any screw machine parts for motor; reproducer and part manufacturers.

Special quotations given to quantity buyers in Canada and other export points.

Write for our 84-page catalog, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts.



No. 135—Price \$135



Model 105—Price \$105

SAPPHIRE, DIAMOND AND STEEL NEEDLES

STEEL NEEDLES

10,000 Lots..... 39c per M
100,000 Lots..... 35c per M
1,000,000 Lots..... 30c per M
5,000,000 Lots..... 29c per M

SAPPHIRE BALLS

Each
Dozen Lots 11c
Hundred Lots 9c
Thousand Lots 8c
5-Thousand Lots 7c

SAPPHIRE POINTS

Each
Dozen Lots 12c
Hundred Lots 10c
Thousand Lots 9c
5-Thousand Lots 8c

GENUINE DIAMONDS

Each
Dozen Lots \$1.00
Hundred Lots90
Thousand Lots75



Model 175—Price \$175

The CLEARSTONE has become very popular because of its quality, splendid value and the advertising sales campaign that now stands back of it. DEALERS! Watch us grow—write for our agency and grow with us. Keep our 84-page catalog of phonographs and all accessories handy—Sent free on request.

LUCKY 13 PHONOGRAPH COMPANY

46 East Twelfth Street, New York, N. Y.

HAPPENINGS IN THE DOMINION OF CANADA

E. C. SCYTHES JOINS THE AEOLIAN FORCES IN CANADA

Prominent in Music Trade Field and Head of Notable Trade Associations—R. S. Williams Co.'s Enjoyable Outing—Enlargement of Retail Trade Evident From Opening of New Stores

TORONTO, CAN., August 6.—E. C. Scythes, who somewhat over five years ago joined the Nordheimer Piano Co. in the capacity of vice-president and general manager, relinquishes that office to give his entire time to the promotion of Aeolian interests in Canada. He is well known to the trade in this country, his experience dating back to 1898. He has covered Canada from Coast to Coast and lived for several years in Winnipeg, when he was Western superintendent of agencies with the Williams Piano Co., Ltd.

He is president of the Canadian Piano Manufacturers' Association, past president of the Toronto Retail Piano Dealers' Association, and past president of Canadian Bureau for the Advancement of Music, the Board of Directors of which he is a member.

At the recent annual meeting of the Canadian Bureau for the Advancement of Music, Fred W. Trestrail was elected to the presidency. Mr. Trestrail is one of the firm of the Musical Merchandise Sales Co., distributors of Brunswick phonographs in Canada.

The staff and executives of the R. S. Williams & Sons Co., Ltd., recently held their twelfth annual outing, thereby ushering in the official picnic season for the music industry. The retail stores at Toronto and Hamilton and the wholesale warehouse in the former city were all closed for the day, so that everyone from the

president down was free to take in the excursion to Queenstown Heights, in which beautiful park the Williams staff take quite a proprietary interest, this being invariably the objective of their annual outings.

A wedding of more than usual interest was solemnized in Fergus, Ont., recently when Miss Adele B. Clarke, until recently of the staff of the R. S. Williams & Sons Co., Ltd., and J. Wilfred Ford were joined in wedlock. J. W. Ford is a brother of J. D. Ford, manager of the Williams retail Edison department.

A provincial charter has been issued to Ideal Cabinets, Ltd., with a capital of \$40,000 and head office in Toronto.

The Hydrola Phonograph Co., Ltd., has been incorporated with provincial charter and a capital of \$200,000 to do a general phonograph business. The head office is to be Toronto.

Another Brunswick shop has been opened in Toronto at 499 Bloor street, W. It is under the management of A. R. Williams, who previously assisted Mr. Porter at his 1631 Dundas street store.

A recent visitor to Toronto and other Canadian points was M. I. Mayer, president of the Tri-Sales Co., of St. Louis, Mo., which firm markets the "Portophone." G. H. Phelps, the company's general manager and treasurer, was also visiting Winnipeg as well as many other Western points.

MUSIC BY WIRELESS IN MONTREAL

Audience at Chateau Laurier Hotel Entertained by Record Music, Speeches and Song—Special Amplifiers Brought Out Melody Very Clearly

MONTREAL, QUE., August 6.—For the first time in the history of the wireless telephone an audience assembled at the Chateau Laurier Hotel, Ottawa, where the Royal Society of Canada was holding a conference, heard distinctly gramophone records, a message from Dr. Ruttan, president of the society, and two songs by Miss Dorothy Lutton, transmitted from Montreal. Promptly at 9:45 p. m., J. O. G. Cann, chief engineer of the Canadian Marconi Co., in whose experimental rooms the demonstration took place, got in touch with Ottawa and put a record, "Dear Old Pal of Mine," on the phonograph. A horn was placed immediately in front of the instrument to which was attached the transmitting apparatus of the wireless telephone. Another record was played and then Mr. Cann read a message from Dr. Ruttan, president of the Royal Society of Canada, and addressed to the conference taking place in Ottawa.

The message from Dr. Ruttan was followed by two songs sung by Miss Dorothy Lutton. During the sending of the message and the songs those who had gathered to witness the demonstration were permitted to listen on other wireless apparatus which had absolutely no connection with the instrument sending, and it was possible to hear both the phonograph and the songs sung by Miss Lutton much stronger than the actual voice and music. This was explained by A. H. Morse, managing director of the Canadian Marconi Co., as being the result of a new amplifier recently invented by the company by which it was possible to raise the voice to sixty times its normal sound. It was by the use of this new instrument that it was possible to telephone by wireless. At the conclusion of the concert in Montreal word was immediately received from Ottawa by wireless saying: "Hello, Montreal. Thank you."

NEW MONTREAL PATHE DISTRIBUTOR

Pathephone Distributors Will Have Headquarters in Montreal and Will Cover the Quebec Province—Berliner Discusses British Market—London Shows Slowing Up of Trade

MONTREAL, QUE., August 7.—The Pathé Frères Phonograph Sales Co., Ltd., announces the opening of a distributing house for the Province of Quebec. This new firm will be known as Pathephone Distributors, and the headquarters of the company are at 228 Sherbrooke street, E., this city. The firm is composed entirely of French Canadians and will be under the management of Victor Lévesque, long and favorably known in the automobile trade of Quebec Province.

H. S. Berliner, the active head of Berliner Gramophone Co., Ltd., has returned to Montreal from a two months' visit to England. "London is not as much changed as one would expect after four years of war," remarked Mr. Berliner to The World correspondent, "although everything is very expensive and New York prices prevail on almost anything one wishes to buy."

Asked about gramophone business in England's metropolis, Mr. Berliner replied that it is not as good as it had been. About the time the returned soldiers had finished spending their gratuities, standard gramophone records were

increased by the Gramophone Co. to four shillings and the public decreased purchases of them. The dealers, it appears, are also stocked up and have not capital available for the purchase of the cheaper records. They are also afraid that the standard prices of cheaper records will be advanced and these become unsalable as well. In this way the English dealer differs from the Canadian dealer, who, in anticipation of advanced prices, always stocks up.

S. Flanz is the representative of the Portophone in the Province of Quebec and not Louis J. Bourgette as mentioned in the July World.

The Cosmopolitan Graphophone & Piano Co., Ltd., St. Lawrence boulevard, owing to the rapid expansion of the business, has found it necessary to annex the store adjoining which will be modernized in an up-to-date manner with six demonstration booths, lounge and ladies' rest room, etc. With this additional space at their disposal the officials have doubled their stock of Columbia Grafonolas and records which they handle exclusively. The record racks will be removed to the ground floor.

One of the cleverest attempts at something novel in window displays was the recent display of "His Master's Voice" pups which a dealer had in his window to whoop along the cause of a local baseball team. This dealer had outlined an honest to goodness baseball diamond, grandstand and score-board. In all the players' positions small editions of "His Master's Voice" pups were to be found. The "ump" was another pup and the grandstand was crowded with them. At night the grandstand was electrically lighted.

The opening in Montreal of "His Master's Voice," Ltd., branch for the Province of Quebec took place recently. This branch intends to live up to the 100 per cent record maintained by the other "His Master's Voice" branches at Toronto, Halifax, Winnipeg and Calgary.

The Starr Co. of Canada, Ltd., London, Ont., has opened a branch in Montreal and also P. T. Legare, Ltd., of Quebec, will act as distributor in that city.

BUYING TENDENCIES IN CANADA

Canadian talking machine buyers these days are paying particular attention to the matter of tone in selecting their machines and records, writes our Canadian correspondent. People are learning that it is better to pay a price which will enable the dealer to sell them a talking machine that is a real musical instrument.

An interesting and significant phase of the talking machine industry in the Dominion is the relatively small demand for the very cheap models. The progressive development of the business has been in the better grades. The public has evidenced a critical and discerning attitude toward the talking machine it proposes to place in its homes. Prospective purchasers know about what they want in tone reproduction and realize that they must pay the price to secure an article of musical and architectural merit.

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY



The Puritan

AN OPPORTUNITY FOR DEALERS—The PURITAN Phonograph literally "speaks for itself." There is a richness and purity in the reproduction, quite different from other instruments, that invariably pleases the listener. The most critical music-lovers declare that such smoothness, clearness and volume of tone have never been produced by ordinary phonographs.

THE REPRODUCER—A new type of sound-box and tone arm give absolutely free horizontal and vertical movement, enabling the needle to receive ALL THE IMPULSES from the corrugations of the record. The faintest recorded sounds are faithfully transmitted to the ear. The mechanism is very sensitive to record vibrations, and is the result of long experiment.

The great clearness of tone in the PURITAN is produced by the

Eight beautiful models now ready for immediate shipment.

The Puritan Phonograph plays all makes of Disc Records, with all the distinctness and volume of which the record is capable.

LONG WOOD HORN—This is an exclusive, patented feature, and CANNOT BE USED BY ANY OTHER MANUFACTURER.

The PURITAN HORN is a rectangular channel representing an organ-pipe, extending from the tone arm to the bottom of cabinet. It has only one bend (see illustration).

THIS IS THE MOST EFFECTIVE AMPLIFIER EVER PRODUCED

The PURITAN HORN magnifies and mellows the vibrations from the diaphragm. At the same time it absorbs all hissing and grinding sounds, delivering the MUSIC ONLY in a wonderfully realistic way.

The entire instrument, including motor, sound-box and cabinet, is made in our own factory, and we guarantee every part.

Puritan Lateral-cut Records are brilliant and contain the latest popular numbers.

Write for Catalog and dealership proposition.

United Phonographs Corporation

Factory and General Offices: Sheboygan, Wisconsin

The Columbia Novelty Record this month is by Olga Bibor's Gypsy Orchestra. It plays two waltzes with merry rhythms, "Gypsy Love" and "Don Juan." The waltz is coming into its own again. E-4658.

Columbia Graphophone Co.
NEW YORK



PITTSBURGH DEALERS PREPARE FOR ACTIVE FALL TRADE

Industrial Pittsburgh Is Enjoying Prosperity and High Wages and There Is a Large Purchasing Power Among the Masses Which Should Find Its Way Into Talking Machine Stores

PITTSBURGH, PA., August 3.—Talking machine dealers in the Steel City are making plans for what they anticipate will be a very brisk Fall season in the talking machine and record business. The usual Summer lull in trade this year was not so pronounced as in former years and practically all of the talking machine dealers have reported that their volume of sales for July was considerably above the amount of business handled in the same month a year ago. This is largely due, as far as the Pittsburgh district proper is concerned, to the intense activity that prevails in the iron and steel mills, notwithstanding the railroad freight congestion which has had a tendency to slacken the production of the steel plants. Wages are still at the high peak and there is not the slightest indication of any revision downward in wage scales. Wage earners are reaping a grand harvest in large pay envelopes and as far as the future is concerned this certainty is assured as the large iron and steel producing establishments are booked with orders that will require from eighteen to twenty-four months to complete. Industrial Pittsburgh is on a boom and the cry is still for skilled workers, who can earn the highest wages paid in the country. It is needless to state that with the million dollar a day payroll of the Pittsburgh district the talking machine dealers are in line for their share of the disbursements of the workers who are quick to appreciate the advantages of good music as conveyed by the talking machine. This condition is one that makes for marked optimism on the part of the talking machine trade here as they see a brisk and prosperous season ahead.

John Fischer, manager of the wholesale Victrola department of the C. C. Mellor Co., who has just returned from a month's outing on the South branch of the Potomac river near Oakland, Md., stated that indications pointed to a very satisfactory Victrola season this Fall.

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributors, said that all indications point to a highly satisfactory trade in the Edison line this Fall. He said that reports from the Edison factory indicated that there would be an ample supply of Edison phonographs and Edison records for the trade.

H. J. Brennan, manager of the Pittsburgh Talking Machine Co., returned from a business trip to New York and Brooklyn, where he visited the general offices of the Pathé Frères Phonograph Co. Mr. Brennan said to The World representative: "At the present time we are preparing for what I feel will be a record-

breaking Fall trade in Pathé products. Our road force is to be enlarged and we intend to go after business in our territory in a systematic manner and believe we will get most satisfactory results. Our foreign record department is also being enlarged to meet the demands that are being made upon it. On the whole, I am quite optimistic concerning the prospects for Pathé business in the near future."

The Pittsburgh district offices of the Brunswick-Balke-Collender Co., Brunswick phonograph and Brunswick record distributors, have increased their sales force by the addition of David A. Hartley, J. Scaplan and A. D. Thomas. The announcement of the appointments was made by J. A. Endres, the sales manager, who also stated that he was looking for a marked increase in Brunswick sales. During the past few weeks A. J. Kendrick and W. P. White, of the Chicago offices of the Brunswick organization, were in Pittsburgh and called on the trade. Both Messrs. Kendrick and White were highly pleased with the outlook for Brunswick business in the Steel City and vicinity. A new Brunswick dealer has been added to the large and fast-growing list, the latest addition being the E. G. Hays & Co., who have installed several large demonstration booths in their first floor where Brunswick phonographs and Brunswick records are on sale.

Mrs. C. H. Walrath, the well-known manager of the Victrola department of Kaufmann's (The Big Store), has returned from her vacation outing in Ohio. Mrs. Walrath has a most efficient and energetic organization under her supervision and this is reflected in the excellent service rendered to Victor patrons.

H. W. Cross, manager of the Paramount phonograph department of the Shipley-Massingham Co., distributors, has installed an up-to-date department in which a full line of the

Paramount phonographs and records are on exhibition. Mr. Cross said: "We plan to do great things this coming season with the Paramount line and intend to increase the dealers in our extensive territory. We have added three traveling salesmen to our staff and believe that we will do a Paramount business that will be second to no other section of the country."

H. Milton Miller, of the Pittsburgh offices of the Philadelphia Show Case Co., distributors of the Sonora phonograph, stated that the possibilities of the Sonora field in the Pittsburgh district were unlimited and that his advance orders for Fall delivery were most flattering. Mr. Miller has a live and efficient sales force covering the territory under his jurisdiction who are very successful in their sales of the Sonora line.

"The Player Tone line is one of the most attractive that can be offered to any dealer in the country," said I. Goldsmith, president of the Player Tone Talking Machine Co. Continuing, he said, "Orders are coming in most encouragingly and there is no valid reason why our business should not show a most marked increase over the amount of business we handled last Fall. Already orders for Fall delivery indicate that we will have plenty of work to do in order to make deliveries on scheduled time."

John F. Henk, manager of the Columbia Music Co., Columbia dealers, left with his family last week in his Cole 8 for an outing to Atlantic City. He made the trip in twenty-one hours with an overnight stop at Hagerstown, Md. C. B. Hewitt, sales manager of the company, stated that sales for July were fully 100 per cent better than for the same period a year ago.

The talking machine department of the Kaufmann & Baer Co., which is under the efficient management of Jules Tarlow, will shortly be moved to the eighth floor of the K and B building, where larger and more complete quarters are being prepared. The department handles the Victrola, the Aeolian-Vocalion, the Grafonola and the Mastertone in very artistic and admirably equipped quarters.

CLIFFORD A. WOLF

51 East 42nd Street, New York

MANUFACTURER OF

Jeweled Phonograph Needles

GUARANTEED NOT TO SCRATCH

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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



Perfect Balance at Every Point

Impressive sales-talk may *sometimes* be used in the sale of a machine that is 90% cabinet.

And good points may be shown in a machine that is built in a heavy, massive style.

Some machines are built around a motor without regard to amplifying horn and so on—

In the DELPHEON each of its features is as important as any other. No part is over-emphasized for the value of the DELPHEON lies in its co-ordination and to the perfect balance and proportion of its inter-related features.

The DELPHEON is a perfect unit

THE *Delpheon* CO.
BAY CITY MICHIGAN

New York Office, 25 Church Street
Phonograph Sales Co., 27-28 Court Street, Boston, Mass.
Delpheon Shop, Peachtree Arcade, Atlanta, Ga.
Walter Verhalen Co., 703 Busch Building, Dallas, Texas
Verbeck Musical Sales Co., Buffalo, N. Y.

CLEVELAND AN ACTIVE "TALKER" TRADE CENTER

Dealers to Attend Trade Convention at Youngstown—New Idea in Victrola Selling—Picnic of Talking Machine Men—New Store Opens—Pythias' Encampment Helps Trade—Columbia at School Festival—News Budget of the Month

CLEVELAND, O., August 7.—Several Cleveland talking machine dealers are getting ready to attend the annual convention of the Piano Merchants' Association of Ohio, scheduled for Youngstown during the second week in September. Charles K. Bennett, Herman Wolfe, Henry Dreher, Harlan H. Hart, manager of the May Co.'s musical instrument department; T. A. Davies, manager of the Victrola department of the William Taylor & Son Co., and president of the Talking Machine Dealers' Association of Northern Ohio; George M. Ott, head of the G. M. Ott Piano Mfg. Co., and president of the Cleveland Music Trade Association; E. B. Lyons, sales manager of the Eclipse Musical Co.; L. E. Meier, Phil H. Dorn, W. G. Bowie, H. H. Hall, W. E. Shay, of Elyria, treasurer of the State association of piano merchants; and D. E. Baumbaugh, first vice-president of the talking machine men's association, will attend the convention.

When the William Taylor & Son Co. features its big Fall carnival this year the Victrola department will share in this unusual sales affair. The golden jubilee of the firm last Spring was the most notable event of the kind ever seen in Cleveland. Alex A. Calder, chairman of the board of control of the firm, and two department heads are now in Europe gathering new ideas for decorating the store during the Fall carnival planned. Manager T. A. Davies, of the Victrola department, will utilize several unique advertising attractions.

A new idea in selling Victrolas has been put into effect in Cleveland by L. Meier & Son.

QUALITY SAPPHIRE NEEDLES

FOR PATHE
—
GRAND PRIZE
—
AMERICAN
MANUFACTURED





FOR EDISON
—
GOLD MEDAL
—
HIGHEST GRADE
FINEST WORKMANSHIP

BOOK YOUR ORDERS NOW FOR THE FALL SEASON

JOHN A. BOTTA

SUFFERN, NEW YORK

This firm has fitted out a truck equipped with a Victor VI. It is set on a pedestal in the rear of the truck. The plan is to drive to the entrance of a big industrial plant during the noon hour and a few blasts from the Gabriel horn soon bring a crowd. The doors of the large truck are then opened and a number of records played on the Victor. At other industrial plants, girls, clad in overalls, danced and everyone had a merry time.

Placards on the truck tell briefly the price of the small talking machine and its advantages. Factory workers are importuned to go to the Meier store and hear a free concert during which their favorite records will be played on this genuine, but modest-priced, machine. The Meier firm has found a lot of new sales prospects which could not be reached in another way and will continue this novel method of exploiting Victrolas during the Summer.

The Euclid Music Co., which operates stores in Lakewood and the University Circle shopping section of this city, has tried a similar experiment with excellent results. Grant Smith, manager of the firm, says that the Victrola VI, loaded in a Dodge automobile, and "tuned up" around the barns of the Cleveland Street Railway Co. in the evening when employees were waiting for their turns at runs, has made a big hit. During one evening several records were

played and about a dozen prospects were obtained. Out of them a salesman later secured six orders for talking machines.

The annual picnic of the Talking Machine Dealers' Association was held at the Maplewood Shore Club on August 4 and the chicken dinner served to the happy throng will long be remembered. The committee who rounded up the chicks was composed of Dan E. Baumbaugh, C. C. Lipstreu, George H. Deacon and Ed B. Lyons. The trip to the club was made by automobile and the start was at the headquarters of the Cleveland Talking Machine Co.

The latest group of saleswomen to figure in the "Frame of Honor" conducted in "The Total Eclipse," house organ of the Eclipse Musical Co., are Miss Ethel Walthour and Miss Geraldine Deitz. Miss Walthour is employed by Drake & Moninger, of Alliance, O., and Miss Deitz is with the Euclid Music Co., of Cleveland. Both are hummers in selling machines and records. Miss Walthour has got ahead by catering to the whims and musical tastes of her customers in the store.

The Arcade Music Shop is the name of a new store in the East 46th street and Euclid \$500,000 market house opened a few days ago. Columbia Grafonolas, upright pianos, player-pianos, and grand pianos, and records and rolls

(Continued on page 132)

The HOWE



Tone — RICH
CLEAR • MELLOW
it does not Blast



BALL BEARING
No obstruction
in the base

C.W. Howe & Company
21 East Van Buren St. Chicago Ill.

CLEVELAND A BUSY TRADE CENTER

(Continued from page 131)

are sold. This store is controlled by the Home Piano Co.

The latest issue of "The Total Eclipse," house organ of the Eclipse Musical Co., edited by David Miller, is a combined issue of two months. The cover page bears a half tone picture of A. W. Atkinson, director of the Victor Talking Machine Co.'s factories. Several other half tones also appear in the publication. One shows the "singing birds" in the store of L. Meier & Sons, Cleveland; another features a scene in which Elsie Baer, of the M. O'Neil Co., Akron, figures. The picture shows an auto receiving a consignment of records which she took to Akron in her "flivver." She helped pack and load the records in order to make a record run to Akron from the Eclipse Musical Co.'s distributing office, Cleveland.

West Side friends of John L. Putz are pleased with his success in the oil business in Texas. For several years he was one of the city's leading musicians, but two years ago he went to the "land of promise" and returned a short time ago a real oil magnate. "I no longer have to wield the baton in an orchestra or fiddle any more unless I desire to do so," he says.

Harry Wilson, of Kansas City, was mixing among dealers in Cleveland, this week.

E. B. Lyons, sales manager of the Eclipse Musical Co., has returned from his annual vacation.

The Brunswick-Balke-Collender Co.'s Huron road store features several interesting displays. Manager W. F. Young reports that the July business has been the best since the firm entered the talking machine field.

The encampment of the Uniform Rank Knights of Pythias during the last week of July afforded musical instrument dealers of this city an opportunity to sell many popular records for talking machines. Prominent knights, accompanied by their wives, were here from every section of the country. Attractive window and store room displays of phonographs and records were featured for the knights, most of the musical merchandise stores being decorated in honor of the visitors.

Marion, O., the home of United States Senator Warren G. Harding, Republican candidate for president, has gone half musically mad. Senator Harding in his younger days was somewhat of a musician and his attitude in the Senate has been one praised by George W. Pound and other leaders in stimulating good music throughout the country. Music merchants of Marion have had many orders for popular records since the Senator was nominated. As the Senator has indicated that most of his campaigning will be of the "front porch" order, Marion's talking machine and record dealers anticipate an extraordinary demand for machines and records when campaign songs get into full swing later in the Fall.

The demand for the portable type of talking

Faith

is founded on proved value and service, being a priceless asset in all business affiliation. The Grand Rapids Brass Company policy owes its success to a practical understanding of this "Good Will."

For Immediate Delivery

Needle Cups and Double Spring Motors capable of playing three 12-inch records.

Reasonable Deliveries On

Lid Supports, Automatic Stops, Tone Rods, Knobs, Escutcheons, Sockets, etc.

Also

Distinctively Designed Hardware

for

Furniture and Refrigerators

Samples and complete information on request

Grand Rapids Brass Company

Grand Rapids, Michigan

New York: 7 E. 42nd St.

EQUIPMENT NOW INSTALLED

Victor Wholesale Department of Philip Werlein, Ltd., Installs New Equipment—Gratifying Progress of Southern Victor Dealer

NEW ORLEANS, LA., August 6.—The Victor wholesale department of Philip Werlein, Ltd., of this city expects to have its new equipment installed within a few weeks, and when completed this department will be one of the most attractive Victor establishments in the South.

J. D. Moore, manager of the Werlein Victor wholesale department, has received interesting reports regarding the progress and activities of the Victor department recently established by the Meridian Chair & Furniture Co., Meridian, Miss. This new dealer is now receiving its Unico equipment, and the installation has just been completed.

Mr. Matzner, a member of the firm, advised Mr. Moore that eight high priced Victrolas were sold the day the initial shipment arrived. Mr. Matzner spent a week at the headquarters of the Werlein Victor wholesale department, and at the expiration of that time decided he would need the services of a high class Victor manager. F. J. Allen, formerly traveling representative for Philip Werlein, Ltd., and more recently associated with the Victor retail trade at Crowley, La., will probably be appointed manager of the Victor department of this company.

machine is on the increase, Cleveland dealers say. Outing parties, people going on camping trips and otherwise enjoying outdoor life, are buying small machines and records in order to have music.

Use was made here of the talking machine amplifier by the Cleveland Columbia Graphophone Co. in connection with the school festival day at Gordon Park recently. The festival was under the direction of Louise C. Wright, recreation supervisor of the public schools, who had the able assistance of Miss Nina Legge, educational director of the Cleveland Columbia offices. More than 1,000 children took part in the festival and the music for the entire gathering was played and made audible to all by means of the amplifier. Thirteen machines were furnished for the festival by J. L. Du Breuil, general manager of the local Columbia branch.

Among recent visitors at the Columbia executive offices were S. E. Lind, manager of the Detroit branch; Frank Grunyo, manager of the Grafonola department of the New England Furniture & Carpet Co., Minneapolis, Minn., and Mr. and Mrs. F. O. Edwards, of the Service Shop, Columbia dealers in Chicago, Ill.

O. F. Benz, of the general sales department, returned recently from a visit to the Columbia branches in Atlanta and New Orleans and the Columbia jobbers in Tampa, Fla., the Tampa Hardware Co.

CONCENTRATION

VICTOR DEALERS:

Modern methods will not tolerate the "Jack of all trades" either in labor or business.

"One thing well done" is the present day slogan.

Concentrate on Victor Exclusively. You will be the winner.

Think it over.



THE TOLEDO TALKING MACHINE CO.

EXCLUSIVELY WHOLESALE

TOLEDO, OHIO

Gennett

RECORDS

"The difference is in the tone"



Music

throbbing with the very life and soul of the artist, is the contribution the new Gennett Records offer to music lovers. To hear these records on any phonograph is to realize that a new standard of record perfection has been attained. Hear these Gennett Records. Hearing is believing.

THE NEW AUGUST LIST

- | | |
|--|--|
| <p>9038—La Vecda (Alden) (Fox Trot) Saxophone solo with Orchestra Accompaniment
Duane Sawyer and His Novelty Orchestra</p> <p>The Crocodile (Motzan-Akst) (Fox Trot)
Bennie Krueger's Melody Syncopators—\$1.00</p> <p>9039—Railroad Blues (Roberts) (One Step)
Kaderman's Novelty Orchestra</p> <p>Bow-Wow (Wadsworth) (One Step)
Saxi Holtzworth Harmony Hounds—\$1.00</p> <p>9042—Oriental Stars (Monoco) (One Step)
Rose Garden's Orchestra—A. Uhrmetz, conducting</p> | <p>Left All Alone Blues from "The Night Boat"
(Kerns) (Fox Trot) Cordes' Orchestra—\$1.00</p> <p>9036—Who'll Take the Place of Mary (Cunningham-Gaspice-Mayo) Orpheus Trio, Orchestra Accompaniment.</p> <p>One Loving Caress (Wenrich)
Tenor and Baritone duet with Orchestra Accompaniment.
Hart and Shaw—\$1.00</p> <p>9044—All the Boys Love Mary (Van-Schenck-Sterling)
Tenor Solo with Orchestra Accompaniment. Billy De Rex</p> <p>One Little Girl (Klickman-Frost)
Tenor Solo with Orchestra Acc. Arthur Hall—\$1.00</p> |
|--|--|

Gennett Records better all Phonographs, but are best when played on a Starr Phonograph. Your Starr dealer will gladly give you a hearing.

THE STARR PIANO COMPANY, Richmond, Indiana

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

VICTOR EDUCATIONAL CONFERENCE ON PACIFIC COAST

Five-day Conference Held in San Francisco Under the Auspices of Sherman, Clay & Co. for Benefit of Western Dealers—Mrs. Frances E. Clark and Staff Welcomed With Enthusiasm

SAN FRANCISCO, CAL., August 4.—On Monday, July 19, the Victor Talking Machine Co., through its distinguished Educational Director, Mrs. Frances E. Clark, inaugurated a five-day conference for the benefit of Pacific Coast dealers. The daily meetings were held in Sorosis Hall under the auspices of Sherman Clay & Co., the Victor distributors.

Mrs. Clark, who is not only a woman of wide musical knowledge but also an educator of national note and chairwoman of many musical organizations and educational clubs, personally told of her pioneer efforts to bring music into the daily curriculum of our public schools. She reviewed at length the gradual development of music appreciation, not only in our educational system but also in our American homes, due to this pioneering that had its foundation in our school rooms. By her splendid talks in explanation of this work of carrying the fight for greater appreciation of music into the homes and schools by educational means, she aroused considerable enthusiasm and gave her audience a real idea of the enormous scope of this particular phase of American musical development and the wonderful success that is crowning these efforts.

Her program covered every angle of music appreciation in relation to general education. Particular emphasis was placed on music appreciation for little children, teaching them to listen, and developing the rhythmic sense by practical application of music by strongly accentuated rhythm, prepared for this purpose.

In order to illustrate the adaptability of using selections in co-relation with the study of countries and national characteristics, elaborate use was made of records that reproduced the music of the folk dances and songs of all countries. Mrs. Clark brought out the interesting fact that no single factor has had greater effectiveness

in developing the musical sense of America's school children than the use of the Victrola in the schools, this being especially true in the rural districts.

Mrs. Clark was capably assisted by a staff of co-workers especially sent out by the Victor Talking Machine Co. to participate in the conference. The faculty consisted of Miss Margaret Streeter, Miss Emily Rice, Miss Hallie Owen, and S. Dana Townsend, Victor educational representatives. These very capable people are recognized as musical experts, as is evidenced by the fact that Miss Streeter has been lecturing for the Government at national conferences, being invited by the Bureau of Education under authority of the Department of the Interior, Washington, D. C.

In order to connect this intensely instructive educational conference with the commercial side of Victor industry, W. G. Garlan, assistant manager of the traveling department, read a series of five papers which he compiled and compared, covering the many varied phases of Victor merchandise. The visiting dealers were most enthusiastic in their reception of accurate information regarding the Victor Co.'s products and policies, its present production activities and its plans for future increases. Considerable interest was also manifested in the analysis of Victor products, their selling points and dealers' helps and concerted sales suggestions. These papers contain such information that a motion was made from the floor and duly seconded requesting the Victor Co. to publish them in pamphlet form.

Through the influence of Mrs. Clark, some notables were induced to speak to the assembled dealers. Dr. John Landsbury, University of Oregon, talked at length about the wonderful educational value of the Victrola and he urgently recommended that dealers awaken to

the commercial work of this branch of the business. Another speaker of importance was Alfred Chamberlain, editor Sierra Educational News, who dwelt at length on the use of the Victrola in school work.

One of the outstanding features of the conference was the splendid talk of Glen Woods, director of music, of Oakland, Cal. He called attention to the lack of American musicians in American symphony orchestras and he contended it was necessary that our public schools furnish American youths with the fundamental musical knowledge which in later years would assist them in being the equal of their European brothers. Then, he felt, we would have some real American symphony leaders and symphony musicians; not that he objected to those already here, but that Americans could take their proper places with these distinguished musicians.

To vividly illustrate to the assembled gathering that educational work can be made commercially profitable, Mrs. Clark had in attendance Miss Caroline Hobson, of the Indianapolis Talking Machine Co. Miss Hobson has a broad commercial knowledge of the business, having had considerable experience in retail educational departments and also as the field representative of a Victor distributor. Her talk carried weight because of this practical experience.

Arthur Garbett, former member of the editorial department of the Victor Co., a musician of note and a man with a remarkable musical knowledge, gave several mighty interesting talks on record analysis.

Representatives of all the branch stores of Sherman, Clay & Co., Pacific Coast distributors of Victor goods, were present and most of them addressed the meetings on some topic pertinent to the conditions out this way. By way of diversion there was special music, notably by Dr. John Landsbury, of the University of Oregon, who illustrated his lectures by piano music. On Wednesday evening the delegates were tendered a dance in the Colonial ballroom of the Hotel St. Francis by Sherman, Clay & Co.

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

That's the way salesmen talk about

The **AEOLIAN-VOCALION**

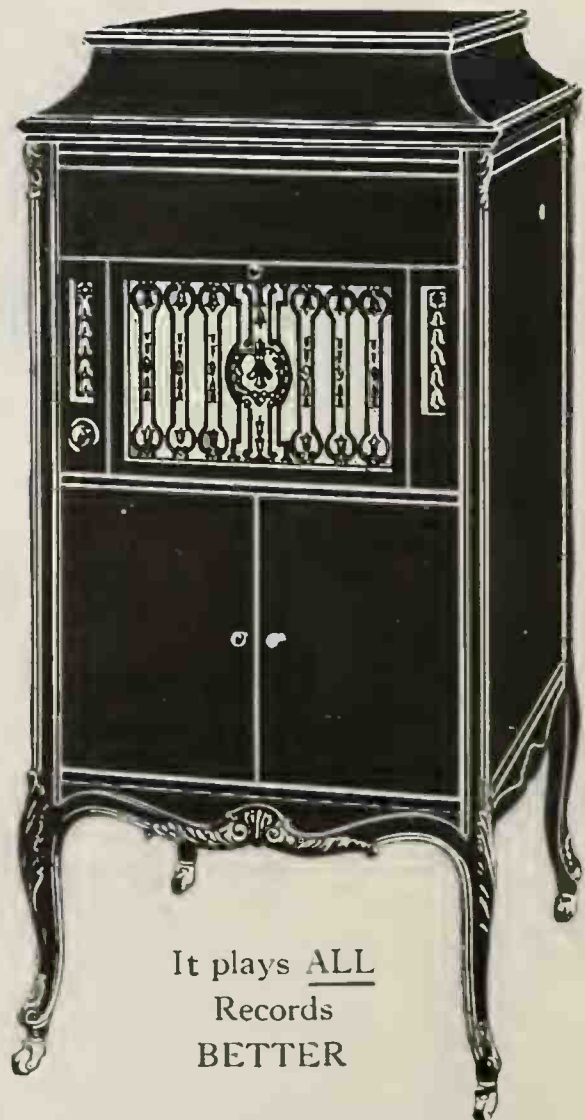
The new and greater phonograph

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

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



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



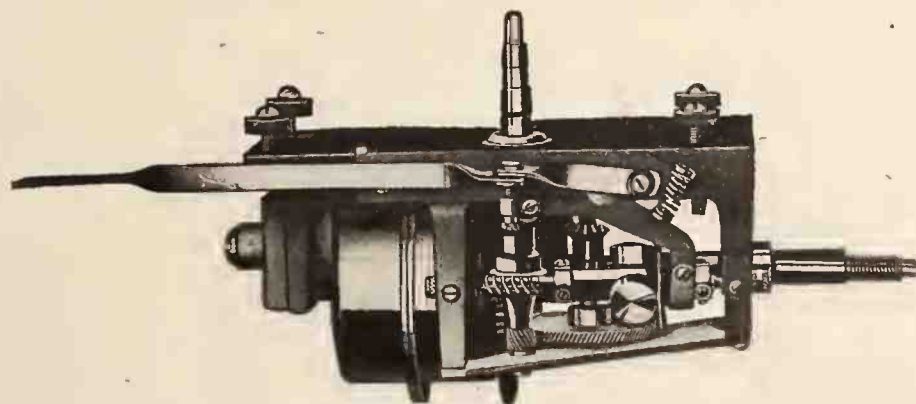
It plays ALL
Records
BETTER

Ample capacity and facilities insure you against delays and disappointments.



About 275,000 square feet of floor space devoted to manufacture of STANDARD Motors and other phonograph products.

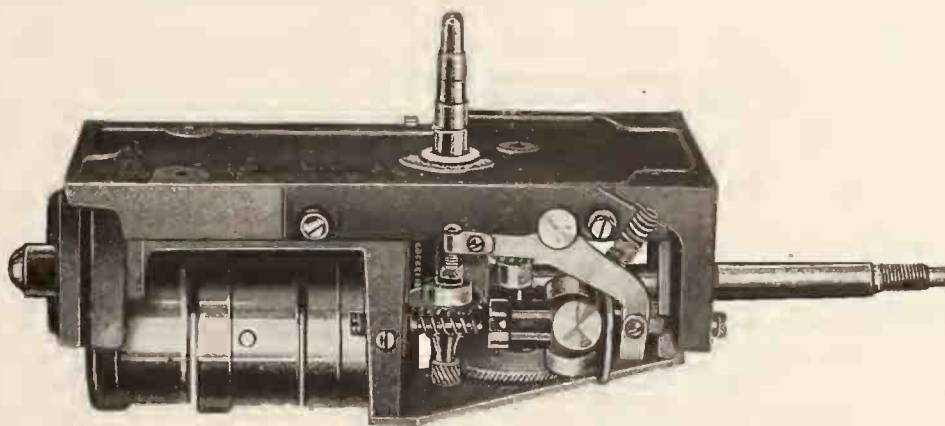
Reliable Phonograph Motors



No. 2A Standard Motor

The Reputation of a Phonograph can be no better than the performance of its motor.

STANDARD Phonograph products are built up to a Standard of Quality that protects the Phonograph Manufacturer.



No. 41 Standard Motor

Standard Phonograph Motors, Inc.

Successors to

Krasberg Engineering & Manufacturing Corporation
451-469 East Ohio Street
CHICAGO

STANDARD

THE MID-WEST

WESTERN DIVISION OF THE WORLD, CHICAGO, AUGUST 9, 1920.

VACATIONS are in order, as the correspondents for trade papers say. In order to what they usually don't tell us, but what they mean is clear enough. These are the days when the tired business man, who has been playing golf only two days a week at the country club, finds that the strain of holding down a desk has become too, too terrible, and incontinently beats it off for a place where he can recuperate from the horrors of work by walking fifteen miles in the sun every day for two weeks, over hill and dale, knocking, as the old-fashioned professor said after seeing his first golf game, little balls into little holes with instruments singularly unfitted for the purpose. Which statement will, we trust, sufficiently make clear the attitude maintained by the Western Division of The Talking Machine World towards the vacation season and those who take advantage of it. Of course, that is not to say that we object, in the abstract, to holidays. Far from it; but when it is the other fellow who is out enjoying himself while one stays at the desk in the noisy Loop, grinding out alleged literature and helping to get out the paper to the tune of hourly telegraphic bawlings-out from headquarters, then, say we, vacations are an unnecessary nuisance and ought to be abolished. If, indeed, the paragraphs of the Mid-West Point of View are seen to be lacking in their usual (shall we say) acuteness, if, that is to say, they are not quite so pointed as they ought to be, just overlook—for half the Western Division is frolicking in the woods and most of the remaining geniuses are recovering from the effects of their rural frolickings just past. Otherwise, of course, everything is lovely.

Not Knocking Vacationists: But—

WHEN the General Manager of the Music Industries Chamber of Commerce was visiting in these parts the other day, he told us that

In Which We Analyze

wherever he goes the music men are asking, more or less anxiously, what is going to happen? And he added that the answers were as numerous as the answerers. Tot homines tot sententiae, and it really does not make very much difference what anybody thinks, for the net result is about the same anyway. But one thing is perfectly certain. It is perfectly certain, that is to say, that the Fall and Winter for which we are now preparing will be very much like the Fall and Winter which we last went through. In a word, there will be all sorts of demand for goods, and nothing like enough of goods to satisfy the crowds. That is not mere optimism. Candidly, we detest optimism of the usual silly sort. A pessimist, as some one wittily said, is a man who has had to live with an optimist. No wonder; for most optimists are awful pests. But this is a case of ordinary common sense. The situation is simple enough. Prosperity, generally speaking, is well maintained. This indeed must be so because the need for manufactured goods all the world over is as strong as ever; nor is production yet within sight of need. Financial disturbances are therefore artificial and cannot possibly compel the permanent postponement of needed reconstruction. Labor shortage has not been overcome. Wherever there may be any unemployment, this is due to the temporary disturbances which must come with the absorption of war-workers and the transformation of industry from a war to a peace basis. These things are not done in a day. Meanwhile, without any doubt, we mainly depend upon the conditions of transportation. If the railways do not let us down entirely we shall have a boom Winter such as we have hardly ever seen yet. Luckily for all concerned, it begins to look as if, before it is altogether too late, the railways will have pulled their equipment and, what is more important, their personnel into some sort of shape before the cold weather. Then the situation will be most interesting, for the crop-moving car equipment will not be released in time, one imagines, to be of much service in carrying general merchandise to market. Wherefore we envisage (lovely word) another shortage on the floors of talking machine merchants. Wherefore again a noisy and exciting Winter, with much additional revenues to the telegraph companies. We should like to oblige some

of our anxious friends by being pessimistic and dispensing gloom; but it cannot be done. If we had to live with some of the fool optimists that might be another matter. As it is, we believe that we are rightly optimistic; and with very good reason indeed for so being. Candidly, don't you think so, too!

A GOOD deal of interest has been manifested among those who are doing the thinking of the music industries concerning the probabilities of the money market during the next few months. Just as much interest has recently been awakened by the rather remarkable fact that in a number of lines the prices of raw material have taken a downward turn. Piano manufacturers and talking machine men, too, have recently had occasion to rejoice in the sudden lowering of prices on various lines of lumber. Otto Schulz, president of the M. Schulz Co. and of the Magnola Talking Machine Co., was commenting a few days ago on the situation generally and was able to say that both in respect of material supply and of internal productivity in the factory the general condition of things was very much better than it had been for some time previously. Other and similar observations have come to our ears within the last few days, all tending to the belief that things are actually settling down. Of course, there is a lot of settling down to be done. As the little boy said about the giraffe which he saw reclining in his enclosure at the Zoo, "he won't get up because he has such an awful lot of up to get." So it is with the country's industries. They won't settle down for a while at any rate, because they have an awful lot of down to settle. Still, even though we shall quite certainly have a Fall and Winter of shortage in all manufacturing lines, the signs all point toward a gradual relaxing of the bonds and a gradual but steady return to business and industrial sanity. We out here in the Mid-West are perhaps unduly sensitive to the fluctuations of the needle in our steam-gauge; and we are temperamentally inclined to blow off steam more or less all the time. But in truth the music industries have little to fear. A gradual return to the less frenetic methods of former days were much to be desired; but there is not the slightest use of supposing that the world will turn back. Revolutions do not move backward, and there is every reason for expecting that we shall have new conditions to face all along the line. Yet we ought to know that the talking machine industries in general rest upon a sound basis, upon a basis which only our own stupidity, if anything, can ever dislodge or render insecure. That basis, as everybody knows, is the real deep-struck desire of the people for music. That desire can neither be abridged nor distorted. Only our own stupidity could ever destroy or even shake it.

"A Lot of Down to Settle"

THE Edison Caravan Convention was a howling success. Not that caravans howl. Caravans are composed, we learn on excellent authority, of bearded persons who answer to names like Abdullah and Hassan, who ride on cam-u-els (we insist that the spelling is correct) and who foregather in caravanserais. The members of the Western Division who attended the elaborate and exciting sessions of the Edisonians in this city on the 12th and 13th of last month tell us that the Caravan part was all there without a doubt, seeing that every member of the . . . well . . . group had his own camel along with him; his own nice little gold baby camel hanging from his buttonhole. And we in Chicago are quite accustomed to speak of the Blackstone Hotel as a Caravanserai. That sounds so much grander than mere "hotel." Moreover, the big dinner which wound up the proceedings was held at Medinah Temple, an institution dedicated and sacred to gentlemen who wear red fezzes and ivory crescents with scimitars and all that sort of thing on them and devote themselves to mystical duties around a shrine. Wherefore, we are justified in concluding that it was a Caravan all right and that from Chief Hadji Maxwell downward all the Faithful were on the job in precisely the right way. Seriously, in fact,

Our Arabian Nights

POINT OF VIEW

it was a huge success. The staging and arrangements were superb, the whole thing was wonderfully thought out and the impression left on one's mind was of a thoroughness uncommonly complete. Every Edison dealer who attended as the guest of his jobber must have gone away with the feeling that he was attached to an institution which has its own ideas and believes in them, without troubling itself much about the notions of others. The success achieved in New York, and duplicated in this city and San Francisco, was certainly well merited. Congratulations are in order.

WE should take it in ill part if every reader of this paper should not study the brief but pregnant observations set forth on another page by H. B. Bibb of the Brunswick-Balke-Collender Co., who is sales manager of this corporation's Illinois Division. He tells us candidly that, in his opinion, the supersession of the seller's by the buyer's market should be a matter for rejoicing. The moment that the possibility of supplying demand in full has become definite the products which are made on the basis of honesty and fair value are automatically separated from their less desirable competitors. A line of cleavage is established and the sheep are divided from the goats. During the last two years the markets have been in such an upset condition that all true sense of balance has, with many persons, been almost entirely lost. Now, this same sense of balance, which indeed is not an exciting but a rather dull and calm sort of quality, is quite essential to the conduct of industry and commerce. When business in general is running on a sort of cost-plus basis, with the public, if not the Government, gladly paying the bills, any one who expects the mass of the business men to display poise or balance has, to put it vulgarly, another think coming. At such times all is rush and hustle. The small men, of whom there are always the greater number, see golden fortune before them. They rush on recklessly, intent only on making hay whilst the sun shines. When, however, clouds obscure the brightness and the weather begins to look stormy such men hunt cover and fill the air with their complaints. The seller's market has a bad way of developing the yellow streak in men; contrariwise the buyer's market has the opposite and highly salutary effect. Well, bring on your buyer's market, say we. If this industry of ours could not exist save in a hot-house it would not be worth much.

THE bodies which officially represent the piano and sheet music, small goods and other divisions of the music industries in Chicago have been urging upon their members of late the extremely urgent need of co-operating with the railroads to the end of correcting the present car shortage. Now, in this sense, co-operation means precisely what the word etymologically signifies. It means "working with" the railroads; and, as a little reflection will show, that means real work on the part of shippers. It is learned by inquiry amongst experts that a very great deal of the present congestion is due to delays in unloading cars which have arrived at their destination. A great deal also is caused by the practice of holding cars until whole carloads can be shipped. Now it is plain to all who view the railway situation in all its phases, instead of merely as that situation affects one person or group of persons, that the immediate need is to facilitate the steady movement of cars. It has recently been reported that the average movement of a freight car is about 27 miles per day at the present moment. Allowing for the notorious fact that the causes outlined above are holding up cars by the hundred all over the country, it may easily be seen that the movement of freight cars needs to be accelerated. If shippers everywhere will unload as rapidly as possible, and will co-operate to the extent of allowing mixed carloads to be made up, there will undoubtedly be an immediate effect upon the general freight situation. Let this be plain: it is no one person's fault if the present condition of the railways is physically and mentally bad. The causes are to be found partly in the war, partly in the slowness of subsid-

Changes
Market
Conditions

Taking the
Broad
Look

ence of the passions engendered by the war, partly in the lack of true public spirit. So long as groups of interests are everywhere fighting for special favors to themselves against all others, so long, to be blunt about it, will everybody be angry and no one satisfied. Co-operation is the need of the day. Whilst the channels of the national activity are blocked no one can really prosper. Cannot we all realize that we must sink our differences and get down to a basis of co-operative all-round helping of each other and of the railways if we are ever to get out of our present tangle? In a word, that is the solution. Our industry, like every other, must stop for a moment to think of the nation, rather than just of itself, and must realize that unless we all work together we shall have worse rather than better conditions. There is no sense in talking about getting back to the old ways. We shall not get back to them. Instead of repining, let us get forward to the new ways.

OUR active and spirited friend, William Wade, of the Wade Talking Machine Co., sometimes known as Bill of that ilk, has become director of Publicity (awe-inspiring name for what we once called press-agent) of the music industries end of the new "Boost Chicago's Business" bureau of information which our large and active mayor has organized lately. We are not at all sure that the very best way to boost Chicago is to devote all one's time to throwing away hammers and getting horns. We are not at all sure that Chicago does not need a bit of judicious knocking once in a while. We have just a bit too much crime, just a bit too much rottenness in high places. Our treasury is empty, we are staggering under a load of debt. Our police seem demoralized. Our streets, our bridges, our public buildings, cry aloud for the repairman and the cleaner. But then, after all, one can overdo the knocking as well as the boosting. What does matter, and matter tremendously, is that those who live outside Chicago hear only the knocking. When they have watched our city making an exhibition of itself through its own newspapers they begin to forget all the good things about us which are equally true and much more important. Of course, we shall never get out of our troubles by the simple expedient of throwing away our hammers. What we want to do is to hold the hammer firmly, smash a few grafters over the head with it, and then throw it away, to take a broom and sweep up the remains. Perhaps, after all that, we shall get somewhere, and shall be able to direct the attention of the world once more to our real virtues. As a manufacturing and industrial city Chicago has no equal. To tell that to the world, we take it, is the task Mr. Wade and his associates have set themselves. They will not attempt to convince a doubting world that Chicago has no crime, and that her politicians are of a brand superior to all others. But they will make it their business to tell all comers what is absolutely true, namely, that Chicago has advantages which not another city can equal, for the location and prosperity of industries. Mr. Wade will think most, of course, about the music industries. Now it may be worth remembering that about one-half the total output of pianos in this country proceeds from the Chicago district. It is not too much to expect, is it, that some day the same will be true of the talking machine industry?

THERE are certain important points which have to be emphasized, about this city of ours, that the real Chicago is the greatest railroad center in the country,—that it has under way a city plan which is slowly but surely turning it into one of the world's most magnificently beautiful cities. The real Chicago has a home-loving population of quiet people who are neither spenders nor speeders. The real Chicago has room for more industries and can offer them advantages of transportation and access to raw material superior to anything, we believe, which can be offered elsewhere. It is this sort of thing which Mr. Wade and his associates are going to tell the inquiring talking machine or piano man from out of town. May they go far with their laudable endeavors.

We Blow
a Modest
Toot



We think the VICTROLA justifies the most beautiful advertising of the day. Our aim is always to get the best obtainable.

LYON & HEALY

VICTROLA DISTRIBUTORS
CHICAGO

The Lyon & Healy Victrola newspaper advertising service sets a new standard for quality. These attractive illustrations are available for the use of the one best Victrola Dealer in each city.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 139)

customer who buys one carton, it will send 25 free samples (each sample being 2 needles in an envelope with descriptive leaflet)—200 extra leaflets, with space for dealer's name—and one poster-display-card.

"With three carton orders (or on repeat orders) the company will furnish 100 samples—1,000 extra leaflets—and (unless previously furnished) one poster. If customer can display more posters to advantage, we will gladly supply them."

Mr. Mapes says further that: "Experience shows that the distribution of free samples is the most effective of all known methods of introducing a new product and, while it will be a big expense to us, we want you to send us the address of every Tonofone customer, giving number of cartons bought and we will send them the advertising matter without trouble or expense to you."

The letter closes by stating that every customer who is a possible needle buyer should have the new advertising helps order blanks. The latter will bring orders and the "helps" will bring many "repeats."

Fibre Needle Output Grows

H. J. Fiddelke, capable talking machine man who recently joined the B & H Fibre Mfg. Co. with entire charge during F. D. Hall's absence on the Coast, states that as a result of the addition of clipping and pointing machines and the stabilization of the factory force the production of fibre needles has been materially increased during June and July. At the present rate the time is not far distant when they will be able to handle their large demand without any of the delays which were unavoidable in the days during the war.

Sales Value of Window Displays

The Curtis-Leger Fixture Co., whose Chicago headquarters are at Jackson Boulevard and Franklin street, are of the opinion that this Fall talking machine dealers will find selling condi-

tions different from what they have been in the past few years. The wild spending period is on the wane and the dealers will again have to fight competition to get their quota of sales.

Novel, attractive window displays are going to be one of the main weapons used in this fight for business. The shop that has the pulling window displays is going to get the business. A glance at the windows of the leading record shops of the big cities easily bears out this assertion. They are all staging displays lavish in color, unique in setting, rich in background, alive with punch and selling power.

The latest display effects are evident. Rich, lustrous and beautiful colored silk plush for drapes and background; window floors covered with mission cloth, monogramed and initialed; side drapes of practical good-looking mohair, and display fixtures of the newest styles and designs. The policy of using windows as store rooms for odds and ends is definitely gone. The live dealers are realizing the immense value in the pulling power of their display windows. They know that their windows are the closest point of contact between the passerby and themselves, that they get customers in proportion to the attractiveness of their displays.

Novel displays can be had at little expense. Equipment once bought can be used again and again in different combinations for varying effects and ideas for displays can be had from fixture manufacturers.

Repeating Device Sells Well

From the Repeater-Stop Co. comes word of the ever-increasing success of its device which automatically repeats the playing of talking machine records. "We have been compelled," says Sales Manager Hartenstein, "to purchase two carloads of steel, which is sufficient for the manufacture of 300,000 repeater-stops. In order to take care of the enormous demand we have been forced to install considerably more equipment, machine tools and punch presses, as well as to expand our factory in other ways and

adding another floor thereto. We hope to attain an output of 1,000 instruments a day. Our present output is 300 a day."

Lester Gordon, traveling representative of the Repeater-Stop Co., recently returned to the home office after an extended trip, which took him to practically every large city west of the Mississippi River. He returned with a beaming smile and many contracts, having placed the repeater-stop with some of the largest music concerns of the western Mississippi basin, among which are the following: Knight-Campbell Music Co., Denver, Colo.; Vaudephone Corporation, Seattle, Wash.; Walter S. Gray, San Francisco, Cal.; Consolidated Music Co., Salt Lake City; Western Jobbing & Trading Co., Los Angeles; Interstate Supply Co., Spokane, Wash.; Midwest Mfg. Co., Billings, Mont.; Ball Music Co., Red Lodge, Mont.; Jerome H. Remick Co., Portland, Ore.

Joins the Roemer Co. Forces

Frank G. Cook, formerly with the Chicago branch of the Columbia Co., has joined the forces of the Roemer Motor Co., where he will be active in promoting the sales of Roemer motors.

Darrow Hallenstien, formerly with the Fort Wayne Outfitters Co., a large talking machine jobbing concern of Indiana, has also become connected with the Roemer Motor Co. in a sales capacity. Mr. Hallenstien makes Chicago his headquarters.

Victor Voicelets

Mark Duncan has just returned from his maiden trip for the Chicago Talking Machine Co. through Wisconsin and Illinois. Mr. Duncan succeeds D. K. Tremblett, who formerly looked after this territory. Mr. Tremblett is now on his vacation, and upon his return will take up his new duties in the Chicago office of the company.

T. W. Williams, who looks after the wants of Victor dealers for the Chicago Talking Ma-

(Continued on page 143)

Your Account With Us

**Lateral
Cut**

**Okeh
Records**

**Lateral
Cut**

**Will Be an Insurance Policy Against
EMPTY RECORD SHELVES LOSS OF CUSTOMERS
LOSS OF PROFITS**

**Record Dealers Reach the Acme of Wisdom
WHEN THEY STOCK UP WITH POPULAR HITS ON**

OKEH RECORDS

No Waiting for Delayed Shipments When You Order From Us

MAGNOLA TALKING MACHINE COMPANY

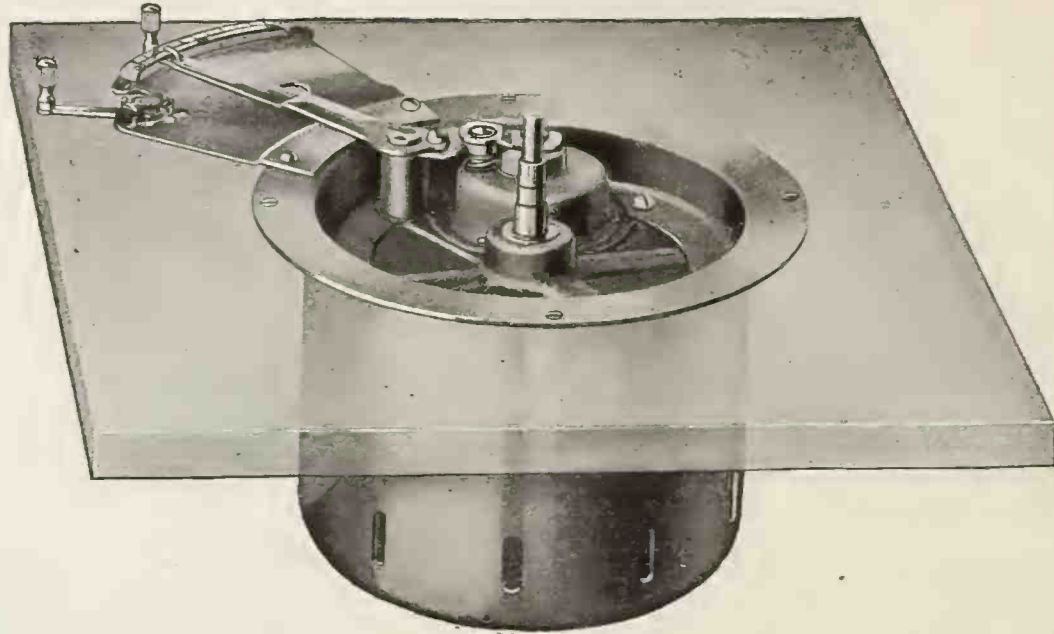
711 Milwaukee Avenue

OTTO SCHULZ, President

CHICAGO, ILL.

UNIVERSAL

MASTER MODEL No. 20



Mr. Manufacturer:

The time has arrived when you must inject some new "pep" into your business.

You have used the same old sales arguments over and over again until they are threadbare and your selling talks have lost vigor. You have been traveling round in circles and are not making the progress you should. Your business needs something new to arouse enthusiasm.

In a phonograph the vital thing is the motor. An improved motor means a better phonograph and the better phonograph gets the business.

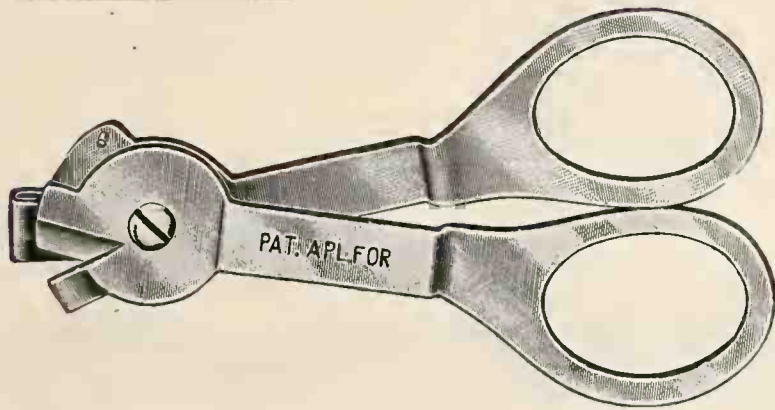
The Universal Master Motor No. 20 is a positive forward step in phonograph motor design and construction, and you have but to see one to be convinced of its merit and its force as a selling argument in your business.

Write or wire for sample and get our literature and prices.

Universal Stamping & Mfg. Co.

1917-1925 S. Western Ave., Chicago

A Better Cutter For Less Money



The ALTO
Retail Price \$1.00

THE Alto Fibre Needle Cutter is distinctly a quality product. The unique design, together with our highly specialized manufacturing methods, makes it possible to sell the Alto Cutter

at this remarkably low price. Its construction from carefully tempered tool steel makes it the most durable cutter on the market. By handling the Alto you will maintain your reputation of selling the best at the lowest price. Order a dozen today. Territory open for distributors.

Your Customers Will Appreciate The Value

ALTO MANUFACTURING COMPANY

3801 ROKEBY STREET

::

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CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 141)

chine Co., in Chicago, is spending his vacation with his mother in Little Rock, Ark.

Six Best Sellers of the Month

The six best Victor sellers are: "Introduction and Tarantelle," "Last Night," "When Night Descends," "Prelude in G Minor," "Old Folks at Home," "The Love Nest" and "Blue Diamonds."

The six best Emerson sellers are: "The Love Nest" and "Close to My Heart," "Whose Baby Are You?" and "Hiawatha's Melody of Love," "My Sahara Rose" and "Old Man Jazz," "Rainbow of My Dreams" and "Jazz Band Blues," "Marion" and "Whistle a Song," "That Old Irish Mother of Mine" and "Shamrock Leaves."

The six best Brunswick sellers are: "Bound in Morocco" and "On Miami Shore," "Who Wants a Baby" and "Rose of the Orient," "Whose Baby Are You?" and "Someone," "Sahara Rose" and "Jean," "La Veeda" and "So Long Oolong," "Dance-o-Mania" and "Waiting for the Sun to Come Out."

The six best Pathé sellers are: "Rose of Washington Square" and "Tiddle-Dee-Winks," "Who'll Take the Place of Mary?" and "After You Get What You Want You Don't Want It," "A Young Man's Fancy" and "In Sweet September," "Believe Me If All Those Endearing Young Charms" and "The Meeting of the Waters," "Narcissus" and "Orientale," "Argentines" and "It's Hard to Settle Down."

The six best Operaphone sellers are: "Rose of the Orient" and "Dance-o-Mania," "Jade Lady" and "Do You Know?" "Hawaiian Twilight" and "Some of the Time I'm Lonely,"

"Karzan" and "Whose Baby Are You?" "Zoma" and "Alabama Moon," "Jean" and "There Must Be a Way to Love You."

The six best sellers in Edison records are: "Karavan" and "When My Baby Smiles," "At a Georgia Camp Meeting" and "Liberty Bell March," "Patches" and "Yellow Dog Blues," "Just Like the Rose" and "Sweet and Low," "Peggy" and "Someday Down in Carolina," "By an' By" and "Go Down, Moses."

The six best sellers in Okeh records are: "Manyana" and "Whose Baby Are You?," "Dance-o-Mania" and "Wond'ring," "In Sweet September" and "My Sahara Rose," "Tell Me Pretty Maiden" and "Polly," "Le Wanna" and "Jean," "The Love Nest" and "Enticing."

The Columbia six best sellers are: "Ten Little Bottles" and "Unlucky Blues," "Oh, By Jingo" and "Rose of Chili," "All the Boys Love Mary" and "Way Down Barcelona Way," "I'll See You in C-U-B-A" and "The Moon Shines on the Moonshine," "My Isle of Golden Dreams" and "Naughty Waltz," "When My Baby Smiles at Me" and "Rose of Washington Square."

In Charge of Okeh Records

Following the resignation of H. L. Coombs, of the Okeh record department of the General Phonograph Co. of Illinois, who takes up the position of general manager of the Tonograph Corp., A. J. Foute, his assistant at the general offices, takes charge of records and correspondence.

Album Men Here

Maxwell Willinger, president of the New York Album & Card Co., who makes New York

his headquarters, is spending a month in Chicago as the guest of M. J. Potomack, vice-president and sales manager of that concern, at the latter's home on the North Side. Mr. Willinger was accompanied by his family, and plans to combine business and pleasure during his four weeks' stay in this city.

Catching Up

Otto Schulz, president of the Magnola Talking Machine Co., states that during the last two months, the production of Magnola talking machines has so increased as to enable the company to do much in the way of catching up with back orders. Mr. Schulz states further that the lot of the manufacturer is somewhat more pleasurable than formerly owing to the fact that materials are less troublesome to obtain. This is pleasing information.

Oro-Tone News

The Oro-Tone Co., Inc., announces that it will move shortly from its present factory at 1810 Irving Park Boulevard to a new location at the corner of Sheffield and George streets. The new quarters will be larger than the old and provide 8,000 square feet of floor space for the manufacture of Oro-Tone reproducers. The work of installing machinery and equipment is now in progress.

The Smallest Victrola

For a month past Lyon & Healy have had in their Wabash avenue window a miniature Victrola, but a few inches high, electrically operated, and a perfect copy of the larger machines. A tiny Victor dog is at the side of the machine

(Continued on page 144)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you or records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 143)

and the two attracted a great deal of attention from passersby during the display. The instrument was made by L. D. Monroe of the Victor department of Lyon & Healy.

An Attractive Window

The window of the Talking Machine Shop has been decorated with an animated display featuring the Victor record Bo-la-bo. A ship is made to dance about on fabric waves, which themselves are moving in a most lifelike manner.

Buys Plant

Frank W. Williams, manufacturer of talking machines, located at 2515 West Taylor street, this city, recently purchased the plant of the Fowler & Union Horse Nail Co. at 1508-22 West Twenty-second street.

Returns from Maiden Trip

Mark Duncan has just returned from his maiden trip for the Chicago Talking Machine Co. through Wisconsin and Illinois.

Vitanola Retail Prices Reduced

Announcement has been made by the Vitanola Talking Machine Co., in a letter sent out to distributors and dealers under date of July 21, that after that date the retail prices would be reduced without changing the margin of profit allowed to distributors and dealers. The prices now in force are as follows: Vitanola Six, \$105; Vitanola Eight, \$115; Vitanola Ten, \$160; Vitanola Twelve, \$200; Vitanola Fourteen, \$250; Vitanola Sixteen, \$260, and Vitanola Seventeen, \$350.

W. H. Wade a Director of Boosters' Club

For the past two years of Wm. H. Thompson's reign as Mayor of Chicago much activity has been devoted to "boosting" this city. The battle cry of the boosters has been "Throw away your hammer and get a horn," and when the Boosters' Club of Chicago made a tour of the Central West and Western States recently they blew their horns in every locality they passed through. The purpose of this Boosters' Club is to let the world know that Chicago is an honest-to-goodness business city and pleasure

J. E. ROBINSON ESTABLISHED 1879 M. J. DECKER
TEL. HARRISON 420



ROBINSON THE PLATER
*Platers to the trade —
— Gold our Specialty*
500 W. VAN BUREN STREET
CHICAGO

resort combined, and that it offers more possibilities per square inch than any other city in the world.

When the Boosters got back to Chicago it was decided to open an information booth on the first floor of the City Hall, where visitors to Chicago could obtain information and literature on every local industry. This booth is being advertised by means of attractive billboards placed

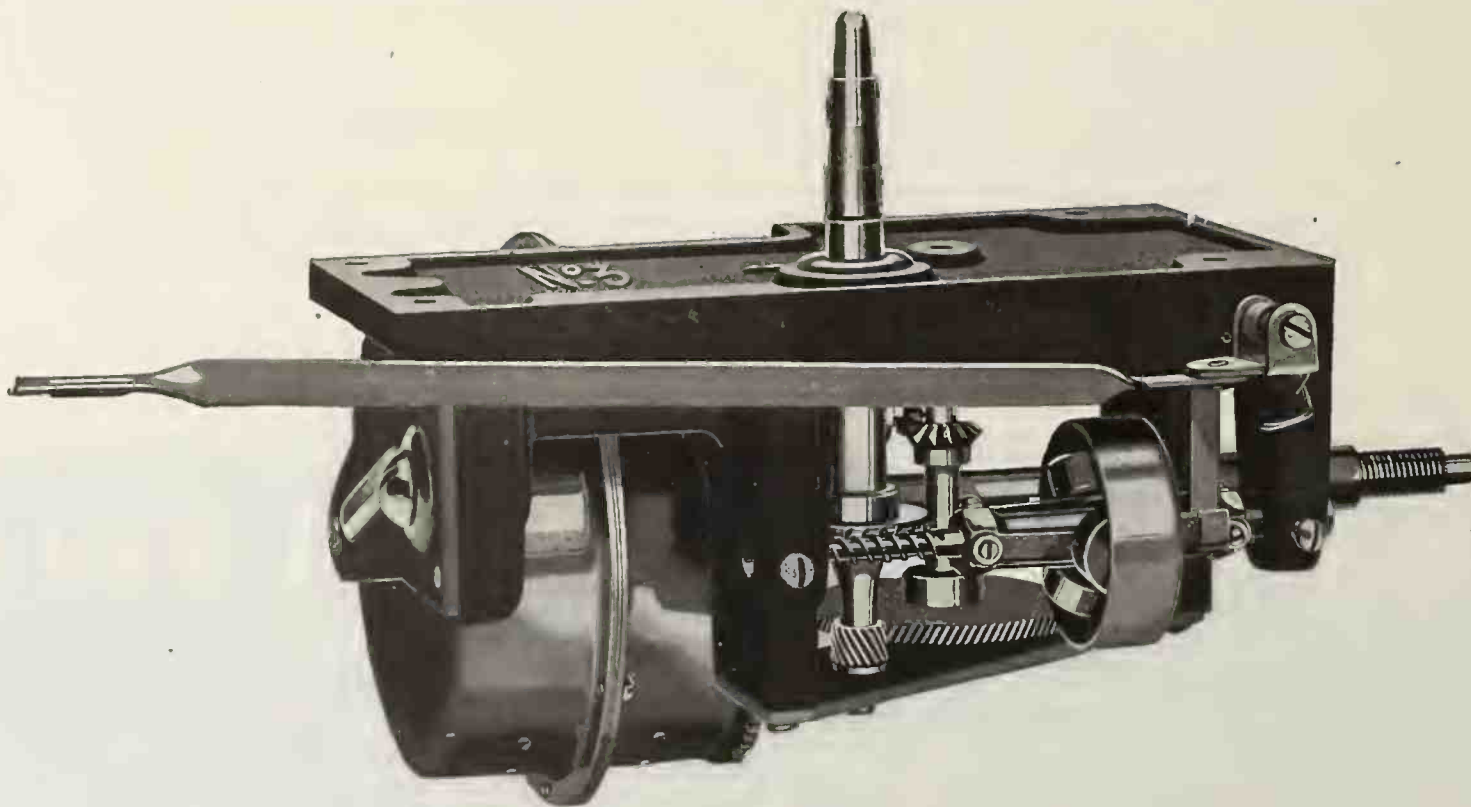
on the roads to Chicago and the wording reads as follows: "Stop a day and see the wonders of Chicago. For information apply 'Boost Chicago Booth, main floor, City Hall, Chicago'."

One of the members of the board of directors of the Boosters' Club is W. H. Wade, of the Wade Talking Machine Co., who has been made director of the Boosters' Club Music Division.

(Continued on page 147)

SUPERIOR MOTORS COMPANY

MANUFACTURERS OF **HIGH GRADE PHONOGRAPH MOTORS**



We are now thoroughly organized and equipped for manufacturing Phonograph Motors in large quantities and can make immediate deliveries.

WRITE FOR PRICES

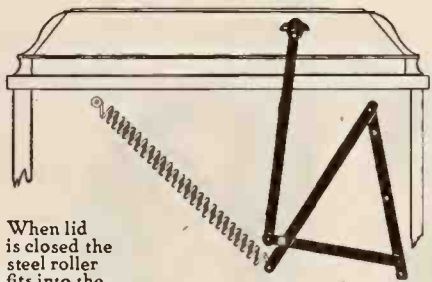
SUPERIOR MOTORS CO.

361 West Superior Street

CHICAGO, ILL.

The SUPERIOR LID SUPPORT

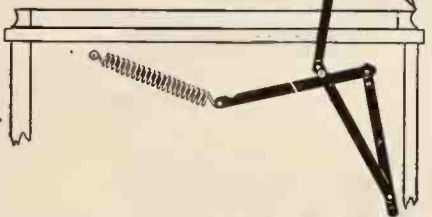
A Spring Balance That Does Not Warp the Lid



When lid is closed the steel roller fits into the notch of track-arm, preventing spring from exerting any pull on the lid while down.

Patented 1920

When lid is all the way up the spring is without tension, entirely released.



A mere touch of the finger lifts or closes the lid, which stops at any point desired. The simplest support made. Easiest to install. Positive and noiseless in operation.

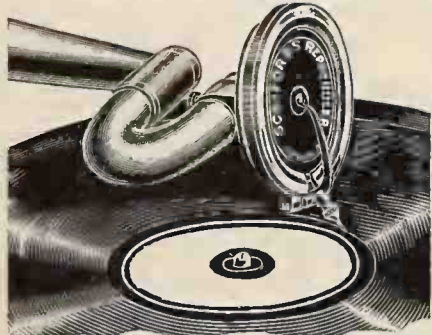
Sample—Nickel 75c, Gold \$1.50

Prepaid anywhere upon receipt of price. Submitted on approval, subject to return within a reasonable time, in which event the full price will be refunded.

Quantity Prices Quoted on Application

Barnhart Brothers & Spindler
Monroe & Throop Sts.
CHICAGO

PATHE DEALERS and JOBBERS



The SCOTFORD Model I REPRODUCER

Will be a great aid in developing the sale of Pathe Records. Made to fit the Victor gooseneck exactly—it is as quickly attached as the Victor Reproducer is quickly removable. An Attachment also made for applying it to the Columbia Tonearm. Order a sample and realize the profit for you in the richness of its tone—surpassing all in purity, sweetness and power.

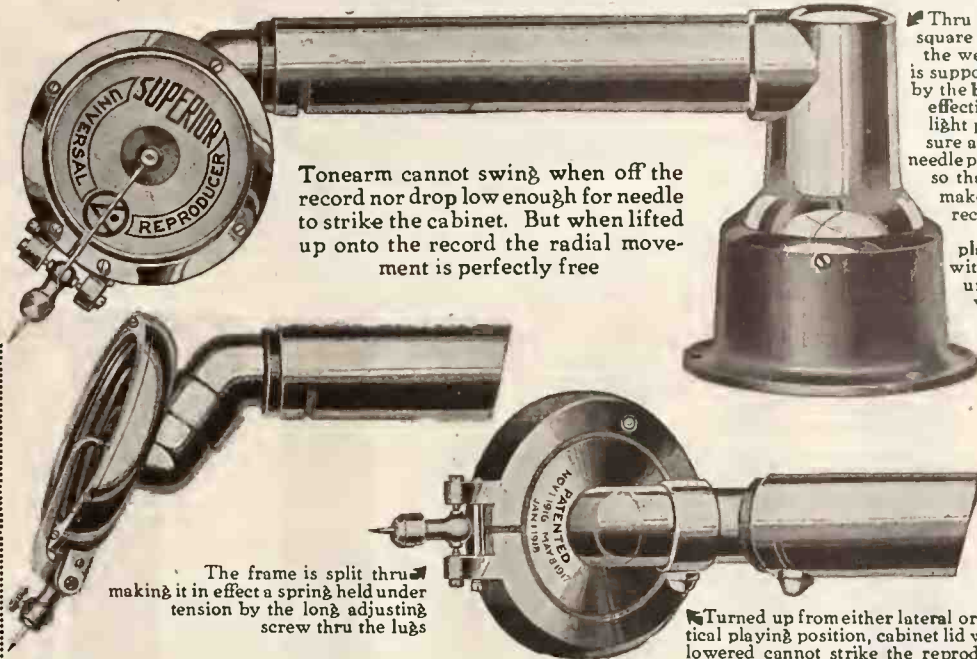
NET PRICES OF SAMPLES PREPAID

Nickel Plated Scotford Model I Reproducer - \$5.50
Gold Plated Scotford Model I Reproducer - 6.50
Nickel Plated Scotford Attachment for Columbia .35
Gold Plated Scotford Attachment for Columbia .50

Submitted on Approval, subject to return, in which event the full price paid will be promptly refunded.

Liberal Reduction on Quantity Orders
Profitable Arrangement for Jobbers

Barnhart Brothers & Spindler
Superior Specialties for Phonographs
Monroe and Throop Streets, CHICAGO



Tonearm cannot swing when off the record nor drop low enough for needle to strike the cabinet. But when lifted up onto the record the radial movement is perfectly free

Thru the square turn the weight is supported by the base, effecting a light pressure at the needle point, so that all makes of records are played without undue wear

The frame is split thru making it in effect a spring held under tension by the long adjusting screw thru the lugs

Turned up from either lateral or vertical playing position, cabinet lid when lowered cannot strike the reproducer

Why the Owner of the Ordinary Phonograph Soon Tires of It

THERE are lately a few phonograph reproducers which avoid the usual phonographic sharp metallic tone by going to the other extreme and producing a flat, unmusical sound. But the vast majority are disagreeably sharp in playing the high notes. This sharpness becomes an irritant to the ear, so that owners of such phonographs soon tire of playing them, lose interest, and stop buying records.

Nobody ever tires of genuine music. The human soul craves the comforting solace and ennobling inspiration that only music can give. It must be our aim to satisfy this great need—not the passing jag of jazz. The phonograph must become an instrument of genuine music if it is to endure.

There is one reproducer that measures up to the job of reproducing *musically* all the varying qualities of instrumental and vocal tones. It is never sharp, nor in avoiding this does it ever descend to the other extreme of flatness, but is always on the pitch, exactly reproducing the original rendition in all its purity, sweetness and power. This long sought goal is attained in the Superior Reproducer through its split frame, making the entire soundbox in effect a spring held under tension by a long adjusting screw through the two pivot lugs at bottom.

DISTINCTIVE FEATURES OF THE SUPERIOR REPRODUCER

The frame of the reproducer is split through, making the frame in effect a spring, held under tension by an adjusting screw through the pivot lugs at bottom. The back plate is entirely separate, insulated from the frame by a rubber basket, and does not interfere with tensioning the frame.

It is the spring frame of this reproducer that accomplishes the important achievement of absolutely overcoming without any loss of volume or musical quality the usual phonographic sharp metallic tone on high notes. It is plain that tones picked up from the record by the needle and diaphragm mounted in a spring body will be more musical than will result when the body is of solid and hard metal, or of toneless and absorbent material.

Note particularly that the entire soundbox is in effect a spring. The split which accomplishes this results in the most important of the several Scotford patents. Soundboxes which attempt to overcome the sharpness of tone by employing springs, rubber, fibre or other cushioning for the needle bar pivotal mounting, or use a composition diaphragm of sound-absorbing nature, result only in making the diaphragm less sensitive and prevent it from reproducing the finer shadings and overtones in the record.

The springlike frame also absorbs the extraneous vibrations so that the surface noise is practically eliminated. A manufacturer of a well-known machine who is an enthusiastic user of the Superior reproducer advertises as his slogan "the tone without the scratch."

Strong basic patents have been granted Mr. Scotford on the universal feature of his reproducer and our company holds the exclusive franchise to manufacture for general sale under these patents. Mr. Scotford in his contract with us agrees to co-operate in developing improvements, and covenants to give us before others the opportunity to review all new ideas or inventions he may originate in this line, with priority rights to manufacture and sell any such that are approved.

The universal feature is unique in that the needle aligns with the pivotal axis on which the reproducer turns from one position to the other. This holds the needle on exactly the same center at the same correct angle in both lateral and vertical (hill-and-dale) positions. The plane of the diaphragm being inclined with respect to the pivotal axis, instead of the ordinary straight needle bar of normal leverage, it is practicable to use the more desirable bar of angular shape effecting longer leverage, making the diaphragm more responsive to the needle action.

The needle bar is pivoted on sharp pointed steel screws, and is easily kept in perfect adjustment, free from side play, by the long adjusting screw through the lugs above the pivots. Any contraction of the metal parts that takes place cannot pinch the needle bar in its pivotal mounting, and thus interfere with its free vibration, owing to the spring construction of the frame. Any expansion that takes place, or wear of the pivot points, causing looseness and side play, can be instantly corrected by tightening the long adjusting screw.

Sample SCOTFORD Tonearm and Superior Reproducer with Mica Diaphragm Nickel \$9.25 Gold \$11.25
Extra Reproducer with SCOTFORD Black Diaphragm 5.00 6.00

Prepaid anywhere, on receipt of price. Submitted on approval, subject to return within a reasonable time; in which event the full price will be refunded

Quantity Prices on Application

BARNHART BROTHERS & SPINDLER

Makers of SUPERIOR Specialties for Phonographs

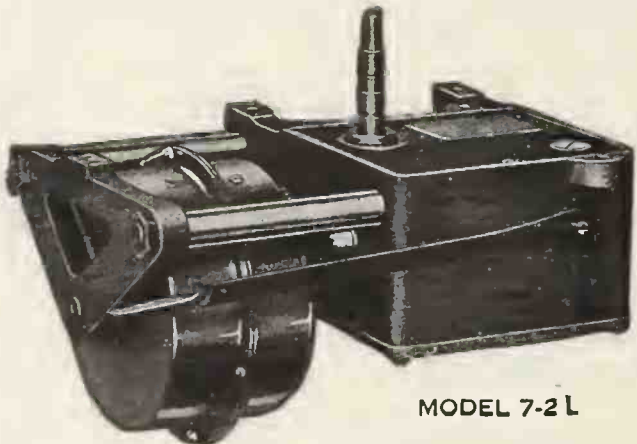


Monroe and Throop Streets CHICAGO, ILLINOIS

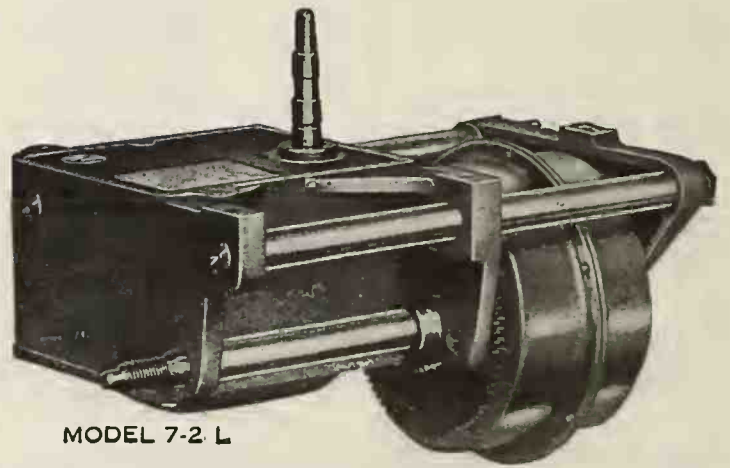


UNITED

Phonograph Motors



MODEL 7-2 L



MODEL 7-2 L

Silent—Self-Lubricating—Enclosed

FOUR REAL REASONS FOR UNITED SUPERIORITY

DESIGN

The basis of all motor trouble is faulty design. Workmanship, however good, cannot offset it.

It is one thing to make a motor which by special "tuning" and adjustment will run fairly well until it is shipped, and quite another story to produce motors which will assemble into cabinets without any bother and run "sweetly" for a term of years.

Our Engineers did not follow the beaten path, except where old practice was sound. We knew by experience the shortcomings of the phonograph motor and solved the problems back of each trouble, and that those troubles are overcome you will realize when you test and analyze the United Motor.

LUBRICATION

One of our Engineers was for years designer and in charge of production for the largest makers of automatic lubricating equipment in this country. Naturally, he understands practical lubrication and how to accomplish it.

A continuously silent and vibrationless motor is absolutely impossible without automatic lubrication of all the chief bearings and gears. This we achieve by means of the

enclosed casting and a capillary oiling system, original, simple and effective.

The motor needs no attention for at least a year, when a tablespoonful of oil may be necessary. The enclosed casting makes this oiling system possible and keeps out dust and dirt and protects the mechanism in handling.

RESOURCES AND EQUIPMENT

Excepting only springs and castings, felts, etc., we make every part of the motor in our own works, where we can and do vigilantly control accuracy and quality. Our tool equipment is modern and the best money can buy.

Ample financed, material requirements covered, we have no impediments to real quality production.

CONCENTRATION

We make just one thing—The United Motor. We concentrate on it, and it is a highly specialized business. Our present capacity is approximately 2,000 Motors daily, and we have been making big quantities for years. We supply some of the largest talking machine companies in this and other countries.

Supplied in 2, 3 and 4 Spring Models.

Felt and Velour Table Coverings, Nickel and Gold Finish

Write us for full information, details of design, models, prices, etc.

UNITED MANUFACTURING & DISTRIBUTING Co.

LAKE SHORE DRIVE AND OHIO ST. CHICAGO, ILL.

YES, THIS IS

The Oro-Tone

QUALITY FIRST

THE PERFECT EDISON ATTACHMENT
WE CAN PROVE IT—IF YOU WILL SAY—
“Send sample on approval” or ask your jobber

Retail Price, Nickel Plated, \$8.50 Highest Grade Gold Plating \$12.50

The New ORO-TONE Safety Point Steel Needle Now Ready
Sample Thousand 60 Cents

Mfrs. of highest grade tone arms, reproducers, attachments for phonographs for playing all records. Diamond and jewel point needles, motors, supplies, etc.

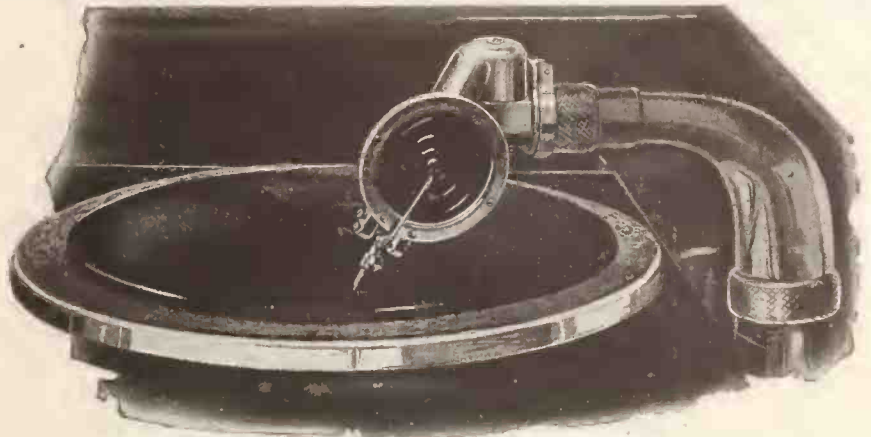


ILLUSTRATION SHOWS THE ORO-TONE ATTACHED

The Oro-Tone Co.
QUALITY FIRST

Successors to COMBINATION ATTACHMENT CO.

1808-10 IRVING PARK BOULEVARD, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 144)

The music division, by the way, will be an auxiliary body like all others, and these auxiliaries together will constitute the main body, to be known as the Chicago Boosters' Publicity Club.

This is a splendid opportunity for the music men of Chicago to have their literature passed out to all visitors. We understand that this literature will be passed out free and the only thing necessary for the music men to do will be to get in touch with Mr. Wade and he will in turn tell them what is wanted of them.

McKINLEY BUSINESS BOOMING

Chicago Publishing House Reports Splendid Prospects for Fall Business—Teaching and Concert Music Advanced in Price

CHICAGO, ILL., August 2.—D. W. Foster, sales manager of the McKinley Music Co., reports that business is picking up nicely and that the outlook is particularly good for a large Fall business. Both teaching and concert music have been selling splendidly all season, and while there was more or less of a slump in the sales of popular songs for a couple of months this now seems to be over and business in all classes of music is at present above normal.

An interesting statement to the 6,000 McKinley agents in the United States is that the McKinley teaching and concert music will retail at 15 cents per copy after September 15, instead of the 10 cent price which has prevailed for many years. The dealer's price of this has been advanced one cent per copy, and he is now afforded a splendid profit of 200 per cent. Fifty new numbers are now ready to be added to the line on September 1, and the line is being constantly improved in every way by better paper, better music, more artistic title pages, etc.

Several McKinley books, including "Pleasant Hours," "Root's First Steps," etc., will be advanced in price September 15, and orders will be accepted until that date on both McKinley music and books at the old rates.

The McKinley Co. has a very popular success in the waltz lullaby, "Pickaninny Blues." This song has been recorded by every talking machine and roll company and will be released by Edison in August, Q R S in September, and Columbia in October, and at present it is being used by hundreds of acts and thousands of orchestras all over the country. So far this year the McKinley Co. has put out three very good hits, "Sweet Hawaiian Moonlight," "Weeping Willow Lane" and "Pickaninny Blues."

Of their new numbers, "One Little Girl," "Smoke Rings" and "Overalls" are meeting with big favor among the 30-cent sellers, while "Wishing Moon," "Floating Down to Cotton Town" and "Shining Moon" are selling big in the low-priced lines.

Enthusiasm is the genius of sincerity and truth accomplishes no victories without it.

SELLING COLUMBIA RECORDS TO RETAILERS

By J. KAPP, Chicago

[J. Kapp celebrated his nineteenth birthday June 15. He has been connected with the Chicago office of the Columbia Co. since he was fourteen, when he started as an errand boy in the shipping department. This was during the school vacation, and for the next four years he worked during vacation time only, until he had worked in every department of the company's business. When he graduated from high school two years ago he accepted an office position with the Columbia Co. Six months later he was given charge of the city dealers and then complete charge of the record selling for the branch.

He says that his greatest help has been in coming in contact with big men—to have somebody to look up to—never below. It has made him take the proposition very seriously and so make him older in his ways than he really is. Kapp says that he talks records when he eats, walks, sleeps—all the time—that the work is wonderfully fascinating. It is a great game.

The following practical talk given by Mr. Kapp is the result of several months of evening and Saturday afternoon work in dealers' stores in every part of Chicago.—EDITOR.]

Many dealers probably are wondering why anyone should write on "How to Sell Columbia Records." Give us the records we want, they say. We'll sell them. And here is a serious proposition: Do your customers buy your records or do you sell them? There's a big difference—as big as day and night—and when measured in the increased sales at the end of the month or year as compared to the previous year they make the wonderful record business which everybody has enjoyed very small, indeed, People come into your store and buy "Dar-

dabella," "My Isle of Golden Dreams," "Venetian Moon," "When My Baby Smiles at Me," etc., but you sell them "Look What My Boy Got in France," "I Ain't Gonna Give You None of My Jellyroll," "Golden Gate," etc. The former you merely hand out—the latter you sell by sales talk, recommendation and various other ways.

The majority of people that come into a dealer's store either ask for a certain record or else do not know what they want. Now if someone asks for "Dardanella," hands you a dollar and walks out with only ONE record under his arm you are losing money. That record was sold the minute the customer asked for it. How many of us say when a customer asks for "Dardanella?" "Yes, WE have 'Dardanella'; have YOU 'Look What My Boy Got in France?'" If they have it they will say so, and if they haven't it they will want to hear it, and nine times out of ten will buy. I have in mind a large dealer who sold 3,600 records with 1,200 "Dardanellas." Just think! Four records to a customer—cleaning out an entire stock in the short period of two months. That is merchandising!

(Continued on page 149)



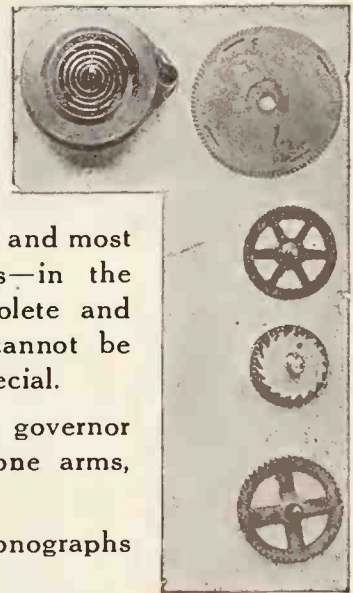
Repair Parts

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.

Manufacturers of

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretine Co.

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

227-229 W. Washington St., Chicago, Ill.



TRADE MARK
"CONSOLA"

CABLE ADDRESS
CONSOLA



THE AEOLIAN-VOCALION

The Phonograph Supreme

IN homes of distinction, discriminating people have placed the Vocalion. Its glorious richness of tone falls on appreciative ears; its dignified cabinet design adds to the beauty of the room.

Discriminating buyers readily realize the fine points of the AEOLIAN-VOCALION, such as The Graduola — the wonderful tone-controlling feature which humanizes this phonograph.

For such buyers it is well to prepare.

Midwestern Distributors

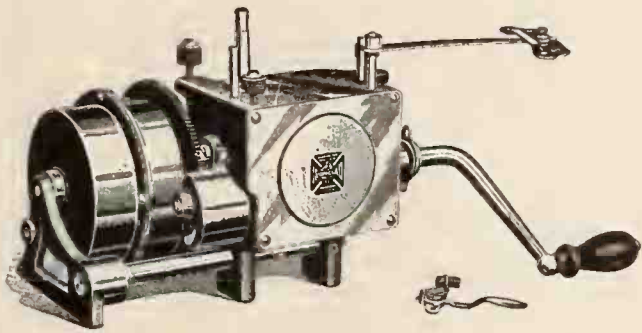
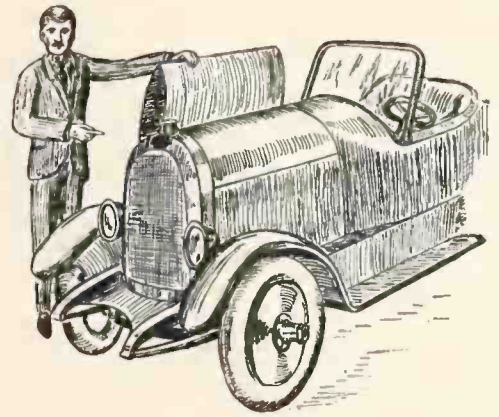
THE AEOLIAN COMPANY of CHICAGO

529 SOUTH WABASH AVENUE, CHICAGO, ILLINOIS

“Show Me the Motor”

you ask before you buy a motor car.
You cannot afford to be less critical of
the motor in your phonograph, because

Wise Phonograph Buyers Are Asking Is It Powerful—Enduring—Silent?



IRONCLAD MOTORS ARE BUILT IN SIX
SIZES WITH GUARANTEED PLAYING
CAPACITIES BASED ON TEN INCH
RECORDS AS GIVEN BELOW:

- B-2—2 1-in. springs; plays 4 records
- C-2—2 1¼-in. springs; plays 5 records
- B-3—3 1-in. springs; plays 6 records
- C-3—3 1¼-in. springs; plays 8 records
- C-4—4 1¼-in. springs; plays 12 records
- C-6—6 1¼-in. springs; plays 16 records

When You Equip With
The Original Enclosed Motor

IRONCLAD

Silent as a Shadow

The Answer Is Convincingly, Yes.

And you can prove these points and others in which the
IRONCLAD excels unquestionably.

We shall be glad to mail literature describing IRONCLAD
motors; or a sample motor to test in your own instrument, and
convince you.

CHERINGTON MFG. CO.

IRONCLAD MOTORS—TONE ARMS

WAUKEGAN, ILLINOIS

U. S. A.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 147)

Oftentimes a customer asks for a sacred record, such as "Onward Christian Soldiers," and it is humorous to see how the dealer will recommend "Oh What a Pal Was Mary" or some popular record for the customer's second choice. Suggestions should be along the line of the customer's choice.

Psychology is a great factor in selling records. I was selling records on a Saturday evening for one of our large dealers in Chicago and a returned soldier walked in. I saw the chance and grasped it. The soldier had "Look What My Boy Got in France," "When Yankee Doodle Learns to Parlez Vous Francais," "On a Little Farm in Normandy," "You'll Have to Put Him

to Sleep With the Marseillaise" and six war songs under his arm before he walked out. I couldn't appreciate those songs, but there never was a more satisfied customer than that returned soldier. The dealer could be doing the same thing every day and sell many of the

he did not know the exact name. He meant the one I have mentioned. I got it and he asked me if it was a December record (this was six months ago). I told him yes, but I did not tell him what YEAR!

At the same store a week later I had a man turn down "You'll Be Surprised" for "Look What My Boy Got in France" and tickled to death that he had made the change.

Why not have a band week? Take all the band records you have in stock. Advertise, talk, recommend band records for that week. At the end of the week you'll find that you won't have many band records left. Then have a "Jolson Week," a "Bayes Week," a "Ted Lewis Week," a "Ponsella Week," a "Romaine Week." Fifty-two concentrations a year. You're known as a live wire—and how you benefit by it. Your entire stock turned many times.

Some day take five records from stock and make up your mind that you are going to sell them. You will before the day is over. The first time I tried this I took eight records from a dealer's shelf and sold seven in one hour. These included "Look What My Boy Got in France" and seven other war songs which the dealer called "dead stock." The number of so-called "dead" records are few on that dealer's shelf at present.

At many times in the past dealers have come in worried because we didn't seem to have this and that record which can be advertised and used as a drawing card. To one I suggested that he advertise six records we could supply, giving the customer a sales talk for each individual record. This dealer sold out of the records and was enthusiastic over the proposition—because when he had sold out and created a demand he could obtain more from us. Here is a slogan that might be adopted:

"If we worried about what we would sell if we had it—instead of selling what we had when

(Continued on page 150)



J. Kapp

records lying on his shelves that have lost their appeal to the general public if he followed out this method.

Concentration, I believe, can sell anything. When Chicago wanted its Michigan Avenue Bridge for May 14 it was finished. You have a lot of records on your shelves that can be sold this way, because every record in the catalog can be sold. You may ask, "Well, how can I sell 'Faugh a Ballah'?" That is a good quartet record, why should the first thought be "Good Night, Angeline." The customer wants a good quartet record, the selection is immaterial and "Faugh a Ballah" is as good a quartet record as any.

You may ask about "Keep Your Head Down, Fritzie Boy," and here I am going to relate what happened at another dealer's store where I was selling records. A man asked for "Fritzie Boy";

Magnifies Sound 50 Times
ACME SOUND AMPLIFIER

Enables the repairman to locate the precise point of origin of unnecessary noise in the motor without loss of time or useless disorganization of the mechanism which results from guessing or the sense of hearing alone.

MAKES EVERY MOVING PART IMMEDIATELY ACCESSIBLE

"Guesswork Won't Do"

The ACME allows a test with the drag of the needle throughout the length of the record.

A
C
M
E

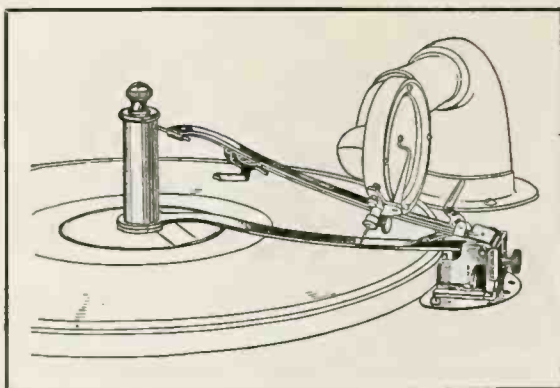


**The
Acme Speed Indicator**

- is precision made.
- clears the tone arm.
- locates motor troubles.
- registers 78 and 80 revolutions.

"The repairman's stethoscope."
Made by
Acme Engineering & Mfg. Co.
1622 Fulton Street CHICAGO

If They Buy Dance Records



They'll Want a

Repeater-Stop

The dance season will soon be here—and every buyer of a dance record is a prospect for Repeater-Stops! A demonstration is a sale.

The Repeater-Stop may be set to automatically repeat a selection once—twice—three times or *indefinitely*. And it has a positive STOP that lifts and holds the needle *off* of the record when it comes to a stop—automatically—making it impossible to scratch or accidentally break expensive records.

The Repeater-Stop not only makes dancing a real pleasure but it is easy to sell to dance enthusiasts, schools, language students, and in every home. Point these features out to your customer and you'll sell one to nine people out of ten.

Guaranteed for one year—protected by basic patents—and fits practically all makes of phonographs.

We've an interesting proposition to make to dealers, jobbers and manufacturers.

REPEATER-STOP COMPANY, 115 S. Dearborn Street, CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 149)

we had it—we would not do any business." Try it out—it means money!

Taking advantage of special occasions at the right time is another big factor—hitting the iron while it is hot. When everyone was talking about—worrying over—and cussing the coal situation we sent a Grafogram to our dealers which read as follows: "Special Grafogram—A2688. We are willing to bet ten to one 'Your Boy Is on the Coal Pile Now.'" You should have seen the orders roll in for this record!

On January 16 we sent the following: A2710—"Bring Back Those Wonderful Days." Dealers wired in for this record, which had not at first seemed to move. We sold out and at present we are having all we can do to supply the demand.

Another big bet we are overlooking is high-grade record business. Everything has gone up but Columbia Symphony records by the highest-grade artists, which are to-day the same price they were five years ago. If someone asks for the "Sunshine of Your Smile" or "The Star Spangled Banner" suggest the \$1.50 record. It is regrettable that any dealer should apologize to his customers for only having the \$1.50 record and then wonder why his customer walked out. Suggest the highest-price record. The customer feels flattered to think that you think he is above the average by recommending this higher-grade record. We all like to feel flattered when we go to buy anything. Another thing, Symphony record business is all velvet. It does not interfere with the sales of the popular records, so it is business worth while going after. Know these records, know the composer, be able to tell how and when the particular selection was written. You will increase the interest of your customer and when you do that your record is nine times out of ten sold.

I played Ponselle's aria from "La Gioconda" twelve times straight when I took home my samples, but believe me I can sell it now.

I am very enthusiastic about every record that comes out—just as though it was the first record that I ever heard. Enthusiasm can sell anything—that is why I am enthusiastic, but I have the points to back up that enthusiasm. Every record has its good points. They outshadow the bad ones, just as the good people of the world outshadow the bad. I saw something humorous in "Look What My Boy Got in

France," became enthusiastic over it and since October 1 we have sold all from our dealer's shelves and many thousands from our own shelves.

We're in business to make money, so let's become enthusiastic over what we are selling, let's convey the good germ of enthusiasm to our customers and then watch the cash register pile up its good total.

UP-TO-DATE DISPLAY EQUIPMENT



Your goods must be well displayed. The customer must have them constantly brought before his eyes.

Goods well displayed are half sold. Our folder on Display Equipment for Music Stores and Records Shops shows fixtures that are valuable to you to display goods on in an attractive manner.

Fill out coupon and mail to-day.

Send us Folder on Display Equipment for Music Stores and Record Shops.

Name.....

Address.....

Town & State.....

Kind of Store.....

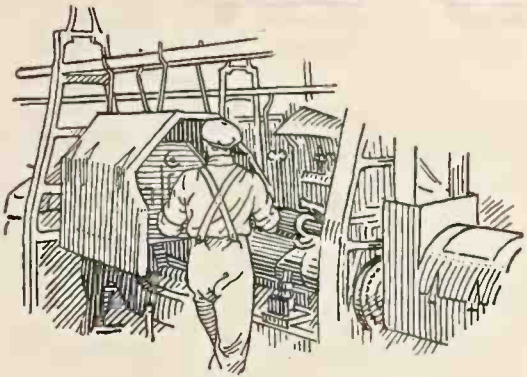
Curtis-Leger Fixture Co.

240 W. Jackson Blvd. Est. 1869 Chicago, Ill.

MAIL THIS COUPON

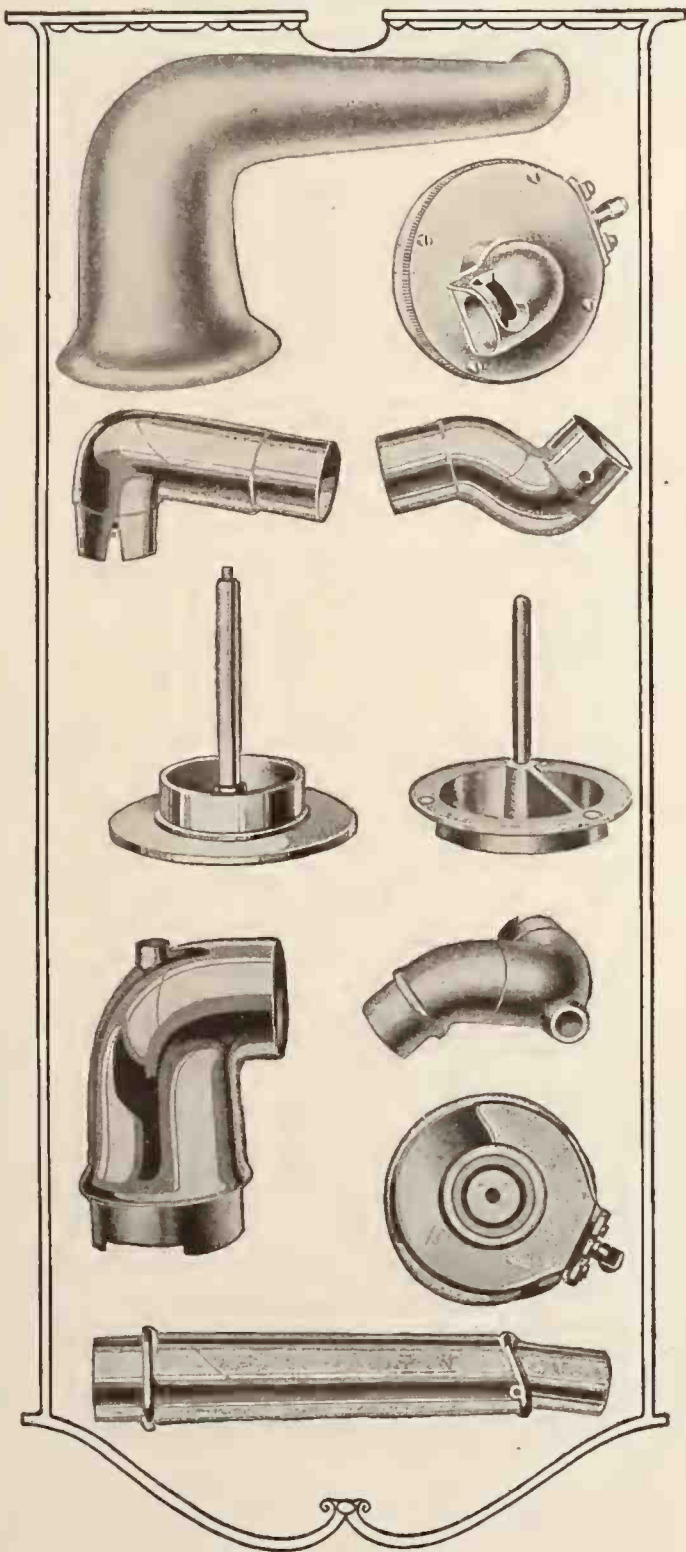
SAAL

Die Castings



High Grade Die Castings

Help to Make High Grade Phonographs



☐ They not only contribute to the Finer Tonal Results—add Class and Finish to the instrument, but they materially reduce your “Cost” of production.

☐ Accuracy in castings without the labor of machining means *Time Saved* — It means *Increased Production*—It means the elimination of *Error* in Finishing—It means *More Profit*.

☐ The equipment of the Saal Plant includes only the very latest up-to-date Automatic Die Casting Machines which have been *specially designed* and *made in our own factory*.

☐ ACCURACY and clean cut finished castings, which fit to .001 of an inch and are free from blow holes, burrs or other imperfections, are our specialty.

☐ The “Saal Company” can now take good care of their Phonograph Customers’ wants, not only for High Grade MOTORS, but also for *Die Castings of Phonograph Accessories*. Contracts for Tone Arms—Sound Boxes and other cast parts will receive prompt attention.

☐ Send us your problems. We will solve them for you. Our Castings are RIGHT—our Prices FAVORABLE—Quality GUARANTEED and On-Time Deliveries ASSURED.

H.G. Saal Company
1800 Montrose Ave. Chicago, Ill.

HERE'S YOUR CHANCE

TO build up a big business in phonographs by featuring the BLOOD TONE ARM AND REPRODUCER with Mute Attachment—every demonstration means a sale.

Blood

TONE ARM & REPRODUCER

An exclusive sales feature that produces marvelous results

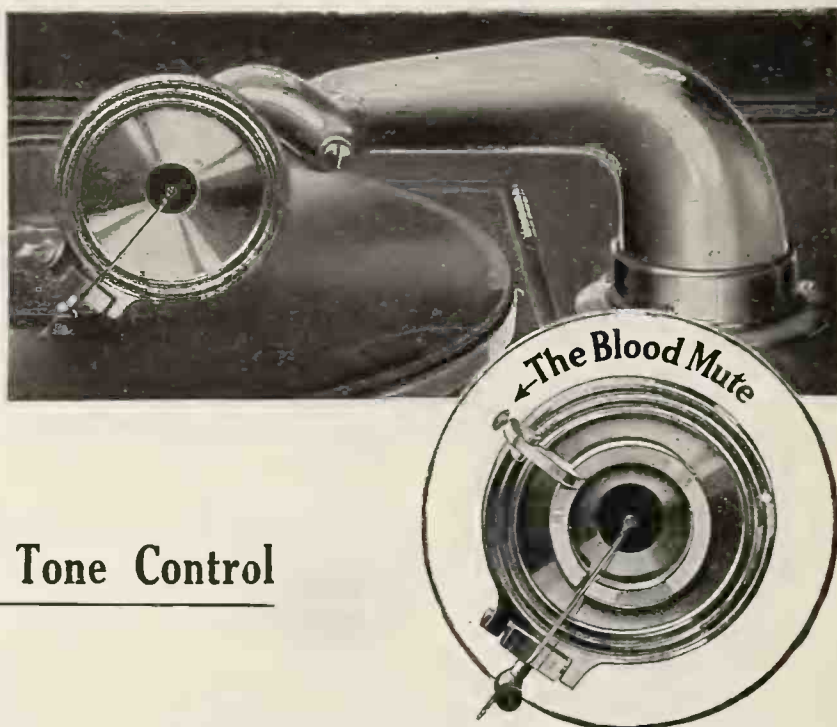
The "BLOOD," which is noted for its natural and lifelike reproducing qualities, is still further improved by the addition of this new and proved invention, so that we now offer you

Improved Tonal Quality plus Perfect Tone Control

What's the good word?

JEWEL PHONOPARTS COMPANY

668-670 W. WASHINGTON BLVD.
CHICAGO



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 150)

H. L. COOMBS WITH TONOGRAPH

Well-Known Record Salesman Becomes General Manager of Tonograph Corp.

CHICAGO, ILL., August 7.—H. L. Coombs, well known to the trade for his activities in the wholesaling of records, announces his resignation from the position of sales manager for the General Phonograph Corp. of Illinois, where he was in charge of the sale of Okeh records, to become general manager of the Tonograph Corp., manufacturer of talking machines. Mr. Coombs has had considerable experience during the past few years in the merchandising of talking machine records, in which occupation he has had great opportunity for becoming acquainted with talking-machine men throughout the country. He was first with the Emerson Co., in charge of its New England sales, later joining the forces of the New York Recording Laboratories, where he sold Paramount records. Lastly he has handled the sales in Mid-West territory of Okeh records.

The Tonograph Corp. has its headquarters in Chicago, but manufactures its instruments in Rockford, Ill. Mr. Coombs states that for the present the concern will cultivate the jobbing

business particularly. He left early in the month for an extended tour through the Middle West, which takes him to St. Paul, Minneapolis, Omaha, Kansas City, Denver, Little Rock and Memphis.

INCREASE CAPITAL TO \$300,000

Universal Stamping & Mfg. Co. Announces Increased Capitalization—Business Active

CHICAGO, ILL., August 5.—The Universal Stamping & Mfg. Co., 1917-1925 S. Western avenue this city, manufacturers of motors and other accessories, announces an increased capitalization from \$100,000 to \$300,000, the proceeds of the additional stock to be devoted to the purchase of raw materials in large quantities to insure continuous production and to provide additional working capital necessary to handle the business.

The company has enjoyed unusual prosperity since its organization six years ago, and by the pursuit of conservative policies has built up a creditable business which was started in 1914 by the organization of a partnership consisting of Axel A. Monson and John Kucki on a small capital. On May 4, 1915, Messrs. Monson and

Kucki, with Joseph Wolff, incorporated the Universal Stamping & Mfg. Co., under the laws of the State of Illinois, with a capital stock of \$10,000. The company was organized for the purpose of manufacturing dies, metal stampings, hardware, tools and other specialties, and enjoyed a rapid growth. Within a course of five years the capital stock of the company increased from \$10,000 to \$300,000. The earnings from time to time remained in the business as additional working capital, and distributed to stockholders in the nature of stock dividends.

During the war the company diverted its entire energy to war work and received large contracts for gun mounts from the U. S. Government.

Immediately upon the signing of the armistice the company again engaged in its regular commercial activities, and, realizing the possibilities of the talking machine field, directed its energies to the perfection of phonograph motors.

The officers and directors of the company are: Axel A. Monson, president; John Kucki, vice-president; Joseph Wolff, secretary; Sanford E. Harris, R. Gordon Mills.

The company's efforts are now being concentrated on the New Master Model No. 20, an enclosed phonograph motor which incorporates some new principles of construction.



All Steel and Iron

Will absolutely square cases and will not wear out.

Labor Saving and Indestructible Gives Speed and Accuracy

WE ILLUSTRATE THE "HANDY" REVOLVING CASE CLAMP

WE ALSO MAKE IT STATIONARY

Nothing better made for Clamping and Squaring Talking Machine Cabinets

Write for Catalogue of Clamping Machines for "Domes" and for all purposes.

VENEER PRESSES AND CLAMPS

HANDY MFG. CO.

27 E. Madison St., Chicago, Ill.



AMBEROLAS

will sell themselves if given a fair chance.

We ship anywhere in the U. S.

J. I. LYONS

17 WEST LAKE STREET
CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 152)

RETURNING NOW TO A BUYERS' MARKET

By H. B. BIBB, Sales Manager, Illinois Division Brunswick-Balke-Collender Co.

A buyers' market represents, after all, a normal condition. The fact that the trade has returned to it constitutes one of the greatest blessings of recent months: A buyers' market tends to distinguish between the manufacturer and dealer whose policies are right and the manufacturer and dealer whose policies are wrong. The dealer who offers dollar for dollar

sive dealer. He will probably be able to secure a larger number of machines in the future with which to defeat inferior competition.

No less than ten exclusive Brunswick shops are in preparation here in Chicago and a number of representative merchants in this territory whose applications have been on file for a month are gradually being taken care of. The man who makes it his business to study the talking machine game thoroughly and who is willing to employ sales methods and ideas which have been proved to be unquestionably valuable has nothing to fear, provided he is able to offer a meritorious product.



H. B. Bibb

value will be able to stand the test of such a market.

There is more or less talk about slowing down in the talking machine business, but after a careful investigation in the Chicago territory I find that present conditions as well as future prospects are very satisfactory. The dealers themselves are greatly encouraged by the general improvement the retail business has shown in the past thirty days.

Evidence has come up which undeniably points to a Fall business similar in many respects to that of a year ago. The realization has been brought home to dealers that the rewards are as great as ever before for the merchant with the right product and the right methods, and these men are coming to know that if they will only extend their efforts they will secure more business than ever before. The principle which has evolved the human race, the survival of the fittest is now making its proper application to the talking machine industry. There is this much to be said for the progres-

STARTS CO-OPERATIVE PLAN

Employees to Share in Management of Federal Electric Co., Says President Gilchrist

CHICAGO, ILL., Aug. 2.—Announcement that plans were in contemplation under which employes of the Federal Electric Co. would have a voice in the management of the company was made by John F. Gilchrist, president, in an address delivered the closing week of June at a housewarming at



Mr. Gilchrist Surrounded by Employees' Children the concern's new plant, Eighty-seventh and State streets, this city

"We want our employes to feel that their efforts are being appreciated," declared Mr. Gilchrist. "We cannot give a definite outline at present of what the plan will be, but it will be in conformity with some of the new ideas of employes' representation."

LAKE SIDE PHONOGRAPH PRODUCTS

WE CARRY A FULL LINE OF MOTORS, TONE ARMS, ACCESSORIES AND HARDWARE.

Send for Our New Catalog

CAN YOU BEAT IT?

LAKESIDE ELECTROPHONE

An Electric Driven
Phonograph

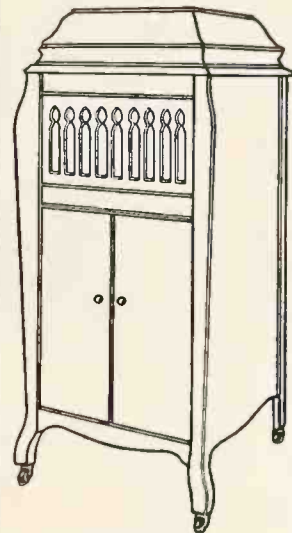
DEALERS WRITE FOR
DISCOUNTS

RETAIL \$135

Furnished in All Standard Finishes, 45" High, 18 1/2" Wide, 21" Deep
Many Inquiries and Orders Already Received on "Electrophones"

Our New Automatic Stop Now Ready for Distribution

For the convenience of our Pacific Coast Customers we have established a Western Division, with Headquarters at Williams Bldg., San Francisco, Cal.



Lakeside Supply Co.

Telephone Harrison 3840

416 S. Dearborn Street

Chicago, Ill.

Mr. Gilchrist told the employes that they could purchase stock in the company at almost any terms convenient to themselves and said he was very pleased to observe that approximately 40 per cent of the employes were already stockholders.

More than a thousand persons were guests at the housewarming, which was celebrated by dancing, baseball games, field events, vaudeville, aeroplane ascensions and a luncheon.

RECENT BRUNSWICK APPOINTMENTS

Following its recent sales convention the Brunswick-Balke-Collender Co. announced that W. P. White, formerly sales manager of the Paramount Talking Machine, will be a general traveling representative for Brunswick. It was also stated that A. G. Barr will assume charge of the phonograph department of the Brunswick-Balke-Collender Co. at Indianapolis.

Equip Your Phonographs With Perfect Automatic Brakes

Samples
\$1.00 Each
Cash with order

State make
of tone arm used



Also made
with long
brake shoe
for 1 inch
offset

Patented Aug. 28, '17

Simple construction and easily attached.
Made in four styles to fit any make of tone arm.

Write for attractive quantity price

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

VARNISH DRYROOMS

A REAL DRYING EQUIPMENT

MAKE EVERY DAY
A PERFECT DRYING DAY

DRYING SYSTEMS, INC., 11-17 So. Desplaines St. Chicago.

HOLD EMPIRE SALES CONFERENCE

Sales Representatives of Empire Talking Machine Co. Gather in Chicago for Four-day Conference—Interesting Topics Discussed

CHICAGO, ILL., August 7.—A four-day program of business and pleasure occupied the assembled sales representatives of the Empire Talking Machine Co. in this city on Wednesday, Thursday, Friday and Saturday, August 4 to 7. There



Left to Right: W. P. Loucks, cabinet factory superintendent; Louis Merki, California representative; Carl P. Johnson, of Johnson, Read & Co.; Victor P. Sabin, export manager; W. G. Grice, credit manager; R. N. Oates, Indiana, Kentucky and Tennessee representative; W. J. McNamara, president Empire Phonoparts Co.; A. R. Mitchell, Eastern sales manager; John H. Steinmetz, president; Victor Fegley, New York; Geo. C. Ulrich, Philadelphia representative; L. E. Tucker, Michigan representative; A. L. E. Strassburger, manager record stock department; Max Kleckner, Central Northwestern States representative; George P. Hobart, Johnson, Read & Co.; W. G. Mankey, Ohio representative; E. B. Kropp, assistant treasurer; A. L. Addison, sales manager. Standing: Chas. T. Phelan, Southwestern representative.

were meetings at the Empire headquarters on Wabash avenue each day, at which discussions concerning sales and service of Empire instruments were taken up. Starting Wednesday morning there was a reception and assembly in the meeting room on the fifth floor of the building at 423 South Wabash avenue. At 12.30 adjournment for lunch was called. In the afternoon the meeting was reconvened at 1.30, when general discussion was in order for the rest of

the afternoon. It was planned to make an automobile tour of the Chicago boulevard system, but the visiting salesmen became so interested in the discussion being held that it was unanimously voted to postpone the auto trip until Saturday afternoon. Wednesday evening the sales representatives were dined at the Terrace Gardens. Thursday morning the visitors were addressed by Mr. Read, of the Johnson-Read Advertising Agency. Thursday evening a banquet was given at the Chicago Athletic Club, greatly enjoyed by all. Friday morning and afternoon were featured by general discussion and by addresses by W. J. McNamara, of the Empire Phonoparts Co. Friday night there was a theatre party. Saturday morning general discussion was again in order, after which there was an address by W. Johnson, also of the Johnson-Read Advertising Agency. Adjournment was called at 1.30.

Those in attendance at the convention were as follows: V. P. Sabin, export manager, 44 Pine street, New York; A. R. Mitchell, Williamsport, Pa.; W. G. Mankey, Columbus, O.; Louis Merki, San Francisco, Cal.; George C. Ulrich, Philadelphia, Pa.; Max Kleckner, Minneapolis, Minn.; L. E. Tucker, Ovid Mich.; R. N. Oates, New Albany, Ind., and C. T. Phelan, Dallas, Tex.

If you lack confidence in yourself, how can you expect your customer to have confidence in the line you are selling?

REPAIRS

Motors, Reproducers, Etc., Repaired by Experts—Quick Delivery Service—Correct Prices.

Write for Our Circular "C"

ROSENBERG PHONOGRAPH CO.
1252 S. Jefferson St. CHICAGO
CANAL 4325

PROGRESS OF MANDEL CO. AFFAIRS

Reorganization Plans Under Way—Creditors Accept Composition Offer—To Liquidate Claims

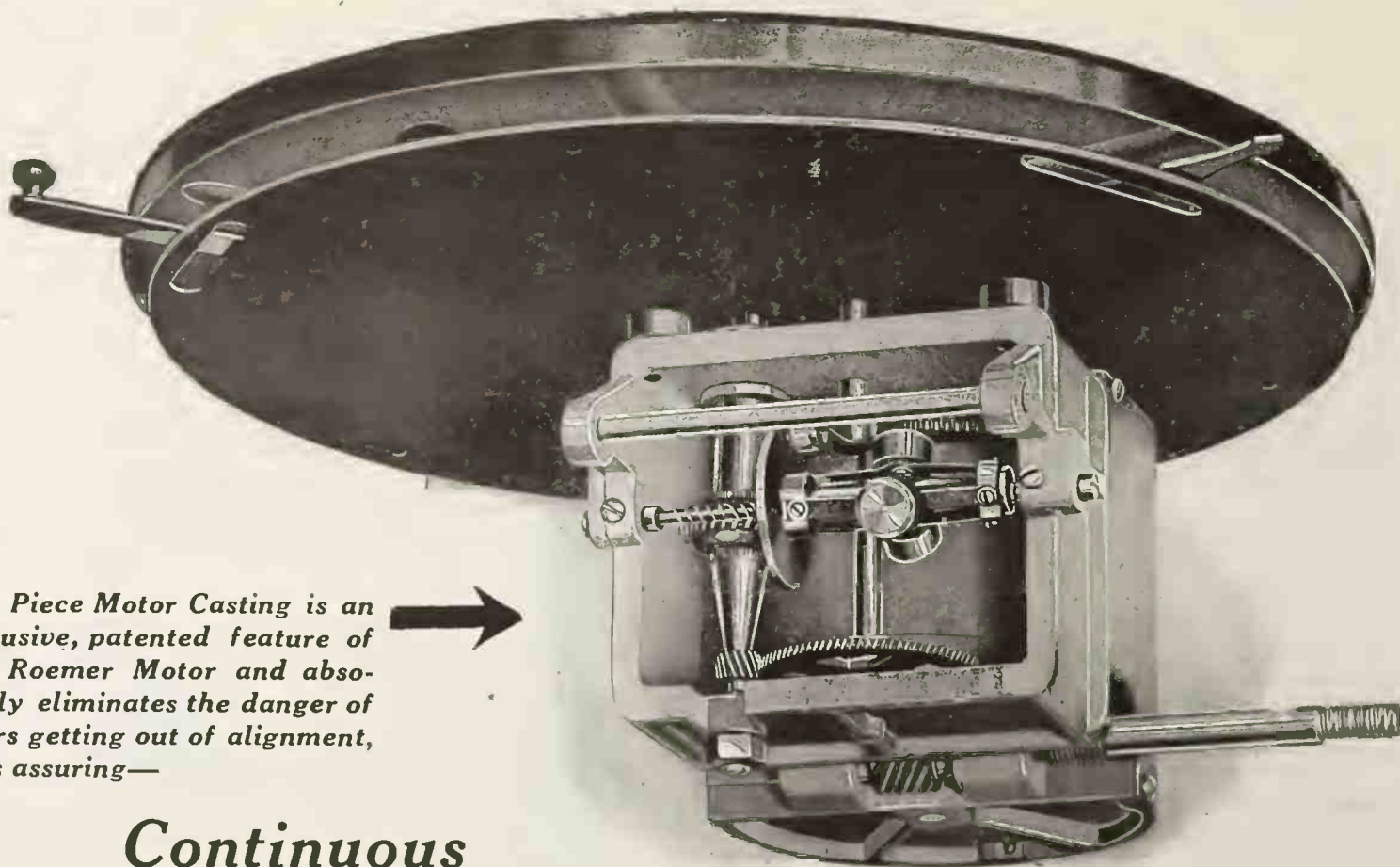
CHICAGO, ILL., August 9.—It has just been announced that the reorganization plans of the Mandel Mfg. Co., which are now under way, are progressing satisfactorily, although they will not be completed for a couple of weeks. The officers of the company expect to have the business working about normal within a very few weeks.

The composition proposed to the creditors of 50 per cent in cash and an equal amount in stock has been accepted by the requisite majority of the creditors and has been approved by the court. The necessary cash to liquidate the claims is now being paid into the U. S. District Court and the clerk of the court is expected to begin paying out this cash to the creditors whose proofs of claim have been received by August 16.

Frank McKee, a local banker, is acting as trustee for the benefit of the creditors.

Manager Frey, of Frey's sporting goods house of Baker, Ore., exclusive Brunswick dealer, reports the sale of five high-priced model Brunswicks to a logging camp settlement. The higher-priced models are in demand throughout his district.

ROEMER MEANS Perfect Performance



One Piece Motor Casting is an exclusive, patented feature of the Roemer Motor and absolutely eliminates the danger of gears getting out of alignment, thus assuring—

Continuous Satisfaction

This is only one of the many exclusive features that is winning the favor of manufacturers who have seen and inspected the Roemer Motor. Let us inform you concerning the others

The Roemer saves \$.30 installation cost per machine due to its 11½ in. steel motor holding board which immensely facilitates installations

ROEMER MFG. CO., 1916 W. Lake St., CHICAGO, ILL.

BIG RECORD DEMAND BOOSTS MILWAUKEE SUMMER TRADE

Portable Types of Machines Also Sell Well—Preparing for an Active Fall Campaign—Working for the Advancement of Music—Bradford Co. Improvements—Other News

MILWAUKEE, WIS., August 10.—Usually during the mid-Summer season talking machine dealers keep occupied mainly with record selling, instrument sales being confined to the major extent to the portable styles or small cabinet types suitable for the Summer home, the front porch or the cottage at the lakes. The remainder of their time the dealers customarily employed in getting the house in order for the reception of Fall merchandise and holiday stocks. But this Summer it has been somewhat different. While sales of records have been the heaviest ever known and limited only by the ability of dealers to obtain adequate supplies of all numbers, a relatively excellent volume of trade in the larger and higher-priced cabinet styles of talking machines has favored the local dealers. The call for the portable styles likewise has been far beyond the usual demand, despite the fact that until now there has been little or no hot weather to drive city folks to the hundreds of lakes in the vicinity of Milwaukee.

The supply of instruments is somewhat freer than it has been since a year ago, although it is not yet what it should be. The accumulations of stocks, however, has been rendered difficult because the demand has been so active that whenever the supply increases sales offset the gain. The complaint heard in so many other lines of business concerning retrenchment in consumer buying is not appreciable in any of the musical instrument lines, when this Summer's business is compared with that of the average mid-season period.

It is with a great deal of optimism that the local trade is preparing for Fall and holiday trade. The orders which dealers have placed with wholesalers are in almost every case founded on the idea of taking everything they can get between now and Christmas. No hesitancy in buying has been noticed.

Indicative of the manner in which local dealers are looking for a bright and promising future, immediate and distant, is the unusual number of new stores being established and the reconstruction and enlargement of existing stores to handle increased volume. Heavy investments are being made in such improvements which testify to the confidence that the trade holds in the future.

Organized efforts for the advancement of the music business also are being continued on a broad scale by the local and State dealers' associations. The Milwaukee Association of Music Industries plans to repeat this year the successful music festival conducted for the first time at the Wisconsin State Fair in 1919. This year's exposition is two weeks earlier, or on August 30 to September 4, giving the trade an early start on the promotion of Fall business.

State Fair Week also will witness the gathering of State dealers for the second annual trade conference under auspices of the Wisconsin Association of Music Industries, which will be held Wednesday, September 1, in Milwaukee. President Richard H. Zinke is making an energetic campaign for memberships, which will wind up with the annual convention. Every dealer in talking machines and other musical instruments and merchandise in the State is being canvassed. A monthly bulletin is issued to the entire list. The August bulletin calls attention

to the fact that dealers are expected to come to the convention on September 1, regardless of whether or not they are members. President Zinke feels sure that non-members will easily be converted to association co-operators by this meeting.

The National Association of Music Merchants and its parent body, the Music Industries Chamber of Commerce, are taking much interest in the Milwaukee convention and when General Manager Alfred L. Smith was here a few weeks ago and was shown plans he promised to use his best efforts to induce R. B. Aldcroft, president of the Chamber, to come West at that time to address the Wisconsin dealers.

It is likely that a number of dealers will make exhibits at the annual exposition at the Auditorium conducted under auspices of The Journal, a leading Milwaukee newspaper, from October 7 to 14. Last year, when the show was held late in November, it was known as the Food, Household and Music Exposition. This year the Milwaukee Association of Music Industries will not undertake the promotion of a music show in this connection, consequently the exposition will have the name of Food and Household Exposition. However, some space will be reserved for music dealers, but these will not be segregated as last year. It is the ambition of the local and State dealers' associations to conduct a big music exposition of their own within a year or two.

An example of the spirit of the times is found in the J. B. Bradford Piano Co., Victor and Sonora dealer, which is rebuilding its main store on Broadway at a cost of \$25,000 or more, and afterward will rebuild the South Side store. An elaborate front window has been installed at the main store, replacing the former divided display windows. A feature of the improvements is the installation of a new service counter and filing cases and nine new booths for Victor records on the main floor. The second floor will be used exclusively for the talking machine department, with special rooms for period types. The entire three-story building will be finished in antique ivory, and refurnished throughout.

The William A. Conklin Piano Co., a widely known Columbia dealer on the South Side of Milwaukee, moved August 1 from 731 Greenfield avenue to a new and more commodious store at 471 Eleventh avenue. The Grafonola parlors, record counter and demonstration facilities are notable among the fine equipment.

The R. H. Zinke Music Co., which opened for business in April and is one of the leading Victor dealers of the East Side, held a sort of housewarming during the first two days in August. Since taking over the store, R. H. Zinke has rebuilt the entire interior and refurnished the store throughout. New Victor booths have been added, and some new ideas in Victor record filing cases and service counter have been carried out.

The Wm. A. Kaun Music Co. announced its conversion from a sheet-music house into a general music store late in July, following the reconstruction of the interior of its store. It has taken over the space formerly occupied by the Smith Piano Co. The Kaun Co. has the Columbia franchise and is making a distinct feature of the talking machine department.

A. G. Kunde, pioneer Columbia dealer and

MELODIA

The Phonograph Played and
Endorsed by

Gino Marinuzzi

Composer and Musical Director
of the

Chicago Opera Company



Its natural rendition, attained after years of laborious experiments, has won for the Melodia a place of prominence in the hearts and homes of music lovers.

All agree that the voices of Caruso, Gallucchi and other famed artists are reproduced in a most life-like manner by The Melodia.

It is artistically designed and scientifically constructed. Its equipment is the best obtainable.

Dealers interested in something new and better write for further information.

The Melodia Phonograph Co.

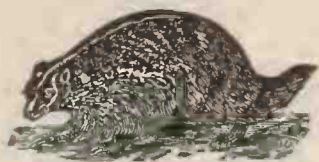
400-406 N. Sangamon St., Chicago, Ill.

jobber of this city, is taking a three months' tour of Europe as a member of a party of more than 100 formed by the Wisconsin Bankers' Association to visit the battlefields of the late war and survey business conditions on the Continent as well as on the British Isles. The party sailed from New York on July 19. Mrs. Kunde is taking charge of the store at 516 Grand avenue during Mr. Kunde's absence.

F. D. D. Holmes, secretary and manager of the Smith Piano Co., a leading West Side Columbia dealer, recently underwent a serious operation but has fully recovered and is again at his desk.

NEW ORLEANS EDISON MEN TO MEET

Edison dealers located in the New Orleans jobbing territory have just announced, through L. T. Donnelly, sales manager of the Diamond Music Co., that they will hold their annual convention in that city the latter part of this month. The exact dates have not yet been made known. It is understood that the Edison laboratories will be represented at the convention.



PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Why not communicate at once with us?

EXCLUSIVELY WHOLESALE

BADGER TALKING-MACHINE CO. 135 Second Street
MILWAUKEE, WIS.

VICTOR DISTRIBUTORS



The new Columbia "Tack Around" Road Signs are the advertising stunt that spreads your customer territory. Plaster your vicinity with these signs prominently featuring your shop. The expense is nominal.

Columbia Graphophone Co.
NEW YORK

NEW PATHE DISTRIBUTORS ACTIVE

Commonwealth Phonograph Co., Springfield, Mass., Have Elaborate Quarters for Displaying and Handling That Product in Big Way

SPRINGFIELD, MASS., August 3.—The Commonwealth Phonograph Co. of this city, lately appointed distributors of Pathé phonographs and records, are already achieving satisfactory re-



Commonwealth Building at 21-23 Lyman St. suits with this well-known line. With an eye to the future for Pathé products, facilities that would allow for considerable expansion were provided for at the outset. The location of the headquarters, 21-23 Lyman street, close to the freight stations of the various railroads entering Springfield, saves much time in the receiving and re-shipping of the merchandise. Spa-



Pathé Salon and Demonstrating Rooms cious storage facilities are provided and it is planned to carry a complete stock of goods at all times. The officials of the company are strong believers in specialization and the policy

of this new distributing house from the very beginning has been wholesale exclusively, with service as the watchword.

The list of dealers being served by the Commonwealth Phonograph Co. is growing throughout New England and an energetic campaign to feature Commonwealth service is under way. It is planned to augment the present sales staff by two additional men at a very early date. E. L. Hadd, sales manager of the company, has had many years' experience in the talking machine field, having been with McCreery's of Pittsburgh for a number of years and also in the talking machine department of G. Schirmer, of New York City. Mr. Hadd has already put into effect a number of progressive ideas that are resulting in the building up of the Commonwealth business. Kenneth R. Penning, son of F. A. Penning, co-partner with Miss M. A. Bill, has lately joined the Commonwealth organization and is giving his especial attention to the



Executive Offices of Commonwealth Phono. Co. efficient filing of record stocks and other efficiency details.

In addition to the Pathé line, the Commonwealth Phonograph Co. is handling with very satisfactory results accessories such as record brushes, envelopes, the Hustylus, needles and 1-in-1 talking machine polish. Miss M. A. Bill visited the headquarters of the Pathé Frères Phonograph Co. in Brooklyn during the first week of the month and upon returning inaugurated a progressive campaign featuring the new Pathé Actuelle. She is very enthusiastic regarding the merits of this instrument.

EDISON DEALERS AT LABORATORIES

Several Men From the West Pay Visit to Orange—W. A. Verrinder's New Venture

Among the recent visitors at the Edison laboratories were Walter A. Verrinder, who is about to become an Edison dealer in Pasadena, Cal., and E. R. Claypool and M. L. Miller, of the Claypool-Miller Music Co., Edison dealers in Lafayette, Ind.

Mr. Verrinder has joined in partnership with Kenneth Wyckoff, who until recently was an Edison dealer in Colorado Springs, and who is well known throughout the trade, and has been taking a course of instruction at the Edison laboratories. The new establishment will be formally opened some time this month.

Messrs. Claypool and Miller, who were accompanied by their families, making the entire trip from Lafayette by automobile, toured the Orange laboratories and also visited the recording laboratories in New York.

PICNIC OF DOEHLER EMPLOYES

The annual picnic of the Doehler Die-casting Employes Association of Brooklyn was held at Uliner Park on August 7. A large attendance was recorded and dancing and athletic events made the affair one which will be long remembered by the numerous employes of this large concern.

COLUMBIA AGENCY AT RIPON

A new music store has been established at Ripon, Wis., under the name of Co-operative Piano Co., which has taken the Columbia Grafonola franchise.

C. H. Arbenz, formerly with the Knight-Campbell Music Co., of Denver, is now connected with the business of the Arbenz & Farker Co., of that city, being a partner in the firm.

<p>"ENTICING" "SILVER THREADS"</p>	<p>HITS! HITS! HITS!</p>	<p>"DROWSY WATERS" "I LIKE TO DO IT"</p>
<p>OKeh Records</p>	<p>HANDLE OUR UP-TO-THE-MINUTE LINES AND REAP THE HARVEST!</p> <p>The MASTER-TONE PHONOGRAPHS</p> <p>OPPORTUNITY is knocking at YOUR door NOW!</p> <p>Let us prove it to you</p> <p>Iroquois Sales Corporation 10-14 North Division Street, Buffalo, N. Y.</p>	<p>OKeh Records</p>
<p>"THE LOVE NEST" "MISSY"</p>		<p>"DADDY" "MARION"</p>

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



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

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

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

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

selling the GRETSCHE line of Musical Instruments.

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

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

The Fred. Gretsch Manufacturing Co. ***Musical Instrument Makers Since 1883***

50-80 Broadway, Borough of Brooklyn

New York City

The Cardinal PHONOGRAPH

Cardinal Pierre Model



\$95.00

Height, 42 1/4 inches Width, 18 1/4 inches

Depth, 19 1/4 inches

Oak and Mahogany

Tone Modifier Automatic Stop
Cardinal Tone Expansion Tongues

Cardinal Sherwood Model



\$175.00

Height, 46 1/4 inches Width, 21 inches

Depth, 22 1/4 inches

Oak, Mahogany and Walnut

Tone Modifier Automatic Stop
Cardinal Tone Expansion Tongues

The Phonograph
with the
"TONGUE"

THINK
of what the tongue means
to a human being!!!
THEN—play a

"CARDINAL"
and hear what
"Tone Expansion Tongues"
mean to a phonograph

DEALERS—
If you are not yet
selling the Cardinal

WHY NOT?

Write at once for our
liberal dealers' proposition

Cardinal Phonograph Co.
Newark, Ohio

Factories at
Zanesville, Ohio

LAMPOGRAPH ON THE MARKET

St. Louis Concern Introduces New Product—
Has Many Distinctive Merits

St. Louis, Mo., August 6.—The Lampograph Co. of this city is now ready for the market with the Lampograph, the combination lamp and phonograph, which it has been developing for the last year or so. The officers of the company are: George M. Dobson, president; F. H. Feraud, vice-president, and G. J. O'Hara, secretary and treasurer. Mr. Dobson and Mr. O'Hara are well-known business men of St. Louis and are devoting their whole time to the company. Mr. Feraud is the inventor of the lamp.

The company has its general offices in the Rialto Theatre Building and has a beautifully fitted-up room reproducing the features of a drawing room of a home. The lamp, is exhibited and demonstrated to excellent advantage. The lamp takes no more space in the room than the ordinary table lamp, and one important feature is that it distributes music equally to all parts of the room, the music issuing from the bottom of the lamp through the heavy bell bronze horn which forms, in a sense, its pedestal.

Those who have listened to the Lampograph speak highly of the clearness of the tone with which it produces both the vocal and instrumental music. It is extremely artistic in appearance, having a beautiful shade and all the trimmings on the machine and motor are of twenty-four carat gold plate, as is also the horn, which forms the lower part of the lamp. Another style of the lamp in silver, nickel and statuary bronze, having a less elaborate shade, is provided for the homes of those preferring a less expensive type.

The company has lately increased its manufacturing facilities and is prepared for the large demand which the distributing arrangements already made would indicate.

REMODELING NEW QUARTERS

Fulton Talking Machine Co. Making Important
Changes in Its New Home

The Fulton Talking Machine Co., which recently moved to new quarters at 255 Third avenue, New York, is having its new home completely remodeled. When the alterations are finished and the new equipment is in place it is declared the company will have one of the most complete distributing houses for talking machine accessories in the country. In discussing the changes, S. Davidson, president of the company, said: "We have long recognized the need for larger quarters to take care of growing business and have now secured a new location where our trade can be handled in large volume and properly."

DU BOIS DEALER BUYS BUILDING

B. D. Schaffner Will Remodel Building for Use
as Home of Music Store

Du Bois, Pa., August 9.—B. D. Schaffner, of this city, has just bought the McEwen Block on North Brady street and is making plans to remodel the entire front of the building, which will be occupied by his music store as soon as alterations are completed. According to present plans, the two corner storerooms will be fitted up with display rooms and show windows for musical instruments, including talking machines and player-pianos, as well as other musical goods.

ENTERTAINS PATHE DEALERS

The Morley-Murphy Co., Green Bay, Wis., Pathé distributor in central and northern Wisconsin, recently entertained 100 Pathé dealers at a conference, followed by social features. There was a theatre party at the Orpheum, with special numbers by Marion Evelyn Cox and Lewis James, Pathé record artists, who also sang before the dealers' executive session.

----- FILL IN—TEAR OFF—MAIL TO-DAY -----

CARDINAL PHONOGRAPH CO.,
NEWARK, OHIO.

Date.....

Kindly send me, without obligation, full details of your DEALERS' proposition and descriptive matter of the CARDINAL PHONOGRAPH.

Name

Address

City

State

GLEANINGS *from the* WORLD *of* MUSIC

SHEET MUSIC SALES ON INCREASE

Publishers Preparing for an Active Fall Which Fact Should Interest Dealers in Records

Although, as many members of the talking machine trade already know, the sales of sheet music during the past few months have been far below normal, even for the Summer season, it is now reported by publishers that the volumes of sales have taken a decided upward trend and that there is evidence of greatly increased activity, particularly in the demand for popular music.

While at the present time there are few, if any, songs on the market that may be classed as distinct hits, the publishers have in preparation many new popular numbers on which big campaigns are being planned to begin in September. As a matter of fact, there is hardly a publishing house but which has several numbers heralded as being in the hit class awaiting the opening of the Fall season to be released.

In endeavoring to locate the cause of the poor sales in sheet music during the past two months many reasons are given, but it seems to be the consensus of opinion that it was just a dull Summer season, which was aggravated by the fact that there were not issued any numbers during the last two months that could be considered of the tremendous seller type. It is believed by those who should know that one or two big hits would have done much to increase sales activity in sheet music.

However that may be, the publishers are not in any way pessimistic over the coming months, but, in fact, are all without question looking forward to one of the biggest Fall seasons in the history of the sheet music business. Most of the houses are preparing extensive sales campaigns and they have selected works which are to be exploited in the early months of the Fall season. With this advertising covering every publicity channel, there can be little doubt but that the Fall season will open with a number of songs of the "unusual success" class.

No doubt talking machine record manufacturers and the player roll companies will, as is their wont, co-operate in the sales drives and will assist materially in the exploiting of the works in question. The conditions affecting the sheet music industry of late have been somewhat of an enigma to the publishers, particularly inasmuch as while the lull in sales also affected

the player rolls, it appeared in nowise to cause any drop in the sale of popular records. Novelty records and those of the dance type have had good sales, while the same numbers in sheet music form were not overactive.

Novelty songs appear at the present time to have the bigger sale and song writers who are ever on the lookout to please the public seem to be turning out numbers of this class with great frequency, but that is not to say that there is to be any shortage of works of the ballad class this coming season, because there are any number of songs of such type which are planned for early release. The sales of songs are improving and, taking into consideration the planned publicity appropriations of the various publishing houses, they will show even more activity when the musical season opens.

Men Who Make Popular Songs

No. 15—James Hanley

During the past few seasons more than the usual number of popular song writers have entered the ranks of the writers of musical productions. Among these is James Hanley, who writes exclusively for Shapiro, Bernstein & Co., Inc., and who has written a number of songs for musical shows, including "Robinson Crusoe, Jr.," one of the recent Winter Garden attractions, and "Who Do You Love," Nora Bayes'



James Hanley

success in one of George M. Cohan's revues. For the coming season he has written the lyrics for the John Cort production, "Jim, Jam, Jems," which will shortly open in Atlantic City. Among the popular songs to his credit are "Back Home in Indiana," "Three Wonderful Letters From Home," "My Dixie Rosary," "Breeze" and one of the biggest successes of the past season, "Rose of Washington Square."

James Hanley is probably one of the youngest song writers in captivity. He is noted for his broad smile, which is accompanied by a magnetic personality. It is said that in the future he is to give much of his attention to the writing of musical plays, and his previous work in this direction would lead one to believe he will be most successful.

What More Can You Ask

All the features that go to make a talking machine *Profitably Salable* you will find as regular equipment of *Magnola*: "Built by Tone Specialists."



Watching the Music Come Out

Complete description of all these features is to be found in our *handsome illustrated catalog*, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President
 General Offices: 711 MILWAUKEE AVENUE CHICAGO
 Southern Wholesale Branch: 1530 CANDLER BLDG. ATLANTA, GA.

LEON F. DOUGLASS AS AN AUTHOR

In Book Dedicated to Eldridge R. Johnson, Former Victor Co. Official Makes Strong Argument for Efficiency in Government

Leon F. Douglass, formerly chairman of the board of directors of the Victor Talking Machine Co., has blossomed forth as the author of a most interesting and impressive little book bearing the title "Ajax Defied the Lightning," wherein Mr. Douglass takes occasion to point out that Ajax was a fool for defying the lightning and endeavoring to run contrary to the laws of nature, when he should have slipped off his armor and sought the nearest shelter.

With the feat of Ajax as his text, Mr. Douglass proceeds to point out with great clearness of vision the manner in which various and sundry recognized laws of nature have been defied in Governmental and business circles and the disastrous results that have generally been realized. The book is to be considered, in a sense, if not primarily, a logical and clear-cut plea for greater efficiency in government and the adoption of logical business methods in the conduct of Government activities. The demoralization of the postal service and of the railroads under Government control and the manner in which the luxury taxes were drawn up and applied are among the instances analyzed by Mr. Douglass.

Mr. Douglass' book, which he has published himself and dedicated to Eldridge R. Johnson, president of the Victor Talking Machine Co., as "a fair-minded and most unselfish man, who has been my inspiration and guide," is well worth the reading and shows the clear understanding of national affairs of which Mr. Douglass is possessed.

Alabama Moon

Latest
Waltz Song Sensation

On All Records
 By **GEORGE HAMILTON GREEN**

Some Fox Pub. Co. Cleveland.

Waltz Lullaby Success! On All Records and Rolls

PICKANINNY BLUES

Chicago **McKINLEY MUSIC CO.** New York



Send for Your Free Copy
"The Other 20%"
and ESTABLISH A PATHÉ SHOP



Pathé dealers are always busy—
never idle. The calendar makes
no difference. It is Pathé Products
that sell all the time.

If you are not always busy it is
perhaps because you are not selling
Pathé Products—get in line now
for more business and greater prof-
its by establishing a Pathé Agency.

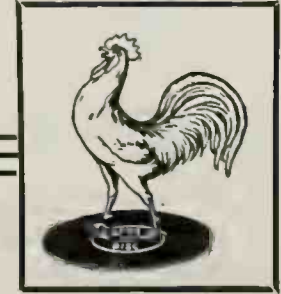
Pathé
REG. U.S. PAT. OFF. 

Pathé Frères Phonograph Co.

EUGENE A. WIDMANN, President

10-56 GRAND AVENUE

BROOKLYN, NEW YORK





Order Your Machines
N O W !
Holiday Business Only 3 Months Away



You can not sell the goods that are not in your store ready for delivery.

Freight conditions are getting worse. Railroad officials admit that they are going to be much worse before they are any better.

We can fill all orders now and these orders will bring you the Pathé Phonographs that you can immediately turn into money. Order at once!

Delay may spell disappointment.



Pathé Frères Phonograph Co.

EUGENE A. WIDMANN, President

10-56 GRAND AVENUE

BROOKLYN, NEW YORK



SERVICE and SATISFACTION

THESE two simple and familiar words express perfectly the feelings of those keen-minded merchants who have had the wisdom to associate themselves with the wonderful WIDDICOMB organization and product: for thereby they both render the best SERVICE; and experience the utmost of SATISFACTION.

The Widdicomb phonograph is the product of a house which for more than half a century has devoted itself to the finest of craftsmanship in wood-fashioning and whose word is as good as its bond. It is not for nothing that we speak of



Merchants who would like to be assured of *leadership* in their communities in respect to the phonograph and music merchandise generally should hasten to place themselves in correspondence with

PHONOGRAPH DIVISION

THE WIDDICOMB FURNITURE COMPANY

GRAND RAPIDS, MICHIGAN

CINCINNATI LOOKS FOR LARGE FALL BUSINESS

Banks Favorably Inclined Toward Talking Machine "Paper"—Prominent Houses Completing Changes—A. H. Bates Tells of Conditions in South—Dealers Should Get in Touch With E. M. Abbott—Aeolian-Vocalion Activity

CINCINNATI, O., August 6.—Merchants in the Middle West continue to look forward to a rattling good business this Fall and the holidays, they being a unit in demanding all the goods that the manufacturers and jobbers in this district are willing to supply. One feature that has contributed towards assuring merchants they can lay in supplies of an excess nature is the tendency of loan banks to take up their paper. One system, with a chain of branches in Ohio and Indiana, looks with considerable favor upon talking machine paper and is grabbing all the merchants have to offer, this being due to the initial payment and the apparent small difference to be collected, as against liens on other articles of a supposed non-essential character.

As a rule July was a satisfactory month. Much of the business came from the rural sections and while high grade machines were not the rule they were not the exception by any means. Workmen still hold sway in the new homes of three of the prominent jobbing houses in Cincinnati. The Columbia folks are not exactly camping out at the new house on Eighth street, just west of Broadway, but much is yet to be done before the entire building is available for talking machine purposes. The temporary offices are now on the third floor, which space is being used until the second floor is available.

The Ohio Talking Machine Co., in the old quarters of the Columbia, on West Fourth street, is in fairly good shape, while the same might be said of the Phonograph Co. Manager Oelman, considerably fagged out with the worries of getting into the new quarters, hiked out for Canada in July and is due back this week when he will superintend the finishing touches of the removal.

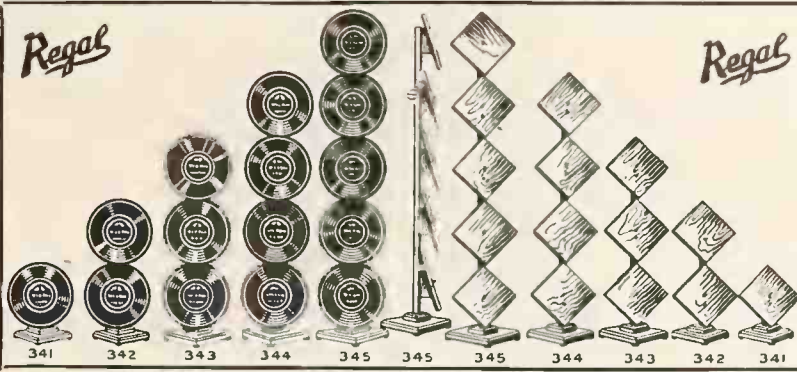
Two new Columbia outlets were one of the features of the July market. The Cincinnati branch of Waterson, Berlin & Snyder, on Fountain Square, opened towards the close of the month, and the E. M. Abbott Co., Seventh and Elm streets, leased a store on the east side of Walnut street, just south of Sixth street. It will be used as an auxiliary and talking machine supplies will be featured. Pianos will be incidental to the operation of this stand.

The Baldwin Co.'s talking machine department is virtually ready for use but if the line has been selected the fact has been kept a deep, dark secret.

A. H. Bates, vice-president of the Ohio Talking Machine Co., spent the greater part of July visiting the dealers in southern Ohio. He said: "I found conditions most satisfactory from a Victor standpoint. Business has been exceptionally good with them, especially on the smaller type machines. They have shown an inclination to accumulate all the stock they can and are very enthusiastic for the Fall outlook. Many of them have paid us compliments on the service we have given them, and those who had found it necessary to take on nondescript machines during the acute shortage have voluntarily given their assurances that these will be discontinued and all their efforts concentrated in promotion of Victor products. We found that many of the dealers are planning new equipment, and at present are in the throes of making these various changes, installing new demonstrating rooms and opening up the way for expansion. Dan Imfeld, Middletown, O., is equipping his store with demonstrating rooms and the Imfeld Music Store, Hamilton, is making extensive alterations to the present equipment.

The Victor department of the Rudolph Wurlitzer Co. is enthusiastic over the outlook for the remainder of 1920. Manager T. Sigman to-day said:

Phonographs and Show Window Record Stands



These Show Window Record Stands will increase your sales on records and help you make attractive window displays. Send for Dealers' Price.

THE OSCAR ONKEN CO., 6651 4th Street, Cincinnati, O.

"While there have been better months than the month of July in our wholesale and retail department in the Victrola line, we have had one of the best July months that we have ever had. This does not mean that we had all of the goods that we could have sold, for the demand is still greater than the output. Cabinet style Victrolas were in exceptional demand, and the sale of the portable Victrolas far exceeded our expectations. Record shipments did not arrive from the factory in near as large quantities as we could have sold, and dealers were sending in many orders that could only be partially filled.

"A review of the Victrola business for the first six months of 1920 shows that the sales were far in excess of the same period in 1919, notwithstanding the many obstacles that have come up, such as labor, transportation, and material shortages. The outlook for the latter part of the year seems very bright, and it is to be hoped that the troubles experienced during the first six months will not be repeated."

Talking machine dealers in the Cincinnati district, which includes the towns in the metropolitan territory, are requested to get in touch with E. M. Abbott, recently elected president of the Music Industries of Cincinnati, with a view of affiliating with this organization. "Get in touch with your competitor through association work," is the motto of Mr. Abbott. "You will think more of him. Besides, if some taxation matter comes up, this organization can look after your interests better than if it is the protest of a single person." Mr. Abbott, in order to keep talking machine questions apart from

piano selling, favors a separate section, having its own meeting but affiliated with the parent body. George W. Pound, of the Music Industries Chamber of Commerce, is to be the guest of the Cincinnati members on September 16, according to present plans.

D. S. Stephens and E. J. Koper of the wholesale Vocalion department of the local Aeolian store made a visit to New York last month to the wholesale convention of the Vocalion traveling men, at which time many important matters were taken up regarding the future handling of the Vocalion line throughout the territory.

E. R. Uchtman, a talking machine salesman of long experience in the wholesale line, has been added to the Vocalion forces.

The Crystola Co., this city, is well pleased with its new connection in New York City, Charles E. Wason, 2146 Third avenue, who has asked for his third carload shipment. Manager Thomas, who is closing his fiscal year, is pleased with the showing made by his house during the past twelve months.

OREGON INDIANS BUY OPERA

The Pendleton Drug Co., of Pendleton, Ore., have a big demand for high-priced phonographs, selling all they can obtain. The Indians buy many phonographs and it is surprising the number of grand opera selections they purchase. Manager Young has developed one of the largest phonograph businesses in eastern Oregon, carrying the Victor, Brunswick and Cheney.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment
Personal Appearance of
Eight Popular Victor
Favorites on One Program

A live attraction for live dealers and jobbers

Bookings now for season 1920-1921
Sample program and particulars upon request

P. W. SIMON, Manager
1604 Broadway New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY

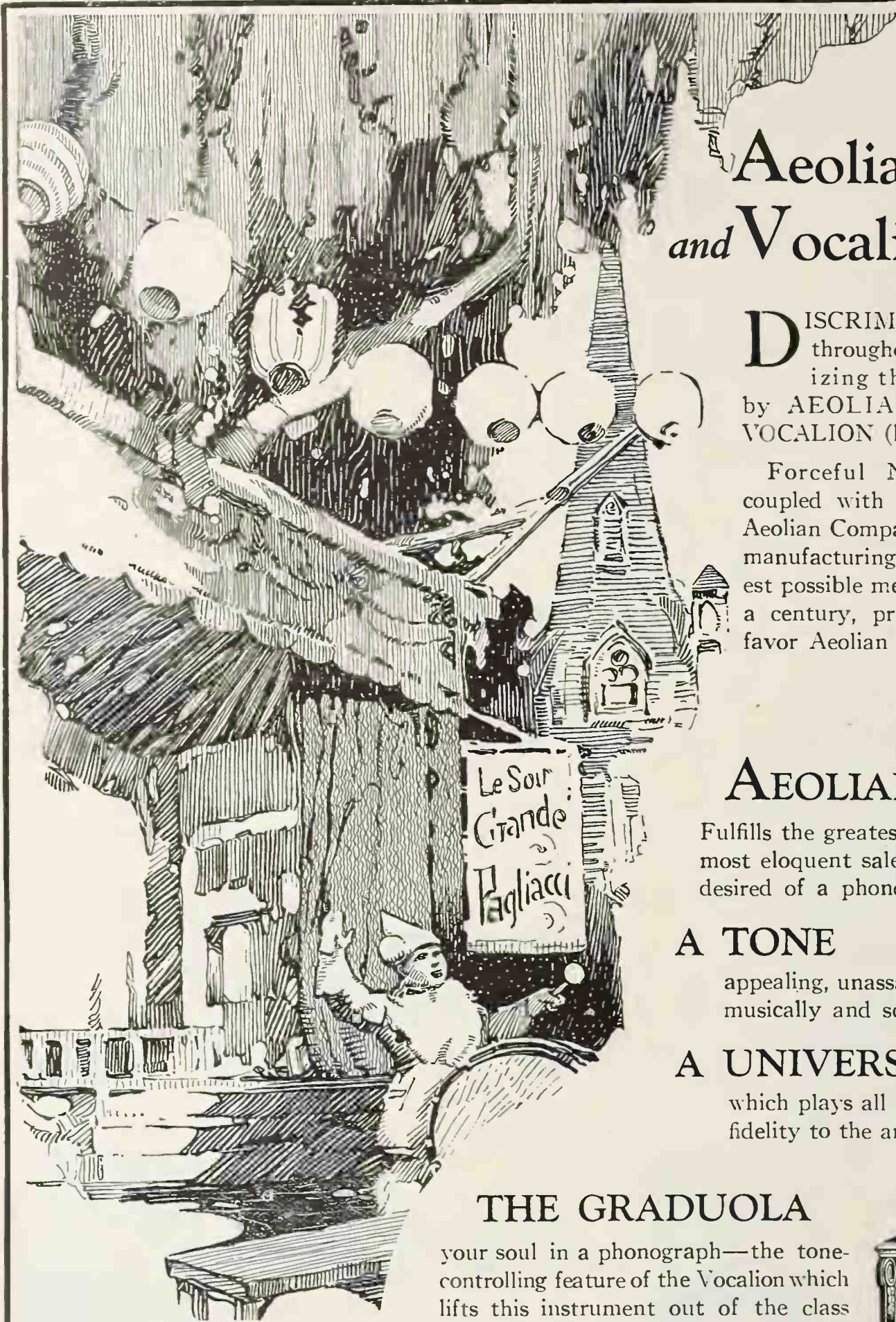


FRED VAN EPS



FRANK BANTA

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



The Aeolian-Vocalion and Vocalion Records

DISCRIMINATING Dealers throughout the country are realizing the opportunity offered by AEOLIAN-VOCALIONS and VOCALION (lateral cut) RECORDS.

Forceful National Advertising coupled with the prestige which the Aeolian Company enjoys as a result of manufacturing merchandise of the highest possible merit for over a quarter of a century, predisposes the public to favor Aeolian products.

THE AEOLIAN-VOCALION

Fulfills the greatest expectations and is its own most eloquent salesman. It is all that can be desired of a phonograph—

A TONE

appealing, unassailable, clear, well-rounded, musically and scientifically true.

A UNIVERSAL TONE ARM

which plays all types of records with equal fidelity to the artist's interpretation.

THE GRADUOLA

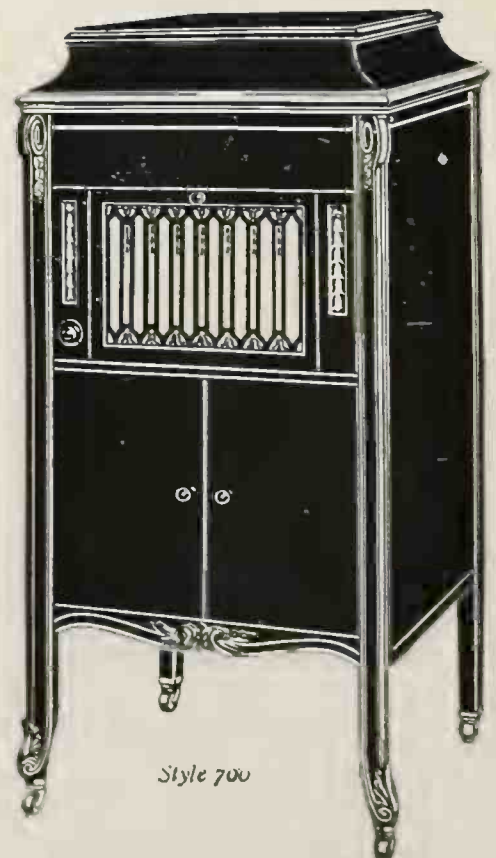
your soul in a phonograph—the tone-controlling feature of the Vocalion which lifts this instrument out of the class of mechanical reproducers and makes of it as truly a means of personal expression to all as a violin is to the virtuoso.

CABINET DESIGN

The finest creations of master designers; perfect harmony in all models to the smallest detail. PERIOD CABINETS which are authentic copies of the recognized leaders of each period.



Giulio Crimi



Style 700



VOCALION (*lateral cut*) RECORDS

Vocalion Records are painters of mental pictures. The artists who sing for Vocalion Records live their characters just as wholly when they sing for these records, as when they appear on the opera stage. Crimi, singing Pagliacci, is every ounce the character. May Peterson, as she sings Annie Laurie, puts herself in the character of the little Scotch lassie. So with Raisa, Rimini, and the scores of other exclusive Vocalion artists, all create a character for their hearers.

So true is the reproduction of Vocalion Records (lateral cut) that there is engraved on every disc this characterization to be brought forth again, with each successive playing.

The supernal quality of Vocalion Records (lateral cut) is apparent on any standard phonograph.

The ultimate of phonographic possibilities is reached when Vocalion Records are played by the Aeolian-Vocalion.



May Peterson

THE AEOLIAN COMPANY

NEW YORK LONDON PARIS MELBOURNE SYDNEY MADRID

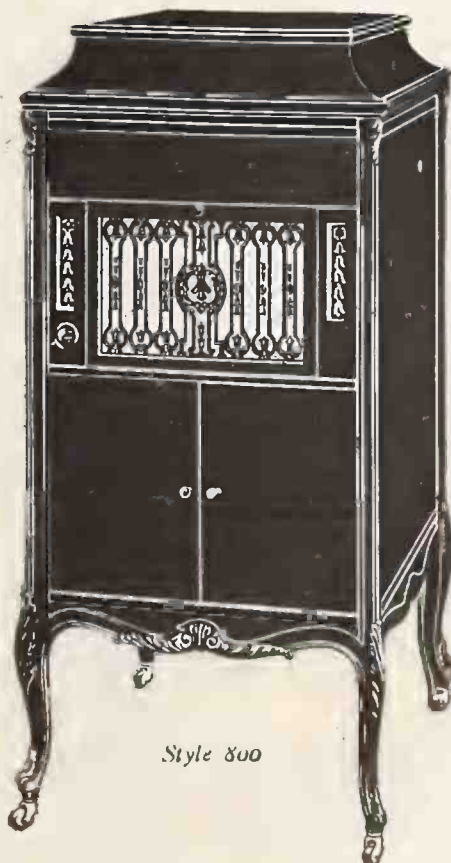
DISTRIBUTORS

THE AEOLIAN COMPANY, TORONTO, CANADA

THE AEOLIAN COMPANY

CHICAGO CINCINNATI ST. LOUIS SAN FRANCISCO

THE VOCALION COMPANY	-	-	BOSTON, MASSACHUSETTS
CONSOLIDATED MUSIC COMPANY	-	-	SALT LAKE CITY, UTAH
B. DREHER'S SONS COMPANY	-	-	CLEVELAND, OHIO
EMERALD COMPANY	-	-	BIRMINGHAM, ALABAMA
GUEST PIANO COMPANY	-	-	BURLINGTON, IOWA
D. H. HOLMES COMPANY, LTD.	-	-	NEW ORLEANS, LOUISIANA
O. J. DE MOLL AND COMPANY	-	-	WASHINGTON, D. C.
STONE PIANO COMPANY	-	-	FARGO, N. D. AND MINNEAPOLIS, MINN.
R. W. TYLER COMPANY	-	-	WHEELING, W. VIRGINIA
D. L. WHITTLE MUSIC CO.	-	-	DALLAS, TEXAS



Style 800

H. N. McMENIMEN'S GREAT TRIP

Managing Director of Pathé Co. Returns From Extended Visit and Tells of Conditions

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., Brooklyn, N. Y., together with James Watters, secretary of the company, have returned from what may best be described as a triumphal journey across the continent. These officials completed a trip which covered thousands of miles and attended gatherings of Pathé dealers held under the auspices of the local Pathé distributors at St. Paul, Minn.; Green Bay, Wis.; Omaha, Neb.; Kansas City, Mo.; Oklahoma City, Okla.; Dallas, Tex.; Atlanta, Ga., and Charlotte, N. C.

In speaking to The World of this trip, Mr. McMenimen said in part: "I started on this trip tremendously enthusiastic over the big opportunities and future ahead for the Pathé line. After attending these inspirational gatherings and meeting personally thousands of Pathé dealers from all sections of the country, I have come back even more enthusiastic, if possible. Everywhere was displayed not only the greatest optimism for the Fall and Winter seasons but also a strong spirit of progressiveness was manifested that is bound to succeed. Prosperity was evidenced everywhere. Dealers related the great increased percentage of sales they were making. Bankers and other financial men in each locality who addressed the various conventions spoke of the local financial prosperity. Even a casual glance from the car windows as we sped mile after mile across the country showed the tremendous crops being raised. It was indeed a pleasure to meet those dealers who attended the conventions, many of whom came long distances. In one case a dealer traveled 640 miles to attend his local gathering. Although orders were not solicited at any of these conventions, big orders were placed and I believe the coming season will be the biggest we have ever known."

ANNOUNCEMENT TO THE TRADE INTERNATIONAL MICA COMPANY

PHILADELPHIA, PA.

HAS AT PRESENT AN

EXECUTIVE REPRESENTATIVE VISITING EUROPE IN THE INTERESTS OF THE INDUSTRY

whose services are at the disposal of 'IMICO' consumers gratis for the purpose of investigation and comparing any particular market and to ascertain any information possible that might be desired by the talking machine trade in general for their individual benefit and for the good of the industry

"IMICO" and "SERVICE" are SYNONYMOUS—DON'T be BACKWARD in COMING FORWARD

All applications for the above will have prompt and careful attention by addressing:

DIAPHRAGM SALES DEPARTMENT (Foreign)

REMEMBER THE "RUSH"

BE PREPARED THIS TIME

NEW FACTORY FOR EXCEL CO.

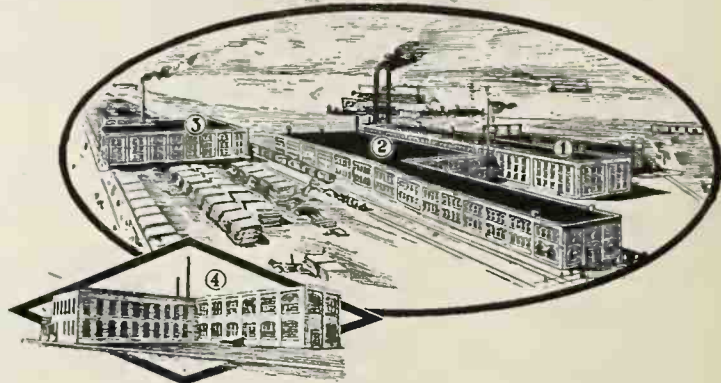
Company Now Has Three Plants Devoted to the Manufacture of Cabinets

The Excel Cabinet Co., New York, manufacturer of the Excel line of talking machines, recently acquired a new factory at Mishawaka, Ind. This, together with its other factories in Holland, Mich., and Chicago, Ill., gives the company three large plants. The firm now is introducing an entirely new line of models, and shipments to the trade have begun.

The company has arranged a big publicity drive exploiting its line, and this will include some advertising in mediums of national circulation. The advertising department of the company has just completed a very elaborate plan of dealer service, and according to the statements of the executives of the firm the Excel dealer co-operation will be most extensive.

A. M. Druckman, president of the company, in a recent statement to a representative of The World, said: "Of great importance at the present time, and a fact which should be given deep consideration by all talking machine dealers, is the coming shortage of freight cars throughout the early Fall months. This without

doubt will frequently delay shipments, and the situation may last into the holiday season, so it is incumbent upon those who wish to have goods in quantities to place their orders and



Factory Group of Excel Cabinet Co.

accept their shipments many weeks prior to their original intention, or time when, under normal conditions, they would accept delivery."

Set yourself a quota above what you might expect through normal increase in sales for the coming year. Figure what it would be worth to you to get this business—and there you have your publicity appropriation.



C. N. Andrews (Insert) W.D. Andrews

VICTOR SERVICE

An organization made up of capable men who have had years of experience in merchandising VICTOR PRODUCTS. These men are at all times ready to co-operate with you and render you assistance in whatever way possible. Part of

Andrews Victor Service

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



THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page -

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



Get Famous Artists Into Your Store

Make your plans now for the coming concert season

WASTED opportunities! Those two words explain why many talking machine merchants are little fellows instead of big fellows. They furnish the reason why some stores are small instead of large.

One of the big opportunities most often neglected is that afforded by the visit of celebrated artists to your city. There is scarcely a town of fair size in the United States which is not visited during the course of the season by one or more famous artists. The public interest in concerts was never so great as it is to-day. In recent years there has been a great impetus to musical art through the medium of the talking machine and the player-piano, which have introduced music into homes where ignorance of it formerly prevailed. Yet few dealers avail themselves of the great opportunity which the visit of a famous artist affords them.



Edward Johnson and Titta Ruffo, shown in the Victrola Department of Grinnell Bros.' Music House, Detroit.

The first move in a dealer's campaign to benefit through the local concert should be to get in touch with the concert manager and attempt to secure the ticket sale, by offering free accommodations in the store for this purpose. If this is not practicable, you can at any rate get advance information as to the program the artist is to give. Make an enlarged copy of this program, about 24x40 inches in size, and place it in your window. Under each number in the program, list the records which you have in stock of the same composition, either by the artist himself or by other artists.

Next and most important is to arrange for a visit of the artist to your store. His local manager can arrange this for you and will be glad to do so, since it will help to advertise the artist and the concert. When the artist arrives be prepared to take photographs of him, being careful to include some familiar portion of your store in the background. Introduce all your salesmen to the artist and get an informal interview with him. Ask what his favorite records are—which of his own records he likes the most, and if possible draw out some anecdotes which he may have associated with his various records. All this personal contact with the artist is splendid material for your salesmen to use later on. Nothing impresses the record buyer so much as to hear a salesman say that "when I was talking to Caruso here in the store he told me that he had made five different records of this selection before he got

one which suited him perfectly," or any other similar personal remark. Copies of the photographs may be hung in each of your



Mme. Luisa Tetrazzini was photographed in the Victrola Department of Grinnell Bros. store on the occasion of her appearance in concert in Detroit.

talking machine booths. These photographs offer excellent material for window display purposes also, and in the window at the same time should appear a sign of this type: "Hear Muratore Friday night at the Academy of Music. Hear the beautiful Muratore record now on sale." In the window, display a number of the records of the artist who is giving the concert, with a small card on each one telling its name.



Enrico Caruso looks very much at home in Grinnell Bros.' Victrola Department. Taken on occasion of his Detroit concert.

From the concert management you can secure a list of ticket subscribers. Send form letters to every one of them—the first letter featuring your leading talking machine, urging them to get one if they do not already own an instrument. Use the argument that whereas they can only hear the visiting artist once, they can hear him whenever they wish through the medium of your talking machine. The second letter will be along this line:

Dear Mr. Jones:—

Next Friday night at the Academy of Music there is going to be a wonderful treat for every lover of beautiful music, in the personal appearance of Fritz Kreisler, the great violinist. The world contains only one Kreisler, and his glorious art can be enjoyed only by the limited number of people who have the privilege of hearing him on the rare occasions when he appears in concert. But through the medium of Kreisler's records you can reproduce his wizardry whenever you wish. Go and hear this great master next Friday night—then come and learn for yourself how faithful his records are to their original. We have secured a complete stock of Kreisler records especially for this event, and will be glad to play any of them you wish to hear, whenever you wish to hear them. It will be a pleasure to serve you. Respectfully yours,

IN the program of the concert place an ad of whatever size you think is necessary to make a good showing. An ad in the newspapers, inserted on the afternoon of the concert, should follow the same lines—thus helping to tie up the artist to your store.

After the artist has made a visit to you, insert an ad in the paper taking somewhat the same form as a news story, in this fashion: "Caruso dropped in to see us yesterday. Yes, he was here in person, with Mrs. Caruso." Continue along this strain.

The illustrations on this page showing how Grinnell Brothers' music house of Detroit, Mich., took advantage of this opportunity will give useful hints to other dealers everywhere.



Grinnell Bros.' Music House took advantage of Caruso's appearance in Detroit by featuring his records. Colored cutouts of large and small size pictured him in various roles. The display brought much favorable comment, and had much to do with the large volume of business done in his records at that time by Grinnell Bros.

NEW REMINGTON CATALOG

Initial Volume, Just Issued, Is Admirably Printed and Produced—Portrays Full Line of Remington Phonographs and Other Data

The Remington Phonograph Corp., New York City, has issued its initial catalog, which is now being mailed to dealers throughout the country. Great care has been given to presenting this new line of phonographs in a fitting manner and the finished catalog is artistic to a very high degree and is attractively printed in three colors. The full line of Remington phonographs is fully described and well illustrated as are also the many exclusive patented features used in their manufacture. In addition to the detailed description of the line there is included a series of pictures of the original Remington family together with historic facts and a view of the factories of the Remington Phonograph Corp. The Remington reproducer, which is a strong feature of the Remington line, is also featured in this interesting volume.

PATHE CONVENTION IN CHARLOTTE

Important Reunion of Southern Dealers Held Under the Auspices of John A. Futch Co.—Many Addresses Made on Vital Topics

CHARLOTTE, N. C., August 2.—The Carolina Pathé Dealers' Convention, held in this city on July 21 and 22 last, proved a great success and of immeasurable benefit to all who attended. The meeting, which was held under the auspices of the John A. Futch Co., which has offices in this city as well as Atlanta, Ga., and Jacksonville, Fla., was held on the roof garden of Fox's



Those Who Attended the Carolina Pathé Dealers' Convention Held in Charlotte, July 21-22 Hall. The Pathé Frères Phonograph Co., of Brooklyn, N. Y., was represented by H. N. McMenimen, managing director; James Watters, secretary, and O. M. Keiss, field supervisor. These gentlemen had inspirational messages from the Pathé Frères headquarters regarding the progressive plans and the bright future of the Pathé phonograph. Other interesting addresses were made by J. B. League, of the League Phonograph Co., of Greenville, S. C., and J. B. Prevatt, manager of the John A. Futch Co., who

also presided at all sessions. C. E. Gorham, of the Bankers' Commercial Securities Co., spoke interestingly on the financial outlook.

A luncheon was served at the Selwyn Hotel, which was attended by over one hundred guests.

In addition to the bountiful repast, an enjoyable feature of the occasion was the entertainment furnished by Lewis James and Marion Cox, both well-known Pathé stars, accompanied by Mrs. Gooding. Both days of the convention proved of equal interest and of great inspirational value.

While orders were not solicited on the part of the John A. Futch Co., many large orders were placed, indicative of the general good business expected this Fall by the dealers in this section

YAZOO RIVER RED GUM

Specials for prompt shipment:

1 carload	1 1/2"	1st and 2nd Qtrd. White Oak.
4 carloads	3"	Common and Better Qtrd. White Oak.
1 carload	4"	Common and Better Qtrd. White Oak.
8 carloads	1"	1st and 2nd Qtrd. Red Oak.
1 carload	1 1/4"	1st and 2nd Qtrd. Red Oak.
4 carloads	1 1/2"	1st and 2nd Qtrd. Red Oak.
9 carloads	1"	No. 1 Common Qtrd. Red Oak.
4 carloads	1 1/2"	No. 1 Common Qtrd. Red Oak.
2 carloads	1 1/4"	1st and 2nd Qtrd. Red Gum.
4 carloads	2 1/2"	1st and 2nd Qtrd. Red Gum.
2 carloads	3"	1st and 2nd Qtrd. Red Gum.
3 carloads	1 1/4"	No. 1 Common Qtrd. Red Gum.
7 carloads	2"	No. 1 Common Qtrd. Red Gum.
5 carloads	2 1/2"	No. 1 Common Qtrd. Red Gum.
3 carloads	3"	No. 1 Common Qtrd. Red Gum.
10 carloads	1 1/2"	No. 1 Common Sap Gum.

Our Red Gum is of soft texture and rich, dark color. Specially manufactured and seasoned.

Send us your inquiries for all kinds of cabinet woods.

THOMAS & PROETZ LUMBER CO.

3400 Hall St., St. Louis, Mo.

of the country. An interesting feature of the convention was an elaborate display of the complete Pathé line attractively arranged at Fox's Hall. Here also was shown the new Pathé "Actualic," the Hustylus and the Pathé Sapphire Ball. A comprehensive display of Pathé advertising was exhibited and an educational display of the Pathé motor and its parts formed an interesting part of the meeting.

FIBRE CABINET FOR VICTROLAS

Attractive Design for Styles IV and VI Being Placed on Market by Badger Talking Machine Co. of Milwaukee

The Badger Talking Machine Co., the well-known Victor wholesaler of Milwaukee, Wis., is scoring a big success with its new fibre cabinet, for Victrolas IV and VI, which is now being introduced. This very attractive and unique specialty converts these very popular table models into beautiful upright cabinets. They are made of the finest fibre reed, of ivory and oak, and stand 41 and 43 inches high respectively. For the ordinary living room, parlor or porch, this new fibre cabinet will undoubtedly become very popular.

It pays the dealer to take interest in the efforts, municipal and otherwise, to improve the surroundings of his store. Anything that improves your street, improves your business as well.

THE HALL

MOD-I-TONE

TRADE-MARK REGISTERED

Is now being perfected and adapted to all reproducers and will be ready for quantity delivery in 60 days

Manufacturers:—We are now in a position to adapt this device to your machine. Send us your reproducer specifications and we will furnish bids

"Moderates—Does Not Muffle"

The Mod-I-Tone Sales and Mfg. Co. : 307-11 Pennsylvania St., Indianapolis, Ind.

QUICK PROFITS FOR YOU WITH THESE QUALITY PRODUCTS

CHARMAPHONE

“DISTINGUISHED BY ITS TONE”

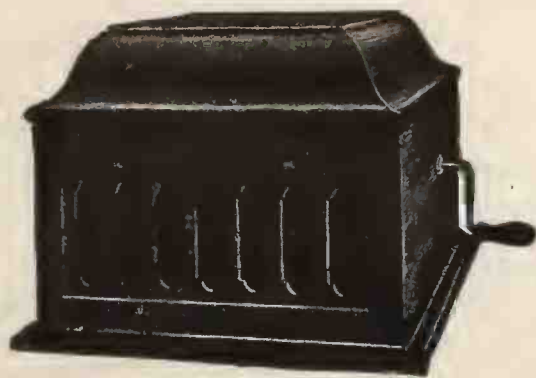
Increase your sales by making Charmaphone Phonographs your leaders.

Our liberal arrangement should be investigated now. It means extra profit for you.

Well made, attractive models, —equipped with smooth running Heineman double spring motors.

Send for sample.

Build Fall Sales.



CHARMAPHONE MODEL No. 3

Height 12 inches
Width 18 inches
Depth 20 inches

RETAIL PRICE \$45.00

CHARMAPHONE MODEL No. 4

“THE *Universal* PHONOGRAPH”

Height 42 inches Width 18 inches Depth 23 inches

RETAIL PRICE \$75.00

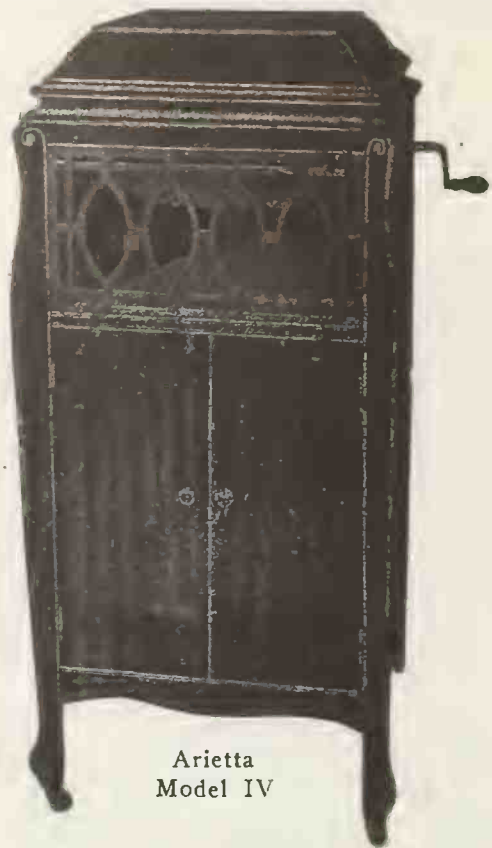
LIBERAL DISCOUNT TO DEALERS

➔ Write For Our New Catalog Illustrating Our 1920 Line ➔

CHARMAPHONE COMPANY

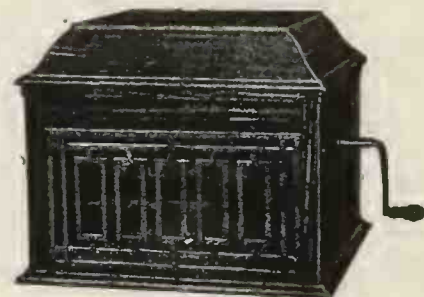
39 West 32nd Street, New York City

Factory: Pulaski, N. Y.

Arietta
Model IVArietta
Model IIIArietta
Model II

*To Dealers in Virginia, West Virginia,
North Carolina and South Carolina—*

The ARIETTA



Arietta—Model I

*Offers Unusual Advantages
in Deliveries and Service!*

THE RESPONSE to our announcement of the ARIETTA amply confirms our belief that there is a real need of a high grade Phonograph backed up by *prompt deliveries and efficient service.* With the view of filling this want we are manufacturing the ARIETTA at Richmond, Va., for Dealers in nearby territory—Virginia, West Virginia, North Carolina and South Carolina.



PHONOGRAPH

The ARIETTA is a strictly high grade Phonograph that will compare most favorably with the best machines now on the market. The ARIETTA Dealer is prepared to supply every demand for *Quality* and is protected against loss of sales during rush seasons by *prompt deliveries and factory service.* We will not assign new agencies beyond our capacity to supply those already established.

Get Ready Now for the Busy Fall Season!

If you are in our territory, write or wire for particulars. Favorable trade discounts.

Wholesale Distributors of Emerson Records

We are Exclusive Distributors of Emerson Records for Virginia,
West Virginia, North Carolina and South Carolina.

ROUNTREE CORPORATION

Manufacturers
RICHMOND, VA.

APPRECIATED GOOD SALESMANSHIP

Government Official Commends Selling Ability of Young Lady in Establishment of the Arthur Jordan Piano Co., Washington

WASHINGTON, D. C., August 4.—It is generally believed that the exhibition of aggressive salesmanship has an excellent effect upon the customer, not alone in bringing about larger sales, but in emphasizing for the customer the fact that business is worth working for.

"Yesterday afternoon I had occasion to visit your store in search of one Victor record, and the interest and attention shown me was (such) . . . that I feel justified in this manner of expressing my appreciation and which I am sure is shared by the public generally.

"It goes without saying, of course, that such attention is due to and in line with the general policy of your establishment, but too much credit cannot be given this little lady for being so highly accomplished in this line as well as having at heart the interest of her employers.

All of which shows that good salesmanship is appreciated after all.

E. G. BROWN TALKS ON "MUSIC"

Well-known Music Dealer of Bayonne, N. J., Delivers Inspiring Address at Recent Meeting of the Bayonne, N. J., Rotary Club

One of the features of the meeting of the Bayonne, N. J., Rotary Club on Tuesday, August 3, was the very interesting and capable address on the subject of "Music," delivered by E. G. Brown, prominent piano, talking machine and music dealer of that city, who is also known to the trade as the aggressive secretary of The Talking Machine Men, Inc.

After telling what music had accomplished, and was accomplishing for members of the human family from the cradle to the grave, Mr. Brown called attention to the fact that the Government had classed music as a distinct essential during the war period.

Base your plans for the coming year not on what you have done during the past twelve months but on what you can reasonably hope to accomplish in the year ahead of you.

COURT APPOINTS RECEIVER

H. P. Lindabury Appointed Receiver for Acme Phonograph Corp.—Issues Statement to Creditors and Stockholders of the Company

The creditors and stockholders of the Acme Phonograph Corp., New York, were advised recently that on July 22 the United States District Court for the District of New Jersey entered an order appointing Harrison P. Lindabury receiver for this company in connection with the suit of Richard W. Osland vs. the Acme Phonograph Corp.

"The receiver is advised by the company's officers that the company's assets are substantially in excess of its liabilities, and that the present condition of the company which necessitated the appointment of the receiver is due to the inability of the corporation to raise additional working capital, brought on largely by virtue of the existing stringent financial situation."

A meeting of the creditors and stockholders

of the company was held Friday, August 13, at the offices of Lum, Tamblin & Colyer, Newark, N. J., attorneys for the receiver, at which Mr. Lindabury presided and informed the creditors and stockholders regarding the financial condition of the Acme Phonograph Corp.

HAS CAPITAL OF \$100,000

HICKORY, N. C., August 4.—The H. A. Copeland Sales Co., distributor of talking machine accessories, has moved its offices from Charlotte, N. C., to this city where a large warehouse has been erected for the Modernola line of talking machines which this company has recently added.

The customer who calls the second time is the one you want to cultivate—he shows that your methods are getting his business.

A REAL BALLYHOO TALKING FIGURES—TALKING BOOKS SINGING BIRDS—ROARING ANIMALS

Remember the ballyhoo man in the days of the vacant lot circus? He told you of the wonderful things inside. He attracted you. You couldn't resist him. The brightly colored Talking Book figures serve the same purpose.



THE MOTHER GOOSE BOOK—\$1.00 A Talking Book filled with songs and stories right from the land of good old Mother Goose.

BIG PROFITS in the following assortments:

- ASSORTMENT A: 100 assorted figures, 10 Mother Goose Talking Books, 2 Twilight and Dawn in Birdland Books. Costs you \$29.40; sells for \$49.00.
ASSORTMENT B: 200 assorted figures, 20 Mother Goose Talking Books, 5 Twilight and Dawn in Birdland Books. Costs you \$60.00; sells for \$100.00.
ASSORTMENT C: 400 assorted figures, 40 Mother Goose Talking Books, 10 Twilight and Dawn in Birdland Books. Costs you \$120.00; sells for \$200.00.
ASSORTMENT D: 800 assorted figures, 60 Mother Goose Talking Books, 30 Twilight and Dawn in Birdland Books. Costs you \$240.00; sells for \$400.00.



The "Tired Baby"

All figures are in full, brilliant colors, 10 1/4 inches high. The records, which are clear and distinct, are practically indestructible. They are securely mounted on the figures; cannot be detached or lost. ANY STEEL NEEDLE PHONOGRAPH WILL PLAY THEM.

The figures which retail for 35 cents each include the following numbers:

- The "Tiger Hunt"
The "Mocking Bird"
The "Watermelon Coon"
Twilight and Dawn in Birdland
The "Mother Goose Book"
Also Christmas carols, the ideal holiday cards.



The "Dancing Girl"



The "Parrot"



The "Mocking Bird"

They talk—they laugh—they play. All numbers have recently been re-recorded by the best artists. They are distinct and clear as a bell. Send for illustrated catalog of the complete line. New issues at regular intervals sustain interest. Only standard subjects are used. There is no chance for dead stock.

Talking Book Corp.

1 West 34th Street New York



The "Watermelon Coon"

The following is the opinion of our experienced counsel on the subject of

UNFAIR TRADE PRACTICE

THE enforcement of the Sherman Anti-Trust Act, which became a law on July 2, 1890, revealed a variety of methods and practices which trusts and other large concerns adopted to destroy competition and interfere generally with the free course of trade.

These methods and practices were in the main not illegal, but they enabled large and powerful interests to obtain control over certain lines of commerce, to the detriment of the public, resulting in situations which constituted the corporation or the individual adopting such practices, an offender under the provisions of the Sherman Anti-Trust Act.

After the Supreme Court had rendered its decisions in the Standard Oil and Tobacco Company cases in 1911, business found itself in a state of uncertainty. There was a continual menace of legal prosecution. It was generally recognized that there was a certain natural growth to business which should not be interfered with. But it was also realized that there should be some legislation which would expressly define these unfair trade practices and prohibit them. This it was felt would arrest unfair methods of competition in commerce in their incipiency, and yet not interfere with the orderly development and expansion of business. As a result, certain legislation was enacted, among which was the Clayton Act, which became a law on October 25, 1914. The report of the Senate Committee on Judiciary on this bill shows its legislative purpose. It was there pointed out that the object of the Act was to prohibit and make unlawful certain trade practices which as a whole, singly and in themselves, were not covered by the Sherman Law and

other anti-trust acts. The Clayton Act, by making these practices illegal, was "an attempt to arrest the creation of trusts, conspiracies and monopolies in their incipiency and before consummation."

Among other of these unfair trade practices, and which the Clayton Act directly prohibits, are conditional or tying contracts. Dealers in phonographs, as well as other commodities, know that it was formerly the common practice of large concerns to "tie up" their customers so that dealings in products of and with competitors were rendered practically impossible. The usual form of clause in these contracts was as follows:

"The dealers shall not sell or permit to be sold on the premises any other (product), and will not deal or trade in any except those supplied by the manufacturer."

By Section 3 of the Clayton Act, this practice is made unlawful, and the insertion of a "tying condition" in a contract is prohibited in interstate commerce whether the articles are patented or unpatented and whether the delivery is made by sale or lease.

Since the enactment of this statute, various means have been sought to circumvent and defeat its provisions, particularly Section 3 referring to tying contracts. Instead of

written agreements containing these tying clauses, manufacturers have sought to have a dealer "understand" that the manufacturer would decline to sell any further merchandise to the dealer if the latter dealt in the products manufactured and sold by a competitor. An isolated instance of this sort would not be a violation of the law, but it is quite improbable that a manufacturer would pursue such a course with only one dealer. If, however, the same thing were done with a number of dealers, these "understandings" would tend to show that there was an attempt, not only to evade the provisions of the law, but that such "understandings" were sought for the purpose of lessening competition and were intended as a means to create a monopoly in the particular line of commerce. These are the very practices which the Clayton Act seeks to prohibit.

It is important for dealers to know also that the Clayton Act provides for a remedy for one who has been injured by anything forbidden in this statute, by giving to the person injured in his business or property, by reason of anything forbidden in the Anti-Trust laws, the right to sue therefor in any district court of the United States in the district in which the defendant resides or is found or has an agent. The recovery in any such proceeding may be threefold the damages sustained, the costs of the suit, etc.


By resisting any attempt to make them parties to unfair trade practices and unethical business methods, dealers and other persons similarly situated, will serve to make the Clayton Law a power and a weapon for their own protection, as this Act was passed not only to throttle at the source the creation of trusts and large concerns and the practice of unconscionable business methods, but for the protection of the dealer.

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President

NEW YORK

279 Broadway



PHONOGRAPH CASES

Reinforced 3-ply Veneer

The Standard Case for Talking Machine and Records
Let us figure on your requirements

MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C. Chicago Office: 111 Monroe St.

will act as distributor for the products of the Beacon Phonograph Co., Boston, Mass., in Southern and Western Pennsylvania, Maryland, Washington, D. C., and the lower part of New Jersey.

James H. Adamson of New York City is the head of the new company, and among his traveling representatives will be Joseph A. Lawlor, formerly in the wholesale furniture business, and John A. Conlin, formerly in the retail talking machine business.

The company has already placed orders for several carloads of Beacon phonographs, and is planning to carry a large stock of goods in Philadelphia in order to give prompt service to the dealers in this territory during the coming Fall season, when active trade is anticipated.

VERY POPULAR AMONG ARTISTS

Cissie Sewell of "Honey Boy" Fame Admires the Gretsch Saxophone and Violaphone

The Fred Gretsch Manufacturing Co., Brooklyn, N. Y., reports a strong demand for its musical instruments from professional circles. The accompanying photograph depicts Cissie Sewell, one of the stars of the musical comedy "Honey Girl" which is having a successful run



Miss Cissie Sewell

in the metropolis, enjoying two of her favorite musical instruments, the Gretsch Saxophone and Violaphone phonograph. The large volume of orders being received at Gretsch headquarters, in Brooklyn, is indicative of decided activity the coming Fall season.

IMPORTANCE OF WINDOW DISPLAY

The dealer should consider the effect upon the customer produced by the interior of his store, just as he considers the effect of this or that display in the show window.



SAPPHIRES

IMPORTED

BALLS	POINTS
20 c. each	20 c. each
16 c. in dozen lots	18 c. in dozen lots
13 c. in hundred lots	15 c. in hundred lots
12 c. in thousand lots	13½ c. in thousand lots

**942 MARKET STREET
SAN FRANCISCO, CAL.**

NEW BEACON DISTRIBUTOR

Beacon Sales Co. Opens Offices in Philadelphia —Will Cover Important Territory

PHILADELPHIA, Pa., August 5.—A newcomer in the local trade is the Beacon Sales Co., which has opened offices in the Denckla Building, Eleventh and Market streets. This company

HOLDING THE BUYER'S ATTENTION

By giving your customer something to anticipate you are pretty sure to hold his interest until he has heard the record complete.



The Player-Tone

IT'S SIMPLY GREAT



Model 311
Height 46"
Width 21"
Depth 23½"

Profits!

The Player-Tone proposition is one of the greatest opportunities that any dealer ever faced.

Here is a super-phonograph that is the most wonderful value before the American public.

Considering its superb cabinet work, finish, motor, tone arm and appearance, as well as design, its low price will be a revelation to you.

It is an instrument you will be proud to show and—
"When Sold, They Stay Sold!"

6 models in all finishes to select from. Write or wire today for our booklet proposition and open territory.

Player-Tone Talking Machine Co.

Executive Offices:
967 Liberty Avenue
Pittsburgh Penna.



The World Was Waiting for this Sensational Phonograph

THE amazing low-priced Stewart phonograph comes as a boon to millions. It offers the pleasure and happiness of enjoying all the world's music at will—anywhere, on any occasion. Plays any record—any make, any size, any style, any price. Compact, neat, durable—a phonograph that brings features welcomed by rich and poor alike—one of the greatest selling propositions in the world—a universal entertainer and a sensational money-maker. Distributors' territories now being allotted. Merchants should write at once for name of nearest distributor.

Improved and Refined at Many Points

Now finished in rich, durable mahogany enamel with fine nickel trimmings. An improved precision-made motor—the finest of its type yet achieved—tested to play two 10-inch records with one winding. Simply adjusted speed regulator. You'll find the tone of the Stewart clear, mellow, pleasing—wonderful in volume and quality. A musical marvel and a manufacturing miracle.

STEWART PHONOGRAPH CORPORATION, Inc. Lincoln Building
BUFFALO, N.Y.

Stewart

PHONOGRAPH

Get your Columbia 1921 Calendars all distributed before Christmas. They will help your holiday business and work for you throughout the year. Order now. The edition is limited.

Columbia Graphophone Co.
NEW YORK



INDIANAPOLIS DEALERS DISCUSS BUSINESS OUTLOOK

Aggressive Retailers Perfecting Plans for an Active Fall Campaign—Conditions Analyzed by Leading Members of the Industry Results in Optimism Being Much in Evidence

INDIANAPOLIS, IND., August 7.—Many talking machine dealers in Indianapolis and Indiana hung up enviable records for the month of July according to local retail dealers and wholesale distributors. Cool weather, coupled with aggressive business methods, brought home the bacon.

The month of August also is starting out fine. Nearly every Indianapolis store was filled to its capacity this week handling record and machine customers.

Willard O. Hopkins, manager of the Edison Shop, celebrated the first month of his new position in doing during July, the best business the shop has had this year. "We just set our shoulder to the wheel and went to it," said Mr. Hopkins. "We fixed a definite quota for the month but exceeded it by 30 per cent. Business may be harder to get during the Summer, but it can be got if you go after it."

The Brunswick Shop has been doing a fine business in the Brunswick art models. George Standke, manager, said that these models were going into many of the fine homes of the city.

E. R. Eskew, manager of the Pathé Shop, has arranged for a clever publicity stunt for the Actuelle. He is putting on a special musical program in connection with the opening of the new salesrooms of the Dickey Motor Sales Co., and that company is featuring its opening with

the Actuelle in its daily newspaper advertising.

"Business is good because we have put the 'push' behind it," commented Morris Rosner, manager of the talking machine department of the Pearson Piano Co. "With a good Summer business behind us, we ought to roll up a big year this Fall."

The Indianapolis Talking Machine Shop has put in five Victor billboards on the principal streets of the city. In all there are now twenty-seven Victor billboards in the city.

C. C. Supplee, Victor representative in Indiana, called on the local Victor trade this week before going on his vacation. Mr. Supplee said that the Victor dealers in this territory are counting on having one of the best periods in the history of the business this Fall.

W. S. Cook has been appointed sales manager for the Indianapolis Talking Machine Shop. Carl Anderson, manager of the shop, said that July business showed a nice increase over July last year.

Business has been so brisk at Widener's Grafonola Shop that W. G. Wilson, manager, and his office force have had to drop all detail work to take care of customers. This has meant night work to catch up with the office detail work, but Mr. Wilson said he was glad of the chance to make up for business lost during the

remodeling of the store. J. L. Peter has returned from a vacation spent at the northern lakes, and D. L. Mann is spending his vacation on a trip East.

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co. store, has returned from a lake trip from Detroit to Duluth. He is pleased with the way Summer business is holding up, reporting that it has been steadily ahead of last year.

The sales force of the Victrola department of Taylor's enjoyed the time of their lives at a picnic given last Wednesday for all of the employees of the store at a local park. Of course they had to take a Victrola along to make a perfect day of it, and there was plenty of Victor music for the dancing. Miss Minnie Springer, manager of the department, said that Summer business continued to be very good.

The talking machine department of the Carlin Music Co. in the company's new store is well arranged and equipped. Both record and machine business is picking up briskly.

C. J. Fuller, of the Fuller-Ryde Music Co., said that his company was continuing its policy of selling machines on short-time terms. Business is handicapped somewhat by a shortage of records.

"The aggressive Victor dealers are getting a highly satisfactory business," George Stewart, of the Stewart Talking Machine Co., Victor distributor, said. "One dealer reports an increase of 300 per cent. over July of last year, and the dealers who have hustled are all showing results. Our July business was truly exceptional and more than overcame the slight slump in June, which proved to be only a temporary condition."

Mr. Stewart has arranged for a luncheon of Indianapolis Victor dealers one day this week, at which plans for enlarging the outdoor billboard advertising campaign will be considered.

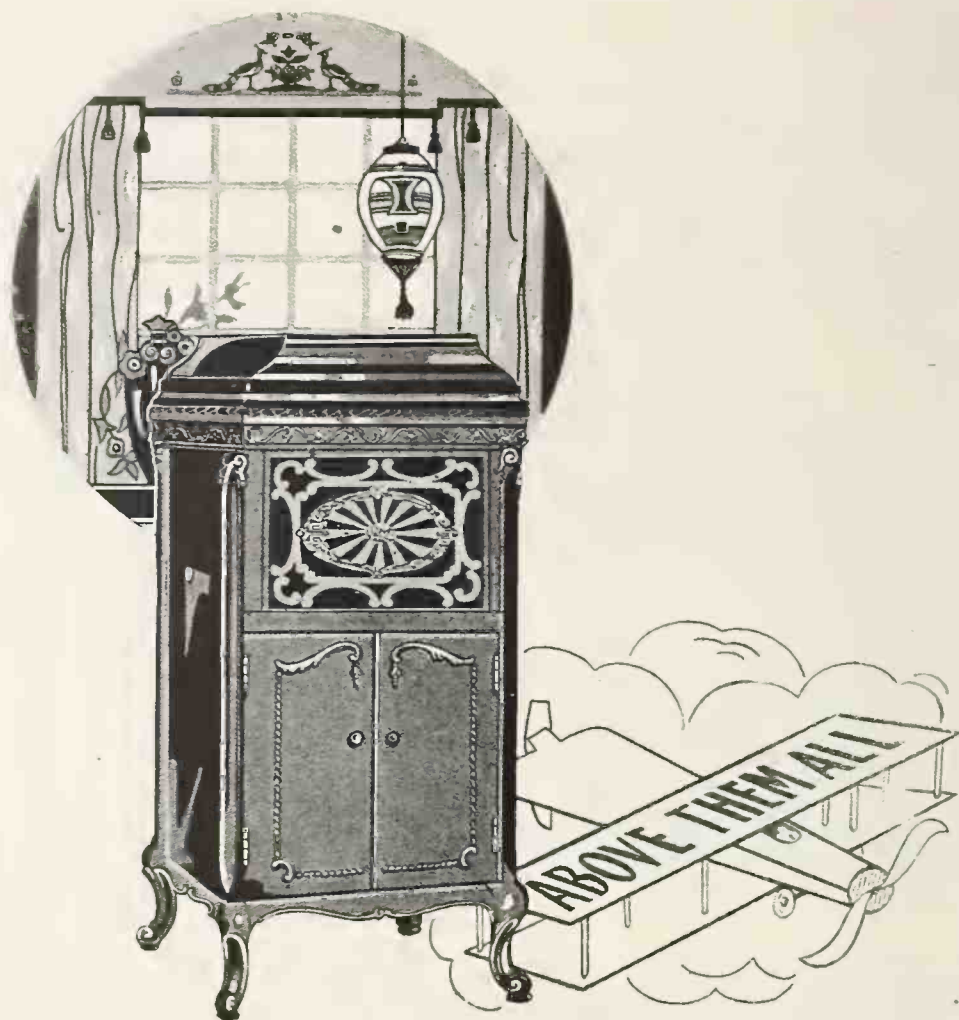
Miss Caroline Hobson, head of the educational department of the Stewart Co., who returned from a vacation in California this week, will make extensive plans for the Victor educational work to be presented at every county institute of teachers in the State. Miss Hobson will be assisted by six other women familiar with the educational work. While on the Coast Miss Hobson assisted Miss Frances Clark, head of the Victor educational department, at the Victor educational convention in San Francisco.

John A. Cartwright, assistant advertising manager of the Stewart Co., has been conducting a dealers' advertising and sales campaign service, of which many of the Stewart dealers are taking advantage.

The Pathé Actuelle is being demonstrated at many of the county fairs in this territory, and C. O. Mueller, manager of the Pathé department of the Mooney-Mueller-Ward Co., said that his dealers are reporting that a large number of live prospects are being interested through these demonstrations. A new Pathé dealer in Indianapolis is the Putnam-Lines Music Co., 1042 South Meridian street.

The Edison dealers in this territory returned
(Continued on page 177)





The EXCEL Talking Machine

A PRODUCT OF THE HIGHEST QUALITY

ALL NEW MODELS

EXCLUSIVE FEATURES

FINEST WORKMANSHIP

SUPERB TONE

HIGHEST GRADE EQUIPMENT

ARTISTIC CABINET DESIGNS

GUARANTEED DELIVERIES

ONE OR MORE ON APPROVAL

If satisfactory you will honor invoice at maturity. If not, return the machine *at our expense*. Have you ever received a better offer?

Take advantage of it by becoming an EXCEL DEALER

Write at once



EXECUTIVE OFFICES: 136 West 23d Street, New York

FACTORIES: Holland, Mich.; Mishawaka, Ind.; Chicago

SPECIAL NOTICE!
New and Distinctive Models
now ready for delivery.

READ
Our Offer—send for a sample
of this attractive, high quality
product — there are large
profits for you in handling
this fast-selling line.

To EXCEL dealers we offer an
ample supply of records of well
known standard makes at remark-
ably low prices.

TRADE OUTLOOK IN INDIANAPOLIS
(Continued from page 175)

from the Edison convention in Chicago more enthusiastic than ever, Walter Kipp, president of the Kipp Phonograph Co., Edison distributors, said. Mr. Kipp is quite proud of the fact that there were 116 of his dealers at the Kipp Co. luncheon at the Blackstone during the convention.

"Our dealers are all figuring on a big business this Fall," said Mr. Kipp. "With the coal situation straightened out there is no reason why business should not be good for the Edison line. Our dealers are now beginning to reap the harvest sown by Mr. Edison when he refused to inflate his prices."

At the Indianapolis wholesale branch of the Columbia Co., Fred C. Walz, formerly of the

Dictaphone department, has succeeded George Schuetz as salesman in the Indianapolis territory. Herman Schuesler, manager of the Dealer Service department in the local branch, is calling on all Columbia dealers in the territory arranging to co-operate with them in getting the best use out of the service.

The monthly meeting of Columbia dealers was held at the Lincoln Hotel July 20. Mr. Walz spoke on "Merchandising." Ben Brown, manager, told the dealers of the new Columbia artist, Miss Marion Harris. The "Use-a-Truck Campaign" was also discussed. Charles B. Lang, assistant manager of the branch, announced that H. A. McDaniels & Sons, of Lebanon, Ind., were remodeling and enlarging their Columbia department, which, when completed, will be one of the best equipped sections of its kind in the State.

the most successful is a Polish salesman who sells to the large Polish population—more than 100,000. They report excellent trade at their new branch at Niagara Falls.

Goold Bros.' business has grown from a tiny store and a working capital of \$150 to large, modern warerooms and sales estimated at \$375,000 a year. A few years ago they were members of a high-class orchestra in this city. When they opened their first store they had no previous selling experience and paid running expenses by playing in hotel and theatre orchestras in the evening. Their thorough knowledge of music has been a great help in the development of their extensive business in this territory.

The local trade was amused by an item recently appearing in a Buffalo newspaper. The story was headed: "Has One Talking Machine; Wants Another." The item referred to an Olean, N. Y., man who was advertising for a wife. Besides describing his fine character, the prospective bridegroom stated that another important attraction was his ownership of a talking machine.

"Everything is very active at our Buffalo branch," said G. W. Peace, assistant branch manager of the Columbia Co. "Just now the greater part of our staff are away on their vacations. G. R. Kuehner, chief salesman, has just returned from his vacation, and is actively in harness. Branch Manager W. H. Lawton is touring the eastern part of the country with Salesman R. G. Milholland, calling on dealers."

Mr. Peace is contemplating spending his vacation next week at his former home in Bridgeport, Conn., where he hopes to absorb more Columbia enthusiasm by mingling with old friends in the factories.

Two newcomers who have just been added to the Buffalo branch are E. S. Germain, who has commenced duties as international record salesman and G. C. Ross, Dealer Service manager. Mr. Ross has had extensive experience in merchandising pianos, phonographs and records, and is an accomplished musician.

BUFFALO TRADE IS STOCKING UP TO MEET ITS NEEDS

Consider Fall Outlook Most Promising and Believe in Anticipating Railroad or Other Embargoes—Geo. Briggs to Represent Iroquois Sales Corp. in East—Growth of Goold Bros' Business

BUFFALO, N. Y., August 3.—Buffalo talking machine dealers are buying early and freely in anticipation of a heavy Fall and holiday trade, their purpose being to safeguard themselves against a possible shortage of goods within a few weeks on account of railroad embargoes, etc.

"The time has now arrived to carefully consider your stock orders for the big season's trade ahead of us," was the opening of a trade letter recently sent by a local talking machine jobbing firm to its dealers. Practically all jobbers and retailers in this city say that the outlook for the next five months is most promising.

The Iroquois Sales Corp. has appointed George Briggs as eastern representative. Mr. Briggs will visit all dealers east of Syracuse. He was formerly of the sales force of the Emerson Phonograph Co., New York, and later with the Walters & Barry Corp., Buffalo. He has been connected with the wholesale end of the

talking machine business for several years past.

"Mr. Briggs is equipped by knowledge and experience to give our dealers personal co-operation, which constitutes ideal service," said L. M. Cole, general sales manager of the Iroquois Corp. "He will assist our dealers in preparing their stock orders for machines, records, needles, etc. These orders should be planned now so that the dealers may be taken care of when deliveries and transportation become uncertain during the Fall."

Mr. and Mrs. Cole have returned from a two weeks' motor trip through New England and Canada. The most thrilling feature of their vacation was an aeroplane ride at Old Orchard, Maine.

"Our business in July was away ahead of July, 1919," said George Goold, of Goold Bros., who handle the Victor and Sonora lines. Their sales force includes eleven outside salesmen, most of them working on commission. One of



Showing No. 95-A

A Queen Anne Creation. Designed expressly for use with the Chalet Model Edison Instrument equipped with the famous Eject-O-File Record Filing System. Produced in natural figured Red Gum and rouge Red. Dimensions: 20" wide, 22" deep, 32" high.

We will again begin shipments of the famous **EJECT-O-FILE CABINET**

No. 95 and 95-A

in September from our entirely new factory, rebuilt complete from foundation to roof since our fire April 29, 1920. Mr. Dealer get in touch with your jobber at once.

Manufactured by

THE EJECT-O-FILE CO., Inc.

FACTORY AND GENERAL OFFICES

HIGH POINT, :: NORTH CAROLINA



Showing No. 95

A straight line effect conforming with the Chalet Model Edison Instrument for which it is designed and produced. Equipped with the Eject-O-File Record Filing System. Dimensions and Finish same as No. 95-A.

New Comfort Talking Machine

"Supreme in durability, beauty and tone"

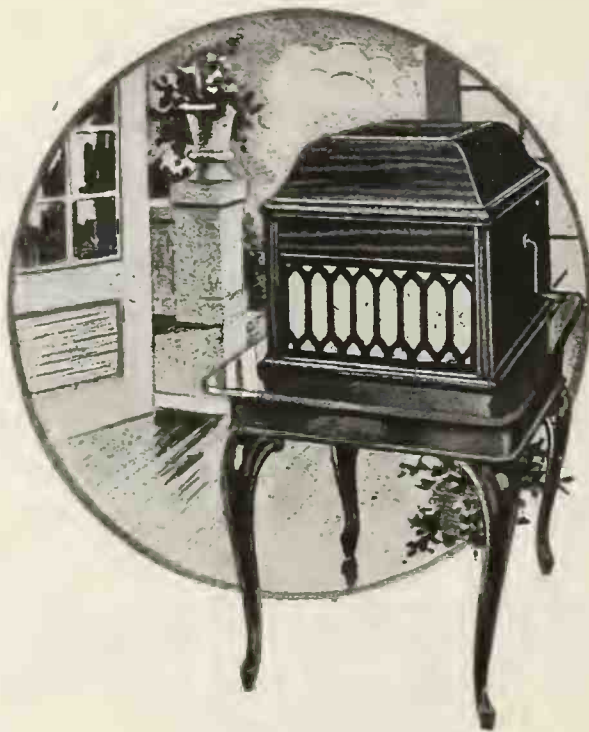


Designs that are the products of genius, a delightful sweetness of tone, and an unexcelled service have combined to boost New Comfort sales over 1000% since December, 1919.

The New Comfort possesses lines that are extraordinary for their simplicity, yet perfect gracefulness. Nineteen models—to fit every taste, and pocket book, give New Comfort dealers opportunities for unlimited expansion through our direct-from-the-factory selling plan.



MODEL E



MODEL 80



MODEL D17

"Famous for Its Tone"

Two of our most popular models sent to you upon request, without any cash outlay on your part.

A beautiful Illustrated Catalogue with our proposition to Dealers sent upon request.

New Comfort Phonograph Records will be announced shortly.

The New Comfort Talking Machine Company

General Offices: Cedar Rapids, Iowa

EASTERN OFFICES: 22 N. Franklin St., Wilkes-Barre, Penna. : 106 Bakewell Bldg., Pittsburgh, Penna.

BALTIMORE TRADE IN THOROUGHLY OPTIMISTIC MOOD

Business With Most Talking Machine Houses Thus Far in 1920 Has Broken All Previous Records
—Going After Business—Planning for a "Victor Week"—Columbia Branch Active

BALTIMORE, Md., August 7.—Not for a long period has there been such an optimistic attitude in the talking machine trade of this section as is prevalent at this time. At all of the headquarters of the various companies there is real activity that shows business and enterprise and determination for the making of business for the present as well as the future months. The report is general that business for the year 1920, that is, for the first seven months of this year, is way ahead of the same period of last year. Collections are good and the firms with few exceptions in the retail line are holding out for good terms with very substantial deposits. There has been some flash advertising during the month, besides the feature ads being used alternately in the dailies and Sunday newspapers. Steady business is by no means the result of "watchful waiting," but is the direct result of real methods of hustling instituted by retailers in many sections of the Baltimore territory, which includes a great deal of the rural territory of Maryland, Virginia and other Southern States.

One of the big plans for the coming Fall season is being arranged by the Victor Talking Machine Dealers of Baltimore and it is proposed to have a week, probably in the latter part of October, to be known as Victor Week. This program plans for an intensive campaign on a larger scale than ever before undertaken in this section. The plan includes a big advertising program and window displays of a unique character, all to foster music in the home. And this is not all. A series of concerts and recitals is being arranged for Victor stars in this territory, besides individual demonstrations of various kinds by the various dealers whose establishments permit of such conditions. It is also proposed to have speakers, who will extol the virtues of music, enter the great industrial plants

of the community, and it is further planned to have authorities on music conduct an educational campaign in the public schools.

The July meeting of the Association was merely an outing at the Country Club Inn at Bel Air, to which the dealers and their wives motored. A chicken and waffle dinner was followed by a dance, which was preceded by a brief business session in which some Fall plans were gone over. Committees are at work on plans, and reports will likely be made at the August gathering, and the September meeting will have everything definitely presented for ratification.

With the Columbia Graphophone Co. business is going good and showed ahead for July just as it did for all the months of the present year. Columbia dealers in the territory have been able to get the stock they required in most instances and many of them are already getting their Fall orders in shape to prepare for the big rush of business when the banner months of the year arrive. During the month W. S. Parks, manager of the local headquarters, made an extended trip through the territory, visiting sections of the District of Columbia, Newport News, Portsmouth, Norfolk, Richmond, Lynchburg, Va., Charlotte, Concord, High Point, Winston-Salem, N. C., Roanoke, Winchester and Harrisonburg, Va., Hagerstown and Frederick, Md., and adjacent points.

During the month Mr. Parks sent out the following letter to all Columbia dealers and placed special emphasis on it when it went to those dealers covering rural territory: "I think the automobile and the talking machine have done more for agriculture than everything else put together," said Dr. T. B. Symons, director of the Maryland State College of Agriculture, in discussing some of the things that will help to keep the young people on the farms.

"The above is a good argument for your truck salesman to use in convincing the farmer, and in addition to the pleasure he and his neighbors will derive from the music rendered by the Columbia Grafonola, it will help him to solve the problem of keeping the boys at home."

William H. Swartz, who has been successful in handling the Dealer Service department at the Baltimore Columbia headquarters, and who in addition recently took over the Washington territory, has been detached from the service department entirely and will devote all of his time to developing the District of Columbia business. Julian H. Marshall, who has been attached to the Dealer Service department of the New York Columbia headquarters, succeeds Mr. Swartz in Baltimore. Mr. Marshall served three and one-half years in the British Expeditionary forces and for eighteen months was with the "Yanks" in the A. E. F.

For Cohen & Hughes, Victor distributors, Elmer J. Walz said business with the Victor line was entirely satisfactory and a canvass of his dealers shows that those dealers who are out hustling and not afraid to spend a little money for advertising to help make business are getting results. Those dealers who are crying about the lack of business are the ones that are sitting idly by and waiting for the business to come to them on a silver platter. Discussing the situation further, Mr. Walz said:

"The period of transition in which we find ourselves is not one to cause undue alarm. The causes are natural and at the same time are unlikely to last for any length of time or result in any considerable damage to our industry.

"With the change from a buyer's to a seller's market, increased production, competing lines and a growing tendency on the part of the consuming public to shop more judiciously, the dealers are realizing the imperative need of specialization, that publicity is an absolute essential, and that their service should render 'a full value received'."

The firm has discontinued its monthly dealers' (Continued on page 180)

MANUFACTURERS ARE ADOPTING

Ten-M-Needle
PLAYS 10,000 RECORDS

AS STANDARD EQUIPMENT

DEALERS

are equipping their line with

Ten-M-Needle
PLAYS 10,000 RECORDS

Many permanent needle machines are now being sold. If yours are not permanent needle machines write us for particulars.

BAKER-SMITH CO.

RIALTO BUILDING
SAN FRANCISCO, CALIF.





Ted Lewis composed it. His Jazz Band played it. Ted Lewis leads it. Ted Lewis plays the saxophone in it. "Somehow" is this fox-trot's name. Everyone will dance it. Keep a stock where people can see it and you'll soon order a second supply. A-2945.

**Columbia Graphophone Co.
NEW YORK**

BALTIMORE TRADE OPTIMISTIC

(Continued from page 179)

gatherings for the Summer months and they will be resumed next month. E. J. Dingley, assistant general sales manager of the Victor Co., and J. N. Stokes, Jr., of New York, were guests of Mr. Walz the early part of the week.

A. P. Petit, manager for the Brunswick-Balke-Collender Co., is more enthusiastic than ever over the prospects of the line. On the second floor of the Baltimore headquarters of the company a very large space has been set aside for the display of the Brunswick models and also sufficient record space to handle 200,000 records. Mr. Petit says the bi-monthly issue of the records is meeting with instantaneous success among dealers and that many firms are anxious to take on the Brunswick line. He announces that E. Wallerstein and M. G. Sallabes have been appointed to the sales force and will shortly start on trips through the territory.

The Clark Musical Sales Co., of this city, distributors of the Emerson line, announce the purchase of the Emerson Sales Co. of Pittsburgh, and will conduct that business with Charles Strand, who has been on the road for the Clark Co., as manager of the branch, whose territory covers the Western Pennsylvania section. The firm expects to have a demonstration exhibition, to which dealers in Pennsylvania territory will be invited at the Fort Pitt Hotel, of Emerson machines and records. This exhibition will be similar to the one held recently in the Southern Hotel, Baltimore and the Raleigh, Washington, D. C. The Clark Co. covers, besides the Pennsylvania section, Maryland, Delaware and the District of Columbia. L. W. Reynolds is general sales manager.

The Clark Co. has just hit upon an advertising plan that is resulting in a great deal

of advertising for the Emerson line and quite a little direct business as well. Carlin's is a resort in the northwest section of the city that has a dancing pavilion estimated to hold between 1,000 and 1,500 couples. On a raised platform is a Model 17 Emerson machine and a sign says a duplicate of this machine will be given away weekly to the holder of a certain coupon, given out during the week, provided the holder of the coupon is on hand. Each dancer receives a numbered coupon on entering the place. Signs announce that all numbers played by the orchestra may be had on Emerson records and between intermission a neat booth in the rear of the pavilion plays the records of the previous orchestral number. Many record sales have been made and the arrangement between Mr. Carlin and the Clark Musical Sales Co. is proving profitable to both.

Business with the Vocalion line is satisfactory, says W. B. Turlington, manager of Sanders & Stayman, distributors for the line. While the business is not quite as good as it was a year ago this time, Mr. Turlington says he is ready for the Fall with plenty of machines and the records are beginning to come in satisfactorily and everything indicates a good Fall trading. Robert F. Gibson, bookkeeper of the firm, fell and suffered a broken leg and this requires Mr. Turlington to remain close to headquarters. He expects to leave in a few weeks for Atlantic City and New York and to combine a business and pleasure trip, spending a little time on the golf links.

William A. Eisenbrandt, of H. R. Eisenbrandt Sons & Co., Victor distributors, says business is coming along very good and that the shipments, while not as good as the firm would like to have them, are continually improving and the customers are becoming more and more satisfied.

W. C. Roberts, manager of E. F. Droop &

Son Co., Victor distributors, is making his annual motor trip through the White Mountains and will also visit the Thousand Islands before returning. Shipments, while showing some slight improvement with the firm, are far from meeting the demands and the firm is being hard pressed to keep its customers satisfied owing to the shortage of back numbers of records.

"The Love Nest" proved to be a tremendous seller on all the lines in this territory, it being well advertised and featured in many window displays. The most unique display on the number was that by Robert Ansell, Inc., Victor dealers. The display showed a lawn scene with a pond, and an attractive bird nest to the side of the window. Live pigeons were in the window and thousands of persons stopped and watched the birds and at the same time listened to the music of the record, which was played practically all of the time so it could be heard on the street. In Washington, H. C. Grove, a Columbia dealer, had a similar display. Mr. Grove made quite a hit with his window that featured the Nation's Forum records. Hand-some photos of Candidates Harding and Coolidge were placed in the window and the records displayed with some attractive signs and literature. The window produced results.

Exceptionally fine business through the use of trucks in rural sections has been reported by the Grafonola Shop, Norfolk, Va.; Columbia Co., Inc., Norfolk; Portsmouth Music Co., Portsmouth, and the Columbia Shop, Newport News, Va., and M. P. Moller, Hagerstown. These truck salesmen load up models of instruments on their machines and also take records. In one instance a truck salesman, stopping his machine near a blacksmith shop and a short distance from a farmer's gathering, put on a record and attracted a big crowd, selling four machines and obtaining ten live prospects.

The "Don" Variable Tone Needle

The "all-in-one" phonograph needle which enables you to play all lateral cut records in any degree of tone desired

—Loud Tone

—Medium Tone

—Soft Tone

Without removing the needle from the sound box. The needle point is adjustable. When set as indicated above the various gradations of tone are possible.

The "Don" Variable Tone Phonograph Needle is scientifically constructed throughout.

The "Don" Plays 1000 Records Perfectly

And the one-thousandth playing will be as clear as when used on the first record. The needlepoint, when worn out can be replaced without trouble or annoyance.

Retail Price Complete, \$1.00

Refiller Points 25 cents each

JOBBER AND DEALERS WRITE FOR QUOTATIONS

Sole Distributors



**FRANK J. HART
SOUTHERN CALIFORNIA
MUSIC COMPANY**
332-334 SOUTH BROADWAY, LOS ANGELES.

—For Soft Tone extend point thus:—
—For Medium Tone extend point thus:—
—For Loud Tone extend point thus:—



THE PERFECT TONE
OPEROLLO
 FOR EVERY HOME

Reg. Trade Mark for Operollo Phonographs

Phonographs for Quicker Turnovers



MODEL 115

A selling campaign with Operollos will guarantee dealers complete success.

Distinctive features, solid construction, high-grade equipment and superb finish — **QUALITY throughout**—have caused the public to choose OPEROLLOS.

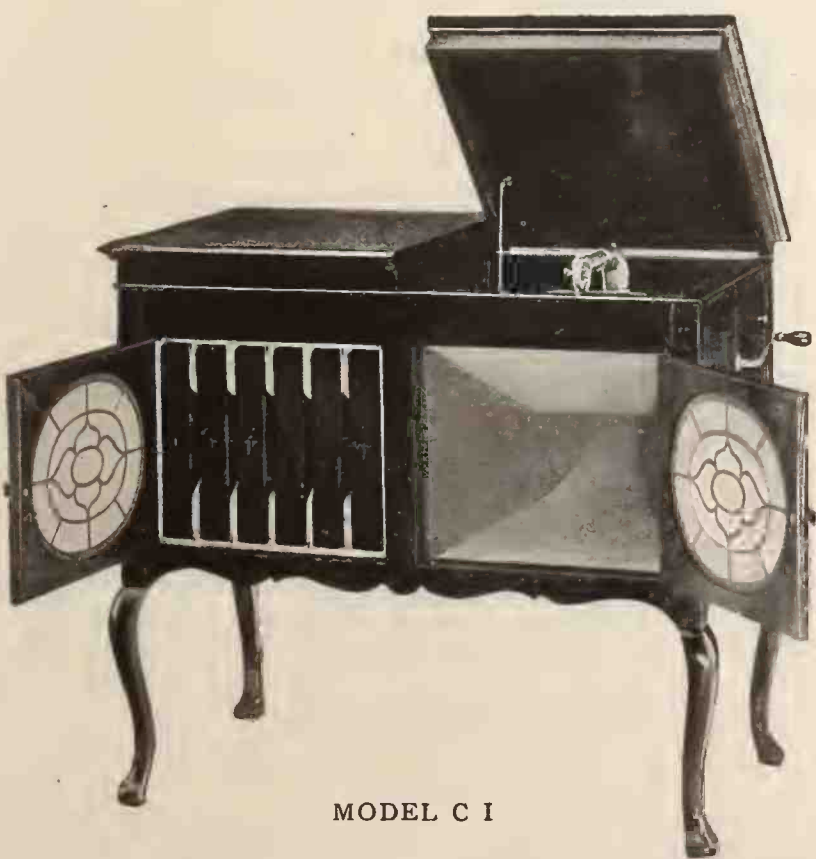
Our Leader Model 115 will outsell any other machine on your floor

We consider this machine the most remarkable value ever offered by any manufacturer. Model 115 gives 100 per cent satisfaction, still our *price is very attractive* and *assures dealers of substantial profits*.

Eight exclusively designed Cabinet Machines, retail prices, \$110 to \$275

A permanently profitable business is assured to every dealer who secures the Operollo Agency in his community.

Not only does he benefit by the sales to customers who would ordinarily buy a machine, but he also partakes of the consumer prestige that Operollo performance has elsewhere commanded through its unusually high quality and tonal value.



MODEL C I

Operollos are made of only highest grade materials, and the silent Krasco Motor supplies a source of power that is always dependable.

Operollo's popular price has created a demand that 90 per cent of the trade are now supplying—are you one of the dealers?

Write for 1920 Catalogue and attractive Dealers' Discount

Operollo Phonograph Company

54 West Lafayette Blvd.

Detroit, Mich.

The Phonograph that has Taken America by Storm— and *why*



NO other phonograph has so instantly established itself in the high favor of the music-loving public as the Dalion. No other instrument has so completely proved its superior value to the critical buyer.

In its faithful, beautiful rendition of every brand of record—in its exquisite cabinetry—in its possession of such exclusive and important features as the Auto-File—it scores dominantly in the favor of every prospective purchaser.

And the dealer who handles the



not only has the advantage of handling an instrument that is obviously extra-value, but his sales come easier and his sales total mounts higher because of the fact that aggressive merchandising and publicity campaigns are pushing and will continue to push Dalion farther and farther in the front rank among recognized better phonographs.

Christmas—the biggest selling season—is coming. You still have the opportunity to establish yourself as a Dalion dealer in time to cash in big on the huge Fall demand. Write direct to

PORTLAND, ORE., TALKER MEN READY FOR FALL TRADE

Expect Some Live Buying to Follow Summer Lull—Local Dealers Attend Conventions in San Francisco—Some Excellent Window Displays—General News of Trade Activities

PORTLAND, ORE., August 6.—Business is quiet without any immediate prospect of a lively renewal in this city. The dealers are not complaining and are optimistic in regard to the Fall trade, but there is no denying the fact that sales are very much less frequent than has been the case for a long time. After the conventions which were held here during the Summer it was supposed that business would pick up rapidly, but such is not the case. It is not only that Summer vacations have interfered with the usual run of trade, but there seems to be an apathy, a letting up of the interest which was so manifest all during the year.

Paul B. Norris, manager of the talking machine department of the Wiley B. Allen Co., has just returned from San Francisco, where he attended the Pacific Coast conference of the Victor Talking Machine Co. Mr. Norris is full of enthusiasm over the plans and policies outlined by the Victor educational representatives. Another one of the Wiley B. Allen force who attended the conference was Miss Bertha Serr, who is in charge of the record department. "While to some dealers the ideas presented may have appeared visionary," said Miss Serr, "they were really practical and of immense value to the record seller, who takes an interest in the development of the taste of good music, an interest which should be felt by all who expect to make good in the business. The musical development which will naturally follow the selection of good records, tactfully suggested by the saleswoman, will ultimately affect the whole music business, and, as the speakers at the conference said, it will be an artistic achievement to assist in the development of what is finest and best in music. And not only an artistic achievement, but good business."

The Edison Caravan convention, which opened July 19 in San Francisco, had among the large number present many prominent dealers and salesmen from Portland and other Oregon points. Harry L. Marshall, manager of the wholesale house of Portland, accompanied by John R. Lewis and Ray E. Wenger, traveling salesmen of this district, went from Portland in Mr. Marshall's car. Among others who attended the convention were Messrs. Kline, of Astoria; Carmack, of Camas; Gourley, of Seattle; Larson, of Spokane; Mr. and Mrs. Eby, of Spokane; Mr. and Mrs. Kelly, of Seattle; Pearce, of South Bend; George C. Will, of Salem; Newlin, of Grande Ronde; Palmer, of Medford; Kennedy, of Everett; Mr. and Mrs. Adler, of Baker, and many others.

There is an enormous record business being done at the Remick Song Shop in Portland, although they do not sell as many Grafonolas as they might do if they had more space. The Song Shop is one of the most popular music houses in the city, and the record business is growing to big proportions.

Bert Williams' "Ten Little Bottles" is humorously exploited in one of the big Wiley B. Allen show windows. The "Ten Little Bottles" are there on a shelf and the arrangement is very original and amusing.

Taylor C. White, manager of the Remick Song Shop, is an ardent Shriner and took an active part in the recent convention here. Most appropriately and opportunely a little son was born to him on the opening day of the Shrine convention, June 21. The little fellow, who is a sturdy eight-pound boy, has been named Taylor Charles White, Jr., and his happy father has already indicated to his friends that junior will be a Mason and a Shriner as soon as possible.

The Sonora is now carried by Lipman, Wolfe & Co. Mr. Willard, manager of the talking machine department, says they have also added the Brunswick to their very complete stock.

The Sonora, which has always been a great favorite in this section, was formerly carried exclusively by the Bush & Lane Piano Co.

E. W. Barlow, manager of the Pacific Phonograph Manufacturing Co., says the Blumauer-Frank Drug Co., distributors of the Stradivari for Oregon, Washington, Idaho and Alaska, are having excellent success. They have already opened several new accounts in Alaska.

The Cremona Phonograph Co. has increased its capital stock from \$75,000 to \$350,000 and has made a provision for the issue of preferred stock.

The Magnavox, a music and voice telegraph, is now carried by and handled exclusively by the Perry Music Co. of Portland. One has been purchased by the Columbia Beach Park and the city has bought one for the children's playgrounds.

W. Flemming, of the Hopper-Kelly Co., of Seattle, is now in the talking machine department of the local branch of the Bush & Lane Piano Co.

At least 50 per cent more business was done in the record department of the Bush & Lane Piano Co. to date of this year than in the same period of last year.

That the export business of the Pacific Phonograph Co. will be a big factor in its development is evident. The company is at present considering the opening of a distributing agency at Lima, Peru.

Mrs. D. Stonebrink, formerly with the talking machine department of Lipman, Wolfe & Co., is now in charge of the record department of the Bush & Lane Piano Co. Mrs. Olga Binder, who took Mrs. Stonebrink's position at Lipman-Wolfe's, has resigned on account of ill health.

Miss Janet Boyer, of the record department of the G. F. Johnson Piano Co., was married on June 28 to Elmer Xanton, one of the well-known business men of this city.

The
NEW FRANKLIN

Has Many Distinguishing Improvements



LOUIS XVI

ADDED to the superlative construction and finish of the Franklin Phonograph is the **NEW HORN**

acoustically correct and giving remarkably increased volume and richness of tone.

Also—every model will have the new patented hingeless doors. When one door is opened, both open.

The Franklin line contains many strong talking points that make it easily salable and a profitable line to build your future upon.

The Franklin

Is Different



FRANKLIN PHONOGRAPH COMPANY
INCORPORATED

10th and Columbia Ave.

PHILADELPHIA, PA.

NEW YORK OFFICE—253 West 42nd St., New York City

WM. RASHALL, Manager

Edison Amberola Message No. 9

5200 merchants in the United States and Canada are members of the Amberola dealership organization.

The majority of these merchants have been retailing the line for five, ten, fifteen or twenty years.

Their long service in the Edison ranks proves indisputably that the Diamond Amberola is permanent in public esteem and highly profitable to the dealer.

THOMAS A. EDISON, Inc.

AMBEROLA DEPARTMENT

ORANGE, N. J.

BEST TYPES OF MACHINES IN DEMAND IN LOS ANGELES

Retailers Report Substantial Call for Period Models—New Emerson Phonograph Received—Meeting of Local Association—Recent Trade Visitors Bring Good Business Reports

LOS ANGELES, CAL., August 2.—Business for the month of July in the various stores of Los Angeles has been exceptionally good, especially for the time of year. A number of managers and their salesmen spent the week of July 19 in San Francisco attending the Edison Caravan and Victor Educational Conventions, which they reported as being most successful and instructive. In addition everyone was given a good time, and they returned with glowing accounts of Frisco's proverbial generous hospitality.

Music Trades Association Meets

The regular meeting of the Music Trades Association of Southern California was held at the Andrews Talking Machine Co.'s store on July 13. W. F. Cooper, of the mechanical department of the phonograph division of the Brunswick-Balke-Collender Co., addressed the meeting and emphasized the opportunities afforded by the closest co-operation which should exist between the sales and repair departments and the importance of service.

Riverside Dealer Enthusiastic

The Keystone Hall of Music, Riverside, has lately installed a complete line of Aeolian-Vocalions and has already met with a strong demand both for machines and records. They declare that customers are delighted with the goods as well as being impressed by the prestige belonging to the Aeolian products.

New Emerson Phonograph Arrives

The long looked for Emerson phonographs have reached Los Angeles and, in addition to a complete set of samples of the different models, a considerable stock for immediate delivery has arrived at the warerooms of the Western Jobbing & Trading Co. Special Representative I. Lessor is very much enthused and has already made one successful trip over his territory taking orders.

J. T. Fitzgerald Goes to Alaska

President Fitzgerald of the Fitzgerald Music

Co., after acting as chairman at the Edison Caravan Convention recently held in San Francisco, has left, accompanied by Mrs. Fitzgerald, on a two months' vacation and trip to Alaska. General Manager Braden and Phonograph Manager Scooler attended the convention.

Salt Lake Man Here

J. Jensen, manager of the talking machine department of the Daynes-Beebe Co., of Salt Lake City, spent a few days in Los Angeles after attending the Edison Caravan Convention in San Francisco.

J. W. Boothe Back From Vacation

General Manager Boothe of the music department of Barker Brothers has returned from a most enjoyable trip into the Yosemite which he spent in company with Messrs. Clarence Barker and E. M. Bonnell. The party went in by the Tioga Pass and had some wonderful trout fishing.

Columbia Manager Returns

William F. Stidham, manager of the Los Angeles branch of the Columbia Graphophone Co., has returned from a two weeks' trip to the executive offices in New York City. Immediately upon his return he held a salesmen's meeting and convention, which was attended by Messrs. Mack, Allen and Newman, in order that he might impart to them some of the renewed enthusiasm which he had absorbed during his Eastern visit.

Hopper-Kelly President Here

The well-known and popular president of the Hopper-Kelly Co. of Seattle and Tacoma, E. P. Kelly, accompanied by Mrs. Kelly and A. W. Erhart, manager of the Tacoma branch, and Mrs. Erhart, motored down all the way from Seattle to Los Angeles. The party reached San Francisco in five days and attended the Edison Caravan and Victor Educational Conventions before proceeding to Los Angeles. Mr. Kelly's commendations on Los Angeles music

stores were most flattering to their owners. Like the defender in the America Cup contests, he has taken all the wind out of their sails when it comes to praise. Of course his name has a decided Irish sound to it, and it is possible that, true to type, there is a large quantity of "honey" on Kelly's tongue. But one thing is certain, and that is, the music trade of Los Angeles is more convinced than ever of the excellence of their establishments and in addition are impressed with a true realization of the beauty of the feminine portion of their population.

Sell Period Models

Holton & James of Santa Barbara are meeting with unusual success in the sale of period models of the Aeolian-Vocalion supplied by the Aeolian Co., in Montecito, where there are so many beautiful villas and residences owned by a number of well-known wealthy persons.

Los Angeles Fourth in Volume

Howard L. Brown, manager of the Los Angeles branch of the phonograph division of the Brunswick-Balke-Collender Co., received a circular letter from the general sales department showing that the Los Angeles or Southern California district, during the most recent period, stands fourth in volume of sales throughout the United States.

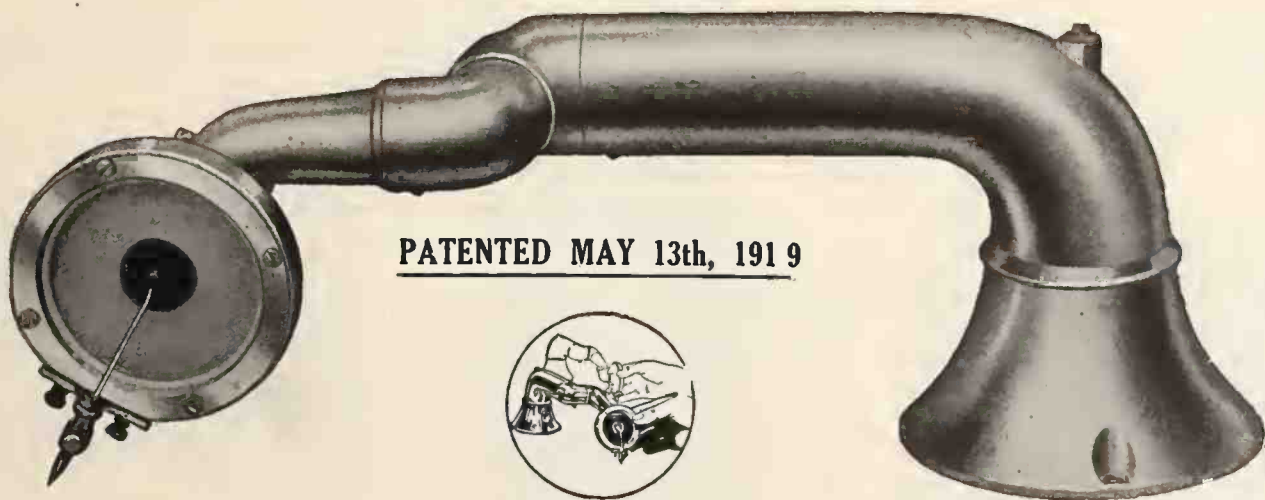
Earthquakes not Severe

Stories regarding earthquakes in Los Angeles have been reported in the most ridiculous fashion by some newspapers outside of Los Angeles. The truth is that there was absolutely no damage done and business went on without the slightest interruption. The newspaper articles would imply differently.

INCORPORATED IN BROOKLYN

The La Belle Talking Machine Mfg. Corp., Brooklyn, N. Y., has been incorporated under the laws of New York State to manufacture talking machines. The capital of the new corporation is \$15,000 and the incorporators are M. L. Goldbert, I. Colbert and P. Robbins, 130 Wadsworth avenue.

EMPIRE UNIVERSAL TONE ARM and REPRODUCER



In designing the phonograph that you manufacture do you realize that the use of high grade sound reproducing-mechanism is a very important item?

Have you ever given the importance of the throw back feature your consideration?

The Empire Tone Arm and Reproducer excels in every important feature—

1st, on appearance alone it will appeal to your dealer customer and will enable him to interest the best kind of trade.

2nd, on performance it will reproduce all makes of disc records at their best and will bring out all the over-tones that are usually lost.

3rd, mechanically the Empire Tone Arm is more nearly perfect than any other tone arm.

WRITE FOR OUR PRICES AND GIVE US AN OUTLINE OF YOUR REQUIREMENTS FOR 1920

THE EMPIRE PHONO PARTS COMPANY

ADDRESS ALL INQUIRIES TO CHICAGO OFFICE
Sales Office: 423 S. Wabash Avenue, CHICAGO, ILL.
Factory: 1100 W. 9th Street, Cleveland, Ohio

ARE YOU READY FOR THE FALL BUSINESS?

All indications point to another big season in the phonograph business—and a relative shortage of merchandise.

At present we are in a position to make prompt shipment of Vocalion Records (Lateral Cut) and practically all models of Vocalions. Prepare now for the Fall demand.

The AEOLIAN-VOCALION *and* VOCALION ^(Lateral Cut) RECORDS

We invite correspondence from dealers who wish to expand their businesses by the representation of a phonograph which appeals strongly to the better class of purchasers.

Distributors for

OHIO

INDIANA

KENTUCKY

TENNESSEE



Period Vocalion No. 1493—Queen Anne



Vocalion No. 540



Period Vocalion No. 1495—Gothic-Windsor

THE AEOLIAN COMPANY

Twenty-five West Fourth Street

:

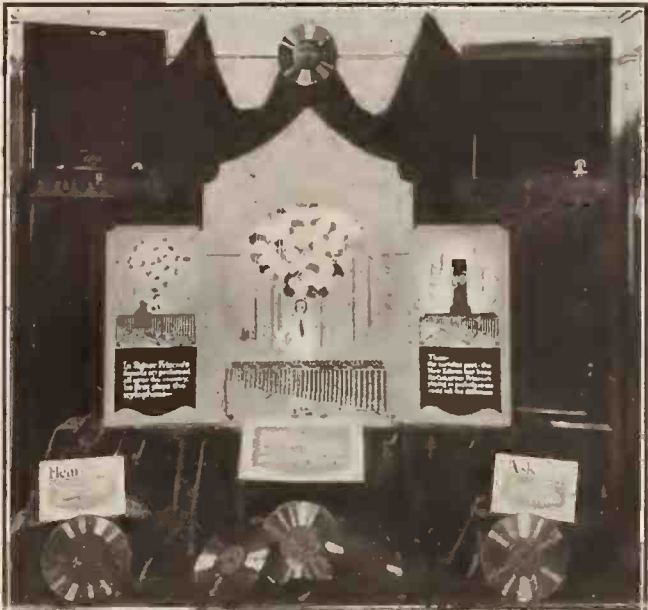
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Cincinnati, Ohio

EDISON WINDOW DISPLAY FOR SEPT.

An Attractive Window Arrangement That Should Make a Wide Appeal to Dealers

The New Edison window display for September created by Einson Litho, Inc., New York,



Clever Edison Window for September dramatizes the remarkable Re-creation of Signor Friscoe's performance on his xylophone before scores of vaudeville audiences throughout the country.

OREGON TRADE CONDITIONS GOOD

M. W. Davis Predicts Big Business in Musical Instruments for Coming Fall Season

PORTLAND, ORE., August 5.—M. W. Davis, district manager of the Brunswick-Balke-Collender Co., who has just returned from an extensive trip through Eastern and Central Oregon, when asked by your correspondent concerning his trip said:

"Crop conditions and business and financial conditions in general throughout eastern Oregon point to a big business in musical instruments this Fall. While the towns located in the wool district are hit hard right now on account of the wool situation, conditions point toward an adjustment of the present situation. Phonograph dealers are buying and carrying all the stock they can get in anticipation of a big Fall business, and protecting themselves against stock shortage."

'TALKER' REPLACES THE ORCHESTRA

INDIANAPOLIS, IND., August 6.—When the strike of musicians broke loose on the Indianapolis theatrical managers, Manager Gavin, of the Lyric Theatre, a large vaudeville house, determined that his patrons should not be without music.

He called on Carl Anderson, of the Amplifone Co. and the Indianapolis Talking Machine Co. Saturday afternoon and by Sunday the theatre patrons were enjoying a lively musical program. The Amplifone Co. installed sound-amplifying devices throughout the theatre which were wired up with a Victrola in a room behind the stage.

The audience appreciated the ingenuity displayed in supplying them with music in spite of the walkout of the musicians and the musical program made a big hit. The Victrola and records were supplied by the Indianapolis Talking Machine Co.

GRAFONOLA FOR ENGINEER

S. J. McCormick, of Portland, Ore., sold a Columbia Grafonola this week to George Gorro, junior engineer on the steamer Owatama, which sailed for England by way of the Panama Canal. Mr. Gorro said he had to have music on the long trip and the Grafonola and a good supply of Columbia records would enliven a long and tedious voyage.

AN OFFER THAT HURTS BUSINESS

New York Department Store Offers \$250 Machine on 20 Months' Time to Those Who Purchase \$10 Worth of Records—Members of Trade Question Wisdom of Move

Buy \$10 worth of records and a \$250 period phonograph of recognized make will be delivered to the customer's home by one of New York's big department stores, without any first payment, and on an instalment contract running for twenty months. The offer has been widely advertised and has attracted considerable attention in the trade, mostly of an unfavorable character. The majority of retailers are insisting upon short terms and appear to be able to do a satisfactory business on that basis, losing no sales because of their demands for cash, or short-term contracts.

It is felt that advertising such as that indulged in by the department store has a tendency to give to the public the impression that there is a slump in the talking machine business and that by delaying their purchases they may perhaps enjoy some sort of price re-

duction. Those in touch with manufacturing conditions realize that there can be no reduction in machine prices for many months to come, and then only in the event that materials, and perhaps wages, drop. To advertise high-priced machines on twenty months' time, and without an initial cash payment, is regarded as an unfortunate business move just now.

D. C. PEYTON NOW IN PORTLAND

Former Aeolian Man Now Manager of Meier & Frank Talking Machine Department

D. C. Peyton, formerly with the Aeolian Co. of New York and Chicago, is now the manager of the talking machine department of the Meier & Frank Co. Mr. Peyton was with the Aeolian Co. seven years. He opened up the company in Texas, and while there was manager of the Vocalion department in the department store of Titch & Goettenger in Dallas.

The careful salesman will read each and every advertisement which his house puts in the local papers.



THE PHONOGRAPH NEEDLE FOR ULTRA TONE QUALITY

The vibrations are clarified by the Hood on the needle that produces the very best results.

**SEMI - PERMANENT POINT
LOUD - MEDIUM - SOFT**

A profitable needle for dealers to sell. More than 2000 Dealers are now selling them with splendid success. Order from the nearest branch.

The BELL HOOD NEEDLE CO.

- 183 Church St., New Haven, Conn.
- 807 The Arcade, Cleveland
- N. E. M. I. T. CO.,
- 3442 N. Clark St. Chicago, Ill.
- 127 E. 23rd St. New York City
- 89 10th St., South Minneapolis
- Distributors for all states west of Mississippi River and Wisconsin



Model 11 Adam
42" x 37" x 24"



Model 0 Sheraton
45" x 19" x 20"



Model 10 Sheraton
42" x 37" x 24"



Model 2 Adam
48" x 22" x 23"



Model 3 Queen Anne
48" x 22" x 23"



Model 13 Louis XVI
42" x 37" x 24"



Model 1 Adam
46" x 20" x 21"



Model 12 Queen Anne
42" x 37" x 24"



THE L'ARTISTE is a musical instrument in every sense of the word. Its tonal value alone places it in the foremost ranks of reproducing instruments.

Every model of the L'Artiste is a period model and true to the period it represents. The L'Artiste is an instrument fit to grace the most palatial of homes and an instrument you will take just pride in selling.

Furthermore the merits of the L'Artiste have been proven. Dealers are handling the line with great success in every section of the country. Anticipating the important season we are entering, it would pay you to investigate this line *to-day*.

The Philadelphia Show Case Company

Distributors

NEW YORK
841-J Bush Terminal Sales Bldg.

PHILADELPHIA
127 North 13th Street

PITTSBURGH
2002 Jenkins Arcade
NEW ENGLAND DISTRIBUTORS
C. C. Moir, BOSTON, MASS.

M. L. KESNER GOES A-FISHING

Comes Back From Canada With Some Big Stories of Surprising Catches

M. L. Kesner, of the firm of Kesner & Jerlaw, the well known manufacturers of the Sonata line of talking machines, recently returned from a fishing trip in upper Ontario known as the "heart of Canada." Mr. Kesner's activities have been quite strenuous during the past few months, and following the several weeks spent



M. L. Kesner in the Woods

at the Grand Rapids Furniture show, he decided to take a rest.

Accompanying herewith is a photograph of Mr. Kesner and his two guides taken during his vacation period. It will be seen by the picture that Mr. Kesner supplied the firewood for the camp.

BULL PUP BATTLES VICTOR DOG

Large Crowd Witnesses Struggle With Papier-Maché Dog in Front of Portland Store of Bush & Lane Piano Co.

PORTLAND, ORE., August 5.—When a white battle-scarred bull terrier started down Broadway the other day evidently he was looking for trouble. Opposite the entrance to the Bush & Lane piano store he encountered the fixed and immovable gaze of a three-foot papier-maché dog, which sits all day at the door listening, so they say, for "his master's voice."

The live dog looked up at the papier-maché dog and decided that he didn't like his looks. Perhaps the fact that the papier-maché dog paid no attention to him irritated him further. At any rate, the little bulldog seized the enormous muzzle of the papier-maché giant in a death grip. The two rolled on the pavement together. A crowd of 200 gathered to witness the struggle. When Edward Martin, one of the store employes, approached the building he thought a fire must have broken out. He dashed through the crowd, and, taking in the situation at a glance, dragged both the contestants inside the store to settle the dispute.

Forcible methods had to be applied to separate the bulldog from his prey. It was only after the assailant's enthusiasm had been dampened by several gallons of water that the papier-maché giant was released, and the little bull, still breathing defiance, was ejected from the store.

R. Fletcher & Son, of Chehalis, Wash., have just opened up an exclusive Brunswick department in connection with their jewelry store.

IMPORTANT COLUMBIA CO. CHANGES

Lambert Friedl Resigns as Manager of New York Branch of Columbia Co.—Succeeded by Kenneth Mills—New Post for McKenna

The general sales department of the Columbia Graphophone Co., New York, announced this week that Lambert Friedl, manager of the New York branch, had resigned from this position, owing to ill health.

Kenneth Mills, at present manager of the company's Chicago branch, has been appointed manager of the New York branch, effective September 1. Mr. Mills was formerly assistant manager in New York and is therefore thoroughly conversant with the local situation.

John McKenna, at present manager of the Columbia branch of St. Louis, has been appointed manager of the Chicago branch, succeeding Mr. Mills. Mr. McKenna formerly resided in Chicago, and the success that he has achieved in St. Louis well merits his promotion. Mr. McKenna's successor in St. Louis will be announced very shortly.

NOW PITTSBURG EMERSON AGENT

Clarke Musical Sales Co. to Retail Emerson Phonographs and Records in That City

PITTSBURGH, PA., August 6.—The Clarke Musical Sales Co., of this city, has been appointed representative for Pittsburgh and Western Pennsylvania for the Emerson phonographs and Emerson records, with offices and warerooms at 123-125 Water street. Charles Stran is manager in charge. He is one of the well-known talking machine men in the trade and is very enthusiastic concerning the outlook for Emerson sales in this section. He is planning, later in the month, to have a grand exhibition and demonstration of the Emerson line, when all of the dealers in his territory will be invited to attend the affair and meet some of the Emerson leaders in the trade.

MAKING ANSONIA MORE FAMOUS

ANSONIA, CONN., August 5.—Ansonia, which enjoys a nation-wide reputation for clocks and brass work, is rapidly growing equally famous for talking machine needles. There are already two manufacturers of well-known lines of steel needles and the latest addition in the field of talking machine needles is the Mellowtone Needle Co. also of this city. This company, however, will differentiate from the others in producing semi-permanent needles only. These needles under test have played from 100 to 200 records each. The new semi-permanent needle has been named the "Superb" and an energetic publicity and sales campaign has been entered into to place the needle before the attention of the talking machine trade throughout the entire country.

NEW OREGON CORPORATION

The Etruscan Phonograph Co. has been incorporated with headquarters in Portland, Ore. The incorporators are M. E. McDermott, C. A. Cook and C. D. Christensen. The capital stock is \$20,000. They will manufacture and deal in phonograph and other cabinets, phonographs and accessories.

WARNING

WALL KANE STEEL NEEDLES are the standard trade-marked needles of the phonograph industry. Like any article that is a proven success, WALL KANE STEEL NEEDLES are being imitated.

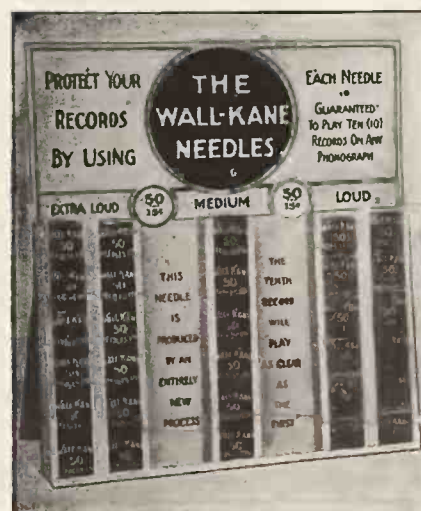
The genuine WALL KANE NEEDLES are manufactured by intricate, chemical processes, and we guarantee them to possess the quality of playing ten records perfectly, the last one as well as the first.

Every WALL KANE NEEDLE is a great improvement of the highest grade steel needles of American manufacture, absolutely uniform in temper, length and taper. You may line up any number of any of the three grades of WALL KANE NEEDLES and you will find the above statement to be correct.

The point of the needle is greatly improved in the WALL KANE. Ordinary steel needles, owing to their fibrous structure, flatten out readily and bring more and more of the grain of the steel in contact with the record grooves. The point of the WALL KANE NEEDLES is treated by various chemical processes, several coatings being placed on it, thereby creating a layer of soft material that will not wear off until at least 3,000 revolutions are made and thus does not permit the grain of the steel to come into contact with the record grooves.

This material placed on the point, is softer than steel and such that it will greatly benefit the record, minimize the scraping sound, prolong the life of the record and play it better.

Any instrument or record will show off best when WALL KANE NEEDLES are used.



BEWARE OF IMITATIONS

This handsome metal enamel display stand holds 60 packages, 2 doz. extra loud, 1 doz. medium, and 2 doz. loud; each package containing 50 WALL KANE NEEDLES, retailing for 15c. Price of Stand to dealers, \$4.60; \$4.90 Far West. Single packages, 7 1/2c; 8c in the Far West.

Attractive display containers, each holding 100 packages of a kind of WALL KANE Needles, cost the dealer \$7.50; \$8.00 in the Far West.

SOME JOBBING TERRITORY STILL OPEN

Progressive Phonographic Supply Co., Inc.

145 West 45th Street, New York

Advertisement for "MAGNET" DECALCOMANIE NAMEPLATES. It features logos for Doran Co., Hurteau, Williams & Co., and Kappel Piano Co. The main text reads: "FOR TALKING MACHINE CABINETS ETC." and "Pamphlets with fac-simile illustrations and prices mailed on request." The advertiser is SMITH-SCHIFFLIN CO., 149 Church Street, New York City. It also lists other distributors: Walter D. Moses & Co. (Richmond, Va.) and J.E. Stratford (Augusta, Ga.).

PATHE ROOSTER FLIES HIGH

Frank Le Man Makes Airship Flight Accompanied by the Famous Pathe Trade-mark

The well-known Pathe trade-mark rooster was conspicuous in an airship flight made over the State and city of New York and a goodly part of New Jersey. The flying trip was made in one of the swift sailing clippers which was piloted by Lieut. Mark C. Hogue, aerial pilot,



The Airship in Which the Pathé Figured and who had as a passenger Frank Le Man, one of the enterprising hustlers of the Pathe Phonograph Co.'s service department.

The start was made from the flying field of Paterson, N. J., and for several hours the airship sailed over the populous cities and fruitful farms of the States named at an altitude of 3,000 or more feet.

The photograph herewith given shows the machine at rest with Lieut. Hogue and Mr. Le Man in the foreground, the latter facing to the left. On the upright wing of the airship may be seen the erect figure of the famous Pathe bird, whose exultant head seems to carry a challenge of supremacy to the sky, and it is in-

timated that in passing over the farmyards of the country the joyous hens and roosters, gazing upwards, expressed their astonishment by setting up a vociferous chorus of cackling and crowing by way of giving their celebrated visitor a hearty welcome and bon voyage.

VELVET TURNTABLE TOPS

A. Wimpfheimer & Bro., Inc., 450-460 Fourth avenue, New York, well-known manufacturers and distributors of velvets, plushes and other materials made particularly for talking machine turntables, who have several factories producing such products, have recently inaugurated a publicity campaign exploiting their material for the purpose of inducing and encouraging all manufacturers of quality talking machines to equip their turntables with velvets and plushes in preference to the usual felt. The firm has prepared samples of their materials, which are now being forwarded to manufacturers of talking machines interested in equipping their turntables with velvets or plushes.

NEW WIDDICOMB CATALOG ISSUED

A new Widdicomb catalog has recently been issued showing the entire Widdicomb line of instruments handsomely illustrated and minutely described. Both the upright and the console models are represented and the booklet makes a most favorable impression.

MAYERS ENTERTAINS EMPLOYEES

Proprietor of International Phonograph Co. Host to Staff at Picnic Held at Pelham Bay Park

On Sunday, August 1, all employees of the International Phonograph Co., 101 Essex street, New York, were the guests of Joseph H. Mayers, proprietor of the company, at an elaborate picnic held at Pelham Bay Park. The employees were accompanied by their families and Mrs. Mayers assisted her husband in welcoming the guests, with the result that the affair assumed the character of a real family party. There was plenty of music and dancing, and an excellent dinner was served by the host.

In appreciation of Mr. Mayers' generosity the employees prepared and sent to him a letter thanking him and bearing the signatures of all members of the staff. Those who attended the outing and signed the letter of appreciation were: Howard A. Jacobs, manager; Daniel M. Broad, office manager; Julius Weinberg, Paul Boiko, George Sklar, Max Chinkes, Ruth Mandel, Sam Jacobs, Morris Blaustein, Paul Roe, Max Sackiel and Nicola Clemente.

TO INSTALL EIGHT UNICO BOOTHS

The Unit Construction Co., of Philadelphia, has a contract to install eight sound-proof demonstration booths in the store of H. Kahansky, a Victor dealer, of Brooklyn, N. Y., with headquarters at 3137 Fulton street. Mr. Kahansky was originally a furniture dealer exclusively, but found the demand for talking machines and records so great that he decided to give his entire attention to the selling of the Victor line.

TO HANDLE CHENEY IN HARTFORD

The Co-operative Store at Hartford, Wis., has established a talking machine department, and will deal exclusively in the Cheney.

Just Recorded

Announcing

that we have been appointed distributors of the Pathé machines and records.

We selected the Pathé line because we firmly believe it to excel and are enthusiastic over the great future before it.

We are centrally located and have facilities adequate to render the maximum of service.

Our aim is to co-operate in every possible way with each individual dealer and increase our business through increasing his.

Pathé
REG. U.S. PAT. OFF.

COMMONWEALTH PHONOGRAPH CO.
21-23 LYMAN ST.,
SPRINGFIELD, MASS.

VITANOVA

QUALITY
SERVICE



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

Announcing to the Trade

Superb
THE Stylus
emi-permanent

The Talking Machine Needle Superb

Facts About this Needle:

Will play by actual test 100 to 200 records.

Will not wear the records, account of its patent point.

Will play any make record using steel needle.

Made in full and half tone.

It is NOT a loud, rasping, hissing needle like the ordinary, but one that produces a rich, clear, mellow tone that will be appreciated by all lovers of good, refined, pleasing music.

Packed 4 needles on a card, 125 cards
to a counter display carton.

Retail Price 25c. per card

As this needle is something entirely new, and is to be extensively advertised, we feel sure that the distribution of it will prove profitable to those fortunate enough to secure it.

We are now allotting territory and will be pleased to send samples and discounts to those interested.

Mellowtone Needle Company

Sole Manufacturers

Ansonia

:

Connecticut

Convention of Iowa Victor Dealers

State Association Holds Fourth Annual Gathering in Des Moines Under the Auspices of the Mickel Bros. Co.—Important Business Topics Discussed and Helpful Addresses Listened to—L. R. Spencer Elected President

DES MOINES, I.A., August 3.—The fourth annual convention of the Iowa Victor Dealers' Association was held yesterday in the establishment of Mickel Bros. Co., Victor distributors, at 411 Court avenue, and served to attract over 200 dealers from all sections of the State.

After the members had been duly registered the morning session was called to order by the vice-president, R. B. Townsend, who was asked to preside in the absence of the president, Joseph Britt. Mr. Townsend welcomed the members to the convention, and after predicting a most successful meeting, both from a business and social viewpoint, introduced Mayor H. H.

its of the Victor Red Seal catalog. She told how, through being able to offer records of a parallel nature to customers, she was able to increase the sales to a very large extent. She then turned to the value of the educational side of Victor business, and explained how, through actual experience, she had created interest and stimulated sales through the installation of Victrolas in public schools for instruction.

At the close of Miss Jardine's talk, E. H. Haglund, of Mickel Bros. Co., gave a most interesting and instructive talk on the Victor motor, the cause, effect and repair of trouble which might befall the motor. While he was talking

ner, which recalled to some of those present those good old school days.

George E. Mickel's Interesting Talk

At the close of Miss Taylor's entertainment, George E. Mickel, president and general manager of Mickel Bros. Co., addressed those present on "Merchandising Victor Products," taking occasion to explain the meaning of proper financing. He deplored the policy of borrowing capital with which to make the initial investment, yet he expressed the belief that borrowing from banks to tide over a certain period was distinctly legitimate. He then gave some very valuable information on the present financial market of



Those Who Attended the Convention of the Iowa Victor Dealers' Association in Des Moines on August 2, 1920
 1, R. L. Spencer, president; 2, L. A. Murray, vice-president; 3, H. B. Sixsmith, secretary; 4 R. B. Townsend, treasurer; 5, C. Tucker; 6, Mark Duncan; 7, James Donahue; 8, C. B. Barton; 9, John G. Paine; 10, Geo. E. Mickel; 11, Billy Murray.

Barton, of Des Moines, who extended a formal welcome to the citizens.

Salesmanship Must Be Developed

Edward Lyman Bill, of The Talking Machine World and The Music Trade Review, was the first general speaker and devoted his remarks to the business prospects for next year. He emphasized the fact that there was a strong possibility of over-production and that salesmanship would have to be developed in the trade on a broad basis. He urged that retailers give thought to this situation and prepare their organizations to meet any new conditions that might develop.

The Value of Advertising

The next speaker was J. J. Rockwell, of the Reincke-Ellis Co., Chicago, who gave a most interesting and comprehensive address on the broad subject of advertising. Mr. Rockwell defined some of the many phases of advertising as it is constituted to-day, and emphasized particularly the importance of service by the retailer to his customer as one of the most effective factors in an advertising campaign. He declared that the trouble with too many people was that they believed that advertising was confined to the printed word, and hadn't gained a proper conception of its real scope.

How to Double Victor Business

Miss Mayme A. Jardine, of Mickel Bros., then gave a talk on "How to Double Your Victor Business." Miss Jardine pointed out most conclusively the great necessity of the sales force being properly educated about the particular features of the Victrola and the particular mer-

his assistants took down and reassembled one of the motors.

An Educational Demonstration

Miss Jardine then had a part of the floor cleared and with the aid of Loretta Boroff and Thos. Bonney, of Omaha, demonstrated the practicability of the Victrola in teaching different folk and conventional dances. With the aid of Gwendolyn Eiche, also of Omaha, she demonstrated the use of the Victrola in connection with school recitals. Both the cleverness of the entertainers and the practicability of the Victrola for this use were surprising to the on-lookers.

Vice-President Townsend then appointed a nominating committee consisting of Harry Fetters, of the Mickel Furniture Co., Marshalltown; Harry Clarke, Anamosa, Iowa, and H. A. Teslow, of the Teslow Music House, Cresco, Iowa. The morning session was then adjourned and the members of the association became the guests of the Mickel Bros. Co. to luncheon at the Kirkwood Hotel. During the repast an orchestra, specially engaged for the occasion, rendered many of the popular and catchy hits of the day.

The Afternoon Session

Miss Ethel Rose Taylor, of Sioux City, Iowa, who is an instructress in the primary grades in Sioux City, was introduced by Mr. Mickel at the beginning of the afternoon session. She told of her work with school children and of how the Victrola could be used in connection with it. She then rendered one of her children's stories in a most amusing and entertaining man-

ner, which recalled to some of those present those good old school days.

the United States and showed how, in spite of the fact that many believed it was unhealthy, the prosperity and the state of our banking interests were in a most satisfactory condition. Mr. Mickel then turned to the subject of Victor merchandising and pointed out that, besides handling the proper line of merchandise, it was also necessary to have proper equipment and a sales force experienced and especially trained for their work. In connection with the line of merchandise, Mr. Mickel spoke of the Victor Co., the Victrola and the Red Seal catalog. In speaking of equipment Mr. Mickel said that he

(Continued on page 194)

60%

OF YOUR RENT GOES FOR YOUR WINDOW SPACE

Are you making a profit on this investment?

Let us tell you about the **USOSKIN MONTHLY WINDOW DISPLAY SERVICE**—that is proving such a sales-maker for other phonograph dealers.

Details and photographs gladly sent upon request.

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

CONVENTION OF IOWA VICTOR JOBBERS—(Continued from page 193)

had found that in practically every case where expensive installation of booths and proper equipment had been made the gain in business had been more than commensurate with the investment. When dwelling on the personnel for a Victor store he mentioned the necessity of the sales force being properly acquainted with the Victor line of merchandise and laid special emphasis on the importance of the record sales force being properly versed on the Red Seal catalog. He then spoke of the Mickel School of Victor Salesmanship, and told how its formation was made in order to offer free instruction to Iowa Victor dealers in the proper merchandising of Victor goods. He stated that the school would open on September 13th with Miss Mayme Jardine, who has had much experience in this field as instructress. In closing Mr. Mickel spoke of the broadening possibilities for Victor dealers, and offered the services of Mickel Bros. Co. to any of the members of the association in whatever way the company might be of assistance to them in furthering, promoting or increasing their Victor business.

Some Open Discussions

After Mr. Mickel's address an open forum for the discussion of important subjects to the dealers was established. The first subject, "My Best Investment," led by F. H. Walter, Morris Sanford Co., Cedar Rapids, opened up a discussion on the value of the Mickel School of Victor Salesmanship. Mr. Walter told how the week's course covered the making of records, musical appreciation, component parts of and construction of orchestras and bands, of the appeal of certain types of records to particular classes of people and how records properly selected do appeal to these people, pronunciation of operatic names and the names of the artists singing these selections. He also said the course covered the demonstration of machines and records and the study of the Red Seal catalog. M. H. Boesch, of the John Boesch Co., Burlington, and F. B. Ireland, Ireland Music Co., Independence, also

spoke and enlarged on this very timely subject. "Does an Exclusive Store Pay?"

The second subject for discussion was "Does an Exclusive Store Pay?" led by L. A. Murray, Davenport, who gave an unusually clever talk on the value of handling one line of merchandise. Evelyn Ashby, of Crary Hardware Co., Boone, and J. J. Donnelly, Baxter Piano Co., Davenport, also talked on this subject and told their personal experiences. E. W. Lundquist, of Mickel Bros. Co., also said a few words bringing out the importance of handling only one line in order that all of the time can be given to boosting that particular make. He also touched on the fallacy of knocking competitive lines.

The Subject of Installation

The next topic was "Victrola Installation," led by R. S. Baas, of Baas Music Shop, Rock Island, Ill. He and those who followed, L. R. Spencer, Harmony Hall, Iowa City; Harry Duncan, Duncan-Schell Co., Keokuk; D. J. Watters, Watters Drug Store, Iowa Falls, discussed and gave examples of the value of proper installation and of correct store arrangement.

The Subject of "Competition" Discussed

The next discussion was on "Competition," led by R. B. Townsend, of S. Davidson & Bros., Des Moines, who said that from his experience he had found two kinds of competition, namely, clean and unscrupulous. He said that in the former he found no danger, in that he was convinced that the line of merchandise he handled could easily stand up against competitive makes. In regard to the latter type of competition he said that he found that generally such type of business usually dug a grave for itself. Jas. Donahoe, of Donahoe & Donahoe, Ft. Dodge; Harry Clarke, Anamosa, and Wm. Murray, of Murray Company, Davenport, also spoke on the same subject.

"Foreign Records" and "Increased Shipments"

The subject of "Foreign Records" opened up a lively discussion from the dealers who had

done business with foreign-American trade. Wolf Bernstein, of Standard Furniture Co., Centerville; Wm. Miller, of H. C. Waite Music House, of Cedar Rapids; H. Fetters, of Mickel Furniture Co., Marshalltown, spoke on this subject and offered many valuable suggestions.

The subjects of "More Records" and "Increased Shipments," the former led by C. B. McGregor, McGregor Bros. & Coens, Creston, and the latter subject by L. R. Spencer, of Harmony Hall, Iowa City, were discussions primarily on the subject of how to satisfy the customers with merchandise which was obtainable.

Mr. Mickel at the close of the open forum introduced L. M. Willis, Western sales manager of the Unit Construction Co., Philadelphia, and W. H. Reed, of Van Veen Co., New York City, who he said would offer the dealers whatever assistance they could in the planning and installation of proper store equipment.

The Victor Co. Policy

The chairman then introduced John Gregg Paine, of the legal department of Victor Talking Machine Co., who spoke on the Victor Co., its policy, its plans, and its products. He told of how the Victor Co. was always looking into the future in order to prepare and plan for the maintenance of Victor supremacy. He told of the gigantic plant of the Victor Co., and of its splendid equipment and of how steady additions had been made from time to time in order to allow for larger production. He then dwelt on the construction of the Victor cabinet, telling how carefully the lumber is selected and with what precision this lumber is cut and glued together in order to form the panels of the Victor cabinet. He described the minute construction of the Victor horn and the special compound which was used in making the tone arm in order that vibration would be reduced to the minimum to permit the most perfect reproduction of music. He then touched on production, recalling to those present the fact that the Victor plant was given over to war work and



PICTURE SIDE OF RECORD

20,000,000 Movie "Fans"



Are Starting a Collection of the
VOICE and PHOTO
OF THE
Famous Movie Stars
BY MEANS OF
TALK-O-PHOTOS

Be One of the Live Dealers to Appreciate This Big Opportunity

Phonograph Record of the Voice of the Star,
Combined with Photograph and Autograph

New issues monthly. 100 leading artists under exclusive contract
Retail price, 35c Generous discounts Samples on request
Manufactured under exclusive license granted by the Talking Book Corporation

TALKING PHOTO CORPORATION

334 Fifth Avenue, New York

Robert B. ("Pat") Wheelan, Pres.



CONVENTION OF IOWA VICTOR JOBBERS--(Continued from page 194)

that a great deal of time was necessary in order to bring the production back to normal. He explained how the Victor Co. was continually instructing new workmen in the art of cabinet making and record pressing in order that the working force might be increased steadily.

In closing, Mr. Paine told of the broad gauge ideals and policies of the Victor Co. and he impressed his listeners with the fact that although the Victor Co. was increasing its production, that production would not be forced, for the company would at no time sacrifice quality in order to produce quantity or in any way jeopardize the prestige which Victor products held.

New Officers Elected

At the close of Mr. Paine's address the election of officers was held with the following being unanimously elected: President, L. R. Spencer, Harmony Hall, Iowa City; vice-president, L. A. Murray, Davenport; secretary, H. B. Sixsmith, Mickel Bros. Co., Des Moines, and treasurer, R. B. Townsend, S. Davidson & Bros., Des Moines. Executive committee: C. F. Tucker, Tucker Furniture & Carpet Co., Clinton; Jas. Donahoe, Donahoe & Donahoe, Fort Dodge; C. B. McGregor, McGregor Bros. & Coens, Creston; Jos. C. Britt, Crary Hardware Co., Boone, and Mark Duncan, Albia, after which the secretary, H. B. Sixsmith, read the minutes of the previous meeting and gave his yearly report which was unanimously accepted. L. R. Spencer also presented his report as treasurer.

The Final Banquet

In the evening the association members were the guests of Mickel Bros. Co. at a banquet, entertainment and dance held in the grand ball room of the Hotel Fort Des Moines. During the banquet and after it Billy Murray, the popular record artist, one of the members of the Eight Famous Victor Artists, now an exclusive Victor artist, rendered several of his most popular numbers to the great delight of his audience. Mr. Mickel gave a short address of welcome telling his guests what pleasure and happiness he derived in being able to entertain such a splendid organization. He told of how he had seen the organization grow in size and influence and added that he was sure that this power would continue to develop. At the close of the banquet Mr. Mickel called on the new president of the association, L. R. Spencer, who expressed his happiness over the honor which they so recently bestowed upon him. He promised to serve the organization to the best of his ability and to be at all times ready to be of service to any of its members. Mr. Paine, of the Victor Co., was then called upon and spoke of the happiness and pleasure that the Victor dealer was putting in a home when he sold a Victrola. He recalled how music stirred the passions of the soul and led this great world to a higher plane of living.

Telegram to the Victor Co.

During the banquet the following telegram was approved by the Association and sent to Ralph L. Freeman, of the Victor Co.:

"The Iowa Victor Dealers' Association assembled in Des Moines to-day unanimously adopted the following resolution: Whereas, this Association, representing practically every Victor department in the State of Iowa, and having the vision of the possibilities of the Victor line, being continually alert to improve our equipment and our organization; Be it resolved, that we wish to express to you our sincere loyalty to the Victor product, and inasmuch as our individual success depends entirely upon the volume of Victor merchandise, we wish to make known our earnest desire for sufficient merchandise with which to maintain the supremacy of the Victrola.

"Iowa Victor Dealers' Association."

Directly following Mr. Paine's talk Billy Murray rendered several more selections and then the floor was cleared in order to allow professional dancing talent to show many interesting and beautiful dances. After the prepared program of dancing and musical numbers the guests took the floor and tripped the light fan-

tastic until the gray shades of dawn reminded them that it was time for the gathering to end.

Those present included: S. Algase, Davidson Co., Waterloo; Miss Ashby, Crary Hardware Co., Boone; Mr. and Mrs. Anderson, Anderson Music Co., Eagle Grove; R. W. Anderson, Anderson Music House, Charles City; Marie Anderson, Crary Hardware Co., Boone; H. W. Burnett, Mickel Bros. Co., Des Moines; Geo. Bonfield and Mrs. Bonfield, Wade & Bonfield, Fairfield; M. J. Berry, Iowa Merc. Co., Newton; C. C. Brugmann, Iowa Merc. Co., Rock Rapids; R. S. Baas and Mrs. R. S. Baas, Baas Music Shop, Rock Island, Ill.; M. E. Bristol, Lohr & Bristol, Muscatine; C. E. Bomberger, Lohr & Bristol, Dallas Center; M. H. Boesch, Jno. Boesch Co., Burlington; M. Beard, Chase & West, Des Moines; W. Bernstein, Standard Furn. Co., Centerville; Loretta Boroff, Standard Furn. Co., Omaha, Neb.; Edward Lyman Bill, The Talking Machine World, New York City; Harry Clarke, Anamosa; D. Earl Combs, Combs & Clouse, Chariton; Paul Cushman, Red Cross Dec. Co., Centerville; Florence Cage, Mickel Bros. Co., Des Moines; C. E. Cook, Cook & Lindholm, Ogden; Mrs. C. E. Cook, Reginald Cook, Ogden; J. J. Donnelly and Mrs. J. J. Donnelly, Baxter Piano Co., Davenport; Eva Donner, Mickel Bros. Co., Des Moines; Mark Duncan, Albia; J. Donahoe, Donahoe & Donahoe, Ft. Dodge; Harry Duncan, Duncan-Schell Co., Keokuk; G. W. Dudgeon and Mrs. G. W. Dudgeon, Ames; Edna Erickson, Britt; Mrs. Jno. C. Eiche, Gwendolyn Eiche and Jack Eiche, Omaha; H. J. Fetters and Mrs. H. J. Fetters, Mickel Furn. Co., Marshalltown; Elizabeth Garrity, Mickel Bros. Co., Des Moines; M. S. Germain, Dubuque Music Co., Dubuque; Mae George, Holly Music House, Carroll.

W. W. Hunter, Northwood; Mrs. E. H. Haglind, Des Moines; E. H. Haglind, Mickel Bros. Co., Des Moines; H. S. Holley, Holley Music House, Carroll; Jno. A. Harris, Chicago; Wm. Hersbergen and Mrs. Hersbergen, Mitchellville; Sylvia Hall, Mitchellville; Verna Hall, Mickel Bros. Company, Des Moines; Mr. and Mrs. Chris. Hansen, Hansen Music House, Oelwein; M. Hodges, Des Moines; F. B. Ireland, Ireland Music House, Independence; W. G. Kennedy, Kennedy-Gardner, Iowa Falls; Laura Klema, Harmony Hall, Iowa City; E. W. Lundquist, Mickel Bros. Co., Des Moines; W. C. Ladage, Ladage Drug Co., Grundy Center; Wm. Lathrop, Fannie A. Nichol Co., Mt. Ayr; R. G. Lohr, Lohr & Bristol, Muscatine; R. A. Lon-

gan, Reinbeck, Ia.; J. G. Lewis and Maude Langridge, J. G. Lewis Music House, Manchester; P. K. McKee, Mrs. McKee and Leonard McKee, McKee Book Store, Indianola; Mrs. Mingo, Clear Lake, Ia.; L. A. Murray, L. A. Murray, Davenport; Wm. Murray, Murray Co., Davenport; Mr. and Mrs. F. Miller, H. C. Waite Music Co., Cedar Rapids; Mr. and Mrs. E. C. Mittvalsky, Cedar Rapids; Mr. and Mrs. C. B. McGregor, McGregor Bros. & Coens, Creston; Geo. E. Mickel, Mrs. G. E. Mickel, Geo. E. Mickel, Jr., Gladys Mickel, Mickel Bros. Co., Omaha, Neb.; W. A. Milliken, Milliken & Major, Berry.

Earl Norman and Mrs. E. Norman, Roshek Bros., Dubuque; Mr. and Mrs. Fred. Nolte and Irene Nolte, Stuart; Fannie A. Nichol, Mt. Ayr; Edwin Pauly, Burlington; Warren Pollard, Harry Clarke, Anamosa; Horace Port, Vinton; John Gregg Paine and O. C. Pearson, Victor Co., Camden, N. J.; Arthur Pritchard, Mitchellville; W. H. Reed, VanVeen Co., Philadelphia; J. J. Rockwell, Reincke-Ellis Co., Chicago; Herbert Roos, Waukegan, Ill.; Jno. A. Reed, Humboldt; Mr. and Mrs. F. S. Stewart and Ralph Stewart, Leon; Glenn Shoemaker, Arnold Jewelry & Music Co., Ottumwa; Leroy Spender, Harmony Hall, Iowa City; D. J. Short and Mrs. D. J. Short, Greenfield; Mr. and Mrs. F. R. Swan, Swan Pharmacy, Madrid; P. W. Simon, Philadelphia; Mr. and Mrs. H. B. Sixsmith, Mickel Bros. Co., Des Moines; Walter Stone, John Boesch Co., Burlington; Miss A. Selby, Eagle Grove; H. A. Teslow, Teslow Music House, Cresco; R. B. Townsend, Davidson Bros., Des Moines; Marjorie Tharp, Indianola; Helen Travis and Grace Travis, Mickel Furn. Co., Marshalltown; C. F. Tucker, Tucker Furn. Co., Clinton; F. R. Theden, Theden's Pharmacy, Tama; Ethel Rose Taylor, Omaha, Neb.

Ruth Uhl, Chase & West, Des Moines; Mrs. Jessie Vance, Vance Music House, Mason City; C. D. Welty, Britt; F. H. Walter, Morris Sanford Co., Cedar Rapids; Miss Wilson, Davidson Bros., Des Moines; Lelia White, Mickel Bros. Co., Des Moines; Jim Wilson, S. Davidson Bros., Des Moines; Frank Wilkinson, Mark W. Duncan, Albia; Mr. and Mrs. Wallace, Greenfield; W. I. Welker and Mrs. W. I. Welker, Des Moines; Mr. and Mrs. Wilson, Bollinger Music House, Oskaloosa; Jerry Young, Eli Van Blaricum, Mr. and Mrs. Roy Banta, Mr. and Mrs. Norman Banta, G. R. Henry, Mickel Bros. Co., Des Moines; Annon Clayton and Mayme A. Jardine, Mickel Bros. Co., Omaha.

IDEAS Plus QUALITY

In its steady progress toward quality production in lithography Einson Litho Inc. has made no more important stride forward than its recent absorption of the

Photo-Lith. Process Plate Co., of New York

In all the lithograph industry the personnel of this company is recognized as the leading Master Craftsmen in the production of the finest examples of photo-lithographic (off-set) printing done in America.

Einson Litho Inc. now offers to national advertisers a window display service that combines originality of ideas with well nigh perfection in lithographic reproduction.

Our Portfolio of Selling Window Displays will be sent upon request by an executive on the Company's letterhead.

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332 So. Michigan Ave.
Chicago, Ill.



The Spirit of Progress

SINCE the inception of this business, always have we of this organization been ambitious to grow, to make of our product a better product. Always has it been our desire to serve sincerely the phonograph industry.

And it has been our idea that this service could best be rendered by designing and building a motor as nearly perfect as possible and then studying always to improve that model and that design rather than to introduce new and untried models.

Therefore, the Stephenson Precision Made Motor of today is much the same as the original product; a refinement here and a change there, and these instituted only when they have been proved worthy.

We believe this to be permanent growth, real service to the industry. We believe this adherence to one design (the best that we in this organization can produce), rather than to offer a multiplicity of models and designs, is the real Spirit of Progress.

STEPHENSON
INCORPORATED
One West Thirty-fourth Street
New York City

MAKERS OF THE STEPHENSON PRECISION MADE PHONOGRAPH MOTOR

Nebraska Victor Dealers in Convention

Enthusiastic Attendance Characterizes Gathering of Victor Dealers in Omaha—Messrs. Mickel and Curtice, Local Distributors, Act as Hosts—Many Important Trade Topics Discussed—Banquet Closes Most Successful Reunion

OMAHA, NEB., August 7.—The fourth annual convention of the Nebraska Victor Dealers' Association convened at 9 o'clock Wednesday morning in the auditorium of the Rome Hotel. More than two hundred representative dealers of the State were present.

Due to the fact that C. L. Dudley, of the Dudley Music Co., Fremont, the president of the Association, was not present and also because of the illness of the vice-president, Secretary Hugo G. Heyn, of Mickel Bros. Co.,

comparison between intensive farming and intensive advertising, bringing to the attention of the dealers the fact that intensive advertising could not help but bring the same surplus returns in business that intensive farming brought in surplus crops. He mentioned the fact that the same importance and care should be given to advertising by small retail concerns as is given it by the large establishments of the country. In emphasizing this point he reminded his audience of the fact that Victor advertising was

George E. Mickel followed, and spoke on the merchandising of Victor products from the jobbers' standpoint. He dwelt particularly upon the proper organization within the Victor retail store, and on financing a retail business. He said that the three things necessary for a successful merchant were, first, a proper line of merchandise; second, proper equipment, and third, proper personnel.

Due to the illness of Miss Mayme A. Jardine, efficiency expert of Mickel Bros. Co., Mr. Mickel



Those Who Attended Convention of Nebraska Victor Dealers' Association in Omaha August 4, 1920

Numbered figures: 3. Hugo G. Heyn, secretary; 5. Page Hillsabeck; 6. Chas. L. Gaston; 7. C. R. Moore; 8. E. H. Ridnour; 9. W. M. Robinson; 10. Ross P. Curtice; 11. George E. Mickel and 12. John G. Paine.

Omaha, called the meeting to order and asked for the appointment of Wm. M. Robinson, of the National Music Supply Co., of Omaha, as chairman of the convention. With unanimous approval Mr. Robinson took the chair and welcomed the conventioners in behalf of the Association. He spoke on the value of the organization to its members and also of the value of co-operation within the organization.

Edward Lyman Bill, of The Music Trade Review and The Talking Machine World, was then called upon to address the convention on the subject, "Next Year." Mr. Bill pointed out the necessity for concentrating on salesmanship, as the possibility of overproduction would render necessary aggressive selling in order to attain success. He urged the dealers present to prepare their organizations to meet any new conditions that might develop.

At the close of Mr. Bill's address, J. J. Rockwell, of the Reinecke-Ellis Co., Chicago, spoke on "Advertising." Mr. Rockwell made a com-

parison prepared by a corps of the most efficient experts in the country and it was therefore essential that local establishments use the same care and attention in preparing their copy in order that the plane of Victor advertising should not be lowered.

also presented her subject, which was "Experiences in Victor Retail Departments." He then outlined a program showing the actual work being done in schools for the raising of money to purchase Victrolas and records.

(Continued on page 199)

PERIOD TONE ARM

Mr. Talking Machine Manufacturer:

Before you place your order for tone arms and sound boxes, write to us for the new **PERIOD UNIVERSAL TONE ARM.**

PERIOD TONE ARM CORPORATION
55-61 West 17th Street New York City

Tel. Chelsea 4744-4745

For Talking Machine Dealers



DOMES OF SILENCĒ

Nationally Advertised

The public have been taught the value of these slides. Simple in construction, they save cabinet legs from strain, save floors from scratches, save rugs from tearing and make the cabinet more sightly.

HENRY PEABODY & CO.

Domes of Silence Division

17 State Street

NEW YORK

Specify **DOMES OF SILENCE**

NEBRASKA VICTOR DEALERS IN CONVENTION—(Continued from page 197)

A short talk on the "Value of Special Training in Victor Salesmanship" was then given by Miss Mae Johnson, of Davidson Bros. Co., Sioux City, Ia., in which she explained the value of the Mickel School of Victor Salesmanship. In her talk she touched on the many valuable subjects which this school took up in order to make the sales force of a Victor store more efficient and better versed on Victor products. Miss Olive Smith, of the Dudley Music Co., Fremont, Nebr., then spoke on the same subject, dwelling on the importance of special training. She informed her listeners that through actual experience she was able to increase the sales of records in her establishment by being able to converse intelligently on the famous composers and on the renowned artists who make records for the Victor Co.

The morning session was then adjourned and the dealers became the guests of Mickel Bros. Co. and Ross P. Curtice Co. at a luncheon in the private dining room of the Rome Hotel. After luncheon the official photograph of the Association was taken and then the ladies of the Association became the guests of Mickel Bros. Co. and Ross P. Curtice Co. at the Orpheum Theatre, where a specially prepared program was given.

The Afternoon Session

The business meeting of the afternoon was called together by the chairman at 2 o'clock. George A. Beaver, of Mickel Bros. Co., Omaha, gave a fifteen-minute talk on the subject of repairs. During his discussion he told of the few simple troubles which might befall the Victor motor and how these could be readily corrected. Both the Ross P. Curtice Co. and the Mickel Brothers Co. offered the services of their repairmen to the dealers for whatever services they could render in showing the different dealers the Victor motor and explaining its component parts.

The chairman then called upon Secretary Hugo G. Heyn for his report, which was read and unanimously approved, as was likewise the report of the treasurer, which was read by the secretary. A letter was read from Ralph L. Freeman of the Victor Co., which thanked the organization for expressions of loyalty which had been sent him last year. A letter from Ernest John was also read expressing his thanks for being elected an honorary member of the Association.

L. G. Paine, of the Victor Co., then told of the manner in which the Victor Co. was increasing production through the installation of new equipment and the enlargement of the plant proper. He emphasized the fact that in no

case would Victor quality be sacrificed for production. In closing he called attention to the advertising campaign being carried on by the Victor Co., and urged the dealers to hook up their local advertising with the national advertising of the Victor Co. in order to produce maximum results.

After Mr. Paine's eloquent address an open forum for the discussion of certain subjects of vital importance to Victor dealers was opened. In this forum all dealers had chances to express their ideas on such subjects as store equipment, record approval systems, and other subjects.

The election of officers was then held, the following officers being unanimously elected: Wm. A. Zitzman, A. Hospe Co., Omaha, president; S. S. Thorpe, Huse Publishing Co., Norfolk, Nebr., vice-president; Hugo G. Heyn,



Left to right—Hugo G. Heyn, secretary; Chas. L. Gaston, executive committee; Wm. Zitzman, president; C. R. Moores and W. M. Robinson, of the executive committee

Mickel Bros. Co., Omaha, secretary; F. C. Jones, Jones' Book Store, Wayne, Nebr., treasurer. The executive committee consists of Charles L. Gaston, Gaston Music Co., Hastings, Nebr.; Page Hissabeck, Hissabeck Piano Co., Holdrege, Nebr.; C. R. Moores, Ross P. Curtice Co., Omaha; Wm. M. Robinson, National Music Supply Co., Omaha; E. H. Ridnour, Palisade, Nebr. Following the election the meeting was adjourned.

The Banquet in the Evening

In the evening the Association became the guest of Mickel Bros. Co. and Ross P. Curtice Co., both of Omaha, to a banquet, entertainment and dance, which was held in the private ballroom of the Rome Hotel. During the banquet George E. Mickel acted as toastmaster and welcomed the guests. During the latter part of the banquet several of those present were called upon for a few words, among them being John Gregg Paine and Edward Lyman Bill. Mr. Paine discussed the many advantages gained by attending association meetings, expressing the

belief that after all it was the ability to grasp ideas and to apply them to your business which brought success. He also told the members of the Association how happy he was to have been elected an honorary member of the Association.

During the banquet Mr. Mickel read a telegram from Leslie C. Wiswell, of Lyon & Healy, Chicago, Ill., president of the National Association of Talking Machine Jobbers, which expressed his disappointment at being unable to attend the meeting of the Association. During the banquet the following telegram was read by the secretary, unanimously approved and ordered sent to the Victor Co.:

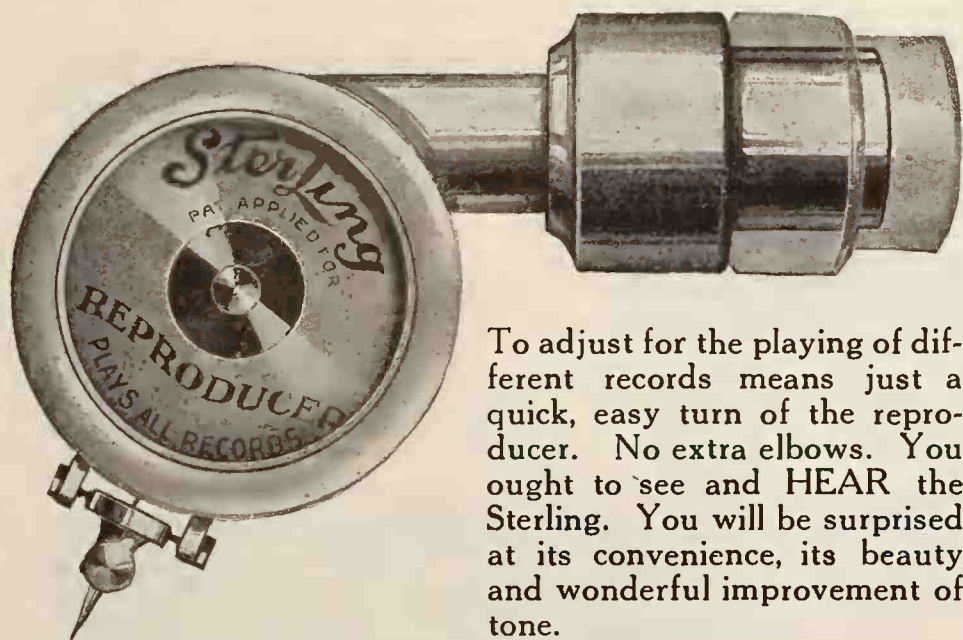
"We, Victor dealers of Nebraska and tributary territory, assembled at our fourth annual convention, extend to the Victor Talking Machine Co. our greetings, together with the assurance that as our loyalty to the Victor has not wavered in spite of the shortage in the past, so will it remain steadfast in the future, with the determination to maintain Victor prestige. Convinced of the unquestioned superiority of the Victor, we hope only for greatly increased shipments—then Victor will dominate, unchallenged."

During the dinner and after it the popular song idol, Billy Murray, sang several of his catchy selections, which drove his listeners into spasms of laughter. After completing his program Mr. Murray told how glad he was that he had become an exclusive Victor artist. He hoped, he said, that at some later time he might again be able to appear before them when touring the country with the "Eight Famous Victor Artists." At the close of the banquet George E. Mickel told how happy both he and Ross P. Curtice, of the Ross P. Curtice Co., were to be able to have the Association as their guests.

When the banquet broke up the dance immediately began and to the weird moans of the saxophone orchestra which had been especially hired for the occasion both young and old glided about the floor until the early hours of the morning.

Those who attended the convention included: E. A. Jones, Dorothy Fulton and Ed. A. Jones, Jr., Gaston Music Co., Grand Island; C. R. Moores, W. A. Wolff, Norman B. Curtice and P. E. Haney, Ross P. Curtice Co., Omaha; W. A. Howland, Mr. and Mrs. Kincaid, W. E., Mr. and Mrs. S. B. Yule, Mr. and Mrs. W. Brewster, Mr. and Mrs. Ross P. Curtice, Miss M. Newbret and Miss Marie Risser, Ross P. Curtice Co., Lincoln; H. T. Shultz, F. H. Shultz, Stanton; J. F. Gereke, J. F. Gereke, Seward; Miss Olive Smith and Ben. McHenry, Dudley Music Co., Fremont; Mr. and Mrs. A. W. Turn-

(Continued on page 201)



To adjust for the playing of different records means just a quick, easy turn of the reproducer. No extra elbows. You ought to see and HEAR the Sterling. You will be surprised at its convenience, its beauty and wonderful improvement of tone.

Plays All Records

ATTENTION
Edison Dealers

Edison owners want this perfect Reproducer that plays all records.

Send for circular and prices

Standard Phonograph Motors, Inc.

Successors to

Krasberg Engineering & Manufacturing Corporation

451-467 E. Ohio St.

Chicago Illinois U.S.A.



**MICKEL
SERVICE**
from **OMAHA**

EXCLUSIVE VICTOR JOBBERS - 1414-1416 HARNEY ST., OMAHA, NEB.

*The two Bright Spots
of the Middle West*

It is our aim always to lead in the kind of cooperative Victor Service that will steadily increase the prosperity of Victor dealers located in the great middle west . . .

EXCLUSIVE VICTOR JOBBERS - 411 COURT AVE., DES MOINES, IOWA.

**MICKEL
SERVICE**
from **DES MOINES**



NEBRASKA VICTOR DEALERS IN CONVENTION—(Continued from page 199)

quist and Mrs. C. E. Louie, Lewis Reinhold Co., Manning, Ia.; Dr. W. A. Peterson, Elgin Drug Co., Elgin; Mr. and Mrs. Geo. A. Bates, Bates Music Co., Greeley, Col.; Harry A. Martin, H. A. Martin, Lyons; J. H. Bond, White Piano Co., Fairbury; T. A. Thompson, Thompson Drug, Albion; Mr. and Mrs. Fred Dietz, Fred Dietz, Scribner; F. H. Goebel, F. H. Goebel, Hartford, S. D.; Mrs. A. J. Johnson and Hilda Wendel, A. J. Johnson, Falls City; J. Laycock, Edw. Schuett, Miss Nellie Green, Mrs. Lynch and Chas. Bell, Orchard & Wilhelm Co., Omaha; Ross Nichols, Edward Nichols, Robert Nichols, Creston.

M. L. Jones, M. L. Jones, Fairfield; J. Pavlik,



Left to right—Tommy Bonney, dancer; E. L. Bill; Loretta Boroff, dancer; J. G. Paine; Gwendolyn Eiche, elocutionist, and Geo. E. Mickel, Jr.

Koutsy-Pavlik, So. Side, Omaha; Mr. and Mrs. Don C. Weber, Don C. Weber, Arlington; Page Hilsabeck, G. M. Anderson, Hilsabeck Bros. Co., Holdrege; Mr. and Mrs. H. W. Baker, Miss Paull, Walter Baker, Baker Pharmacy, Havelock; Mr. and Mrs. J. E. Gaskill, Louise Gaskill, Gaskill Music Co., Nebraska City; M. O. Daxon, Daxon Impl. Co., Neligh; H. C. Guild, Guild Music Co., Kansas City, Mo.; Miss Mae Johnson, Davidson Bros. Co., Sioux City, Ia.; T. W. Beard, Beard Music Co., Beatrice; Geo. W. Adams, Geo. W. Adams, Geo. Miller, Tabor, Ia.; Mr. and Mrs. R. W. Harvey, Edward Harvey, R. W. Harvey, Missouri Valley, Ia.; Ruth Robinson, Marie Sutherland, Robinson Jewelry Co., Ponca; Dr. W. T. Cross, Cross Drug Co., De Witt; W. T. Heaton, W. T. Heaton, Oxford; C. Phillip Norseen, Sheridan Music Co., Sheridan, Wyo.; A. H. Hastings, A. H. Hastings, Arcadia; R. P. Beard, D. R. Gaskill, Gaskill Music Co., Nebraska City; F. W.

Calhoun, F. W. Calhoun, Cambridge; W. A. Zitzman, E. L. Baugh, A. Hospe, Paul Kepler, O. O. Over, Miss K. Giblin, A. Hospe Co., Omaha; Mrs. Gray, Miss Margaret Fillingsworth, National Music Co., Omaha; S. E. Kemp, Minnie Mundorf, Gladys Kemp, Bee Hive, Blair; Chas. Gaston, Gaston Music Co., Hastings; W. W. Barnes, Lillian Burell, W. W. Barnes, Peru.

E. D. Corr, E. D. Corr, Onawa, Ia.; W. A. Robinson, National Music Co., Omaha; F. R. Gaston, Gaston Music Co., Hastings; E. H. Ridnour, E. H. Ridnour Co., Palisade; W. J. Kness, J. J. Ruhl, Audubon Music Co., Audubon, Ia.; Mr. and Mrs. J. Myers, Myers Music Co., Villisca, Ia.; Miss M. Johnston, Orchard & Wilhelm Co., Omaha; I. G. Benedict, Benedict Piano Co., Clarinda, Ia.; Clara N. Sintek, Bredthauer Dept. Store, Scotia; Mr. and Mrs. Roy B. Hetzel and daughter, Roy B. Hetzel, Harlan, Ia.; R. D. Gaston, Gaston Music Co., Hastings; G. T. Ray, Allen Ray, G. T. Ray, Osceola; Mr. and Mrs. Geo. B. Tout, Tout Drug Co., York; Mr. and Mrs. J. O. Thorson, Anderson & Thorson, Wahoo; Mr. and Mrs. C. A. Walz, J. G. Beste, Hartington; Mrs. P. W. Folsom and daughters, P. W. Folsom, Ashland; Mr. and Mrs. Frank Anshutz, Frank Anshutz, Shenandoah, Ia.; A. J. Reinhold, Lewis Reinhold, Manning, Ia.; Mr. and Mrs. N. W. Herrington, Mr. and Mrs. A. L. Doty, Herrington Drug Co., Newman Grove; E. Beechler, Kehrberg-Schneider, Le Mars, Ia.; Mr. and Mrs. Paul J. Albright, Paul J. Albright, David City; John Flynn, John Flynn, Spalding; E. L. Whitlaw, Gaston Music Co., Kearney.

Mr. and Mrs. Geo. E. Mickel, Thos. E. Mickel, Grace Mickel, Gladys Mickel, Mr. and Mrs. Geo. A. Beaver, Edith Darling, Alma Darling, Agnes Slaven, Mr. and Mrs. Ed. Propst, Hugo G. Heyn, Mrs. Grace B. Cozzens, Honore Yard, Lucile Ellis, Mr. and Mrs. E. N. Bowerman, Mickel Bros. Co., Omaha; Will E. Mickel, Mr. and Mrs. H. Stucker, Mr. and Mrs. E. H. Pretz, Mrs. Brodner, Bess Greenberg, Mr. and Mrs. Chas. Beems, Mickel Music House, Omaha.

Additional dealers—Miss Flora Hlava, Archie Meek, A. V. Hlava, Ravenna; Mr. and Mrs. C. D. French, French Furniture Co., Columbus; T. J. Motl, T. J. Motl, Mullen; Mr. and Mrs. Locke, F. H. Shultz Co., Stanton; Mr. and Mrs. A. H. Wherry, Wherry Bros., Pawnee City; Miss Blanche Sorenson, Omaha; E. L. Holland, Orchard & Wilhelm Co., Omaha; M. Johnson, M. Johnson, Valley; B. E. Lawrence, Gwen Robinson, Vera Jones, A. Hospe Co., Omaha; G. N. Cline, Ed. Patton, Omaha; John Mesing, Algona Music House, Algona, Ia.; Mr. and Mrs. Ed. Russell, Bertran Freizer, Russell Music House, Logan, Ia.

Special Representatives—W. H. Reed, Jr., Van Veen Co., New York City; L. M. Willis, Unit Constr. Co., Chicago; O. Pearson, John Gregg Paine, Victor T. M. Co., Camden, N. J.; J. J. Rockwell, Reineke-Ellis Co., Chicago; Edw. Lyman Bill, Jr., The Talking Machine World, New York City.

DALLASITES HONOR WM. MAXWELL

DALLAS, TEX., August 5.—William Maxwell, vice-president of the Edison Laboratories, was the guest of honor at an informal reception and dinner given by A. H. Curry, president of the Texas-Oklahoma Phonograph Co., Dallas Edison jobber, at the Dallas Country Club on the evening of July 28. Mayor Frank W. Wozencraft and thirty other leaders in Dallas commercial and civic affairs were in attendance.

Mayor Wozencraft and several other Dallasites who addressed the assemblage extended a warm and cordial welcome to Dallas to Mr. Maxwell, paid high tribute to Thomas A. Edison and his achievements and sketched briefly and interestingly Dallas' phenomenal growth and brilliant prospects for future development.

Mr. Maxwell responded with an expression of appreciation of the considerable prominence that Dallas has attained. He remarked that



Delivery Envelopes

Art Series
New Designs

NEW LIST OF RECORDS

Every 60 Days

Very Good Victor Records

A graphic representation of a record sleeve with an illustration of a man playing a violin. To the right of the illustration is a list of records with titles and prices.

Very attractive proposition to Jobbers

Write for trial shipment

CLEMENT BEECROFT

5546 North 5th Street
PHILADELPHIA

one seldom finds in New York newspapers front-page items of a sensational character bearing a Dallas date line, but that on the financial pages Dallas commercial activities are receiving increasingly frequent mention of a nature that clearly indicates the rapid progress Dallas is making. A feature of Mr. Maxwell's talk was a "close-up" of Mr. Edison, touching upon several of the characteristics that mark Mr. Edison as a really great man.

KNICKERBOCKER INCREASES CAPITAL

The Knickerbocker Talking Machine Co., New York, has announced an increase in its capital from \$100,000 to \$200,000. The business of this house is steadily growing.

NEW BRUNSWICK DEALER

McFadden's Pharmacy, of Athena, Ore., has been appointed a Brunswick dealer. Mr. McFadden has built a neat department and will carry the Brunswick exclusively.

Are You Ready, Mr. Jobber

For FALL and HOLIDAY TRADE?

Here is your opportunity for profit and preparedness—a large assortment of beautiful Cabinets to select from. Manufactured from Genuine Figured and Quartered Oak.

PRICES LOW

Our prices are low considering quality of finish and construction.

We have some open territory for first class dealers.

Wire, Write or Phone

F. G. HUGHES Kokomo, Ind.



Photo by Jean de Strelecki

Frieda Hempel, soprano, Metropolitan Opera Company, says: "Time is as precious in music as in life."

The Tru-Time Motor is to the Phonograph what the Conductor is to the Opera.

Our Guarantee

To maintain constant turntable speed at any voltage from 70 to 140 volts, alternating or direct current, through every variation in current on commercial lighting circuits.

To run without heating up.

To maintain the exact speed intended for the record.

To need no adjustment, oiling or attention for at least two years and to function satisfactorily under any condition of proper usage if the seals of the motor remain unbroken.

To be invisible—no unsightly mechanism outside the instrument.

Time Is the Life of Music

WHETHER the great artists are heard at the opera or on a phonograph, the slightest variation in time will ruin their efforts.

At the opera the conductor is responsible for perfect time, but until now, where the phonograph was concerned, you have been at the mercy of variations in current or mechanism.

AT LAST

after years of experiments the TRU-TIME MOTOR has been perfected which will POSITIVELY operate any phonograph at a constant speed, without regard to variations in current—



Reg. Trade-Mark U. S. Pat. Off.

THE TRU-TIME MOTOR already is in production and has been adopted as standard equipment on the higher priced models of one of the "Big Four" companies.

When you are offered a motor—any make, any type—ask the manufacturer to give you the same guarantee and have him—*PUT IT IN WRITING.*

EFFICIENCY ELECTRIC CORPORATION

124 White Street, New York

Factory: Lowell, Mass.

Featuring the **MUSICAL** POSSIBILITIES of the **TALKING MACHINE**

[Editor's Note:—This is the second of a new series of articles by William Braid White, to be devoted to the fundamental problems of sound recording and reproduction, the writer believing that he can open up a new avenue for research and general trade interest. We commend these articles to the consideration of those who are interested in featuring and developing the musical possibilities of the talking machine.]

ASPECTS OF SOUND RECORDING

Number 2. The Causes of Echo

The reader will understand by this time that if the reverberations of the sound-waves which proceed from the sounding body and are thrown up towards the walls of the recording room and thence back again can in some way be either eliminated or completely controlled, the musical results, so far as concerns the records, will be vastly improved. The first point for consideration, then, is as to the cause of echo and reverberation.

The atmosphere, which is the medium of transmission for sound, is of a highly elastic nature. When, for instance, a tuning fork is caused to vibrate, each and every swing on the part of a prong of the fork causes the air surrounding the prong to execute a parallel motion. As the prong swings back and forth, so also does the air which immediately surrounds it. This group of air particles immediately surrounding the prong of the fork causes therefore a similar oscillatory disturbance to the group of particles which, in turn, surrounds it; so that as the motion of the prongs continues there is gradually generated a motion of the air particles exactly similar in speed and shape to the motion of the prongs of the tuning fork. In this way a wave of motion is generated through the air which proceeds in all directions until the motion of the original sounding body is brought to a stop.

The wave of motion thus generated acts in all directions and may be described as taking place through a series of concentric spheres of air. When we say that it is "gradually" generated, we speak relatively of course. The slowest speed of vibration necessary to produce an audible sound, at the lowest bass, is over twenty-five double vibrations per second. When one says "double" vibrations, one means vibrations back and forth, not merely in one direction. A motion to or fro is called an oscillation; a motion to and fro is a vibration.

Influence of Room Construction

Now this elasticity of which I speak is of the highest importance with reference to the subject of echoes. It is evident that if the sound-wave, which is not a motion of a particle of air through the air but the transmission of a motion from one particle to the next, comes in contact with any vibratory substance, it will, if it be sufficiently powerful, set up a motion in that body similar in all respects to its own. In other words, the motion of the wave through the air will be reproduced upon the body with which it comes in contact if the series of shocks of which the wave consists be sufficiently powerful to throw the body into motion. To take a concrete instance: suppose the walls of a recording room are made of light wood, in fact of regular wood partition stock. It will be certain that the sound waves generated by any powerful instrument or group of instruments will be sufficiently powerful to throw these wooden walls into vibration. They will begin to vibrate, and will either reproduce merely the vibration-speed which is being impressed on them or else will take up a vibratory motion of their own which will produce an entirely different and independent sound or series of sounds. In either case it is obvious that the original musical sounds will be complicated with these new additions and that the record will receive an increment of sound wholly unexpected and generally wholly undesirable.

It must not be forgotten that almost every elastic body of any kind, whether solid or gaseous, is capable of being thrown into vibration. Now this may mean, as I have said, one of two things. It may mean that the body will either simply reproduce the form impressed on it, or else that it will be excited to start its own particular natural period of vibration and thus produce its own sound. Every elastic body has its own period of vibration: that is to say, every elastic body tends to vibrate at a given speed and with a given intensity, as soon as it is suitably excited. The lighter and more elastic the body is, relatively speaking, the more readily will it be excited, and often the mere impression of the wave of motion from the air, if the speed of the latter is in any way an aliquot fraction of the natural period of the former, will be sufficient to cause the necessary excitation.

Thus it will readily be seen that sound-waves traveling through a room are subject to disturbance and may even be the causes of other sounds which were not intended and are not welcome.

Some Aspects of Difficulties to Be Solved

But there is another side to the difficulty. If the walls of the room are so designed that pockets, sharp corners and similar recesses exist, as is usually the case to some extent, and often is most painfully apparent, the sound-waves will be thrown off from these and projected once more into the general complex of sounds which is issuing from the sounding bodies within the recording rooms. This reflection of the sound-waves will take place in strict obedience to the elastic property of the air. The more intense the original impinging wave or complex of waves, the more intense will be the reflection thereof. Other things being equal, the more acute the angles and the deeper the pockets of the room corners and recesses, the more definite will be the reflections.

It thus is easy to see that the ordinary room, especially if its walls be light and made of material which is easily thrown into vibration, is not suited for the purpose of recording sound. In place of such rooms, there should be con-

structed chambers built with thick walls made of material which does not readily vibrate and of which, at any rate, the natural period is very much faster or very much slower than any sound within the range of the musical keyboard. It is also clear that, if possible, the construction, as to outline, should be such as to avoid echo traps of the nature described.

A great many solutions based upon these considerations may be put forward. I shall very briefly indicate the line of analysis which, I think, ought to be pursued.

Elimination of Echo

Disturbances through an elastic medium, involving the transmission of force, tend to take a curved direction. Motion, according to Newton's first law, continues in a straight line unless its direction is deflected by interfering forces. The attraction of gravitation upon a body moving through the air is such as to cause its motion to assume the form of a parabola. Such a curve, which is mathematically a section of a cone generated by a plane cutting the cone in a direction parallel with its main axis, is naturally taken by any body which travels through the air, as for instance a base-ball freely thrown from the hand (not pitched), a rifle ball, etc.

Now it is to be noted that if a horn be built with its outer edge or mouth in the form of a double parabolic curve, the sound-wave emitted therefrom will issue in its original shape, amplified but not distorted. It seems evident therefore that this principle should be applied to the construction of recording rooms.

In the next article I propose to go into this matter in detail showing how such a room might be built and what would be the effect thereof on the echo problem. The subject, I believe, will be one of interest to the trade.

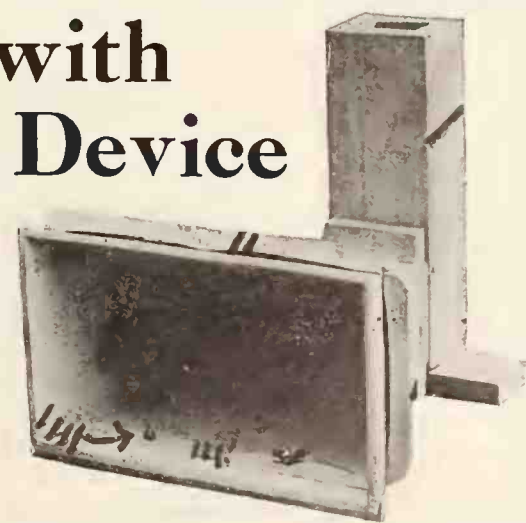
(To be continued)

L. Kay, of the Kay Talking Machine Co., 97 Chambers street, New York, has purchased the Victor department of the Schultz Novelty Co., 122 Nassau street, which will be incorporated with his present business, which is a steadily expanding one. The Schultz Co. will continue its regular novelty line.

An Amplifier with a Tuning Device

The most important invention introduced in recent years

The accompanying design shows (I) The tone conveyor; (II) Invention consisting of bridges on outside of four walls of amplifier, (III) cross bars on inside of amplifier and tension screws at (III) through which tension is applied to the different parts of the amplifier requiring adjustment.



This simple and ingenious device enables you to correctly tune the vibrations produced within the amplifier by the sound waves, and cause them to be in harmony with the vibrations produced by the Sound Box, insuring a correct reproduction of the sound waves as recorded on Phonograph Records.

Manufacturers — Distributors — and Cabinet Makers—WRITE for Details

Joseph Mersman : Ottawa, Ohio

IMPORTANT NOTICE

TO THE

AMERICAN TRADE

The Sterno Manufacturing Company
 19 CITY ROAD LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By **Mermod Freres** St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality are therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
 Meanwhile trade inquiries should be directed to

THE STERNO MANUFACTURING CO.
 19 CITY ROAD LONDON, E. C., ENGLAND

THE VALUE OF INTENSIVE ADVERTISING

By J. J. ROCKWELL, Advertising Counselor, Reincke-Ellis Co., Chicago

[The following address on "Intensive Advertising" was delivered at the convention of the Nebraska Victor Dealers' Association in Omaha on August 4 by J. J. Rockwell, advertising counselor of the Reincke-Ellis Co., Chicago, and is referred to in the full report of the convention elsewhere in this issue.—EDITOR.]

There is a term that is familiar to advertising men which applies, I believe, with a special force to the advertising and selling problems of retail merchants. That term is "intensive advertising."

Broadly speaking, the manufacturer of a commodity which is distributed and sold through established merchandising channels must necessarily proceed on the broadcast method. He visualizes his selling problems from a national viewpoint. His advertising is of national character and scope. It paints, as the great national advertising campaign of the Victor Talking Machine Co. paints for the whole nation, a great picture of the value and satisfaction which come from the ownership of the product which is being offered.

It is practically impossible for a sales organization which is working on the broad, national scale to develop those intensive and closely planned methods that will cultivate and make fruitful every inch of ground, and produce from every inch of it all of the possibilities of which it is capable.

That intensive work, as I see it, is the field of effort and opportunity for the retail merchant. In the intensive method of agriculture, one of the most important factors is the quality of the seed. In the intensive development of the retail sales field, one of the most important factors is the quality of the ideas and methods to be used in the production of sales.

It is an old saying that "two heads are better than one." This is just another way of saying that the capacity of every man necessarily has limits, and is less than the capacity of two men.

Any individual Victor dealer may be, from the standpoint of selling capacity, resourcefulness and fertility of ideas and invention, a veritable master, an equal in capacity of our wonderful Burbank in the field of horticulture—but just as we say in politics that "no man can be bigger than his party," so we may say in the business of merchandising Victor products that no man can be bigger than his industry.

A man must have more than ideas to successfully build any kind of business, retail or otherwise, but it nevertheless remains that ideas are the fruitful seeds from which all selling results grow, and advertising in all of its forms is merely a rapid method of extending and multiplying personal selling effort.

From his own unaided efforts, abilities and capacity, a merchant in Victor products or anything else may develop a very successful and satisfactory business, but I think everyone here

will agree with me that he cannot unaided and alone go as far or as fast as if he thoroughly studies and weighs and takes complete advantage of all of the ideas that he may find in the careful study of all the new plans and methods that come to him through the co-operative channels of education of the industry as a whole.

Value of Trade Journals

One of the biggest opportunities for this kind of study that the Victor dealer has may be found in the journals of the trade. These journals are not mere expressions of one-man organizations which are made up of the ideas of an editor—they are the product of organizations which are actively out in your field of selling, surveying the opportunities, learning from all of the factors in the industry as a whole what new policies and methods are proving effective, what new developments are taking place, what ideas have been tried out that have proven successful; and these are transmitted to you in definite, concrete shape for easy assimilation; and it seems to me that any man who is eager to push and develop his business cannot afford to neglect the inspiration and the ideas which are bound to flow to him through careful and intensive study of those trade journals which are really giving service to the trade.

The same thing is true of the publications of the merchandising departments of the Victor Co. The thoughts and ideas and carefully worked out methods which are explained and visualized for the dealer in these publications—I am speaking now of such publications as the "Voice of the Victor"—convey to every merchant a concentrated value which is the result of a continuous survey of the whole field, and they are based, not on someone's theories or prejudices, but on the actual experiences of other men in your line of business who have tried out and demonstrated the value of such things as are suggested.

If I may be permitted to interject a personal note, the company which I represent is simply trying to do this same thing—analyze and develop and visualize the experiences and ideas which come to us from every corner of the industry, to crystallize these into practical definite workable shape and present them for your use.

Danger of Self-Satisfaction

There is nothing, I think, quite so deadly for an individual or business as to reach too high a degree of self-satisfaction and contentment. Wherever we look through the processes of nature we find the universal law that nothing stands still, everything is in motion, things go forward or backward, grow or decay—they progress or retrogress. And I am firmly convinced that this law applies in business and individual development just as absolutely as it does in the processes of nature.

Certainly in these times, with their uncertainties, with the tremendous flux that the peoples of all the world are in, it behooves us to make constant effort for the safeguarding of whatever position we are in, and, as I see it, the only way that can be done successfully is to pursue a constant effort to go forward—to keep achieving.

Now that we have the advantage of looking back at things, I think you will agree with me that the strong policy of the Victor Co. in maintaining and increasing its tremendous activities in advertising, in spite of sales conditions, with which they might well have been self-satisfied and content, has been a source of enormous strength for the industry as a whole, and that every factor in the industry is in a stronger and better position to-day than could possibly have been the case had that policy been otherwise.

From the smallest to the largest, every Victor dealer has the opportunity to avail himself of these tremendous forces of co-operative service which stand behind him, and to intensify with their aid, adapted to his local conditions, the cultivation of his field of sale so closely, so deeply, so completely, that the crops of business will continue to come with regularity and in abundance, as they have in the past.

The Definite Advertising Policy

It is my experience in twenty years of advertising work and activity that it is those concerns which have definite advertising policies that make the most out of the enormously productive power of advertising, and that the firms which pursue occasional "hit or miss" methods, depending upon the conditions at the moment, never develop the great and intensive results which proceed from close, steadily applied and continuous effort.

It would be presumption on my part to attempt to advise, and certainly I have no desire to do so, but the motto of my organization is give the service and, if I may make so bold, I would like to leave with you this thought: Whether your business be relatively great or relatively small, have an advertising policy, utilize advertising in a definite, planned way, consistently and aggressively and intensively. Study carefully, and utilize so far as they can be applied, the demonstrated and proven ideas and methods of the industry as a whole. "Look up, not down; look out, not in." In the words of the Chinese proverb, "He stumbles less who looks to the horizon than he who watches the road at his feet."

SOME VISITORS FROM THE WEST

During the past few weeks quite a number of the members of the sales staff of the Chicago branch of the Columbia Graphophone Co. visited the executive offices in New York and also spent some time in the factories and recording laboratory. Among these callers were Irving S. Leon, R. J. Mueller, W. J. Monroe and G. L. Bailey.

The Quartette MESSINESE makes its first four Italian Records on

This organization is considered the finest Instrumental Quartette ever recorded.

Real Folk Dances, in perfect dance time.

If you have Italian trade don't fail to stock these records.

Big SALES will follow.



10-inch . \$1.00

- | | | |
|------|---|-----------------------------|
| 9001 | { | Voci D'Angeli VALZER |
| | | Quartetto Messinese |
| 9002 | { | Tra Veglia E Sonna MAZURKA |
| | | Quartetto Messinese |
| 9003 | { | Di Stella in Stella MAZURKA |
| | | Quartetto Messinese |
| 9004 | { | La Bella Nicosia QUADRIGLIA |
| | | Quartetto Messinese |
| 9003 | { | Allegri! Allegri! POLKA |
| | | Quartetto Messinese |
| 9004 | { | Pioggio di Fiori MAZURKA |
| | | Quartetto Messinese |
| 9004 | { | Sei Bella POLKA |
| | | Quartetto Messinese |
| 9004 | { | Lotta D'Amore VALZER |
| | | Quartetto Messinese |

Phone Barclay 2493

ZIEGLER, BAKER & JOHNSON, Inc. Service In or Out of Town
100 Chambers Street, New York City

TIME TO GET TO WORK

"Newts," the Stephenson Booklet, Emphasizes That the "Buyer's Market" Is Now With Us—Some Seasonable Philosophy for the Trade

Frank T. Nutze, vice-president of Stephenson, Inc., is also the editor of an organ called "Newts," described as "a monthly, full of corn-fed philosophy, edited by Frank Nutze, at his home, Washington, N. J."

The July issue of this organ recently arrived and, as usual, contains much interesting material. Of special note, however, is the chapter under the caption "A Buyer's Market," which we repeat herewith:

Some time ago I had in "Newts" a story in which I said that one of these days we would have a "buyer's" market rather than a "seller's." Eggsactly. And now, to-day, I believe such a change has come about.

I have just returned from a business trip and I have talked with many men, salesmen selling various classes of merchandise, and the consensus of opinion is that there is a slowing up; that the anxious and ready buyer isn't quite so anxious and ready. I have learned that in many lines of wearing apparel the slowing-up process almost approaches stagnation. Precisely.

Well, I am not surprised. I am not a high-brow when it comes to questions of economics, but I've got sense enough to know that we can't go on forever increasing wages and jacking up costs until the man who digs a ditch is receiving a thousand or so a week and paying an equal amount for a suit of clothes. That isn't a question of economics; it's just plain everyday one-horsepower sense. Absolutely.

The woin is beginning to toin. The salesman who heretofore has worn out the seating of his trousers has got to wear out a bit of shoe leather; has got to hustle out into the highways and byways and do a little work. And that is about all there is to it. We are just getting back to normal conditions, that is all. And it is an almighty good thing, too. It is just about time that the woin did a little toining.

I say this and rather enjoy the whole situation for this reason: That in a seller's market, when everyone is scrambling for goods, the dominating question is delivery and not quality. Any old thing will go; any old thing that can be delivered. Whereas, in a buyer's market, where all can make delivery, where all are scrambling for orders rather than for delivery, then the buyer has a chance to look the market over and, calmly and quietly, to select the best material. Precisely, eggsactly and absolutely.

And this reacts to those manufacturers who take the pride of the craftsman in their work; who are not willing to sacrifice quality for quantity; who are in business to stay, and who expect to hand the business down to posterity rather than to make a clean-up and get-away. During the next few months I look for sort of a survival-of-the-fittest proceeding. And, too, and understand I say this with all charity, I welcome such a proceeding because it will serve as a good large dose of castor oil to the industry.



No. 8

AMERICAN

The American line will bring you success. Nine models made in the popular finishes.

Also Cabinets in quantities.

Write for Catalog.

American Phonograph Co.

17 No. Ionia Ave., Grand Rapids, Mich.



No. 11

So to-day I roll up my sleeves. I clear my desk as a battleship clears for action. There comes to my mind a sort of "I should worry" feeling, for I know that our product is a precision-made motor, and, too, I have faith in the industry and in the men in it.

COLUMBIA DEALER SERVICE MEET

Gathering at Philadelphia Recently Was a Decided Success in Every Way—Interesting Program—Geo. W. Hopkins Makes Address

As mentioned in another section of this issue of The World, the members of the Dealer Service staff of the Columbia Graphophone Co. held an interesting meeting at Philadelphia recently.

There were present at this meeting the members of the executive offices and the managers of the Dealer Service divisions and their staffs from all of the Columbia branches east of the Mississippi. They met to discuss matters of organization and field work, and to lay the ground work for important future plans incidental to this fast-growing phase of Columbia merchandising.

The first day's session, under the chairmanship of H. L. Tuers, manager of the Dealer Service department at the executive offices, extended long into the evening, being completely occupied with routine business and closing with several addresses by executive members, viewing past performances and announcing new

policies soon to be put into operation.

The second day's meeting opened with general discussions which continued until after noon, when the whole assemblage left for New York. A special session was held at the Advertising Club in New York in the evening, where the party was addressed by George W. Hopkins, general sales manager of the Columbia Co. The third and last day of the convention included an early morning trip to the factories in Bridgeport, and luncheon at the Hotel Stratfield. An enjoyable evening at the Midnight Follies concluded the convention.

JOINS COLUMBIA ORGANIZATION

The general sales department of the Columbia



Columbia Dealer Service Force Meets in Philadelphia

Graphophone Co. announced recently that H. L. Obert had been appointed manager of the Dealer Service department of the new Columbia branch at Omaha. R. C. Rae, manager of this branch, is planning to give the dealers in his territory intensive service and co-operation, and Mr. Obert's previous experience well qualifies him for his new post.

IS EMPIRE CO.'S EXPORT AGENT

Victor P. Sabin to Handle Export Business of Chicago Manufacturers

Victor P. Sabin, manager of the furniture department of the China, Japan and South America Trading Co., Ltd., with New York headquarters at 34 Pine street, is export representative of the Empire Talking Machine Co., Chicago. Mr. Sabin is well-known in South American and West Indian trade, and visitors interested in the Empire line will find a full exhibit of these instruments, as well as Empire records, at Mr. Sabin's office in New York City. A foreign trade campaign is planned.



At The Height Of Popularity

Dealers selling the Portophone are cleaning up. Why not be one of them? Mail your order at once. Prompt deliveries

There is no question but that the Portophone is the highest quality machine of its kind on the market. Double spring motor. Universal tone arm. Guaranteed. Carrying compartment for 12 Records.

Also a full line of accessories. Prices on request

Esco Music and Accessories Company

137 LAWRENCE ST., BROOKLYN, N. Y.

OSCAR ZEPERNICK

JOSEPH A. KERR

DEATH OF JOHN H. STEINMETZ

President and Founder of the Empire Talking Machine Co. Dies Suddenly on Saturday—Passing Greatly Regretted by the Trade

CHICAGO, ILL., August 10.—Members of the industry in this city were greatly shocked to learn this morning of the death of John H. Steinmetz, president of the Empire Talking Machine Co., which occurred suddenly on Saturday afternoon at the close of the convention of the Empire Co.'s sales force, which was held at the Auditorium Hotel. Mr. Steinmetz had looked forward to this reunion with a great deal of pleasure, and he was never in such good humor or apparently in better health than when receiving his ambassadors at this gathering. He had only just returned from a visit to the East with Mrs. Steinmetz and expressed himself as greatly benefited by his visit.

Mr. Steinmetz was associated in the early days with the Newark Table Co., Newark, O., and later with the Tonk Mfg. Co., Chicago, and some years ago founded the Empire Talking Machine Co., which has been developed along very successful lines. Mr. Steinmetz was a great believer in building a permanent business by the delivery of values and he perfected an organization which will continue along the lines pursued by its originator. Services were held to-day at his late home, 846 Leland street, and were attended by a host of friends and members of the trade. The interment was at Graceland Cemetery. A widow, Mrs. Clara Steinmetz, daughter, Catherine, and a son, John, survive.

WILL SAIL AUGUST 21

Otto Heineman Sails From Europe Next Saturday—W. G. Pilgrim Gives Optimistic Report Ament Conditions Throughout Trade

Word was received this week at the executive offices of the General Phonograph Corp., New York, that Otto Heineman, president of the company, will sail from Europe on August 21. Mr. Heineman writes that he has been thoroughly enjoying his trip abroad and has also taken advantage of the opportunity to close several important business deals, which will be announced in the near future.

W. G. Pilgrim, treasurer of the company, states that talking machine manufacturers seem to be imbued with confidence regarding the business outlook for the rest of the year and for 1921. Quite a number of manufacturers have visited the company's offices during the past few weeks and have placed good-sized orders for immediate delivery. Apparently there is an undercurrent of optimism in the trade which will undoubtedly be reflected in the sales totals this Fall.

W. C. Fuhri, general sales manager of the Okeh record division, has been visiting the jobbers throughout the West during the past few weeks, and judging from the orders he has received for Okeh records this popular line is gaining steadily in prestige in all parts of the country. The new Newark factory is now producing Okeh records and nothing is being left undone to increase the output. Okeh jobbers and dealers are making plans for a record-breaking Fall business and the factory facilities are being constantly augmented in order to keep pace with the requirements of the trade.

RAGTIME RASTUS IN THE MOVIES

Clever Toy Featured in the New Film Production, "Dangerous to Men"

Ragtime Rastus bids fair to class with Mary and Doug. as a film star, following the initial appearance upon the screen of that clever dancing ducky toy in the new film production, "Dangerous to Men," in which Viola Dana is starred. Ragtime Rastus is given a "close-up" in the picture and proves to be one of the star performers. The selection of this interesting toy is to be accepted as an indication of its popularity and cleverness.

SOSS
INVISIBLE HINGES

Soss Invisible Hinges
are essential to preserve the beauty of design, particularly when it is desired to disguise the talking machine cabinet. In many of the better cabinets of to-day Soss Hinges are used. They are mechanically accurate and can be installed quickly and easily.

Write for Catalogue T.

SOSS MANUFACTURING COMPANY
Grand Avenue and Bergen Street, Brooklyn, N. Y.

NEW MODERNOLA PLANT UNDER WAY

Represents an Expenditure of \$300,000 to Meet Demands of Growing Business of the Company

JOHNSTOWN, PA., August 6.—The construction of the new plant of the Modernola Co., of this city, is now well under way. When completed, it is expected to represent an expenditure of over \$300,000 and will rank among the best-equipped plants in this country. The construction is progressing without any hindrance to the steady production of the Modernola and the greatly increased facilities will provide a vastly increased output. A feature of the new plant will be the dry kiln system, which is said to be one of the most efficient known and will have enormous capacity. The factory will be so arranged that production will proceed in its proper sequence, starting from the kilns and ending in the shipping department.

The present officials of the company are D. Hall Wendell, president; Chas. Thomas, vice-president, and M. S. McFeaters, secretary-treasurer. These with William Friedline and George A. Buse constitute the board of directors. Under their efficient management the firm has grown from a \$10,000 concern, founded in 1918, to the \$250,000 firm of the present day, which is in need of greatly increased facilities to take care of its steadily growing business.

Peter Paulsen, proprietor of Paulsen's Pharmacy of Raymond, Wash., an exclusive Brunswick dealer, has returned from a five months' trip to Europe. He reports talking machines and records in big demand there.

NEW HOME RECORDING DEVICE

New Jersey Plant Will Send Out Samples to Trade on October 1—Can Be Used on Any Talking Machine—Of Great Trade Interest

The American Home Recorder, Inc., is placing on the market a recording device that can be used in the home and which is attracting wide attention. This home recorder is to be distributed through the talking machine trade, and agencies are now being established. The company operates a factory in Nutley, N. J., with a home office at 222 Market street, Newark, N. J., and with a New York City branch at 49 West Forty-fifth street.

C. H. Streit is president of the company; C. E. Sanders, vice-president and general manager; N. E. Reed, secretary; M. J. Dubois, purchasing agent, and E. J. Albrecht, merchandise manager. The company's product is a home recorder of extreme simplicity which it is claimed can be operated on any talking machine by the aid of a removable attachment without marring the talking machine cabinet or its mechanism.

A special wax record or a number of them can be delivered with each machine. However, the recording equipment includes a special liquid, which, if the owner of the record so desires, will remove any recordings appearing thereon by rubbing the liquid over the surface of the record.

Deliveries of samples will be made to the trade on October 1 and quantity deliveries for sales purposes will be forwarded on November 1. A special educational and sales campaign will be carried on in the interim, showing the ease with which sales to consumers can be made.

OLYMPIAN Ukelele Special!

A Small Investment
A Big Profit
A Quick Turnover

A Big New Field for Sure-Fire Extra Profits for Live Phonograph Dealers.

The Olympan Ukulele possesses a beauty of tone and ease that this price never before bought. It is made of birchwood, Koa wood finish, hand rubbed and polished. Has maple neck, plain pegs; two imprinted rings around sound hole; brass fret wire. Accurately adjusted. Priced at a startling price-cut for this introductory offer.

Retail value, \$4.00, **\$2.15** your profit, \$1.85....

No. 549F—Price for sample.....\$2.45
No. 550F—Price 1/2 doz. lots, each..... 2.25
No. 551F—Price lots of 25, each..... 2.15

COLE & DUNAS MUSIC CO., DEPT. A. U. K.
Headquarters for Phonographs & Supplies 54 W. Lake St., Chicago, Ill.

EDISON CONVENTION AT DALLAS

Great Body of Dealers Assembles in Dallas Under Auspices of Texas-Oklahoma Phonograph Co.—Addresses by Wm. Maxwell and J. B. Gregg—A. H. Curry Was Chairman

DALLAS, TEX., August 4.—The Edison Dealers' Convention staged by the Texas-Oklahoma Phonograph Co., of this city, at the Hotel Adolphus, Dallas, on July 28 and 29 was a real red-letter event. One hundred members of the Texas-Oklahoma Edison Dealers' Association were in attendance. The Edison laboratories were represented by William Maxwell, vice-president, and J. B. Gregg, advertising manager.

The convention comprised three sessions, with A. H. Curry, president and general manager of the Texas-Oklahoma Phonograph Co., as chairman, and was topped off by a most enjoyable banquet and entertainment in the Adolphus Palm Garden on the evening of the 29th, at which Mr. Maxwell presided as toastmaster. C. H. Mansfield, manager of the Dallas Edison Shop, handled the banquet entertainment program and did the job up royally. Foremost among the talent presented was Miss Leeta Corder, soprano, a new Edison artist, who has attained an almost meteoric rise to great prominence; the Edison Shop Trio (pianist, violinist and soprano), a splendid organization that plays a big role in the musical activities of the Dallas Edison Shop, and Miss Eva Munster, a well-known local soprano, who rendered several popular numbers in very pleasing fashion.

When Mr. Maxwell took the platform at the morning session on the 29th he was presented with a list of fifteen questions that had been drafted by the assembled dealers at a previous meeting. Chiefly the questions concerned general policies of the Edison laboratories and each matter involved was explained thoroughly by Mr. Maxwell. The questions disposed of, Mr. Maxwell delivered a highly interesting address, in which he outlined, among other things, the marked improvements in Re-creation manufacturing conditions, which insure a substantial growth in output. Other high lights of Mr. Maxwell's address concerned the favorable situation of the Edison dealer in respect of the present trend of financial conditions, the essentialness of music and the importance of adhering to policies of merchandising that demonstrate the New Edison's true relation to music and to music's power.

At the afternoon session on the 28th Mr. Gregg outlined in complete detail the fourteen propositions of the 1920 Edison Co-operative sales promotion campaign, mentioning some very interesting particulars regarding the intensity of this campaign.

L. T. Donnelly, manager of the Diamond Music Co., New Orleans, attended the convention and delivered a brief message concerning the importance of each dealer's lending whole-hearted co-operation towards the execution of the big 1920 Edison advertising and promotion campaign.

During the convention the Texas-Oklahoma Edison Dealers' Association held one session devoted to affairs of that organization, including the election of new officers. The new officers are: President, William Lutner, Phonograph Shop, Temple, Tex.; first vice-president,

Ready for Delivery



No. 3 Holder for Jewel Points

As necessary on the completely equipped phonograph as the Needle Cups. Send 10 cents for sample and price in quantity

Eastern Sales & Export Office Williamsport, Penna., U. S. A.

SOLE DISTRIBUTORS

Universal Master Motors
Universal Tone Arms
Universal Auto Stops
Villinger Auto Lid Supports
Modifier Rods, Grille
Hinges, Needle Cups, White
Ceylon Sapphire Points
High Grade Gold Plating

Ask for Quotations

T. M. Harrell, Phonograph Shop, Sulphur Springs, Tex.; second vice-president, W. W. Dyer, Phonograph Shop, Ft. Worth, Tex.; secretary, H. H. Starcke (re-elected), Starcke Furniture Co., Seguin, Tex.; auditor, L. E. Dublin, Jones & Dublin, Brownwood, Tex.; Marvin Leard, Phonograph Shop, Inc., Muskogee, Okla.; George Congdon, Linn Brothers Phonograph Co., Sherman, Tex.

STEADY DEMAND FOR VICSONIAS

Both Models of the Reproducer Proving Popular With Trade and Public

The Vicsonia Mfg. Co., New York, manufacturers of the Vicsonia reproducer, report a most satisfactory demand for both models of reproducers made by the company—model A for playing Edison records and model B for both Pathé and Edison. The demand is particularly strong for this season of the year and presages an active fall. Production has reached a point where orders are filled promptly.

The Vicsonia Co. contemplates a strong advertising campaign during the Fall months in which a number of daily papers will be used with the idea of reaching the public direct. The advertising will be designed with a view to having inquiries come to the dealers handling Vicsonia reproducers in the various territories.

Don't wait until it begins to sprinkle before starting to lay in something for a rainy day—particularly machines and records.

WHY M. M. ROEMER IS OPTIMISTIC

Prominent Vitonola Jobber of New York Tells Why Various Developments Point to a Large Volume of Trade the Coming Fall and Winter

M. M. Roemer, president of the M. M. Roemer Sales Corp., New York City, distributor of Vitonola talking machines for New York State and the metropolitan district, recently returned from Chicago, where he spent some time at the Vitonola headquarters in that city. He was enthusiastic over the immense size of the new Vitonola factory, which is in full operation at Cicero, Ill., a suburb of Chicago. At that plant only four models of the Vitonola talking machine are made, namely, Vitonolas 6, 8, 10 and 12. The plant consists of seven large floors, with a floor space of over 500,000 square feet. Every modern time and labor-saving device has been installed and the new plant has materially increased the output of Vitonola instruments. Adjoining this plant is a separate office building and a handball and tennis court for employes.

In speaking to The World, Mr. Roemer said: "Some of the machinery I saw there was indeed a surprise to me. One machine cut lumber sixteen high at one operation. It is on account of this greatly increased output that the Vitonola Talking Machine Co. was in a position to reduce the list prices on July 31. This company is one of the few organizations which manufacture their instruments in their entirety. Business in our own territory, I can report, is excellent. While it is true there has been a let-up in the demand on the part of the ultimate consumer, our Summer season this year exceeds that of a year and of two years ago. I am looking forward to a better Fall and Winter season than ever before. Only a small proportion of the people in this country are at present unemployed, and as there are no liberty loans or other war drives which eat into the pocketbooks of the public, it is only natural to presume that talking machine sales will grow stronger than ever before during the next six months. I believe that the increase allowed to the railroads means prosperity, for those companies will now begin to spend this money. The railroads are the backbone of the nation and improvements in the efficiency of the railroads will have a decidedly favorable effect. I know," added Mr. Roemer, "that this view of mine is echoed by many of the largest phonograph manufacturers throughout the country, and I believe that the trade can confidently expect big business this Fall. The M. M. Roemer Sales Corp. has decided to deliver in New York direct to the dealer's door instead of by express from Chicago, as heretofore.

BALDWIN CO. TO HANDLE VICTROLAS

Secure Victor Agency for Elaborate Department in Cincinnati Store

CINCINNATI, O., August 7.—The Baldwin Piano Co. has made arrangements to handle the Victor Co.'s line of talking machines and records in the elaborately equipped talking machine department in their remodeled quarters here and will feature the line in a very strong way. It is expected that the formal public announcement of the acquisition of the Victor line will be made by the Baldwin Co. shortly.

ROTARIANS GUESTS OF GRANBY CO.

NEWPORT NEWS, VA., August 3.—Following a luncheon of the Rotary Club of this city to-day the entire gathering of Rotarians, numbering over one hundred, were the guests of Harry Levy, president of the Granby Phonograph Corporation, at its large plant here. The guests were conducted throughout the various buildings and the careful process of building Granby phonographs was shown. The up-to-the-minute machinery installed and the thorough efficiency in the operation of the plant elicited many highly complimentary comments on the part of the guests.

SPECIAL INTRODUCTORY OFFER—During August Only



New Elgin Tone Arm

"Known for Tone"

The New Elgin Tone Arm at these sensational introductory prices for August, offer phonograph manufacturers and assemblers a money-saving opportunity. Heavily nickel-plated, full-swinging with the throw-back feature. Needle centers perfectly for all makes of records. Regular price of \$4.50 each prevails on Sept. 1st. Buy now and buy 6—save \$3.00.

Introductory Offer

No. 40 A. H.—Samples	\$3.50
No. 41 A. H.—Lots of 6	3.25
No. 42 A. H.—Lots of 25	3.10
No. 43 A. H.—Lots of 100	2.95

COLE & DUNAS MUSIC CO.

54 W. Lake St. CHICAGO, ILL.

DETROIT DEALERS PLEASSED WITH GENERAL TRADE TREND

Business During the Summer Months Was of Large Volume, According to Leading Dealers—Goldberg in New Quarters—Sonora Advertising Attracts—Bayley's Big Summer Trade

DETROIT, MICH., August 7.—It has been a good Summer for talking machine dealers in the city of Detroit. Sales were excellent and steady; on the other hand, dealers have been able to get merchandise, and practically all they needed, with an exception here and there on some particular style or model. However, the public no longer need go without a talking machine because of its inability to secure one. Dealers are all well stocked, apparently; some have even more machines than they need right now and yet are ordering right along, storing the surplus, because they will take no chances on a shortage next Fall. Then, again, some dealers have told us that they are buying at present prices because they look for further price advances.

"The best Summer I ever had" is not uncommonly heard among local talking machine dealers. Probably one of those who can shout this the loudest—because it is true—is Frank Bayley, proprietor of Bayley's Music Shop on Broadway, who says he has done 300 per cent more business this Summer than any previous one. Mr. Bayley handles the Edison phonograph. He has just completed plans for erecting a twelve-story office and business building on property recently leased for ninety-nine years on Broadway, in the same block where his store is now located. It will probable cost upwards of \$500,000. Work is to be started within the next two years, or just as soon as all of the leases of tenants now on the property expire. Mr. Bayley is laying plans for a series of Edison recitals this Fall, to be given before various Masonic organizations.

The Goldberg Talking Machine Co. has moved from 163 Gratiot avenue to No. 95 Gratiot, where it has better quarters and is closer to the heart of the retail district. A long lease of the new quarters has been secured and it has been fixed up very attractively.

The J. L. Hudson Music Store, Wallace Brown's Brunswick Shop and the Edison Shop, all of whom are closing at noon on Saturdays, do not feel that they are losing any business, as their customers simply buy when the store is open. It is the opinion of Mr. Brown that next year all music and talking machine dealers should co-operate in the half-holiday on Saturday during the hot weather. "It stands to reason that if everybody would close nobody would lose a dollar's worth of business and people would simply educate themselves to buy the rest of the week," he remarked. "Why don't people demand the stores be open Sundays or holidays?—because they have been properly educated not to expect them to be open."

A very beautiful electric sign advertising the Sonora phonograph has recently been erected atop the Temple Theatre Building, facing the Campus Martius. It is unquestionably the best downtown location in the city and the sign is certain to be seen by thousands of people every night.

A prominent talking machine dealer who recently visited Detroit told the writer that he believed the day would come when the big talking machine companies would not sell their products to as many dealers as now. "I have talked with several leading manufacturers and in an offhand way they have told me that they were wishing they had less dealers," said the visitor. "It is better for a manufacturer to place his line with a retailer who will handle it exclusively and who will push it, rather than let some dealer handle it who has two or three other lines. That sort of dealer doesn't push any of the lines for fear of stepping on somebody's toes. In order words, that kind of a dealer is not half as alive as the one who has just the one line."

The lease on the building now occupied by the Edison Shop has been passed to other parties after the present expiration of the lease, which means that the Edison Shop must soon start to look for another location.

A. A. Grinnell, treasurer of Grinnell Bros., is still talking about the wonderful entertainment provided at the annual convention of the Victor jobbers in Atlantic City. Mr. Grinnell looks after the Victor business of Grinnell Bros., which firm is the Michigan jobber. Mr. Grinnell is certainly pleased to know that the time has come at last when goods can be secured within a reasonable period of time. He reports that there is no limit to what the jobber or retailer can do in the talking machine line, providing he can get all the goods he requires—there are so many ways and means of getting new business and so many channels for development.

Here's a hint for Fall and Winter: Many a man on a cold day has wandered into a talking machine store and purchased a few records just because the store looked warm and cozy. Hence, make your store attractive.

NEW COLOR FOR VOCALION RECORDS

Beginning With August List, Vocalion Records to Be Pressed on Dark Red Material

Beginning with the August list of Vocalion records, all such records will be manufactured in an attractive shade of dark red, which is in harmony with the new lateral cut Vocalion label. Vocalion records are recognized as distinctive in many particulars and the use of this new shade in the record material will serve to identify Vocalion products with a promptness that should have a material effect upon the popularity of those records.

HOFFAY CO. MAKES ASSIGNMENT

The Hoffay Talking Machine Co., Inc., dealer in phonographs and parts, with an office at 14 Thomas street, New York, and headquarters at Wilmington, Del., on August 6 made an assignment to Maurice L. Shaine. The company was incorporated in June, 1915, with capital stock of \$1,000,000. Joseph Hoffay is its president.

Line Up with a Leader—Link Up to LAUZON!



A product of one of the oldest and finest furniture factories in Grand Rapids.

Backed by a plant that for many years has made the art furniture requirement of great home furnishing houses and large department stores from coast to coast.

Containing the highest standards of motive power, tone reproduction and accessory equipment.

LAUZON cabinet construction, plus the STANDARD motor, plus the FLETCHER tonearm, plus ample resources, plus square dealing, equals success.

Line up with a leader — link up to LAUZON!

SEVEN UPRIGHT AND TWO CONSOLE MODELS

IMMEDIATE SHIPMENTS

Attractive Proposition for Jobbers and Dealers FOR AVAILABLE TERRITORIES

ADDRESS

MICHIGAN PHONOGRAPH COMPANY

Office Address: National City Bank Building

Factory Address: Monroe Ave. and Sixth St.

GRAND RAPIDS, MICHIGAN.

ANNUAL OUTING OF NEW YORK TALKING MACHINE CO.

Employees of Prominent Victor Wholesaler Are Guests of Arthur D. Geissler at His Magnificent Farm—Program Includes Field and Water Sports, Barbecue, Dancing and Entertainment

The annual outing and games of the employees of the New York Talking Machine Co., Victor wholesaler, is taking place to-day, August 14, and judging from the program prepared for this outing it will be one of the most interesting and successful events held by any member of the local talking machine trade in recent years.

The employees are the guests of Arthur D. Geissler, president of the New York Talk-



A Partial View of the Magnificent Gardens of the New York Talking Machine Co. at his magnificent farm, "Dream Lake," Ossining, N. Y. This farm, which was recently purchased by Mr. Geissler as his permanent residence, is one of the show places of Westchester County, and the accompanying illustrations hardly do justice to the marvelous natural beauty of this immense farm.

According to the official program the employees will leave Grand Central Station at 9.30 in the morning in two special cars. Automobile



Tennis Courts Where Dancing Will Be Held buses will meet the train at Ossining and proceed to Mr. Geissler's farm at Illington road.

After a visit to the various points of interest on the farm, including the "57 varieties" of animals which make their abode at "Dream Lake," the party will adjourn to the athletic field, where the following games will be held: 200-yard relay race for men, 25-yard race for ladies, potato race for girls, sack race for boys, tug-o'-

war for men, tennis match and hand ball match.

The field judges for these events are Geo. Kelly, Howard B. Merritt and A. C. Ely.

After the field events are held the party will partake of luncheon, which, according to the official program, is a combination of animal food, automobile accessories and medical appurtenances. However, it is likely that every one will be sufficiently hungry to enjoy the repast, regardless of the ingredients used.

Following the luncheon water sports are scheduled, and among these events are canoe tilting, canoe obstacle race, swimming race and fancy diving. The judges for the water sports are the same as for the field events.

At 6.30 in the evening the employees will take part in an old-fashioned barbecue, which promises to be one of the most interesting features of the program. On Mr. Geissler's farm there are ample facilities for this event and there is no doubt but that the employees will witness and enjoy an evening which will leave permanent memories.

According to the program dancing is scheduled after the barbecue, "provided you are still able to stand on your feet," and following the dancing there will be an entertainment by some of the



A View of the Beautiful Lake most popular artists recording for the Victor catalog.

H. C. Ernst, of the executive staff of the New York Talking Machine Co., whose home is located adjacent to Mr. Geissler's magnificent farm, is in charge of the various details incidental to the outing and under his supervision it is safe to say that "a good time will be enjoyed by all."

John Gifford, who has been connected with the talking machine store of Brown & Page, Charlotte, N. C., has left that concern to become manager of the talking machine department of the Office Supply Co., 3 West Fourth street.

The management of the Brunswick department of the J. H. C. Petersen's Sons Store in Davenport, Ia., has been taken over by F. A. Mulford.

NYOIL
FOR YOUR PHONOGRAPH

IN THE HANDY CAN

Made in Our Watch Oil DEPARTMENT

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

The Best Oil For Any Talking Machine

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

Colorless, Odorless and Stainless.

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

NYOIL is put up in 1-oz., 3¼-oz. and 8-oz. Bottles and in Quart and Gallon Cans.

For Sale by all Talking Machine Supplies Dealers

WILLIAM F. NYE, New Bedford, Mass., U.S.A.

COX RECORDS SPEECH ON LEAGUE

Democratic Candidate Makes a Number of Campaign Records Made up of Parts of His Speech of Acceptance—Has Made Many Records to Be Used During the Campaign

DAYTON, O., August 9.—Governor James M. Cox made public to-day a statement on the League of Nations which he has incorporated in one of the several campaign records which he has just recorded. Several short speeches have already been recorded by the Democratic nominee for the Presidency and these have been made up largely of excerpts from his speech of acceptance. The record just made will contain the following message on the League of Nations: "I favor going into the League. This is the supreme test. Shall we act in concert with the free nations of the world in setting up a tribunal which will avert wars in the future? This question must be met and answered honestly and not by equivocation.

"We must say in language which the world can understand whether we shall participate in the advancement of a cause which has in it the hope of peace and world reconstruction, or whether we propose to follow the old paths trod by the nations of Europe; paths which always led to fields of blood.

"We must say in language which our own people can understand whether we shall unite with our former allies to make effective the only plan of peace and reconstruction which has been formulated, or whether we propose to play a lone hand in the world and guard our isolation with a huge army and an ever-increasing navy, with all the consequent burdens of taxation.

"I repeat, I am in favor of going in."

Our Complete Stocks of

Emerson Records

assure prompt service and quick deliveries

*Western Iowa and Nebraska Dealers
Write TODAY for this Agency*

CARPENTER PAPER COMPANY
OMAHA Distributors NEBRASKA

Emerson
Records

ROSS P. CURTICE CO.

VICTOR WHOLESALERS

OMAHA, NEBRASKA

We offer VICTOR Dealers practical, co-operative service that will enable them to take profitable advantage of the world-wide fame, prestige and supremacy of VICTOR products.



How can we assist you in expanding your business?

WILL TAKE MUCH NEEDED REST

Lambert Friedl, Wholesale Manager of Columbia Branch in New York, Resigns—Will Announce Future Plans Shortly

The many friends in the trade of Lambert Friedl, manager of the local wholesale branch of the Columbia Graphophone Co., have learned with regret that this popular member of the talking machine trade has found it necessary to resign from this position, owing to ill health.



Lambert Friedl

According to present plans, Mr. Friedl will take a few weeks' rest at his home in Yonkers, N. Y., spending the greater part of his time in automobile trips through Westchester County. This will give him an opportunity to recuperate from the severe strain under which he has been working the past year and a half.

Lambert Friedl is one of the best-known members of the wholesale talking machine trade in the East. For over three years he was manager of the New York branch of the Columbia Graphophone Co., and the phenomenal success he attained in this important position won for him the esteem and friendship of the trade throughout this territory. He is recognized as one of the most capable members of the wholesale division of the industry, and his indefatigable efforts in behalf of Columbia product contributed materially to the remarkable sales totals achieved by the New York branch of the Columbia Graphophone Co. Mr. Friedl plans for the future will be announced shortly.

NEW ASSOCIATION FOR ELIZABETH

Preliminary Steps Taken Towards the Organization of New Association of Music Merchants in That City—Next Meeting on September 9

ELIZABETH, N. J., August 9.—The first steps towards the organization of a local association of music merchants here were taken on Thursday of last week at a meeting held at the Elks' Club and attended by a half-dozen or more dealers. The meeting was called by George L. Hirtzel, Jr., at the suggestion of E. G. Brown, of Bayonne, State Commissioner for New Jersey for the National Association of Music Merchants, and was attended by C. L. Dennis, secretary of the National Association, who explained in detail the work of that organization, as well as the Music Industries Chamber of Commerce, with which it is affiliated.

Otto G. Altenburg, of the Altenburg Piano House, was chosen temporary chairman, and B. McCandless, of the Elizabeth Talking Machine Co., temporary secretary. A strong effort will be made to interest all the dealers in the immediate vicinity in the new move so that the organization can be completed and permanent officers elected at the next meeting to be held at the Elks' Club on September 9, at noon.

Those who attended the meeting and pledged

their support to the Association were: S. T. Morrow, James H. James, G. L. Hirtzel, Jr., B. McCandless, Otto G. Altenburg and Thomas Sullivan. The music houses not represented at the meeting, but who signified their interest and offered their co-operation included Frank Frick, Goerke-Kirch Co., Joseph Flusser, A. Wachman, Phonograph Shop, Tapner Music Co. and the Union Talking Machine Co. As will be observed, talking machine dealers apparently take as much interest as piano men in the new organization.

C. N. Andrews, of W. D. & C. N. Andrews, Buffalo, has become a director in the newly formed Merchants' National Bank at that enterprising city.

MAIN-SPRINGS

For any Phonograph Motor
Best Tempered Steel

1 in. x 10 ft. for Columbia.....	Each	\$0.50
1 in. x 13 ft. for Victor.....	Each	0.50
1 1/4 in. x 18 ft. for Victor.....	Each	0.75
1 in. x 12 ft. for Heineman.....	Each	0.60
7/8 in. x 10 ft. for Col. Pathé-Heineman	Each	0.50
1 1/8 in. x 16 ft. for Heineman	Each	1.20
1 x 16 ft. for Saal or Silvertone....	Each	0.90
1 in. x 10 ft. for Saal or Silvertone..	Each	0.60
1 in. x 16 ft. for Sonora or Brunswick	Each	0.90
3/4 in. x 10 ft. for all small type machines	Each	0.45
1 1/2 in. full size for Edison Disc.....	Each	2.10

SAPPHIRES—Genuine

Pathé very best loud tone genuine, each 15c; 100 lots, \$11.50.
Edison very best loud tone, 15c each or \$12.00 in 100 lots.

MOTORS

Special price on Krasberg motors.
Order right from this ad.
Send for price list of other repair parts.

The Val's Accessory House

1000-1002 Pine St. St. Louis, Mo.

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in



ESTABLISHED 1876

The oldest and leading music trade weekly, which covers every branch of the industry.

It Contains

instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States.

“Review the Music Trade With Us”

Send your \$2 now for a full year's subscription to

THE MUSIC TRADE REVIEW
373 FOURTH AVENUE
NEW YORK

IMPORTANT COURT DECISION IN VICTOR-CHENEY SUIT

U. S. District Court in Grand Rapids Finds for Victor Co. on One of Three Claims for Patent Infringement in Action Against Cheney Co.—Grants Injunction and Accounting

A decision of widespread interest to the talking machine industry was handed down by Judge C. W. Sessions in the U. S. District Court for the Western District of Michigan, in Grand Rapids, on August 5, in the suit brought by the Victor Talking Machine Co. against the Cheney Talking Machine Co., charging infringement of the two Johnson Patents, Nos. 814,786 and 814,848, both issued March 13, 1906. The court in its decision found valid and infringed claim 42 under the former patent, and valid but not infringed claims 7 and 11 under the latter patent. The court also granted an injunction and an accounting, referring the case to the Master in Chancery for such accounting.

The decision is of such widespread interest that it is published in full herewith:

This suit is for infringement of two patents, No. 814,786 and No. 814,848, both issued March 13, 1906, to the plaintiff as the assignee of the inventor, Eldridge R. Johnson, also president of the plaintiff company. The original application was filed February 12, 1903, and later was divided, the second application having been filed February 9, 1904. The first patent is for Improvements in Talking Machines and the second for Improvements in Amplifying Horns. Claim 42 of Patent No. 814,786 and claims 7 and 11 of Patent No. 814,848 are here in issue and are as follows:

"42.—A talking-machine, comprising a tapering sound-conveyer means for attaching sound-reproducing means to the small end thereof, and horn-coupling and supporting means with which the other end of said conveyer is movably connected."

"7.—An amplifying-horn, comprising a continuously-tapering tube having a joint to allow a movement of one end of said horn in relation to the other, said horn being supported at said joint."

"11.—An amplifying-horn, comprising a tapering curved tube, said tube being pivoted on a substantially vertical axis to allow a horizontal movement of the smaller end of said tube, the curved portion of said horn connecting sections thereof lying in substantially parallel planes, said axis passing through or adjacent to said curved portion."

The defenses relied upon are: (1) That the claims declared upon are invalid for want of invention; (2) non-infringement; and (3) laches.

1. VALIDITY

The gist and substance of Johnson's invention (described, defined and embodied in the patents and the claims here in issue) consisted of the production of a talking machine having an amplifying horn tapered or flared outwardly from its connection with the sound box, curved or bent upon itself in the form of the letter "U" and so joined and supported as to permit movement of the inner and smaller section thereof independently of the outer and larger section and thus to relieve the needle or stylus of the burden, weight and inertia of the heavier and larger part of the horn. The invention of the patents marked a distinct and substantial advance over the prior art. Before Johnson's discovery, amplifying horns of talking machines which tapered or flared from a point at or near the connection with the sound box were constructed either in a single piece or in parts rigidly connected and were movable only as a whole upon or across the record disc. The earlier machines were cumbersome, unwieldy and inconvenient and, by their weight and inertia, cast a heavy burden upon the needle or stylus. Talking machines in which the amplifying horn was located at a distance from the sound box and connected therewith by a sound conveyer of constant diameter were admittedly inferior in both volume and quality of tone reproduced. The utility of the invention, both as a commercial product and an acoustical achievement, was at once recognized. Its success has been marvelous. In this connection, it is to be noted that, while probably the inventor did not anticipate such result, his invention has made possible the modern inclosed or cabinet talking machine. These patents have been held valid in the courts of this country and England in both contested and pro-confesso cases. In this suit, nothing new has been presented which tends to destroy or modify the force and reasoning of the earlier decisions.

2. INFRINGEMENT

Claim 42 reads definitely, specifically and literally upon defendant's talking machine. The "tone arm" or "sound conveyer" of defendant's machine is tapering, its small end is attached to and connected with the sound box or reproducer by a mechanical device and its large end is movably connected with the structure by which it is supported and by which it is coupled in the amplifying horn proper. While defendant's tone arm or sound conveyer is composed of short octagonal sections, each of which has parallel sides and is straight, yet each section is larger than the preceding one and the assembled sections constitute a tapering structure which is the exact mechanical if not acoustical equivalent of a conical sound conveyer. The contention of the defendant that the means for attaching the sound reproducer to the small end of the sound conveyer must be confined and limited to the "goose-neck" connection shown in the drawings and described in the specifications of the patent is without merit. There is nothing contained in the drawings, specifications or history of the patent which requires such limitations. This contention is also negated by the fact that the "goose-neck" connection is itself made the basis of other claims of the patents. The fact that the amplifying horn of defendant's structure for a considerable distance from the larger end of the tone arm is not tapered is quite immaterial. Claim 42 does not call for a horn tapered in its entire length. Nor is it material whether the amplifying horn is supported by the top of the cabinet or by the bracket of the preferred form shown in the drawings of the patent. In either case the horn coupling and supporting device is located at the larger end of the tone arm or sound conveyer, which is movably connected therewith, and so meets the requirements of this claim.

Claim 7 calls for "an amplifying horn, comprising a continuously tapering tube" etc. By no stretch of construction can defendant's amplifying horn, viewed as a unitary structure, be regarded as "a continuously tapering tube." The tone arm portion of the horn composed of octagonal straight sections and that portion composed of the so-called orchestral sections may fairly be said to be tapering within the purview and meaning of this claim, but that portion of the tube lying between the tone arm and the orchestral sections, which is approximately of the same length as the tone arm itself, is of constant

and slightly less diameter than the larger end of the tone arm. Such a tube cannot be said to be continuously tapering within any definition of the term. A voluntary limitation of this character is binding upon the patentee and those claiming under him. *D'Arcy Spring Company vs. Marshall Ventilated Mattress Company (C. C. A. 6) 259 Fed. 236.*

It is also clear that claim 11 is not infringed. This claim calls for "a tapering curved tube, * * * the curved portion of said horn connecting sections thereof lying in substantially parallel planes." The connecting portion of the tube of defendant's machine is not tapered and is not curved. The lower turn or bend of the tube is at the junction of two straight sections and is abrupt and forms a right angle. There is no evidence tending to indicate the adoption of this form of sound conveying tube for the purpose of avoiding infringement. The designer of defendant's machine, who is both a noted and accomplished musician and has had long experience in the construction of musical instruments, testifies that this form of construction was adopted by him after many experiments which led him to believe that the quality of the tones reproduced was greatly improved thereby. The so-called "Mechanical Throat" of defendant's amplifying horn is the subject of Patent No. 1,170,801, granted to Cheney February 8, 1916.

If the question of infringement of claims 7 and 11 were otherwise doubtful, all doubt is removed by an examination of the specifications of the patents in suit, from which it appears that the curvature and continuous taper of the second conveying tube of the amplifying horn are prominent and basic features and elements of the invention. The patentee says:

"By locating the small end of the horn in this manner so that the sound-conducting tube or horn flares outwardly practically from the sound box I have found that it allows the sound-waves to advance with a regular, steady and natural increase in their wave fronts in a manner somewhat similar to that of the ordinary musical instruments, thus obviating the well-known disadvantages due to long passages of small and practically constant diameter. It is also desirable to avoid abrupt turns in the sound-conducting tube or passage."

"It is therefore the object of my invention to pro-

vide a talking machine with an amplifying horn meeting these requirements * * * *"

"It is further to be noted that I have avoided to the greatest degree any abrupt turns. * * * I have produced, in effect, a sectional horn tapering from end to end."

"The object of this form of my invention is to provide an amplifying horn * * * of such a character that the same will have all the material advantages of a single horn connected directly to the sound box, but without having the disadvantages due to long passages of small and practically constant diameter, to the weight of the bell portion of the amplifying horn, and to abrupt turns in connecting-tubes."

"The fact that all portions of the conducting tube or horn are tapered allows the sound-waves to advance with a regular and natural increase in their wave fronts in a manner similar to that of ordinary musical instruments, obviating the disadvantages due to long passages of small and practically constant diameter having abrupt turns."

3. LACHES

Upon this subject little need be said. A former suit by the same plaintiff against the same defendant for infringement of the same patents was begun in November, 1915, in the District Court for the Northern District of Illinois. In March, 1917, after proofs had been taken and the case had been made ready for hearing, upon motion of plaintiff and with the consent of defendant, the suit was dismissed without prejudice and upon condition, imposed for the benefit of both plaintiff and defendant, that the testimony theretofore taken might be used in any subsequent suit between the same parties. In the present suit defendant has taken full advantage of the condition so imposed. The proofs show and courts will take judicial notice of the extraordinary and abnormal conditions which existed in this country and in the world at large from the Spring of 1917 to the Spring of 1919, and, in a lesser degree, to the present time. Litigation of this character was frowned upon by public officials, was discouraged by the courts and, as far as possible was avoided by everyone. Under these circumstances, it cannot be said that plaintiff has been guilty of such laches as to preclude it from asserting its rights and prosecuting suits for trespasses thereon.

A decree will be entered finding claims 7 and 11 of Patent No. 814,848 valid but not infringed and claim 42 of Patent No. 814,786 valid and infringed; granting an injunction; directing an accounting; and referring the case to John S. Lawrence, Master in Chancery for such accounting. Neither party will recover costs.

C. W. SESSIONS,
District Judge.

Dated, August 5, 1920.

WORKING FOR MUSIC IN TEXAS

Texas Music Merchants' Association Making a Strong Bid for Support from the Trade

The officials of the Texas Music Merchants' Association, with headquarters in Dallas, are making a strong effort to enlist all music merchants in the State in support of the work of the association in developing a more general interest in music on the part of the public. In this connection Robert N. Watkin, secretary and treasurer of the association, recently sent the following letter to the various music merchants in the State:

"As you know, the work of our association is primarily to spread the interest in music more widely among the people of Texas.

"To do this it is important that each one of us should tie up with the work being done by the music clubs, city music commissions, music patrons and the business men of our communities who are especially interested in music.

"It is also important that we tie up with local association, State association and national association.

"There are changes now on the way evident to all, which make it important, too, that we should follow the principles of good merchandising. The evils which were prevalent in our business, such as cut prices, over-long installment accounts and lack of interest on such accounts, have been proved to be not profitable business methods.

"With better trained salesmen, more and better advertising, better terms and better collections, the music merchants of Texas will stand out as the best in the United States.

"During the past few years those in the music business have enjoyed their work and gotten pleasure out of it.

"Let this be our pledge for the remainder of the year: 'I will co-operate and strive to enlist the co-operation of my fellow-workers in the upbuilding of high ideals in the music business'."



46 in. high
19 1/2 in. wide
21 1/2 in. deep

Phonograph Cabinets

that are the product of master-craftsmen—skilled in fine cabinet work for twenty-five years. Only five-ply selected woods are used—Genuine Mahogany—Quartered Oak—American Walnut. The finish is high grade and permanent. Eight different styles at reasonable prices.

A word from you will bring full information immediately.

The Celina Specialty Company
Celina, Ohio

SECOND BUSH & LANE CO. OUTING

Employees of Talking Machine and Piano Institution Had a Most Enjoyable Re-union on July 24—Walter Lane Wins Distinction

HOLLAND, MICH., August 7.—When The World representative made a trip to Holland, Mich., last year to take in the Bush & Lane picnic he came back and said that it was a "tremendous success all around." It was Bush & Lane's first picnic and was merely a "try it on the dog" affair, as they wanted to find out how the employees would fall into line as regards an annual event. It was so successful that plans were made then and there for an annual affair, with prizes and everything. Their second picnic was held on Saturday, July 24. In all, there were 800 tickets given out. The interurban cars chartered by the Bush & Lane Co. to take the people from the depot at Holland to the picnic grounds at Jenison Park had picnickers hanging all over them. When the park was reached the American Legion Band of Holland struck up a lively

march and everybody fell in line, marched into the park and then they broke loose. Candy, ice cream, cakes, amusements of all sorts, fried



Mr. and Mrs. Walter Lane at Picnic
chicken and sandwiches were attacked in systematic order. Big eats had been prepared personally by Mrs. Walter Lane, Mrs. Frank J. Congleton, Mrs. W. H. Beach, Mrs. O. W. DeMauriac, Mrs. Dempsey and Mrs. Davis, and if



Mrs. Congleton Was an Active Picnicker
we may be permitted to use the parlance of the street, they were "sure some eats."

Everyone was out for a good old time and the air was full of the spirit of good fellowship and co-operation. One of the most amusing incidents of the day happened when the fat men's race was pulled off, Walter Lane, president of the company, being eligible, as every one knows, decided to do a little running. He started off at a 2:40 gait and everything went well until the finishing line was almost reached, when he got tangled up with the long legs of "Big Pete," of the finishing department. The result was what our Friend Walter copped the second prize by taking a high dive, landing on his stomach and bouncing across the tape. In all, there were thirty-one events, in which everyone participated and had a share of the fun and the numerous prizes.

A NEW EMERSON ARRIVAL

J. I. Bernat, advertising manager of the Emerson Phonograph Co., New York, has been receiving the congratulations and good wishes of his friends upon the arrival of a baby girl at the Bernat home, 2071 Fifth avenue, New York. This little girl has been christened Janice Emerson, and Mr. Bernat's friends have been favored with unique announcements telling of the arrival of Miss Bernat.

OUTING OF GOULD BROS. FORCES

BUFFALO, N. Y., August 9.—The outing of the employes of Gould Bros., 1367 Main street, at Bowansville last Saturday was an immense success. There were seventy-five present from the Buffalo and Niagara Falls stores. There was a luncheon at the Pavilion followed by athletic games. C. N. Andrews, the well-known jobber of Buffalo, was a guest.



FULTON (Model 35)

Mahogany, 16x16x10 in., double spring motor, universal tone arm. Back casting and metal horn. Discount according to quantities.

True-tone, Cleartone, Brilliantone and Puretone Needles in metal boxes or packages at 50 cents per M. Discount in large quantities. Truetone Needles come 200 to a metal box.

Double and triple spring Motors, Tone-arm, Auto Stops, Repeater Stops, etc. Phono parts and accessories, as Motors, Tone-arms, Sound Boxes, Cabinets and Cabinet hardware. Repair parts for all makes.

Records—Standard make, lateral cut, at \$50.00 per 100.

Cash with order

FULTON TALKING MACHINE CO.
253-255 Third Ave., New York City
Between 20th and 21st Streets

STOP!

Read These Bargains

Springs, $\frac{3}{4}$ inch.....\$2.40 doz.
" 1 " 3.00 "
Good for any motor.

Steel Turntables

10 inch.....\$2.40 doz.
12 " 5.00 "

Motors

Steel frame, single spring, 10 inch turntable.....\$2.40 each
Iron frame, single spring, 10 inch turntable..... 2.87 "
Extra good, single spring, plays three records, 12 inch turntable 3.25 "
Double spring, 12 inch turntable, plays three records..... 4.50 "
Guaranteed the best on the market, five records..... 13.50 "

Talking Machines—Table Models

Model "B," size 12x12x5 $\frac{1}{2}$ in. \$ 6.50 each
" "C," " 16x18x8 in. 12.50 "
" "D," " 17x20x14 in. 25.00 "
with cover; double spring--

Floor Cabinet Machines

Model 85, size 18x18x46 in.\$37.50 each
" 110, " 18x19x46 in. 55.00 "
Equipped with a guaranteed double spring Wollman Motor.

To Manufacturers

Turntable shafts with fibre wheels complete for double motor.
Gear wheel for single and double spring motors.
Spindles for double motors.
10 and 12 inch steel turntables.
All size iron screws.
1 $\frac{3}{4}$ inch nickel-plated wood screws.
At bargain prices.

Something New — Something Better

2 in 1 Magic-Tone Needles

Each needle plays 10 records
Sold a 100 in a package, 50c a thousand
200 in a metal box \$1.50 per dz. boxes
The best sellers for the retail trade.
Show cards with every order.

Write for particulars

A reasonable deposit must accompany all orders.

Wollman Talking Machine Mfg. Co.

560-562 Grand St., BROOKLYN, N. Y.
25 Years in the same location. Tel. Stagg 918

CLEVER WINDOW DISPLAY

Columbus, Nebr., Dealer Gets Good Results from Window Display Featuring New Song

Herewith is shown a picture of an attractive Emerson window display which was designed and executed by Chas. H. Dack, an Emerson dealer of Columbus, Neb. The large Emerson record in the center of the display was made by Mr. Dack out of beaver board and is a representation of the song hit, "The Bells of



Unusual Record Display

St. Mary's." Considerable attention was attracted by the display and a large sale of records was traced directly to it.

CARPENTER CO. DISPLAYS EMERSON

OMAHA, NEB., August 6.—On August 2 and 3, the Carpenter Paper Co., distributors of the Emerson line of phonographs and records, for territory including Nebraska and parts of Iowa, held an exhibition of the new Emerson phonographs. During these days a large number of dealers handling Emerson records and other talking machine dealers visited the Carpenter Paper Co. in order to become familiar with the new Emerson product. P. S. Spitz, manager of the talking machine division, was in charge and explained to his visitors the exclusive features of the new instruments. This coming week Mr. Spitz expects to start on a tour of the territory with one of the machines in order to demonstrate it to those who were not fortunate enough to attend the exhibition.

G. E. Corson, of The Dalles, Ore., is one dealer who is commanding a good phonograph business during the Summer months.

Some dealers think that if they sold more goods they would have more life. They seem to forget that if they had more life they would sell more goods.

Convention of Tri-State Association

Annual Meeting of Tri-State Victor Dealers' Association Held in St. Louis on August 6th Proves a Notable Success—Delegates Listen to Some Good Business Talks and Discussions and Enjoy Live Entertainment

St. Louis, Mo., August 9.—Talking machine men of St. Louis and Missouri and adjacent States, members of the Tri-State Victor Dealers' Association, held their annual meeting Friday, August 6, at the Century Boat Club, in this city. It was completely successful in attendance, the excellence of the program, importance of the business transacted and the abundance and high quality of the entertainment provided by the Koerber-Brenner Co., Victor distributors.

The members assembled Friday morning, by invitation, at the Koerber-Brenner Co. establishment, from where they were taken in private parlor cars to the clubhouse, on the bluffs overlooking the Mississippi River.

The business meeting, held in the auditorium, was called to order by Val A. Reis, president of the Association. After the roll call and the

After luncheon the delegates and the ladies strolled about the club grounds until 2.30, when the afternoon conference began in the auditorium. Mr. Rauth presided at this and in calling the conference to order told the delegates something about the Victor merchandising methods.

C. B. Gilbert, of the Koerber-Brenner Co., the next speaker, devoted himself to a discussion of the record situation, reviewing what had occurred during the past few years to keep down production below the level of demand, and offering some excellent advice to dealers in the matter of record ordering and handling in the immediate future, when an improvement in conditions was to be expected. He emphasized particularly the fact that guesswork in record ordering would not do and that something more

upon the sales person employed by the house. She declared that more reliance should be placed upon the store managers, for they were in a position to keep in closer touch with stock and with trade conditions than the average proprietor, who generally has other interests to take his attention.

Miss Airy stated that one of the chief faults with record sales people is that of playing the same records for everybody who comes into the store without making any effort to select such records as would most likely appeal to particular classes of buyers. She pleaded that record sales people be left free to study the record catalog and the records therein, and not be expected to be called at any minute to take up other work in the store.

In every department of the store, and particu-



Attendants at the Annual Meeting of the Tri-State Victor Dealers' Association

Sitting from left to right are: J. G. Paine, Victor Co.; F. W. Lehman, Association Treasurer; Val A. Reis, Association President; E. A. Parks, Vice-President; Theo. Maetten, Secretary, and E. C. Rauth, of the Koerber-Brenner Co.

reading of the minutes of the last meeting, Theodore Maetten, secretary of the organization, explained the working of the exchange bureau. He stated that in the past month 7,000 records were listed for exchange, of which more than 6,000 were exchanged. E. C. Rauth, vice-president of the Koerber-Brenner Co., and E. A. Parks, of Hannibal, Mo., also spoke appreciatively of the bureau. Mr. Rauth said that, although the bureau represented no gain to his firm as a distributor, he knew that it was a benefit to the dealers and he was glad that it was in operation. It was decided to continue it. It is supported by contributions of the members.

P. W. Simon, of New York, called attention to the opportunity of getting the eight famous Victor artists, Henry Burr, Albert Campbell, John Meyers, Billy Murray, Fred Van Eps, Frank Croxton, Monroe Silver and Frank Banta, for concerts and entertainments.

than memory was required to keep record stocks in the proper condition.

Mr. Gilbert outlined a new stock-keeping system endorsed by the Koerber-Brenner Co., designed to enable the dealer to keep a perpetual inventory, adding receipts and deducting sales from day to day. The system acts as a guide and gives instant warning of the decreasing popularity of any record.

One of the most interesting addresses of the series was that on the subject of "Record Salesmanship," delivered by Miss G. Airy, of the Koerber-Brenner Co., who presented the selling question to the managers in a manner worthy of much thought and consideration. Miss Airy declared that it was the manager's business to see that the sales people were properly trained and that for the sales person to mispronounce the name of an opera or artist was a reflection upon the management rather than

lary in record department, said Miss Airy in closing, the chief requisite was the properly trained sales force.

President Reis was on the program for a talk on "Dealer Co-operation," but he yielded his time to Joseph Leopold, of the St. Louis Chamber of Commerce, who gave a thoroughgoing address on "Co-operation," in which he gave a talking machine demonstration at the close, emphasizing the part that it can play in community co-operation by contributing the music which is essential to community development.

The talk of E. W. Jamerson, of Lehman's Music House, East St. Louis, was devoted chiefly to the value of his experiences at the Victor school of salesmanship. Mr. Jamerson explained in detail the various features of the Victor course and how each feature is calculated to improve the salesman's ability to a definite

(Continued on page 216)



Quality **Distinction**
THE "VICSONIA" REPRODUCER

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

Fitted with permanent jewel point. No loose parts.

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

Meet the demand—Serve your customers

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

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

VICSONIA MFG. CO., Inc.

313 E. 134th STREET

NEW YORK, N. Y.

ANNUAL CONVENTION OF TRI-STATE ASSOCIATION—(Continued from page 215)

degree. He explained that the course is particularly valuable in giving to the salesman a new conception of the wealth of music in the Victor catalog and how to make the best use of the material thus offered.

The broad subject of advertising was handled by A. E. Schnauel, of the Roeder & Schnauel Agency, who gave to the dealer some excellent advice upon the proper handling in their advertising of the various Victor talking points, including the trade-mark, the record catalog and the many other features. The talk was a distinctly practical one, and in closing Mr. Schnauel emphasized the value of the slogan as a means of readily identifying the store and its personnel. He declared that Victrolas should be featured by themselves in advertising, rather than in connection with perhaps a half-dozen or more lines which the store handled.

Ferd Binder, of the Binder Display Service, St. Louis, gave a window-trimming demonstration. He quickly designed an attractive Victor window, demonstrating how easy and simple it is. He advised that the Victor dog be always used; that not too much be placed in the window; that the general appearance be not too stiff; that a harmonious arrangement be sought, and that a few flowers or branches be used to make a good background.

Before dinner the guests had time for a promenade about the grounds and a descent to the river shore.

Dinner Closes Business Session

At the dinner, which was on the veranda, the menu was divided into overture, prelude, Red Seal rhapsody, Purple Seal potpourri, intermezzo and finale. Mr. Rauth was toastmaster. He said it had been a great day for the Koerber-Brenner Co. and thanked the officers, members and guests for their co-operation. He introduced the exclusive Billy Murray himself, who "obliged" and was obliged to keep on obliging until he obtained temporary surcease by promising to sing again later.

Edward Lyman Bill, Jr., of The Talking Machine World, although not on the program, was introduced by Mr. Rauth and spoke pleasantly on the advantages of organization and the service rendered by talking machine men in putting music into the homes of the people.

Mr. Rauth read a letter from Charles K. Haddon, vice-president of the Victor Co., regretting that he could not be present, and a telegram of greeting from Harry Koerber, president of the Koerber-Brenner Co., who is traveling in Alaska.

J. G. Paine's Address

John G. Paine, who represented the Victor Co., confessed that he was an "exclusive" Victor man. Living in the atmosphere of the broad gauge Victor policy, feeling the inspiration of the vision that actuated the Victor organization, he could not be anything else. He praised the constructiveness and quality of the Tri-State program. He admonished the dealers to have a thorough knowledge of the merchandise that they sell.

He realized, he said, that the dealers wanted to know what was going on at Camden. He told of the conditions since the end of the war and the difficulty of obtaining the raw material. Finding that needed materials could not be obtained by ordering them, as had been done before the war, the company had been compelled to provide warehousing facilities and accumulate a great store of materials to safeguard continuity of production.

The company, he said, had gone through a long period of disappointment and struggle. It could have increased production by lowering the standard, but that it would not do. It would not send out anything not worthy of the little dog and its master's voice.

The company felt that it was the trustee of the dealers' investment and it aimed to secure it by holding up the quality of the merchandise.

"But," he said, "the night has gone. The dawn is here. We have ample material. We are gath-

ering a tremendous manufacturing force of 10,000. We are equipped to employ 5,000 more. Our weekly payroll, and we have a monthly payroll, too, is \$300,000. We believe in paying for quality workmen. Our policy is to increase the payroll to \$450,000. We have a tremendous program for physical expansion. Our board of directors last week allowed bills for \$1,200,000 for new buildings and equipment.

"We do not believe that the time will ever come when we will build more machines and records than you need. When we were making a million records a month the demand was for 2,000,000. When we made 2,000,000 the demand was for 4,000,000. No matter how many machines we build and how many records we make the ratio remains the same."

Theodore Maetten proposed Mr. Paine for honorary membership and he was elected by a rising vote.

Billy Murray sang some more and the Overseas Quartet and a jazz orchestra provided the rest of the musical entertainment. After the banquet there was dancing.

The officers of the Tri-State Association are: President, Val A. Reis; vice-president, E. A. Parks; secretary, Theodore Maetten; treasurer, F. W. Lehman; executive committee, Val A. Reis, E. A. Parks, Theodore Maetten, F. W. Lehman, Charles Lippman and E. C. Rauth.

WINDOW WINS MUCH ATTENTION

Window Display of the "Love Nest" Records by P. W. Simon, of Uniontown, Pa., Wins a Front-page Story in the Local Newspaper

P. W. Simon, the aggressive Victor dealer of Uniontown, Pa., prides himself upon the attractiveness of his window display and put one over recently that won a front-page story in the local newspaper. The window display referred



Striking "Love Nest" Display

to featured the big song hit, "Love Nest," amid surroundings that were particularly appropriate. There was a miniature cottage with the interior lighted and with a happy couple seated on the porch and immediately opposite a large dog kennel, from which proceeded a long line of Victor dogs. Signs and posters about the window called attention to the fact that records of the "Love Nest" were on sale and were recommended. Figuring the cost of advertising space on the front page of the paper, Mr. Simon figures that the window display won for him several dollars' worth of perfectly good publicity through the printed word in addition to the direct results from the window itself.

JOINS WESTERN ORGANIZATION

Einson Litho, Inc., has announced that, owing to the large increase in its Western business it has appointed Leo Einson to the company's Chicago office to join C. N. Beazy, where he will expand the present force and organize a complete service for the company's Western clientele.

Leo Einson is well known in the talking machine trade, having been in charge of sales and promotion in the New York office for some time past. He has had a thorough training in practical lithography and window display advertising and the Chicago organization of Einson Litho, Inc., will be greatly strengthened by his acquisition.

Don't inflict your troubles upon your customer—he probably has troubles of his own.

We have proven that you can sell the—

Adora

The Clearer Phonograph

The ADORA phonograph has attractive sales possibilities for you as a phonograph retailer. We have proven this fact conclusively during the past year in our Detroit stores.

Slightly over a year ago we introduced it to the Detroit public. Since then we have sold more than 5,000 ADORA phonographs to as many satisfied buyers in the city of Detroit.

You can sell proportionately as many ADORA phonographs in your city, because it is an unusually good phonograph at an unusually low price for such a quality instrument.

The public has shown an immediate and constantly increasing appreciation for the ADORA. Its owners are its greatest advertisers. We find that innumerable ADORAS are sold solely on the recommendations of people who already have purchased this instrument.

The tone of the ADORA is mellow, full, true and so clear that it has earned the title "The Clearer Phonograph" in exacting tone tests against many other and much higher priced phonographs. The various models are handsomely designed, exquisitely finished and come in a wide variety of upright and period designs.

Every ADORA phonograph you sell is guaranteed to give perfect satisfaction over a long period of years.

We have a very attractive proposition to offer reliable phonograph dealers throughout the United States and Canada. Full information, prices, discounts, terms and all details upon request.



45" HIGH
MODEL No. 6, \$75

Adora Phonograph Co.

242 East Jefferson Avenue, Detroit, Mich.

Wholesale Distributors: Adora Phonographs, Lyric Records, U. S. Rolls and Supplies

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.

INSIDE Victrola salesman wishes position in New York City or vicinity, also experienced in selling pianos. "Box 839," care The Talking Machine World, 373 Fourth Ave., New York City.

MECHANIC, age 32, ten years' experience repairing and assembling all makes of motors and sound boxes, wishes position with reliable concern. B. Jacobsen, 133 Johnson St., Brooklyn, N. Y.

SITUATION WANTED—Thoroughly reliable and experienced small goods man open for engagement in the Southwest. Capable of taking full charge or installing department. "Box 826," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMAN thoroughly familiar with wholesale talking machine trade desires position with manufacturer of standard reliable talking machines. Pennsylvania territory preferred, or any other Eastern territory. First class references. "Box 838," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMEN WANTED—Wanted, six experienced talking machine salesmen; salary per week, \$50 and commission. Also six record salesmen; salary, \$25 and commission. Permanent positions to right parties. Call any morning before 12. Saul Birns, 111 Second Ave., New York City.

SALESMEN WANTED, to handle popular-priced talking machines on commission basis as a side line. See our advertisement in this issue. The Charmaphone Co., 39 West 32nd St., New York City.

SALESMEN WANTED—By manufacturer of high-grade phonographs; wholesale. Good proposition. Live wires write Olympic Co., Columbia Bldg., St. Louis, Mo.

WANTED—A thoroughly experienced Victor record salesman to take charge of record department. Must have a thorough knowledge of the Victor catalog. Goldsmith's Music Store Co., Columbus, O.

WANTED — An experienced phonograph salesman to sell Kimball and Pathé. Must be a hustler and able to produce results; \$150.00 per month and commission. Cammack Piano Co., 728 Marquette Ave., Minneapolis, Minn.

WANTED—Experienced talking machine salesmen in several States to sell to the retail trade a popular-priced talking machine of excellent quality; good commission to the right men. Give us experience and references. Saginaw Sectional Book Case Co., Saginaw, Mich.

RECORDING EXPERT disengaged; 18 to 20 years' experience in needle cut and phono cut recording with factory supervision, both London and abroad. Specialty, smooth surface in phono cut production. "J. D. C.," 77 Lauriston Road, London, E. 9, England.

EXPERT lateral recording manager desires to connect with reliable, established concern manufacturing commercial phonograph records. Will make sample recordings in your own laboratory. "Box 832," care The Talking Machine World, 373 Fourth Ave., New York City.

MAN experienced in several lines of manufacture desires to locate with a progressive phonograph concern. Capable designer, experimenter, production man and superintendent. Posted on many makes of phonographs, motors, tone arms, electric equipment, etc.; now engaged. Address "H. H. R.," 773 75th Ave., West Allis, Wis.

MANAGER WANTED to take complete charge of well-established talking machine business in largest store in Birmingham, Ala. Exclusive Edison dealers. Good proposition to right man. Apply immediately to Loveman, Joseph & Loeb, Birmingham, Ala.

POSITION WANTED—Experienced production manager in the talking machine field now open for engagement. Intimately familiar with every detail of production from start to finish. In charge of inspection for several years in factory of one of the largest companies in the talking machine field. An excellent record of accomplishments. Address "Box 831," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Salesman to visit the entire trade. One well acquainted in the metropolitan district will be preferred. An excellent opportunity to represent a quality line of phonographs with special sales features awaits a man of initiative and sales ability. Future is assured to successful applicant. "Box 835," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMAN to cover the wholesale trade with a high-grade line of phonographs. Excellent opportunity. All communications will be treated confidentially. The Regina Co., 47 West 34th St., New York City.

WORKS MANAGER—Experienced executive with successful record and technical and business development open for position. Thoroughly familiar with present progress in phonograph acoustics. Highest references. Address "Box 827," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMEN WANTED in every State to handle one of the best phonograph accessories as a side line on a liberal commission basis. Address Alto Mfg. Co., 3801 Rokeby St., Chicago, Ill.

WANTED—Position by experienced talking machine man. Can take full charge; understands the talking machine business from A to Z. Expert in repairs; acquainted with all makes of motors, reproducers and non-set automatic stops. E. E. Hardie, Walkerville, Butte, Mont.

WANTED—Experienced assembler; one who can install motors in cabinets and fully equip mechanical parts to same. State experience and salary in first letter. Player-Tone Talking Machine Co., 967 Liberty Ave., Pittsburgh, Pa.

SALESMEN WANTED—A New York talking machine factory of unquestioned financial standing and possessing high-grade product is open for engagement of experienced sales representatives for the following territories: New England, upper New York State, western Pennsylvania. Also could use one or two good men neighboring New York City. Substantial salaries, plus commissions; permanent positions ready for men of character and ability. Write in detail; confidences respected. We are prepared for a splendid Autumn business. "Box 836," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Two salesmen for a well-known make of talking machine. The men we want must be salesmen, not order takers, and must be able to show a record of things accomplished and a good following in the trade. They must be men who are making big money. To the right men we will make an attractive proposition. "Box 837," care The Talking Machine World, 373 Fourth Ave., New York City.

REPAIRMAN on all makes of motors would like to hear from phonograph manufacturers and dealers who are looking for a repairman to keep their machines repaired in their New York and New Jersey trade. "Box 833," care The Talking Machine World, 373 Fourth Ave., New York City.

WE WANT a representative in every State in the United States, with the exception of a few States, which are now covered by competent men. We want only men who can show a successful record. What we have to offer is a high-grade line of talking machines which are advertised extensively and which have numerous improvements over the standard brands, and sold successfully on its merits and guarantee. All applications will be treated strictly confidential. State territory desired, experience, references, and whether you are able to employ sub-salesmen. We want good men only, and for such we have a mighty interesting proposition. Address A. M. Druckman, 140 West 23rd St., New York City.

WANTED—Salesman for pianos and Victrolas to work in city and country. Splendid opening; \$150 per month and better for a hustler. State age and experience. "B. M.," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—A good high-notch talking machine salesman who can get out and "rustle" the business for a general line of phonographs. Address Turner Music Co., 117 W. Douglas Ave., Wichita, Kan.

WANTED—An up-to-date, active, experienced phonograph salesman. A good opportunity for the right kind of man. Blue Bird Talking Machine Co., 5607 Santa Fe Ave., Los Angeles, Cal.

OPPORTUNITY for phonograph salesman covering the Middle West and the South to sell standard make records, player rolls and accessories as a side line. You get real co-operation. "Box 811," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—An experienced talking machine salesman, with executive ability; good opportunity to the right party. Address Saul Birns, 111 Second Ave., New York City.

SALES MANAGER

In the near future a substantial going corporation in the Northwest will have open the position of sales manager.

The concern manufactures a de luxe instrument capable of holding its own in every way with the world's recognized standards of appearance and achievement.

The selling program is working out in a big way on a bed rock foundation of cold, common business sense.

This is a ground floor opportunity for a man with vision to see the future, together with positive knowledge of marketing that is the reflection of his past practical experience.

Applications will be received in absolute confidence, but should enclose photographs and such references and credentials as will establish the calibre and character of the applicant beyond a doubt. Address "Box 829," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE
ENTIRE STOCK OF

Domestic Talking Machines

also
Motors and Motor Parts

Also complete recording machine and dies for manufacturing small motors.

E. BAUER
723 North 26th Street, Philadelphia, Pa.
(Near Fairmount Avenue)

(Continued on page 218)

SALESMEN WANTED!

for the

REPEATOGRAPH

TRADE MARK REGISTERED

The Repeatograph automatically repeats phonograph records—the most salable accessory in the talking machine field. Salesmen calling on Dealers can add to their income by carrying the Repeatograph as a side line. Liberal commission. Write today for full information. Address office nearest you.

THE REPEATOGRAPH CO.

New York: 311 Hudson St.,

Chicago: 664 West Randolph St.

TO VICTOR JOBBERS AND DEALERS

Send us your list of Domestic and German Victor records you wish to dispose of at regular Victor discount.

Credit Reference:

New York Talking Machine Co.
119 West 40th St. New York

E. A. SCHWEIGER, Inc.
1525 Broadway Brooklyn, N. Y.

FOR SALE

Bargain Lot of Library Table Phonographs

Finish—Mahogany
Dimension—4" long, 2'8" high,
2'1 1/2" deep.

Equipment—Meisselbach No. 16 gold-plated motor, high-grade, gold-plated tone arm.

Will sell entire lot, or in small quantities, at big sacrifice to cash buyer.

Write for price and illustration.

M. D. BOWERS
135th and Willow Avenue
New York City

WANTED

Victor and Columbia records. Job lots, any quantity. Spot cash paid for them. Address

Standard Phonograph House

1414 Franklin Ave. St. Louis, Mo.

Retail Phonograph Sales Contracts

Legal in all States. Absolutely protects the seller. Just what you have been looking for. No great investment. 75 contracts, \$1.00. Serenade Phonograph Co., 164 East Broadway, Portland, Oregon.

FOR SALE

Phonograph store. Columbia agency. Reason, two stores. Inquire 2741 Atlantic Ave., Brooklyn, N. Y. Tel. 6380 Glenmore. Nosstrand Phono. Co.

WILL BUY and SELL

I will buy and sell for cash anything in the phonograph line. Tell us what you have to sell or you want to buy. Mandell & Co., 88 Rivington St., New York City.

FOR SALE

New Victor Victrolas, Columbia Grafonolas, Victor Red Seal records. Large \$275 size cabinets for \$60. 3,000 Crescent records at 20c. Other bargains. Mandell & Co., 88 Rivington St., New York City.

CABINETS

We have several hundred, all crated, ready for immediate shipment in 46-inch and 47-inch. Sold in small or large lots. Send for circular. Address Everett Hunter Mfg. Co., McHenry, Ill.

WANTED

Victor and Columbia records. Job lots any quantity. Spot cash paid for them. Address

DENINGER CYCLE CO.,
Rochester, N. Y.

MODERN PHONOGRAPH CABINET FACTORY

Will accept contract for cabinets to your design or ours; for shipment this year. Address Everett Hunter Mfg. Co., McHenry, Ill.

Wholesale Agency Wanted

An aggressive organization selling to phonograph manufacturers, jobbers and dealers, desires the exclusive distribution of a meritorious phonograph specialty. Commission basis. "A. U. 3," care The Talking Machine World, 209 So. State St., Chicago, Ill.

Will Buy and Sell for Cash

Any make of disc or cylinder records and talking machines, new or shopworn. Dealers tell us what you have to sell or want to buy. The Benjamin Weil Co., 20 South Second St., Philadelphia, Pa.

Monthly Price List of Main Springs

2 in. x 0.22 x 16 ft., Meisselbach No. 18..	Each \$1.25
1 1/2 in. x 0.27 x 21 ft., for Edisou Disc...	Each 1.50
1 1/4 in. x 0.22 x 17 ft., reg. Victor	Each 0.75
1 3/4 in. x 0.22 x 17 ft., Victor new style..	Each 0.75
1 3/16 in. x 0.25 x 16 ft., Heineman No. 44.....	0.90
1 in. x 0.25 x 16 ft., sq. or round hole..	Each 0.75
1 in. x 0.25 x 12 ft., Heineman No. 33 & 77....	0.50
1 in. x 0.28 x 10 ft., for Columbia.....	Each 0.50
1 in. x 0.20 x 13 ft., Victor	Each 0.50
1 in. x 0.20 x 13 ft., Victor new style..	Each 0.50
7/8 in. x 0.23 x 10 ft., for Blick motor.....	Each 0.38
5/8 in. x 0.23 x 10 ft., oval hole	Each 0.35
5/8 in. x 0.22 x 8 ft., for Swiss motor.....	Each 0.27
5/8 in. x 0.25 x 11 ft., for Edison	Each 0.27

MICA DIAPHRAGMS

1 23/32 in. Victor Ex. Box, first grade..	Each 0.15
1 7/8 in., new Victor No. 2 very best....	Each 0.18
1 31/32 in., for Sonora	Each 0.20
2 3/16 in., for Columbia No. 6.....	Each 0.25
2 9/16 in., for Pathé or Brunswick..	Each 0.45

SAPPHIRES

Pathé, very best loud tone, genuine....	Each 0.15
Pathé soft tone.....	Each 0.18
Edison, very best, medlum tone.....	Each 0.15
Edison, very best, loud tone.....	Each 0.18
Edison, genuine diamond	Each 1.90

STEEL NEEDLES

AMERICAN MADE extra loud, loud, medlum and soft needles.....	Per 1,000 0.50
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ATTACHMENTS

In Gold or Nickel-plated	
Kent attachments for Victor arm.....	Each 0.25
Kent attachments for Edison with C box	Each 2.50
Kent attachments without box for Edison	Each 1.60
Victor, Universal old style.....	Each 1.15

MOTORS

Distributors for Heineman and Meisselbach Motors. Best Prices. Immediate Deliveries.

STONE ARMS

No. K with sound box	Each \$3.25
No. E with sound box, very loud.....	Each 6.00
No. M with sound box, very loud.....	Each 4.90

SOUND BOXES

No. B 1 Bliss Sound Box, fit Victor..	Each \$1.75
No. B Balance, fit Victor	Each 0.75
No. C Balance, fit Victor	Each 1.00
No. F Favorite, fit Victor	Each 1.90
No. F Favorite, fit Columbia	Each 1.90
No. P Favorite, fit Victor	Each 2.00
No. G Glory, fit Victor	Each 3.25

LID SUPPORTS

Automatic, nickel-plated.....	Each 0.30
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NEEDLE CUPS

Highly nickel plated	Per 100 1.50
Covers for cups	Per 100 0.75
Highly gold plated	Per 100 7.00
Cover gold plated	Per 100 5.00

REPAIR PARTS

Columbia driving shaft, No. 11778.....	Each 0.50
Columbia bevel pinion, No. 12333.....	Each 0.90
Columbia bevel pinion, latest style..	Each 0.90
Columbia bevel pinion, No. 3159.....	Each 0.35
Columbia worm gear No. 6409.....	Each 0.30
Columbia Stylus bar	Each 0.50
Columbia driving gear ratchet No. 2152	Each 0.20
Columbia cranks	Each 0.45
Columbia governor weights	Each 0.08
Columbia governor shaft, No. 3004.....	Each 0.40
Columbia gov'r bearing, No. 11923.....	Each 0.25
Columbia governor springs	Per 100 1.00
Columbia governor screws	Each 0.01
Columbia barrel screws, No. 2621.....	Per 100 1.00
Columbia so'dbox thumb screws....	Per 100 1.50
Victor cranks, short or long	Each 0.45
Victor Stylus bar (needle arm).....	Each 0.35
Victor governor springs	Per 100 1.00
Victor governor screws	Each 0.01
Victor governor balls, new style.....	Each 0.10
Turn-table felts, 10 in., round.....	Each 0.15
Turn-table felts, 12 in., round.....	Each 0.20
Motor bottom gear for Triton motor....	Each 0.20

FAVORITE MFG. CO.

1506 DeKalb Ave., Brooklyn, N. Y.

CABINETS

At Prices That Are Right

STYLE 200
49x21x23

Our best seller. Finished in mahogany, walnut or oak, ready for installation of motor and tone arm.

Prompt deliveries. Send \$42.50 for sample.



BADGER STATE CABINET CO.
387 10th STREET
MILWAUKEE, WIS.

EMERSON WANTS PHONOGRAPH SALESMEN



Producers who understand the education and development of machine business with both distributor and retailer.

Men with actual field experience able to show distributor's salesman how to close contracts and keep business coming thereafter.

We need three men only. These must be exceptional in order to qualify for an equally exceptional opportunity.

Apply by letter only. Give complete information which will be held in confidence. Emerson Phonograph Co., Inc., 206 Fifth Avenue, New York City.

FOR SALE

20,000 Pathé Points at \$60 per M. 500 genuine diamonds at \$80 per C. Owing to other interests am selling out my stock of sapphires and diamonds. E. C. Howard, 215 Lafayette Blvd., East Grand Rapids, Mich.

FOUNDRY FOR SALE PONTIAC, MICH.

within twenty-five miles of Detroit on good concrete road—good rail facilities. Fully equipped for aluminum, brass and bronze casting work and could readily be converted to grey iron. Fifteen thousand square feet of floor space. One-story concrete block construction built about two years ago. Four acres of land. Plant is centrally located and labor conditions are good. Will sell with or without equipment. For particulars and price, write:

DRAWER 47, SYRACUSE, N. Y.

FOR SALE

Rent, or will place with responsible manufacturer on royalty basis, all tools jigs, models, patterns and other equipment necessary for big production of high-class 1, 2 or 3 spring phonograph motors and all other cabinet hardware. S. M. Howell, 5925 Kenmore Ave., Chicago, Ill.

FOR SALE

One thousand complete two-spring phonograph motors of Meisselbach type, finished; together with 4,000 finished and semi-finished frames; 4,000 rough castings and winding shafts; 3,000 spindles; 2,000 governors; and all tools, dies, jigs and fixtures for the manufacture of these motors. Offered at a bargain for immediate sale. Address "J. L. 21," care The Talking Machine World, 209 So. State Street, Chicago, Ill.

PHONOGRAPH CABINETS

Modern, completely equipped phonograph cabinet factory in the Middle West is in position to accept contracts for cabinets made to your designs. Prompt deliveries can be made for the Christmas trade. "Box 830," care The Talking Machine World, 209 So. State Street, Chicago, Ill.

Recording Sapphires FINEST QUALITY

Special Prices In Quantity

H. J. SEWETT
2750 West Polk St., Chicago, Ill.

WANTED

To buy established music shop or Victor agency in Greater New York. Will consider partnership. L. A. DeSantis, 1442 46th St., Brooklyn, N. Y.

FOR SALE

35,000 green turntable felts 12 in. diameter, 40,000 pieces 1/2-in. felt discs, 50,000 pieces 3/8-in. felt discs, 70,000 pieces felt pads for motor boards, 1,100 record albums 14-in. size. "Box 825," care The Talking Machine World, 373 Fourth Ave., New York City.

Mahogany Cabinets

We have 100 cabinets for immediate shipment. We own these cabinets at 1919 prices and in order to make a quick sale we will give the purchaser the benefit. Dimensions, 47 in. high, 43 in. wide, 24 in. deep. Molino & Farina, 1231-33 Federal St., Philadelphia, Pa.

FOR SALE

Cheap if taken at once, two complete sets of up-to-date mahogany record racks. Details on request. Can be seen at Bryant Music House, Inc., 915-917 Eighth Ave., between 54th and 55th streets, New York City. Telephone 5880 Circle.

Booths For Sale

We have on hand three Unico booths, white enamel, sound proof, double glass; 9 feet 4 1/2 inches long, 5 feet 5 inches wide and 8 feet 2 inches high. Can be installed anywhere, and are offered at a price that represents a real bargain. L. Kay, 97 Chambers St., New York City.

WANTED

Columbia and Victor records in all languages in large lots. Spot cash paid. Bank references. Victoria Record Exchange, 150 East 59th St., New York City. Phone 280 Plaza.

FOR SALE

100 talking machines at manufacturers' cost. Mahogany finish, very desirable size, nice style. No. 77 Heineman Motor equipment, best tone arm and reproducer. Immediate delivery. Chance to double your money. For full particulars address The Houghton Mfg. Co., Marion, Ohio.

FOR SALE

Phonograph cabinets, thoroughly constructed, extraordinary in finish, made in a leading piano factory where efficiency makes possible both quality and right price. Write for particulars. Address "Box 834," care The Talking Machine World, 373 Fourth Ave., New York City.

Will Exchange

80 acres of land, clear of debt, good title, unimproved, when timber is cut off will make a good poultry and hog ranch. This lays about 12 or 14 miles southwest of Mammoth Springs, Arkansas, in Fulton Co. Winters mild. Wish to trade this for a stock of pianos. My price on this 80 acres is \$2,000 and will take pianos to that amount. Address P. O. Box 408, Haddam, Kansas.

Unusual Opportunity

Will sell two established stores, finest locations in New York, handling Victor and Columbia records in all languages, doing cash business \$35,000 and up annually, or will consider partner. Owner interested in manufacturing. Highest references. "Box 828," care The Talking Machine World, 373 Fourth Ave., New York City.

AN EXCEPTIONAL OFFER

Are you interested in quality applied to talking machines? We are manufacturers—our line has been sold direct to dealers for past four years. Our product is well-known—and possesses exclusive features found on no other machine.

We have an exceptional offer to make a few active or prospective jobbers. We will allot exclusive territory. Turn over any accounts.

We are now selling direct and advertise intensively in jobbers' territory. Inquiries solicited.

Address for particulars.

A. U. 9, TALKING MACHINE WORLD
209 So. State St.
Chicago, Ill.

FOR SALE

Will sell several cabinets, Ogden Sectional type, for both 10 and 12-inch records; cabinets finished in white enamel; will sell at a very reasonable price. Address "XYZ," care The Talking Machine World, 373 Fourth Ave., New York City.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Business in the Talking Machine Trade Has Slowed Up Materially—Interesting Analysis of Conditions—Time for the Retailer to Inaugurate an Aggressive Campaign for Sales—The Record Situation—Enormous Import Duties—Gramophone Association Meets—Portable Models in Favor—W. R. Steel Expands—Business to Stand Some Heavy Taxes These Days—The Winner Forces Have Enjoyable Time—Columbia Dance Records Greatly in Favor—Other News of the Month

LONDON, E. C., ENG., August 3.—In British gramophone trade circles there exists an unmistakable sales depression. To many traders it is nothing less than a slump, for, while in some districts business is just "going slow," in other quarters, particularly in and around this great city, trade is as flat as it well can be. Naturally, this condition of things occasions much comment throughout the trade: all sorts of theories being advanced to account for what, after all is said and done, is but the reflex of a reaction of the very extraordinary conditions prevalent during the last few years. In the aggregate Great Britain is maintaining an enormous trade turnover reckoned in avoirdupois. In pounds sterling the position is not by any means so satisfactory. Comparisons are made on artificial values. We juggle with ever increasing figures coincident with decreasing quantities. There is a sort of competitive race between the two and at the helm is the mighty driving power of labor.

In these circumstances, industrial stability and general confidence are being sadly undermined. In industries supplying articles of necessity and produce, enterprise and expansion are not so

much affected by adverse economic influences as in trades and professions dependent for prosperity on a contented people with money.

Now, we cannot say that the people are any too well contented, and we must recognize the serious depletion of the domestic exchequer following upon heavy taxes and exorbitantly high costs of living. These are facts which exert a special influence on the sale of gramophone goods at a time when the tendency of the people is to take outdoor recreation. The real busy season for our industry is throughout the Autumn and Winter months. That is the normal pre-war experience and certainly excludes any consideration of comparisons based upon war-period sales. But this is not to say that a nice business is not possible during the Summer months, for instance. For this purpose there are special records and special machines. Portables, I am told, fail to make any great appeal at the moment, but as every gramophone concern, small or large, features one or more models of this class of instrument, it follows that with a wider distribution a bigger trade can be done in the aggregate than perhaps would be apparent to any one source of supply. In the direction of featuring the handy portable for outdoor entertainment, there is plenty of scope for enterprising activity in retail circles in co-operating with the present publicity of manufacturers like "His Master's Voice," Columbia, Craies & Stavridi, Pathé, etc. A noted aspect of retail efforts to stimulate trade is the inauguration of "special sale" weeks. This involves price reductions on all goods other than proprietary, and as the public loves a bargain, success in not a few cases has demonstrated

that it was worth the dealers' while to adopt this course of business propulsion.

Reduce Record Prices—A Lesson

There is little possibility of a reduction in the price of British gramophone records: it will be a credit to our manufacturers if present figures can be maintained in the light of increased taxation, manufacturing, rail-carriage, and other charges. And if there is any lesson taught by the recent experience of German manufacturers, it would seem inadvisable to reduce our prices here. Following a big increase in the retail price of German discs, the retail association of distributing houses approached manufacturers for a reconsideration of the whole question. Their main argument was centered in a belief that with the advent of the quiet season some action was really necessary to stimulate trade. What better stimulus, thought the association, than a substantial reduction in prices? To this the German manufacturers were eventually persuaded, and a reduction of something like 40 per cent resulted. Dealers immediately got ready to handle a big trade. Much to their astonishment exactly the reverse happened. Sales at once declined almost to vanishing point. The most logical explanation is that the German public, hoping for a further reduction, decided not to buy. Their records will now probably cost them more since the manufacturers are expected to revert to the prices prevailing before the reduction.

Amount of Import Duty for 1919-20

For the fiscal trading year ended March 31 last the moneys collected by way of customs duty are now available for publication. The figures were disclosed in Parliamentary papers, and



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Akti-selskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balneario, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktie-holaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Novsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanov Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-laghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

AUSTRALIA: S. Moffung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 115-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 106, Bloemfontein; Frans Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 88, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenco Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bessi & Co., Via Orsini 2, Milan.

EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.



The **VULCAN MAIN SPRINGS**

J. STEAD & CO. LTD

SEND **MANOR WORKS**
to-day for **SAMPLES & PRICES SHEFFIELD.**

The **VULCAN** Mainspring for TALKING MACHINES
MANUFACTURED by J. Stead & Co. Ltd. Sheffield.
BRITISH MADE

FROM OUR LONDON HEADQUARTERS—(Continued from page 221)

definite agreement. For this reason, and more particularly in fairness to the many interests involved, we publish it. More wisdom is shown by the abandonment of the scheme than in its conception. We do not doubt the sincerity of the signatories; they were animated, rightly or wrongly, by what they thought best advisable at the time, but we cannot help saying that it is a poor reflection on the intelligence of the trade and our readers to excuse the abandonment of this movement on the grounds of its being opposed to Government policy when all along the Government has openly advocated resumption of trade with our late enemies. It all goes to show that, in practice, it is impossible to subdue international trade relations even by tariff, let alone agreements or sentiment. The best answer to it all is—increased production of British goods on quality lines consistent with competitive prices!

W. R. Steel (Redditch), Ltd.

Owing to expansion of trade and the consequent need of increased facilities of manufacture, W. R. Steel, the well-known gramophone needle expert, has formed his business into a limited liability concern under the above title and description. With the enlargement of the factory and the installation of specially designed up-to-date machinery, Messrs. Steel will shortly be in a position to widen the scope of their trading activities and increase their output.

It may be mentioned that most of the tip-top gramophone manufacturers have entrusted this firm with large orders for needles. These orders lay down strict conditions of acceptance. In each case Messrs. Steel are under obligation to work to a stipulated standard of steel-wire composition, quality workmanship throughout each process of manufacture and finish. That is, or should be, the best possible confirmation of this firm's slogan, "Perfect Points."

The capital of the newly registered undertaking is £10,000 in £1 shares. Its objects are to carry on the business of manufacturers of and dealers in needles and pins, scissors, knives, thimbles, springs, steel toys and other similar ware, fish and other hooks, and fishing tackle, etc., and to adopt an agreement with W. R. Steel. The permanent directors are G. W. Williams, H. W. Williams, J. G. Newey and W. R. Steel, with registered office at Queen street, Redditch. All success to the new company!

Paragraphs of General Trade Interest

This year's president of the Gramophone Association is W. Manson, sales manager of the "His Master's Voice" Co. All will endorse the retiring president's eulogy that "Nobody could occupy the chair with such dignity as Mr. Manson. . . . The Association could look forward to a successful year under his chairmanship."

At the annual meeting of the Association some highly interesting statements were made by members. One influential member predicted, "on good authority," that the rail goods rates were likely to be increased by 20 per cent within a few weeks.

Another member produced statistics showing that on consignments of gramophone goods (to various districts) of the invoice value of £1600 the approximate cost of packing and carriage charges amounted to 5 per cent.

O. Ruhl advises me of his removal from 70 Finsbury Pavement to 15, 16 and 17 Middle street, Aldersgate, London, E. C. I.

This being the quiet season, it is perhaps natural that great minds should soar high for inspiration. A journalistic friend of mine made a very important discovery on one of his flights of fancy. And the result is embodied in a paragraph in the London Music Trades Review, as

follows: "Is it true that the searchlights are to be used during the Winter months to determine exactly where Messrs. Darewski's 'Flies Go in the Wintertime?'"

Traders Are in the Grip of Meteoric Prices

It is officially admitted that Great Britain is the most heavily taxed nation in the world. To many business men the biggest item is the 60 per cent excess profits tax. Every company is under toll. The burden of taxation and rising prices is so crushing that ordinarily keen business men are becoming more or less indifferent to wise expenditure and progressive action. Various commercial organizations have protested in vain about the E. P. D., regarding it as nothing less than a heavy premium upon industrial development.

This is not all. There is the corporation profits tax of 1s. in the pound, another 5 per cent off what would otherwise figure as gross profit. Presently there will be nothing left to tax. Everyone admits the seriousness of the situation. Wherever business men turn costs are on the move upward.

The recent revision of the postal charges by an average of 25 per cent is followed by a big jump in the rate for telephone services. In addition to a fixed annual rental rate (varying according to district), a message fee based on mileage will be inaugurated.

And finally it is announced that a big increase, being an average of 100 per cent above pre-war level, is fixed on railway goods rates. It will operate early in August. One effect will be to increase the value of coal by 2s. per ton. For small parcels traders will doubtless find that the increased transit rate is nearer 150 per cent. That probably means 1d. per record.

The foregoing is sufficient to indicate in some measure the jumpiness of general conditions on this side.

B. G. M. Developments

In various ways the organization of the Brit-

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ish Gramophone Motors, Ltd., has been undergoing a process of speeding up. Important news of extreme trade interest may be available by the time these lines appear. To comment beyond this would be premature. The company has been in existence about eighteen months, and was formed with the sole object of manufacturing all-British gramophone motors. During this comparatively short period it has successfully weathered a thousand-an'-one difficulties, and not a little of the credit for this consistent effort is undoubtedly due to Mr. Gidino, the firm's engineer and factory manager. Constant study of the problem of motor mechanism production has resulted in the adoption of many little ideas and improvements which are embodied in the latest 1920 model. This is a single-spring motor and is claimed to give an all-round satisfactory efficiency equal to similar types of foreign manufacture. At the present time there seems a little over-eagerness on the part of British gramophone assemblers to again favor the continental article. Recognizing the importance of producing the goods here, we think the trade should continue to co-operate as closely as possible with any reasonable British effort, such as the B. G. M. are making. An ounce of sympathetic support now is worth a ton of it later on!

The "Winner" Employes Make Merry

June 26 was one of those happy days that will live long in the memory of the staff of Messrs. J. E. Hough, Ltd., manufacturers of the Winner and Edison-Bell products. On this day the whole factory closed down so that every member of the firm could participate in the annual outing by char-à-bancs to the popular holiday resort, Brighton. Seven of these motor vehicles had been requisitioned to transport the party of over 250, but at the last minute advice came that only six were available. With praiseworthy zeal some of the Winner mechanics got to work and quickly equipped with comfortable seats the

FROM OUR LONDON HEADQUARTERS—(Continued from page 222)

company's large motor lorry. Gayly decorated with flags and bunting, the lorry headed the procession at the start—about 8 a. m.—from that famous South London artery known as the "Elephant and Castle."

It was at once apparent that the skillful manipulator of the Winner lorry, encouraged by his enthusiastic passengers, meant to put up a big fight for first arrival. He very nearly succeeded. The Sunbeam, carrying members of the press and executive staff, just managed to complete the sixty mile course by the width of its front tire! A most enjoyable journey through magnificent country gave to all a big appetite for the excellent luncheon served at 12:30 in the Hove Town Hall.

Two directors of the firm, J. E. Hough and Mr. Hesford, also Mrs. Hough and daughter, caused much gratification by their presence. After lunch, Mr. Hough preceded a happy little speech by announcing something in the nature of a surprise to his smiling audience. To each member of the staff were distributed envelopes containing a draft on the firm for an amount representing their weekly subscriptions towards the expenses of the outing, and in other cases a present of 10s. to those indirectly associated with the company. In the aggregate this represented quite a large sum of money, and faces wreathed in "the smile that won't come off" eloquently told of appreciation of such generosity.

It was fitting that the head of the firm should pay tribute to the organizing ability of Charles Lawren, who alone had borne the responsibility of consummating all the arrangements. His success in this regard fully merited Mr. Hough's liberal recognition and the hearty cheers of the assembled company when a vote of thanks was moved. The afternoon was spent according to individual inclination. Much interest was taken in the ex-German submarine "Deutschland," an-

chored off the West Pier. This is the boat that made a sensational voyage to the States.

A start was made for home about 6 p. m., and except for the triumphant disappearance of the Winner lorry the journey was uneventful. A slight drizzle towards the end only served to emphasize the beautiful weather and fine time which all undoubtedly experienced.

Columbia Dance Records Still Going Strong

Much is being written on the undiminished craze for dancing, endless discussions take place as to the why or wherefore of this, and the respective merits of particular styles and steps; conferences of experts are being held; all of which leads us to hope that the boom has come to stay. The popularity of the gramophone, with its power of bringing orchestras and bands to the aid of terpsichorean enthusiasts, has resulted in enormous sales of dance records. The Columbia Co. has played no small part in creating and fostering this demand. When the boom was in its infancy there was an extraordinary dearth of up-to-date dance records. The Columbia Co. stepped into the breach with a remarkable issue of all the dance successes of the season, which was truly "corn in Egypt" for the dancing public. This pre-eminence has been fully maintained. Month after month more and still more dance hits are issued on Columbia records. The most recent triumphs include "Dardanella," fox-trot; "Wyoming," waltz; "Tell Me," fox-trot; "Love in Lilac Time," waltz; "Everybody Wants a Key to My Cellar," one-step; "Sweet Hawaiian Moonlight," waltz; "Patches," fox-trot; "On Miami Shore," waltz; "I'm Always Chasing Rainbows," fox-trot, etc. A feature of the latest Columbia issues is the new ten-inch record of "Dardanella" fox-trot. This will supplement the enormous success which Columbia scored with this chef d'œuvre by its

(Continued on page 224)

The Sound Box That Has Beaten the Band



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FROM OUR LONDON HEADQUARTERS
(Continued from page 223)

timely issue on a twelve-inch record a month or so ago.

Two Big Hits by Delysia

Another triumph for Columbia is the issue of the two big hits, "You'd Be Surprised" and "Dardanella Song," sung by the original artist, Delysia, who created these successes in "Afgar." Barrientos Sings "The Voices of Spring"

The fine series of operatic excerpts by Mme. Maria Barrientos already issued on Columbia have made us familiar with the artistic qualities of this famous coloratura soprano from the Metropolitan Opera House, New York. The new Columbia list includes a twelve-inch record on which Mme. Barrientos sings "Voci di Primavera" (Voices of Spring), with flute obbligato. This entrancing chanson is exactly suited to her glorious voice and she certainly gives an unforgettable performance, full of natural charm and effectiveness.

New Zonophone Issues Popular

The latest record issues of the British Zonophone Co. have been acclaimed by the trade as fine examples of the recording art. As usual, the program typifies the firm's successful endeavor to cater to all musical tastes, and in these recent issues we are provided with a really charming variety of vocal and instrumental numbers. The following are representative of the value offered: "Irene Selection," parts 1 and 2, Black Diamond Band; "That Wonderful Mother of Mine" and "Drink to Me Only With Thine Eyes," by the Misses Southgate, on Mustel organ; "Deep in My Heart" and "Flower of Britany," by Sidney Coltham, tenor; "Love, Could I Only Tell Thee," and "My Baby Soldier Boy," by Foster Richardson, bass; "Unconquered" and "A Plantation Episode," banjo selections by James Pidoux; "I'm Forever Blowing Bubbles" and "Oh, What a Pal Was Mary," by the Royal Cremona Orchestra.

Collection and Dispatch of Musical Instruments

The goods-rail service for the collection and dispatch of musical instruments leaves much to be desired. The trade press is calling special attention to the necessity for a speeding up in collection and delivery. A more adequate service is absolutely essential to good business. The Music Trades Review points out that, despite representations made by a deputation of traders who recently waited upon the Great Northern Railway Co., there has apparently been no good result. As the trade of the country depends up-



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on the railways, this neglect is considered seriously by members of our industry and probably there will be some steps taken to appeal direct to the Government.

A Trade Tour of the British Dominion

The overseas department of the Board of Trade has organized a trade tour of the Dominions. The countries to be visited are as follows: Africa, Australia, New Zealand and Canada. The gramophone industry seems to be fully alive to the opportunities of such a bold scheme of advertising and also of opening up new fields for their output. Present plans show the trade commissioners are due at the following cities on the dates named: Durham, July 24-August 7, 1920; Johannesburg, September 11-25, 1920; Cape Town, October 25-November 8, 1920; Perth, January 1-15, 1921; Adelaide, February 19-March 5, 1921; Melbourne, April 4-16, 1921; Hobart, May 16-28, 1921; Brisbane, July 2-16, 1921; Sydney, August, 15-27, 1921; Christchurch, October 1-15, 1921; Auckland, November 14-26, 1921; Vancouver, January 16-30, 1922; Winnipeg, March 3-17, 1922; Toronto, April 17-May 1, 1922; Montreal, May 31-June 12, 1922; Halifax, July 12-26, 1922. Samples will be packed and carried in specially designed showcases. The scheme is to be self-supporting and the estimated initial charge to each exhibitor is 200 guineas. Freight, fares, rents, salaries of the necessary staffs and also the show cases are to be paid for by the firms exhibiting.

DECLARE BIG STOCK DIVIDENDS

Brunswick-Balke-Collender Co. Give Shareholders Benefit of 150 Per Cent Stock Dividend

A stock dividend of 150 per cent has been declared on the common stock of the Brunswick-Balke-Collender Co., payable in new class "B" stock. This is in addition to the regular quarterly dividend of 1 3/4 per cent on the common stock. It is understood that the stock dividend will not be paid until some time in October. The original intention, it is asserted, was to declare a 200 per cent stock dividend.

A new record was made for gross sales, which increased 50 per cent during the first half of the year. Stock dividends are to be paid from the new stock authorized last April. In the meantime the company has increased its common stock outstanding to \$9,000,000 by sale of \$3,000,000 common stock to stockholders at par.

ENJOYED STAY IN MAINE WOODS

BOSTON, MASS., August 7.—L. W. Hough, New England representative of Peerless record albums and Long cabinets, has just returned from the Maine woods, where he spent his vacation. Mr. Hough occupied a log cabin there and roughed it. He states that he has come back full of "pep" and ready for a big Fall season, and reports the present outlook tends to prove that he will not be disappointed.

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Songster Machine Talking Needles

Manufactured by J. STEAD & CO LTD. MANOR WORKS. SHEFFIELD ENGLAND.



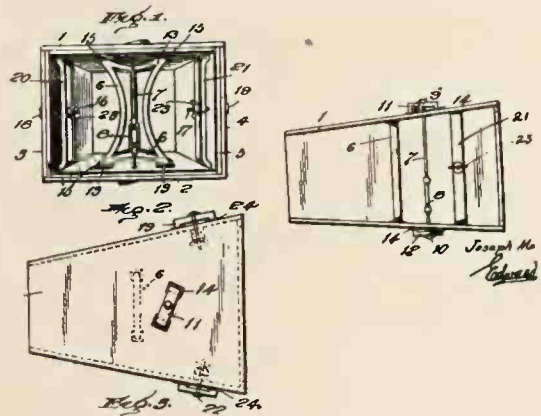
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., August 7.—Sound-Amplifier. Joseph Mersman, Ottawa, Ohio. Patent No 1,344,307.

This invention relates to sound reproducing machines and more particularly to a horn or amplifier therefor.

An object of the invention is to provide a horn or amplifier which will amplify the sound reproduced by the sound box of the reproducing machine without affecting the purity of tone and without causing those harsh and blasting sounds which are sometimes produced to be magnified by the amplifier, and which at the same time will resonate in accord with the musical sounds being reproduced in a manner to enhance the quality of the tone.

A further object of the invention is to provide an amplifier having the above qualifications which are capable of being embodied in the form of a so-called concealed horn or amplifier for use in existing types of reproducing



machines without change in the structure of other parts of the machine.

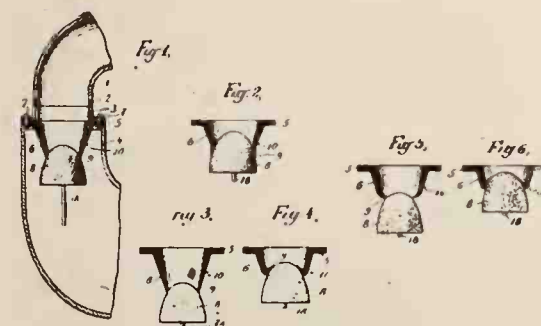
Various other objects of this invention will be apparent from a perusal of the following drawings:

Figure 1 is a front elevation, Figure 2 is a top plan view, Figure 3 is a side elevation with the near side of the horn removed to show the interior parts.

Talking Machine. Frederick James Empson, Sydney, N. S. W., Australia. Patent No. 1,340,531.

The present invention relates to improvements in talking machines and the like and more particularly to a sound controller therefor. The advantages of the improvements will be apparent to those skilled in the art from an understanding of the following specification in connection with the annexed drawings which diagrammatically illustrate only some of the specific embodiments which the invention is adapted to take.

In these drawings, Fig. 1 shows one form of the invention arranged to control the sound passage in the tubular connection which operatively connects the tone arm with the horn of a talking machine, the valve parts being shown just closed. In the remaining figures the phonograph parts such as the tone arm and



horn are not repeated, but for simplicity are shown merely the valve parts. Continuing with a brief description of the drawings, Fig. 2 illustrates the valve parts of Fig. 1 still further seated or adjusted relative to each other; Figs. 3 and 5 show two modifications of the valve

parts illustrated in their just seated position; and Figs. 4 and 6, respectively, illustrate the valve parts of Figs. 3 and 5 still further seated on each other.

Reproducer. Cyrus C. Shigley, Grand Rapids, Mich., assignor to Electric Phonograph Co., Kalamazoo, Mich. Patent No. 1,340,298.

This invention relates to improvements in reproducers. The main objects are: First, to provide in a reproducer an improved diaphragm securing means. Second, an improved floating weight for the stylus lever. Third, an improved floating weight mounting.

A structure which is a preferred embodiment of the invention is clearly illustrated in the accompanying drawing, forming a part of this specification, in which:

Fig. 1 is a vertical longitudinal section on a line corresponding to line 1-1 of Fig. 2, parts being shown in full lines. Fig. 2 is an inverted view of the sound box. Fig. 3 is a top view of the stylus carrying member or floating weight.

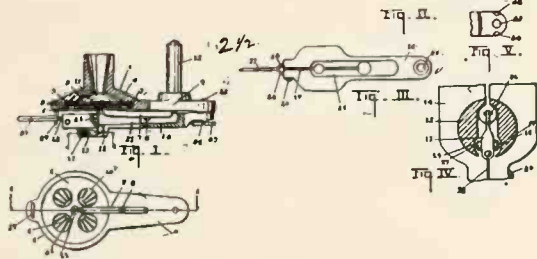


Fig. 4 is an enlarged detailed horizontal section on a line corresponding to line 4-4 of Fig. 1. Fig. 5 is a detail inverted view of the outer end of the floating weight.

Record Cleaner. Charles C. Prinz, Louisville, Ky. Patent No. 1,343,156.

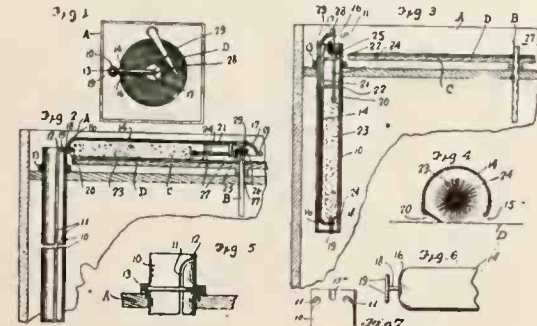
This invention relates to talking machines, particularly to attachments therefor, and has for its object the provision of a record cleaner in the nature of a rotary brush driven by a spindle carrying the turn table of the disk type of talking machine, whereby the brush will thoroughly clean the record during the playing thereof.

An important object is the provision of a cleaner of this character which may be slid into a casing or receptacle carried by the cabinet of a talking machine when the use of a brush is not desired.

Another object is the provision of a device of this character in which the rotary brush is mounted within a casing open at one side and provided with a rubber flap serving as a dust collector.

A further object is the provision of a cleaner of this character which is adapted for association with the drive spindle projecting through the turn table and which may be associated with the talking machine without making any appreciable alterations therein.

Fig. 1 is a plan view of a talking machine having the device associated therewith. Fig. 2 is a view on a larger scale showing a longi-



tudinal sectional view through a portion of the talking machine and showing the device in position for cleaning a record. Fig. 3 is a view similar to Fig. 2 showing the device moved out of engagement with the record and disposed within its housing. Fig. 4 is a cross

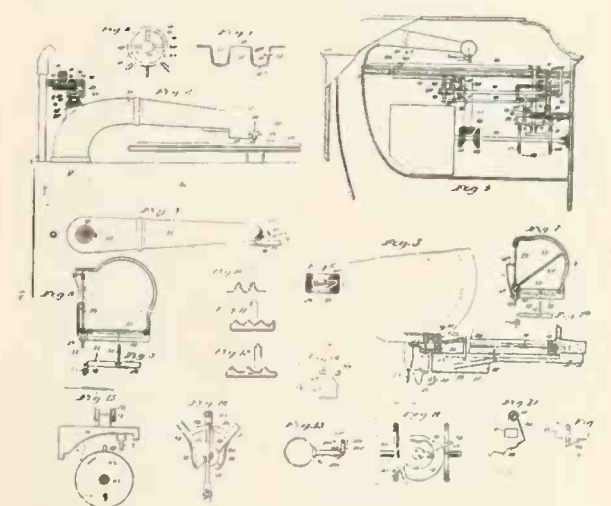
sectional view taken through the brush and its casing, and Fig. 5 is a detail side elevation showing the upper end of the vertical housing. Fig. 6 is a fragmentary plan view showing the rear end of the brush holding casing, and Fig. 7 is a fragmentary elevation of the upper end of the tubular housing taken at right angles to Fig. 5.

Multiple - Record - Repeating Phonograph. Charles M. Heck, Raleigh, N. C. Patent No. 1,342,442.

This invention relates to records for sound reproducing mechanisms, and to apparatus employed in making and reproducing sounds from said records.

One of the objects of the invention is to provide a record body of any of the well-known types, with a multiple record groove, i. e., with a groove having side walls and a bottom wall, the surfaces of which walls have been treated to form independent sound records. A further object is to provide a record having a groove provided with means whereby lateral and vertical motions of a stylus may be obtained from one surface. A further object is to provide a sound recording and reproducing apparatus, and means co-operating therewith, to selectively make or reproduce records on the walls of said multiple record groove. A further object is to provide a sound reproducing apparatus which is capable of reproducing a record irrespective of whether the same is made with a groove varying vertically as to depth, or has its sides varying laterally. A further object is to provide a sound recording and reproducing apparatus, constructed to simultaneously or selectively record or reproduce, with a single groove, two or more recorded selections. A further object is to provide means whereby a groove that varies both vertically and laterally may be utilized for recording and reproducing sound.

Fig. 1 is a diagrammatic sectional view illustrating a sound record made in accordance



with the invention. Fig. 2 is a side view of a sound reproducing apparatus capable of use in connection with such a record. Fig. 3 is a plan view of a portion thereof. Fig. 4 is a detail view of the controlling device. Fig. 5 is an enlarged detail view illustrating diaphragms and styli co-operating therewith, for operating both vertically and laterally. Fig. 6 is an enlarged detail view thereof. Figs. 7 and 7a are detail views illustrating the method of recording both types of sound vibration. Figs. 8 and 8a show a modified form of reproducing instrument. Fig. 9 is a view of the automatic device by means of which the desired record within the record groove is selected. Figs. 10, 11 and 12 are detail views illustrating the manner in which the stylus engages the record. Figs. 13, 14, 15, 16 and 17 are enlarged views of details of the reversing mechanism. Fig. 18 is a detail view of one of the tappets.

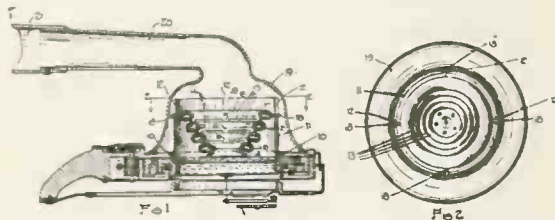
(Continued on page 226)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 225)

19 is a detail sectional view of the setting cam and its operating arm.

Sound Modifying Means. Erwin Cassca, Gloversville, N. Y. Patent No. 1,342,662.

This invention relates generally to sound boxes for phonographs or the like, and particularly to sound modifying means for receiving the diaphragm vibrations at the point of maximum amplitude, the minor vibration being absorbed or deadened, to thereby avoid the



interference which would otherwise impair the pure reproduction.

Fig. 1 is a section in elevation showing the improved sound modifier. Fig. 2 is a cross section taken on line 2-2 of Fig. 1.

Repeating Device for Sound Reproducing Machines. Edward Peremi, Brooklyn, N. Y. Patent No. 1,343,087.

The object of this invention is to provide a new and improved repeating device for phonographs and other sound reproducing machines and more especially designed for use in connection with disk or cylinder records containing foreign language matter to be reproduced with a view to enable a listener to acquire the language. Another object is to permit the user to cause the machine to repeat any particular word or words or a sentence or any small portion of the record whenever it is desired to do so, thereby enabling a person to quickly and accurately gain the desired knowledge. Another object is to permit the user to readily actuate the repeating device either by hand or by foot. Another object is to allow of conveniently attaching the repeating device to a phonograph or other reproducing machine without requiring any alteration in the construction of the machine.

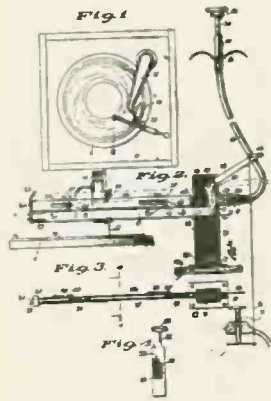


Fig. 1 is a reduced plan view of the repeating device as applied to a phonograph using disk records; Fig. 2 is a side elevation of the same with parts shown in section; Fig. 3 is a plan view of the repeating device with the cover of the hollow post removed; and Fig. 4 is a cross section on the line 4-4 of Fig. 3.

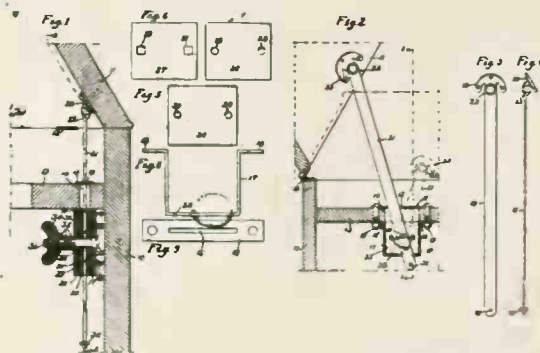
Friction Support for Lids. Isaac F. Burton, Philadelphia, Pa. Patent No. 1,343,347.

One object of this invention is to provide an improved friction support for lids which will be particularly adapted for use in connection with the hinged lids or covers on talking machine cabinets and will be so constructed that it will hold the lid or cover in various pivotal positions into which it is manually moved.

Another object is to so construct the invention that the supporting bar is free to move in various paths relatively to its friction engaging means so that various parts of said en-

gaging means will be presented to said bar and thereby prevent the bar from wearing a groove in the friction engaging means which would soon cause the friction engaging means to lose its grip upon said bar.

Fig. 1 is a sectional elevation taken on the line 1-1 of Fig. 2 showing the invention applied to a talking machine cabinet and illustrating a lid or cover in a closed position. Fig. 2 is a sectional elevation taken on the line 2-2 of Fig. 1, drawn on a smaller scale and illustrating in full line position the lid in a raised position and in dot-and-dash line position, the lid closed. Figs. 3 and 4, respectively, represent face and edge views of the lid supporting bar shown in Figs. 1 and 2. Fig. 5 is a face view of one of two friction exerting pads which form a part of the invention. Figs. 6 and 7

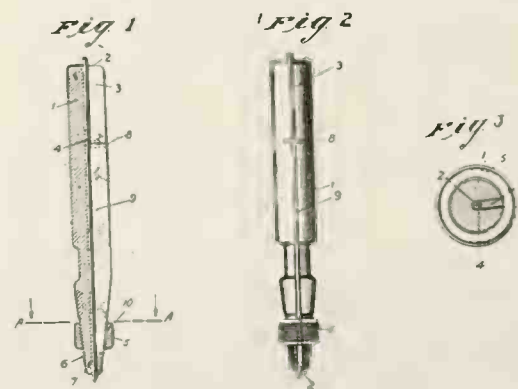


are face views of two side plates which form a part of the invention and between which the friction pads are adapted to be positioned. Fig. 8 is a side view of a hanger bracket which is preferably employed, and Fig. 9 is a top plan view of a slotted facing plate which is preferably used.

Phonograph Needle. John Heino, New York. Patent No. 1,343,507.

This invention pertains to a phonograph needle which it shall not be necessary to renew after each record has been played, as is now customary. It contemplates the provision of a needle which may be utilized any number of times, but in which the actual playing point is not of sufficient hardness to damage the record.

A further object is to provide a needle of this style in which the playing point may be renewed without the exercise of any mechanical skill whatsoever. A final object of this invention is the provision of a needle of the above-mentioned class which shall incorporate means for holding the playing point so firmly that it is impossible that any slipping of the same



might occur, but which shall, nevertheless, be capable of being instantly loosened, so that the playing point may be fed forward and the needle be good for any number of subsequent playings.

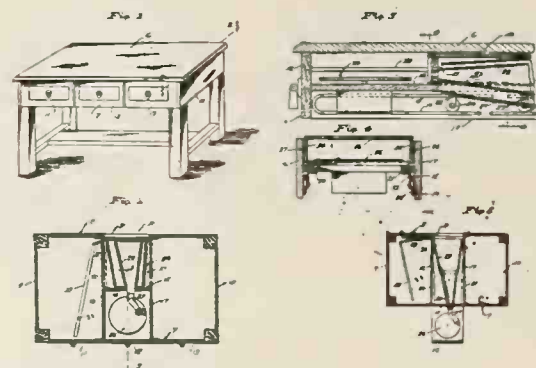
Fig. 1 is a sectional side elevation of the improved needle; Fig. 2 is a plane side elevation; and Fig. 3 is a sectional view taken along the lines A-A of Fig. 1.

Phonograph Table Cabinet. Peter Kraushaar, Montebello, Cal. Patent No. 1,343,622.

The primary object of this invention is to provide a cabinet having the appearance of a table and so constructed that the phonograph and its horn are housed beneath the table top. It is another object of this invention to provide a cabinet of the class described with a phonograph and horn mounted to be drawn

out and opened like an ordinary table drawer.

Fig. 1 is a perspective view of a table cabinet with the phonograph closed in; Fig. 2 is a horizontal section as seen on the line 2-2 of Fig. 1; Fig. 3 is an enlarged fragmentary section taken on the line 3-3 of Fig. 2; Fig. 4 is a section taken on the broken line 4-4 of Fig. 3; and Fig. 5 is a section similar to Fig. 2

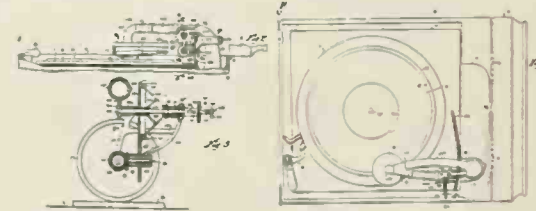


showing the phonograph in its open position and ready for playing.

Phonograph Attachment. Dennis McNeill, Huntington, W. Va. Patent No. 1,341,511.

This invention relates to phonographs, the particular purpose being to suppress as far as practicable the undesirable noises due to the mechanical scratching of the stylus upon the record disk or member equivalent thereto.

The invention aims to divide the sound waves into two parallel channels is so arranged as to cause the undesirable sounds passing through one channel to interfere with those passing through the other channel, and thus produce virtual silence. The length of one of these channels is varied, gradually, during the operation of the machine, so as to cause the sounds passing through it to travel a distance slightly



longer than the sounds passing through the other channel, and by so doing there is an interference of the sound waves, in passing through the two channels, to neutralize to a considerable extent the acoustical effect of the two groups of sound waves, and that, too, independently of the fact that the wave lengths of the sounds in question grow longer as the stylus approaches the center of the disk.

Fig. 1 is a plan view of a phonograph equipped with the attachment, certain parts being broken away, Fig. 2 is a side view of the same partly in elevation and partly in section; and Fig. 3 is an enlarged section on line 3-3 of Fig. 2 looking in direction of arrows.

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Advance RECORD BULLETINS for September, 1920

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- A6154 Dance of the Hours. Part I. From "La Gioconda." Gino Marinuzzi and his Symphony Orchestra 12
Dance of the Hours. Part II. From "La Gioconda." Gino Marinuzzi and his Symphony Orchestra 12
49804 Melody in F. Walter Golde at the piano. Pablo Casals, 'Cellist 12
49796 The Swan (Le Cygne). Walter Golde at the piano. Pablo Casals, 'Cellist 12
79060 Mother (I Love You). Charles Hackett 10
78760 Valse Bleue. Violin Solo. Harry Kaufman at the piano. Toscha Seidel 10
79115 Sweetest Story Ever Told. Hulda Lashanska 10
A6156 Fiddle and I. Violin Obligato by Sascha Jacobsen. Barbara Maurel 12
Sing Me to Sleep. Obligato by Sascha Jacobsen. Barbara Maurel 12
MISCELLANEOUS
A6158 "Florodora." Vocal Gems, Orch. accomp., Columbia Light Opera Company 12
Intro.: 1. "Flora." 2. The Shade of the Palm. 3. Tell Me, Pretty Maiden. 4. I Want to Be a Military Man. 5. The Silver Star of Love.
"The Mikado." Vocal Gems, Orch. accomp., Columbia Light Opera Company 12
Intro.: 1. Behold the Lord High Executioner. 2. Three Little Maids from School. 3. Tit Willow. 4. The Flowers That Bloom in the Spring. 5. For He's Going to Marry Yum-Yum. 6. With Joyous Shouts.
E4658 Gypsy Love—Waltz. Olga Bibor's Gypsy Orchestra 10
Don Juan—Waltz, Olga Bibor's Gypsy Orchestra 10
A2947 County Fair at Punkin Center, Cal Stewart (Uncle Josh) 10
Jim Lawson's Hogs... Cal Stewart (Uncle Josh) 10
A6155 Our Director March... Columbia Band 12
Centennial March... Columbia Band 12
A2950 Long Ago—Hawaiian Guitar Duet, Ferera and Franchini 10
Hunika—Hawaiian Guitar Duet, Ferera and Franchini 10
A2951 Medley Horn Pipe—Accordion Solo, Joe Linder at the piano. John J. Kimmel 10
Intro.: 1. Bryant's Favorite. 2. Birds in the Tree.
Medley Jigs—Accordion Solo, Joe Linder at the piano. John J. Kimmel 10
Intro.: Rakes of Kildare and Devlin's Favorite
POPULAR HITS
A2954 Venetian Moon, Lewis James and Chas. Harrison 10
My Isle of Golden Dreams... Chas. Harrison 10
DANCE RECORDS
A2955 The Love Nest—Medley Fox-trot, Art Hickman's Orchestra 10
Intro.: Mary from "Mary."
Song of the Orient—Fox-trot, Art Hickman's Orchestra 10
A2952 Chili Bean—Song Fox-trot, Paul Biese Trio and Frank Crumit 10
Bells of Monterey—Fox-trot. Saxophone, banjo and piano... Paul Biese Trio 10
A2953 Ding Toes—Fox-trot. Piano duet, Banta and Akst 10
Intro.: "Cuddle Up."
Typhoon—Fox-trot. Piano duet, Orch. accomp. Banta and Akst 10
THE MID-MONTH RECORDS
A2939 Left All Alone Again Blues (from "The Night Boat")... Marion Harris, Comedienne 10
Everybody But Me... Marion Harris, Comedienne 10
A2944 The St. Louis Blues. Marion Harris, Comedienne 10
Homesickness Blues. Marion Harris, Comedienne 10
A2946 In Sweet September... Al Jolson, Comedienne 10
Early in the Morning (Down on the Farm). Frank Crumit 10
A2948 Marion (You'll Soon Be Marryin' Me). Frank Crumit 10
Pretty Kitty Kelly... Charles Harrison 10
DANCE RECORDS
A2945 Somehow—Fox-trot... Ted Lewis Jazz Band 10
I Know Why—Medley Fox-trot. Intro.: My Cuban Dreams... Morrison's Jazz Orchestra 10
A2949 Dance-O-Mania—Fox-trot... The Happy Six 10
Slow and Easy—Fox-trot. Intro.: I'm Sorry I Ain't Got It You Could Have It If I Had It Blues... Louisiana Five Jazz Orchestra 10
A6157 Tripoli—Medley Waltz. Intro.: Let the Rest of the World Go By... Prince's Orchestra 12
Romance—Waltz. Intro.: There'll Come a Day. Prince's Orchestra 12

VICTOR TALKING MACHINE CO.

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Drifting... Peerless Quartet 10
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What-cha Gonna Do When There Ain't No Jazz, Esther Walker 10
18681 So Long Oo-Long—Fox-trot, Van Eps Quartet 10
Lovely Summertime—Waltz, Joseph C. Smith's Orchestra 10
18682 Hold Me—Medley Fox-trot... Palace Trio 10
Wond'ring—Fox-trot... Selvin's Novelty Orchestra 10
VOCAL AND INSTRUMENTAL RECORDS
45179 Pickaninny Sleep Song... Lucy Isabelle Marsh 10
Damon (Bekehrte)... Lucy Isabelle Marsh 10
18683 Comrades of the Legion—March... Sousa's Band 10
Who's Who in Navy Blue—March... Sousa's Band 10
18684 Whirlwind (Tourbillon) (Krantz)—Flute Solo, Arthur Brooke 10
Hungarian Fantasia (Andante e Rondo) (Weber, Op. 35)—Bassoon Solo... William Gruener 10
RED SEAL RECORDS
FRANCES ALDA, Soprano
64893 I'd Build a World in "The Heart of a Rose," David Nicholls 10
GABRIELLA BESANZONI, Contralto—In Italian
64876 La Gioconda—Voce di donna (Angelic Voice), Ponchielli 10
ENRICO CARUSO, Tenor—In Italian
87312 L'Addio a Napoli (Farewell to Naples), T. Cottrau 10

- MISCHIA ELMAN, Violinist
(Piano accompaniment by Josef Bonime)
64894 The Dew Is Sparkling... Rubinstein-Elman 10
AMELITA GALLI-CURCI, Soprano—In French
74639 Villanelle (The Swallows)... Eva dell'Acqua 12
ORVILLE HARROLD, Tenor
64892 Values (Another Hour With Thee), Rittenhouse-Vanderpool 10
JASCHA HEIFETZ, Violinist
(Piano accompaniment by André Benoist)
64769 Méditation... Alexandre Glazounow 10
EDWARD JOHNSON, Tenor
64895 Land of the Long Ago, Charles Knight-Lillian Ray 10
HANS KINDLER, Violoncellist
64896 Orientale (from "Kaléidoscope")... César Cui 10
FRITZ KREISLER, Violinist
64902 Who Can Tell (from the operetta "Apple Blossoms")... Kreisler 10
SERGEI RACHMANINOFF, Pianist
74630 Troika en Traineaux (In a Three-Horse Sleigh), Tchaikowsky 12
RENATO ZANELLI, Baritone—In Italian
74632 La Traviata—A tanto amor (Thou Flow'r Beloved)... Donizetti 12

EDISON AMBEROL RECORDS

- ROYAL PURPLE RECORDS
29058 Valse Sentimentale (Schubert-Franko). Violin, Albert Spalding 10
29059 Urna fatale del mio destino (Fatal Urn of My Destiny—La Forza del Destino (Verdi). Baritone, in Italian... Mario Laurenti 10
REGULAR LIST
4060 Ages and Ages (Kendis-Brockman). Tenor, George Wilton Ballard 10
4061 I'll Always Keep a Corner in My Heart for Tennessee (Donaldson). Tenor, Reese Jones and Male Chorus 10
4062 That Naughty Waltz (Levy). Contralto and baritone... Helen Clark and Joseph Phillips 10
4063 Moon Shines On the Moonshine (Bowers). Negro duet... Al Bernard and Ernest Hare 10
4064 Who'll Take the Place of Mary? (Dubin-Gaskill-Mayo). Tenor... Talbot O'Farrell 10
4065 Marion (You'll Soon Be Marryin' Me) (Ingham-McConnell). Soprano and tenor, Rachael Grant and Billy Murray 10
4066 My Sahara Rose Medley—Fox-trot (Clarke-Donaldson). Two saxophones and two pianos for dancing... Wiedoeft-Wadsworth Quartet 10
4067 At the Moving Picture Ball (Santly), Maurice Burkhardt 10
4068 Manila Waltz (Chofre), United States Marine Band 10
4069 Beautiful Hawaii Waltz (M. Earl), Waikiki Hawaiian Orchestra 10
4070 I'd Love to Fall Asleep and Wake Up in My Mammy's Arms (Albert). Tenor... Reese Jones 10
4071 My Lovin' Sing Song Man (Bernard), Al Bernard and Frank M. Kamplain 10
4072 I'll See You in C-U-B-A (Berlin), Fred Hillebrand 10
4073 One Loving Caress (Wenrich). Soprano and contralto... Gladys Rice and Marion Evelyn Cox 10
4074 Ching-a-Ling's Jazz Bazaar (Bridges), Mack and Miller 10
4075 Karzan—Fox-trot (Dulmage). For dancing, Green Bros. Novelty Orchestra 10
4076 Haley's Fancy—Medley of Irish Jigs. Accordion, John J. Kimmel 10
4077 Uncle Josh and the Sailor (C. Stewart). A rural story... Cal Stewart 10
4078 Sunshine and Cloud (Glover). Contralto and baritone... Helen Clark and Joseph Phillips 10
4079 Oriental Stars—One-step (Monaco). For dancing... Green Bros. Novelty Orchestra 10
4080 Come Into the Garden, Maud (Balfé). Tenor, Hardy Williamson 10
NORWEGIAN RECORDS
9246 Aa kjøre Vatten aa kjøre Ve (Come Haul the Water and Haul the Wood); and Kjaerringa med Staven (Here Comes Sally on Crutches). Tenor... Carsten Woll 10
9247 Gamble Norge (Song of Norway) (Nilsson). Tenor... Carsten Woll 10

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55008 Carmen-Habanera (Love is like a Wood Bird), in French (Bizet). Contralto, Vocalion orch. accomp... Mme. Marguerite D'Alvarez 12
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30101 Eili, Eili (Hebrew Traditional). Soprano. Vocalion orch. accomp... Rosa Raisa 10
30105 Pecche? (Why?) in Italian (deFlavio-Pennino). Tenor. Vocalion orch. accomp... Giulio Crimi 10
14081 Gwine to Run All Night (Foster). Tenor. Vocalion orch. accomp... Reed Miller 10
Plantation Songs, Medley. 1. In the Morning By the Bright Light; 2. My Old Kentucky Home; 3. I See Gwine Back to Dixie; 4. Old Black Joe... Aeolian Male Quartet 10
BAND SELECTIONS
14082 Commander in Chief (Losey). Played by... Aeolian Military Band 10
March of the Marines (Brooke). Played by... Aeolian Military Band 10
POPULAR SELECTIONS
14083 Blue Diamonds (Caddigan & Storey). Song Fox-trot, orch. accomp... Henry Burr 10
I Know Why (Morgan). Ballad Fox-trot, orch. accomp... Burr and Meyers 10
14084 Don't Take Away Those Blues (McKiernan-Spencer). Orch. accomp... Ernest Hare 10
Le Wanna (Bernard). Orch. accomp. Ernest Hare 10
14085 If There's a Lover's Lane in Heaven (Fisher). Orch. accomp... Reed Miller 10
My Dixie Rosary (F. Hanley). Orch. accomp. Sterling Trio 10
14086 Chili Bean (Von Tilzer). Orch. accomp. Billy Murray 10
The Simple Simon Party (Montgomery). Orch. accomp... Billy Murray 10
14087 Mammy's Good-night Lullaby (Harry von Tilzer). Orch. accomp... Peerless Quartet 10
Swanee (Caesar-Gershwin). Orch. accomp. Peerless Quartet 10
INSTRUMENTAL SELECTIONS
14088 Saxema (Wiedoeft). Saxophone, Rudy Wiedoeft 10

- Valse Erica (Wiedoeft). Saxophone, Rudy Wiedoeft 10
DANCE SELECTIONS
14089 Louisiana (Wallace & Freed). Waltz, Played by Harry A. Yerkes' Dance Orchestra 10
Jean (Brooks-Kalmar-Ruby). Fox-trot. Intro.: So Long Oolong. Played by Harry A. Yerkes' Dance Orchestra 10
14090 Dreaming Blues (Edythe Baker). Fox-trot. Played by... Thomas' Saxophone Sextette 10
Syncopated Vamp (Irving Berlin). Fox-trot. Played by... Thomas' Saxophone Sextette 10
14091 The Moan (J. L. Shearer). Fox-trot. Played by... Wiedoeft-Wadsworth Quartet 10
Just Like a Gypsy (Simons & Bayes). Fox-trot. Intro.: Rose of Bagdad. Played by... Wiedoeft-Wadsworth Quartet 10

PATHE FRERES PHONOGRAPH CO.

- POPULAR SUPPLEMENT No. 36
POPULAR VOCAL
22403 I'm In Heaven When I'm In My Mother's Arms (Johnson-Hess-Ager). Tenor... Lewis James 10
You're the Only Girl that Made Me Cry (Fisher). Tenor and baritone duet, Charles Hart and Elliott Shaw 10
22404 Chili Bean (Brown-Von Tilzer). Tenor, Billy Murray 10
When I Was the Village Jim Dandy, Mirandy (Lewis-Young)... Peerless Male Quartet 10
22405 Pretty Kitty Kelly (Pease-Nelson). Patricola, Comedienne 10
Since Mariella Learned the Dardanella (Jerome-Von Tilzer)... Patricola, Comedienne 10
22406 The Love Nest (from "Mary") (Hirbach-Hirsch). Tenor... Sam Ash 10
Tell Me Little Gypsy (from "Ziegfeld Follies of 1920") (Berlin). Baritone... Elliott Shaw 10
22407 Ding-A-Ring-A-Ring (Wilson-Bide-Schuster). Soprano, with Piano accomp... Aileen Stanley 10
I'm a Jazz Vampire (Swanstrom-Morgan). Soprano, with Piano accomp... Aileen Stanley 10
22408 Little Town in the Old County Down (Pascoe-Carlo-Sanders). Tenor... Henry Burr 10
Sweet Little Mary Ann (Kilgour-Howard-King). Tenor and Baritone, duet, Henry Burr and John Meyer 10
22409 Marimba (Johnson-Hess-Black). Tenor, Billy Jones 10
My Dixie Rosary (Tracey-Goodwin-Hanley), Sterling Male Trio 10
22410 Don't Take Away Those Blues (McKiernan-Spencer). Baritone... Ernest Hare 10
Mammy's Good-Night Lullaby (Jerome-Von Tilzer). Tenor and Baritone duet, Lewis James and Elliott Shaw 10
HAWAIIAN
22398 Honolulu Bay (Ferera). Hawaiian guitars, Ferera and Franchini 10
Mahaina Malamalama (Old Hawaiian Melody). Hawaiian guitars... Ferera and Franchini 10
DANCE
22411 Grieving for You (Gibson-Gold-Ribaud). Fox-trot, (Joe Gibson, Dir.) White Way Novelty Orchestra 10
Down Sicily Way (Johnson-Cirina). Fox-trot, (Joe Gibson, Dir.) White Way Novelty Orchestra 10
40205 Just Like the House that Jack Built. Medley Fox-trot. Intro.: "Cindy" from "Cinderella on Broadway" (Grant-Atteridge), Della Robbia Orchestra (Max Fells, Dir.) 12
That Dreamy Oriental Melody (Bennett). One-step... Della Robbia Orchestra (Max Fells, Dir.) 12
22399 Scandal Walk (from "Scandals of 1920") (Gershwin). Fox-trot. (Saxophone, banjo, xylophone and piano)... Van Eps Quartet 10
Vanity (Schanes). Waltz, Duane Sawyer and His Novelty Orchestra 10
22412 The Love Nest (from "Mary") (Hirsch). Fox-trot... Joseph Samuels' Music Masters 10
My Little Bimbo on the Bamboo Isle. Medley One-step. Intro.: "I Love the Land of Old Black Joe" (Donaldson), Joseph Samuels' Music Masters 10
20461 The Moan (Shearer). Fox-trot, Synco Jazz Band 10
Blacksmith Rag (Smith). Fox-trot, Synco Jazz Band 10
REGULAR SEPTEMBER PATHE LIST
54048 Comin' Thru the Rye (Hopekirk). Soprano, Yvonne Gall 12
54049 Santa Lucia (Daylight is Waning) (Gaetano Braga) in Italian. Tenor... Tito Schipa 12
25043 The Low Back'd Car (Lover). Tenor, Thomas Egan 10
The Harp That Once Thru Tara's Hall (Moore). Tenor... Thomas Egan 10
GOSPEL HYMN AND SACRED SOLO
22350 Stand Up For Jesus (Webb). Tenor, with chimes and organ... Earle F. Wilde 10
Flee as a Bird (Dana-Root). Baritone, Turner Roe 10
NEW BAND AND ORCHESTRA RECORDS
22351 Through the Woods (Laigre). Descriptive, Garde Republicaine Band of France 10
Amina (Lincke). Egyptian serenade, Garde Republicaine Band of France 10
22352 Iris (Friml). Intermezzo, National Symphony Orchestra 10
At Dawning (I Love You) (Eberhart-Cadman). Transcription... National Symphony Orchestra 10
NEW INSTRUMENTAL RECORDS
22373 Underneath the Moon (Brauen-Plunkett). Saxophone solo... Duane Sawyer 10
Some of the Time I'm Lonely (Hatch). Saxophone solo... Duane Sawyer 10
22369 Cavalleria Rusticana (Mascagni). "Intermezzo." (Violin, harp, organ)... Pathé Symphonic Trio 10
Jocelyn (Godard). "Berceuse." (Violin, harp, organ)... Pathé Symphonic Trio 10

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POPULAR SONG HITS
6001 Tell Me Pretty Maiden. Sextette from "Florodora"... Empire Light Opera Co. 10
Marion (You'll Soon Be Marryin' Me). Orch. accomp... Crescent Trio 10
(Continued on page 228)

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ADVANCE RECORD BULLETINS FOR SEPTEMBER—(Continued from page 227)

- 6002 Who'll Take the Place of Mary? Tenor solo, orch. accomp. Charles Hart
- Hiawatha's Melody of Love. Male duet, orch. accomp. Charles Hart and Elliott Shaw
- 6003 In the Shade of the Sheltering Palm. From "Florodora" Elliott Shaw
- My Isle of Golden Dreams. Orch. accomp. Sterling Trio
- 6004 Bless My Swanee River Home. Orch. accomp. Peerless Quartet
- Floating Down to Cotton Town. Orch. accomp. Shannon Four
- 6005 Oh! By Jingo. Tenor solo, orch. accomp. Billy Murray
- Profiteering Blues. Tenor solo, orch. accomp. Billy Murray
- 6006 Just Like the Rose. Orch. accomp. Sterling Trio
- Venetian Moon. Tenor solo, orch. accomp. Henry Burr

SACRED SELECTIONS

- 2003 He Leadeth Me. Male Duet, orch. accomp. Reed Miller and Royal Dadmun
- I Need Thee Every Hour. Male Duet, orch. accomp. Reed Miller and Royal Dadmun

CONCERT SELECTIONS

- 4004 Souvenir. Violin solo, piano accomp. Vera Barstow
- Bird Voices. Whistling solo, orch. accomp. Sibyl Sanderson Fagan
- 4005 Sweet Genevievé. Violin, cello and piano, Taylor Trio
- Valse Erica. Saxophone solo. Rudy Wiedoeft

DANCE SELECTIONS

- 5004 La Veeda. Fox-trot. Empire Jazz Orchestra
- Oh My Lady (Listen to My Serenade). One-step. Billy Murray's Melody Men
- 5005 Railroad Blues. Fox-trot. Empire Jazz Orchestra
- Whose Baby Are You? One-step. Billy Murray's Melody Men
- 5006 Beautiful Ohio. Waltz. Rector's Dance Orchestra
- I'm Forever Blowing Bubbles. Waltz. Choruses Sung. Empire Jazz Band

PARAMOUNT RECORDS

- 20014 Blues (My Naughty Sweetie Gives to Me). Fox-trot. Whiteway Jazz Band
- Tiger Rag. One-step. Whiteway Jazz Band
- 20015 I've Got the Blues for My Old Kentucky Home. Comedy with Orch. Flo Bert
- I'd Love to Fall Asleep and Wake Up in My Mammy's Arms. Comedy with Orch. Flo Bert
- 20016 Venetia. One-step. Selvin's Novelty Orchestra
- In Sweet September. Fox-trot. Selvin's Novelty Orchestra
- 20017 Romance. Waltz. Newport Society Orchestra
- Young Man's Fancy. Music Box Novelty from "What's in a Name." Fox-trot. Newport Society Orchestra
- 20018 The Moon Shines on the Moonshine. Solo with Orch. Arthur Collins
- Tired of Me. Solo with Orch. Sam Ash
- 33062 Tenth Regimental March. Military Band. Lieut. Ridgeley's 69th Reg. Band
- National Emblem March. Military Band. Lieut. Ridgeley's 69th Reg. Band
- 33064 Silver Threads Among the Gold. Violin, saxophone and piano. Old Homestead Trio
- When You and I Were Young. Maggie. Violin, saxophone and piano. Old Homestead Trio
- 51031 Beautiful Isle of Somewhere. Vocal. Ernest Davis
- Open the Gates of the Temple. Vocal. Ernest Davis

OKEH RECORDS

ELEVENTH RELEASE

- 4118 In Sweet September (Monaco). Fox-trot. Ray Miller's Black and White Melody Boys
- My Sahara Rose (Clarke-Donaldson). Fox-trot. Harry Raderman's Jazz Orchestra
- 4119 Rose of Spain (Brown-Fazioli-Miller). Fox-trot. Ray Miller's Black and White Melody Boys
- Kismet (Henlere). Fox-trot. Green Brothers' Novelty Band
- 4120 Tell Me Pretty Maiden (From Musical Comedy, "Florodora") (Stuart). Fox-trot. Rega Dance Orchestra
- Polly (Richmond). One-step. Joseph Knecht's Waldorf-Astoria Dance Orchestra
- 4121 Le Wanna (Bernard). Fox-trot. Green Brothers' Novelty Band

- Jean (Brooks). Fox-trot. Harry Raderman's Jazz Orchestra
- 4146 The Love Nest (Introducing Chorus of "Mary") (From Musical Comedy "Mary") (Louis A. Hirsch). Fox-trot. Lanin's Roseland Orchestra
- Enticing (Seduisante) (Morris Benavente). Waltz. Joseph Knecht's Waldorf-Astoria Dance Orchestra
- 4128 Whistle a Song (From the Musical Romance "Chin Toy") (Z. Myers-Joe E. Howard-I. B. Kornblum). Tenor, with Orch. Billy Murray
- There's a Typical Tipperary Over Here (Alex. Gerber-Abner Silver). Vocal, with Orch. American Quartette
- 4129 When a Peach in Georgia Weds a Rose from Alabam (Clyde Hager-W. Goodwin). Tenor duet, with Orch. Hart-James
- I Love the Land of Old Black Joe (Grant Clark-Walter Donaldson). Vocal, with Orch. American Quartette
- 4130 Oh How I Love You (A. B. Sterling-Henry-Lewis-Dave Dreyer). Tenor, with Orch. Fred Whitehouse
- Tiddle Dee Winks (At All the Men) (Garfield Kilgour-Lou Handman). Tenor, with Orch. Billy Murray
- 4131 Underneath the Southern Skies (A. E. Behim-II. Ruby-M. K. Jerome). Tenor, with Orch. Lewis James
- Hiawatha's Melody of Love (Alfred Bryan-Artie Mehlinger-Geo. W. Meyer). Tenor-baritone duet, with Orch. Hart-Shaw
- 4132 The Moon Shines on the Moonshine (Francis DeWitt-R. H. Bowers). Baritone, with Orch. Arthur Collins
- Way Down Barcelona Way (That Diddle E-Um-De-Dum) (Fred Fisher-Harry Jentes). Baritone-tenor duet, with Orch. Collins-Harlan
- 4140 In the Valley of Sunshine and Roses (F. W. Hager). Tenor, with Orch. Henry Burr
- Silver Threads Among the Gold (Eben E. Rexford-H. P. Danks). Vocal, with Orch. Crescent Trio
- 4122 Marriage Blues (Julius Berkin-Joseph Samuels-Herman Berkin). Fox-trot. Joseph Samuels' Jazz Band
- Hunkatin (Sol. P. Levy). One-step. Green Brothers' Novelty Band
- 4123 The Crocodile (Otto Motzan-Harry Akst). Fox-trot. Joseph Knecht's Waldorf Astoria Dance Orchestra
- Hullo, Home (Intro: "My Indispensable Girl") (From Musical Comedy "Buddies") (B. C. Hilliam). Medley One-step. All Star Trio
- 4124 Do Another Break (George H. Green). Fox-trot. Green Brothers' Novelty Band
- Slim Trombone (Henry Fillmore). One-step. Joseph Samuels' Jazz Band
- 4125 Railroad Blues (C. Luckeyth Roberts). One-step. Harry Raderman's Jazz Orchestra
- In Old Madeira (Alma Sanders-Monte Carlo). Fox-trot. Conway's Band (Capt. Pat Conway, Conductor)
- 4126 Sunny Southern Smiles (L. Wolfe Gilbert-Darl MacBoyle-Joseph Cooper). Vocal, with Orch. Crescent Trio
- Hawaiian Twilight (Ray Sherwood-Carl D. Vandersloot). Tenor, Accomp. by Hawaiian Guitars. Lewis James
- 4127 I'd Love to Fall Asleep and Wake Up in My Mammy's Arms (S. M. Lewis-Joe Young-Fred E. Ahlert). Vocal, with Orch. Peerless Quartette
- Tripoli (On the Shores of Tripoli) (P. Cunningham-Al. Dubin-Irving Weill). Contralto-baritone duet, with Orch. Helen Clark-Joseph Phillips

OPERAPHONE CO., INC.

POPULAR VOCAL

- 21176 I'm the Good Man That Was So Hard to Find (Green-Piantadosi). Baritone, Orch. accomp. Ernest Hare
- Chili Bean (Brown-Von Tilzer). Tenor, Orch. accomp. Billy Murray
- 21177 Ages and Ages (Kendis-Brockman). Tenor duet, Orch. accomp. Lewis James and Charles Hart
- I'll Be With You in Apple Blossom Time (Fleeson-Von Tilzer). Tenor, Orch. accomp. Billy Jones
- 21178 I'd Like to Take You Away (Smith-Riesenfeld) from "Betty Be Good." Contralto and tenor

- duet, Orch. accomp. Helen Burke and Charles Knapp
- I'm In Heaven When I'm In My Mother's Arms (Johnson-Hess-Ager). Tenor. Lewis James
- 21179 Little Town in the Old County Down (Pascoe-Carlo-Sanders). Tenor, Orch. accomp. Henry Burr
- That Old Irish Mother of Mine (Jerome-Von Tilzer). Orch. accomp. Sterling Trio
- 21180 Gee, I Wish I Had Some One to Rock Me in the Cradle of Love (Sissle-Blake). Tenor, Orch. accomp. Douglas Scott
- When a Peach in Georgia Weds a Rose from Alabam' (Hager-Goodwin). Orch. accomp. Peerless Quartet

DANCE

- 31154 Kismet (Henlere). Fox-trot. Nonpareil Novelty Band
- Dancing Honeymoon (Janssen). Fox-trot. Nonpareil Novelty Band
- 31155 Sunbeams (Hussar). Fox-trot. Sam Rosner's Dance Orchestra
- Abandonado (Posadas). Waltz. Sam Rosner's Dance Orchestra
- 31156 Korinthia (Kneight). One-step. Sam Rosner's Dance Orchestra
- Gems (Broaker). Fox-trot. Jones's Novelty Dance Orchestra
- 31157 I'm Going Up to Mars (Willy White). One-step. Sam Rosner's Dance Orchestra
- I Love to Fox-trot, from "Honey Girl" (Von Tilzer). Fox-trot. Dance Orchestra

INSTRUMENTAL

- 51138 Drifting (Lamb-Polla). Waltz. Hawaiian Instrumental Duet
- Angel's Serenade (Braga). Violin, flute, piano, Mozart Concert Trio

STANDARD VOCALS

- 41112 Annie Laurie (Arr. by Lehmann). Baritone, Orch. accomp. Andrew MacGregor
- Loch Lomond (Lawson). Baritone, Orch. accomp. Andrew MacGregor

SACRED

- 71108 The Lord Is My Light (Allitsen). Baritone, Orch. accomp. Victor Churchill
- Jerusalem (Parker-Nella). Baritone, Orch. accomp. Victor Churchill

GENNETT LATERAL RECORDS

- 9045 Old Man Jazz (Gene Quaw). Novelty Fox-trot. Saxi Holtsworth Harmony Hounds
- Why Cry Blues (Durante and Baquet). Fox-trot. Jimmy Durante's Jazz Band
- 9053 I'd Love to Fall Asleep (And Wake Up in My Mammy's Arms) (Ahlert-Lewis-Young). Contralto, Orch. accomp. Flo Bert
- I've Got the Blues for My Kentucky Home (Clarence Gaskill). Contralto, Orch. accomp. Flo Bert
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- Scandals of 1920. Medley from "George White's Scandals of 1920." Intro.: "Scandal Walk" and "Idol Dreams." Fox-trot. Van Eps Spec. Four
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- 10217 Stop It. One-step. Green Bros.' Novelty Band
- I'm a Jazz Vampire. Fox-trot. Green Bros.' Band
- 10218 Anytime, Anyday, Anywhere. Fox-trot. Plantation Jazz Orchestra
- Spanish Eyes. Fox-trot. Wiedoeft's Palace Trio
- 10219 Bells, Medley. Intro.: "The Syncopated Vamp," from Musical Production "Ziegfeld's Follies of 1920." Fox-trot. Merry Melody Men
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